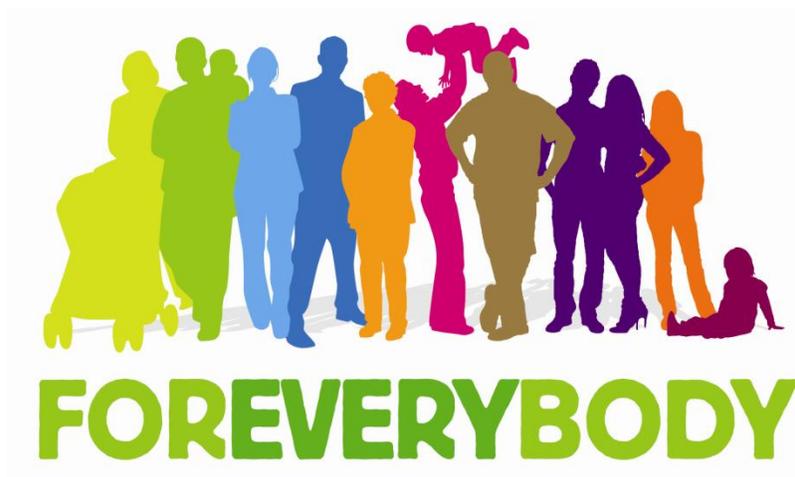
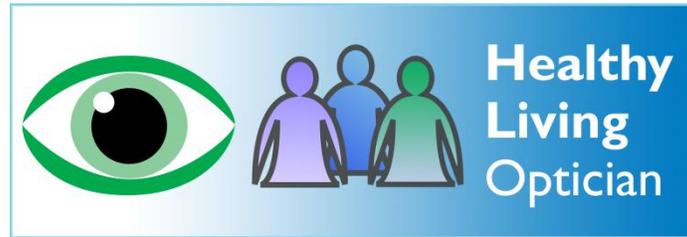




DUDLEY HEALTHY LIVING OPTICIAN PROSPECTUS





Making eye health a public health priority, via on-going, targeted public health campaigns, to increase understanding of the impact of specific health conditions and lifestyles on eye health is the priority of the UK Vision Strategy. Impact on eye health and sight should become an integrated feature of public health and education campaigns, such as those which tackle smoking or obesity.

'Too many UK citizens do not understand the impact of their lifestyles and health conditions on their sight and there is limited public health information and action to help them'

'Sight Loss is even more feared than cancer, AIDS, Stroke, heart disease or diabetes (American Foundation for the Blind 2007). Yet many people are simply not aware of the vital importance of caring for their eyes. Both smoking and obesity can double the probability of sight loss'

UK Vision Strategy

“Optical practices will become healthy living centres: promoting and supporting healthy living and health literacy; offering patients and the public healthy lifestyle advice, support on self care and a range of pressing public health concerns.”

FOREWORD

The recent series of NHS England Calls to Action for general practice, pharmacy, dentistry and eye health and the NHS Five Year Forward View identified a need for a more preventative approach to healthcare delivery and proposed a more proactive role for all of primary care. Community optical practices and community pharmacies are well placed to support general practice in tackling the prevention challenge in primary care.

The promotion of health and wellbeing should be at the core of an organisations design and service culture, which is why one of the ambitions for the NHS is to Make Every Contact Count, by using every opportunity to deliver brief advice to improve health and wellbeing. Over recent years, community pharmacies in Dudley Borough have played an increasingly important role in providing healthcare services and healthy living advice. The Healthy Living Pharmacy scheme is the culmination of a number of initiatives to provide a portfolio of valuable services under one 'brand', together with a robust accreditation process. These services extend beyond the 'traditional' pharmacy services to focus on a spectrum of needs relating to healthy living and lifestyles, through direct provision of advice and interventions and sign-posting to other services. Working with the Local Optical Committee, Dudley Office of Public Health has identified that a similar concept could be extended to community optical practices.

For the population of Dudley, the Healthy Living Optician scheme provides a valuable resource for communities and will provide a tangible contribution to improvement in health and wellbeing. We believe that people will also value the availability and accessibility of health living services in optical practices. The contribution pharmacies and optical practices can make is particularly important given the gap in life expectancy associated with deprivation across the borough; those in the most affluent areas can currently expect to live 5-10 years longer than those in the most deprived. Resources provided in the heart of the community, responsive to local needs are a vital component of a multi-faceted approach to closing this gap.

Finally, credit needs to be given to the hard work of those involved with the development of community eye health services. These include the community optometrists and their staff who have embraced the concept of Healthy Living Opticians and have enthusiastically worked to achieve the accreditation standards. The Local Optical Committee has provided significant support in implementing the scheme and brokering support from local optometrists. Members of the Public Health Department have also worked extremely hard to bring this scheme to reality. I look forward to the Healthy Living Opticians providing a valuable service to our population over future years.

Karen Jackson
Acting Director of Public Health for Dudley



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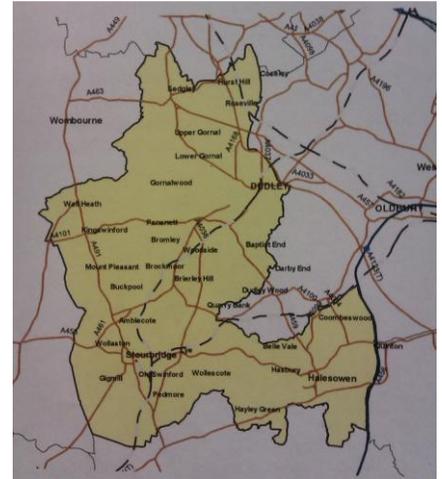
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WELCOME TO THE DUDLEY HEALTHY LIVING OPTICIAN PROSPECTUS

OVERVIEW

- Dudley has a current population of approximately 314,000 and the overall levels of deprivation in Dudley differ little from the national average.
- However, there are pockets of severe deprivation at a local level particularly in areas close to the town centre where some of the population live in areas that are the most deprived in the country.
- Life expectancy is almost ten years lower for men and six years lower for women in the most deprived areas of Dudley than in the least deprived areas and Dudley Office of Public Health has been working hard for a number of years to close this gap.
- Over the last ten years, all cause mortality rates have fallen, early death rates from cancer and heart disease and stroke have also fallen and are now similar to the national average.
- Levels of healthy eating and obesity are worse than the national average.
- The rate of hospital admissions for alcohol related harm is higher than average.
- The main priorities in Dudley include continued action to reduce health inequalities, reducing levels of obesity across the borough and tackling alcohol-related harm.
- The causes of many hospital admissions in Dudley are influenced by lifestyle factors and are more commonly an issue in areas of deprivation.
- Many admissions might have been avoided if the right interventions had been made at an appropriate time.
- Community optical practices have an important role to play engaging with the public to provide some of these interventions.



BACKGROUND

Community optical practices in Dudley are accessible over an extended time period - in the evening and at weekends - when other health care professionals are not available.

Dudley Office of Public Health and Dudley LOC believe that Healthy Living Opticians (HLO) are good for the public, community optical practices and for optometrists. The introduction of the HLOs marks the beginning of a new era for optical practices locally. It aims to encourage and develop even higher standards of service delivered by dedicated teams working together in optical practices at the heart of each community.

A **Healthy Living Optician** will:

- Consistently deliver a range of commissioned services to a high quality
- Have a team that is well trained and pro-active in supporting health and well-being, with the community's health at the centre of what it does
- Promote healthy living and well-being as a core activity
- Be accessible and approachable
- Be valued and trusted
- Offer services in a non-judgmental manner
- Maintain premises to a high professional standard with private consultation facilities and good IT facilities
- Work closely with other healthcare providers, reactively and proactively
- Be identifiable by the public and other healthcare professionals

The HLO framework aims to develop optical practice teams further by improving leadership and communication skills, making team working more effective and enabling higher standards of service and care. These optical practice teams will be able to offer both advice and support to people effectively, with accurate signposting and referral when the need arises. The teams will use every opportunity to provide relevant health information.

The focus of messages will be in the interests of the patient who will remain at the centre of all that is offered at the optical practice. The team must be able to demonstrate to commissioners that they have made this commitment to patient care.

NEXT STEPS

The Dudley HLO Framework sets out the services and enablers for an optical practice to progress in provision of high quality health services and excellence in patient care.

Dudley Healthy Living Optician Framework

| LOCAL HEALTH NEED | | | |
|------------------------------|--|--|---|
| NEED | CORE | Level 1 Promotion | Level 2 Prevention |
| Smoking | Health promotion, self care, signposting | Pro-active health promotion, brief advice, assess willingness, Stop Smoking service | Cancer awareness |
| Alcohol | Health promotion, self care, signposting | Pro-active health promotion, Alcohol IBA service | Cancer awareness |
| Obesity | Health promotion, self care, signposting | Pro-active health promotion, brief advice, assess willingness, signpost to services | Weight Management service |
| Health Checks | Health promotion, self care, signposting | Pro-active health promotion, brief advice, signpost to services | NHS Health Checks service |
| Physical Activity | Health promotion, self care, signposting | Pro-active health promotion, brief advice, assess willingness, signpost to services | Healthy lifestyle consultation service |
| Other | Health promotion, self care, signposting | Oral health, mens health, travel health, sun, breastfeeding and mental health awareness | <i>Cancer screening and treatment adherence support</i> |
| Workforce Development | Core capabilities | Health Champion Leadership skills | Behavioural change skills Leadership skills |
| Environment | GOC standards | Advanced IT and premises | Enhanced IT and premises |
| Engagement | Operational | Primary Care | Community |
| OPTICAL PRACTICE CAPABILITY | | | |

Key: HLC led behaviours in [normal type], **currently commissioned services in [bold]**, *potential future services in [italics]*

FOUNDATIONS

Before an optical practice can be considered as an HLO, it must already be achieving the standards required within the General Ophthalmic Services mandatory services contract through completion of Quality in Optometry Level 1.

In addition optical practice teams must be able to demonstrate and apply a healthy living ethos with a proactive approach to service delivery. The practices will be aware of service protocols, how services work and know when and where to signpost patients. Services will be delivered in a professional, reliable consistent manner that will give future commissioners the confidence to use HLOs as a provider of choice for some services that meet local needs.

An extensive communications campaign is planned in Dudley to raise public awareness of the HLO concept. This campaign will give assurance to the public that anyone accessing services at an HLO will enjoy high standards of service and care. HLOs will display a badge of excellence that gives commissioners and members of the public this assurance.

For optical practices prepared to make this commitment, the rewards will be there. We aim to have the first HLO accredited at Level 1 by April 2015.

There are two levels of service delivery within the HLO framework:

Level 1 - Promotion - Promoting health, wellbeing and self-care

Level 2 - Prevention - Providing services

One of the principles relating to an HLO is that these services, above and beyond General Ophthalmic Services, will be commissioned where there is a local need and appropriate capability exists.

Initially, HLOs will be commissioned to provide Level 1 services with a view to moving towards higher levels.

It is important to remember that HLO status can be removed as well as awarded.

In order to be awarded Healthy Living Optician status, the optical practice must meet the service criteria detailed in the Dudley Healthy Living Optician Framework (See page 3) and the 'enabler' quality criteria as listed below.

WORKFORCE DEVELOPMENT

The aim is to ensure that, irrespective of premises, the optical practice staff demonstrate that they embrace the healthy living ethos.

1. Staff attitude, skills, values and training:

- All optical practice staff understand the basic principles of health and wellbeing.
- All optical practice staff have some understanding of the public health needs in their area.
- Members of staff receive training on issues of confidentiality and consent relevant to the member of the public receiving the service.
- The team are friendly, welcoming and sensitive to the need for privacy for different individuals seeking advice and health services.
- Members of the optical practice team are able to communicate effectively and sensitively when recruiting members of the public to health and wellbeing services or providing them with advice.
- The team recognise the need for equality and diversity; providing a person-centred approach.
- The team understand that every interaction is an opportunity for a health intervention and that they make every contact count.
- There is a clear leader within the team who is responsible for achieving the vision and creating an ethos of proactive health and wellbeing within the optical practice.

The achievement of this requires commitment on both sides. Public Health working closely with the LOC, will arrange training sessions to support the development of optical practice teams. In addition contractors (practice owners) need to support this development by working collaboratively with all stakeholders to ensure that their teams develop the skills to deliver high quality evidenced healthcare through the provision of adequate resource such as realistic staffing levels.

Teams will be led by qualified Health Champions (HC). Evidence has shown that a HC can improve health outcomes for patients; however, the impact of the whole HLO team is even greater. It is essential that all staff complete Making Every Contact Count (MECC) training.

Managers within an optical practice should carefully consider what activities they ask their HCs to undertake to best meet the needs of their community and services offered by the practice

Initially Public Health will fund training for the first Dudley HCs. This will involve distance learning, a full day's training and an assessment (this will consist of a short multiple choice test of 30 questions). Leadership training will also be funded.

HCs undertake training and complete an assessment to accredit them at Royal Society of Public Health Level 2. The qualification is nationally recognised and is Level 2 in the National Qualifications Framework, Royal Society of Public Health. The award is called Understanding Health Improvement Level 2.

In a Healthy Living Optician, we expect the HC to be engaged in some or all of the following:

- Work with the whole practice team to develop ideas on how your practice can be more proactive with health and wellbeing making the most of every intervention,
- Take responsibility for keeping health promotion materials up to date and sourcing new leaflets and posters from organisations with an interest in public health.
- Come up with different health and wellbeing campaigns and develop a health zone in your practice.
- Consider whether your practice is a healthy workplace and think up some ideas to make it healthier for the staff that work within it.
- Be available to advise your customers and patients about health and wellbeing.
- Be able to signpost your patients to health and wellbeing services within the practice or to other providers.
- Network with other HCs to share ideas and what works well.
- Complete an audit of the difference you are making.

ENGAGEMENT

The aim is to demonstrate that the optical practice team are active in their local community; engaging with the public, healthcare professionals and commissioners.

2. Joined up working:

- The optical practice is an active member of the local community and understands how to respond to the community's local needs.
- The practice team is an integral part of local public health delivery and engages with other healthcare professionals.
- The practice team understands the need to deliver consistent services as part of their commitment to commissioners and leads on integrated health and wellbeing initiatives.

ENVIRONMENT

The aim is to provide an environment that embraces the ethos of a Healthy Living Optician, including an atmosphere created by premises as well as staff attitudes and actions. The environment can also contribute to ensuring confidentiality for service users.

3. Professional environment

- The 'professional' environment reflects the impression and ethos of a HLO, proactively promoting health and wellbeing to the public e.g. the appearance and dress of the staff and premises.
- A Healthy Living Optician takes its responsibility to contribute to a sustainable environment seriously and this is reflected in the way it operates its business.
- It is clear to the public that free, confidential advice on public health and wellbeing can be accessed.



As a HLO prepares to deliver commissioned services it will need to consider whether its available consultation room(s) provides appropriate access, space and facilities. Consideration should be given to capacity to deliver several services at once and hence the potential need for more than one consultation room.