



Brighton and Hove LINK Annual Event 2010 Summary of Outcomes

When: Saturday 24th July 11am to 3pm

The event had 3 main outcomes:

- 1) raising awareness of the LINK
- 2) increasing sign-up to the LINK
- 3) passing on health information particularly to those who do not usually attend health/community events

Raising awareness of the LINK

Promotion of the event – by promoting the event we were able to ensure the LINK branding was in the public domain and would therefore become more familiar to the public. The website address was also included in all of our publicity so even those who did not attend the event would be aware of our website. The event was advertised through:

- newspapers: a press release was produced and this was picked up in the Argus and a paid-for ad was placed for 2 weeks in the Friday Ad paper
- online: What's On in Brighton, Gumtree, Friday Ad online, B&H LINK website, two email lists, Facebook, Twitter
- radio
- invitations were sent to schools, colleges, nurseries, community groups etc. (in addition to providers etc)
- LINK newsletter – the event was promoted in 3 issues
- 800 flyers were distributed advertising the event

Competition at the event

A competition was held at the event, in which entrants had to answer a question on what they thought the role of the LINK is. This was designed to ensure attendees would purposefully find out more about the LINK.

LINK Stand

The LINK had a stand at the event with information on its role and its powers with leaflets and more information.

Increasing sign-up to the LINK

It is estimated that approximately 200 people attended the LINK event, 55 of which signed-up to the LINK. The lower sign-up figure probably reflects the fact that:

- i) some were part of the same household and therefore did not sign-up individually
- ii) there is a general reluctance/scepticism for people to sign-up as they may feel their views may be passed to health and social care providers and worry they may receive too much information

Passing on health information particularly to those who do not usually attend health/community events

Provision of health information

Unfortunately, due to some last minute cancellations we did not have as many health information stands as we would have liked. However, the LINK had collated health promotion information and had information on the following:

- oral health (with some information from South Downs NHS Trust)
- medicine wastage (with some information from the Pharmacy team at the PCT)
- hypertension (which was obtained from the Blood Pressure Association)
- healthy eating
- safeguarding vulnerable adults
- dignity (including our role as a dignity champion)

Other LINK Initiatives to promote health and wellbeing at the event (this was all funded by the LINK or supported by donations)

- free samples of sun care protection to encourage members of the public to protect their skin.
- free message in a bottle containers (free scheme where individuals can add details of their medicine and allergies etc which is kept in their fridge so paramedics can access in an emergency)
- free goody bags for attendees with a travel toothbrush and toothpaste to encourage regular tooth cleaning
- Wii-fit taster sessions – which includes a calculation of body mass index (bmi)
- Tai chi sessions (slow meditative physical exercise designed for relaxation and balance and health)
- free blood pressure checks – 27 checks were made and 4 members of the public were identified as having dangerously high blood pressure (BP). Everyone who had their BP checked were offered supporting information and a record of their BP number.
- wellbeing was promoted through:
 - the availability of free Indian head massage, shoulder and neck massage, Thai massage – encouraging relaxation.

External Stands at the event included:

- alcohol awareness (in partnership with Sussex Partnership and the Crime Reduction Initiative)
- smoking Cessation (South Downs Health NHS Trust)

- Osteoporosis Society
- Mosaic (charity empowering Black, Asian and Mixed parentage families to combat racism and to support the development of positive cultural and racial identity)

Attracting people who do not usually attend health/community events

We chose a different approach and venue to create a relaxed friendly environment:

- drop-in style – so people did not feel they had to attend at a specific time
- everything was free (including a tombola, music and food) and the event had a relaxed, fun vibe
- nail art, manicure, henna tattoo and card making to encourage younger people to attend
- children’s entertainers, wii-fit, lucky dip for children

Mental Health

- information on Time to Change (mental health anti-stigma campaign which the LINK signed-up to in 2009) was given to all attendees
- a mental health workshop took place which looked at 3 key issues: Counselling and Psychological Therapies, Out of Hours/Crisis Centre and Stigma. Approximately 15 people attended this workshop.
- a mental health service user led music group was paid to perform and interact with the public
- information sheets produced by the LINK were distributed on the importance of hobbies and pastimes and their relationship to mental health and well being
- Tai chi and massage were provided which is a useful aid to relaxation and the alleviation of stress

Evaluation

The event met its desired outcomes:

- i) widespread promotion of the LINK and its event meaning more people will know about the LINK and its work
- ii) high number (approx 200) attendees (2009 event had 50 attendees)
- iii) 55 new sign-ups to the LINK including those with young children
- iv) of the 30 people who completed evaluation of the event – all were positive
- v) 27 people had their blood pressure (BP) checked, including some who rarely visit their GP and 4 people were advised to see their GP as they had dangerously high BP
- vi) mental health workshop was well received and new issues will be fed back to the LINK mental health action group