

Healthy Incentives

An incentives programme that helps people to lead healthier lives or manage their long term condition by rewarding them for adopting healthier behaviours.



ENTREPRENEUR:

Mark Brighton

BASED:

Birmingham

What does it do?

Healthy Incentives helps people to lead healthier lives and manage their long term conditions using a combination of motivational messaging by text, one to one support and incentives in the form of vouchers and cash given periodically over an extended period. The aim is sustained behaviour change, resulting in better health outcomes and cost reduction.

Need

Many public health campaigns and self management programmes have a high rate of failure. Smoking and rates of obesity are more prevalent amongst poorer communities, exacerbating health inequalities. A political imperative exists to build 'healthy communities' (Department of Health 1999; National Strategy for Neighbourhood Renewal 2000). The NHS also has a duty to empower people to take better care of themselves and provide the support that encourages them to kick bad habits and embrace good ones.

Solution

Healthy Incentives, created in partnership with NHS Birmingham East and North is a social enterprise that runs a number of incentive schemes, supported by clinicians, to motivate and reward people for taking better care of their health. They include quitting smoking or exercising to lose weight or maintain already achieved weight loss. A jointly agreed action plan is supported by SMS messaging and rewards in the form of vouchers and cash, encouraging people to make permanent changes to the way they lead their lives.

The Healthy Incentives pilots are intended to prove the sustained efficacy of the scheme in comparison with existing programmes and to fine tune its delivery. The aim is to develop the programme into a nationwide commissioned service. The pilots recruit participants in three ways:

1. Smoking in Pregnancy. Pregnant women who smoke are invited to enrol in a smoking cessation programme. Early results show quit rates several times higher than baseline data.
2. HPV Vaccination. 16-18 year old girls are incentivised to undertake and complete the vaccination programme (3 injections). This includes first time approaches and previous non attenders.
3. Weight Loss / Weight Maintenance. Helps people at risk of heart disease or diabetes who need support either to lose weight or maintain weight loss.

Healthy Incentives Ltd has received a further investment of £100K and a commissioning contract of £80K for delivery of smoking cessation services in 2010/11.

Health Launchpad has been instrumental in co-funding Healthy Incentives and providing and sourcing the necessary expertise to design, manage, cost and implement such a complex reward system. Through links with academic institutions and clinical experts it has also helped to design a robust evaluation of Healthy Incentives and its impact on health outcomes.



THE YOUNG FOUNDATION

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NeuroResponse

A new model of telecare for people with Multiple Sclerosis, using telephone, video and e-mail it will help MS patients to manage their condition.



ENTREPRENEUR:

Bernadette Porter

BASED:

London

What does it do?

NeuroResponse is a new model of telecare for people with Multiple Sclerosis, using telephone, video and e-mail, which will greatly improve the ability of MS patients to manage their condition. It provides a specialist service outside the hospital setting and is user friendly and saves costs.

Need

Multiple Sclerosis patients often require rapid responses from specialist clinicians to help them deal with their condition. They are not able to access the appropriate expertise via NHS Direct or their local GP, so they have to make the journey to the nearest specialist hospital to receive the treatment they require. Travel can be particularly traumatic because of the pain and severe fatigue patients suffer.



Solution

NeuroResponse offers a service that reduces patient anxiety and resolves issues much faster. This is achieved by supporting patients to self-manage aspects of their condition and therefore significantly reduce hospital visits. It also creates significant potential cost savings for commissioners.

NeuroResponse uses technology to bring specialist care closer to patients. Initially the project is focusing on providing three core services to Multiple Sclerosis patients:

1. **NeuroDirect:** An on-demand telephone service staffed by expert MS nurses. Patients get an immediate response from staff, trained at a clinical centre of excellence and have access to nurse lead at-home relapse treatment, avoiding hospital admission.
2. **NeuroMail:** An email service linking GPs with a Consultant Neurologist, thus making specialist expertise available to patients through their GP.
3. **NeuroView:** A video clinic linking an expert neurology team with the patient and local clinical team. As a result, patients and community clinicians get access to world-renowned specialist expertise at their local clinical centre.

Ultimately, NeuroResponse seeks to become the UK market leader in the provision of high quality telecare services for those living with long-term neurological conditions.

In March 2010 NeuroResponse was offered a £100,000 investment from NHS London through its Regional Innovation Fund. It scored highest of all applications from across the whole of London.

Health Launchpad originally provided seed funding to develop and evaluate a one month proof-of-concept trial. Since then, **Health Launchpad** has provided intensive business planning support to ensure **NeuroResponse** can sustainably provide a compelling offer to patients, customers (clinicians and PCTs) and partners (UCLH NHS Trust). **Health Launchpad** has committed to make a matched £150k investment to fund a 6-month pilot trial and to develop **NeuroResponse** as an independent social enterprise.

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Living Together with Dementia

A mental health training package that helps couples when one partner has dementia, promoting self-treatment and slowing the disease progression.



ENTREPRENEUR:

Andrew Balfour

BASED:

London

What does it do?

Living Together with Dementia is a mental health intervention, which develops new tools to help people with dementia, their partners and families.

Need

There are currently 700,000 people with dementia in the UK. It is predicted that as a result of an ageing population that figure is predicted to increase rapidly to over a million. A lack of support for carers and people with dementia means that many are prematurely placed in a residential home or psychiatric hospital. As a result, both the emotional and financial cost of care is significant.



Solution

Living Together with Dementia seeks to develop innovative ways of supporting couples when one partner has dementia. It involves therapeutic sessions that encourage the person with dementia to engage in tasks they can still manage, whilst having the close support of their partner. This will radically improve every day life in practical ways; maintain the understanding and communication of the carer and thus reduce stress and maintain emotional and mental wellbeing for longer. Care in the home is most often preferred by those who are given a diagnosis of dementia. It also results in considerable savings for health and social care services. The aim of the Living Together with Dementia pilot is to design a training package that can be rolled out nationally and delivered by frontline mental health and social care staff to couples facing the challenge of a dementia diagnosis.

Health Launchpad has provided seed funding plus professional support to assist Andrew Balfour in the development of the pilot and to produce a user friendly step by step guide. The Health Launchpad team is also exploring the commissioning potential of the intervention and potential business models. The final goal is to establish a financially sustainable social enterprise around a service and customised training package plus ongoing support to ensure maximum efficacy and social impact. The research programme designing the intervention and training materials is due to be completed in December 2010.

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Maslaha-Health

A new organisation which helps Muslims deal with the everyday dilemmas of living in western society such as healthcare, education and family life.



ENTREPRENEUR:

Raheel Mohammed

BASED:

London

What does it do?

Maslaha is an innovative organisation, which helps Muslims deal with the everyday dilemmas of living in western society, whilst observing their faith in areas such as healthcare, education, finance and family life. Maslaha-Health develops information materials on clinical conditions such as diabetes, CVD and perinatal care.

Need

British Muslims have the highest rates of reported ill health among communities in Britain. Tackling the health inequalities that Muslims experience is a priority for Primary Care Trusts with large Muslim populations. Advice on health issues whilst being sensitive to religious beliefs is urgently needed. Non-Muslim practitioners could also gain from a better understanding of the dilemmas faced by Muslims when accessing health services.

maslaha

Solution

The health strand of Maslaha tackles the underlying causes of poor health within the Muslim community, namely, little knowledge and understanding of how to maintain a healthy lifestyle whilst adhering to religious beliefs. In 2008, Maslaha successfully produced a health resource in partnership with NHS Tower Hamlets to address the high prevalence of diabetes within the Muslim community. Maslaha produced an interactive website — www.diabetesintowerhamlets.org and a DVD in both English and Sylheti, which offers advice on diet, exercise and fasting during Ramadan from a medical and Islamic perspective. Maslaha-Health will broker partnerships with PCTs and other funders to create additional modules which will then be available for use generally. The overall aim is to increase the number of Muslims who look after their health appropriately and thus improve their health outcomes.

Maslaha has recently received national recognition for its work from Diabetes UK with their Shared Practice Award. Maslaha are successfully promoting their new resource, www.caringforyourheart.org with surgeries, schools and community organisations. Dr Khalid who has been using the website and DVD said: "This has been the most useful health intervention we have used as it reaches patients directly. There has been a real demand for the DVDs and when we have marketed the website, I know there has been a real surge in use."

Health Launchpad is co-funding the project so that further modules can be developed and materials made available. **Health Launchpad** is providing expertise to develop a trading arm for the Maslaha charity to ensure wider uptake of this information. Currently in development are programmes that deal with cardio-vascular disease, maternity care and perinatal death. The result will be a web-based resource, DVD and printed materials in Urdu, Punjabi and English.



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Start Again

A social enterprise empowering young people with mental health issues through exercise, community re-integration and employment opportunities.



ENTREPRENEUR:

Mark Peters

BASED:

Birmingham

What does it do?

The mission of Start Again is *"for young people to develop their personal, spiritual and social development, enabling them to lead a fuller life in their communities"*.

Start Again provides customised support in the form of exercise, community re-integration and employment opportunities to young people with or at risk of mental health issues. The aim is to encourage young people to regain control of their lives and re-ignite a sense of purpose and wellbeing.

Need

One in six people suffer, at some point in their life, from a mental health issue in the UK. It is widely known that effects of mental illness in early life have a negative impact upon individuals' opportunities to complete education, training, gain

qualifications or become socially and economically independent. Current mental health service provisions do little to empower the individual to manage their own recovery plan and to integrate a holistic approach to their sustained recovery.

Solution

Start Again requires the individual to play a central role in the selection and delivery of therapeutic activities. Options stretch beyond traditional approaches and integrate exercise, which has been shown to improve mental wellbeing, as well as offering social benefit.

Start Again's range of initiatives include a ground breaking football coaching service that is uniquely designed and tailored to the needs of individuals suffering with, or at risk of mental health issues. This approach provides young people with access to a structured, safe and enabling environment whereby football is used therapeutically and as a gateway into a wide range of developmental services. The service covers the entire spectrum of illness from low level anxiety and depression to acute psychosis. Specific focus is placed on supporting individuals during the challenging transition from adolescence to adulthood, including young people making the transition from care or supported accommodation to independent living.

In March Start Again successfully passed Commissioning Gateway 2 and was awarded £128,326 from NHS Birmingham East and North.

Health Launchpad has assisted Start Again by providing seed funding and business development expertise to develop a robust and viable business plan and identifying a growth plan for scalability. Start Again has been commissioned by NHS Birmingham East and North to deliver a one year test and learn pilot from May 2010, propelling the expansion of the service across the West Midlands and wider afield. This will form the basis for roll out on a regional and national basis.



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A health and fitness service by and for local women, removing barriers for Asian women to engage with leisure facilities and manage their health.



ENTREPRENEUR:

Naseem Akhtar and Shebina Gill

BASED:

Birmingham

What does it do?

Saheli – a friend dedicated to improving community health and wellbeing: by providing innovative services and solutions that educate, motivates, inspires and empowers.

Saheli delivers health and fitness services run by and for local women in Birmingham. It removes barriers by encouraging them to engage with leisure facilities; exercise to improve the management of their long term conditions; take up reskilling opportunities; acquire NVQ qualifications and improve their sense of wellbeing and engagement in the community. It also provides a course of adventurous outdoor pursuits for teenage girls.

Need

Despite recent improvements, Birmingham's residents are still not living as long as they should be when compared to the UK average. Lack of exercise contributes to this. Aspects of religion

and community affect how exercise can be practised, and amongst ethnic minority groups, participation is well below the national average. The aim is to develop a series of Saheli health and adventure hubs, rooted in local communities and staffed by locally recruited women.

Solution

Saheli provides the local Asian women with a holistic, personalised life enhancing and community empowering experience. This addresses the need for specific interventions to ensure that women have access and opportunity to participate in sport and physical activity.

Through the provision of a tailored health and fitness facility, local women can now exercise and socialise in a community environment, thus benefiting from the positive effects that being active brings. The service also reaches women who have previously never engaged with mainstream healthcare and who are referred from local GPs to lose weight, manage heart conditions and recover from illness more speedily. Saheli also offers in-house training and qualifications.

In March 2010 Saheli received a commission for £70,282 from NHS Birmingham East and North and a further £21,500 from "Be Active". The BEN commission follows Gateway 2 approval.

Health Launchpad has provided seed funding and expertise to help Saheli to develop a robust and viable business plan that includes a growth plan for scalability and sustainability. The investment and support has also covered the costs of an in-depth community consultation to identify market needs for the service and mould the future development of services. This has allowed Saheli to be a locally commissioned service from May 2010 in preparation for subsequent wider commissioning.



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