

Who we are and what we do?

The 'A Better Ü' Coaching Team is working across a number of practices in South Tyneside, supporting a shift in care towards a bio-psycho-social approach. We have worked with over 250 individuals so far, encouraging them to access community assets, improve their health and wellbeing, and to make healthier lifestyle choices. The Patient Activation Measure (PAM) is used to identify client needs for intervention and to measure success, with an increase in PAM linked to a decrease in health and social care costs.

The News



People seen in our Initial Contact Clinics



Average change in PAM for our most inactivated clients



Feedback from mutual aid:

Educational, Fun, Fab, Informative, Useful.

The People



The Background

Although "Doreen" scored a PAM Level 3, she was feeling socially isolated and inactive. Living with COPD and Osteoporosis, Doreen tried to be as independent as possible but found this could be quite lonely.

The Support

After meeting the team in an initial contact clinic, Doreen was visited once in her home by our Link Worker to see where we could add some value. Doreen was keen to meet with others, so we suggested attending the mutual aid group. Doreen also wanted to be more active and her Long Term Conditions meant that she had found this hard. We signposted her to Age UK's gym, which has trained instructors to help her find a good level of activity she could engage in. Finally, Doreen mentioned she was struggling to interpret a letter from the hospital. We encouraged her to think about where she could get clarification from and supported her to make the phone calls herself.

The Achievements

Doreen spoke to healthcare staff who helped her to understand the letter. She tried the gym at Age UK and although she found it difficult, she has adopted many of the seated exercises and brings these to the mutual aid group, where she is a regular attender. Initially registering 65.5 (Level 3), over the next 6 months Doreen's PAM rose to 67.8 and is now 72.5 (Level 4).



This month we look at goal setting.

One of our aims is to support, enable and empower clients to achieve goals and make healthier lifestyle choices. As a person-centered service, we work with someone to set goals together, supporting them to make their aims EAST¹ – easy, attractive, social and timely.

EASY – Goals should be achievable to build confidence and maintain self-esteem. If we set ourselves a goal that can't be done, we set ourselves up for failure and this can be damaging to any future attempts we make to reach that aim.

ATTRACTIVE – One size does not fit all. The collaboration in goal setting is key; the choice of activity should be one that appeals to the individual, not the worker.

SOCIAL – Working towards something with a partner can increase our likelihood of success, as well as our efforts – recent research suggests we might even work twice as hard in the gym if we go with a workout partner. There are many reasons why, but often it's thought that we don't like to let someone else down and a bit of competition is good for us!

TIMELY – We like to keep in touch with all of our clients regularly, as short-term goals that begin soon are much more likely to be achieved. In other words, don't start tomorrow when you can start today!

Mutual Aid Group



This month our new facilitators will take over the running of Mutual Aid. They have already organized a number of great sessions including 'What's in a food label?' and *Domestic Violence Awareness*. Working with St John's Ambulance Service, the new facilitators have arranged CPR and First Aid training after a number of our group requested this.



Our group is continually growing and we're looking for venues to expand and offer more options for people who want to come along. If you think you may be able to offer space for us to develop a new group, please let the team know on 0191 4274749.

¹ Four simple ways to apply behavioural insights, NESTA