

Hawke's Bay PHO Self Management Education

Interview with Trish Freer, Health Programmes Manager

Summary

This case study describes the background to and the current SME activities undertaken by Hawke's Bay PHO.

Background

Before 2011 very little SME was available. In 2011 two members of staff were trained as Master Trainers in the Stanford CDSM Programme. This was a last-minute decision and seen as a great opportunity, however, no planning for the development of this service had been put in place in 2011.

What the PHO did

The PHO established a team of interested staff and the service has slowly evolved. This is not how the PHO normally develops programmes but this approach has been progressive and successful. The delivery has been focused mainly on the generic Stanford CDSM programme until 2016 when the focus has been on the Stanford Diabetes programme. The PHO now has four master trainers and 10 lay leaders delivering the Diabetes programme. One of the initial trainers is now 0.5 Stanford Programme Lead and/ Master Trainer.

The PHO is aiming to deliver 30+ workshops this coming financial year and are now incorporating/linking the requirement to deliver this programme as part of other contracts e.g. Sport Hawke's Bay now has four lay leaders who are working with their members to deliver a range of Stanford programmes.

Challenges - getting referrals

Referrals from primary care have historically been slow. There is a need to get primary care to understand the value of this programme, and that everyone with a long-term condition or health issue/difficulty should have access to the programme rather than primary care deciding who should be referred.

Overcoming the challenges

- Continuing to work with general practice and developing links but this is very slow.
- Currently trying to promote the importance of this programme to patients e.g. community hui, cancer survivors group and to clinical staff so they will refer people to this programme.
- Linking in with communities, marae, organisations and promoting the programme to them.
- Developed a close working relationship with Work and Income and hold workshops at their offices for their clients.

- Put up flyers in all general practices advising people of planned workshops making it clear that the service can be accessed through self-referrals, or referrals from friends and colleagues.

Key learnings

- This is an essential must have programme, to encourage and inform people how they can contribute to their own health and wellbeing. The importance of sharing stories and the opportunity to learn from others and so experience the same improvements and gains in their health and wellbeing.
- It is relatively inexpensive to deliver for the positive gains.
- Make sure that any person trained as a facilitator has actually participated in a group first so that they really understand the programme's value and philosophy. The first lay leaders the PHO trained, didn't really understand and were not committed to the programme because they had not experienced the benefits from participating in the programme.

Benefits

"It is so inspiring to see people grow and change their lives through having the Stanford programme. It is changing people's lives, in fact giving them back their lives. We have several examples of people who want to share their stories of how the programme has helped them. These people have trained to become lay leaders and they are the programme's best advocates. One person suffered from depression and is now a trainer and has participated in several steering groups and evaluation panels for the development of other health programmes. "

More patient stories and data are available.



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