ChatHealth

HEALTH FOR TEENS

Health for Kids!

Health for Under 5s

NHS

An Integrated Digital Offer for
Families, Children and Young People

Impact Report
2019/2020

ChatHealth   **HEALTH FOR TEENS**   **Health for Kids!**   **Health for Under 5s**
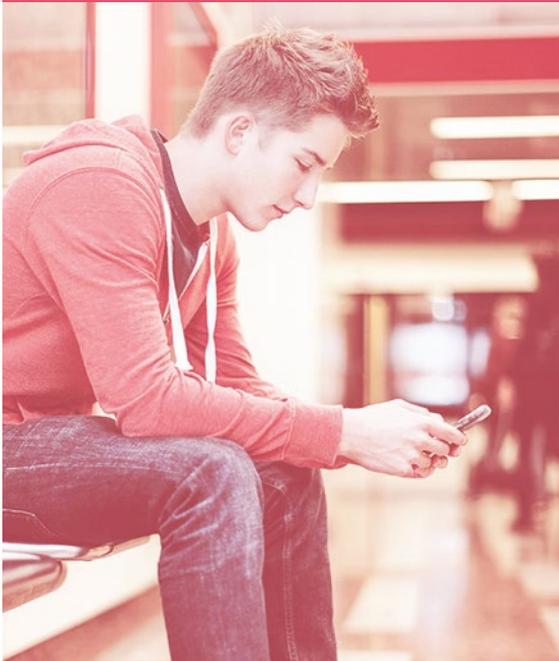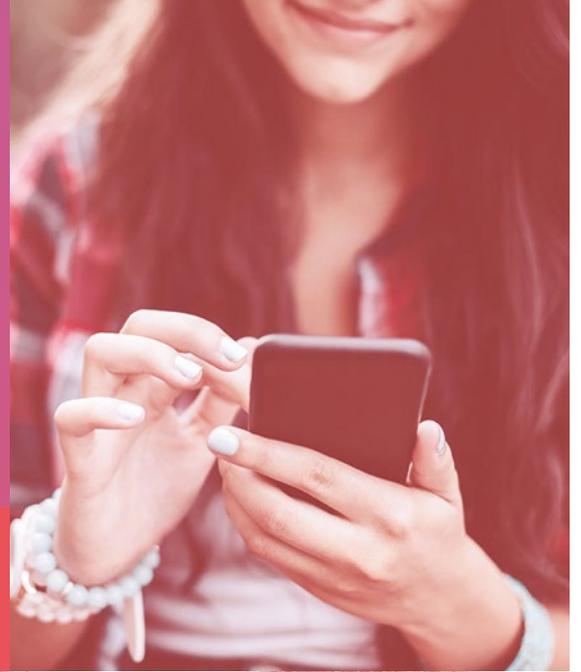
Foreword

I'm delighted to be leading the ChatHealth support team alongside my role as Clinical Lead. This year, we've worked with so many incredible healthcare professionals across the NHS who are driving change in their organisations. ChatHealth and our family of 'Health for' websites are spreading widely; reaching 100% uptake in the East Midlands and East of England and widespread use in many other regions.

We've helped other NHS Trusts to safely and securely implement our well-evidenced clinical models, provided staff user training and offered clinical, marketing and technical support. New and existing implementations have continued throughout the COVID-19 pandemic. We're so proud of the incredible work that NHS staff and other key workers are undertaking in these challenging times.

This Impact Report shows how our products and services have supported healthcare teams to reach young people, children and families across the country over the last year (April 2019 to March 2020). The report also details the response to COVID-19 in more recent months (April 2020 to July 2020).

Caroline Palmer
ChatHealth Digital Development Clinical Lead
Leicestershire Partnership NHS Trust

Achievements this year

Working closely with the leading professional association for school nursing.

Selected by iHV as a good practice case study in health visiting.

2020 HSJ Value Award Finalist for the IT & Digital Innovation Award

The AHSN Network

- Successful deployments in all 15 AHSN regions.
- 100% uptake in East Midlands and East of England
- Wide-spread across West Midlands and Kent, Surrey and Sussex.

East Midlands Academic Health Science Network
Igniting Innovation

Eastern AHSN

The AHSN Network   NHS England
NHS Innovation Accelerator

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Impact in numbers

ChatHealth

ChatHealth is available to over **2.2 million** young people

Parents and carers of more than **1.6 million** children

New parent/carers of **111,000** babies born annually

1,960 healthcare professionals trained to date

Implemented by **50** NHS and healthcare organisations
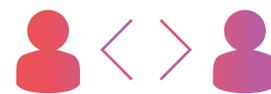
32,881 conversations between service users and healthcare professionals
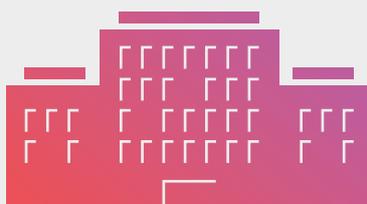
171,753 messages received from service users

Health for Under 5s Health for Kids! HEALTH FOR TEENS

177,652 users across the 3 'Health for' websites

77% of website users say the information helped them

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Spotlight on school nursing

Using digital, age-appropriate ways to educate and communicate to young people, children and families is helping school nurses reach more first-time users, without needing additional staff.
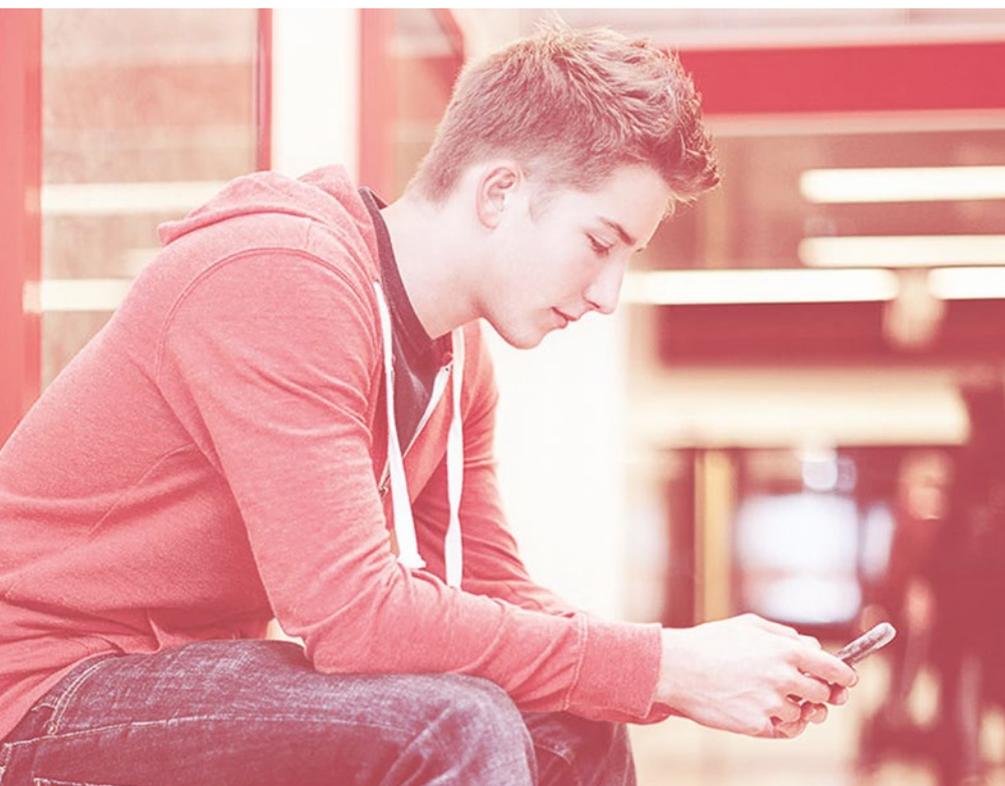
COVID-19 Response

50%

increase in young people seeking mental health support via ChatHealth.

View ChatHealth case studies

ChatHealth is used by over **half of all school nursing teams** to reach young people who feel more comfortable asking for help via messaging.

The digital journey carries on with age-appropriate platforms for health information and local services at healthforkids.co.uk and healthforteens. co.uk. The health information websites offer the latest news and support in local area sections managed by local authority and NHS Trusts and nationally led articles.

"I love that it's anonymous and that it's a texting service. This means you can openly talk about your problems freely without feeling nervous."

ChatHealth

88%

of young people say their conversation helped

HEALTH FOR TEENS

73%

of Health for Teens users say the information helped them

Health for Kids!

82%

of Health for Kids users say the information helped them

ChatHealth | **HEALTH FOR TEENS** | **Health for Kids!** | **Health for Under 5s**

Spotlight on health visiting

Improved access using digital services is enabling health visitors to provide advice in a really responsive way to a greater number of parents and carers, without impacting on other areas of their work.

COVID-19 Response

30%

increase in infant feeding enquiries via ChatHealth.

View ChatHealth case studies

The use of ChatHealth is significantly increasing in health visiting, as new parents feel reassured by convenient access to support whenever they need it.

Early years advice can be accessed anytime online on healthforunder5s.co.uk

Local areas sections will be available later in 2020 for NHS Trusts and Local Authorities to get involved with.
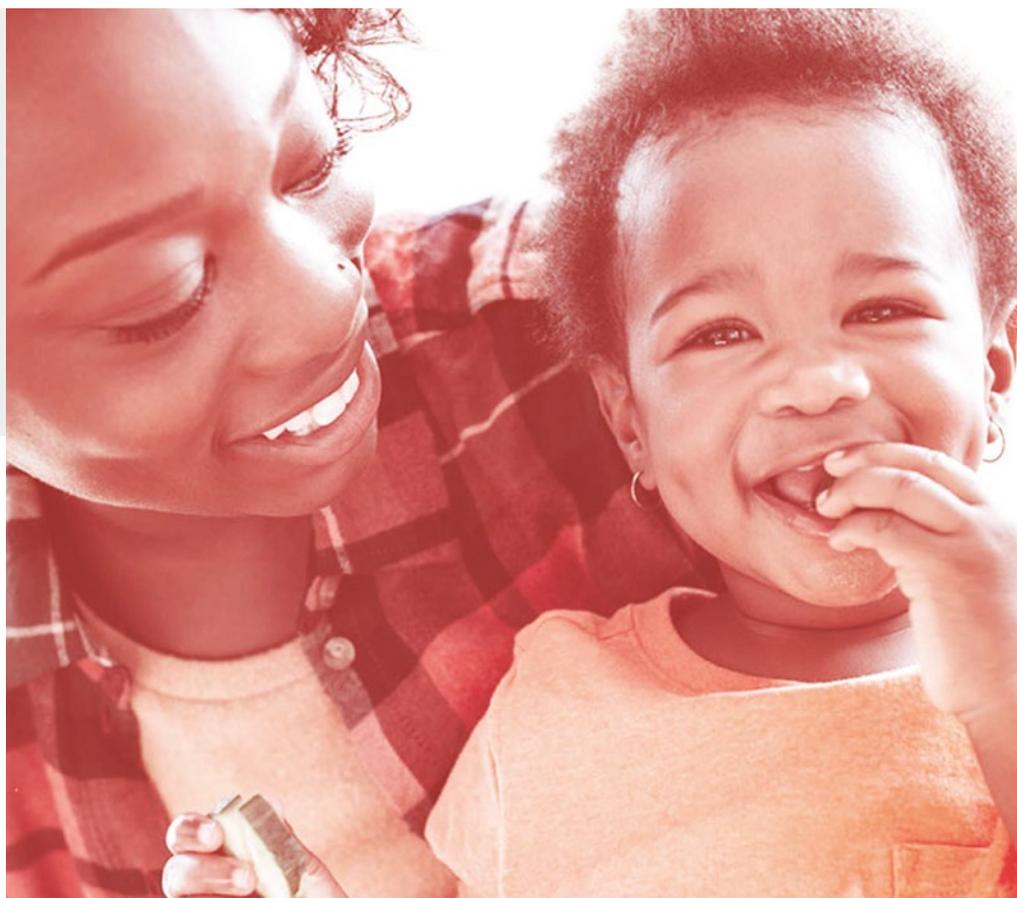
"Being able to text in a busy day makes it really accessible. We are incredibly lucky to have this as a service."

ChatHealth

94%

of parent/carers say their conversation helped (across 0-19 services)

ChatHealth

20%

of health visiting services use ChatHealth

Health for Under 5s

88%

of Health for Under 5s users say the information helped them

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Spotlight on young people's mental health

Teenagers are increasingly high risk, with suicide rates rising*. Young people say sending a message makes it easier to talk about stigmatised and sensitive topics like mental health.

COVID-19 Response

50%

of messages from young people to ChatHealth were emotional health related during COVID-19.

ChatHealth messaging services are already widely used by public health teams. We're now working with young people's mental health teams to explore how messaging can be effectively used to improve access to mental health support.

*Samaritans 2018
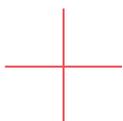
"You really helped me today and I don't know what I would have done otherwise."

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Spotlight on adult mental health

Around 1 in 5 women experience mental health difficulties in the perinatal period*.

COVID-19 Response

Demand in enquiries rose by around

60%**

to the UK's first perinatal mental health messaging line in Leicestershire during COVID-19.

Adult mental health teams – such as the perinatal mental health specialists supporting new mums and mum-to-bes – can use safe and secure messaging services to offer support to people in their most vulnerable times, in a cost effective way.

ChatHealth fits very well alongside the provision of a 24/7 central access point as it offers service users greater choice of access.

* Mum's Mind LPT 2020
** Time to Change 2018

"For someone to say, "I'm worried that I'm going to regret becoming a mum", is a huge taboo. You can message a trained professional and know they're not going to judge you."

Improving outcomes

Healthcare professionals using ChatHealth regularly provide feedback on the impact on their service and how it's improving outcomes.

In our November 2019 survey,

250 staff users responded:

- **93%** said they actively **promote ChatHealth** to service users
- **74%** said they think service users **know about ChatHealth**
- **92%** would **recommend ChatHealth** to other healthcare professionals

Change Leads that had recently implemented ChatHealth reported that:

- **They all said it had met their key drivers** for achieving service transformation.
- **91%** said it had **increased reach and access**
- Their biggest challenge is **promotion**

The Business Case

Resource

- ChatHealth staffed by 0.5 WTE staff from within existing capacity
- Combined cost of ChatHealth (salary and product licencing) is £10K less than WTE post

Reach

School Nursing

- Population of 85,000 secondary school pupils
- Deliver 600 contacts annually

Health Visiting

- 12.5k new births annually
- Deliver 4,000 contacts annually

Results

- Reduce unnecessary face-to-face contact
- Deliver more contacts for less cost.
- Provide greater choice of access for service users.

"We love ChatHealth as it gives us meaningful contact with young people. It's made our role more interesting and we feel like we're making a difference."

"We believe that young people have accessed the ChatHealth service for advice when they wouldn't have contacted the School Nurse via other means."

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Quality assured care

As an NHS team we work to the same codes of conduct as our user organisations. We continue to be assessed for technical quality and evaluated to meet NHS clinical safety standards.

Risk management review

We annually review our compliance with the information standard 'Clinical Risk Management: its Application in the Deployment and Use of Health IT Systems' to assure we identify and mitigate clinical risks, document processes for clinical safety and test for issues that could affect clinical safety.

Further improving quality

Best practice is continually defined with staff users with access to regular clinical guidance and one-to-one support. Toolkits are provided to help deliver high quality care using messaging, such as standard operating procedures (SOP), quality audit tools, competency checklists and message templates.

Our community of innovative healthcare professionals have regular networking opportunities and are influencing and supporting service re-design and delivery nationwide.

Technical quality

Our excellent rated technical support team work to the highest technical quality and security standards. Information governance standards are assured by our Data Protection Impact Assessment (DPIA) processes and we adhere to all NHS related compliance frameworks.

We are committed to ongoing product redevelopment to support clinical transformation, with upcoming new releases planned.

Strong partnerships

We work closely with user organisations to ensure they get the most out of our services.

High quality staff user training has been designed and supported by our own qualified TAP training lead. Regular contract reviews are held with our dedicated client relationship manager and are an opportunity to discuss promotional plans with our marketing manager. Change leads can join regular national conference calls, hosted by our clinical lead, to network with each other, share best practice and discuss ideas.

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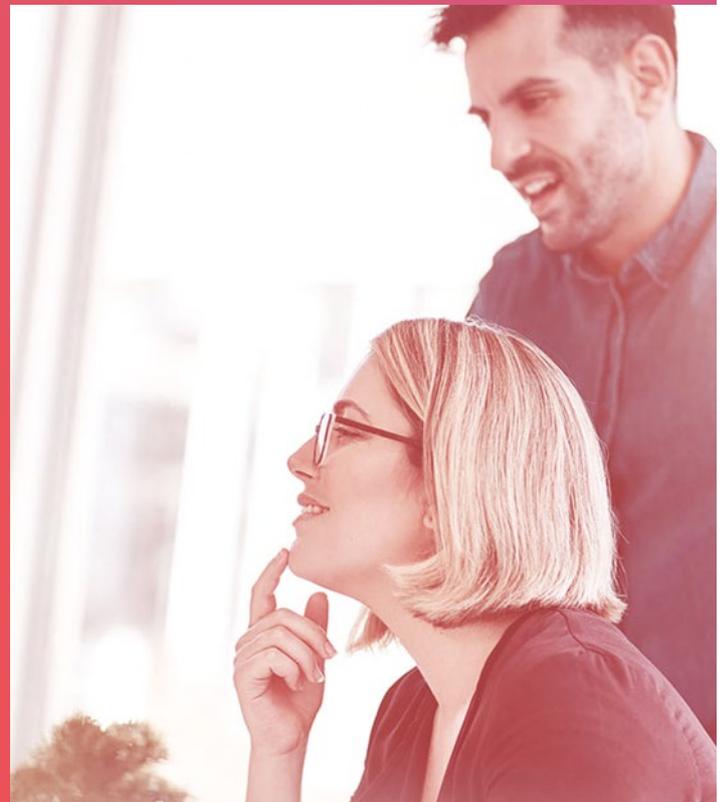
Supported implementations

Led by our highly skilled project managers, our implementation processes are continually refined and evolved to run smoothly and minimise workload impact for joining organisations.

The three key workstreams are clinical, IT and marketing, which include:

- Video conference call at the start of each workstream
- Fortnightly catch-up calls thereafter
- Engagement event
- E-learning training programme
- Follow-up training webinar
- Post-implementation call

> "It's great to speak to someone who actually understands their own system and can provide clear, simple answers."

> "I think the ChatHealth service and support we receive is really helpful. It's great having the conference call to listen and learn from other service providers."

384
Staff help calls resolved by help desk

COVID-19 Response

**We offered high levels of support to clients during COVID-19.**

New implementations were fast-tracked in 5 weeks (usually 8-12 weeks) without compromising safety or security. E-learning training was offered to new and existing staff users.

A record amount of implementations went live during the first months of the COVID-19 pandemic – as many as the entire previous year!

### 11
ChatHealth implementations in 2019/2020

11
ChatHealth implementations during the first months of the COVID-19 pandemic
(between April and July 2020)

19
Local area sections on 'Health for' websites (to date)

Nation-wide spread and reach

Areas with no access
to ChatHealth

Areas with access
to ChatHealth

Areas with Health
for Teens local areas

Areas with Health
for Kids local areas

Health for Under 5s
local areas coming soon
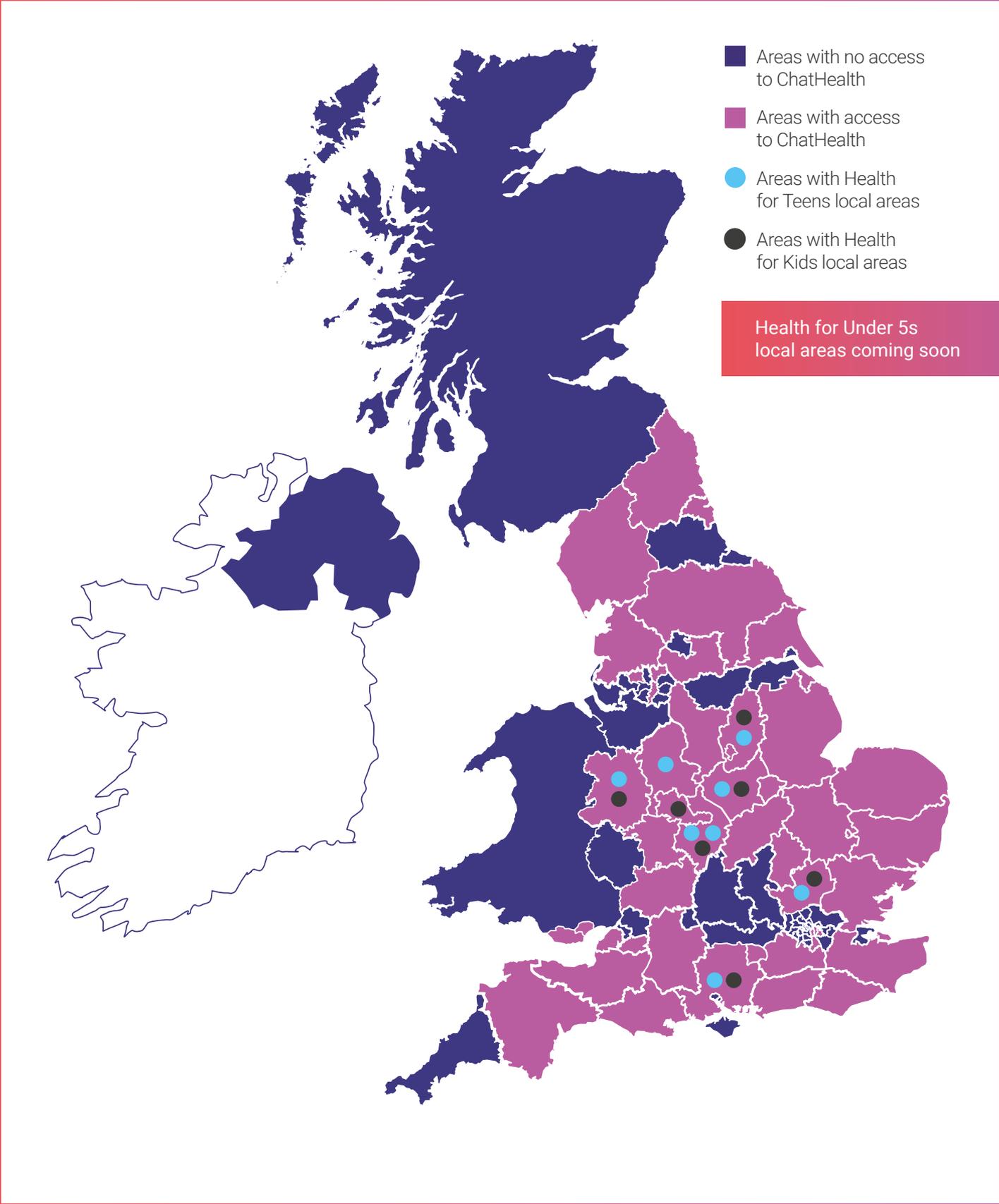
Organisations we work with...

- Birmingham Community Healthcare NHS Trust
- Bolton NHS Foundation Trust
- Cambridgeshire Community Services
- Cardiff and Vale University Health Board
- Central and North West London NHS Foundation Trust
- Compass Buzz
- Compass Lewisham
- Compass Safe East
- Compass Warwickshire
- Croydon Health Services
- Derbyshire Community Health Services NHS Trust
- Derbyshire Healthcare NHS Trust
- Devon County Council
- Dorset Healthcare University NHS Foundation Trust
- First Community CIC Surrey
- Gloucestershire Care Services NHS Trust
- Guys & St Thomas NHS Trust

- Hertfordshire Community NHS Trust
- Hounslow and Richmond Community Healthcare NHS Trust
- Humber Teaching NHS Foundation Trust
- Kent Community Health NHS Trust
- Leeds Community Healthcare NHS Trust
- Leicestershire Partnership NHS Trust
- Lincolnshire County Council
- Locala
- Manchester University Hospitals NHS Trust
- Midlands Partnership NHS Trust
- North East Lincolnshire Council
- North Tyneside Council
- Northamptonshire Healthcare NHS Trust
- Northern Care Alliance NHS Group
- Northumbria Healthcare NHS Trust

- Nottingham City Care Partnership
- Nottinghamshire Healthcare NHS Trust
- Sandwell and West Birmingham NHS Trust
- Shropshire Community Health NHS Trust
- Somerset County Council
- South Warwickshire NHS Foundation Trust
- Southend-on-Sea Borough Council
- Southern Health NHS Foundation Trust
- Suffolk County Council
- Sussex Community NHS Trust
- The Royal Wolverhampton NHS Trust
- Tower Hamlets GP Care Group
- Virgin Care (Essex)
- Virgin Care (Lancashire)
- Virgin Care (Wiltshire and Bath)
- Walsall Healthcare NHS Trust
- Worcestershire Health and Care NHS Trust

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