

Make Every Contact Count

**Health Promotion Initiative,
Physiotherapy Department,
St James's Hospital**

**ISCP Conference
November 2013**

Health Promotion Committee

- Seasonal health promotions drives
 - Move 4 Health
 - St James's Fun Run
 - World Physiotherapy Day
 - Healthy Heart Week
- Brainstormed ideas for continual strategy for health promotion within our department

Why Physical Activity?

- “Physical Activity is the single most useful thing that individuals can do to maintain their health and function and quality of life”
(WHO, 1997)
- Many Irish adults do not participate in regular PA.
(SLÁN 2007)

Chronic Disease

Contributing factors:

- Lifestyle related issues (smoking, diet, alcohol, inactivity, obesity).
- Chronic disease in Ireland associated with 86% of mortality.
- Patients with chronic disease presently utilise around 70% of health resources.
- Chronic conditions will increase by 40% between 2007 and 2020. (Future Health 2012)

*This must be one of those
'teachable moments' I
keep hearing about...*

Is It Now
**A Teachable
Moment?**

A rectangular road sign with a white background and a grey border. The text is centered and reads "Is It Now" in blue, "A Teachable" in red, and "Moment?" in red. The sign is mounted on four metal posts. In the background, there is a road, some greenery, and a building.

Teachable Moment

- What is it??
 - Advocated for promoting health behavior change in a variety of settings.
 - Could be an event or a set of circumstances
- Can we as Physiotherapists use this concept?

Statistics for St James's Physiotherapy Department

New In & Out Patient Contacts

13500

+

Return In & Out Patient Contacts

84300

=

97,900 TEACHABLE MOMENTS

Future Health

A Strategic Framework for Reform of the Health Service 2012 – 2015

Department of Health

November 2012

Health Service Executive

National Service Plan 2013



ST JAMES'S HOSPITAL

CORPORATE OBJECTIVES 2013

The overarching aims of the Corporate Objectives for 2013 reflect the breadth of agenda the hospital needs to deliver as a key shaper and instrument of public policy in the Health System and in the delivery of:

- ♦ The diagnosis of illness, the provision of person-centred health treatment and care, as well as health promotion and preventative services to patients at all stages of life in the local community and at regional, supra regional and national levels. The range of services provided extend from primary to secondary through to tertiary and quaternary levels, and integrate with the delivery of primary, community and continuing care provision in the local catchment area.



A Guide to the National Standards for **Safer Better Healthcare**

June 2012

Theme 4: Better Health and Wellbeing.



Duty of care

Goal

Promoting physical activity & raising awareness of the health benefits of physical activity.

By:

- Enquiring about physical activity status.
- Explaining the health benefits of physical activity.
- Giving a physical activity recommendation.
- Documenting.

Strategy Pathway

- General in-service for all staff members
- Agreed in and outpatient role out dates
- Posters to encourage and prompt use displayed at work stations
- PC screen savers
- OPD waiting area data display to prompt patients to ask their physiotherapist about physical activity

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1. ENQUIRE

“How physically active are you?”

2. EXPLAIN

Health Benefits

3. RECOMMEND

30 mins, Mod Intensity, 5/7

4. DOCUMENT

A close-up photograph of a person's arm and hand holding a golf club. The arm is wearing a white sleeve, and the hand is gripping the club. The background is a clear blue sky. The text is overlaid on this image.

“How physically active are you?”

Make Every Contact Count

- 1. Enquire**
- 2. Explain**
- 3. Recommend**
- 4. Document**

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**60% of adults are not
regularly physically active**

**Do you get your 30 MINUTES of
activity every day?**

**Ask your therapist for advice
about exercise**

When to engage with patient

- As early as possible.
 - on initial contact if appropriate
- Reinforce throughout patient journey.
- On discharge.

Patient Types

1. Patients who are physically active.

» ACSM guideline & benefits

2. Patients who are not active, but who could be active according to ACSM guidelines.

» ACSM guideline & benefits.

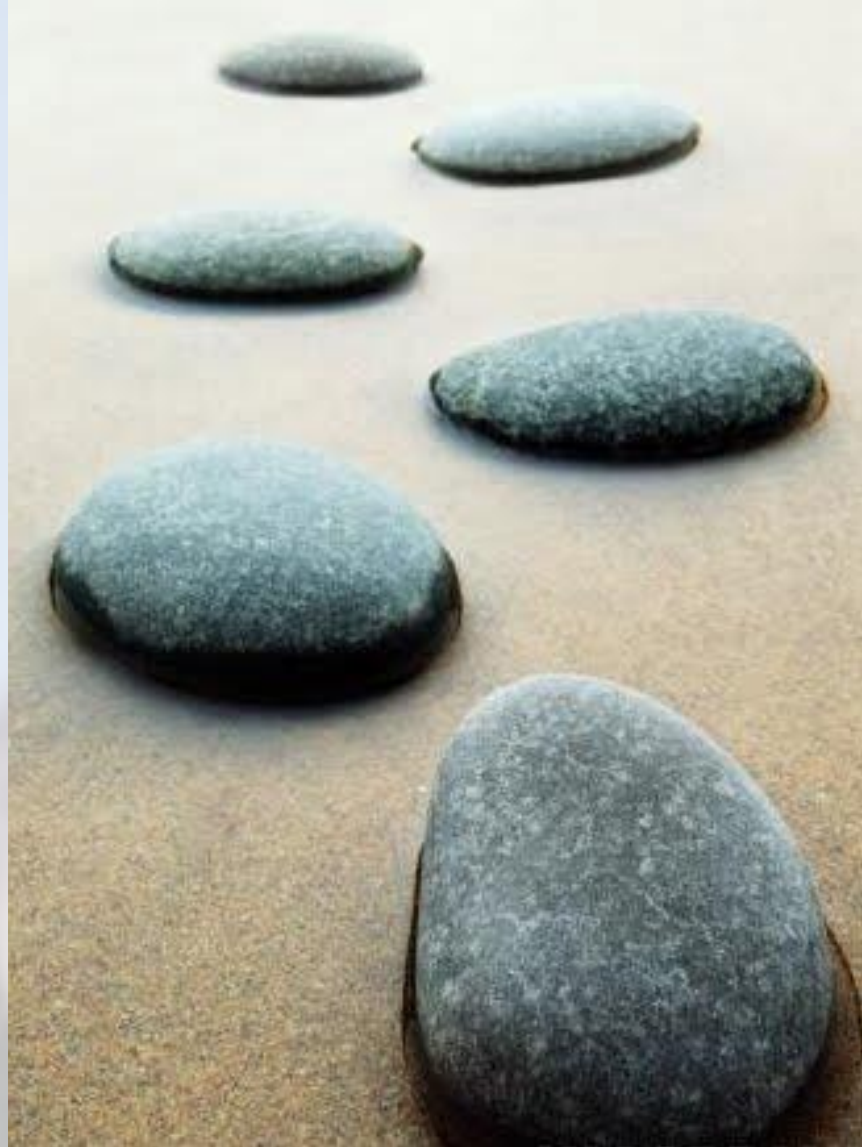
3. Patients who are not active, but could improve activity with patient specific recommendations.

» Tailored recommendation & benefits

6 months on.....

- Survey sent to all physiotherapists within our department
- 50% of respondents reported to using new initiative daily
- Reasons reported for not using it were:
 - Time constraints
 - Complex patient caseload

Our Next Step



And remember to:

Make Every Contact Count





Questions

Thank You