Consultant Clinical Prevention Champions

60 Second Briefing

A Model for Prevention in Secondary Care

Background

Every patient contact in secondary care is a chance to encourage, advise and motivate patients to improve their health; on leaving hospital every patient should be better informed and better motivated to become healthier.

Promoting prevention effectively is an important responsibility of every health professional in secondary care; it is not the responsibility only of public health and primary care.

The increasing cost of healthcare draws attention as never before to the need for leadership in effective prevention.

Motivated health professionals, especially if they set a good example themselves, are effective agents for better health and wellbeing.

A new approach

❖ Motivated by the success of a violence prevention programme which he developed and led, a University Health Board (UHB) maxillofacial surgeon proposed that consultants in other specialties should lead prevention of conditions suffered by their patients

❖ The UHB medical director, realising that prevention was not fully embedded in UHB care, took this proposal to UHB clinical directors who, approvingly, invited consultants in their service areas to express interest in these new prevention leadership roles, termed Clinical Consultant Prevention Champions (CCPCs)

❖ In parallel, a new strategy was developed to communicate to all patients, staff and visitors that UHB, in line with its strategy to keep people well, is as much committed to prevention as it is to treatment.
First steps

Encouragingly, despite existing responsibilities, eight UHB consultants immediately expressed interest in these new prevention leadership roles, in orthopaedic surgery, maxillofacial surgery, dermatology, medicine, haematology, gastroenterology and emergency medicine.

In a series of workshops chaired by a public health consultant, the prevention interests of prospective CCPCs were identified together with the health risks to be addressed, how collaboration across diverse specialties would be achieved, and how prevention should first be promoted.

Applying the longstanding arrangements for the consultant lead for violence prevention in the county, UHB clinical directors incorporated the new prevention responsibility into the job plans of CCPCs based in their service areas.

The appointment of CCPCs was warmly welcomed by the UHB Joint Executive Team, the Chief Medical Officer for Wales and Welsh Government. This work became a UHB development and communications priority.

The Medical Director set a personal example by walking to work at least once a week.

Consultant Clinical Prevention Champions (CCPCs)

MCCPC Rachel Abbott, consultant dermatologist
◆ Smoking Cessation in the dermatology clinic. All staff trained to discuss smoking cessation with patients. Referrals to the cessation service have tripled. Unexpected achievement: none of the dermatology team now smoke.
◆ Staff wellbeing – regular staff wellbeing events are ongoing and sustainable travel is encouraged.

CCPCs James Dunn, consultant emergency physician, and Jonathan Shepherd, emeritus professor of oral and maxillofacial surgery
◆ The violence prevention multidisciplinary team in the county includes Cardiff County Council, South Wales Police, UHB and third sector (street pastors) partners.
◆ Violence related emergency department attendances down from 80/week to 35/week. This “Cardiff Model” has been scaled up across Wales, the UK and in cities overseas.

CCPC Brijesh Srivastava, consultant physician
◆ Alcohol awareness week, British Liver Trust “Love your Liver” event with mobile fibro-scan unit, and Dry January event organised

CCPCs Dev Datta, consultant in metabolic medicine, and Alun John, consultant orthopaedic surgeon
◆ Plans developed to promote and evaluate Very Low-Calorie Diet as an option for weight management in pre-op hip replacement patients. 10 staff trained to support this Counterweight programme.

CCPC Sunil Dolwani, consultant gastroenterologist
◆ Recognising that over 50% of cancer is preventable, the focus is on improving diet and activity
◆ Plans developed to train endoscopy staff and screening practitioners in motivational interviewing

CCPC Simon Barry, consultant in general and respiratory medicine
◆ Plans developed to make a high-quality promotional video on the benefits of cycling

CCPC Ceri Bygrave, consultant haematologist
◆ Morning yoga classes have been introduced in the haematology department
◆ Working with UHB Charity and Public Health Team to promote and evaluate stair use
◆ Walking routes are being developed and signposted at 1km and 1-mile intervals