



**Healthworks**  
the community health charity

**Supporting better health in  
communities and workplaces  
across the North East**



# ABOUT US

Healthworks is an award-winning charity that works with people of all ages to enable them to lead a longer, happier and healthier life. From the antenatal period onwards, we offer a range of services that help and support people to; reduce the risk of preventable ill-health, become more active, eat more healthily, give up smoking, improve mobility, reduce the risk of a fall, improve mental wellbeing, have a healthier lifestyle and manage existing medical conditions.

Our objective is to preserve, protect and improve the health and life outcomes across the North East region of England.

We achieve this by:

- providing information about health and health improvement
- providing resources for local communities to improve their understanding of health issues and to have access to information that enables them to make the best health choices for themselves
- offering a range of preventative approaches with an emphasis on collaboration between different agencies and professional groups
- promoting the health benefits of exercise, healthy eating and lifestyle changes
- providing health training opportunities for organisations and the community
- providing services aimed at reducing health inequalities

Most of our work is in areas recognised as being largely disadvantaged where quality of life is reduced either by ill health or disability. These health inequalities are caused by low income, unemployment, lack of opportunity, lower education outcomes, poor housing and child poverty. The cost of this inequality is substantial, both in years of life lost and costs to the economy. These factors result in greater dependence on health, social care and other services.

Our Patron Professor Marmot, in his influential report "*Fair Society, Healthy Lives, The Marmot Review*" into health inequalities in England, and his 10 year review "*Health Equity in England, The Marmot Review 10 Years On*", expressed significant concern about poverty and social inequality, and the negative effect this can have on physical health, mental health, and life expectancy and on a population often described as hard-to-reach and excluded.

His "*Build Back Fairer*" report identified inequalities in social and economic conditions before the pandemic contributed to the high and unequal death toll from COVID-19, measures to control the virus also impacted on health and the widening of health inequalities.

It is against this background that we work to support and enable communities, through advocacy, challenge and delivery to improve life outcomes.



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We're committed to promoting equality, valuing diversity and championing inclusion. We include these principles in all of our behaviours and everything we do – as an employer, as a provider of services and as a partner organisation. Equality, diversity and inclusion is at the heart of all our processes, policies, practices and behaviours.

## REGIONAL CHALLENGES

**2.6m**

people live in the North East of England

**34%**

of people live in places classified as being in the 20% most deprived areas in England

**7**

out of 12 local authorities are within the 25% LA's with the highest deprivation score overall

**59 years**

Healthy Life Expectancy for males is 59.1 and 59.7 for females (the England average is 63.1 (for male and female)

**16%**

of adults in the North East smoke which is almost 2% higher than the England average

**15.7%**

of pregnant women smoke compared to only 10.6% across England

**59%**

breastfeeding initiation compared with 74.5% in England

**63.5%**

of adults do the recommended 150 mins of weekly physical activity compared with 65.9% in England

**69.7%**

of adults are classified as overweight or obese, compared to 63.5% in England

**53.7%**

eat the recommended '5-a-day' compared with the England rate of 55.4%

**1 in 4**

adults reported feeling high anxiety compared to 1 in 5 in 2016-17

**1133**

per 100,000 emergency hospital admissions due to falls in people aged 65-79 compared to 937 in England



# Our goals

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Increase recognition and understanding of the wider determinants of health



Reduce health inequalities and enable people to overcome challenges and barriers to good health



Support communities across the North East to improve their health, wellbeing and life outcomes



Build the capacity of individuals to identify and act on issues that impact on their health and wellbeing



Work in partnership with other organisations to develop new services across the region to meet emerging need



Achieve a wide reach into communities traditionally seen as "hard to reach"



Recruit, train and upskill a local workforce and volunteer team



Explore new funding opportunities and secure commissions to develop and expand our service delivery



Develop and deliver a range of inclusive health improvement and health promotion services



Provide local access to regular exercise via high quality and low cost community gyms and classes



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# WHAT WE DO

Our Health Improvement Team are here to offer people the advice and guidance they need to make good choices that can help improve their health and wellbeing.

They offer:

- NHS Health Checks,
- Healthy lifestyle advice
- Stop smoking support
- A Staying Steady falls prevention programme
- Support with a range of conditions
- Improving wellbeing support



We also offer a range of physical activity opportunities, including for those with an existing medical or long term conditions such as diabetes, vascular conditions and Long Covid.

The Health Promotion Team deliver a range of activities and training including:

- Accredited Royal Society For Public Health training,
- Cancer Awareness sessions and activities,
- Community Cancer Champion training,
- Healthy eating information and activities,
- Healthy cooking sessions,
- Activities for parents/carers and their children,
- Holiday activities for families.

## Research

Healthworks is a core partner of Newcastle Health Innovation Partners. We work alongside the region's universities to develop innovative interventions, some are highlighted in this report.

**Our Amazing Start Team work with key agencies to support families from conception to age 19.**

They work with parents and families, to provide antenatal, breastfeeding and family support through a team of trained staff and volunteers.

Our Pre-school in Lemington offers nursery places for two, three and four year-olds.



## Zone West

Delivers health, education and community support around the individual needs of children.

We have two fully equipped gyms and a weekly programme of exercise classes.

We also have activity spaces and meeting rooms for hire.

# MAKING A DIFFERENCE

Research undertaken by Dilupa Samarakoon, Senior Research Fellow in Health Economics, Northumbria University recently published an evaluation of the work we do. The report highlighted:

“

*It is evident from the Return On Investment tools and scoping review of the available literature that all programmes are of benefit to the Healthworks enrolled population and community. As mentioned before, benefits can be gained in the short-run and long-run, especially due to opportunity cost savings. The programmes have delayed the onset of diabetes cases, led to fewer inpatient admissions thus freeing up hospital beds, reduced the burden on GPs, A&E departments and ambulance services, reduced falls, and reduced anxiety and loneliness. While these benefits may not always result in cost-savings that can be quantified immediately, the resource allocation can potentially relieve pressures on the NHS and Local Authority.*

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# SUPPORTING BETTER HEALTH IN WORKPLACES

We have already supported many businesses, groups and organisations across the North East to achieve a healthier workplace, and we can support yours too.

Many local businesses, groups and organisations have engaged us to deliver training, awareness sessions, staff support sessions, smoking cessation and NHS Health Checks, often as part of their work towards achieving the Better Health At Work Award.



**Our staff are trained to carry out NHS Health Checks, for adults in England aged 40 to 74.**

The NHS Health Check is designed to spot early signs of stroke, kidney disease, heart disease, type 2 diabetes or dementia. As we get older, we have a higher risk of developing one of these conditions, having an NHS Health Check helps find ways to lower this risk.

**Our trained team can offer Stop Smoking support to people that wish to quit smoking.**

One to one appointments can be arranged and we can also offer group support in workplaces and community groups.



## **Free Cancer Awareness sessions!**

Our sessions are available to anyone in a workplace or community group that lives or is based in Newcastle or Gateshead\*.

With information learnt through Cancer Research UK's training programme, Talk Cancer, these sessions can help people develop skills and knowledge so they can have impactful cancer conversations with others in the workplace and their networks.

If you would like to join the many businesses, groups and organisations we have already helped achieve a healthier workplace, we'd love to hear from you.

Please **visit our website** for more information, or e-mail us at **[enquiries@hwn.org.uk](mailto:enquiries@hwn.org.uk)**

\*If you are in other North Eastern locations, please contact us to see if we are able to offer you free sessions.

# WORKPLACE TRAINING

We offer a range of bespoke courses and accredited Royal Society For Public Health training designed to educate and support the development of staff and volunteers within businesses and organisations.

The following courses can all be tailored to meet the needs of a group or organisation:

## **Breastfeeding Friendly Business:**

We provide a training course designed to give staff and volunteers the tools to needed to enable a Breastfeeding Friendly environment. The training will inform people of the value of breastfeeding, the barriers that mothers face when feeding their babies out and about and how to make an organisation or business Breastfeeding Friendly.

## **Information Governance:**

This course is for delegates who require an introduction to confidentiality, handling information, record keeping and GDPR data protection. We explore who needs to access information, who is responsible for it, what their responsibility is and how to keep information safe.



## **Equality and Diversity:**

An introduction to Equality and Diversity. A fun course to help learners understand the importance of the Equality Act, diversity and protected characteristics, intersectionality, the concept of equity and how bias can affect the services we deliver.

## **Personal Safety:**

An essential training course for staff and volunteers that carry out lone working responsibilities. This course covers how to prepare for and assess risks to your personal safety and what steps to take in the event of an incident.

## **We also offer Hypnobirthing Training with our trained KG Hypnobirthing trainer:**

This course is for mothers and their partners and is a complete, in-depth antenatal training programme designed to release fear and build confidence during pregnancy and birth. Participants will learn breathing and relaxation techniques and how birth physiology works.

**For information, costs or an informal chat about any of the courses above,  
please contact [joanne.jackson@hwn.org.uk](mailto:joanne.jackson@hwn.org.uk)**



## **Nutrition Level 1 and Level 2:**

The Level 1 qualification is for those who wish to obtain a basic knowledge and understanding of human nutrition and how it affects health.

Level 2 covers the key role of nutrition in health and wellbeing. It provides learners with an understanding of the relationship between diet and health and wellbeing, as well as the role of food labelling and other factors in food choices.

## **Food Hygiene Level 1 and Level 2:**

These qualifications will enable participants to have basic knowledge and understanding of the importance of food hygiene, associated food hazards, good hygiene practice and controls based upon an awareness of food safety management systems.

## **Food Allergy Risks Level 2:**

This qualification will provide learners with an understanding of why food allergens need to be controlled and strategies for control, such as keeping and making available information about allergen ingredients, reducing cross contamination, improving communication and providing advice to consumers.



## **Encouraging a Healthy Weight and Healthy Eating Level 2:**

For individuals with an interest in health who are also interested in helping others develop a healthier lifestyle.

Learners will increase their understanding of why individuals may not be at a healthy weight, the effect on health, the principles of healthy eating and how individuals can be helped and supported to achieve a healthy weight and eat healthily.

## **Understanding Health Improvement Level 2:**

This online learning course helps individuals learn best practice methods for improving the health of the people around them.

It uses the most up-to-date reviews of healthcare inequalities and policies within the UK, and is ideal for those already working in a health care related role who want to top-up their knowledge, as well as people who are new to this area of work.

**For further information or to book training please visit our [website](#) or e-mail us at [enquiries@hwn.org.uk](mailto:enquiries@hwn.org.uk)**

# RESEARCH PROJECTS

Healthworks is a core member of Newcastle Health Innovation Partners (NHIP).

NHIP is one of eight Academic Health Science Centres in the UK and brings together world-class research, education and clinical practice for the benefits of the region, you can find out more about NHIP at <https://www.newcastlehealthinnovation.org/>

Healthworks is also a key partner in developing health inequalities research with our colleagues across the region's Universities and NHS.

We have secured funding from NIHR Applied Research Collaboration and we're delivering the interventions involved in *Multimodal tele-health behavioural intervention in patients with peripheral arterial disease from low socio-economic areas: a feasibility and pilot randomized controlled trial with embedded process evaluation.*

We are supporting Newcastle University research in evidencing beneficial change in the mental health and development of primary school children as a result of linkworker support.



Zone West is the social prescribing service for children and young people.

This well evaluated service is currently active in Newcastle and Teesside, Zone West is a mentoring and signposting service for children helping to improve their lives and focused on the achievement of developmental goals.



Healthworks have recently supported a long Covid research project *ACCEPT- Accessible Community COVID-19 Education and Physical Therapy* with Ioannis Vogiatzis Ph.D. FERS, Professor of Rehabilitation Sciences at Northumbria University.

We deliver, as part of Pre-operative uncontrolled diabetes reversal before elective and major surgery, *Pre-Op DREAMS* for the NHS as well as wider prehab and research interventions with universities as part of the ARC Open Call.

**Please visit our [website](#) or contact us at [enquiries@hwn.org.uk](mailto:enquiries@hwn.org.uk) if you would like to find out more about our research work.**



# SUPPORT US

## **Volunteer:**

Our volunteers are an incredibly important part of what we do, many have used our services previously and found the support invaluable and so they have wanted to offer support to others. Breastfeeding Peer Support Volunteers are mothers who have breastfed or are breastfeeding and offer support to other families. We also have Antenatal Support Volunteers who promote good attitudes to pregnancy and parenting.

## **Become a Trustee:**

We have some amazing Trustees but we are always pleased to hear from others who might be interested in being a Healthworks Trustee. Being a Trustee is one of the most powerful ways in which you can contribute to your local community or to a cause you really care about. Healthworks Trustees play an integral part in our governance and ensure that Healthworks remains viable and sustainable, and that we follow our aims and objectives.

## **Make a donation or fundraise for us:**

Making a donation to Healthworks is a great way to help and support health and wellbeing in North East communities. Every penny counts! No matter how small, Healthworks really values your donation. You can take action right now and know that your gift will immediately help us to support our work. We would also love to hear from you if you wanted to undertake a fundraising activity to support our work.

**Our [website](#) has more information about how you can get involved in our work and support us.**



Thank you to all of our past and present staff, volunteers, trustees, funders, partners and friends who have supported us in improving health outcomes for people across the region, including:



For more information about our work, please visit our website  
[www.healthworksnewcastle.org.uk](http://www.healthworksnewcastle.org.uk)

