

Health Improvement: Roles and Responsibilities for the Radiography Workforce

Abstracts

Thursday 14th November 2013

History of Public Health

Sylvia Godden

Principal Public Health Intelligence Specialist, London Borough of Sutton

This short lecture will review the key developments in Public Health from the time of the Industrial Revolution through to the current day. It will start by providing a definition commonly used for Public Health and a description of the discipline, and will then chart developments from the 20th century onwards. It will examine the main drivers for the reforms of the 19th century, then go on to examine the various theories of disease, the key scientific breakthroughs, and review the changes in legislation that have impacted on the health of the population. It will examine the run-up to the inception of the NHS and how this affected the way that Public Health functions were provided after the Second World War. Then it will look at the changing role of the discipline in the context of more recent reorganisations of health and social care.

Health Inequalities in Haringey

David Winskill

Councillor, London Borough of Haringey, Overview and Scrutiny

The presentation will provide an outline of the Borough of Haringey's demographics and key indicators of inequalities. David will refer to the importance of partnership working and give specific examples of how this approach can motivate a wide variety of organisations (many non-health-based) to work with each other to tackle a common challenge.

The New Public Health System

Sue Tree D.C.R (R), BSc. Hons, DMS, MAMS

Senior Public Health Commissioning Manager, Sutton Public Health, London Borough of Sutton

On the 1st April 2013 the Health and Social Care Act came into force, reforming the commissioning of health care in England. Part of this reform was the transfer of Public Health from Primary Care Trusts into the local authorities. To support local public health a new body called Public Health England was set up. The Government vision for the reformed Public Health system is set out in the White Paper, 'Healthy lives, healthy people' (Department of Health, 2010). The vision is for a more prevention-focussed health system with all health professionals playing their role in health improvement and promotion. This talk reviews the changes in NHS commissioning and explains the new Public Health system.

Radiation Protection Issues

Gail Woodhouse

Senior Clinical Officer, Public Health England

Presenting with

Kathlyn Slack

Group Leader, Medical Exposure Department, Public Health England

Whether employed as a radiographer in diagnostic imaging, radiotherapy or nuclear medicine we are well placed to deliver guidance and help to influence the health choices of patients and local population. Health promotion involves educating, preventing and protecting; all key skills radiographers employ in daily routine.

This talk seeks to demonstrate how radiographers, by employing their skills and knowledge of radiation protection principles may influence overall exposure to the population. In addition some of the available tools to help us are identified.

The importance of meaningful communication of risk to patients and colleagues is also discussed.

View from the Professional Body

Christina Freeman

Promoting and improving health for the public is a difficult service to deliver effectively, and there are pitfalls and challenges for the radiography workforce. The boundary between “nudging and nagging” the public into making better health care decisions is sometimes not so clear and all too often the messages in promoting better health come across to the public as being patronising and/or irrelevant. However, members of the imaging and radiotherapy workforces are often well placed to influence the choices made by their patients and users with regard to health and well-being and the SCoR has a role in providing guidance and advice to support the radiography workforce in this important role.

Barriers to Radiographers Engaging with Health Improvement (results of research project about attitudes to radiographers)

Dr Ruth Strudwick

Senior Lecturer in Radiography, University Campus Suffolk

This presentation discusses the way in which radiographers may label their patients and how this can lead to negative views about patients and their conditions. The results from the presenter's doctorate study will be used as illustrations and discussion points for the audience.

Delivering a smoking cessation intervention in 30 seconds

Melody Holt

Tobacco Control Projects Manager, Roy Castle Lung Cancer Foundation

There are very few healthcare professionals who do not treat conditions caused or exacerbated by smoking. Helping these patients to stop smoking is often the most effective and cost-effective of all the interventions they receive. Despite this, however, rates of intervention by healthcare professions remain low. Brief interventions are aimed at motivating smokers to quit and supporting them during the attempt. Current NICE guidance describes these interventions as lasting 10 minutes. However, in the UK, appointments with a hospital consultant typically last 15–20 minutes, while those with a GP last 10 minutes. In such a context, it is not possible to spend 5–10 minutes discussing smoking when this is not the primary focus of the consultation. Since giving stop smoking advice need only take as long as 30 seconds, everybody should be encouraged to systematically deliver very brief advice to all smokers at every opportunity.

Why eating well is important to health and the barriers and opportunities for change.

Debbie Provan

National AHP Lead for Cancer Rehabilitation (Scotland) and Macmillan Project Lead Dietitian, NHS Ayrshire and Arran

Eating well can not only prevent disease but can also help us to fight ill-health and live well beyond treatment. This lecture will provide a brief overview of the role of diet in health and disease, and by presenting a snapshot of the latest evidence, it will give radiographers an opportunity to get involved in the delivery of health promotion.

Improving Cancer Outcomes and Maximising the Opportunities for Physical Activity as a Treatment

Jo Foster

Physical Activity Programme Lead, Macmillan Cancer Support

Macmillan is taking a behaviour change approach to embedding physical activity into cancer care, using the NHS physical activity pathway 'Let's Get Moving' as an over arching framework; and working locally to support the development of partnerships between acute trusts, primary care, public health and leisure providers. This talk will highlight the evidence for, and stress the importance of all health professionals in, endorsing people living with and beyond cancer to move more.

Delivering Messages about Health Improvement; Advocacy and Empowerment of Patients

Hazel Colyer FCR MA

Education Consultant, Fireduce Ltd Consultancy Services

Delivering healthy messages to patients in imaging and radiotherapy services is challenging for reasons that are self-evident to many, and radiographers have often been reluctant to get involved. In an attempt to dispel some possible misconceptions, the presentation will begin with an exploration of the concepts of advocacy and empowerment in health and social care. Models will be presented that demonstrate the importance of transformational relationships between patients and professionals in ensuring that healthy messages are heard and understood. The challenges and possibilities of forging such relationships will be highlighted.