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NOW WITH 73 Community & Maternity Champions registered, there are some 45 - 50 active at any one time in Hammersmith & Fulham. Volunteers give their time and energy in a variety of ways, for anything from 3-6 hours per month to 3-6 hours per week. The profile of our Champions remains fairly consistent with: 90% women; 92% from an ethnic minority background, 85% ages 25-44, 84% parents. We are just beginning to see some results in increased recruitment of older and male Champions which we hope to build on in future – Old Oak for example has recruited two new male Maternity Champions which helps to give added support to fathers to be and new fathers. Here’s what two of our Champions have to say:

Case Study: Doris
Edward Woods Community Champion

’I WAS a nurse in Ecuador and when I came to this country I hoped to be able to use my knowledge to help people. I’m a single mum with 3 small children and so going back to work was not possible until recently. I joined the Edward Woods Champions a couple of years ago and found somewhere I could use my knowledge to help others and also learn new skills to help me in the future. Becoming a Champion meant so much. I learnt a lot about the area we live in, about where to go for information or advice. I have met interesting people from local organisations, got some qualifications in health subjects, made good friends with other Champions and even broadcast on community radio. Everything I have learnt I have passed on to friends and family. My community has benefited through the work I have done with other Champions putting on events, signposting, working on health campaigns. Sharing knowledge, being connected and talking to others has helped me to feel less isolated. That’s why I now spend a lot of time encouraging friends and neighbours to get involved in our activities. I was given the opportunity to study on the Health Trainers Course, a level 3 qualification. Having to write, research and talk about health issues has increased my confidence and at the moment I am studying to be a Teaching Assistant. Everything I have achieved with the Champions will be really helpful when I start working in a school and I’m also sure that one day, when the children are a bit older, I can be a nurse again.’

Case Study: Heba
Old Oak Maternity Champion

HEBA, ORIGINALLY from Jordan, has lived in London for 20 years. As the mother of five girls aged 5 to 16 years, Heba felt she had good experience to give back to her community and to other mothers whose lack of English had isolated them from the community (Heba speaks Arabic). When she first started as a Maternity Champion 18 months ago, she did not feel very confident to speak to people as she felt her English was not great but, over time, her confidence grew, she became fluent at giving positive health messages and was able to signpost hard-to-reach women. In most cases the women said that Heba was the first person they felt confident with because of her relaxed, non-judgmental approach. She has become a well-known, greatly respected volunteer. As a Maternity Champion, Heba has completed lots of training courses: NCT’s Breast Feeding Peer Supporter and Birth & Beyond Peer Supporter, Baby Massage, Walk Leader training and Level 2 Awards in Understanding Health Improvement and Understanding Behaviour Change. Following the Breast Feeding Peer Supporter training, Heba is now able to help new mums with breast feeding at Queen Charlotte’s Hospital.

Heba says: “I wanted to be a Maternity Champion because I want to give back to the community and help others who have and are going through what I have experienced as a new mother far away from my family and community. It’s also a great chance to help other mothers as it can be lonely at times. I am a mum to five daughters and I have a lot of experience to share. Since becoming a Maternity Champion I have attended lots of accredited training which will help me with further employment. I love meeting new mums and giving them advice to help with their babies’ health - I feel the future is very bright for me and my family since becoming a Maternity Champion.”
INVESTING in our volunteers’ professional and personal development continues to be a key component of the programme with all Champions benefiting from our comprehensive learning & development offer. This includes funded and nationally accredited courses and much that is accessed locally for free from partner organisations and LBHF’s training offer. 170 days training attendances means an average of almost 4 full days training for every one of our 45+ active Champions. Courses have included:

- Level 2 Understanding Health Improvement (Royal Society for Public Health)
- Level 2 Understanding Behaviour Change (Royal Society for Public Health)
- Induction course
- National Childbirth Trust’s (NCT) Birth & Beyond Peer Supporter
- NCT’s Breast Feeding Peer Supporter
- Nutrition / Oral health / Weight management
- Oral health for babies
- Introduction to radio skills
- Physical activity - outdoor gym use induction
- MHFA England’s Mental Health First Aid
- IAPT Back on Track: Introduction to Mental Health
- Team building
- HSE First Aid (Health & Safety Executive) Level 2
- CIEH Food Hygiene (Chartered Institute of Environmental Health) Level 2
- Food hygiene e learning
- Mindfulness
- Drug awareness / Khat awareness with Blenheim Project
- LBHF’s Level 1 & Level 3 safeguarding
- Walking for health LBHF Walk Leader
- Stop smoking - Kick-It
- HIV Testing Service – Terrance Higgins Trust
- World Cancer Research Fund cancer prevention
- Breast Cancer Awareness
- Healthier Homes
- Hammersmith & Fulham Advice Conference 2016
- Introduction to foodbanks
- Annual Tri-Borough Community Champions Conference 2015: Championing Happiness

A HIGHLIGHT of the year has been the radio training programme developed in partnership with the Women’s Radio Group for Champions across the three boroughs. An introduction to radio in its different forms, the 10 weeks course included interview techniques, use of portable recording equipment and editing using audacity. 12 Champions from Old Oak, Edward Woods, Dalgarno and World’s End & Cremorne joined the course led by two women radio professionals. Some participants had previous radio experience, others none. All were really enthusiastic and, by the end of the course, convinced of the role that radio could play in delivering the Community Champion message.

I was worried about my computer skills... I’m a bit of a technophobe! The course gave me a lot of confidence and to my surprise I found that I’m really good at editing and I really enjoy it.”

“First time doing anything like this. I’ve really enjoyed the experience and would like to do more. You can really see how lots of what we learnt can be put to good use in spreading the word about Champions.”

Participant’s comment
16 LARGE community events took place bringing together health and social care providers with residents in our three areas. These achieved a total of 3,043 attendances including adults and children. Numbers varied between 50 to over 1,400, depending on the type of event. Some were led and organised by the Community Champions, others were partnership events to which the Champions contributed. Examples included:
Old Oak... started the year in June with 60 people attending its Volunteers Week Awards Ceremony aimed at celebrating the achievements and contributions of its Community Champions and other volunteers. The same month saw 400 turn out to its ever popular Summer Fun Day. An interactive family fun and community information day, the event has some serious messages, featuring a vitamin D promotion, health information quiz, a focus on staying healthy during Ramadan and a summer survey; amongst the many children’s activities, adult’s taster dance classes and family football and other games.

October saw the Old Oak Maternity Champions host an Information and Activities day at Parkview Health and Wellbeing Centre as a promotional event for their services in the White City area, which was a busy day with almost 70 in attendance.

The year ended with 150 residents attending a seasonal Children and Families Health event focused on healthy eating, sugar and oral health for babies, toddlers and children.

Edward Woods... continued its healthy eating activities from last year with its Cookery Workshops for Kids! Running over 2 days during each half term and summer holidays, these healthy eating gardening and cookery workshops attracted over 200 children and parents in total. Healthy recipes were prepared by children from 6-10 years of age with nutritionist and Champions support; then eaten together with parents. Children and their parents were then sent off with a bag of ingredients, recipes and nutritional information – one to definitely try at home!

August saw the Champions contribute to the annual Masbro Community Fun Event, providing an afternoon of healthy eating & face painting at the children’s event. Over 100+ children and many more parents accessed the healthy eating options.

In September, the Champions, in collaboration with Edward Woods Community Centre once again played host to over 70 residents, for a MacMillan Coffee Morning / Light lunch to increase cancer awareness and raise funds for the charity.

The new year began with a new ‘Tea & Chat 60+’ Elders event attended by 55 residents. The event aimed to encourage older members of the community to meet up and talk as a means of reducing isolation and at the same time access useful information and services.

At Parkview... the annual W12 Festival in August is a popular street based festival offering local residents the chance to showcase their talents and achievements. Parkview Champions coordinated and ran the Health and Wellbeing zone which saw over 1400 residents pass through a range of stalls and displays including Stop Smoking, Health Trainers, drugs and diabetes information; and taster physical and relaxation activities.

At White City Play Day in October, the Champions used edible pictures to reinforce messages about healthy eating and the benefits of involving children in food preparation. 80 children and parents were supported to use wholemeal wraps as paper and purées, fruit, etc. to draw pictures they could eat. Finishing the year in December, the ‘Loving the Winter’ event packed Parkview Centre atrium with over 250 people.

I learnt to cook vegetable stir fry with my two children. Happy dad.”

Comment from parent
The Activities

276 REGULAR activity sessions took place delivered, supported and/or promoted by Champions. Attendance ranged from 6 to over 30 per session: based on an average attendance of 8 residents per sessions, total attendances exceeded 2,208. Activity has included a diverse range of weekly, monthly and occasional sessions including:

Run by the Old Oak Maternity Champions twice weekly at Parkview Centre and Old Oak, ‘Bumps & Babies’ offering peer support, advice and information to expectant and new parents. Additionally to these sessions, ‘Birth preparation and relaxation’ includes pregnancy yoga and other techniques; while the 5 weeks ‘Enjoy your Baby’ course was delivered in collaboration with IAPT’s Back on Track service.

Health-themed coffee mornings / drop ins and health talks / ‘awareness lunches’ – on a range of issues, often with visiting speakers. ‘Kev’s project’ was a fortnightly, now weekly, weight management peer support group initiated and run by Champion, Kev at Parkview. ‘Sugar Swaps’ sessions and men’s cooking classes have encouraged healthy eating and engaged more men in Community Champion and Centre activities at Old Oak.

Physical activity sessions of various sorts including zumba, badminton, table tennis, afro-beats dance classes; outdoor gym sessions and buggy walks. Relaxation, yoga and stress reduction sessions such as Parkview’s ‘Monthly Unwind’ introducing massage, reflexology and stress reduction / relaxation techniques in collaboration with the IAPT service.

Curious Stories – an arts-based parenting programme in collaboration with Kensington Palace culminating in parents and children being hosted by ‘Queen Caroline’ at the Palace!

An ‘About the Boys’ course helped parents of teenage boys to understand and set healthy boundaries with their sons. A Khat focus group at Edward Woods explored the support needed to deal with the use of Khat in the Somali community there. Several mental health first aid courses at Old Oak and Parkview have now been delivered to residents and Champions.

Old Oak’s Coffee Club and Edward Woods’ Over 60s Luncheon club have both seen small inroads to reducing isolation amongst older people in these areas.

Due to me attending Mary’s classes I was able to give birth easily and midwives commented that I was a natural and gave them the impression, due to my breathing techniques and how relaxed I was that this must be my third or fourth child not that this was my first baby’ ... “It’s really nice to have the Maternity Champions coming in after the yoga session as they help us with questions we have and point us in the right direction to get support and information.”

Comments from Birth Preparation & Relaxation participants

It was really important to see I was not the only one going through all these emotions and it was nice to speak to other mums and find out I was not the only one. From this group friendships developed and we now have a support network - we exchanged phone numbers and still support each other. It’s a nice feeling to not feel alone.” ... “Enjoy Your Baby helped me to feel that it was ok to feel this way (down) and helped me move forward - I found a way to manage the way I felt. The Maternity Champions were able to look after my baby so I could take part in the relaxation session which helped with my anxiety.”

Comments from ‘Enjoy your Baby’ participants

Thank you and all of your team for the splendid Tea & Chat. We all found the contents of the goody bags really useful. It was a lovely event – when is the next one?!”

Comment from Edwards Wood’s resident following Tea & Chat 60+ event
Public Health Campaigns and Community Research

Parkview... reached 237 residents and Parkview centre users with its baseline health survey by May. These app-based surveys, undertaken early in each project’s life, aim to gather local intelligence about health attitudes and concerns from residents as well as what people want from their local Community Champions project. Findings have helped form the basis of Parkview’s work since then. It also contributed in partnership with QPR to reaching some 1900 people through the Know the Score Bowel Cancer awareness campaign in April - handing out Star of Hope badges & telling people about the signs & symptoms of bowel cancer.

Between November and March, Parkview delivered four further campaigns reaching a total of 465 residents: a PPG (Patient Participation group) awareness campaign with some PPG members aimed at patients about how to influence delivery of their GP practice; Dry January - Alcohol awareness which included a mocktail bar giving out alcohol free drinks alongside drink wise information; Sugar Smart - raising awareness around the change for life sugar smart app; International Women’s Day Self Care - sharing information and goody bags around self-care for women in celebration of International Women’s Day.

Old Oak’s... ‘Snack Attack’ healthy eating in to schools project continued this year. Aiming to help reduce childhood obesity, it ran throughout the whole school year, reaching some 200 children and their parents every week with its snacks and recipe cards. Community Champions, assisted by four year 6 children’s champions, prepare healthy after school snacks for Old Oak primary school children. This campaign was so successful that the school has now taken it over.

Edward Woods... started the year with its ‘In your Hood’ Youth consultation. Using three young researchers the consultation aimed to find out the needs of young people on the estate and if the Community Champions could offer anything.

Its Health Needs Doorstep Survey, in partnership with Healthwatch and the Health Trainers Service, in June, aimed to find out the health needs of residents and promote services. The survey reached 54 residents.

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Its ongoing vitamin D campaign aimed at pregnant women, parents and children with the distribution of free vitamin D drops for children, continued and reached a further 50 residents last summer. Its Flu safe campaign dealt sensitively with some controversial issues surrounding take-up of the flu vaccine within the Muslim community; explaining Islamic scholars stance on porcine gelatine to encourage take up.

The Maternity Champions undertook ongoing surveys with expectant and new mothers to help plan services reaching some 250 between June and March. They were instrumental in supporting the Healthwatch research in to maternity services; as well as focussing on an oral hygiene survey for babies & toddlers.
Some Project Highlights

- **Edward Woods delivers ‘What’s your Hood Saying?’**
  **Youth Consultation**
  We commissioned this consultation to gain an insight into what young people think about their area, what they like and don’t like. It also helped us to identify if there was a need for additional youth activities on the Edward Woods estate within the context of the Community Champions programme. The research ran over six weeks between April and May 2015 and was delivered by 3 young local residents supported by a Senior Youth Worker. Local young people were asked to put their thoughts on specially designed postcards and then invited to a number of focus groups to explore some of the ideas and suggestions. Reaching 65 local young people, it became clear that the Champions Programme could make a significant intervention with younger residents. One of the recommendations from the consultation report was the creation of a Youth Community Champions team. There is a core group of active and motivated young people living on the estate who are interested in contributing to community wellbeing and the survey immediately resulted in six young champions being recruited (15-18s) and beginning work around sexual health with other young people. Following the consultation, we applied for, and in January of this year, received funding from Hammersmith United Charities to support a six month youth development programme, ‘Edward Woods Young Health Champions’.

- **Old Oak delivers Mental Health First Aid training**
  As part of the Programme-wide drive to improve mental health and reduce social isolation, at Old Oak both our Project Co-ordinator and Maternity Champions Project Worker completed MHFA England’s Train the Trainer qualification. Now licensed to deliver its accredited two days Mental Health First Aid training course, we started to deliver these courses at Old Oak in January and February 2016 and aim to train many more local residents during the coming months. As most of our Community Champions have now completed this training themselves they are in an ideal position to explain to others what it is about and work hard to promote and publicise these courses.

- **Parkview delivers ‘Loving the Winter’**
  This community information day aimed to support the local community to ‘fall in love’ with winter by getting ideas around: having a healthier home; how to eat and drink healthily; keeping active in winter; ways to relax and oral hygiene information for children. This was a new format for us and delivery partners who completed post-event feedback showing an increase in the number of residents they spoke to compared to previous events and participants reporting that they really liked the energy of the session and found it useful. We adopted more of a ‘cafe’ approach so participants and delivery partners where all sitting together around coffee tables rather than using information tables in a ‘market stall’ format. This feels like it suits our style far better and the warm nature of the event certainly reinforced this. We were also able to have an oral health themed Santa’s grotto which worked beautifully with our lady Santa talking to children about brushing their teeth and giving out toothpaste and brushes. Unfortunately we were not able to administer the planned flu jabs on the day due to the pharmacist being unable to attend at the very last minute which was disappointing for us. Nevertheless this was a really successful, fun day attracting over 250 residents.

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