

Engagement Programme 2025/26



1 Year of the Live Well Havering Engagement Programme

Total number of hours delivered by Health Trainers
1345

Total number of interactions
2310

Total number of signposts
3704

Total number of blood pressure checks
497

Number of interactions (with residents)
2009

Number of interactions (with professionals)
301

Number of events with residents
155

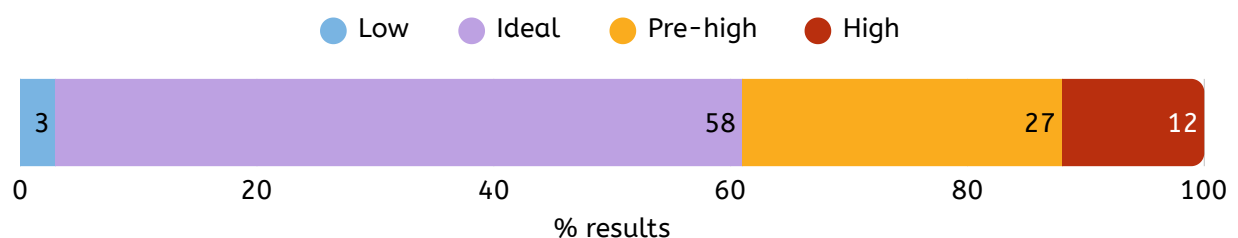
Number of events with professionals
11

Signposts made
3200

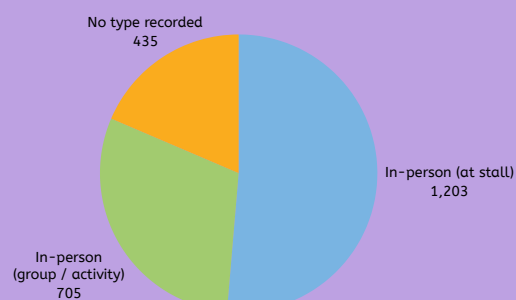
Signposts made (for professionals)
504



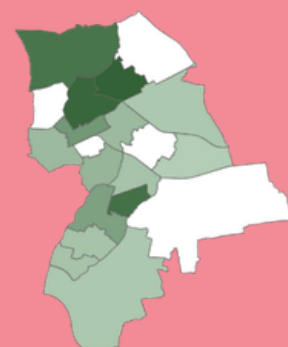
Blood pressure check results



Interaction types with residents



Concentration of Events by ward



The darker the colour the greater the number of events in that ward.

Contents

1

Introduction to the programme

2

Model of Delivery

3

Health Champion Programme

4

Timelines for set up and delivery

5

Budget

6

Impact

7

Key Achievements

8

Challenges

9

Recommendations

1. Introduction to the Live Well Havering (LWH) Community Engagement Programme

1a. What is the programme?

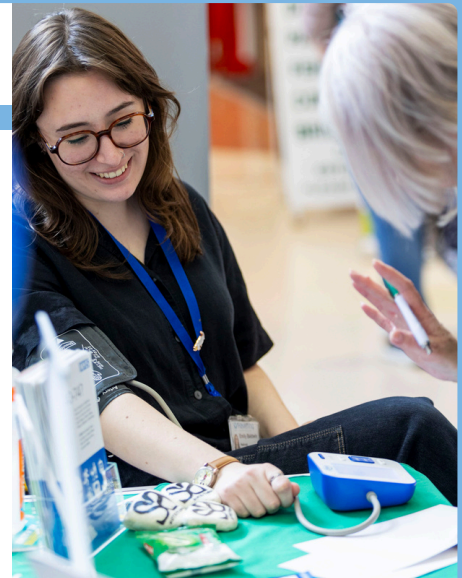
My Health Matters was a community health initiative commissioned and funded by Public Health Havering through the Public Health Grant. It launched in 2004.

Health Champions in the programme played a key role in engaging Havering residents, starting conversations about evidence-based health topics, and directing people to local services for further advice and support as volunteers.

In 2024, feedback from the Public Health team showed reduced support and engagement from Health Champions. They identified the need for a more structured programme with a stronger focus on public health priorities.

The expiration of the service contract with AgeUK RBH on 31 March 2025 presented a timely opportunity to review and realign the programme's design to better meet current and future Public Health needs.

After exploring commissioning options, Public Health recommended bringing the management of sessional Health Champions in-house, delivered by the LBH Communications and Engagement team.



1b. Purpose of the (LWH) Community Engagement Programme

The programme is the public-facing engagement arm of Havering Council's Public Health team. A dedicated team of Health Trainers delivers face-to-face outreach to residents, focusing on Public Health priorities. Health Champions—local residents and people working in the borough—complete RSPH-accredited Understanding Health Improvements training, helping extend the programme's reach and impact across Havering.

The programme's core purpose is to enable meaningful, in-person engagement on key Public Health topics, ensuring residents are informed, empowered, and supported to make positive health choices.

2. Model of delivery

2a. Health Trainer recruitment

Health Trainers were recruited from our existing pool of community-based Health Champions. The aim was to establish a skilled team with strong expertise in community engagement and health and wellbeing, capable of effectively connecting with Havering's diverse communities and supporting high-quality engagement across the borough.



2b. What do Health Trainers do?

Health Trainers are funded to engage with residents on Havering's Public Health priorities:

- Cancer screening
- Drugs and alcohol
- Health protection (such as vaccinations)
- Healthy weight
- Mental health / suicide prevention
- NHS Health Checks (such as healthy heart outreach)
- Physical activity
- Stop smoking



They deliver work on these topics via the 'Core Offer' and 'Enhanced Offer.'

2c. The 'Core Offer'

The Core Offer includes work Health Trainers can deliver independently once trained. It centres on engaging residents and community organisations through in-person stalls, community hubs, and online sessions.



2d. The 'Enhanced Offer'

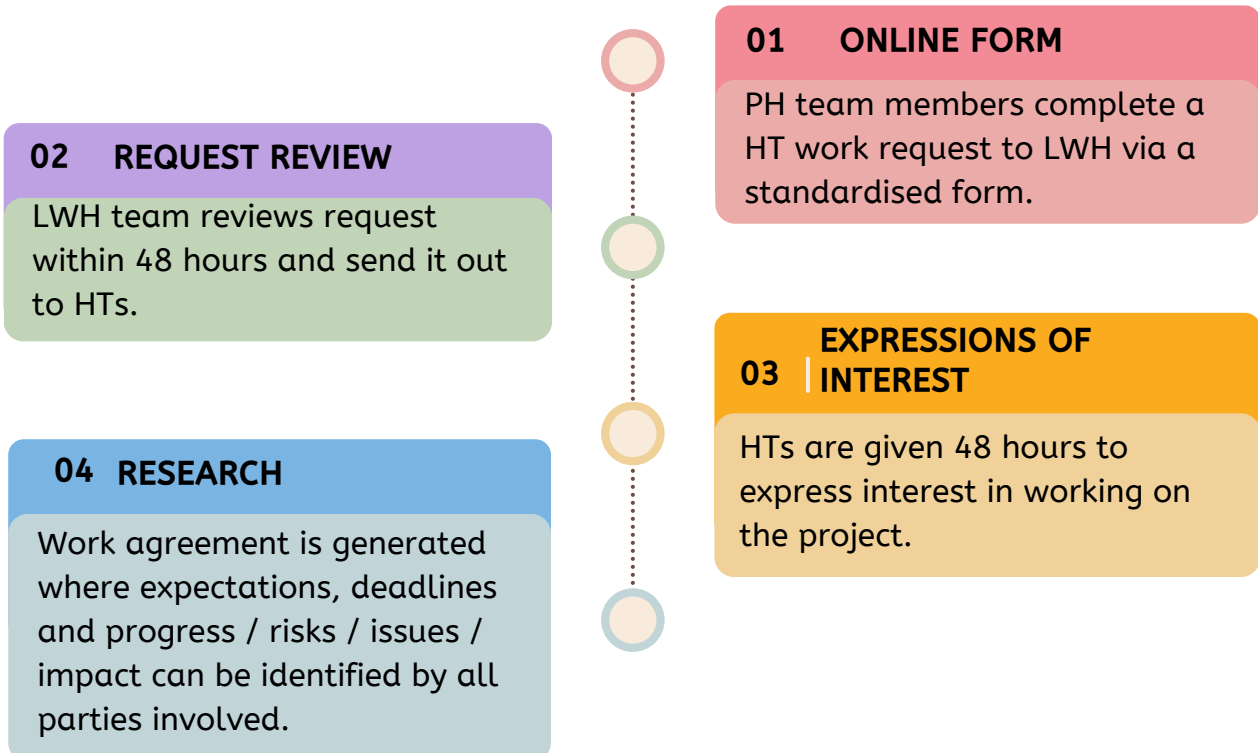
Enhanced work involves Health Trainers partnering closely with Public Health team members on a defined scheme of work. This usually includes additional training and bespoke supporting materials, such as tailored presentations.

This year, the Enhanced Offer has included:

- Winter wellness outreach across Havering's Warm & Cool Spaces
- Stop smoking outreach in local pharmacies
- Vaping qualitative data collection with young people
- Suicide prevention training delivered in community settings
- Menopause netball sessions in partnership with Netball England

2e. Working with Health Trainers

The following flowchart details the process for requesting to work with Health Trainers on an Enhanced Offer project.



For Core Offer work, local groups contact the LWH mailbox to request HT support. HTs are invited to express interest in attending the event and informed if they have been allocated the work within an agreed-upon time frame (usually 48 hours).

2f. Operational materials & supplies

The Health Trainer team utilise a range of printed resources, all reviewed and approved by Public Health Strategic Leads to ensure accuracy and relevance. Materials can be ordered throughout the year to support outreach activity.



The team also use MECC (Making Every Contact Count) guidance sheets, produced and authorised by the Public Health team. These provide key messages for each priority area and are updated annually by the Live Well Havering team in collaboration with Public Health Leads. Health Trainers are expected to consult these regularly to maintain consistent, evidence-based messaging.

Key outreach materials include the Live Well Havering booklet directories and QR-code business cards, which link residents to local services. To support visibility and engagement, Health Trainers are also equipped with branded items such as pull-up banners and staff uniforms.

2g. Training overview

Health Trainers receive regular training aligned to Public Health priorities. All Health Trainers have the following mandatory training

- NHS Health Check training (full day)
- Very Brief Advice for Tobacco Harm Reduction
- Corporate Mandatory training (GDPR and Safeguarding)
- Safeguarding training from the Havering Safeguarding Partnership
- Deaf awareness training to support their engagement with Romford Deaf Club
- C-Card training
- Hypertension & blood pressure training
- Diabetes training
- Workforce Wellbeing briefing
- Basic Drug & Alcohol Awareness



Health Trainers may also voluntarily attend additional Health Champion training sessions to broaden their knowledge beyond core Public Health priorities.

3. Health Champion Programme

3a. What are Health Champions

Health Champions are local residents and individuals who work within the borough who share an interest in helping their communities lead healthier, more informed lives.

Our vision is to build a connected and empowered community network that amplifies key Public Health messages, ensuring that accurate, accessible information reaches people where they live, work and socialise.

Health Champions are supported to do this through regular newsletters on key Public Health messages and updates, as well as training opportunities throughout the year.

3b. Legacy Health Champions

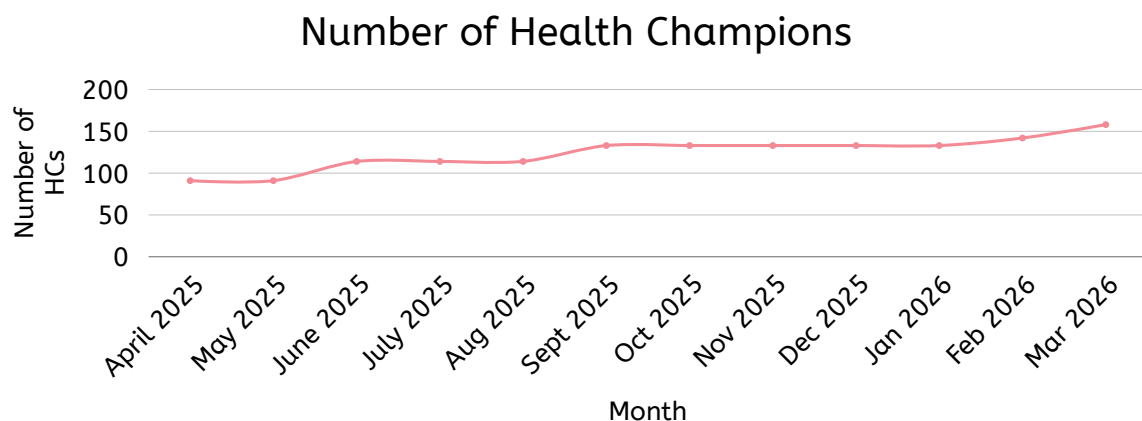
All contactable Health Champions trained under the My Health Matters contract were invited in April 2025 to confirm whether they wished to remain in the programme:

- **91 chose to remain on** with the new programme.
- **29 Health Champions completed refresher training** (June – October 2025).

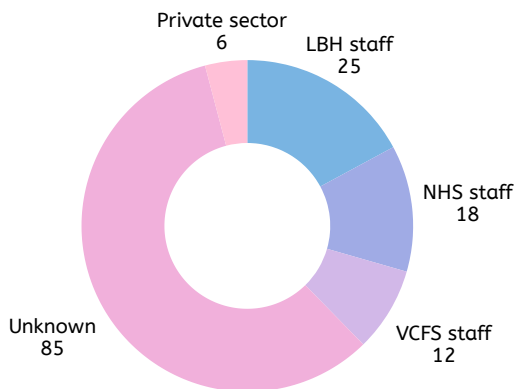
3c. Recruitment of new Health Champions

During the year, we delivered three in-person sessions of the RSPH Level 2 Award in Understanding Health Improvement. Successful completion of this full-day accredited course enables participants to join the Live Well Havering Health Champions community.

In the first year of the programme (2025/26), the Health Champions network grew to 155, incorporating newly trained Health Champions alongside legacy members.



Professional diversity of Health Champions



As part of the recruitment process, we get to know our Health Champions' interests and professional background.

We are working to improve this process to build closer relationships with our volunteer community.

This also includes our 'legacy' Health Champions, who have been Champions since the My Health Matters programme who largely make up the 'Unknown' category currently.

3d. Health Champion offer

Health Champions receive a free bimonthly newsletter providing programme updates, news, training opportunities and events. They may also opt in to wider Live Well Havering communications, including the monthly partnership network.

In addition, Health Champions are offered free training sessions—many of which are accredited—covering a range of Public Health and wider wellbeing topics.

Training offered in 2025/26 has included:

- RSPH Nutrition
- Autism awareness training
- Very Brief Advice training for Tobacco Harm Reduction
- Suicide prevention training
- CPR training delivered by Everyone Active

Health Champions are also invited to internal staff webinars, including:

- Menopause awareness
- National HIV testing week
- Heart Health month
- Winter Preparedness
- Monthly Live Well Havering Network meetings where services across the borough showcase their offer.



During the first year of the Live Well Havering programme, Health Champions were not routinely encouraged to volunteer at organised community events. Despite this, circa. 10 Health Champions supported emerging community projects, contributing over 30 hours of voluntary activity. Though it is challenging to quantify Health Champions also share knowledge during day-to-day interactions with their community. This is difficult to measure, but important to acknowledge.

3d. Sal's story: menopause group volunteer

"I learn something new at every session from the amazing Rebecca, the other fab volunteers and from the attendees."

Sal has been a dedicated Health Champion since 2019 and is a member of Havering Council staff. Sal first discovered Pause, the Live Well Havering menopause support group, through an email sent to Health Champions. The group immediately resonated with her and she chose to get involved as a volunteer when the sessions began in August 2025.

Both her professional role and personal experience motivated her to volunteer. Through her work, she regularly supported women raising concerns about peri- and menopause symptoms, but often felt uncertain about where to signpost them for reliable, evidence-based information. Joining Pause enabled her to strengthen her knowledge and better support others. Sal's own experience of peri-menopause was extremely challenging. Her symptoms were frequently dismissed and her concerns were repeatedly minimised.

With over 25 hours of volunteering contributed, Sal has played a crucial role in ensuring the smooth operation of the group. Sal has represented the group at high-profile events and key community engagement opportunities. Her unwavering commitment and reliability has provided exceptional support to Menopause Nurse Rebecca Hall.

Sal praises Nurse Hall's work, as well as the administrative support from Live Well Havering. She thoroughly enjoys attending each month and always looks forward to learning more about the topics discussed. Her experience has been overwhelmingly positive, and she would wholeheartedly recommend Pause to other residents.



3e. Tony's story: Chaplain, Champion, Trainer

Tony connected with the Live Well Havering team in 2025, when they were looking to promote his bereavement support group. Tony was told about the Health Champion programme and signed up to complete the training in September 2025. Tony works as a Chaplain at a local hospital and is interested in the wellbeing of people in Havering.



Just weeks after completing his training he volunteered to sit on the Live Well Havering Community Chest panel, which he found out about on his Health Champion training day. Tony volunteered to judge community chest bids and contributed to decision-making around the allocation of Health Inequalities funding from the ICB.

When a position became available in our Health Trainer team later that year, Tony enthusiastically seized the opportunity to contribute further, bringing with him a wealth of experience in mental health and wellbeing, despite being newly qualified.

Since joining, Tony has enriched our team with his valued professional diversity, unique insights and infectious enthusiasm, making a significant impact on both the team and the wider community.

3f. Anonymous staff member: Healthy Heart Month

"She attended the emergency same day appointment, was prescribed medication again and is now feeling much better." This quote was taken from the Health Trainer who supported this member of staff.

Health Trainers carried out blood pressure checks as part Heart Health month in February. They held an event for Havering Council staff at the Town Hall.



One staff member had extremely high blood pressure on the day. The Health Trainer acted quickly and immediately ensured she made contact with her GP. The member of staff went to an emergency same day appointment and was able to get onto medication to lower her blood pressure, potentially preventing a life threatening condition.

3f. Viv's story: Health Champions Advocate

"I felt more confident talking about symptoms, prevention, early identification and what support is available locally."

Viv was part of the first cohort of the Health Champions programme and completed a wide range of training, including nutrition, diabetes, smoking cessation and cancer awareness. The programme strengthened her confidence and equipped her with practical, evidence-based knowledge.

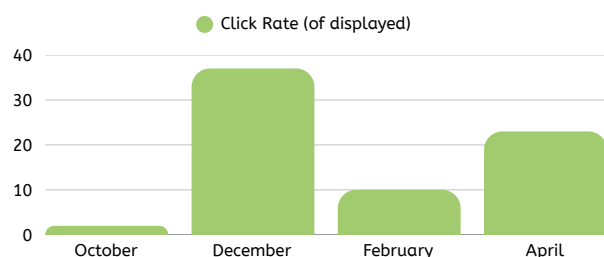
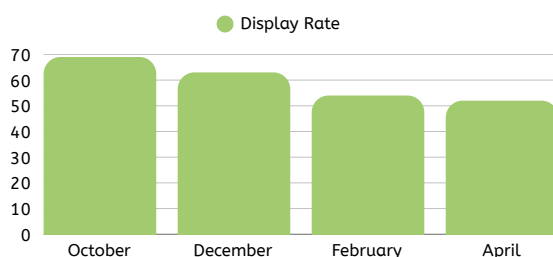
Although not always working on the frontline, Viv has shared this learning across her team, supporting colleagues to signpost residents more effectively and make informed decisions about health messaging, including through social media. She has also applied this knowledge in conversations with friends and family, extending the programme's reach beyond the workplace.



3f. Health Champions Newsletter

The Health Champions Newsletter has been distributed bi-monthly since October 2025. It is used to share updates, training opportunities, calls for feedback and helpful information. Health Champions also receive the Live Well Havering newsletters every fortnight, including general community updates and information.

Our display rate is between 50-60%. Even though we have seen a reduction in this rate over the last year, the display rate remains higher than typical newsletters as our subscriptions have grown. We are investigating the drop in engagement over time to explore options to boost this rate. Current data suggests Champions are engaging with the opportunities and information being promoted.



4. Timelines for Set-up & Delivery

April 25

Live Well Havering (LWH) Health Trainers (HTs) and Health Champions (HCs) programme begins.

Existing HCs are contacted, asked if they would like to continue, and invited to provide feedback.

Recruitment of 5 HTs starts.

May 25

C. 90 Health Champions choose to stay in the programme.

17 Health Champions apply to be a Health Trainer.

5 trainers are recruited and NHS Health Checks continue.

Refresher training is organised for 3rd June.

June/ July 25

Class of HCs complete in-person refresher training.

LWH team promote the scheme at their in-person partnership network event.

HT induction takes place.

Public Health priorities training begins.

Aug 25

HTs first engagement shift at the LWH Health and Wellbeing Fair.

HTs attend Havering Housing summer events, BHRUT staff fair, MyEnds Romford market event & Langtons baby event.

HTs get laptops and IT logins.

LWH website launches.

Sept 25

HTs complete VBA, suicide awareness, drugs and alcohol and blood pressure training.

1 HT resigns.

18 new HCs are trained.

HTs engage at Beam Park, St George's Hub, & Romford Baptist church.

First HCs newsletter distributed.

Oct 25

Suicide Prevention team pilot working with HTs to deliver engagement.

Stop Smoking team work with HTs to engage with routine and manual workers.

HTs lead a menopause awareness day session.

PH HT request form launches.

Nov 25

Weekly HT drop-in launch at Harold Hill, Rainham and St Georges hub.

HC and Nutrition Training is planned & promoted

3 new HTs are recruited

HTs deliver community engagement on public health priorities including NHS Health Checks, menopause, Long COVID and more.

Dec 25

Winter Wellness project ramps up & HTs visit Warm Spaces

Service shut down for end of year break

HTs continue to attend events including HASWA, Ardleigh Green Family Hub and HT hubs.

Jan 26

3 new HTs join the team.

HTs deliver outreach at St Francis Hospice

Team away day reflecting on 6 months of service delivery

HTs complete Alcohol awareness training.

Feb 26

Heart Health Month engagement delivered.

HTs attend C-Card training.

Health Champion training delivered

Second regular weekly Hub in Rainham begins

Workplace Wellbeing briefing to support engagement with LBH staff

March 26

New weekly Romford Hub begins

Deaf Awareness training delivered to support engagement with Romford Deaf Club

Impact data and annual report drafted.

Final RSPH Health Champion and Nutrition training delivered of the year

4b. Workforce required for delivery

To deliver this programme, our team is made up of:

Administrative colleagues

- Live Well Havering Programme Lead
- Live Well Havering Support Officer

Health Trainers

- Health Trainers (x7)

Public Health

- Public Health Assistant Director
- Public Health Strategist



5. Budget

5a. Budget allocated

This work was allocated the following budget streams (not including budget for programme management by the Live Well Havering team):

Budget allocated	Income
Public Health Grant allocation for Health Trainers	£43,500
Long COVID cafe delivery	£727.70
Heart Health month contribution	£1,500
Public Health Grant allocation for delivery of RSPH training for Health Champions	£1,500
Total budget	£47,227.70

5b. Value for money

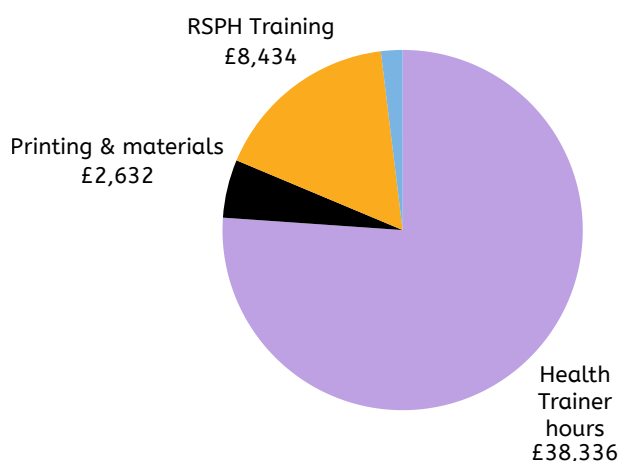
This budget envelope funded the following:

Number of hours delivered
by HTs
1,358

Total spent
£50,756

Budget remaining
-£3,528.30

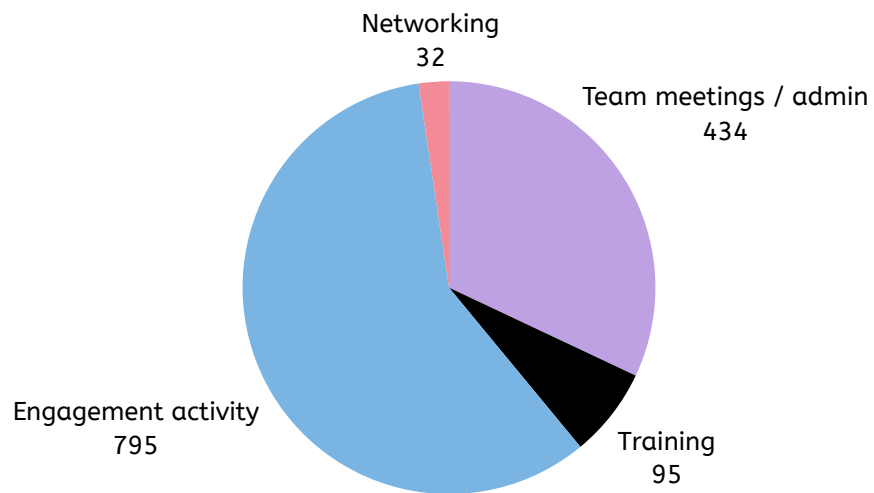
Use of budget (£)



In the first year of delivery, increased training, administrative and physical purchases (e.g. table cloths) were required as part of programme mobilisation.

It is anticipated that these costs will be significantly lower in following years as the programme enters Business as Usual.

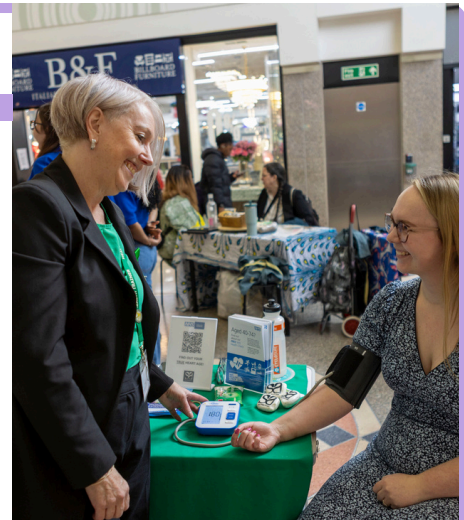
How each hour of Health Trainers' funded time was used



6. Impact

6a. Interactions

As part of the programme, Health Trainers actively engage with members of the public, providing comprehensive information, tailored advice, signposting to relevant services, and conducting blood pressure checks. These outreach activities are delivered through community stalls at local venues, as well as via webinars and presentations, ensuring accessibility and effective communication across diverse settings.



Health Trainers have logged the below interactions as part of their service delivery for 2025/26.

Total number of interactions
2310

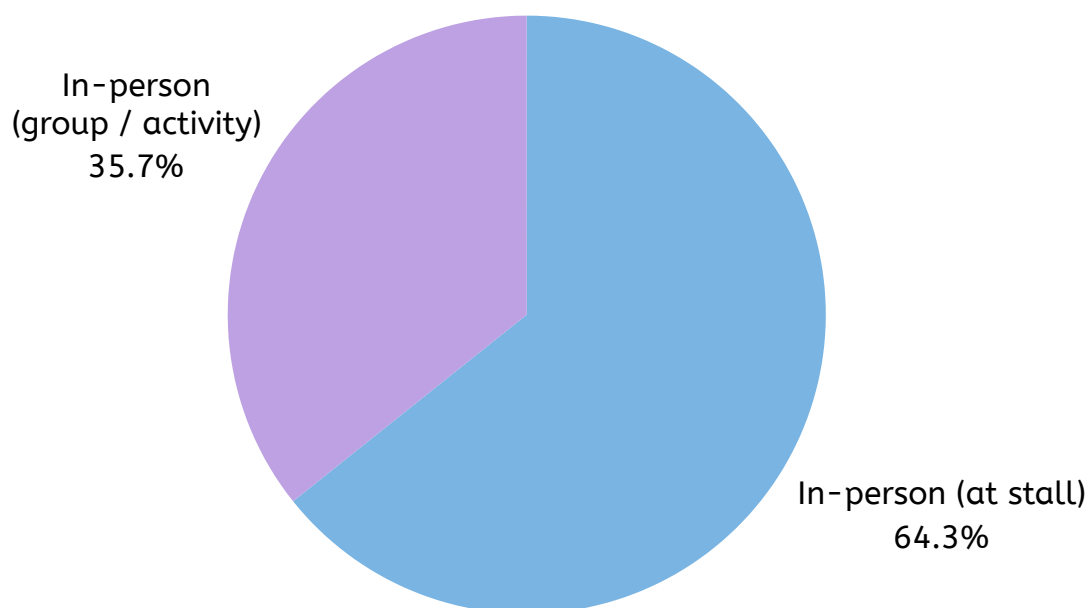
Total number of blood pressure checks
1345

Number of interactions
(with residents)
2009

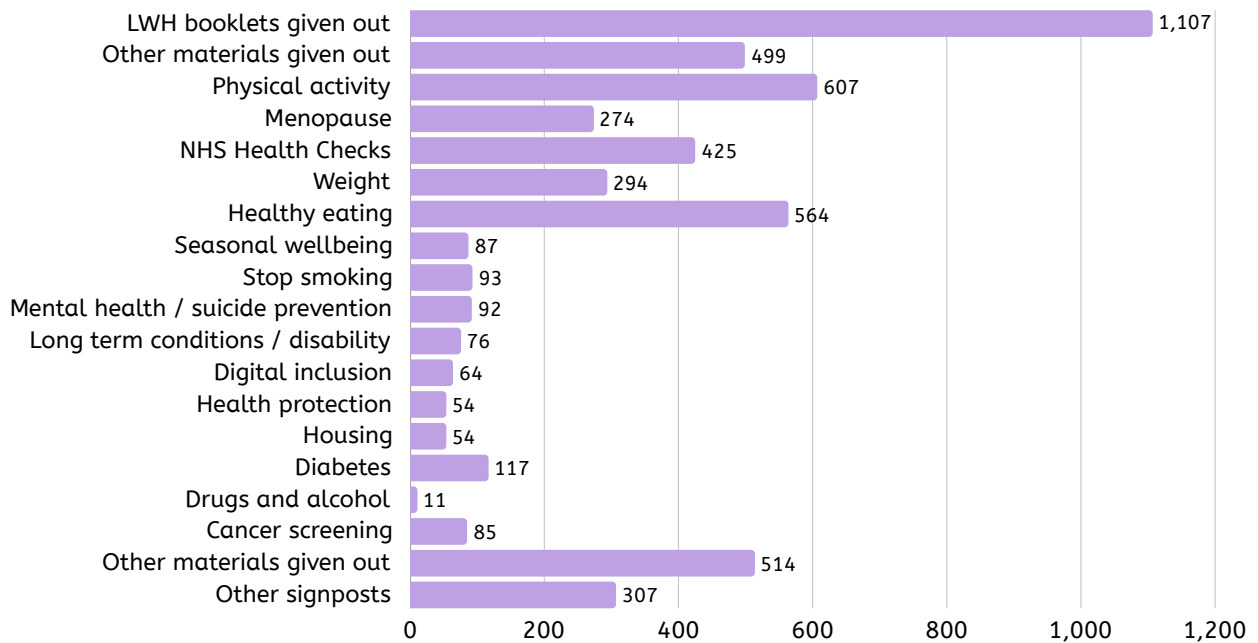
Number of events with
residents
155

Signposts made
3200

Interaction types with residents



Signposts / materials by topic

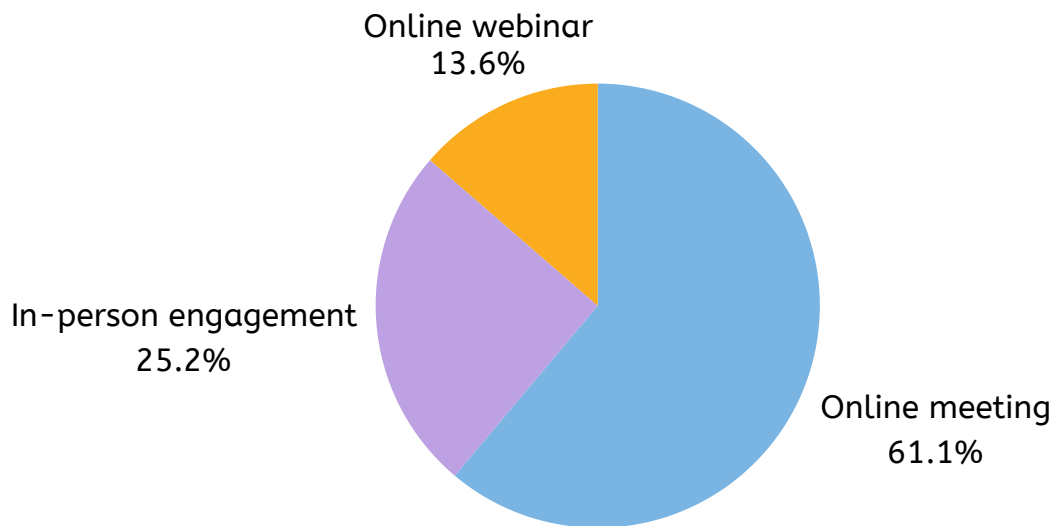


Number of interactions
(with professionals)
301

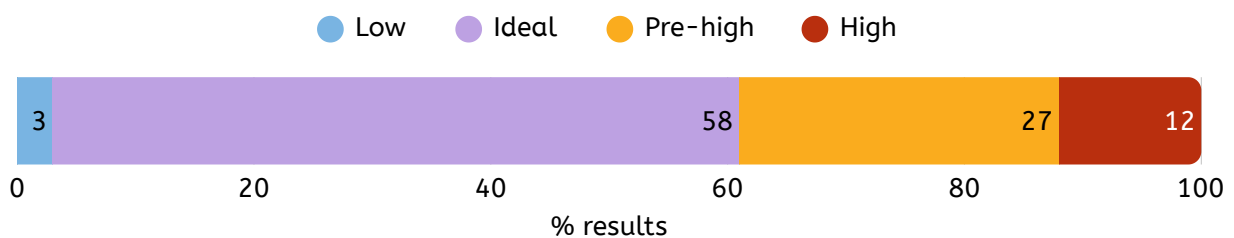
Number of events with
professionals
12

Signposts made
504

Interaction types with professionals



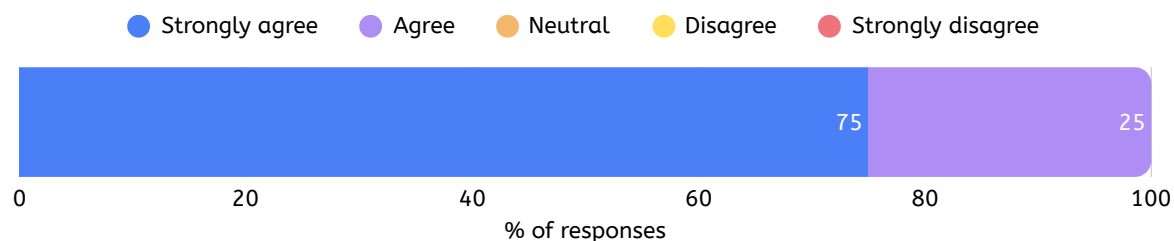
Blood pressure check results for residents & professionals



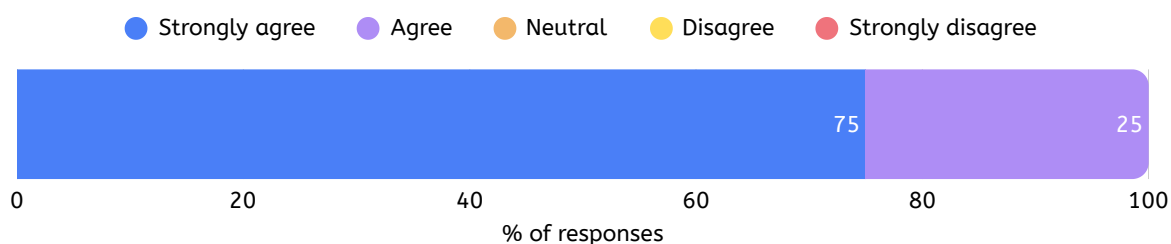
6b. Feedback

As part of the programme, those who book Health Trainers for engagement work are invited to share feedback about the service. 8 services responded.

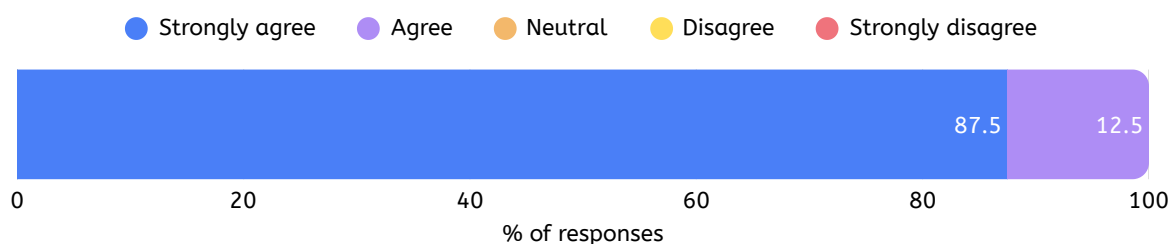
HTs positively affected the health and/wellbeing of those in attendance.



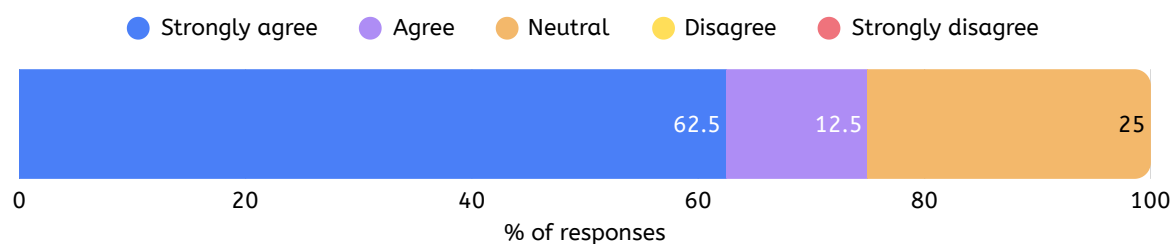
HTs shared useful information that will have a positive impact on health and wellbeing.



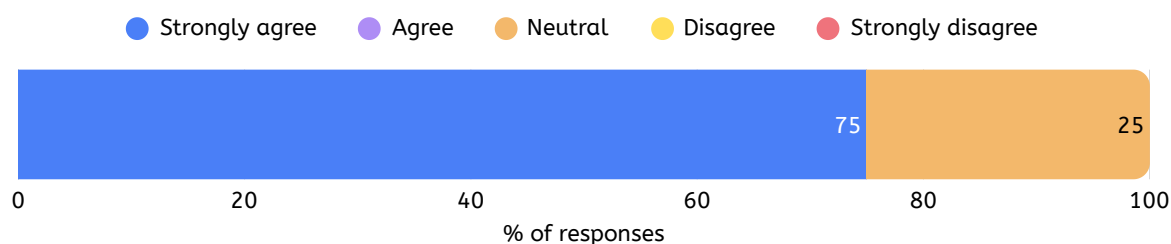
I would like HTs to attend my events in the future.



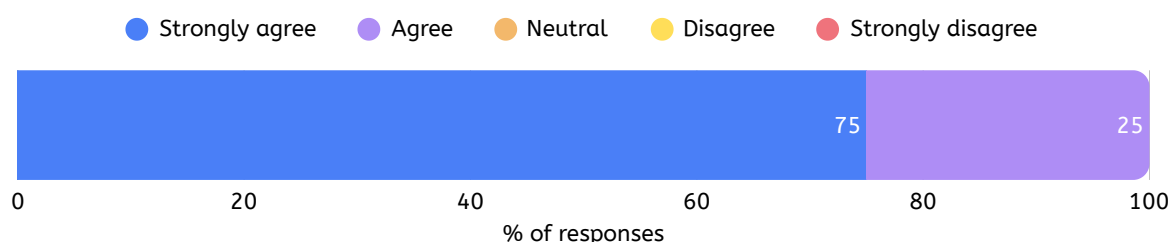
The name "Health Trainer" is suitable for the role that they do.



It was easy to book HTs to attend our activity.



HTs support us to connect into other community services.



Health Trainers have built positive working relationships with colleagues working across the borough who have shared the following compliments about the team:

We need more [name of Health Trainer] in this world!
Housing Head of Service

They are doing some incredible work, such important conversations with the residents.
Community Hubs lead

Very informative presentation. Well done.
Webinar attendees

Just a message to say a big thank you for helping organise your stall with Freshers Fair! We really appreciate the time and effort you put into it. [Name of Health Trainer] was absolutely amazing – he left with high praises from all the staff. The day was such a big success, we couldn't of achieved it without your team.
New City College

Key areas highlighted as successful ways of working include:

- Ability of HTs to provide **high-quality, bespoke information** for community groups around Public Health priorities as part of training sessions.
- **Approachable presentation style** that is non-stigmatising.
- Community members value how HTs **embed their lived experiences into their work** by sharing their stories and experiences.

Areas highlighted for improvement include:

- **Challenges coordinating Health Trainers** for more events due to their varying schedules and ad-hoc nature of their role.
- Request to recruit Health Trainers of **increased diversity of lived experiences** to offer targeted support for marginalised communities (global majority communities, LGBTQIA+ communities have been highlighted as current gaps).

7.Key achievements

NHS Health Checks



Increase awareness



Reach new demographics

- Hours charged = 56
- Sessions delivered = 18 professional engagement sessions with GP practice staff (plus 10 outreach to residents)
- Residents Engaged = 304
- BP Taken = 70
- NHS Healthcheck Referrals = 108
- Nutrition Education delivered to = 265



All HT's recieved blood pressure training

Know your numbers



Take blood pressure



Signpost to support

In September, we recently supported the national Know Your Numbers campaign by offering colleagues blood pressure checks at the Town Hall. The event was a great success, with over 60 employees taking part and having their blood pressure measured throughout the day.

Stop Smoking Outreach



Market research



Inform comms

The Stop Smoking team requested support reaching routine and manual workers in Havering as part of service planning. HTs visited shops and services across Romford to gain feedback that could be used in future stop smoking campaigns. They also attended Stoptober outreach events and completed Very Brief Advice (VBA) training.



Menopause awareness month

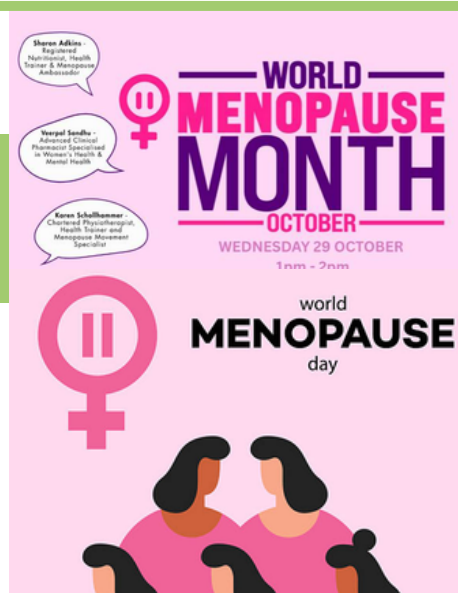


**Share accurate
information**



**Signpost to
support**

Health Trainers worked with an advanced clinical pharmacist to deliver a menopause awareness month webinar to staff. They also support the LWH menopause cafe, alongside a menopause nurse and Health Champion volunteers.



Winter Preparedness webinar



**Support
campaign**



**Engage Health
Champions**

Health Trainers delivered winter preparedness webinars to Havering staff, Health Champions and the LWH Partnership Network, sharing the #StayAhead campaign, promoting local services, and signposting cost of living and warmth support.

Health Trainer hubs



**Be visible in
the community**



**Signpost to
support**

Weekly Live Well Havering Health Trainer hubs launched in three locations in November, allowing Residents to drop-in and chat.

- Tuesdays and Thursdays: Harold Hill Hub
- Tuesdays: Rahpael House (Romford)
- Wednesday: Rainham Hub



Community Chest panels



**Community-led
decision-making**



**Grassroots
funding**

The Community Chest 2025/26 small grants scheme was powered by community-led decision-making where Health Champions were invited to sit on panels to decide which local projects were funded.



Training Health Champions



**Recruit new
Health
Champions**

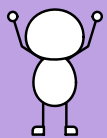


**Upskill local
people**

88 new Health Champions were welcomed into our community this year. Health Trainers engaged local people to build interest in the programme and new methods of capturing engagement, like social media marketing, saw a boost in uptake of the training.



Partnership with Netball England



**Encouraging
physical
activity**



**Removing
barriers to
access**

One of our Health Trainers partnered with Netball England to pilot the delivery of free weekly netball targeted at menopausal people who are experiencing barriers to physical activity. They built a community of 30 women returning weekly to move together.



Long COVID cafes



**Share
accurate
information**



**Signpost to
support**

Health Trainers took on the facilitation of the Long COVID cafes in order to support the group to continue following loss of funding. This group remains the only community support for people with lived experience of Long COVID in Havering.

Long COVID Community Café

Join our welcoming support group

Takes place every other month
Harrow Lodge Leisure Centre, Hornchurch, RM11 1JU

Join a FREE, non-judgemental, welcoming community

Co-designed by people with Long COVID for people with Long COVID

Connect with other people with experience of Long COVID

Everyone aged 18+ is welcome

Supported by a Health Trainer facilitator

Book your spot on Eventbrite using the QR code, drop-in on the day or call 01708 463190

Family Hubs



**Connect
with other
services**



**Embed in the
community**



Health Trainers have partnered with local Family Hubs to support parent carers and families with information, advice and signposting. They are proving crucial to connecting families into the broader community support offer across the borough.

Pharmacy Stop Smoking Outreach

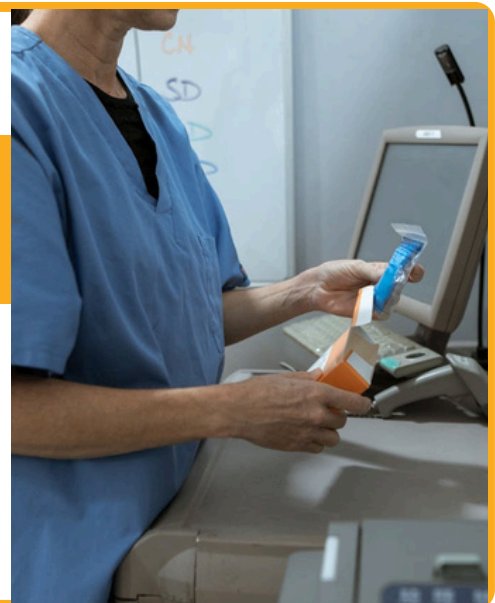


**Engage with
pharmacies**

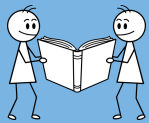


**Signpost to
support**

Health Trainers have built trusted relationships with local pharmacies commissioned to deliver tobacco harm reduction programmes. HTs support improved engagement with delivery partners to promote a seamless resident experience.



Heart Health Month

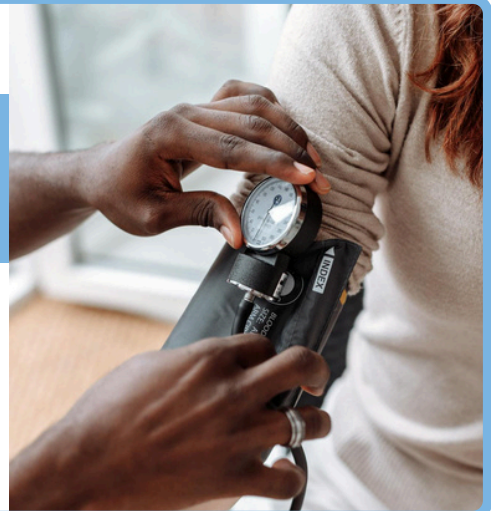


**Share
accurate
information**



**Blood
pressure
checks**

HTs upskilled on cardiovascular health messaging and encouraged residents to know their numbers by delivering blood pressure checks across the community and signposting to support.



Suicide prevention training



**Training
programme**



**Share key
messages**

HTs delivered suicide prevention training sessions, helping to reduce stigma and encourage help-seeking behaviour. Attendees were taught how to recognise, ask, listen and help those experiencing suicidal thoughts.

Vaping engagement



**Engagement
with young
people**



**Inform
Needs
Assessment**

HTs supported gathering insights to inform a Health Needs Assessment by engaging with local young people about their experience of vaping.



8. Challenges

Managing sessional workers

Sessional work offers colleagues valuable flexibility, enabling them to balance their employment with other job roles, as well as caring and family responsibilities. This adaptable approach is particularly beneficial in supporting a diverse workforce. However, the sessional model introduces a range of operational and administrative challenges.

Additionally, as sessional staff are not contracted to work specific hours, it can be difficult to coordinate the team and maintain effective communication. Staff may be offline for extended periods or unavailable during standard working hours, which can create barriers to timely information sharing and efficient service delivery.

There are also complexities regarding sessional staff access to internal wellbeing support, digital systems, and other organisational resources. These logistical hurdles can limit their engagement with wider staff initiatives and may impact their overall experience within the organisation.



Team capacity

Both the outreach and administrative teams have been operating under significant capacity constraints throughout this first year, as we have geared up to mobilise a brand new service. Despite our best efforts, we have been unable to provide coverage for at least one event each month due to team members' existing commitments and responsibilities outside of this role. This ongoing challenge highlights the high demand placed on our limited resources. This capacity challenge is expected to dissipate as we enter into Business As Usual for this programme.



On the administrative front, Public Health currently funds 3 days per week of a Grade 8 post. For this first year of mobilisation, in practice, the team receives support equivalent to at least 3 days a week from a Grade 7 and a Grade 11, but even this combined resource is insufficient to deliver the service at optimal efficiency. It is expected that less administrative time will be required as we enter into Business As Usual for this programme.

Drop-out rate for RSPH Training

As part of the programme, a proportion of the Public Health grant funds RSPH Health Improvement Level 2 training to support individuals wishing to become Health Champions.

However, we continue to face difficulties with participants failing to attend after booking a place, which leads to inefficient use of resources and wasted expenditure. To address this, we are exploring strategies to improve attendance and ensure better value for investment in training programmes.



9. The Year Ahead

Re-engage existing Health Champions

Prioritise re-engaging existing and new Health Champions at our trainings and outreach events as appropriate.

Recruit more Health Champions

Continue to increase our pool of Health Champions through delivering more RSPH training days.

Continue to offer evidence-based training to Health Champions

Seek diverse, evidence-based training and engagement opportunities for Health Champions.

Capture outputs of Health Champions

Establish a method of tracking outputs of Health Champion volunteers.