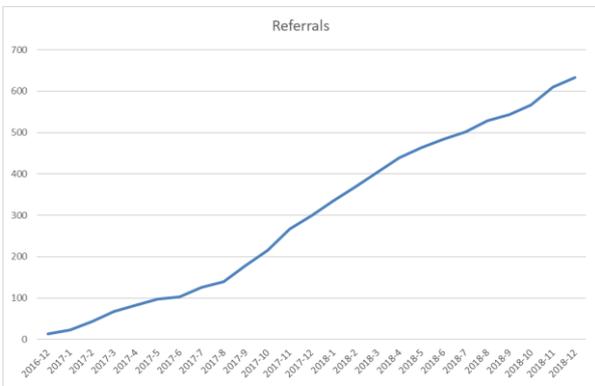




The 'A Better U' Coaching Team is working across a number of practices in South Tyneside, supporting a shift in care towards a bio-psycho-social approach. We motivate people to make healthier lifestyle choices, to improve their health and wellbeing and to access community assets. The Patient Activation Measure (PAM) is used to identify client needs for intervention and to measure success, an increase in PAM is linked to a decrease in health and social care costs.

Journey Timeline

**Referrals**

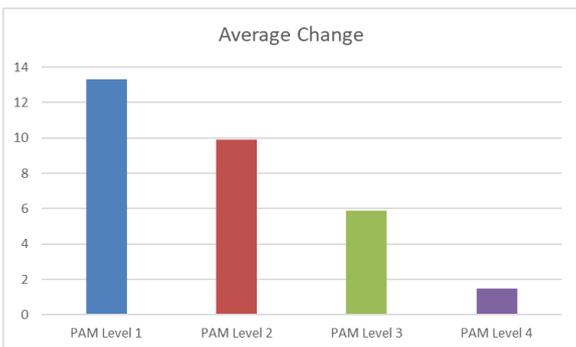


**Intervention**

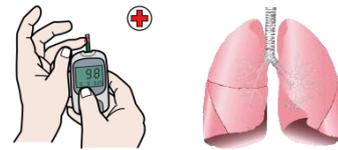
Average number of contacts with someone who is a PAM Level 1.



**Change in PAM**

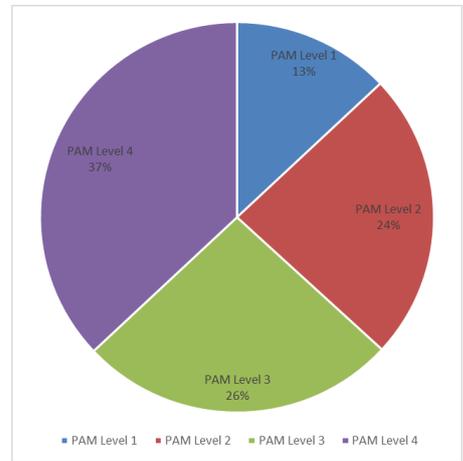


**Eligibility Criteria**



Adults (18+) with COPD and / or Diabetes.  
80% have COPD

**Initial appointment**



**Successful Connections**



**309**

## THE PEOPLE

### The Background

'Natalie' responded to one of our targeted approach pathways for COPD patients and attended an appointment with her practice's self-care coach. Natalie attended the appointment with her grandson, whom she is a carer for. Natalie was experiencing low mood and discussed stressors, mainly surrounding her family responsibilities. Natalie disclosed that she was a 'secret smoker' and that she was hiding her smoking from her family, which was creating challenges for her. She was smoking cigarettes as a stress-reliever and hadn't previously thought about quitting. She was a PAM Level 1 (40.7).

### The Support

Our Self-Care Coach supported Natalie to look at positive ways to overcome her nicotine cravings, which Natalie felt were particularly high when attending hospital appointments for her husband. We shared ways in which she could manage the cravings, such as walking, reading, or creating distance between her and her packet of cigarettes. We evoked positives of Natalie living a cigarette-free lifestyle. Benefits we identified were an increase in finances, that she wouldn't have to sneak around, and that there may be benefits to her physical health.

### The Achievements

Natalie has quit smoking cigarettes and is now using e-cigarettes and has plans to implement a reduction plan for this. She is also exploring including exercise in her daily routine. Natalie is now a PAM Level 4 (77.7)

## Whats new?

We've launched some exciting new projects integrating into more pathways, such as a High-Intensity User project working with Accident & Emergency within South Tyneside District hospital alongside the psychiatric liaison team. The High-Intensity User project will be working with multi-disciplinary teams within primary care.

We're also expanding the A Better Ü health coaching service to secondary care, collaborating with the Improving Access to Psychological Therapy teams to explore a person's admission as a teachable moment.

We're delighted that A Better Ü health coaching service will be rolled out to all GP surgeries in South Tyneside from May 2019.