

Realising the Value of Self-Management Education at Penny Brohn UK

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Issue

Evidence was needed to strengthen the case for change in the health and social care system; a change where the system supports people and communities to be in control of their health and care. In 2016 the Realising the Value programme was led by Nesta and the Health Foundation and conducted a thorough analysis of the evidence for person- and community-centred approaches.

Description

This project worked with five frontline sites across England, and published tools, recommendations and economic modelling to show how they can be successfully implemented.

Penny Brohn UK is a charity specialising in helping people to live well with cancer, particularly focusing on person-centred self-management education. Within the Realising the Value project Penny Brohn UK was chosen as the partner site as a best example of self-management education in England, due to its high quality services and impact and evaluation work.

Self-management education includes any form of formalised education or training for people with long-term conditions which focuses on helping them to develop the knowledge, skills and confidence to effectively manage their own health and care. The content of self-management education varies depending on the nature of the people taking part and, often, on people's condition and their information and support needs. Self-management education is a core component of many wider programmes to support self-management.

Penny Brohn UK represented self-management education and exemplified this via our work holistically supporting people living well with and beyond cancer (in particular our "Living Well" courses). We were also chosen due to our evaluation expertise¹ in collecting Patient Activation Measure (PAM) data to be used as a proxy measure of self-management of health, and the use of the Person-Centred Outcome Measure 'MYCaW' (Measure Yourself Concerns and Wellbeing).

Lessons learned

The Realising the Value project generated economic modelling to show the impact of services such as Penny Brohn UK's, with figures such as £950m being saved nationally if self-management and peer support initiatives were used at scale, with £4.5bn in wider social benefits. In the context of Penny Brohn UK specifically, a wider social benefit could be generated of around £13,700 per Living Well course participant.

Next steps

It was empowering for Penny Brohn UK to be able to feed into the final outputs of Realising the Value – in particular the "how to" guides for self-management² and final report³, and this work has opened a window for charities like ours to influence NHS England's future. Penny Brohn UK recently secured a Health Foundation grant to take forward the message from Realising the Value, in the context of Self-Management Education. A "Living Well conference" was held on 28th February 2017 in Bristol, where learnings from Realising the Value were disseminated. Further dissemination of this work is planned – including this poster for the Self-Care Forum.



References

1. Jolliffe R, Seers H, Durrant J, Sweetnam H, Connors M. Service Evaluation of the Wellness Package: A 12 Month Longitudinal Retrospective. Penny Brohn UK, 2016.
2. Burd H, Hallsworth M. Supporting self-management. A guide to enabling behaviour change for health and wellbeing using person- and community-centred approaches. Realising the Value Consortium, 2016.
3. Finnis, A, Khan H, Ejbye J, Wood S, Redding D. Realising the Value. Ten key actions to put people and communities at the heart of health and wellbeing. Realising the Value Consortium, 2016.