

HEALTH & WELLBEING FAYRE PILOT

VALE OF GLAMORGAN

1 NEED

As part of First Contact Practitioner Health Promotion work stream, a need was identified to facilitate lifestyle changes within patient groups and the wider community in a sustainable and cost-effective way.



2 DISCUSS

Discussions were held at GP cluster meetings and with individual patient groups, identifying that, post-COVID-19, many individuals are reluctant to formally attend healthcare or leisure facilities. Furthermore, individuals have become disengaged with virtual interactions.



3 EXPLORE

Options to facilitate community engagement and information sharing were explored, including GP cluster-specific webpages and successful community-run initiatives.



4 DEVELOP

Co-production of an event via a survey to explore the specific needs of the Vale of Glamorgan was undertaken (55 responses). **Collaboration** was sought between local groups and services. **Peer Support** was targeted through the sharing of positive experiences.



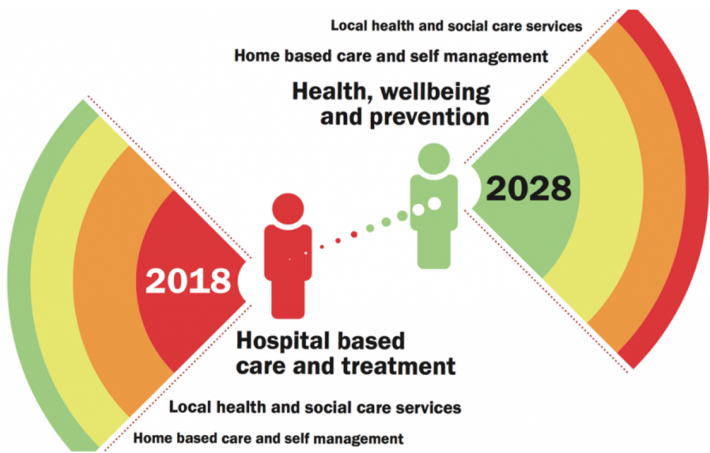
5 EVENT

A Health and Wellbeing Fayre was organised and delivered on the **16th May 2023**, between **10am and 5pm** at **Barry Memorial Hall**. It included, **45 stalls, 12 workshops**, and Walking Aid Amnesty.

PRIORITISING THE NEEDS OF THE LOCAL COMMUNITY

Aims of the event:

- Be proactive!
- Promote physical, mental, and overall health and well-being within the local community
- Demonstrate the variety of options available
- Empower self-management
- Provide a cost-effective, common solution to a widespread issue



Event development in line with:

- Welsh Government policies
- A Healthier Wales (2018)
 - National Clinical Framework: A Learning Health and Care System
- Local policy
- Tier 1 of Cardiff and Vale University Health Board (UHB) Rehabilitation Model

Event delivered in partnership with:

- Local community
- Local stakeholders
- Local service providers
- Local volunteer groups



Health and Wellbeing Fayre

on Tuesday 16th May 2023, 10am - 5pm
at Barry Memorial Hall, Gladstone Road, CF62 8NA

Open to all, free entry

Want to be more active but not sure where to start?

Come along to our Fayre and find out about the range of benefits of being more active and what's on in the Vale of Glamorgan. Drop in, grab a free drink and snack, browse our stalls and attend workshops running throughout the day. There are so many ways you can be more active, being active looks different for all of us. Come along and find your way.

Time	Content	Venue
11:00	GP-led Menopause and Activity Information session	Bedwas Hall
11:30	Daring to Dream	Bedwas Hall
11:30	Instructor led Nordic walking session. Poles provided	Meet at main entrance
12:00	Instructor led seated Zumba practical session	Bedwas Hall
12:30	Instructor led seated Tai Chi Qigong Shibashi session	Bedwas Hall
1:00	With Music in Mind workshop	Bedwas Hall
1:30	Exercise for All	Bedwas Hall
2:00	Escape – information session about Escape Back, Hip & Knee classes	Bedwas Hall
2:30	Physiotherapist-led Mental Health and Activity Information session	Bedwas Hall
3:00	Creative Movement with Motion Control Dance	Bedwas Hall
3:30	Down to Earth	Bedwas Hall
3:30	Instructor led Nordic walking session. Poles provided	Meet at main entrance
4:00	Dietician led Healthy Eating on a Budget	Bedwas Hall

keepingmewell.com/living-well-leading-a-healthy-lifestyle/health-and-wellbeing-fayre

Intended follow-up actions:

- Collate immediate event experience data
- Collate follow-up impact data
- Evaluate connections made between services and groups, and members of the community

Long-term goal:

- Run multiple annual events at different locations across Cardiff and Vale UHB that evolve from the findings of the pilot work and meet the needs of specific communities

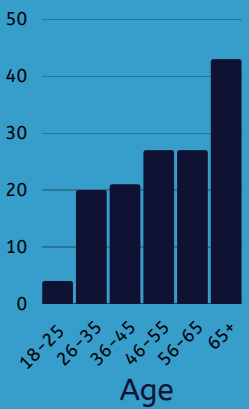


147
attendees



a quarter of
attendees were male

Number of
attendees
by age

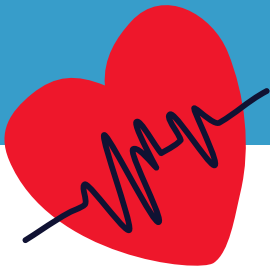


85%

of people from
CF62/CF63/CF64
postcodes

95%

of people arrived
between 10am and 2pm



Range of stalls rated very
good or excellent



75%

54

Event rated very good
or excellent



70%

post-event
surveys completed

Definitely or probably
going to make a change



69%

15 people signed up for
or are considering joining
an exercise class



Reasons for attendance:

Individual:

- To meet like-minded people
- To find out what is going on
- To find out about services
- To increase knowledge

Professional

- Networking
- Feed ideas into own group
- Improve ability to signpost

"Often not aware of
what's going on"

"Got to talk to people
[pharmacy; The Voice] that
normally wouldn't have the
chance to"

"Good to have
everything in one place"



48

workshop attendances
rated as very good or
excellent

Escape Pain
was the most
popular session

6

people on average
attended each workshop

Considerations for the future:

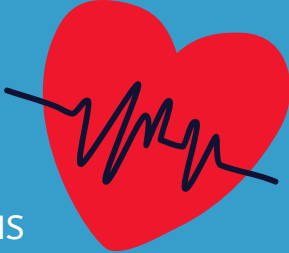
- Review advertising approach: potential need for more non-digital approaches
- Review survey structure to maximise evaluation impact: early input from health economist
- Condense event length: target time period that attracted the greatest attendee numbers
- Pre-event emphasis of practical element of workshops: increase number of people prepared to participate

"Learnt a few things"

"Amazing"

"Plenty for all ages"

"Good variety"



REFLECTIONS

"My aim was to create a welcoming space to break down barriers and support the Vale of Glamorgan community to make positive steps to improve their health and well-being."



"Whilst it was challenging to organise (time-wise) alongside my existing clinical role, I was overwhelmed by the enthusiasm for the event from stakeholders, third sector services, and community groups."



100%
would
participate
in future
events



86%
decided to
exhibit to increase
visibility and
awareness
of their service



81%
mentioned the
networking
benefit for their
organisation

21
exhibitors reflected
on the event

100%
felt the event met their
expectations

Exhibitor reflections for future events:

1. Space out stalls more
2. Review announcement system
3. Provide WiFi to allow interactive demonstrations
4. Condense day: morning better attended
5. Improve signposting for workshops
6. Increase advertising in the local community

"Overall, I could not be happier with how the day went. Whilst there were some lessons to be learnt, I still believe investing in population health in key. I aspire to run similar health and well-being fayres across Cardiff and Vale UHB, that become annual events that evolve with the specific needs of each locality."

Liz Willey, FCP
Event Organiser

