

Mobilising Health Professionals – Clean Air Champion Guide

Thank you for agreeing to become a Clean Air Champion! You are part of a group of respiratory and paediatric specialists across the country participating in a two-month project to incorporate air pollution advice into the patient pathway. This handbook explains a little bit more about the Mobilising Health Professionals project and your role as a champion.

Background to the Project

Air pollution is well recognised as an urgent public health emergency: it causes up to 36,000 deaths, over 20,000 respiratory and cardiovascular hospital admissions and 6 million sick days every year in the UK, at an estimated total social cost of £22.6 billion per annum. It is a health issue that the health sector needs to address, with an initial focus on the most vulnerable groups, such as pregnant women, children and those with heart and lung conditions who are at a disproportionately high risk from air pollution.

As some of the most trusted messengers in society, health professionals can play a crucial role in protecting people's health – especially that of some of the most vulnerable people who come through the door of the health service every day.

The Mobilising Health Professionals Project is a demonstrator project to look at how information on air pollution can be included in the patient pathway for both respiratory and paediatric patients. It began in December 2019 and runs until November 2020. The key milestones for the project are as follows:

Respiratory & Paediatric Pilot Project Outline:

- **January:** Co-design workshops to develop messaging, materials and approach
- **January/February:** Draft communications materials developed
- **February-July:** Training sessions with respiratory and paediatric champions
- **March:** Communications materials revised/finalised
- **July-Oct:** trialling by Champions in their health setting
- **Oct-Nov:** Feedback calls
- **Nov:** Insights report from GAP on project learning

Your Role as a Clean Air Champion

As a Clean Air Champion for the Mobilising Health Professionals project you play a central role in the delivery of this important project. We will ask you to take the knowledge shared from this training and share with your team to ensure buy-in and understanding. The next step will be ensuring the communications materials we have developed on air pollution are shared with your patient groups. We will ask you to track how and where materials are shared. GAP will then get in touch at the end of the project to ask for your feedback on learning from across the pilot. This information will then be collated into an insights report which will be used to develop a nationally implementable approach.

Steps to share the project in your organisation:

Clean Air Champions Project Steps	Dates
Step 1: Attend Mobilising Health Professionals Training & finalise action plan	Feb-Mar
Step 2: Place order for your materials (Communications materials will be posted to each Clean Air Champion in July) and plan where materials will be shared	July
Step 3: Seek approval from service manager/clinical lead/department lead to support project	July
Step 4: Brief key staff members who will be implementing the project (e.g. specialist nurses) on the project	July
Step 5: Start project implementation, as per your action plan (e.g. put up posters and start handing out leaflets, track use)	July-October
Step 6: Feedback discussion with GAP (you will be contacted directly to set up discussion)	Oct-Nov

Note: A PowerPoint presentation and handout to explain the project with colleagues will be emailed to attendees after training.

Summary of Communication Tools Available to Share with Patients

Based on initial feedback from health professionals and patient groups, we have designed some communications materials on air pollution. These materials are targeted for your patient group and include information on both the impact of air pollution, and the steps patients can take to avoid their exposure. We will ask you to share how many materials you need at the end of the training.

Communication Tools	Number of Materials You Would Like to Order...
Short Leaflet – with action plan	
Long Leaflet	
Poster Pack	
Media Pack	N/A

Gathering Evidence

Though the project we will be asking you to track how and where resources were shared. For the project to succeed it's very important that we have insights on what has worked and hasn't. It may not be possible to gather all the information outlined below, but the most important point is we try. Please add tally marks into relevant boxes when materials are handed out to patients.

1. Materials handed directly to patient/carer

Please state patient groups (add lines as needed)	Leaflet (short)	Leaflet (long)
Child with asthma		
Adult with asthma		
Parent/carer of child with asthma		
Add additional groups as required		

3. Over the period of the trial, how many patients did you see in total?

Please state patient groups (add lines as needed)	Total no. of patients seen
Child with asthma	
Adult with asthma	
Parent/carer of child with asthma	
etc	
etc	

4. Other places materials were made available.

Please give an indication of how many materials were taken from these locations, or roughly how many people might have seen them (eg if your waiting room gets an average of 50 people a day, and the poster was on display for a week, that would be 350 people)

Please state locations (add lines as needed)	Poster	Leaflet (short)	Leaflet (long)	etc
Waiting room				
Reception				
etc				

5. Use of Social Media

Approximately how many messages on social media were posted during the trial period?

Please include text used	No. of Tweets	Retweets

Insight Report Questionnaire

Please note that in Oct/Nov we will be in touch for a 30-minute interview. During that interview we will collect information from your data collection and ask you questions around the following:

- How useful was the training during the trial?
- How useful were the materials/resources about the project in terms of sharing with your team?
- How helpful were the communications materials in enabling you to integrate/share messages on air pollution with patients – were there any barriers?
- How did your patients respond to the messages in the communications materials? Have you seen it have any impact on your patients yet?
- Did your patients like the flyer/leaflet/posters/etc that you gave them? Was this a good way to share information with patients?