



## Entry category: **Commitment to working together to improve community health and wellbeing**

This category is for health care and community organisations, teams or individuals who are working together, demonstrating innovative thinking and developing creative solutions that have improved the health outcomes and wellbeing of our Hawke's Bay community. This could include targeted hard-to-reach populations, overcoming social and cultural barriers and adopting unique solutions to health care issues.

<b>Entrants must complete all sections</b>	
<b>Title of entry</b>	Keeping our tamariki healthy through promoting healthy skin messages within the Hawke's Bay community.
<b>About your organisation</b>	Hawke's Bay District Health Board Public Health Nurses work within all educational venues (Early Childhood Centres, Te Kohanga Reo, Pasifika Language Nests, and all schools). We uphold the HBDHB Vision & Values within our daily work and strive to reduce health inequities in our region.
<b>Name of organisation</b>	Hawke's Bay District Health Board
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<b>SIGN OFF</b>	
<b>Your organisation's CEO, GM, Service Director or Manager who has reviewed and endorsed this entry into the 2018 HB Health Awards</b>	Name: Wietske Cloo Signature:  Date: 14 September 2018

# Commitment to working together to improve community health and wellbeing

## Background

Rates of serious skin infections in Hawke's Bay are high with cellulitis, dermatitis and eczema featuring in the top 10 ASH rates for children. Maori, Pacific and socioeconomically disadvantaged children continue to be over-represented in Hawke's Bay hospital admission statistics. Families do not always access their Primary Care Provider (PCP) for treatment and the reasons are multiple and often complex.

In response to this inequality and variable access to healthcare within the community we work, the Skin Programme (for those aged between 5-18 years) was developed in conjunction with a clinical governance group consisting of Senior Public Health Nurses (PHNs) a Paediatrician, Portfolio Managers and Māori Provider Nurses from Te Kupenga Hauora Ahuriri, Choices and Te Taiwhenua ō Heretaunga.

The Skin Programme is a living project and continues to grow as new areas of need are identified. Current goals are to raise awareness on skin issues; increase health literacy for families; prevent skin infection; provide timely and convenient treatment; and to reduce stigma and discrimination for children with skin infections and infestations. The Skin Programmes most recent expansion includes the development of resources specifically developed for the 0 – 5 year old cohort, with the aim of maximising educational attendance, increasing knowledge, and reducing serious skin infections that may lead to hospitalisation.

## Summarise the approach and process

The Skin Programme started by identifying the need to reduce skin infections as shown within the local ASH rates. Standing Orders for Skin Infections in School Children was developed by senior PHN's in conjunction with a HBDHB Paediatrician. In February 2015 Massey University provided a two day training course at HBDHB to educate and train 38 PHN's and Iwi Nurses in the use of the skin programme covering the use of the newly developed skin standing orders, anatomy and physiology, medication management and supply, infection and infestation identification and management. This training was able to be done using innovation funds. Following this training a pilot study of the programme was commenced in seven Decile 1 primary schools. The pilot schools identified had children with untreated skin infections, were experiencing the spread of skin infections and infestations between children and increased rates of school absenteeism.

The Skin pilot included health education activities within schools to raise awareness about simple hygiene messages such as washing hands and using plasters in combination with the resources which had been

developed. Resources included a Skin Pack (Talk Card, fridge magnet, soap, and plasters) which were sent home with each child to promote the healthy skin message within the whānau. Teachers or children who had concerns about skin issues or infestations could access their school nurse and have timely assessments and treatment as needed. Engagement with their PCP was encouraged as first approach, but the nurse was there if this was declined. Nurses also complete follow-up education regarding skin care with whanau. Senior PHNs provide clinical guidance and auditing of documentation. Clinical oversight is provided by Dr Phil Moore, Paediatric Clinical Director.

At the conclusion of the pilot all stakeholders, including the PHN team, Paediatric Clinical Director, Māori Health Providers and schools strongly supported and endorsed the extension of the Skin programme into other low decile schools in Hawke's Bay. The programme is now in all primary and secondary schools and there has been further growth to sustain the programme and promote healthy skin messages including:

- FTE nurse position dedicated to skin health was gained in 2017 through the HBDHB New Investment Funding Bid Process
- This nurse initiated further consultation with Te Kohanga Reo and their regional office, Pasifika Language Nests and Early Childhood Centres about their needs in regard to skin health literacy. Survey Monkey and face to face conversations assisted to gather information on what the local population wanted in way of resources.
- A Skin Flipchart was requested and developed in response to the consultation in collaboration with HBDHB Māori Health Services, the Child Healthy Housing Team and Oral Health Services.
- "Keeping our Tamariki Healthy" is currently being distributed to all of these centres and includes simple hygiene messages, information about common skin infections and infestations, advice about treatment (including rongoā), oral health advice, information about healthy housing, and a list of useful contacts for health information.
- This resource is currently being translated into Te Reo Māori and Samoan languages.
- In September 2018, the Skin Programme was promoted at the Hawke's Bay Primary Health Organisation's Symposium to promote the messages within the Primary Health Care sector.
- The Skin Programme will also feature at the planned "Hauora Hui" for the Early Childhood Education sector in November, which is being run in collaboration between HBDHB and the Ministry of Education.
- Pilot families were surveyed by an independent party at the end of the pilot. Comments from our community summarise the effectiveness and benefits of the project to date. These include:

## Outline the benefits and results

*'We didn't have anything for a **first aid kit** for little cuts and stuff like that. The plasters were really useful.'* (Parent)

*'The number of children with severe skin needs is starting **to taper off**, it could be said that the skin programme is helping. When you get on top of the core group who are passing it on to others you reduce infection of other children. It will never go away there are too many other factors, overcrowding in houses, hygiene in houses.'* (School administrator)

*'I try not to go to the GP unless it is **really bad**, and then I can't get to see my doctor unless I book two weeks out.'* (Parent)

*'My wife **doesn't drive** so sometimes I have to make an excuse at work or take a day off work to take my kids to the doctor.'* (Parent)

*'Having [Nurse X] here brings it to a **personal level**. Your doctors look at your notes and then say "How's it going?" Whereas, [Nurse X] is a bit more empathetic. She interacts with the kids and the kids love her.'* (Parent)

*'Sometimes there is an **embarrassment factor** when you are accessing a service like this. It helps if you don't have to take them somewhere. It is there, it's done, and the kids are dealt with.'* (Parent)

*When we chase non-attendance and parents say they have sores we can say would you like the public health nurse to get in touch? It has made a **difference**.'* (School administrator)

- Awareness is far greater – health literacy around skin infections has increased, resulting in earlier intervention, less use of antibiotics over time and more focus on the clean-and-cover approach.
- Appropriate resources which have been developed in response to consultation findings have filled a previous gap
- Children who may not have received timely intervention before are now able to, through a convenient service for families, with follow-up ensuring compliance and resolution of skin issue
- Engagement from school staff has been great – they are very keen to support a nurse-led programme which supports children being at school.
- Opportunity to promote enrolment, engagement and relationships with the PCP's
- Keeping children out of hospital and well

The components of the Skin Programme which have been integral to its success are: effective governance and oversight; partner collaboration; competent and supported staff equipped to assess, educate, and treat skin issues; quality improvement and effective monitoring. An external evaluation was completed on the project at the end of 2015 with the

final report received April 2016. Feedback from school staff, families and health professionals was extremely positive. Over the course of the school year, there was less absenteeism, the shift from oral medication being required to topical medication has occurred, which demonstrates the strategies regarding early intervention were successful.

**In summary what were the lessons learned**

- Simple hygiene messages are the most effective intervention with community appropriate resources as support has been positive.
- Children spread the messages and take them home to whanau.
- Resources in Te Reo Maori & Samoan are in demand & well received when offered
- RN's have gained competence and confidence with skin assessment and treatment, with good support from Skin programme leads.
- Audit process has ensured complete and thorough documentation has been maintained, and follow-up is completed.
- Whanau and schools have appreciated the focus on healthy skin – kids are attending school and there is less transmission of infection & infestation between kids
- Working with other partners in community has ensured consistency with healthy skin messages and supported a united approach
- It is essential that the skin program remains responsive to needs identified by our community and population.
- Other DHBs are interested in this program and are wanting to obtain copies of documentation, teaching plans and resources.
- A full report on the program from 2014 – 2018 is in process. This will drive the project further ahead and highlight the learning outcomes for our service and DHB.
- Further surveys will be completed once the flip chart has been released to over 370 early childhood, Te Kohanga Reo centres and Pasifika Language Nests in the appropriate language.