



hphs

health promoting health service

Fruit Shop

16

The Health Promoting Health Service (HPHS) aims to support development and embed effective practice for health improvement within the NHS in Scotland.

The HPHS approach is based on tackling health inequalities, participation at local and community levels, empowerment of individuals and an emphasis on the sustainability of approaches and projects.

The Royal Alexandra Hospital's Fruit Shop provides an example of how to increase access to competitively priced fruit and vegetables in a healthcare setting.

This case study has been developed with permission of NHS Greater Glasgow & Clyde and is one of a series to support the roll out of the CEL (March 2008) for HPHS.

For more information on the HPHS framework visit www.healthpromotinghealthservice.com or email hphsfeedback@health.scot.nhs.uk

Background

NHS Greater Glasgow & Clyde was formed in April 2006 by combining NHS Greater Glasgow and the Clyde area of NHS Argyll and Clyde. Greater Glasgow & Clyde covers an area of 452.3 square miles in west central Scotland, with a population of 1,190,856 almost a quarter of the population of Scotland. Its 44,000 staff deliver services across its home area, as well as regionally and nationally.

The aims of NHS Greater Glasgow & Clyde are to deliver effective and high quality health services and, along with its partners, to improve the health of the population and reduce health inequalities.

The organisation covers a diverse geographical area, including Glasgow (the largest city in Scotland), large and small towns, villages and coastal and rural areas.

The project

Conceived in response to growing rates of cardiovascular disease in an area of low socio-economic status, the aim of the commercial fruit shop pilot was to create an environment for staff, patients and visitors to the hospital which functions as an integrated local amenity.

The Fruit Shop was an opportunity to promote knowledge of the benefits of increased fruit and vegetable consumption while at the same time providing easier access to fresh produce.

The initiative was proposed and developed by a Consultant Cardiologist, Dr Paul MacIntyre, at the Royal Alexandra Hospital in Paisley, Renfrewshire. In partnership with members of the Healthy Eating Sub-group of Have a Heart Paisley (HaHP), a government funded project aiming to prevent and reduce Coronary Heart Disease in Paisley and to address related inequalities, a six month pilot scheme was devised. Initial funding was provided by HaHP and, for the duration of the pilot, the shop was staffed by the hospital's hotel services department and supplied by a local wholesale fruit and vegetable supplier.

Running as an in-house venture, all profits were transferred to the hospital's Health at Heart cardiac rehabilitation facility.

A retail space was allocated prominently in the main entrance foyer, directly opposite the existing Women's Royal Voluntary Service café. The two services providing contrasting product ranges: the café serving a traditional array of items including high fat and high sugar products while the fruit shop focused on fresh fruit and vegetables for consumption on site and to take home.

The fruit and vegetables were available both as whole weighed items and pre-prepared for easy consumption. To improve access opening hours covered afternoon visiting hours and the start of the evening visiting period.

The outcomes

From the evaluative surveys undertaken in 2004/05, results indicated that the venture has been successful in providing a facility for healthy eating choices to all hospital users.

Options for building upon the success of the pilot include a mobile trolley service to improve access for those on wards, a broader product range, and more price promotions.

If you would like to discuss this pilot or the report with someone involved with the pilot study please contact Dr Paul MacIntyre Paul.MacIntyre@rah.scot.nhs.uk

For further information about the Health Promoting Health Service, please visit the Health Scotland website at www.healthscotland.com/topics/settings/health/index.aspx

Information on healthy eating can be found at Health Scotland's food and health pages www.healthscotland.com/food-and-health.aspx

The Scottish Government's site www.healthyliving.gov.uk provides information on healthy eating and physical activity.

Critical factors for success for HPHS

Partnership and participation

A local supplier of fruit and vegetables was engaged as a partner in delivering this project and eventually managed and operated the shop as a franchise.

Prior to the piloting of the Fruit Shop, a Health Promotion Group had been established in the Royal Alexandra Hospital. Members included the hospital's Medical Directorate Manager, Hotel Services Manager, and a Health Promotion Specialist, as well as the Consultant Cardiologist who proposed the Fruit Shop. Central to the remit of this group was discussion around the hospital's aim of achieving HPH status within the terms of the WHO network agreement. As the success of the Fruit Shop became apparent it featured in the group's discussions as a flagship HPH project.

Research and evaluation

An evaluation undertaken in 2004/05 surveyed staff, outpatients and visitors and interviewed staff and patients on wards.

Findings indicated that the Fruit Shop made it easier for staff, patients and visitors to increase their consumption of fresh produce. For staff, location and operating hours were two factors that impacted on their ability to access the Fruit Shop. A suggested method to overcome this barrier was an ordering and delivery service.

Training and development of competence

Results from the research suggested that the Fruit Shop makes a contribution to the development of a health promoting culture within the hospital. Staff interviewed endorsed availability, exposure and choice of healthy options for staff, patients and visitors through the Fruit Shop, and responses from some nurses on the wards suggested that in terms of encouraging healthy eating amongst their patients, they had considered redefining their professional responsibilities to incorporate health promotion as part of their daily practice.

Equity

Through the provision of health information and fresh produce, staff, patients and visitors are empowered to make positive choices.

Sustainability

The pilot period was largely successful but the task of ongoing staffing and daily management proved onerous for the hospital's hotel services manager as an addition to regular duties. Following discussion it was agreed that the supplier should take over the daily running of the shop, including staffing, but that the conditions of trading would remain in the control of the hospital's Health Promotion Group. In 2003 the shop began operating as a franchise with a percentage of profits being given to the hospital's general funds.

Leadership

The pilot was coordinated by the hospital's HPH Chairman and the Consultant Cardiologist, who was able to negotiate a location for the shop and find partners willing to deliver the service.

Support and organisational commitments

As a private franchise, the Fruit Shop is able to operate independently as a self-sustaining enterprise. The conditions of trading are controlled by the HPHS group, which provides both parties flexibility to adapt to changing needs.