



**hphs**

health promoting health service

## Fruits and Roots

18

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

NHS Lanarkshire provides an example of how to increase access to, and consumption of, fruit and vegetables in a healthcare setting.

This case study has been developed with permission of NHS Lanarkshire and is one of a series to support the roll-out of the Chief Executive's Letter (CEL) 14 (March 2008) for HPHS.

For more information on the HPHS support package visit [www.hphs.co.uk](http://www.hphs.co.uk)



**healthier  
scotland**  
SCOTTISH GOVERNMENT

**NHS**  
Health  
Scotland

## Background

NHS Lanarkshire is responsible for improving the health of more than 560,000 people living within the North and South Lanarkshire local authority areas. There are three district general hospitals in the area – Hairmyres, Monklands and Wishaw General Hospital. Each of these hospitals has an accident and emergency (A & E) department and provides a range of specialist medical and surgical services. Maternity services are based at Wishaw General Hospital. NHS Lanarkshire's primary care facilities include health centres and 17 community and day hospitals. NHS Lanarkshire employs approximately 12,000 staff.

As part of the HPHS Programme, NHS Lanarkshire enrolled these three acute hospital sites in the Health Promoting Hospital (HPH) initiative in 2007 and employed a part-time senior health promotion officer to drive forward the agenda. The HPH initiative aims to improve health and reduce inequalities within an acute setting.

Working with staff, patients and visitors, the HPH initiative in Lanarkshire aims to:

- promote opportunistic referrals to health promotion advice
- promote the consumption of a healthier diet and increase access to healthier food choices
- promote physical activity and increase referrals to smoking cessation services.

The initiative is led by the HPH working group, and is delivered by hospital and health promotion staff in partnership with agencies such as voluntary bodies and local authorities.

HPH has clear links with other initiatives such as Healthy Working Lives, but the HPH activity is not intended to duplicate or supersede these.

## The project

### Fruits and Roots project

The Fruits and Roots project is operated by the Lanarkshire Community Food and Health Partnership (LCFHP) in the three acute hospitals in NHS Lanarkshire. The LCFHP works to improve access to fresh healthy foods, in partnership with public sector establishments and disadvantaged communities. For example, in Lanarkshire only 15% of adults eat 5 or more portions of fruit and vegetables each day and 11% eat no fruit or vegetables on a daily basis. The three acute hospitals employ approximately 6000 members of staff, with the majority living within Lanarkshire. Targeting provision in these sites would therefore contribute to the uptake within this population.

### Objectives

Fruits and Roots objectives are to increase access to, and consumption of, a range of fresh and affordable healthy produce to staff, patients and visitors in the three acute hospitals in Lanarkshire, therefore contributing to CEL (14) Health Promoting Health Service: Action in Acute Care Setting section 10.4, 'increase access to competitively-priced fruit and vegetables through retail outlets in acute settings'.

## Methods

Fruits and Roots operates a mobile food co-op one day a week in each hospital between 9.15 am and 3 pm at the front entrances, and targets staff, visitors and patients. The co-op sells a wide range of fruit and vegetables at cost price (+ 10%), to cover Lanarkshire Community Food and Health Partnership (LCFHP) staff costs. After a successful pilot of the Fruits and Roots stall in Monklands Hospital in 2006–7, the service was expanded to deliver in all three acute sites.

In order to raise awareness of the stall, various special promotions have been made available. These include discount vouchers for staff in NHS Lanarkshire's internal newspaper and themed giveaways; for example, Scottish strawberries when in season, and pumpkins at Halloween with pumpkin soup recipes. The Hospital Radio Service (Radio Law) at Wishaw General promotes the healthy eating message with staff and patients by, for example, offering a weekly voucher for free fruit and vegetables. Fruits and Roots also participates in acute-based hospital events such as Mouth Cancer Awareness Week and Healthy Heart events to promote healthy eating.

## Outcomes

Fruits and Roots sells between £200–500 worth of fruit and vegetables per day. Wishaw General Hospital sells substantially more than Hairmyres or Monklands Hospitals. NHS Lanarkshire undertook a survey to establish who was buying from the stall, and whether fruit and vegetable consumption had increased.

The majority of buyers were hospital staff (88%) followed by patients and visitors (12%). 51% of participants of the survey reported that the Fruits and Roots stall had increased their consumption of fruits and vegetables. The remaining 49% stated that Fruits and Roots had not increased their consumption, but many stated that they had transferred their weekly fruit and vegetable shopping to Fruits and Roots due to price and convenience.

The Fruits and Roots stalls have increased fruit and vegetable consumption with many buyers and also provide a healthy first impression of the hospital at the entrances. NHS Lanarkshire is currently investigating the potential for further expansion to five days per week in the hospitals and extending the opening times until 4 pm to encompass afternoon visiting times. Small changes have taken place as a result of ongoing consultation with acute staff, such as changing the initial wooden shelving units to galvanised steel units to satisfy infection control concerns.

If you would like to discuss this project, please contact Avril Thomson, Senior Health Promotion Officer, [avril.thomson@lanarkshire.scot.nhs.uk](mailto:avril.thomson@lanarkshire.scot.nhs.uk)

# CRITICAL FACTORS FOR SUCCESS FOR HPHS

## Partnership and participation

The main partners involved in the project were the Lanarkshire Community Food and Health Partnership (LCFHP), NHS Lanarkshire Health Promotion, and Property and Support Services. Health Promotion led on the introduction of a fruit and vegetable stall into the acute setting along with some initial funding and evaluation. Continuing support is provided by Health Promotion in relation to linking Fruits and Roots into hospital activities/events and promotion in internal and external media. Property and Support Services were involved in the practical aspect of the hospital space, delivery arrangements and the contract between LCFHP and NHS Lanarkshire.

## Research and evaluation

Customers at the Fruits and Roots stall at the three acute hospitals were surveyed twice, firstly by Health Promotion to gather information on who uses the stall, their opinion of Fruits and Roots and on their fruit and vegetable consumption. A second evaluation took place by the University of Glasgow on fruit and vegetable consumption in relation to portions sizes, definitions of fruit and vegetables, and deprivation status. The outcome of the study revealed that more work is required, not only to promote fruit and vegetable consumption, but also to raise awareness of what a correct portion size is and what contributes to your 5 a day. To support this, a calendar of promotional events was produced by LCFHP and Health Promotion to include demonstrations on portion sizes and information on fruit and vegetables in relation to preparation and cooking.

## Training and development

There were no training requirements for this project.

## Equity

Equity was addressed by increasing accessibility to affordable fruit and vegetables to the local Lanarkshire population. NHS Lanarkshire is one of the biggest employers in Lanarkshire with the hospital hosting the largest number of staff in one site. The majority of people will have some form of contact with the hospitals in their lives. For many of these people, improving their diet/lifestyles would benefit their health status.

## Sustainability

NHS Lanarkshire are currently investigating the potential for further expansion to five days per week in the hospitals and extending the opening times until 4 pm to encompass afternoon visiting times.

In addition, LCFHP are investigating the possibility for operating the three stalls as social enterprises to secure the sustainability of Fruits and Roots.

## Leadership

HPS/HPH development is taken forward by the HPH steering group, which reports to the director of acute services. The group is chaired by the head of patient affairs, and members consist of representatives from the three acute sites, senior nursing, an AHP representative, an acute Healthy Working Lives coordinator and Health Promotion.

The role of the steering group is to determine the priority areas for HPH activity, to increase the awareness of health promotion and health improvement within an acute setting, and to build relationships between Health Promotion and the acute setting.

## Support and organisational commitments

The support given by NHS Lanarkshire has contributed to the success of Fruits and Roots. After initial discussions with departments not necessarily familiar with health promotion/improvement initiatives and practice, commitment was achieved. The fundamental concept behind the Fruits and Roots stall was accepted by all parties involved, but negotiation and flexibility were required to achieve the fulfilment of requirements in a hospital setting.