



**Humber Teaching**  
NHS Foundation Trust

# 365 DAYS OF IMPACT

Social Values Report  
2021-2022



Caring, Learning  
& Growing Together



**98%**

of service users said that the service has a positive impact on their mood and well-being

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**52,000** registered patients across eight GP practices able to take part in research

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**15** students in pilot T-level programme



**28** work experience placements

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**96%** of delegates rated conference as excellent/good

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**£274,456** given back to staff and patients



**54,000** vaccinations delivered

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**750+** hours of Health Trainer engagement

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**45+** Health Checks for Fisherman



**20,000+** staff & volunteers hours on vaccination programme

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**62%** inpatient volunteers are university students

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**45%** reduction in pharmaceutical waste in 2021



**In 2022, we shared our new Trust Strategy, which describes our ambitions and direction for the next five years.**



As an anchor institution, we are rooted in and connected to the communities that we are part of across the Humber and North Yorkshire. This means that we aspire to improve the health and wellbeing of people living and working in the areas we operate, through the way that we employ people, purchase goods and services, use buildings and spaces, reduce our environmental impact and work in partnership with others.

Our Social Values report is an opportunity for us to share the positive impact that we have had on the economy, community life, the health of our local population and the environment.

In 2022, we shared our new Trust Strategy, which describes our ambitions and direction for the next five years. The strategy sets out our six strategic goals that will enable us to achieve our ambition to grow and innovate with services which meet the needs of our patients, service users, families and communities.

Our social values report demonstrates how we reach beyond our core purpose of delivering high quality care to impact our whole community and wider economy under those same six goals. It tells the story of the good that we do within our communities, whether that has an environmental, economic, or social impact.

This report showcases some outstanding examples of how we deliver on our commitment to deliver social value through projects designed to make a positive difference. Whilst we are proud to share some of our achievements from the past year, there is always more we can do. We will continue our focus on maximising social value through our activities and working to make a positive difference for communities across the Humber, North Yorkshire and beyond.

**Michele Moran,**  
Chief Executive

**Kwame Fofi,**  
Executive Medical Director

# welcome



## About Us

As a multi-specialty health provider with a broad out of hospital portfolio, we're proud of our role in leading service integration across all six places in the Humber and North Yorkshire Health and Care Partnership area and beyond.

**We are passionate about using our high-quality research and our proven track record in co-producing services with our staff, patients, and carers, to drive innovation.**

We are a leading integrated health and care provider, delivering safe, responsive and accessible care across mental health, forensic services, community services, primary care and services for children, young people and people with learning disabilities and autism.



### Our Mission

We are a multi-specialty health and social care teaching provider committed to Caring, Learning and Growing.



### Our Vision

We aim to be a leading provider of integrated health services, recognised for the care, compassion and commitment of our staff and known as a great employer and a valued partner.



### Our Values

Our internal values shape our behaviours and guide the way we work with our patients, staff, partners, within our community and with each other.

- Caring for people while ensuring that they are always at the heart of everything we do
- Learning and using proven research as a basis for delivering safe, effective and integrated care
- Growing our reputation for being a provider of high-quality services and a great place to work



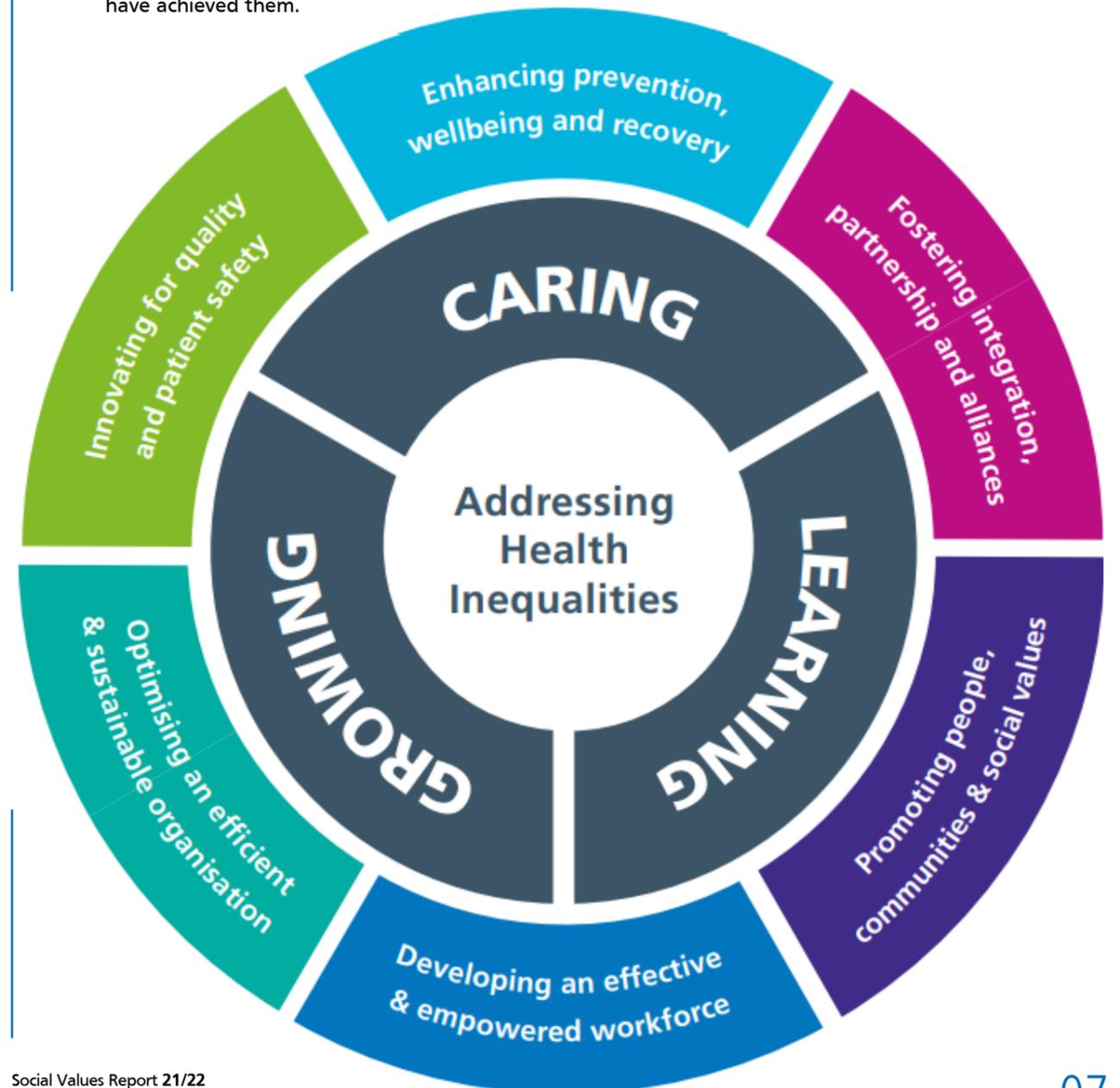
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## Our Strategic Themes

Our strategy describes the building blocks we will put in place to grow and innovate services which meet the needs of our patients, service users, families and communities.

The strategy sets out our six strategic goals and explains how we will achieve them and just as importantly, how we will know we have achieved them.



Social Values Report 21/22

Theme One:

# Our aim: Innovating for quality & patient safety



**54,000**  
vaccinations  
delivered



**20,000+** staff &  
volunteers hours  
worked



**62%** inpatient  
volunteers  
are university  
students

Our ambitious target of achieving a CQC rating of Outstanding for safety demonstrates our commitment to delivering high quality care. We will continually strive to improve our care, using research, quality improvement methodologies and co-production to drive innovation.



## Supporting Social Contact

With Covid-19 safety measures still in place across NHS England, our five social inclusion groups led by Voluntary Services staff and volunteers remained closed.

**62%** inpatient volunteers are University students

Our telephone befriending service, which launched in 2020, continued to connect volunteers with people in our community, who they call from time to time to help them feel less isolated and cared for in times of loneliness. Many of our regular volunteers remain dedicated to our service, calling service users a couple of times a week, and thoroughly enjoy the conversations and connections made over time.

In 2021, as our inpatient units began to reopen their doors to family and friends, a growing number of our volunteers have been in supporting service users with regular befriending roles.

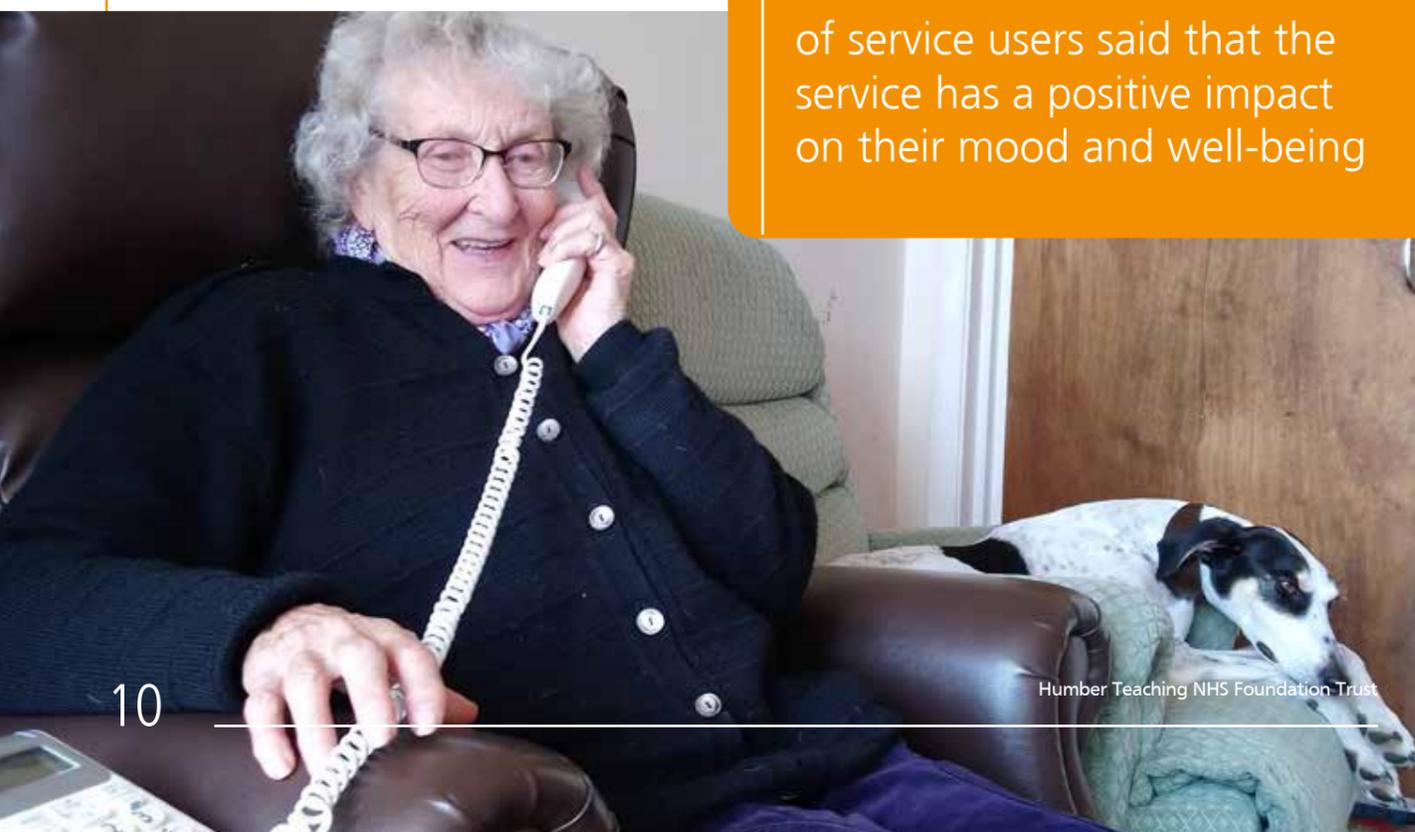
**"I feel sure I would not be here today if it wasn't for my telephone befriender. She has guided me through dark moments and has always been there to pick up the pieces and help me back on my feet again. I can't thank her enough for everything she has done to support me"**

**Richard**  
Service user of telephone befriending service

Volunteers chat to service users, support staff with activities and help to improve patient engagement and wellbeing, ultimately supporting the journey of recovery. Our volunteers have gained valuable experience, new skills and increased their confidence. By giving time to listen and respond to patients they have strengthened the patient safety culture and given staff time and space to deliver high-quality responsive care.

**98%**

of service users said that the service has a positive impact on their mood and well-being



Humber Teaching NHS Foundation Trust



## Championing Research

We are proud of our research-positive culture which offers our patients access to clinical research which can improve patient care and treatment options.

Throughout the year, over 600 patients were involved in testing three new treatments through research studies including psychological intervention around loneliness and depression, to keeping the brain active via an interactive website and ground-breaking treatments for Covid-19.

Held in November, our annual Research Conference, "Developing a City of Research V" had over 300 registrations including international delegates from 77 organisations and professional groups, showcasing our research to a worldwide audience.



**96%** of delegates rated conference as excellent/good



**52,000** registered patients across eight GP practices able to take part in research



I love these events. I have been to them for the last 4 years! They endorse what this particular Trust is all about - learning and continuous improvement.





## A Humbelievable Vaccination Programme

In response to the covid pandemic, a project team was formed to convert the Lecture Theatre into a vaccination centre.

The Pharmacy team led the project clinically and operationally whilst our Estates teams converted the Lecture Theatre into a vaccination centre in just 4 weeks.

Hotel Services created a cleaning programme suitable for a clinical space and Administration and our Voluntary Services supported its day-to-day operations. The delivery of the programme gathered feedback from staff and the public to ensure cycles of incremental continuous improvement through the application of the Model for Improvement Plan Do Study Act cycles.

The outcome was an outstanding vaccination experience for patients and an enjoyable and rewarding experience for our staff and volunteers.



**54,000**  
vaccinations  
delivered



**It has been a privilege to work alongside and support the NHS at the covid vaccination sites. The NHS volunteers and our Community Safety Volunteers have done an amazing job at the vaccination sites and have played their part in vaccinating thousands of people. Thank you for your hard work and for supporting the NHS. Partnership working at its best.**

Nick Bunker  
Community Safety Unit Sergeant 2068  
Humberside Police



**20,000+**  
volunteering hours



**£274,000**  
worth of time and  
investment into projects

Theme Two:

Our aim:  
**Enhancing  
prevention,  
wellbeing &  
recovery**



**£274,456** given  
back to staff and  
patients



**750+** hour of  
Health Trainer  
engagement



**45+** Health  
Checks for  
Fisherman

We will continue to put recovery at the heart of our care and support our people, using services to build meaningful and satisfying lives based on their own strengths and personal aims.

Our clinical models and our approach to supporting our staff will be trauma informed.



## Peer Support Workers

In 2020 we began an ambitious project to recruit 15 Peer Support Workers, to use their lived experience of mental health challenges to support those receiving our mental health services.

The development of the role was a co-productive process that involved both corporate teams and a service user group called 'The Journeys'. This group used their lived experience and knowledge to advise the Trust on what really matters to our patients in their time of need, and how this can be accommodated through recruitment. In March 2021, the first successful candidates started to work in our community and inpatient teams across Hull and East Yorkshire.

This was an entry level position which offered our new recruits a great opportunity to start their career in mental health and use their experiences to help and support other people who are experiencing distress.



## Health Training Fisherman

2022 marked the 7th year of delivering healthy living advice, wellbeing checks, Stop Smoking services, weight management and social prescribing from harbours across the Holderness and North Yorkshire Coast.

Seafarers and their families historically don't engage with health services, and live with health inequalities, a higher risk of suicide, long term conditions and a range of more niche conditions, such as ligature wound care and MSK conditions.

By building up long-term relationships with the community and meeting them where they are, we have supported many fishermen to take those difficult first steps into accessing support. This has helped them stay fit and active, and avoided letting treatable conditions lead to greater problems which could risk their livelihood.



**For us fishermen with an isolated lifestyle, talking to the Health Trainers can make you realise life isn't as bad as you thought.**

John White  
Fishermen and Vessel Owner



**To look back at the last twenty years of my life and to know that it hasn't all been in vain, and that I can use my experience for something positive, is really rewarding for me. It's not only about me helping the service users, because they help me too on my recovery journey. The support works both ways.**

Frances,  
Peer Support Worker



**45+** Health Checks for Fisherman



**8** Coastal Harbours



**750+** hour of Health Trainer engagement



## Adding that Extra Sparkle

Our Trust Charity invests funds in programmes, environments and initiatives that go beyond NHS core funding. One area of funding that services can access is the wishes programme. This allows staff to submit ideas for items or events that go beyond normal NHS services.

One wish that made a difference in 2020 was the provision of two SaeboStim One machines to support patient rehabilitation post stroke, submitted by the Specialist Practitioner-Physiotherapists working in Scarborough and Ryedale.

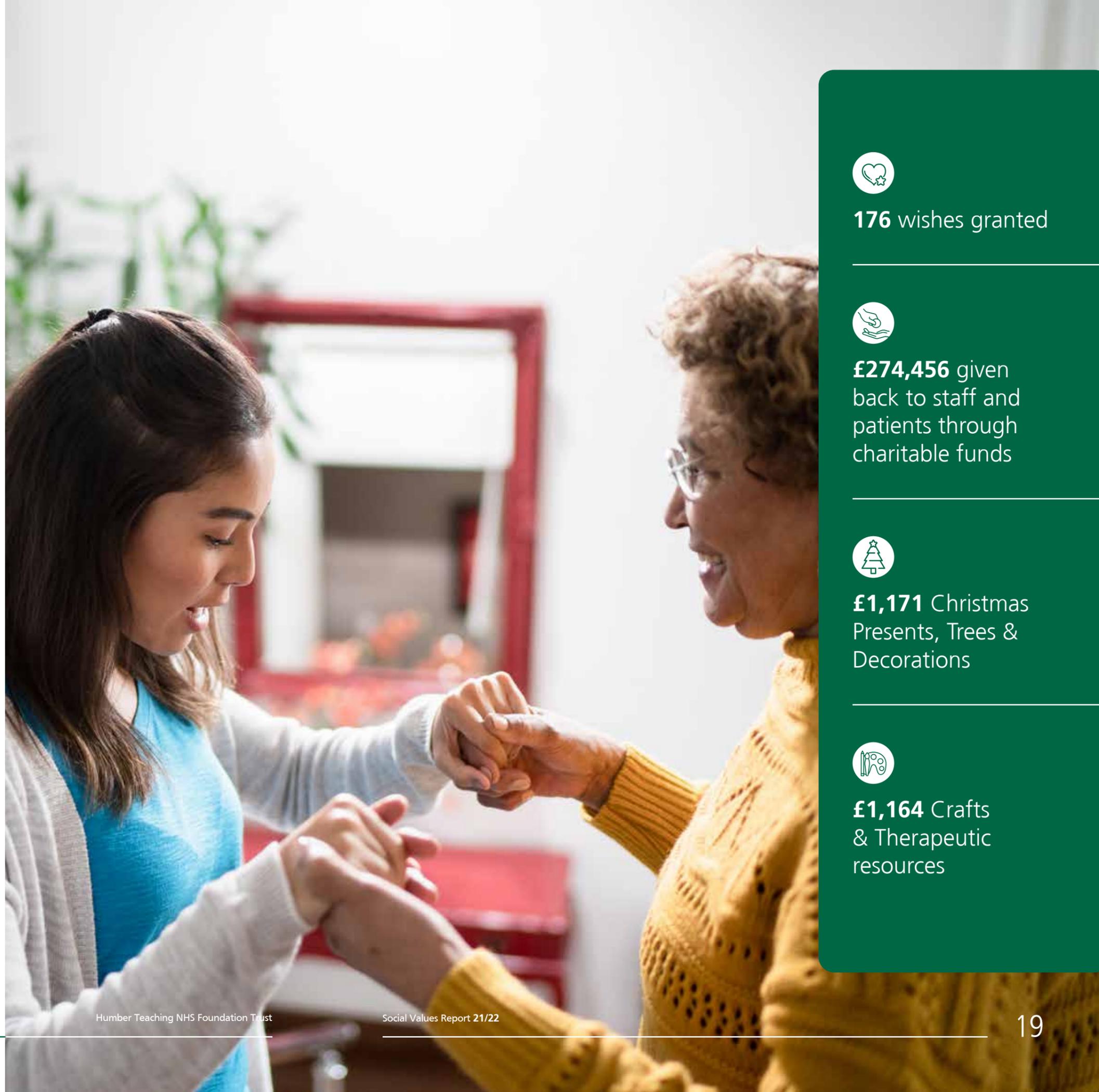
The SaeboStim One is a wearable, wireless e-stim unit for muscle strengthening and improved recovery after stroke or traumatic brain injury.

**The first patient who used the device as part of her rehabilitation programme had the first movement she had had since having a stroke whilst using the device.**

The team were delighted with such incredible results, the patient continues to use the device as part of her treatment and is recovering at a faster rate pre SaeboStim One use.



**Thank you for supporting our wish request this is going to make such a difference to our patients. We are already seeing great improvements whilst using them within our rehabilitation programmes and we are excited to see further enhanced results aiding a quicker recovery.**



**176** wishes granted



**£274,456** given back to staff and patients through charitable funds



**£1,171** Christmas Presents, Trees & Decorations



**£1,164** Crafts & Therapeutic resources

Theme Three:

Our aim:  
**Fostering  
integration,  
partnerships  
& alliances**



**100** community pharmacies received one to one, group and face to face support



**11,000+** people saw the 2022 safer sleep campaign

Delivering our ambitions for outstanding care is only possible through collaboration.

We are committed to working alongside our partners in health, social care, the voluntary, community and social enterprise sector, Healthwatch, local government and other fields to develop integrated services as part of the Humber and North Yorkshire Health and Care Partnership.

We pride ourselves on being a good partner that works across organisational boundaries to innovate services, address health inequalities and maximise the effective use of resources across health and care services.



## Services at the heart of our communities

We are always looking for innovative ways of maximising the effective use of resources across health and care services in the way that we support our local communities. By looking at how we use our own and our partners' buildings to deliver services, we ensure the right services are delivered from accessible and welcoming locations.

At a strategic level, we have supported the development of a system-wide estates strategy through the Humber and North Yorkshire Integrated Care Board's Strategic Estates Group and work closely with our local authority partners in Hull and the East Riding to develop a "One Public Estate" approach, to maximise the value of our collective assets.

**"Delivering our services alongside partner organisations empowers our staff to work across organisational boundaries to improve access to services for our patients, service users and families."**

In 2021-22, our East Riding 0-19 service has run child health clinics from Council-run Children's Centres in Beverley, Bridlington, Brough, Driffield, Cottingham, Hessle, Market Weighton, Pocklington and Withernsea. Holding child health clinics in Children's Centres is better for families as they offer a warm and welcoming set up with families in mind and are usually easily accessible by bus or on foot. Families who come for child health clinics also can learn about the other services on offer in Children's Centres including opportunities for play, financial support, food banks and advice about childcare funding.



## Supporting Community Pharmacy



**100** community pharmacies received one to one, group and face to face support



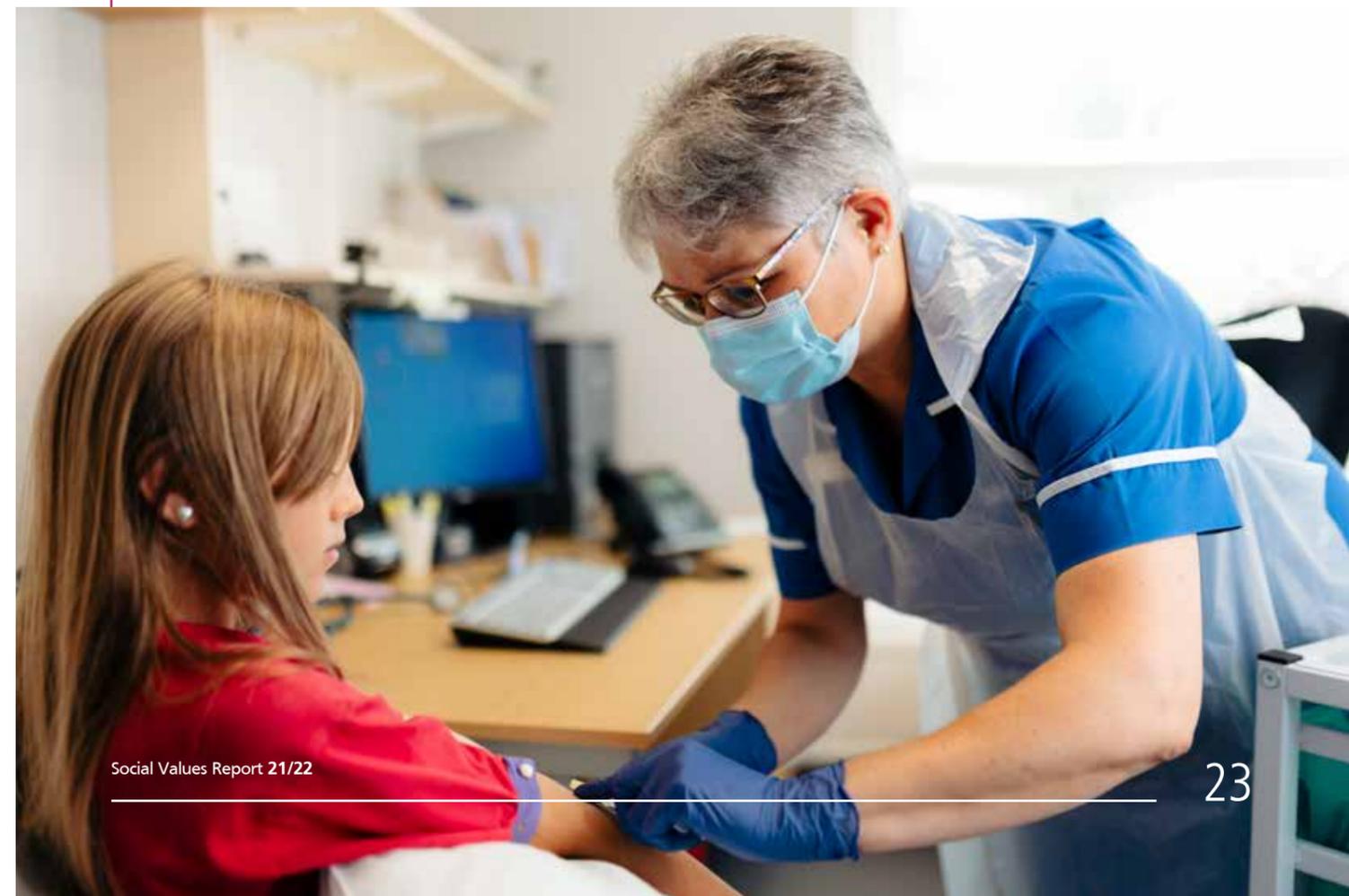
**40** hours of webinars



**90+** attendees

During the Covid-19 pandemic, pharmacists, pharmacy assistants, store workers and their families faced huge challenges which impacted on their health and mental wellbeing. As part of their recovery, we worked with commissioners to develop a unique package which combined physical health and mental wellbeing support, with signposting to wider services, such as financial advice and local community groups through our Social Prescribing team.

Building on our strong pre-existing relationships with community pharmacies, we tailored our existing Health Trainer service to suit pharmacy life, delivering care onsite, virtually and via home visits.





## Local health and care services come together to reduce infant deaths

Every March we mark national Safer Sleep Week, the Lullaby Trust's national awareness campaign which aims to raise awareness of Sudden Infant Death Syndrome (SIDS) and the safer sleep advice that reduces the risk of it occurring. The campaign is co-ordinated by the Safer Sleep Steering Group, which brings together a wide range of partners including City Health Care Partnership, Hull and East Riding Children's Centres, local Councils and voluntary sector organisations such as the Goodwin Doula Project.

In 2022, we worked with our partner organisations across Hull and the East Riding to showcase a local angle, presenting hard hitting local statistics to bring the message closer to home. As part of the campaign, we focused on the theme of out of routine sleeping, covering topics such as how parents can best prepare a safe sleeping space for their baby when going to new locations.

**"Our 0-19 teams shared their online Safer Sleep training package with partners supporting people that go into new parents homes the knowledge and confidence to have conversations about this emotive topic."**

Delivering the campaign in partnership provided greater reach into all our communities and enabled us to amplify messages around Safer Sleep. The 2022 campaign was seen by over 11,000 people on social media and over 250 of those people engaged with the posts in some way (likes, shares, comments). The 0-19 website received over 2700 visits in the month, a 35% increase on the monthly average.



**11,000+** people saw the 2022 campaign



**35%** increase in visits to the 0-19 website



**250+** people engaged with the campaign on social media

## Theme Four:

Our aim:  
**Promoting  
people,  
communities  
& social  
values**



**£38.5** million  
spent with  
organisations based  
in our local area



**1260+** trees  
planted by our  
Social Mediation  
and Self Help  
Service (SMASH)

We aspire to be an anchor institution which supports and works in partnership with all our communities. We will ensure that our investments in facilities and services benefit local communities and offer routes into good employment for local people.



**I thought it was just me, I was alone with this, but now I feel I've got something to offer.**

East Riders Member



## A Good Life with Dementia

In March 2021, our Older People's Mental Health team launched the Good Life with Dementia course, a post diagnostic course created and delivered by people living with dementia in East Riding for people living with dementia in East Riding.

The course answered questions that people recently diagnosed with dementia had about their diagnosis and the future. It covers the implications of the diagnosis on their lives, relationships and confidence and their rights to continue as valid and valued members of their neighbourhoods and communities.

The course and resource pack were supported by a forward-thinking collaboration from across health, social and third sector across East Riding, including East Riding of Yorkshire Council, the Alzheimer's Society, Innovations in Dementia, and the Rotary Club of Weighton Wolds.

The project has helped people with dementia to make meaningful connections including the creation of a new group of peers with dementia, the East Riders, who are now meeting regularly and have even recorded their own podcast.



## Art for Avondale

Avondale Clinical Decisions Unit, based at Miranda House in Hull, is a 14-bed unit that provides a period of assessment for people experiencing a mental health crisis.

Whilst the communal garden is an important space for patients, its dominant feature is an imposing high boundary wall. Julian Dallimore, Activity Coordinator had the idea to create a mural to soften the space and make it more welcoming and relaxing.



**Julian completed six circuits of Pen-y-Ghent in the Yorkshire Dales, walking 36 miles and climbing 4164m over 12 hours to raise the funds to complete the project.**

Local graffiti artist "Skeg" worked with Julian and patients from the unit to choose the final design which has been a real hit with staff and patients. The mural has changed the atmosphere of the garden and greatly improved the patient and staff environment.

Following the work at Avondale, Skeg has been commissioned to create two more outstanding murals in our Psychiatric Intensive Care Unit (PICU) courtyards supported by Trust Charity, Health Stars. Our service users really enjoy the new space and that the view brings colour into their daily routine.

We're proud of the way this project enabled us to support and promote a local artist, alongside improving the environment for our service users at Avondale and PICU.





## Young People Take Action on Health

The Humber Youth Action Group was established as a platform to give young people an opportunity to use their voice and experiences to improve health services, ensuring they are delivered in a way that is right for young people. We successfully recruited 18 young people to the group, all with different backgrounds and experiences that will help to influence and shape physical and mental health care for our young communities.

**“I am extremely proud of the HYAG. The young people dedicate their own time and share their lived-experiences to ensure Trust children’s services are accessible to all and effectively meet the needs of other young people.”**

**Bethia Dennis,**  
Engagement Manager,  
Children’s and Young Peoples Services

The group has also helped to create opportunities within the Trust for young people to learn more about the NHS and its services, develop new skills, volunteer, participate in work experience, grow in confidence and contribute to many activities within the Trust. Three of the group members have had social media training, delivered by the Trust’s Communications team, so that they can help to manage their own Instagram account.

The group is a fantastic example of how we are delivering on our commitment to be fully representative of the communities we serve.



**Being a member of the Humber Youth Action Group has been incredibly beneficial for me, both socially and practically.**

**Izzy,**  
Humber Youth Action Group Member



Humber Teaching NHS Foundation Trust



## Keeping our Spending Local

Supporting local business is an important part of our role as an anchor rooted in the communities where we live, work and provide services. The money we invest in our local economy helps our communities by boosting local employment, which in turn has a positive impact on health and wellbeing. Working with local companies also benefits the Trust by enabling us to build lasting relationships with suppliers who understand our infrastructure and the services we provide.

We support local businesses by encouraging early market engagement to raise awareness of potential opportunities and frequently break large contracts down into smaller lots, which helps small, local businesses to compete effectively for work. We also meet with other local public sector bodies such as other local NHS organisations and local councils to collaborate, opening up opportunities to local suppliers.

Additionally, we work alongside local suppliers to maximise the benefit to our communities, for example, by embedding social values and sustainability in our tendering process and promoting apprenticeships throughout our supply chain, to offer local people employment opportunities.



**£38.5** million spent with organisations based in our local area



**£67.7** value to the local economy



## Connecting Young People with Nature

In September 2021, the Social Mediation and Self Help (SMASH) service in schools launched the Trees4Life project. The project uses nature to help children and young people re-connect with their schools, teachers and environment whilst learning about the eco system and the positive impact trees have on our everyday life.

The project was created by Tony Henderson, Lead SMASH Practitioner, inspired by his experience of connecting with nature to improve his own mental wellbeing. Tony worked through local charity Beverley Cherry Tree Community Centre to source over 400 trees from the Woodland Trust for the first phase of the project.

**Children and young people involved in the project planted the trees whilst at the same time learning how nature can be used as a tool to support and maintain good emotional wellbeing.**

The success of the project was followed with a new project, Seeds of Change, which provides seed hampers for schools in partnership with the Cherry Tree Centre. The project showed young people that, just like plants, if they are given the correct amount of time, water, diet, foundations, rest, and support to grow, they too can flourish and achieve great success against any odds.

The children and young people involved in the project were asked to share their harvest with the Food4Families Project, a social pantry run by the Centre. Contributing to the social pantry gave the children and young people a sense of pride in the impact they could have in their community, as well as giving something back to the charity that made the project possible.



1260+ trees planted



£1.5m economic benefit

Theme Five:

Our aim:  
**Developing  
an effective &  
empowered  
workforce**



**15** students in pilot  
T-level programme

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**28** work experience  
placements

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**10+** volunteers  
helped into work or  
higher education

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We will continue to attract, recruit, and retain the best people to work as part of our team. Our diverse and inclusive workforce will be supported to thrive and to fulfil their potential so that they are happy and proud to work for Humber.



## Apprenticeships First

NHS Apprenticeships offer routes into many of the 350+ NHS careers, through a mix of on-the-job training and classroom learning.

We are proud to have adopted an Apprenticeships First approach when advertising vacancies for entry level jobs and to have robust policies in place to support unskilled workers to be part of our Trust and gain the valuable qualifications they need to progress.

Our new Career Development team have built relationships with local schools and colleges to support the offer for work experience, placements and apprenticeships.

The team extend and grow opportunities across the Trust with the aim of demonstrating an increase in applications for entry level jobs, widening participation, and internal progression within the Trust.



**I would recommend completing an apprenticeship to anyone thinking about it – it's been such a fantastic opportunity for me, and it has allowed me to progress in my career and develop as a person.**

**Sophie Gurnell**  
Occupational Therapist Apprentice



 **28** work experience placements



## Enhancing our Workforce

In September 2021, we proudly welcomed our first cohort of internationally recruited Nurses to our Trust.

A vacant space at Hornsea Cottage Hospital was transformed into a dedicated and fit for purpose NMC Objective Structured Clinical Examination (OSCE) training facility and a unique educational programme and an online pastoral support hub ensured they were well supported during their transition.

Several cohorts of Nurses have now joined us from across the world, supporting our workforce and bringing a different skills and perspectives into our services. We welcome the diversity these experienced nurses bring to our workforce and are proud to be able to support them to train and work in the UK.

**"I am very grateful for the opportunity offered by the Trust and to the International Recruitment team who made it a smooth path, from interview to arrival in the UK. The team are so welcoming and, above all, kind-hearted, which made the stay very comfortable. The places here are very fascinating, especially the sea view. I am very happy to be a part of this team."**

**Christabel,**  
Trainee Nurse





## Developing the Workforce of the Future

Our partnership with Wyke Sixth Form College in Hull provides a T Level qualification in Health for young people aged 16-18.

Students on the course receive work experience in healthcare settings including our Adult and Older People's Mental Health, Specialist Public Health Nursing, and Community Hospital Care as well as advice and guidance on next steps and career pathways.

During their work experience, students are mentored by professional healthcare workers to develop their skills and provide insight into their area of work.

**"We are excited and privileged to be partnered with Humber Teaching NHS Foundation Trust, our students will have a great opportunity to gain an insight into the many different healthcare careers from some of the most experienced and professional people in the industry."**

**Vicky Riseham,**  
Careers Lead at Wyke Sixth Form College

**15** Students in pilot T-level programme

**28** Work experience placements

**£58,800**  
Value to young people



## Volunteer to Career

Our Voluntary Services team works with several people who have the goal of a career in healthcare. They are able to offer a growing number of placements that give volunteers the opportunity to see different careers in practice and allow them to build experience of connecting with patients.

Last year, three of our volunteers secured employment in the Trust as Peer Support Workers and another became a Mental Health and Wellbeing Coach. One volunteer joined the Bank to work in an administrative role, and three students from the University of Hull were successful in their application to start the Clinical Doctorate course. Some volunteers take up different opportunities, such as one who was inspired to become a Covid vaccinator, and another who became a local charity Trustee.

**These experiences have been invaluable to help them progress into both employment and other voluntary posts that able them to continue to give back to the NHS and the wider community.**



**10+** volunteers helped into work or higher education



**£386,000** benefit to communities and local people

**"A care officer introduced me to Voluntary Services with the hope I could start to pick myself up and get out there again. The staff at Voluntary Services were very supportive and I began to grow in confidence, feeling my old self starting to come back. This confidence helped me to apply for various employment in the Trust, and I am now a Peer Support Worker. Having this chance to help others and give back has given purpose back to my life"**

**Stephen Christian**  
Peer Support Worker



## Investing in Wellbeing

In 2021, our Your Health Lifestyle and Prevention Services created a new bespoke wellbeing Health Trainer service for Trust staff and volunteers. The service was created in response to feedback gathered through the staff survey and wellbeing steering group to improve to access support while at work.

In the first three months of the project, the team successfully delivered over 50 Bodi Trax physical health composition checks. They worked with colleagues to set personalised goals and targets with scheduled check ins 3-6 months after the first appointment, to track progress and follow up.

The team developed a portfolio of wellbeing offers for staff and volunteers, including MOTs, webinars, walking groups, free health checks, men's and women's health sessions, and wellbeing-focused training courses.

**The success of the service led to the establishment of our new Workforce Wellbeing team in 2022, who are now the single point of contact for challenges staff face with their personal health and wellbeing.**

Support includes smoking cessation, weight management, stress and anxiety, alcohol and addictions, isolation and loneliness, physical activity, sleep hygiene and overall physical health. The team offer holistic, personalised care through virtual, group and one-to-one provision.



**Having struggled a long time with weight loss I found the service a great benefit and the recommendations and support has been invaluable.**



**50** Bodi Trax physical health composition checks



**15+** services and support areas provided by the Workforce Wellbeing team.

Theme Six:

# Our aim: Optimising an efficient & sustainable organisation



NHS England aims for their direct emissions to be **net zero by 2040**



**45%** reduction in pharmaceutical waste in 2021

To achieve our aims, our Trust needs to be efficient, sustainable and our staff need to be empowered to make change happen. We will continue to invest in environmentally sustainable, clinically effective environments and design digital solutions around people's needs.



## Procurement & Net Zero

Now more than ever it is important that organisations do the right thing by both their people and the planet.

In line with NHS England's objective is to meet its Net Zero carbon targets while achieving its wider Social Value priorities we are applying net zero and social value rating to all commissioning and purchasing and will be adding Social Value and Sustainability evaluation criteria to our tenders.



NHS England aims for their direct emissions to be **net zero by 2040**



With an ambition by 2032 to reach **a reduction of 80%**



## Improving Digital Literacy

Following discussions between the practice team at King Street Medical Centre, Cottingham and the East Riding Clinical Commissioning Group an exciting initiative was developed to address health inequalities and digital confidence in the village

The project aimed to improve community knowledge of digital routes of access, increase the numbers of patients using these routes and to improve health outcomes and access to care.

The trust partnered with Humber and Wolds Rural Action to deliver digital drop in sessions for patients with limited confidence who wanted to improve their skills and how they managed their own devices. The sessions also educated patients on digital routes into primary care including websites and the NHS app.

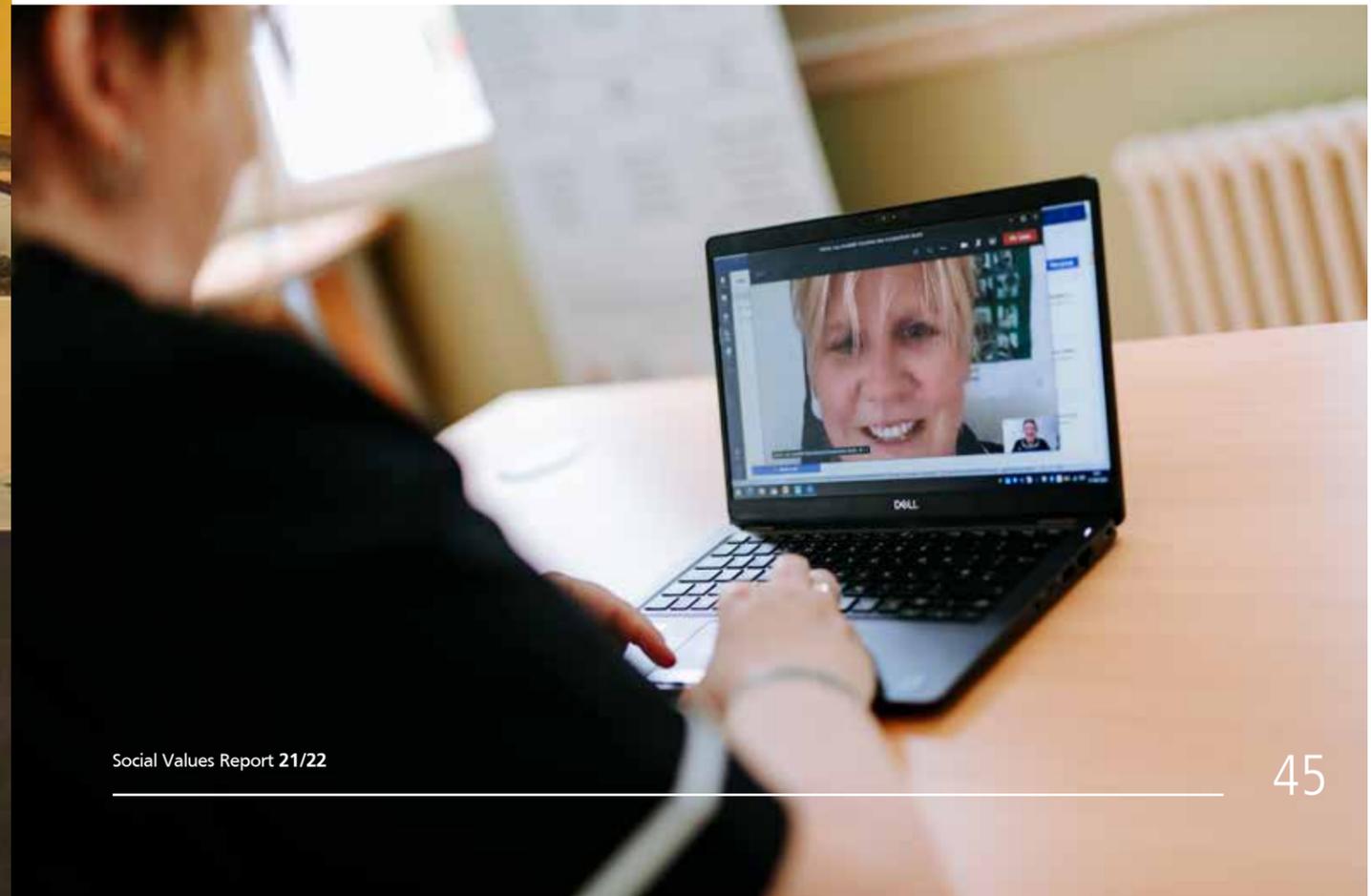
The sessions ran from February to April 2022 in a local community venue. Text invites were sent to over 3,500 patients and were well attended with demand for future sessions to be held to further spread the knowledge throughout the patient population.



**4** Digital Drop in Session



**40** patients upskilled in Digital Literacy





## Reduction in pharmaceutical waste

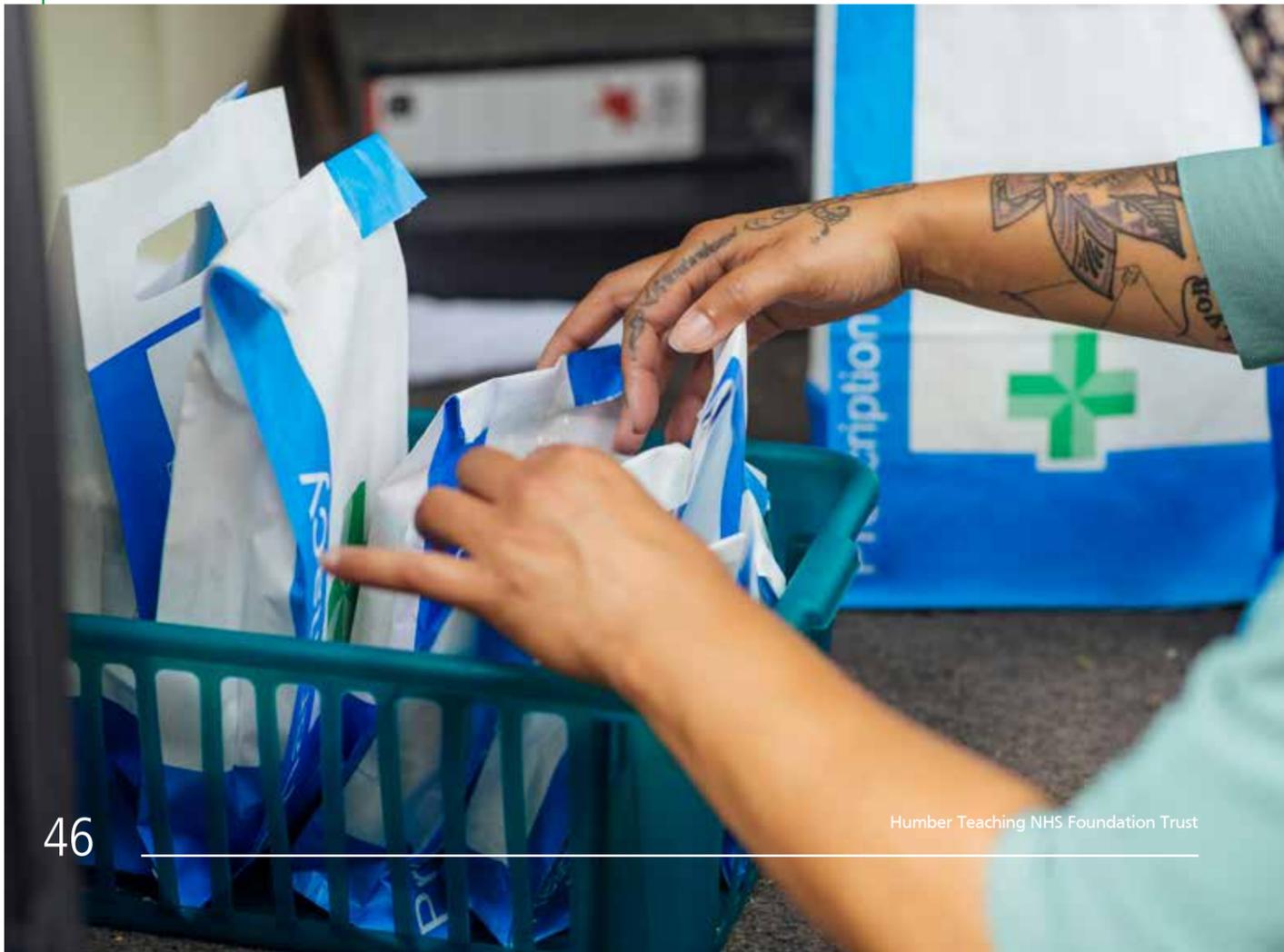
Our ward-based pharmacy technicians introduced into the Trust 2021 provide medicines to patients and give advice on information on potential side-effects.

Having these valuable members of staff as part of the ward team allowed us to then implement ward-based dispensing which not only improves patient satisfaction but has also led to a reduction in pharmaceutical waste.

The team, frequently review stocklists and holdings and due to ward-based dispensing we are able to process leave and discharge medicines in a more effective and cost-efficient way.



**Reducing pharmaceutical waste has a positive impact on our local communities through its environmental impact. Reducing medicines waste also improves quality, saves resources and allows staff to focus on roles that add value to patient care.**



**10** Ward-based pharmacy technicians



**45%** Reduction in pharmaceutical waste in 2021





## Reuse, Recycle

At several of our sites we have been able to work with our local community to find new homes for equipment that we are unable to use or no longer require.

The Jacob Wells appeal is a local charity which was started by a former East Yorkshire GP, Dr Beynon. They were able to take furniture and medical items to be used in projects across the world.

Our Hawthorn Avenue unit in Hull donated seven manual treatment couches, furniture including high backed chairs and various items of medical equipment which went to their project in Ghana. The donation of items not only supports the local charity and their projects but it also saves on waste disposal costs and reduces landfill.

Alfred Bean Hospital in Driffield was able to donate braces, bandages, dressings, Plaster of Paris and other equipment which help to support broken limbs and mobility issues to the same project. We were also able to add a large amount of unused optical assessment lenses and equipment.

**Other sites support charities with equipment as well. In North Yorkshire, the Whitby redevelopment project teams up with charity from Birmingham that houses vulnerable people and other local charities to reuse white goods and furniture.**



**£10,000** worth of equipment donated to charity projects



NHS England aims for their direct emissions to be **net zero by 2040**

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**50** Bodi Trax physical health composition checks

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**4** Digital Drop in sessions for the digitally disadvantaged



**40** patients upskilled in Digital Literacy

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**15+** services and support areas provided by the Workforce Wellbeing team.

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**52,000** registered patients across eight GP practices able to take part in research



**54,000** vaccinations delivered

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**10+** volunteers helped into work or higher education

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**1260+** trees planted by our Social Mediation and Self Help Service (SMASH)



**100** community pharmacies received one to one, group and face to face support

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**176** wishes granted for patients & staff

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**£38.5 million** spent with local organisations



## Contact us

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