

Health Education Reaching Out (HERO) Projects Exemplify PPI as a Catalyst to Improved Outcomes not an Inhibitor

Implementation Theme

Annette Cashmore, Julian Barwell, Nicola Suter-Giorgini, Joanne Singletary & Paula Wray

CLAHRC
Leicestershire, Northamptonshire
and Rutland (LNR)

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HERO Aims

HERO is a health education programme developed by GENIE Centre for Excellence in Teaching and Learning at the University of Leicester and is jointly funded by the National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care-Leicestershire, Northamptonshire and Rutland (NIHR CLAHRC-LNR).

HERO works with students, teachers and health professionals to investigate the best ways of getting health messages across to young people, communities, patients and their families.

- Educating and inspiring people to take responsibility for their own health, diet and well-being.
- Promoting awareness of the links that exist between an unhealthy diet, a sedentary lifestyle and serious health problems in later life.



Partnership working

Working with schools and teachers

to develop and deliver interactive, curriculum-embedded activities that inspire young people to take control of their health and engage with science in a university setting.

Working with charities

to raise public awareness of health issues. HERO has collaborated with local charity Hope Against Cancer and with Cancer Research UK to highlight the links between diet, exercise, genetic inheritance and cancer through university events and road shows.

Working with the general public

to raise awareness of health issues relating to people of different ages and social backgrounds through hands-on workshops and events.

Working with University and hospital groups

HERO collaborated with the Department of Clinical Genetics, Macmillan Cancer Support and the Department of Cancer Studies and Molecular Medicine to develop educational workshops for patients and their families to discuss how they can reduce familial cancer susceptibility. HERO is also working with the Department of Child Psychiatry to investigate the direct impact of our approaches on behaviour and well being and with University of Leicester Healthy Living and Catering services to improve students' healthy eating knowledge, awareness, attitudes..



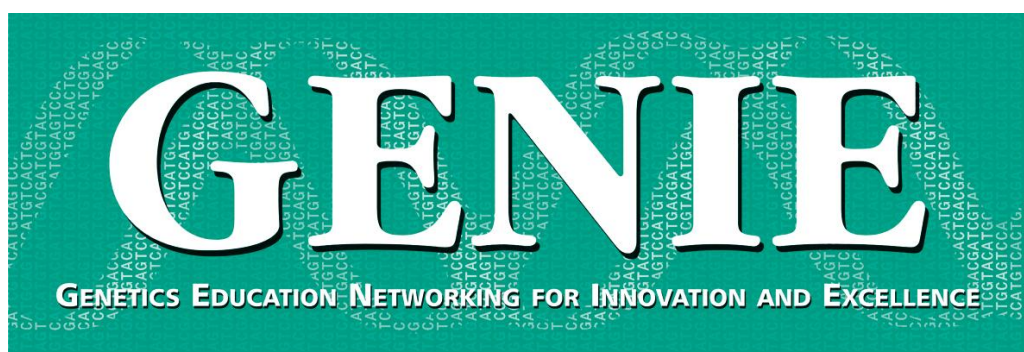
Benefits

Active patient and public participation is a significant component of all HERO projects, influencing:

- Research design
- Identifying new research areas
- Generating novel projects addressing the issues that are key to the needs of the population.

Participants gain:

- Peer support
- Reliable information and the latest knowledge
- Confidence



Conclusions and Next Steps

HERO works in partnership providing a family and community facing service that enables us to bring research initiatives and developments to wider audiences and providing a route for the public to identify their own priorities for health research.

Further develop community partnerships pooling different types of knowledge and skills bridging the gaps between communities PPI is an essential resource and that the more perspectives we have the more barriers or issues will be raised early in the process resulting in relevant interventions and initiatives.

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