

ShowCase

Asgard

Topic: Misuse of A&E

Organisation: North East Lincolnshire Care Trust Plus

Location: North East Lincolnshire (Yorkshire and Humber)

Dates: February 2009 to ongoing

Budget: £9,500 scoping; £120,000 per annum running costs

Contact: Annie Darby

Email: annie.darby@nhs.net

Telephone: 01472 625 488



Overview

The Asgard (advice, support, guidance, advocacy, referral and direction) project aims to reduce the number of 16- to 19-year-olds in North East Lincolnshire who repeatedly use the Accident and Emergency (A&E) service. On average 20 young people every day were presenting to the Emergency Care Centre at Diana Princess of Wales Hospital in Grimsby with complaints ranging from substance misuse and self-harm to undiagnosed or poorly managed chronic illnesses.

The project involved extensive research with young people, which laid the foundation for the appointment of a new community intervention team that works one-to-one with vulnerable young people to help them tackle complex health challenges. It is complemented by a parallel initiative to raise young people's aspirations by offering the opportunity of work at the Care Trust Plus, thereby broadening their horizons and offering alternative life choices for the future.

Results since the start of the project:

- 12.5 per cent reduction in the number of young people presenting at least twice in one month to A&E for the same health issues
- 16.7 per cent increase in the number of young people engaging with related support services referred to them by Asgard
- 32 young people on work placements

1. BEHAVIOUR

- Reduce repeated presentations at A&E by 16- to 19- year-olds in North East Lincolnshire

2. CUSTOMER ORIENTATION

- Consultations with key service providers and other stakeholders
- Focus groups and in-depth interviews with young people
- Interviews with Emergency Care Centre staff and patients
- Analysis of existing data

3. THEORY

- **Social Cognitive Theory:** People learn behaviours based on personal, environmental and behavioural factors

4. INSIGHT

- Lack of targeted health support for 16- to 19-year-olds
- Young people have poor perception of seeing their GP
- Many young people admitted to hospital came from deprived backgrounds with little to no family support
- Low aspirations and poor job prospects
- Need for key outreach elements and tailored support

5. EXCHANGE

- **Barriers:** Poor support network; low aspirations; practical barriers; poor understanding of universal services
- **Solutions:** Dedicated community intervention workers; paid employment opportunities; home liaison; lodging scheme; bikes, bus passes and driving lessons

6. COMPETITION

- Difficult home environments and poor family history of prioritising health needs and engaging with health services and programmes
- Complementary health outreach service for family members

7. SEGMENTATION

- Vulnerable young people aged 16 to 19
- Repeatedly presenting at A&E
- Economically and socially deprived

8. METHODS MIX

- Community health intervention workers
- Employment opportunities within the Care Trust Plus
- Training and counselling
- Home liaison
- Support with accommodation, transport and start-up costs
- Collateral to promote the support services to young people