

NURSING YOU

Phase 2 Evaluation Report

September 2018

Section 1 - Foreword:

Weighing in on nurses' health and wellbeing

Obesity among nurses is a growing concern, not only because of the impact it has on their health and wellbeing, but because of the impact it has on productivity and relationships with patients as well.

All nurses are required to maintain a level of health that allows them to carry out their role effectively and engage in health promotion with their patients. In 2014, there were more than 377,000 nurses in the NHS, and many more outside the NHS (NHS Confederation 2015¹). At the time, the cost of overweight or obesity among nurses to the NHS was estimated to be £6 billion. By 2030, this figure is likely to rise to between £10 billion and £12 billion (Dobbs et al 2014²).

Several studies into obesity in the healthcare industry has further highlighted the need to address obesity among nurses:

- In Scotland, a study found that 29 per cent of nurses, 17 per cent of other healthcare professionals (including doctors, pharmacists, dentists and therapy professionals), and 35 per cent of unregistered care workers were obese (Kyle et al 2016³).
- Several studies found a significant proportion of healthcare professionals are obese (Studnek et al 2010⁴, Holman et al 2009⁵, Zapka et al 2009⁶).
- A study into nearly five thousand nurses and midwives registered in Australia, New Zealand or the UK, found that nurses and midwives have higher prevalence of obesity and overweight than the general population (Bogossian et al 2012⁷).

Chief Executive for the NHS, Simon Stevens, emphasised the need to do more to help nurses lose weight, not least for the sake of their patients (National Health Executive 2014⁸). Encouraging and supporting nurses to achieve and maintain a healthy weight will benefit the health of nurses, which in turn will increase productivity and profitability, and provide inspiring role models for patients, carers and families.

Creating a WIN. WIN. approach to wellbeing among nurses

WIN.

In recognition of the increasing concerns around the health of nurses across England, C3 Collaborating for Health (C3) has been involved in numerous projects that investigate nurses' health and how it relates to patient care. Between 2015 and 2017, C3 launched the Healthy Weight Initiative for Nurses (WIN.), a partnership between C3, London South Bank University and the Royal College of Nursing (RCN), with funding from the Burdett Trust, the RCN and the RCN Foundation.

WIN. is a bold, ambitious project tackling a sensitive issue – raising awareness of obesity in the nursing profession and engaging with nurses to address this. Through a prevalence study of obesity in nurses in England, and an evidence review of workplace health interventions for nurses, WIN. established a baseline to address nurses' health. The first of its kind, the prevalence study made national headlines after finding that one in four nurses in England were obese (Kyle et al 2017⁹).

At the heart of WIN. is the ethos ‘designed by nurses, for nurses.’ Innovative approaches have been used to obtain insight into nurses’ attitudes and involve them in designing interventions to support them in their weight loss goals. Surveys of hundreds of obese nurses, as well as focus groups and co-design workshops, highlighted the need for an app specific to nurses. An app that kept their role and workplace struggles in mind, while supporting interventions that would be effective for them.

NURSING YOU - a wellness app designed by nurses, for nurses



NURSING YOU was first piloted as an interactive pdf that was hosted on the RCN website. It was downloaded 949 unique times, and over 1,000 times in total. A number of emails from nurses reported that they liked NURSING YOU’s tone and style, but that the pdf format made it challenging to use.

In 2018, C3 collaborated with MAXIMUS UK to create a digital wellbeing app for phase two of the project. From February to September 2018, the app would allow nurses to assess their health, set wellness goals and track their progress. Tailored to meet the needs of nurses, the app hosted a wide range of useful multimedia and health and wellness content to support nurses and encourage them to make healthier lifestyle choices.

Section 2 - Aims and outcomes of the project:

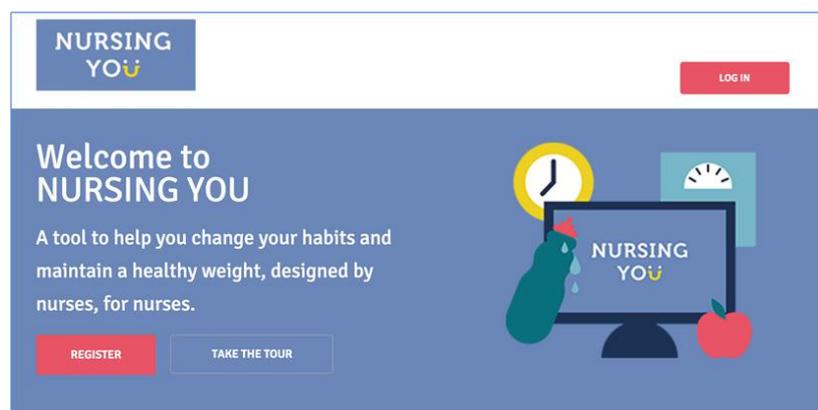


Create a bespoke digital wellbeing app to assist working nurses to adopt healthier lifestyles – in particular, weight management.

Outcome:

Using MAXIMUS’ digital wellbeing platform, WellbeingZone, a customised wellbeing app branded with the NURSING YOU themes and colours was created. The app enables nurses to assess their wellbeing and identify goals: including healthier weight, activity, resilience and hydration. Tracking tools enable nurses to monitor their progress, while healthy recipes, resources about different wellbeing topics, a community function to chat with fellow nurses, and goal setting to earn badges supports them in making healthier choices.

Figure 1:
*NURSING YOU
Log in page*



To ensure the app remained exclusively for nurses, all interested nurses were provided with an access code to register on the app. Throughout the six-month pilot, nine additional codes were created for specific Trusts and the NURSING YOU advisory group members to use.

Any reported issues with downloading, registering or accessing the app, were forwarded to the MAXIMUS team who liaised directly with those users.



For 1,000 nurses to register on the app and between 600 and 700 nurses to remain active by the end of the pilot

Outcome:

By the end of the pilot on **1 September**, there were **1,063 NURSING YOU users**, surpassing our initial target of 1,000 users.

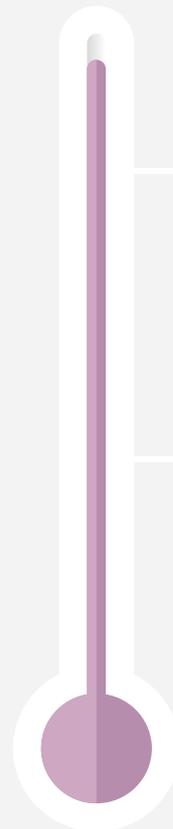
Of the 1,063 registered users;



The average user age was **42 years old**

957 
were female (90%)

The average user BMI was **31.86 (obese)** 



223

users self-identified as a UK nurse hospital - shift (21%)

106

users self-identified as a UK nurse primary care (10%)

754 users remained active* on the system, which surpassed our initial target between 600 and 700 active nurses (71%)

***Active is defined as having interacted with the app in the previous 4 weeks.**



Achieve a positive change in behaviour using wellbeing scores through the use of the NURSING YOU platform

Outcome:

At the end of the pilot, the overall wellbeing score for all users had improved. This could indicate that nurses had adopted positive wellbeing behaviours as a result of using the platform. However, as the platform tracks the collective users' data and not an individual's wellbeing performance, the improvement in wellbeing scores could be attributed to new users who already have naturally high wellbeing scores registering on the platform after the pilot's launch in February.

Monthly Overall Wellbeing Scores

Feb 2018	Mar 2018	Apr 2018	May 2018	Jun 2018	Jul 2018	Aug 2018	↑ Improvement*
			43.40	44.70	44.20	44.40	0.8%

To protect users' data and anonymity, we are not able to report on data before the minimum threshold of 50 registered users in each user group was reached in May.

Wellbeing scores improved or remained the same across all 10 wellbeing categories*

				
Activity	Weight	Resilience & Mental Wellbeing	Caffeine	Water
↑ 1% improvement	↑ 0.25% improvement	↑ 1.25% improvement	↑ 1.25% improvement	↑ 1.75% improvement
				
Healthy Eating	Sleep	Money	Alcohol	Smoking
→ remained the same	↑ 1.5% improvement	↑ 0.25% improvement	↑ 1.75% improvement	→ remained the same

*Calculated from an overall average wellbeing score, benchmarked against the first available user data in May 2018

**100 per cent is classed as the highest, best wellbeing score



Achieve an overall reduction in combined weight of all participants

Outcome:

A reduction of weight cannot be measure against a pool of users, however, the number of users in the obese BMI bracket has decreased and the number of users in the overweight BMI bracket has increased. This could suggest some obese users have lost weight and moved into the overweight BMI bracket.

Figure 2: Users in each BMI bracket for May

A high BMI can be linked to higher risk factors for serious medical conditions.

Note: BMI is not a perfect measure of excess fat, and scores, particularly for athletes can be misleading

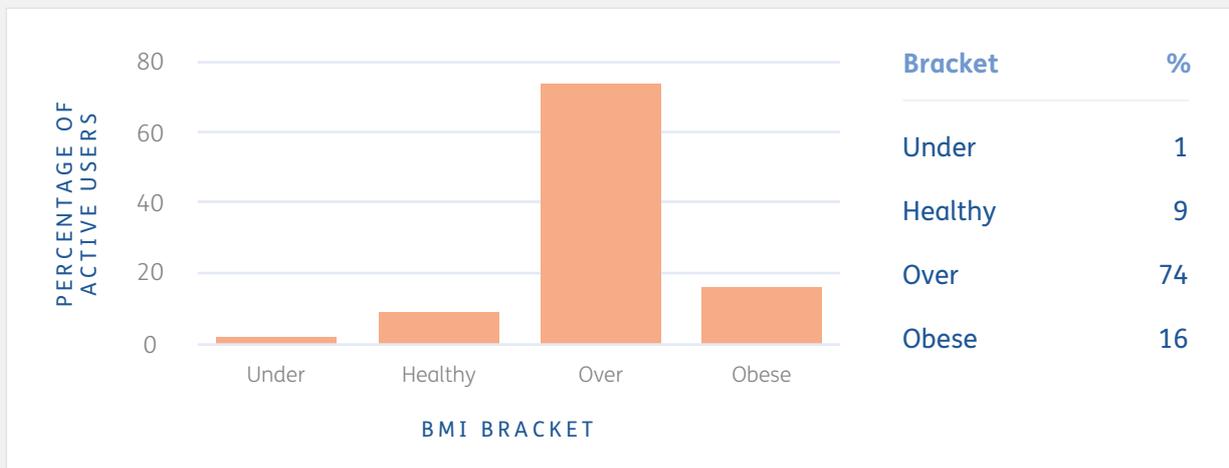
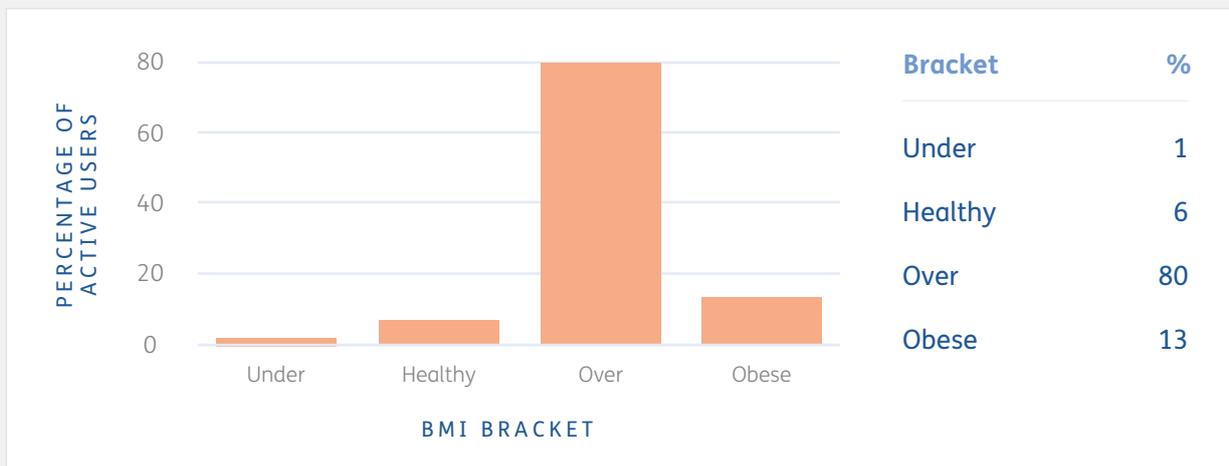


Figure 3: Users in each BMI bracket for August

A high BMI can be linked to higher risk factors for serious medical conditions.

Note: BMI is not a perfect measure of excess fat, and scores, particularly for athletes can be misleading





Promote the NURSING YOU project on websites, through cases studies for marketing purposes and during meetings, speaking sessions, conferences and events

Outcome:

Our outreach and promotional activities were deployed at a number of events, networking opportunities and digital routes. We anticipate having reached approximately 700,000 nurses with our positive and inspiring messaging. Our activities included:

Launch at the Wellbeing Symposium

The NURSING YOU app was launched at the annual Wellbeing Symposium, the only event of its kind that covers wellbeing in the workplace, community and for the individual. C3 partners with Wellbeing People to co-organise the symposium. Managing Director of UK Health Services for MAXIMUS, Dr Paul Williams, and C3’s Director, Christine Hancock, co-hosted the NURSING YOU launch and introduced the app to the 240 attendees. Nurse members from the NURSING YOU advisory group were also in attendance. MAXIMUS UK and C3 shared press releases about the launch with their networks.

NURSING YOU advisory group

As with our Healthy Weight Initiative for Nurses project, an advisory group comprised of nurses was frequently engaged throughout the pilot period to provide advice and feedback, and to assist with promotion of the app. This advisory group is composed of four nurses and their biographies are available on C3’s website: <https://www.c3health.org/about-us/our-people/advisory-group/>



Promotion highlights

Following the app’s debut at the Wellbeing Symposium, NURSING YOU was featured in the Nursing Times and Nursing Standard. Thanks to this publicity, nearly 100 nurses accessed the app.

Figure 2:
NURSING YOU
featured online
in the Nursing
Times





Figure 3:
Nursing Times
Tweet of its article
on NURSING YOU
launch

C3 used its Google Grant for Nonprofits to promote the app through Google Ads, and featured NURSING YOU on its homepage. The Royal College of Nursing also featured NURSING YOU on its website.

Figure 4:
Screenshot of
the different Google
Ads advertising
NURSING YOU

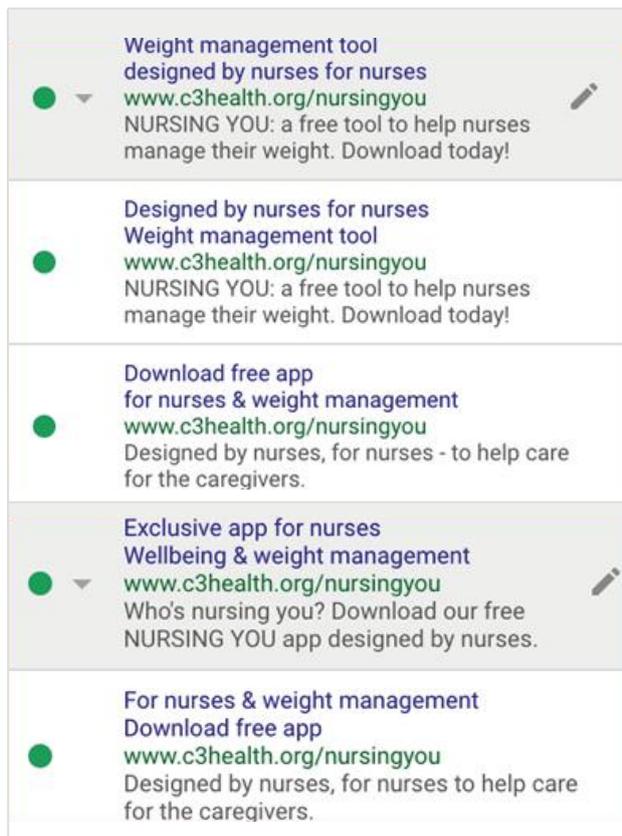


Figure 5:
Royal College of
Nursing webpage
featuring NURSING
YOU





Figure 6:
C3 Collaborating for Health's homepage featuring NURSING YOU

C3 promoted the app through targeted marketing to its email list of over 500 nurses from the Healthy Weight Initiative for Nurses project, and with nearly 50 individuals affiliated with UK nursing schools. NURSING YOU was also shared more widely with our UK network of over 2,000 professionals.

Figure 7:
Excerpt from email marketing of NURSING YOU



We also promoted NURSING YOU through our social media channels (Twitter, Facebook and LinkedIn) using #nurseswin, and curated a list of 80 influential nursing-related Twitter accounts to tag in NURSING YOU Tweets to encourage sharing the app with their followers. Social media posts from influential accounts such as the Burdett Trust for Nursing, Catherine Hannaway (Global Campaign Programme Director, Nursing Now), Nursing Now, and the Royal College of Nursing helped spread our call for nurses to register for NURSING YOU. Catherine Hannaway's Tweet led to a flurry of emails requesting the registration code in one weekend from nurses in at least 11 countries (43 requests in total).



Figures 8 & 9:
Tweets promoting NURSING YOU from the influential accounts of the Royal College of Nursing and Nursing Now

C3's director was invited to speak at the Health and Wellbeing at Work 2018 conference, an annual event that attracts around 4,000 delegates. She spoke about nurses' health and highlighted the NURSING YOU app. C3's nursing associate Michaela Nuttall also promoted the NURSING YOU app to UK nurses at presentations around (and outside) the country, including at the Royal College of Nursing Congress in Belfast (which led to a significant boost in users registered), the Issues and Answers Conference Warwick 2017, the EuroHeartCare Dublin 2018 conference, Trust specific nurse forums, and through an e-poster at Public Health England's annual conference.

Figure 10:
Nurses taking the NURSING YOU pledge at the Royal College of Nursing Congress



Figure 11:
C3's Michaela Nuttall presenting the NURSING YOU e-poster at PHE's annual conference



Measure and report on progress throughout the programme

Outcome:

Monthly management information was reviewed each month to measure health progress of users.

A breakdown of content that users engaged with was measured each month

Popularity of content within the system

Understanding which issues interest users and what they are choosing to read or watch helps to tailor subsequent your wellbeing communication and focus on the issues which are most significant.

	Articles - Weight	Articles - Healthyeating	Articles - Activity	Articles - Stress	Articles - Money	Articles - Alcohol	Articles - Smoking	Articles - Sleep	Articles - Water	Articles - Caffeine
May-18	10%	10%	12%	11%	10%	13%	8%	10%	8%	8%
Jun-18	12%	14%	14%	12%	1%	11%	6%	9%	6%	6%
Jul-18	8%	16%	11%	6%	13%	13%	8%	8%	10%	7%
Aug-18	12%	13%	13%	15%	10%	9%	5%	7%	10%	6%
	Videos - Activity	Videos - Weight	Videos - Stress	Videos - Healthyeating	Videos - Sleep	Videos - Smoking	Videos - Money	Videos - Alcohol	Videos - Water	Videos - Caffeine
May-18	11%	11%	11%	11%	8%	11%	11%	13%	5%	8%
Jun-18	12%	12%	16%	13%	13%	6%	6%	14%	4%	4%
Jul-18	11%	13%	14%	12%	9%	5%	12%	10%	6%	8%
Aug-18	14%	11%	15%	12%	11%	11%	7%	9%	6%	4%

A business case was developed to outline financial value added

How the benefits are illustrated within a business case

Our Wellbeing Research indicates every 1% increase in assessment Score above comparative average is forecast to have a financial value of £19.67 - in real world terms this could equate to just one hour of increased productivity per active user, per annum.

This means that our Business Case Analysis represents an extremely cautious and pragmatic assessment and valuation of the potential financial value that can be achieved by positively impacting wellbeing.

	Total Registered Users	Average Age	Business Case Performance %	Business Case Performance £	Overall Wellbeing Score
May-18	820	42	6.00%	70,050.96	43.40%
Jun-18	904	41	7.30%	93,840.62	44.70%
Jul-18	948	43	6.80%	87,828.12	44.20%
Aug-18	1063	42	7.00%	107,354.52	44.40%

Section 3 - Conclusion and next steps

Overall this pilot has been successful beyond the key milestone of 1,000 nurses registering. The overwhelming positive response from nurses and organisations both in the UK and beyond highlights the importance of nurse's health and wellbeing.

Nurses were very excited about having an app dedicated to their unique needs. Feedback from nurses throughout the pilot included streamlining the app's capabilities and adding even more personalised features and content for nurses. Users referenced especially liking the information available and the goal setting capabilities of the app.

The data shows that there has only been a marginal improvement in assessment scores. This is likely due to the pilot's short nature and the way the platform collects data. Although nurses were continuously registering for the app there was not a way to track individual responses (to protect users' anonymity).

Next steps

If the pilot were to be extended, incorporating more personalised features, including live health coaching to supplement the app, could be beneficial. Also, including both objective and subjective questions in the assessments to track changes over time would be useful for evaluation efforts (e.g. how confident nurses feel about maintaining their weight, health and wellbeing; how able they are to take care of themselves during work; and whether they would recommend the app to colleagues).

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