

Everybody Health and Leisure: Championing ESCAPE-pain across Cheshire East

ESCAPE-pain is a group rehabilitation programme for people with chronic joint pain that integrates educational self-management and coping strategies with an exercise regimen individualised for each participant.

Everybody Health and Leisure is a health and leisure charity based in Cheshire East that improves people's lives through physical activity and healthy recreation.

Return on investment

£204,484 saved

in the health and social care sector



How and why was ESCAPE-pain commissioned?

Everybody Health and Leisure saw the ESCAPE-pain programme as an opportunity to enhance their current provision of their health and wellbeing services. They noticed that 10% of people undertaking their “exercise referral scheme” were dropping out due to exacerbation of osteoarthritis knee pain. They heard ESCAPE-pain was an evidence-based programme, that helped people with knee and hip pain and thought it would complement their existing health and wellbeing services.

Programme implementation and delivery

Everybody Health and Leisure obtained 2-years of funding to deliver ESCAPE-pain. Initially, 3 Everybody Health and Leisure instructors were trained to deliver ESCAPE-pain at 3 locations across Cheshire East.

Everybody Health and Leisure had well established referral pathways into their programmes, but needed to raise awareness of ESCAPE-pain so that people would refer to the programme. To encourage referrals they:

- promoted ESCAPE-pain as a programme that would benefit the patients of their health partners.
- directly targeted the public to encourage them to self-refer.
- created a webpage on their website, providing all of the information people needed to know (what the programme is, eligibility criteria, how it works, how they sign up and refer to it).
- created social media graphics, banners, leaflets, decorative bunting, and staff t-shirts; with their key message “Do you have knee or hip pain?”, to attract the attention of people with osteoarthritis, or people who may know someone that does.
- took photographs and made videos of ESCAPE-pain sessions in action.
- collected testimonials from participants who successfully completed ESCAPE-pain and were keen to champion the benefits to others.
- shared all this activity across social media and with their local press contacts.
- charged a small fee that included a free 6-week gym membership, as an incentive to make the programme sustainable.

Everybody Health and Leisure now consider ESCAPE-pain one of their key health and well-being programmes. They have trained 9 facilitators to deliver the programme, enabling it to grow and become sustainable.



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Of 175 who completed the programme, **72%** had improved mental wellbeing

Key lessons learned

- ✓ Partnering with local health service providers, such as physiotherapists and GPs, from a very early stage, provides a key referral pathway and can help with future commissioning.

Impact

Of 175 people who completed the programme:

- 85% had clinical improvement in knee and hip pain management
- 75% reported better quality of life
- 72% had improved mental wellbeing
- 92% increased their physical activity levels
- Customer satisfaction was **9.8 out of 10**
- 72% undertook other exercise schemes
- **ROI £204,484** saved in the health and social care sector

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“ESCAPE-pain, for us as an organisation has been a fantastic programme to be involved in... It is firmly embedded within our organisation and the impact that it has on participants is overwhelming.”

- Donna Williamson, Health Innovation Senior Manager, Everybody Health and Leisure

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Senior Manager,
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