

Healthiness Ltd: Exercise provider of choice for older adults in Liverpool

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.

Healthiness is a not-for-profit social enterprise in inner city Liverpool that provides physical activity and health education programmes to adults with health conditions. Their vision is to make more people more active, more often, by increasing participation on local community programmes, thereby improving mental and physical well-being and reducing social isolation.

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How and why was ESCAPE-pain commissioned?

With around a third of adults living with painful arthritis, Healthiness realised ESCAPE-pain offered them a way to meet their objectives.

Healthiness successfully applied to be part of Sport England's "Active Ageing" Programme to deliver ESCAPE-pain in leisure centres in Liverpool. Following the success of the programme, they obtained funding from their local Clinical Commissioning Group (CCG) to continue to run the programme for people referred from the NHS by GPs and physiotherapists, which has now been extended for a further 3 years.

The ESCAPE-pain programme allowed Healthiness to expand their health programme offer for their local population, and embed themselves even more in their community.

Programme implementation and delivery

Since 2018, Healthiness have delivered 25 face-to-face programmes at 2 sites. They have also delivered 6 “virtual” programmes to enable people who cannot access a face-to-face ESCAPE-pain programme.

Initially, 90% of referrals were self-referrals. To raise awareness of their programme and increase NHS referrals from providers, Healthiness:

- vigorously promoted the programme to commissioners, key stakeholders, and older adults with arthritis.
- hosted events.
- posted online (Facebook, social media, chat groups and forums).
- distributed newsletters and posters in care and residential homes, GP surgeries, health centres, pharmacies, community centres, etc.
- streamlined their referral process and set up an online referral system, making it easier for healthcare practitioners to refer patients and for people to self-refer.
- created information sheets for explaining the programme’s format, content and details about where and when they can attend the programme.

Susannah Arrowsmith, Healthiness Managing Director, is now looking to bring ESCAPE-pain to more of the North East, starting in Darlington with the same strategy and approach to get the programme up and running.



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70% of people take part in other Healthiness programmes after completing ESCAPE-pain

Key lessons learned

- ✓ **Create a simple and streamlined referral process.**
- ✓ **Create a strong marketing and promotion strategy.**
 - Identify and engage with key local stakeholders, e.g. allow physiotherapists to observe the programme in action.
 - Utilise different channels and communication methods to engage older adults and key stakeholders, e.g. social media, GP surgeries, community groups.
- ✓ **Adopt a people-centred approach**
 - Communicate with participants consistently from the point of referral.
 - Understand your audience and their individual needs to ensure they achieve their goals.

Impact

Now receiving **40** referrals a month from GPs and physiotherapists

Of **208** participants who had taken part in Healthiness' ESCAPE-pain

- **89%** said it significantly improved their quality of life
- **86%** completed at least 80% of the programme
- **70%** of people took part in other Healthiness programmes after completing ESCAPE-pain

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“The ESCAPE-pain programme really is brilliant. I love it... we all love it. It’s a big part of our organisation now and it transforms people’s lives...”

- Susannah Arrowsmith, CEO and Founder, Healthiness

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Susannah Arrowsmith

Chief Executive
Healthiness



[Click here to watch the video case study](#)