

# Information briefing

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**Report to:** Health & Social Care Overview & Scrutiny Committee

**Date:** 23 February 2016

**Title:** Birmingham Sexual Health Services, Umbrella (UHB)–6 Months into New Contract

## 1. Background

Birmingham City Council has re shaped and re procured Sexual Health Services into a new ‘system’ for the whole city. This encompasses all services across secondary and primary care and the Third Sector all with a consistent approach as Umbrella, and led by University Hospitals Birmingham (UHB).

Cabinet approved the award of this contract following a procurement process and the new contract commenced on the 10<sup>th</sup> August 2015. This report serves as review of this process and the first six months of the contract.

## 2. Key Commissioning Intentions

Local Authorities became responsible for the provision of comprehensive, open access sexual health services for their area from April 2013 as a result of the Health and Social Care Act (2012). These services are mandated, and must provide access to testing and treatment for sexually transmitted infections (STIs), testing for HIV, and all forms of contraception. The services must be available to all over the age of 13, regardless of residence or status (eg NRPF).

The Sexual Health Commissioning Strategy for Birmingham intended to ensure that future spending on Sexual Health achieved the following:

- Secures services that meet defined needs
- Secures services that meet current and future demand
- Secures services that are best value (cost and quality)
- Prioritises the types of services that are required to make a difference for Birmingham citizens, especially the most vulnerable.

## Sexual Health Outcomes

The Umbrella Sexual Health services in Birmingham are designed to improve local performance against nationally set targets, set out in the Public Health Outcomes Framework (PHOF):

1. Reducing under 18 conceptions
2. Increasing chlamydia diagnoses in the 15 – 24 age group
3. Reducing the late diagnosis of HIV

And in addition to these national requirements, the following priority outcomes for Birmingham:

4. Improving support for people vulnerable to, and victims of, sexual coercion, sexual violence and exploitation
5. Providing better access to services for high risk communities
6. Ensuring prompt access for earlier diagnosis and treatment
7. Increasing the use of effective good quality contraception
8. Reducing the number of people repeatedly treated for STIs
9. Reducing the number of abortions, in particular repeat abortions under the age of 25
10. Reducing the transmission of HIV, STIs and blood borne viruses (BBV)

## A Single System

The new Sexual Health service was procured through a single contract which includes a supply chain with third sector organisations able to engage with the diverse communities of the city including BME, LGBT, as well as a new range of services in Primary Care through sub-contracting Pharmacies and General Practice. These share a common branding and approach as Umbrella services - see Appendix 1 – and are all part of the overall Umbrella governance system, which covers clinical issues, safeguarding and quality aspects such as training, procedures and policies.

### 3. Mobilisation and Transition phases

Umbrella service delivery commenced on the 10<sup>th</sup> August 2015 with a well-resourced team to mobilise the contract and ensure that clinical services were in place for patients, focussing on safety quality and outcomes. During the Mobilisation phase, leading up to this date, and the subsequent Transformation phase which runs until the end of March 2016, the crucial aspects include:

#### Staff and Workforce

Umbrella transferred over 130 staff from two previous providers – Brook and HEFT and also managed the transfer of 115 UHB staff into the new Umbrella system. These staff were initially assigned to interim workplaces to allow for the formal consultation process to establish the workforce required to deliver the new model of care. Some staff, such as health promotion and outreach teams, have been TUPEd into third sector partner organisations, such as BLGBT, which have been sub-contracted to deliver these functions in the Umbrella model.

A workforce review and training needs assessment has been undertaken with clinical staff and across Partner organisations and led to the development of Work Force and Training plans, designed to ensure that all staff meet the requirements of the service specification and are competent and qualified to be to deliver the Sexual Health services to Umbrella standards. This led to some limitation on the availability of some aspects of service provision during this initial phase of the new service. The workforce is now fully deployed, with the new workforce structure taking place from the 1st February 2016, and the next phase is to implement the training and development plan for current staff and to identify and fill gaps in capacity.

## Premises

Umbrella services are delivered from integrated sexual health clinics at the following venues and times:

| Satellite Clinic                        | Location  | Mon           | Tue           | Wed           | Thu           | Fri           | Sat           | Sun           |
|---|---|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| WSC                                     | Whitall Street Clinic<br>Birmingham B4 6DH  | 09.00 - 18.30 | 10.30 - 18.30 | 09.00 - 18.30 | 09.00 - 18.30 | 09.00 - 15.30 | Closed        | Closed        |
| Boots Birmingham (Basement)             | 67 - 69 High St,<br>Birmingham, West Midlands B4 7TA, UK                          | 09.00 - 18.30 | 10.30 - 18.30 | 09.00 - 18.30 | 09.00 - 18.30 | 09.00 - 18.30 | 10.00 - 16.00 | 11.00 - 15.30 |
| Boots (First Floor) *                   | 68 - 69 High St,<br>Birmingham, West Midlands B4 7TA, UK                          | 12.00 - 18.30 | 12.00 - 18.30 | 12.00 - 18.30 | 12.00 - 18.30 | 12.00 - 18.30 | 10.00 - 16.00 | Closed        |
| Hawthorn House                          | 93 Bordesley Green East,<br>Bordesley Green, Birmingham, West Midlands B9 5SS, UK | 09.00 - 16.30 | 10.30 - 16.30 | 09.00 - 16.30 | 09.00 - 16.30 | 09.00 - 16.30 | Closed        | Closed        |
| Erdington                               | 196 High Street,<br>Erdington, Birmingham, B23 6SJ                                | 09.00 - 16.30 | 10.30 - 16.30 | 11.00 - 18.30 | 09.00 - 16.30 | 09.00 - 16.30 | 10.00 - 16.00 | Closed        |
| Northfield Community Partnership (NCP)* | 693 Bristol Road South,<br>Northfield, Birmingham, B31 2JT                        | 13:00 - 16:30 | 13:00 - 16:30 | 13:00 - 16:30 | 13:00 - 16:30 | 13:00 - 15:30 | Closed        | Closed        |
| Boots Solihull*                         | 7 Mell Square,<br>Solihull, B91 3AZ   | 09.00 - 17.30 | 10.30 - 17.30 | 09.00 - 17.30 | 10.00 - 18.30 | 09.00 - 17.30 | 10.00 - 13.00 | Closed        |
| Chelmsley Wood*                         | 34 Crabtree Drive,<br>Birmingham, West Midlands B37 5BU, UK                       | 17.30 - 18.30 | 17.30 - 18.30 | 17.30 - 18.30 | 09.00 - 16.30 | Closed        | Closed        | Closed        |
| Soho                                    | 247-251 Soho Road,<br>Handsworth, Birmingham, B21 9RY                             | 09.00 - 16.30 | 10.30 - 16.30 | 09.00 - 16.30 | 09.00 - 16.30 | 09.00 - 16.30 | Closed        | Closed        |

Some clinics are completely new and have been set up since August 2016 – marked\*. Some pre-existing clinics taken over from HEFT required extensive remodelling and the introduction of new patient management and other IT solutions and systems during mobilisation. All clinics now have consistent Umbrella branding (see Appendix 1), emblematic of their common policies, procedures, clinical governance, and approach to service provision.

Although there are fewer clinic sites than under the old sexual health contracts, the Umbrella clinics are open longer hours and offer modern integrated sexual health services, where people can get the full range of contraception and testing and treatment for STIs in a 'one stop shop'. Historically 'family planning' clinics were open only on specific days of the week, had short opening hours, did not offer STI testing and treatment, and often not even the full range of contraception such as the long acting reversible contraception (LARC) methods of coils and implants. GUM clinics focussed on testing and treatment for STIs and clients had to go elsewhere for contraception. Now a young woman presenting for EHC will be able to be tested for STIs and provided with long term contraception at the same time. Umbrella also delivers clinical services through inreach work with Partners such as BLGBT, Youth Centres as indicated in the list above.

This shift in service availability has led to increased access for at risk groups, for example men who have sex with men (MSM) attending the clinic at Soho Health Centre, which was previously predominantly a family planning clinic.

## **Pharmacy**

A major new innovation is the expansion of sexual health services available in Pharmacy. Following a successful procurement exercise during the mobilisation phase, UHB contracted with 97 pharmacies to deliver a range of sexual health services, new in this setting. A comprehensive training programme was implemented to ensure that Pharmacists and other staff were competent and qualified to deliver these new services. Umbrella Pharmacies are organised in two tiers of service provision, offering:

### **84 Tier One Pharmacies**

- Condoms
- Emergency Hormonal Contraception (EHC)
- STI self sampling kit collection

### **13 Tier Two Pharmacies**— in addition to those Tier One services

- Chlamydia treatment
- STI testing kit direct provision
- Oral contraceptive pill
- Contraceptive injections

With the exception of EHC these services are all new to Pharmacy settings and represent a channel shift in service provision to a more local and accessible level. Consultation with Birmingham and Solihull citizens suggested that Pharmacy, as a non specialist sexual health environment, is considered as less threatening and more approachable and helps normalise sexual health care as being part of health care in general.

## **NHS Primary Care**

Umbrella partnered with a GP organisation called Badger to sub-contract and organise the delivery of sexual health services in General Practice. To date they have not been able to agree a contract, although Badger has been working on a Memorandum of Understanding and has a similar

arrangement in place with 87 General Practices. Although this situation is undesirable, service delivery and patient care has not been affected. Patients are still able to access LARC methods of contraception in all of the practices, and STI testing and treatment at 11 of these. BCC is working with UHB to rectify this.

## **Partners**

The Umbrella approach is to deliver services through strong partnerships with other organisations which already have trusted relationship and engagement with communities and priority groups at greater risk of sexual ill health or poor access to services historically. Umbrella has worked hard to engage with a large and diverse range of partners to address diversity, cultural difference and reach into communities with greatest need such as men who have sex with men (MSM), LGBT, sex workers, care leavers. This approach means that they can be responsive to local needs and the population. They are also committed to Partners providing their specialist expertise and support across the whole of the Umbrella system through training, information and events.

Partnership days take place regularly, initially focussing on the tender bid prior to contract award, on mobilisation and contracting subsequently, and since August on operational aspects of the Umbrella system. The December Partnership Meeting covered:

- using STI kits with clients,
- the website
- disclosure of sexual abuse

The Spring Partnership meeting will focus on Sexual Violence and Safeguarding. There are Networking 'speed dating' events planned to help partners understand each other better, and the potential benefits of working together and under the whole Umbrella system.

Umbrella has established a two tier approach of Delivery Partners and Community Partners.

Delivery Partners; are sub-contracted to provide specific elements of service and work across the Umbrella Partnership providing specialist expertise in their topic area. Partners include:

- Loudmouth – provide health promotion to schools and colleges through theatre in education performances and Chlamydia screening where appropriate.
- RSVP – 6 ISVAs to work with people who have experienced sexual violence
- BLGBT – 6 outreach workers to work with MSM and other LGBT communities in eg clubs, outdoor sex environments
- Birmingham City Council Careers Services – 3 additional workers to support young people who are NEET or young parents
- Birmingham City Council Youth Services –2 additional Youth Worker posts to work with the most vulnerable young people

- Trident Reach – 1 project worker post to work with existing young people receiving services, plus other young people including: homeless, domestic abuse, young offenders, people exiting gangs and learning disabilities client groups, along with those accessing the Reach Community Academy (RCA) site and general needs tenants residing in Trident Housing properties.
- Black Health Association – working with local community organisations in high risk communities to identify partnership opportunities and deliver outreach health promotion drawing on Umbrella staff with local understanding and experience as part of the previous system
- Birmingham Community Health Trust – Young People’s Health Advisors as part of the School Nursing service

Community Partners: have an agreement with Umbrella and work with them to promote sexual health within their day to day operations and work or engagement with communities. Partners attend Umbrella training and partnership events. This might involve encouraging testing for STIs through giving out testing kits, screening for sexual exploitation, or helping access to EHC.

Partners include:

- Aquarius – substance misuse in YP and adults
- Birmingham Voluntary Service Centre
- Birmingham YMCA – working with homeless people
- British Red Cross - Working with gypsies, travellers, trafficked people and new arrivals from abroad
- Disability Resource Centre – working with adults with physical and mental disabilities
- Reach out Recovery – working with substance misuse in children and YP
- Midland Mencap – working with people with mental health problems
- SIFA Fireside – working with homeless adults
- St Basils – working with homeless children and YP
- Solihull 16+ Care Leavers & Asylum Seekers – working with Care Leavers and New arrivals from abroad in Solihull
- SIAS - substance misuse in young people and adults: Solihull
- CRI - substance misuse in young people and adults: Birmingham
- The Children’s Society – working with children and YP across Birmingham, with links into a number of priority groups
- BCC 18+ Care Leavers – working with care leavers in Solihull
- BCC Young Offenders – working with young offenders in Solihull

### **STI self sampling kits**

Umbrella is the first Sexual Health service in the country to offer self-sampling kits for STIs as an alternative to attending in clinic. This is a major innovation and a significant channel shift

opportunity, increasing access, and improving access at lower cost. These kits have been available since the start of the contract in August.

Clients are taken through a step by step triage process to ensure that they are suitable for this option, which is available only to people aged 16 and over who do not have symptoms. They are then issued with a testing kit which is returned by post for analysis and results sent back to the patient by text (if negative) or phone call (if reactive). Testing Kits can be posted to the client's home or a designated address, or collected from an Umbrella Pharmacy or other venue.

STI testing kits can be issued direct by Tier Two Pharmacies and by some Partner Organisations which have staff that have gone through the training necessary to triage a client. The majority have been ordered online through the Umbrella website.

Up to the end of December 9,537 kits had been issued. Some are stock for Partners to distribute but 7,668 have gone out to clients, and 3,392 returned – a return rate of 44%, which is high. Initial analysis shows that the positivity is good at 6.9% for Chlamydia, 1.46% for Gonorrhoea, 2.13% for syphilis and 1.96% for Hep B. There have been 9 individuals identified with HIV.

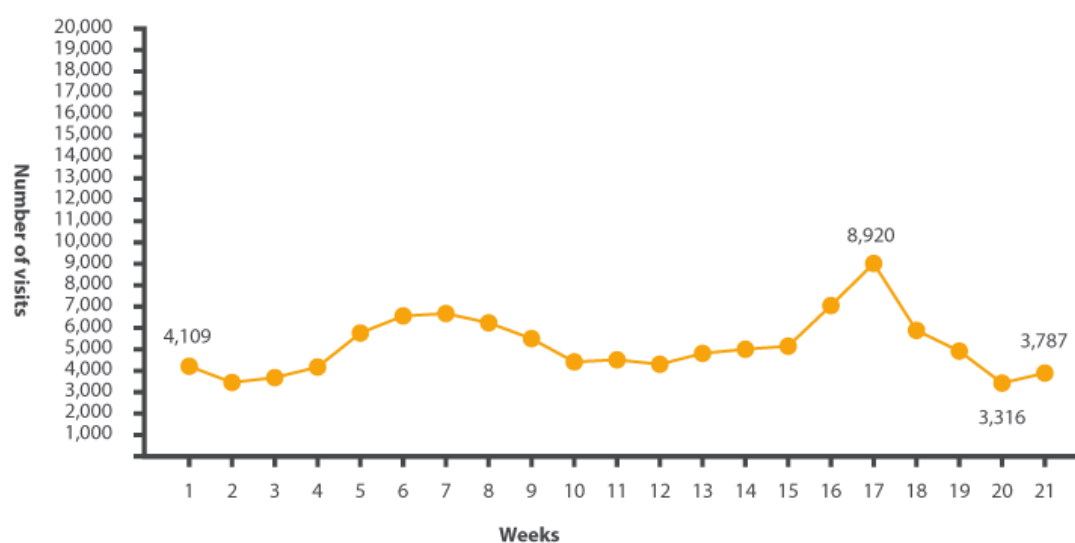
### **Website & Campaigns**

The Umbrella website is an important feature of the new model of care, providing an easy modern entry point for clients where they can not only order self testing STI kits, but gets lots of information about all aspects of sexual health as well as details of all Umbrella services and booking appointments online. From 10 August to end of December 2015 the website has had 106,549 'hits' from 64,745 users with 403,205 page views. The website is popular with young people, well used for appointment bookings and to date 4,434 STI kits have been ordered for delivery via the website.

Umbrella has run the following campaigns:

- Young Persons Campaign (week 5) September 2015
- HIV Testing Week and World Aids Day Campaign (week 16) November 2015

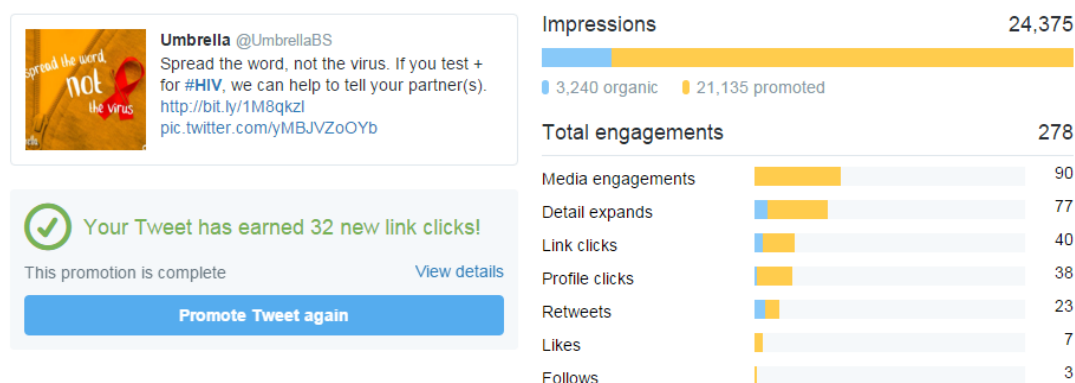
Both have been associated with increased traffic on the website (see graph below). Future campaigns include Chlamydia Testing in February 2016, and the Umbrella formal Launch Campaign planned for May 2016, when the new sites, systems and staff are more fully established. The Umbrella Launch campaign will focus on increasing Umbrella brand awareness across Birmingham and Solihull and the integrated approach Umbrella has to sexual health, ensuring that people are aware of what services are available, where, and including the links with both Delivery and Community Partners.



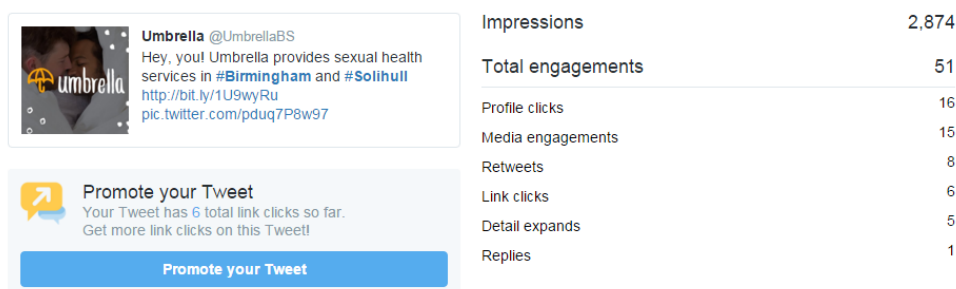
**Graph showing number of Website visits per week from 10 August to December 2015**

The HIV testing week and World Aids Day activities included an art project with schools, leading to an exhibition in Grand Central Birmingham, a Parade through the city and service at the Cathedral etc. pictures of Umbrella campaign advertising and events can be seen in Appendix 1.

Umbrella also has a lively social media presence, with over 800 tweets and 423 followers on Twitter. To date the best performing “promoted” (paid for) tweet has been promoting HIV testing:



And the top ‘organic’ (no paid promotion) tweet was about the service itself:



## Outreach & Specialist support

Umbrella provides full clinical outreach services with some key partners, working with them to increase and support access to sexual health services by priority groups identified as underserved, including:

| Community                         | Address   | Mon           | Tue | Wed          | Thu   | Fri | Sat | Sun |
|-----------------------------------|---|---------------|-----|--------------|---|-----|-----|-----|
| SAFE in Ladywood Community Centre | St Vincent Street West, Ladywood, Birmingham, UK, B16 8RP | 12.00 - 16.00 |     |              |   |     |     |     |
| BLGBT Centre                      | 38/40 Holloway Circus, Birmingham, B1 1EQ                 |               |     |              | 12:30 - 19:00 (last appointment is at 19:00)            |     |     |     |
| SIFA Homeless Centre              | 48-52 Allcock St, Birmingham B9 4DY                       |               |     | 9.30 - 12.30 |   |     |     |     |
| Lighthouse                        | 100 Alma Way, Aston, Birmingham, B19 2LN                  |               |     |              | 16:30 - 19:00 (second and fourth Thursday of the month) |     |     |     |
| The Factory                       | 5 Devon Way, Longbridge, Birmingham, B31 2TS              |               |     |              | 16:30 - 19:00 (second and fourth Thursday of the month) |     |     |     |

New specialist services include a dedicated Young Peoples clinic in Boots Birmingham city Centre, open six days per week, and the specialist Umbrella's Abuse Survivors Clinic (ASC) at Whittall Street fortnightly, which offers support, advice, and non-urgent medical care for people over the age of 13 who have experienced sexual abuse. An ISVA runs this clinic, along with an experienced doctor. Further outreach is provided by partners, including Loudmouth and BCHT into schools and colleges, BLGBT into the Gay Village clubs and bars as well as outdoor and indoor sex environments.

## 5. Outcomes, Priority Groups & Activity in Umbrella

The new Sexual Health approach will be realised through the implementation of a performance management framework which includes the following outcome measures. The first three are National Public Health Outcome indicators, nationally reported by PHE:

- Reducing under 18 conceptions
- Increasing chlamydia diagnosis in the 15-24 age groups
- Reducing the late diagnosis of HIV
- Improved support for people vulnerable to, and victims of, sexual coercion, sexual violence and exploitation
- Providing better access to services for high risk communities
- Ensuring prompt access for earlier diagnosis and treatment
- Increasing the use of effective good quality contraception
- Reducing the number of people repeatedly treated for Sexually Transmitted Infections (STIs)
- Reducing the number of abortions and repeat abortions
- Reducing the transmission of HIV, STIs and blood borne viruses

Umbrella was also commissioned to deliver services with a greater focus on specific priority groups, recognised as at higher risk of sexual ill health and/or with poorer access to sexual health services:

- Children in need and care leavers
- Substance misusers
- Lesbian, gay, bisexual, and transgender (LGBT) people
- Homeless people
- Offenders
- People with mental health problems
- People with learning disabilities
- Sex workers
- Gypsies and travellers
- Trafficked people
- New arrivals from abroad
- Men who have sex with men (MSM)

Umbrella services are designed to deliver these outcomes for Birmingham and Solihull, and increase access by priority groups. This is performance managed by BCC through the quarterly reports from Umbrella against the suite of over 130 indicators in the Sexual Health Outcomes Framework (SHOF). The SHOF is a mixture of Key Performance Indicators, Quality indicators, national outcomes, local outcomes, activity data and other measures. The first full Quarter of data was received mid-January 2016 and shows, for example, that the proportion of young people attending clinics is high:

| Clinic                | Under 25 years (%) | Over 25 (%) |
|-----------------------|--------------------|-------------|
| Whittle Street Clinic | 35%                | 65%         |
| Boots City Centre     | 59%                | 41%         |
| Boots Solihull        | 52%                | 48%         |
| Erdington             | 47%                | 53%         |
| Hawthorn              | 28%                | 72%         |
| Chelmsley Wood        | 56%                | 44%         |
| Soho                  | 21%                | 79%         |

Data from Partners has not yet been fully reported or incorporated into the Quarterly report for BCC as contracts with Umbrella have only recently been formalised. However, many Partners were delivering under MoUs and have provided partial activity reports. Loudmouth, for example, which focusses on work with young people and from October to December 2015 presented 20 Theatre in Education sessions to Young People, reaching 1,668 aged 13-17 years, of whom 234 identified as children in need and 62 identified as having learning disabilities.

## **6. Single System and Governance**

### **Contract Management**

Regular contract meetings take place between commissioners and Umbrella. Contract Review meetings occur once per quarter after data submission and have yet to commence at the time of writing. In addition to this there are regular operational meetings to ensure that the new system is progressing. These were weekly during the initial Mobilisation phase, moved to fortnightly as commissioners were assured that safe open access services were available.

This is the current 'Transition Phase' scheduled until the end of March at which point Umbrella will have introduced and established the majority of the developments indicated in the Tender bid offer, when we move to monthly meetings. Other elements in the bid are captured as variations in the contract, with long stop dates as required.

A Partnership Board has oversight of the delivery of the contract. This meets quarterly and is made up of the Directors of Public Health from both Local Authorities, and their senior officers and the senior team from Umbrella including the Director of Operations and Clinical Leads.

Umbrella also has internal governance arrangements to oversee delivery and manage the broad and diverse supply chain of subcontracted partners and the achievement of outcomes. Appendix 2 shows the Umbrella Governance structure.

### **Partnership Working**

As well as their Delivery and Community Partnerships, Umbrella has been developing a broad range of links across Birmingham and Solihull services, with particular emphasis on mental health, HIV support, employment, safeguarding, criminal justice, housing, substance misuse and primary care.

## **7. Service User Engagement**

Sexual Health is not an area of service provision with strong user engagement; service users seek and are assured of confidentiality, sexual health is often considered as sensitive, taboo or even carries stigma, episodes of care usually short, or even one-off, and usage intermittent or unrepeated.

Umbrella is using innovative approaches to engage with service users and potential service users through the website, social media, advertising and campaigns. Umbrella extensively engaged with young people to help develop the Umbrella branding, for example and have recently included a questionnaire for feedback on the self testing kits. Results from this were broadly positive and responses are being used by the STI Kit Task Team which is reviewing the usage of kits. Umbrella also intends to carry out regular service user surveys of all aspects of service provision across the system. This will be done by an independent organisation and used for continuous service development and improvement, and results shared with commissioners.

Partners such as BLGBT, Loudmouth and RSVP are better placed for citizen engagement, particularly with diverse communities and those less represented in mainstream clinical setting, whose voices are less heard. A Service User forum which is inclusive of and representative of the service user population across the whole system is being established and will also feed into the governance and development of Umbrella and its services. This will be a key stakeholder, providing both challenge and support to Umbrella.

## **8. Next steps**

Going forward there will be a continued emphasis on maintaining and consolidating the safety and quality of the service while moving focus towards the achievement of outcomes.

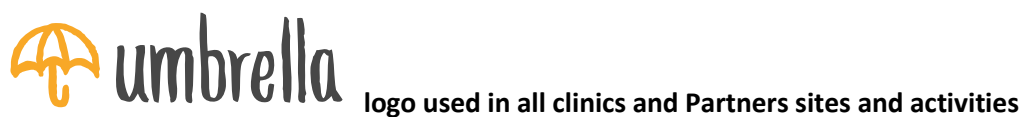
There are a number of initiatives already in progress to achieve this. These include:

- Marketing and communication links, to raise the profile of Umbrella in Birmingham and disseminate 'good news stories' and achievements
- Workforce development to ensure staff continue to be supported around key areas such as safeguarding, specialist skills and service user involvement
- Series of Audits: BCC is planning a series of audits focusing on key areas of the contract. These include Identification of CSE in March, and Effectiveness of Commissioning sub-contracting arrangements, being undertaken currently
- Implementation of the PBR will be reviewed in the second year of the contract and this will focus the achievement on key outcomes

## Appendix 1 Umbrella Branding, Advertising & Campaigns



Street adverts on billboards, telephone boxes and poster sites for HIV testing Week



logo used in all clinics and Partners sites and activities

### On line pop up advertising



## Young People's WAD art project



- An art installation in John Lewis, Grand Central. Created by young people to raise awareness and understanding of HIV and AIDS. A display of umbrellas designed by young people.
- Artist, Garry Jones, visited 10 schools for art workshops

## Beer mats and drink covers



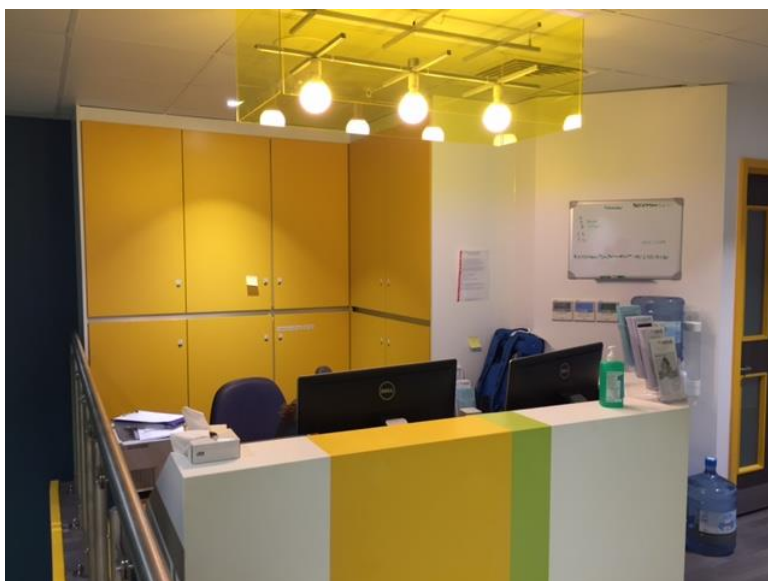
## Professional resources for clinicians to promote HIV testing



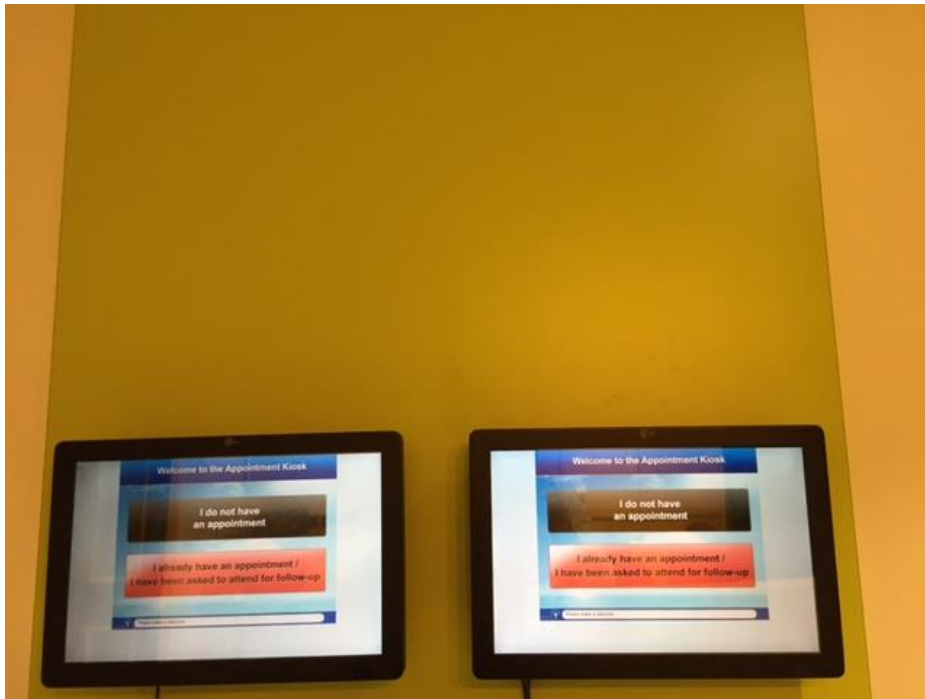
‘Are you positive?’ campaign message works well across leaflets for GPs and hospital based nurses, it will make them question whether they should test their patients for HIV.

The symptoms tick-list is designed to make healthcare professionals think about testing these patients as they see them.

## Boots Birmingham Young Peoples Clinic reception



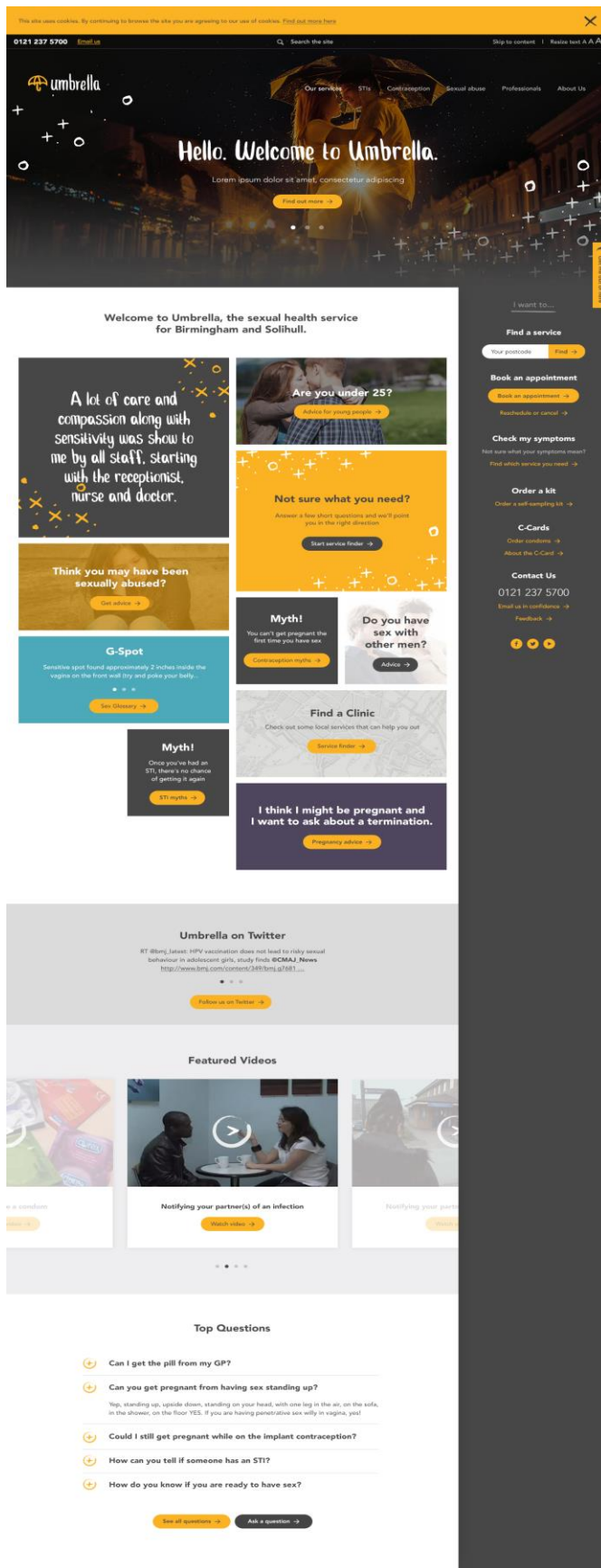
kiosks for information and registration



waiting area



## Website





## Appendix 2 Umbrella Governance Structure

