

# The Route to Health Improvement

## Notable Practice Case Study

This practice relates to one (or more) of the below key features :				
Corporate Culture	<b>Policy Development</b> <b>X</b>	Collaboration	Capacity Building	Governance

### Background & Context: Health Challenge Denbighshire website

Denbighshire's Health, Social Care and Well-being (HSCWB) Unit launched Health Challenge Denbighshire (HCD) in April 2005. The aim of the first year was to raise awareness of the challenge and to promote the HCD brand. This was done by developing a unique Health Challenge Denbighshire logo. Towards the end of the first year of HCD it was decided that a single point of contact for all healthy lifestyle information was needed.

The Health Challenge Denbighshire website was launched on the 10<sup>th</sup> April 2006.

The aim of the website was to provide local information on the themes of Health Challenge Denbighshire. These include food and fitness, sexual health and mental health and well-being. The site is updated weekly, to include information on local events and news items and is regularly promoted to staff via internal communication processes and to local people via the County newspaper. [www.healthchallengedenbighshire.co.uk](http://www.healthchallengedenbighshire.co.uk)

### Description & Characteristics:

- The website is fully bilingual.
- The local community can contact Denbighshire County Council's Health Improvement Officer through the site
- The site supports the HCD Health Promotion Programme – each month has a theme – information on the theme can be accessed through the website
- This site appears as a link on the DCC Adult Services web page
- The site will eventually link to the new HSCWB partnership website

### Why was/is this initiative/approach successful?

The website is successful because it is regularly updated and provides local information. All work that promotes a healthy lifestyle is now branded with the HCD logo. The brand and logo is now very identifiable, and these have been strengthened by the website. All promotional items that are used at healthy living events have the website address on them, including leaflets, key rings and bags.

The website has also been another good example of partnership working. There are many links on the site, and partners have been more than happy to put a link to the site on their own website.

## Measures of Success:

The table below summarises the viewing statistics for the HCD website from 1<sup>st</sup> May 2006 to 16<sup>th</sup> March 2007.

Month	Number of visits	Pages	Hits
May 2006	673	1813	9237
Jun 2006	394	1207	4675
Jul 2006	498	1270	5272
Aug 2006	597	1457	6543
Sep 2006	775	1456	5390
Oct 2006	959	2304	6243
Nov 2006	929	1471	5386
Dec 2006	1461	1807	4949
Jan 2007	1272	1892	6376
Feb 2007	978	1565	5363
Mar 2007	842	1300	5497
<b>Total</b>	<b>9378</b>	<b>17542</b>	<b>64931</b>

For the period of time from 1<sup>st</sup> May 2006 – 16<sup>th</sup> March 2007 approximately 18% of visitors have added the Health Challenge Denbighshire website to their favourites list.

The site was identified as a good practice exemplar by the Chief Medical Officer of Health for Wales at the Connect for Health Conference.

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