

## ShowCase

### Asgard

**Topic:** Misuse of A&E

**Organisation:** North East Lincolnshire Care Trust Plus

**Location:** North East Lincolnshire (Yorkshire and Humber)

**Dates:** February 2009 to ongoing

**Budget:** £9,500 scoping; £120,000 per annum running costs

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### Overview

The Asgard (advice, support, guidance, advocacy, referral and direction) project aims to reduce the number of 16- to 19-year-olds in North East Lincolnshire who repeatedly use the Accident and Emergency (A&E) service. On average 20 young people every day were presenting to the Emergency Care Centre at Diana Princess of Wales Hospital in Grimsby with complaints ranging from substance misuse and self-harm to undiagnosed or poorly managed chronic illnesses.

The project involved extensive research with young people, which laid the foundation for the appointment of a new community intervention team that works one-to-one with vulnerable young people to help them tackle complex health challenges. It is complemented by a parallel initiative to raise young people's aspirations by offering the opportunity of work at the Care Trust Plus, thereby broadening their horizons and offering alternative life choices for the future.

### Results since the start of the project:

- 12.5 per cent reduction in the number of young people presenting at least twice in one month to A&E for the same health issues
- 16.7 per cent increase in the number of young people engaging with related support services referred to them by Asgard
- 32 young people on work placements

## 1. BEHAVIOUR

- Reduce repeated presentations at A&E by 16- to 19- year-olds in North East Lincolnshire

## 2. CUSTOMER ORIENTATION

- Consultations with key service providers and other stakeholders
- Focus groups and in-depth interviews with young people
- Interviews with Emergency Care Centre staff and patients
- Analysis of existing data

## 3. THEORY

- **Social Cognitive Theory:** People learn behaviours based on personal, environmental and behavioural factors

## 4. INSIGHT

- Lack of targeted health support for 16- to 19-year-olds
- Young people have poor perception of seeing their GP
- Many young people admitted to hospital came from deprived backgrounds with little to no family support
- Low aspirations and poor job prospects
- Need for key outreach elements and tailored support

## 5. EXCHANGE

- **Barriers:** Poor support network; low aspirations; practical barriers; poor understanding of universal services
- **Solutions:** Dedicated community intervention workers; paid employment opportunities; home liaison; lodging scheme; bikes, bus passes and driving lessons

## 6. COMPETITION

- Difficult home environments and poor family history of prioritising health needs and engaging with health services and programmes
- Complementary health outreach service for family members

## 7. SEGMENTATION

- Vulnerable young people aged 16 to 19
- Repeatedly presenting at A&E
- Economically and socially deprived

## 8. METHODS MIX

- Community health intervention workers
- Employment opportunities within the Care Trust Plus
- Training and counselling
- Home liaison
- Support with accommodation, transport and start-up costs
- Collateral to promote the support services to young people