National award for West Suffolk CCG winter health campaign

NHS West Suffolk Clinical Commissioning Group, in partnership with Ipswich and East Suffolk CCG, has been awarded the accolade NHS Publicity Campaign of the Year, in recognition of its winter health campaign 2013/14. This national recognition was given by Health Business magazine at a ceremony on Thursday 4th December.

The award was given for the innovative and far reaching campaign which included a hard-hitting cinema advert showing the consequences of using A&E inappropriately. The winter campaign was executed in partnership with local health and care partners such as West Suffolk and Ipswich hospitals, Public Health Suffolk, Suffolk Community Healthcare, Healthwatch Suffolk, Community Action Suffolk and AgeUK. It included posters, leaflets and social media. An important partner was the East Anglian Daily Times, which was very supportive in the coverage it gave to the campaign.

The purpose of the winter health campaign was to encourage people to make the right health care choices over the winter months, a busy time for the NHS. Options include looking after yourself well, by having a well-stocked medicine cabinet, asking a pharmacist for help and advice, calling NHS 111 or making a GP appointment when necessary, instead of attending emergency departments.

Dr Ed Garratt, chief operating officer for NHS West Suffolk CCG said: “Good communications are vital in helping people make the right health care choice. When you are ill it can sometimes be difficult to know where to go for help and advice. Our winter health campaign aimed to inform and educate people in west Suffolk on the options available to them.

“Although the West Suffolk CCG is named as the winner of this award, the success and reach of the campaign could not have been achieved without the support and input of our healthcare partners and a local media which supports the NHS. Congratulations to the communications team for their hard work and dedication.”

You can view the emergency department cinema ad on YouTube by clicking here.

Like many people at this time of year I am looking back over the last 12 months and thinking..... where has the time gone? In fact, the last year has been an extremely busy time for everyone at the CCG, as we continued doing our very best to commission safe, quality health services for west Suffolk people. In this final newsletter of 2014 you can read of two achievements of which I am particularly proud - the completion of the new Sudbury Community Health Centre and the publication of dedicated health guides for west Suffolk towns. Neither of these could have happened without the input of the local community, our partners and CCG staff, so thank you and well done to everyone involved. I do hope you all enjoy a wonderful festive season and I wish you a very healthy and happy New Year.

Keep in touch with your comments at getinvolved@westsuffolkccg.nhs.uk

Above: Carla Pinto, Membership Officer, and Dr. Ed Garratt, Chief Operating Officer, NHS West Suffolk Clinical Commissioning Group, with the NHS Health Business Award 2014 for best NHS Publicity Campaign.
Come and see the new Sudbury Health Centre

You are invited to attend an open day at the newly completed Sudbury Community Health Centre.

After a wait of over 40 years, this new facility will deliver modern healthcare facilities to people in and around Sudbury and replace current facilities at Walnuttree Hospital, St Leonard’s Hospital, Acton Lane Clinic and the Siam GP surgery. The £10 million health centre will be fully operational from January 2015.

The open day will take place on Saturday 20th December from 10am to 2pm and will give people the opportunity to explore the building before it becomes fully operational. People will have a chance to:

• Have a guided tour of the building, including areas which will not normally be open to the public;
• View a display of all the artwork which was submitted as part of a the Sudbury Community Health Centre art competition, including the winning entries which will be on permanent display;
• Meet with members of the NHS West Suffolk Clinical Commissioning Group, the organisation which commissioned the facility;
• Talk with other representatives of the NHS, the Sudbury Locality Group, local politicians and other interested parties.

Health watchdog publishes views on future of health and social care

Peoples’ views on plans for how health and social care services might adapt to meet increasing demand and expectation, have been published in a report by the county’s health watchdog Healthwatch Suffolk.

The publication follows a series of 40 public engagement events across east and west Suffolk where the thoughts and ideas of local people were gathered on the Health and Care Review, the collective name given to two reviews, one on health and independence and the other on urgent care.

This public feedback will be used to help shape the future design of more effective joined-up health and social care services, which will enable the delivery of improved services and provide better patient outcomes. The information will also play a role in determining the future commissioning of the NHS 111, out of hours GP and community health services.

The report has been published in collaboration with Suffolk County Council, NHS West Suffolk Clinical Commissioning Group and NHS Ipswich and East Suffolk Clinical Commissioning Group (the CCGs).

Governing Body among region’s top three

West Suffolk Clinical Commissioning Group’s (CCG) Governing Body made the final three on a shortlist for the region’s governing body of the year.

The East of England NHS Leadership Recognition Awards saw the CCG’s governing body join Cambridgeshire Community Services NHS Trust and East North Hertfordshire CCG and in the shortlist, only to be pipped by the latter. Patient engagement through market stalls, the Community Engagement Group and Patient Revolution conferences were cited in West Suffolk CCG’s application, with 95% of stakeholders saying they are effectively engaged.

Dr Ed Garratt, chief operating officer of West Suffolk CCG, said: “Making the shortlist for this prestigious award recognises the hard work of our governing body and staff that has contributed to seeing the CCG described as an ‘exemplar’ for our engagement work by the Area Team. “We’re disappointed not to have won, but our good work will continue as we strive to improve further and deliver the best of health for West Suffolk.”

Don’t spread your cold

GPs in Suffolk are asking you to practice good cold etiquette this winter to help reduce the spread of unpleasant germs.

Most of us will catch a cold at some point during the winter months, leaving us with a runny nose, sneezing, sore throat and a cough. No one enjoys having a cold, which is why GPs are asking people who have a cold to take steps to avoid passing the virus to someone else.

Dr Christopher Browning said: “If you sit next to someone at work who doesn’t practice good cold etiquette, don’t be embarrassed to tell them to keep it covered. You could be saving yourself and your colleagues the unpleasantness of a cold.”
West Suffolk Community Diabetes Project Finalist at GP Practice Awards

An innovative new pilot scheme to help support diabetic patients saw West Suffolk health staff become finalists at a national awards event.

After a 22-week scheme run with four GP surgeries, the NHS West Suffolk Clinical Commissioning Group (CCG) was shortlisted for Clinical Team of the Year in both Diabetes and Long Term Conditions at this year’s General Practice Awards.

In 2013 West Suffolk CCG supported GP Practices with a high incidence of diabetes patients offering dedicated support provided by diabetic nurses through jointly run clinics. A pilot scheme engaged four surgeries in Forest Heath for 22 weeks. Each practice was appointed a Diabetic Specialist Nurse who would visit on a weekly basis to carry out a joint Diabetic Clinic with the Practice Nurse.

The pilot scheme set out to:

• Help patients to improve management of their blood glucose, blood pressure and cholesterol levels;
• Support patients in the community without the need to travel to hospital;
• Reduce the number of emergency admissions for patients with diabetes, and;
• Up skill practice nurses to improve local support for diabetic patients.

The pilot was considered a great success; the CCG is now working with West Suffolk Hospital and GPs to shape a service to support diabetes patients registered with all GP practices in West Suffolk.

The project team was delighted to be shortlisted as finalists at this year’s General Practice Awards for Clinical Team of the Year in both Diabetes and Long Term Conditions.

The West Suffolk project team was represented by practice nurses Annie Coole from Brandon Medical Practice and Linda Cawston from Wickhambrook Surgery accompanied by Helen Stephen and Denise Unsworth, diabetic specialist nurses from West Suffolk Hospital and the project manager, Martin Bate.

Denise Unsworth, Diabetic Specialist Nurse at West Suffolk Hospital, who worked alongside practice nurses during the pilot, said “We are all honoured to have been finalists and being part of an exciting productive project.”

Enjoy a healthy festive season

With Christmas closing in, a local GP is reminding people of the healthcare options available over the festive season.

Dr Christopher Browning said: “The festive season is always a busy time for NHS services and staff. This is why it is so important for people to make the right choice and choose the most appropriate place to go for treatment should they need it.

"Importantly, people should remember that the A&E department is the place to go only if you’ve had a serious accident or have a medical emergency. During this busy time we want people to consider the other healthcare options available to them. By making the right choice people will get treated more quickly and A&E staff will be able to focus on helping people with serious, life-threatening conditions.”

Making the right healthcare choice this season:

• Be prepared - have a well stocked medicine cabinet. You can see what should complete your medicine cabinet on our website by clicking here.
• NHS 111 - this is a free-to-call service which is open 24 hours a day, seven days a week, every day of the year. Trained advisors can offer urgent help and advice on the health of you and your family.
• Your local pharmacist - Your local pharmacist - can offer you help and advice on the best over-the-counter medication for your condition. See where is open over Christmas and New Year by clicking here.
• If you’ve had long term pain such as back ache, don’t wait until it’s late at night or a public holiday until you do something about it. Make an appointment with your local GP practice.
• Repeat prescriptions - remember to ensure you have enough repeat medication to last over the holidays. It normally takes 48 hours for your GP practice to process a repeat prescription.
Suffolk’s leaders secure £3.35m government funding

A major bid by Suffolk Public Sector Leaders (SPSL) for £3.35m government funding to invest in new ways of collaborative working that support communities, reduce costs and generate benefits for residents has been successful.

The SPSL group, which brings together public sector leaders including, district and borough councils and the county council, as well as members from NHS England and Suffolk Police among others, were notified by the Department of Communities and Local Government (DCLG) that it had been successful in securing the extra funding.

The Suffolk group were also given the green light to have restrictions on spending of £1.8m of their own capital receipts lifted. This will mean that funds raised by the sales of the Councils’ assets can be spent in different ways to help the transformation.

DCLG Minister Kris Hopkins announced SPSL had been successful in bidding for the Transformation Challenge Award (TCA) - a one off pot to help local authorities, with at least one partner, to transform their operation.

He said all of the bids were submitted by partnerships which set out how they would work together to eliminate duplicate services and provide more coherent support for people.

Dr Ed Garratt, Chief Operating Officer, NHS West Suffolk Clinical Commissioning Group, said: “The award of this funding will, through collective leadership and local delivery, make a positive difference to the health and wellbeing of people in Suffolk."

What you can expect:

- Seamless and quicker access to the help that people need (regardless of which agency delivers it);
- Increasingly one front door to services and advice in local areas;
- Families and communities are empowered to support themselves without the need for additional public service help;
- More homes and jobs by accelerating the delivery of major sites already allocated for development. A greater supply of age-appropriate housing types that mean people can live independently for longer and that communities are more vibrant.

Think about giving slippers as a gift this Christmas

GPs in east and west Suffolk are asking local people to think about giving a pair of slippers as a Christmas gift to an older relative, friend or neighbour.

Dr Christopher Browning said: “Christmas is the ideal opportunity to reduce the chances of an older person having a fall by giving them a good quality pair of slippers. The safest slippers are those with good quality non-slip rubber soles, are enclosed and have a fastener.”

Headlines

From the Community Engagement Group (CEG), 18 November 2014

Cancer Diagnosis rates: Rates for diagnosing people with cancers are among the best in the country.

Health guides: see page 5.

Updates from Lay Member:
Jo Finn spoke of the NHS Five Year Forward View, visited the West Suffolk Network and Disability Focus event, and spoke about the Mental Health Conversations. The latter two allowed patients to feedback to the CCG and partner organisations about services.

Health Forum: Members heard about plans to increase the membership of the 550-strong Health Forum. You can join by clicking here:

Equality Delivery System update:
NHS West Suffolk CCG has a requirement to meet its duties under the Equality Act. A report was given to members about its progress, and its plans to work with other NHS bodies and health partners to provide information for the public to score its progress.

Next meeting: Thursday 26th February in Newmarket, 10am to 12.30pm (venue TBC).
Another best in healthcare achieved by West Suffolk CCG

Newly released figures show that the NHS West Suffolk Clinical Commissioning Group continues to deliver outstanding health care services to local people.

The figures from the Office of National Statistics show that 51.4% of patients in the NHS West Suffolk Clinical Commissioning Group (WSCCG) area were able to die in their own home or care home in 2013/14. This is significantly higher than the national average of 44.7% and places West Suffolk in the top 10% of areas nationally for fulfilling patients’ end of life choices.

This new data follows the recent announcement that the WSCCG area has the best diagnosis rates in the country for stage 1 and 2 cancer.

Dr Simon Arthur, a GP in Newmarket and lead for end of life care for the CCG said: “For people approaching the end of their life, being cared for and being able to die at home or in their care home, in a familiar environment and with their loved ones nearby, is very important.

“These figures show the commitment of GPs and the West Suffolk CCG to deliver high quality, effective end of life care.

“The CCG is working in partnership with the Norfolk and Suffolk Palliative Care Academy which enables people approaching the end of their life to be cared for in the place of their choice. The care provided focusses on meeting the physical, psychological and spiritual needs of the patient as well as offering support to family members to help them cope with bereavement.”

Your one-stop-shop for health and wellbeing information

A series of guides containing comprehensive information on local health and wellbeing services is set to be published by the NHS West Suffolk Clinical Commissioning Group in partnership with local authorities.

The market towns of Mildenhall, Brandon, Newmarket and Haverhill will each have their own specially commissioned directory of services, which will help inform local people of health services available in their town.

The guides will contain information on the opening hours and what is available at health centres, GP surgeries, dentists and pharmacies, along with details about other services such as councils, libraries, and charities. Included will be information about local health clinics such as sexual health and physiotherapy and advice on where to go for help with issues such as dementia or mental health. Each guide will serve as a one-stop-shop of information for local health and care services.

Distribution of the free guides will be to GP surgeries, dental practices, pharmacies, council offices and newsagents in Mildenhall and Brandon. Distribution to Haverhill and Newmarket should be complete before Christmas with a guide for Sudbury to follow in the New Year.

People are being encouraged to collect and keep a copy of the guide for their town at home. The guides can also be downloaded by clicking here.

Dr Ed Garratt, chief operating officer, NHS West Suffolk Clinical Commissioning Group said: “Last year we published a health guide for Haverhill, which was well received with lots of positive feedback. Most people had no idea how many services are on offer. With that in mind, we partnered with the councils to put together guides for Brandon, Newmarket and Mildenhall.

“We are extremely grateful for the full support of our partners including Forest Health District Council, St Edmundsbury Borough Council and ONE Haverhill, which have all played an important role in the guides’ creation and publication.”