

Connected

Keeping you connected to health news and
developments across East Lancashire



ISSUE 1
JANUARY 2017

**Happy New Year
and welcome**
to the first edition
of our partner
and stakeholder
newsletter

Connected





Mark Youlton
Chief Officer
NHS East
Lancashire CCG

At East Lancashire Clinical Commissioning Group (CCG), one of our values is that we are always listening and always learning. Feedback from you has suggested that you'd like to receive regular news and updates from the CCG so we've produced this newsletter as a way of keeping you informed and updated about the work of the CCG, our staff and GP members.

Please let us know what you think of this newsletter and what sort of news and information you would like to receive from us, whether the format works for you, and how often you would like to receive these updates. Details about how to contact us can be found at the end of this newsletter.

Our guiding principle as a CCG is that we are working with people and communities to live happier and healthier lives. Hopefully, some of our news items in this edition convey this is exactly what we are doing. Much of what we do to achieve this goal is work undertaken in partnership with providers, partners, patients and the public. By co-designing and co-producing services with everyone who has an interest in NHS services we know that we will achieve a better result. For me, this is services that, where clinically appropriate, are delivered locally and are sustainable and effective.

I hope you enjoy reading this first edition and look forward to receiving your feedback. For those of you who I haven't had the chance to meet yet, you can find out a bit more about me later on in this newsletter. The Executive Team of the CCG and I are always keen to receive your views and feedback about services we commission so please feel free to contact any of us, or indeed, our staff.

Best wishes,

M. S. Youlton

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Integrated Neighbourhood Teams



East Lancashire CCG has a vision that puts services at the heart of patient care and ensures that care is provided closer to patients' homes if not in their homes. Our priorities are to develop services that help to avoid unplanned, unnecessary admissions to hospital, and support and promote independence to enable speedy and sustainable recovery.

By creating integrated neighbourhood teams we have begun to put in place our vision of ensuring more effective, integrated and better coordinated working between all services – primary, secondary, housing, community, social and voluntary care. This is also supported from a national perspective, where evidence suggests that coordination of care for patients with complex needs and long-term illness is currently poor, patients with a long-term condition have a lower quality of life and improved care coordination can have a significant effect on the quality of life of older frail people and people with multiple long-term conditions.

As a result of this, East Lancashire CCG piloted nine Integrated Neighbourhood Teams (INTs) which equates to one team per 30,000 – 50,000 people in East Lancashire.

The INTs' focus is on case management, joint care planning and coordinated assessments. The aim is to support patients in their own homes and communities through integrated support from a variety of professionals. Since 2015, as a result of integrated neighbourhoods, the CCG has seen a reduction in admissions to hospital, a reduction in bed days and improvements in the quality of care and quality of life for patients supported by the INT.

In particular, independence has been promoted and there has been notable improvement in patients' ability to take control and self-manage their long term and, often, multiple conditions. They have also experienced a greater sense of control and satisfaction which has reduced anxiety and increased autonomy.

Key to the success of this community services transformation has been the involvement of every profession and organisation from the start.





This included:

- the 58 GP practices in East Lancashire
- Lancashire County Council
- Lancashire Constabulary
- East Lancashire Hospitals NHS Trust
- the five Borough Councils in East Lancashire
- Lancashire Care Foundation NHS Trust
- Age UK
- GP Practice patient participation groups (PPGS) from the 58 GP practices
- the CCG Patient Partners Board

An INT Board oversee the running of this model. The Board is made up of local representatives including a GP representative, clinical coordinator, mental health representation and acute service. Each of the five localities making up East Lancashire (Pendle, Hyndburn, Ribble Valley, Burnley and Rossendale) have their own INT group which oversee delivery at neighbourhood level, and which involve patients as well as consider patient feedback and case studies.



**58 GP
practices**
in East Lancashire

Improving Cancer Care in East Lancashire

Pennine Lancashire has historically some of the worst cancer outcomes in the UK. However, the East Lancashire CCG cancer commissioning team, led by Dr Neil Smith, works collaboratively with a range of partners and organisations across the Pennine Lancashire area to improve services and outcomes. The team have successfully encouraged every clinician, including GPs, Practice Nurses and hospital staff to “**think cancer**”. It is by questioning whether a patient might possibly have cancer and then referring them for speedy assessment and diagnosis that cancer can be either ruled out, or it can be treated, having been spotted early. We know that the earlier the NHS sees and treats cancer, the better the health outcomes and long-term chances are for people.

Compassion has driven Dr Neil Smith in improving cancer services in Pennine Lancashire. Featured in Mac Voice, the magazine of Macmillan Cancer, he said:

I have seen the terrible consequences of cancer not only for patients but also the impact on their family and friends. My aim has been to improve the lives of everybody touched by cancer.

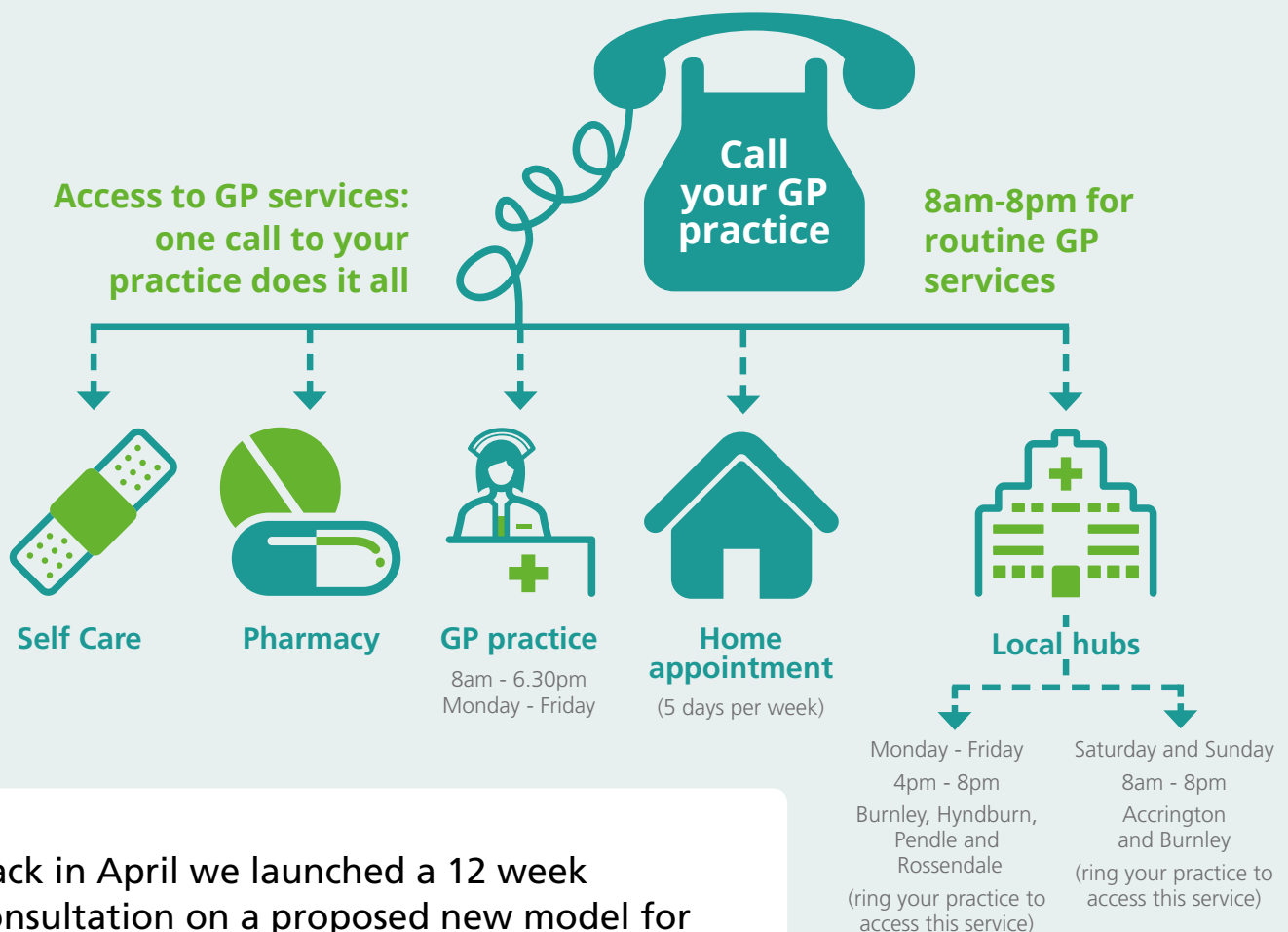
Using feedback from patients and fellow clinicians, he and the team designed a strategy to improve cancer services and established a local improvement scheme (LIS) designed to improve cancer care at every stage of the patient journey. The LIS puts patients at the heart of care pathways for suspected cancer, uses their experiences and views to drive improvement and harnesses the knowledge from patient-centred cancer reviews.

Patients have co-produced information, influenced the development of awareness campaigns including the Be Clear on Cancer campaign and improved the uptake of cancer bowel screening locally. The creation of 19 cancer information points across Pennine Lancashire in libraries, GP practices and pharmacies, in partnership with Macmillan, has ensured a better informed and more empowered public. A Move More service was developed with Macmillan supporting patients with physical activity tailored to the needs of patients, including breast cancer survivors. In addition, Dr Smith's relentless drive to better serve patients has resulted in the implementation of supported self-management and a Macmillan Recovery Package.

The voices and experiences of cancer patients, and those whose lives are touched by cancer have informed every aspect of the cancer improvement scheme. In 2015 Dr Smith was awarded the Macmillan Excellence in Innovation Award for his success in encouraging everyone in Pennine Lancashire to “Think Cancer” and the quality of life for patients.

Extending access to primary care services

Improving access to routine GP services in East Lancashire 8am-8pm



Back in April we launched a 12 week consultation on a proposed new model for primary care in East Lancashire. An online survey was supported with a distribution of 13,000 paper questionnaires and pre-paid envelopes to the 58 GP practices and patient and public interest groups. The consultation was widely promoted through the press advertisements, radio coverage, social media and face-to-face engagement.

Seven in ten respondents agree with the proposed introduction of the health hubs



We received a total of 2,129 completed questionnaires

Including over 900 comments, which we have given consideration to. The key findings were:

- There is strong agreement with all of the principles underpinning the proposed new model for primary care.
- Seven in ten respondents (70%) agree with the proposed introduction of the health hubs.
- Residents in Burnley and Rossendale were the most likely to agree with the introduction of health hubs, whilst the highest level of disagreement was from Hyndburn residents. The loss of the Walk in Centre and its replacement was the strongest reason for this level of disagreement.
- Three in four respondents (75%) agree with the overall model of extended primary care.

Thank you to everyone who contributed and fed back their views on this consultation. Ongoing patient and public engagement is very important to us and helps ensure that the approach we take is the right one when redesigning our services. Please visit our website to view the **full findings**. The CCG is now working with primary care colleagues, including GP Federations, to develop the model using the feedback we received to guide the service model. In fact, our plan has been for patient representatives and clinicians to review the comments from the consultation in each locality and to identify themes from those comments that can be used to guide how we develop the service. So far this has happened in Hyndburn, Rossendale and Burnley. In addition, we held a feedback event in Hyndburn in October, and we also met with approximately 100 students at Accrington and Rossendale College to share the proposals and involve them in our plans.



Managing pain in your joints

A significant number of people suffer from lower back pain, which places a considerable demand on NHS services. The management of lower back pain represents one of the greatest challenges to the health service. East Lancashire and Blackburn with Darwen Clinical Commissioning Groups (CCGs) are focussed on commissioning the most effective, evidence-based health care possible. Using the latest evidence we have developed a policy for the management of lower back pain, particularly around spinal, facet and epidural injections. For further details go to:

eastlancscg.nhs.uk/get-involved/current-engagement/policy-for-managing-joint-pain

In April we launched our #healthyeastlancs photo competition, asking people to send in photos of what health and wellbeing means to them. We would like to thank everyone who took part in our competition and we have now selected the winning photos which will feature in our 2017 calendar. The winning photos were sent in by:

- Access Ability
- The Raft Foundation
- Penny Heys (member of the public)
- Michelle Pilling (Lay Member Patient and Public Involvement, and Deputy Chair at East Lancashire CCG)
- Helena Kean (Lighthouse Tai Chi)
- Sarah Clay (member of the public)
- Cancer Research North West Roadshow Team
- Vanessa Morris (Infection Prevention & Control Lead Nurse at East Lancashire CCG)

#HealthyEastLancs Photo Competition



GP practices named finalists in major health awards



We were delighted to learn that East Lancashire primary care was well represented at the Royal College of GPs (RCGP) North West awards in October and that Dr David Webborn, Pendle View Medical Practice received the RCGP Long Service Award for contribution to general practice. Equally impressive was the award to Louise Wright, Pendle View Medical Practice for RCGP North West Practice Manager of the Year Award. Dr Jha, Colne Family Practice won the GP of the Year award for the North West. Special mention goes to Colne Family Practice and Dr Bhatt for achieving the RCGP Quality Practice Award. East Lancashire is one of the few areas with so many practices having achieved this prestigious award and this is testament to the hard work of GP colleagues and their practice teams.

East Lancashire was also firmly placed on the national map with Dr Rahul Thakur and team being shortlisted for the General Practice magazine Clinical Team of the Year for their work with colleagues to develop diabetes services in primary care. In addition, Nigat Sultana was shortlisted for the Practice Manager of the Year and Lisa Murray and team (Over 75s Nurses, Hyndburn) were shortlisted for Nursing Team of the Year. Well done!

Dr Neil Smith, Macmillan Cancer GP for East Lancashire and Blackburn with Darwen CCGs won the “**Living the Values**” award for his work in improving cancer care.

In further news, Dr Rakesh Sharma and his team were shortlisted in the North West Leadership Academy Awards for Outstanding Clinical Team Achievement for their work with colleagues in developing and improving access to the Lancashire women’s centre and to psychological therapies.

We’re extremely pleased that our clinical colleagues are receiving this external and prestigious recognition for the work they do. Receiving awards will not distract us from our focus on improving patient care, but supporting clinical colleagues and using commissioning to improve services is very important to us.

Read the [full news story](#) on our website.



New Diabetes Model

Over the last 18 months East Lancashire CCG has been working with East Lancashire Hospitals NHS Trust to improve diabetes services in the area.

We want to support patients in primary care through a single point of access and a diabetes hub. This will free up hospital specialists to focus on those whose diabetes requires specialist input. The aim is to improve the management of diabetes within primary care (GP services) so that patients can be seen in a timely fashion by the best trained clinician who has the right skills to meet their needs without it being necessary to visit an outpatient hospital clinic.

A new enhanced primary care diabetes service will mean that there is more equitable care for the diabetic patients of East Lancashire who will be able to receive the right care closer to home. The service will also enable secondary care to focus on more complex individuals. The new diabetes model relies more on integrated working across primary and secondary care. There will be a central hub that acts as a single point of access for patients. The hub, which is led by diabetes specialists, will ensure that individuals are seen in the most suitable setting. For the majority of patients this will mean that they can receive their care closer to home; via their GP practice. However, if deemed necessary, they will still have access to the hospital services.

Ultimately, by optimising the management of diabetes in primary care and empowering patients to manage their condition effectively, we should be able to reduce the complications that arise as a result of poorly managed diabetes. Not only will this prevent avoidable use of secondary care resources but, more importantly, will improve the quality of life for our diabetic patients.

We have been undertaking a lot of patient engagement to improve diabetes care. Over the summer we held an engagement event in partnership with Diabetes UK at Burnley Football Club where we shared our proposals and received broadly positive feedback. In addition, we attended the North West Diabetes Group in Colne and the Ribble Valley Diabetic Group which includes patients from Blackburn and Hyndburn. As a result of these events we are establishing closer working relationships with the diabetic community on a more regular basis.

The CCG is also organising a diabetes patient reference group to help us on our journey to continue to improve diabetes services and care, and we are looking for members to join this group. If you are interested please contact us via communications.eastlancscg@nhs.net

Together A Healthier Future



We are part of a programme to transform health and social care in Pennine Lancashire. This is called the Pennine Lancashire Transformation Programme. It is part of something called the Sustainability and Transformation Programme (STP). The aim of this programme is to improve care in a range of work streams, and with a focus on particular groups.

The workstreams are prevention, localities, care sector, urgent care, acute and specialist care, mental health, learning disabilities and Children and Adolescent Mental Health Services (CAMHS). As part of our priorities, the programme will look at improving the health of children, people with respiratory problems like Chronic Obstructive Pulmonary Disease (COPD) and those with other health problems including cardiovascular, frailty, mental health and cancer.

Working together to achieve this is East Lancashire CCG, Blackburn with Darwen CCG, East Lancashire Hospitals Trust, Blackburn with Darwen Council, Lancashire County Council and Lancashire Care NHS Foundation Trust. The Programme Office is headed up by a Strategic Director of Health and Care for the Transformation Programme, who is based at Walshaw House, Nelson, along with a growing team to support this important agenda.

The programme has agreed a case for change and has begun to engage with staff, patients and the public about this. The case for change tells the story of Pennine Lancashire and sets out the unique challenges we face in the area. It also articulates our vision for the future including how we can achieve financial sustainability and what people can expect in terms of health, care and wellbeing.

All the organisations above have signed up to working together to deliver this transformational change and, increasingly over the coming weeks and months, we will see the transformation programme picking up a pace and seeking your involvement to varying degrees. If we get this right, we will transform not just services, but people's health and lives for the better.



NHS campaign launches in Lancashire urging people to stay well this winter

A national campaign to help people in East Lancashire and Blackburn with Darwen prepare for winter weather has been launched by NHS England and Public Health England. The message is to 'Stay Well This Winter' and to encourage people most at risk from cold weather, including those with long-term health conditions and the over 65s, to prepare for the lower temperatures.

Around 25,000 more people die over the course of each winter compared to other times of the year and there are a range of conditions worsened by the cold weather - 80 per cent of these deaths are accounted for by people with circulatory diseases (such as heart disease, lung illnesses and stroke), dementia and respiratory diseases (such as asthma).

Exposure to cold indoor or outdoor temperatures increases blood pressure, which then increases the risk of heart failure, kidney disease, stroke or dementia. Cold temperatures can also make blood more likely to clot, which can lead to heart attacks and stroke. In addition, cold air can affect

the respiratory system, which reduces the lungs' ability to fight off infection, explaining why lower temperatures are linked with bronchitis and pneumonia.

Colder weather is not only associated with an increase in deaths but also has a significant impact on the number of people becoming ill, increasing the winter pressures felt by the health care services. Research shows that for every one degree centigrade drop below five degrees in outdoor average temperatures, there is more than a 10% increase in older people consulting their GP for breathing problems, a 0.8% increase in emergency hospital admissions and a 3.4% increase in deaths.

The campaign messages, which you will see and hear over TV, radio and social media, urge people to be ready for the colder season and to seek immediate advice and help from a pharmacist as soon as they feel unwell, before their condition gets more serious.

Professor Keith Willett, Medical Director for Acute Care at NHS England said:

The NHS is here to help but there are important things we can all do to take care of ourselves during the winter months. It is vital that the most vulnerable people take preventative steps to keep healthy and stay well. We have a high number of A&E attendances over this time that is due to issues which could have been avoided had people sought advice at the first sign of illness.

We are urging people to take practical steps such as to wrap up warm before the temperature dial hits freezing. Research shows even at above freezing temperatures, for every one degree centigrade drop below five degrees, there is a resulting increase in older people consulting their GP for breathing problems, as well as an increase in deaths.

Experts are also advising people to heat their homes to at least 18°C (65°F) and to look out for those at increased risk of illness over the winter months. Cold and damp homes can contribute to poor mental health and social isolation, which are also key factors in increased winter deaths and disease. One study showed that residents of the 25% coldest homes have around a 20% greater risk of dying during the winter months than those in the warmest homes.

Professor Paul Cosford, Director for Health Protection and Medical Director at Public Health England said:

Throughout the cold weather, looking out for yourself and others is essential to keeping healthy. With winter on the way, now is a good time to make sure you, and those you know who may be particularly at risk from the cold, are as prepared as possible. If you qualify for the free flu jab, get it now. Also remember that eating a healthy, balanced diet and staying physically active can keep you healthy.

There are a variety of ways you can apply for help to keep your house warm, such as Winter Fuel Payments, Warm Home Discounts and Cold Weather Payments. If you meet the criteria, register for priority service with your energy and water suppliers.

Try to maintain indoor temperatures to at least 18°C (65°F), particularly if you find it hard to get around, have a long-term illness or are 65 or over. You may prefer your living room to be slightly warmer. Make sure your gas, solid fuel and oil burning appliances are serviced by a registered engineer so that they are working effectively and safely before the winter sets in. If we all look out for each other this winter we can really make a difference.

Meteorologist and weather presenter Lucy Verasamy is also supporting the campaign. Lucy said:

Cold weather narrows the blood vessels. This is why we see an increase in things like heart attacks over winter months. There are also other practical dangers when the weather gets cold such as icy pavements, which lead to an increase in slips and falls, particularly amongst the elderly. I'm supporting the Stay Well This Winter campaign because I really believe in raising awareness of the small steps we can take to look after ourselves and others when the mercury drops.

**STAY WELL
THIS WINTER**

'More than you think' campaign launched



East Lancashire and Blackburn with Darwen CCGs have launched the 'More than you think' campaign to remind people of the services available to help stay well this winter and avoid unnecessary trips to A&E or urgent care.

Unfortunately, more people are attending urgent care services when it is unnecessary and they could be better treated elsewhere. The campaign which will run throughout the winter period as this is traditionally the busiest time of the year for the NHS, focuses on self-care, GP services, pharmacy and 111.

The campaign will feature throughout Blackburn with Darwen and the East Lancashire boroughs at bus shelters, GP practices, hospitals and other health settings as well as through social media channels.



Dr David White, Clinical Lead for Urgent Care at NHS East Lancashire CCG, said:

The demand on our emergency departments is increasing putting added pressure on the service. This means it is essential that everyone thinks carefully about which is the right NHS service for them. There are often better alternatives than sitting in urgent care for hours on end which can help people get the right treatment more easily and quicker.

We obviously aren't telling people who are in need of urgent medical attention not to attend our emergency departments but ask people to consider whether they actually need to go or could be seen and treated elsewhere.

Pharmacists, the NHS 111 service and the NHS Choices website are all excellent alternatives that people can contact should they need any advice on things such as coughs, colds, vomiting and minor ailments. Pharmacists are experts in medicine and can offer expert help with common complaints and advise when symptoms are more serious that a GP visit may be necessary.

Meet Mark Youlton Accountable Officer



Mark Youlton is our Accountable Officer. Prior to being appointed as the Accountable Officer, Mark was the Chief Financial Officer for the CCG. Mark has been a Qualified Accountant for over 30 years with NHS experience across secondary and primary care organisations.

Here Mark gives us an insight into his priorities and focus...

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Since my appointment as Chief Officer of the CCG in April 2016, I have been thinking about the role of the CCG in improving health services and improving the health of residents. Our role is to help people live healthier and happier lives. If we get the commissioning of health services right, people will not only be healthier, but happier as a result. Of course it can work the other way too – if you are happy or happier – there is some evidence to suggest that you will be healthier too.

There are three very clear ways that we can achieve the goal of healthier and happier residents. The first is to listen to and involve the public, seeking to understand their lives and their experiences of health services. At the same time, we need to listen to our member GPs, their teams, the wider clinical community and other partner organisations including local government and the voluntary sector. They are at the front line delivering care and treatment to patients. They know what works and what doesn't. Finally, we need to use best practice – the best evidence of what treatments and services work.

If we get these three things right we can lock in high quality, sustainable care that we are proud of, and patients value, enabling them to live healthier, happier lives.

Join our Patient Partners membership



Patient testimony, experience and wider public feedback and comment are critical to effectively commissioning (planning and buying) the right local services. At East Lancashire CCG we place great emphasis on building relationships with our local community in our day to day work, and to be most effective we recognise we need to reach and hear from as wide range of people from across East Lancashire as possible. You can connect with us by becoming a Patient Partner.

This is an exciting new way to have your say and influence decision-making on a whole range of health services that are important to people in East Lancashire. Patient Partners is an involvement scheme for people who are interested in sharing their views and experiences to help to develop and improve services locally. You can join Patient Partners by filling in the online form (see link below). The main benefit of being a member is that you will receive personal invitations to get involved, tailored to your interests, so you get to hear about things that matter to you.

To sign up go
tinyurl.com/eastlancscg-membership-form

If you would like more information, please call **01282 644627**.

Patient Participation Group (PPG) Workshop

25 January 2017

12pm to 3.30pm

Walshaw House

Nelson
BB9 8AS

Upcoming Events

We're holding a PPG workshop on Wednesday 25 January which will enable participants to grow their Patient Participation Groups and learn about practical ways to make stronger the relationship between patients and their practices, which is critical to the provision of modern, high quality general practice.

On the day, participants will learn about simple, practical ways to grow their PPGs, ensure that the practice populations' perspectives and priorities contribute to the continuous improvement of services and help to effectively target the use of scarce resources. In addition, PPGs will hear from an expert on digital media, a CQC Inspector, patients and also share their experiences.

Book your free place via Eventbrite:
eventbrite.co.uk/e/patient-participation-group-workshop-25th-january-2017-tickets-29413146513

We hope you've enjoyed reading the first edition of Connected. This is your newsletter and we value your input so if you'd like to see any specific topics covered in future editions, please email communications.eastlancscg@nhs.net. Similarly, if you have any better names for your newsletter than 'Connected', we'd love to hear your suggestions. Send them to the same email address before 16 January 2017.

If you have colleagues who would like to receive this newsletter, please send their details (including their name, job title, organisation, email address and telephone number) across to us at the email address above.

**What do
you think?**



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