

# North & South Norfolk Joint PPG Conference June 14<sup>th</sup> 2018



*“Patient participation is a unique partnership between patients, GPs and their practice which is essential to and results in high quality and responsive care.”*

**The National Association of Patient Participation (NAPP)**



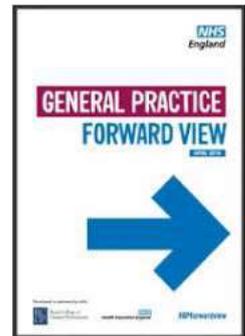
good quality primary care services, and that PPGs and the CQC can work together to shape the guidance used by the inspection teams. PPGs can also contact CQC at any time to highlight examples of good practice at their practices as well as concerns. PPGs were urged to make sure they are part of the CQC Inspection at their practices.

Full details of the conference, including videos of the speakers and conference reports are available on the NAPP website: <https://www.napp.org.uk/conference.html>

### ➤ **Primary Care Update**

Sally Ross-Benham, Head of Primary Care Commissioning at North and South Norfolk CCGs, updated the conference on developments in primary care, particularly around the General Practice Five Year Forward View. This aims to support practices to develop services in key areas, including improving access to primary care services, developing the workforce, reviewing estates and premises, and increasing collaborative working/working at scale. There is more information on the GP Five Year Forward View on the NHS England website:

<https://www.england.nhs.uk/gp/gpfv/>



The pressures on primary care locally were discussed, especially the high demand for appointments. Both North and South Norfolk are very rural areas, with a higher than national average level of older people, many of whom are living with at least one long term condition. Local practices are working with the CCGs on the following initiatives:

- ❖ Social prescribing to help people access non-medical options
- ❖ Training receptionists in proactive signposting to direct patients to other services
- ❖ Integrated working to reduce the barriers between services
- ❖ Improving access to offer more appointments and online options
- ❖ Helping practices to develop ways of working together more effectively
- ❖ Self-care guidance and support for patients and carers

### ➤ **Active Signposting**

Mandy Wegg, Primary Care Development & Engagement Senior Manager, described the work in north and South Norfolk CCGs to work with GP receptionists to develop their signposting skills. Receptionists are made aware of available services using a variety of information sources. They ask patients the reason for their call to enable receptionists to direct them to the most appropriate clinician or service. For the patients they are able to help this usually means they are seen sooner, and it frees up GP time as well.

A series of signposting training events in North Norfolk has allowed receptionists to share experiences and build confidence as a wider team across the area. In South Norfolk, practices are benefitting from education packages that are delivered within the practices.

Resources were developed to help patients understand why they were being asked questions by the receptionist.



The CCGs continue to make sure the general practice team is as integrated as possible:

- ✓ **Enhanced Summary Care Records** – patients who have ‘opted-in’ can have their records accessed across a range of providers, to include details such as date of birth and address, details of allergies, current prescriptions and bad reactions to medicines.
- ✓ **Integrated teams** – where teams of staff from across health and social care, and sometimes from voluntary sector organisations as well are co-located or have shared access to patient and service user records.
- ✓ **Multidisciplinary team meetings within practices** – practices host meetings of staff from a wide range of agencies to discuss individual patients in detail and plan holistic care and support.
- ✓ **Development of hubs** – groups of practices working together to enhance the multidisciplinary, integrated working mentioned above.

The CCGs also continue to work towards improving access for patients to primary care through extended appointment times and new ways of accessing primary care. There will be routine and on the day appointments outside of core primary care hours (currently weekdays 08:00-18:30) available to all patients in North and South Norfolk by 1st September 2018. Each area will be developing pilots to fit the local population needs, based on stakeholder feedback.

Cal Deane, Primary Care Lead with North and South Norfolk CCGs, explained the ways practices in each CCG are working together:

North Norfolk Primary Care (NNPC)	4 South Norfolk (4SN)
<p>All 19 practices have come together to form North Norfolk Primary Care Ltd (NNPC), a provider organisation to support and further the primary care agenda in North Norfolk by acting as a single provider voice for the 19 practices.</p> <p>Progressing working at scale and transformation of primary care, including identifying opportunities to encourage collaborative working across practices, promote working with other providers, improve primary care resilience and to provide additional services within the local community.</p>	<p>The four CCG localities have come together to transform local services for their patients, with the following objectives:</p> <ul style="list-style-type: none"><li>• To provide a united voice of primary care for South Norfolk to influence clinical pathways and contribute to the Norfolk and Waveney STP;</li><li>• Sharing information from Practice level;</li><li>• Reflecting the four localities of South Norfolk, who all have different needs;</li><li>• Be able to respond to national directives, if and when they arise;</li><li>• Point of liaison with key local providers and the CCG.</li></ul>

### ➤ **Social Prescribing**

Chris Jones, Commissioning Manager in the integrated health and social care team at South Norfolk CCG presented the work currently underway across Norfolk to implement a social prescribing service. Delegates heard how social prescribing is a means of enabling GPs, nurses and other primary care professionals to refer people to a range of local, non-clinical services. It seeks to address people's needs in a holistic way, and aims to support individuals to take greater control of their own health.

Social prescribing schemes can involve a variety of activities which are typically provided by voluntary and community sector organisations, e.g. volunteering, arts activities, group learning, gardening, befriending, cookery, healthy eating advice and a range of sports. There are many different models for social prescribing, but most involve a link worker or navigator who works with people to access local sources of support.

More details about the social prescribing models that will be operating in the localities on North and South Norfolk CCG areas is available in the presentation on the CCG websites:

[www.northnorfolkccg.nhs.uk/patient-participation-groups-ppgs](http://www.northnorfolkccg.nhs.uk/patient-participation-groups-ppgs)

[www.southnorfolkccg.nhs.uk/patient-participation-groups/patient-participation-event-june-14th-2018](http://www.southnorfolkccg.nhs.uk/patient-participation-groups/patient-participation-event-june-14th-2018)

### ➤ **Self-care**

Dr Julie Glenn, NHS South Norfolk CCG Governing Body member and GP at Wymondham Medical Centre, spoke about the importance of patients embracing self-care to prevent ill health, manage a range of short-term minor illnesses, and choose the right health care services when they need advice.

North and South Norfolk CCGs collaborated with colleagues across the county to develop a range of self-care resources, and would like input from PPGs in refreshing the key messages and getting the information out to communities.

Self-Care Week takes place on 12-18 November 2018, with the focus this year on 'Choose Self Care for Life'. <http://www.selfcareforum.org/>

### ➤ Winter pressures

Rebecca Champion, Communications and Engagement Senior Manager for NHS North Norfolk CCG and Sarah Bird, Primary Care Development & Engagement Senior Manager, discussed the impact of additional demand on health services caused by winter.

The national and local media focuses on the demand across health services during the winter, particularly at local hospitals, but this demand is also seen in Primary Care. The most recent winter was challenging, and additional pressure was added by snow which cause problems for people accessing health services. Many rural communities and towns helped in the adverse weather to support their local Practices.

The messages to patients are to ensure they get flu jabs, stock up on medicines at home, and plan ahead for prescriptions – these apply all year round, but are even more important during winter.



## Question and answer session:

The following questions and answers were recorded during the event:

**Question:** Is there a role in schools and higher education to educate young people about the responsible use of healthcare as a long term strategy?

**Answer:** Schools have had to cut back on some activities but there are some examples of good practice that we could use to educate young people.

**Question:** Who collates the information that the signposting is based on? Who finds out what is available out there? It seems there is often a lot of duplication.

**Answer:** Norfolk County Council have invested in the Norfolk Directory which is linked to the signposting project and for use by community connectors etc. However there are often more local and hyper local opportunities that will need to be mapped as part of the social prescribing project.

We intend to analyse which services are being used and to do a gap analysis to see what unmet need there is. There is some short-term social investment seed funding available to kick-start activities if we can prove there is unmet demand.

**Question:** I am interested in what is available for addicts and alcoholics? There are minimal services in place to support recovery but there are about 20-30 Alcoholics Anonymous (AA) meetings happening every week. Do practices know about what is available in the voluntary sector to support this?

**Answer:** The provider of the Norfolk Drug and Alcohol Services changed recently to Change Grow Live and is funded by Public Health. We recognise the challenges you are describing. This is often made worse by being a hidden problem so that it is difficult to understand the severity of the problem.

**Question:** How is the performance of the CCG measured, and by whom?

**Answer:** CCGs are given regular assessment by NHS England, who provide an annual assessment – both North Norfolk and South Norfolk CCG's are currently rated as 'Good'.

NHS England use a 'Red / Amber / Green' monitoring system across key areas of performance, such as patients accessing treatment and services and finances.

The CCGs also have a Lay Member for Patient and Public Involvement on their Governing Body, who is responsible for ensuring patients and the public are involved and informed of all elements of what the CCG does.

**Question:** Lots of this work rests on two assumptions – one, that people want to be responsible for their own care – many just want to be listened to by their doctor; two, that everyone is online and uses social media, when in fact many people aren't digitally connected or are actively leaving social media.

**Answer:** We agree that we need to develop a range of information and the necessary relationships with all patients at a Practice, and recognise that many patients value their relationship with their doctor.

Education is a key factor – everyone needs to understand how the health system works. We must work more closely with schools to share learning and ideas.

**Question:** In regards to mental health and reception teams using active signposting, there is a concern that some people may find it hard to express what they are feeling to receptionists or nurses. How will this work?

**Answer:** Reception teams using active signposting have been trained to support people with mental health needs – to articulate what support they need and access the most appropriate

professional. Practices will continue to work with Norfolk and Suffolk Foundation NHS Trust to ensure links to most appropriate mental health services are available locally.

**Question:** What is happening with the Admiral Nurse Service? Can services like this move to longer term investment rather than short term rounds of funding?

**Answer:** The service is now running in North and South, and is funded currently until November 2019. An independent evaluation will be provided before this date.

**Question:** Do we think events like this are making a difference?

**Answer:** Stakeholders / PPGs give feedback that it is insightful and an opportunity to exchange ideas. A Practice Manager feeds back that the event is useful to network with groups outside of their own Practice, and understand the wider views and needs within the health system locally.

**Question:** Do you use the EDP and the Evening News to spread health messages?

**Answer:** Yes we are in regular contact with them and we also use social media and local parish level newsletters.

**Question:** How do you deal with large chemists offering flu jabs at the same time as the GPs?

**Answer:** Just like the GP practices, the private pharmacies will also have staggered deliveries and high demand so they will be in the same boat as GPs. This is about patient choice – pharmacies give patients another option for where they can access the flu jab.

**Question:** Positive media is needed and responsible reporting to give a balanced view of health services.

**Answer:** This is a very good point and echoes the communications work of the CCGs who are always trying to have a sensible dialogue with the media. There is a huge impact on staff and patients when there are negative headlines and coverage.

**Question:** Will the NHS stop using the term ‘winter pressures’? If the pressure are being felt all year round then you are undermining your own messages?

**Answer:** You are right – the language we use is important. PPGs can help us find the right language and messages to take out to our local populations.

## Open feedback session

Following a break the delegates took part in an open feedback session and the following ideas and comments were gathered:

All attendees at the Joint PPG Conference had the opportunity to give feedback on four key areas where PPGs work with their Practice:

- ❖ Community Resiliency
- ❖ Communication
- ❖ Supporting Primary Care
- ❖ Self-Care

### ❖ **Community Resiliency**

Use the 'Nextdoor' website and app to connect rural communities and villages -

[https://nextdoor.com/about\\_us/](https://nextdoor.com/about_us/)

Information and support for Community Transport schemes – e.g. Aylsham and District Care Trust provides volunteer-led minibus transport for shopping trips, social outings, lunch clubs (with wheelchair accessibility), and also provide own vehicle transport to medical appointments.

Encourage community groups and neighbourhood awareness

Hold open meetings at Practices on topics which are patient-led – four times per year?

### ❖ **Communication**

Practice websites – need to be effective, easy to use and reliable, cheap to maintain and update, quick to react and targeted to age and health conditions of patient population

Use Practice PIP screens more effectively

Develop emails / newsletters / bulletins

Utilise local radio / newspapers / church and other local publications

Link with local schools and education service – develop programmes, information and project linked to curriculum

Target communications to different age groups:

- Young people – social media
- Old people – telephone, one-to-one conversations
- Working age adults – text messages

Use pre-existing community networks to spread messages quickly – e.g. Women's Institute, mother and toddler groups, Sure Start centres, luncheon clubs, care groups, good neighbour schemes

Aesop – Arts Enterprise with a Social Purpose: 'Dance for Health' falls prevention activity project with older people, also prevents isolation and loneliness - <http://www.ae-sop.org/>

Connect care providers, charities and community groups to work together to optimise access to resources and work in collaboration

CCG supports the coordination of key health messages to go out to all Practices to use on their websites / social media

Set up a PPG network to allow communicate on a regional basis – set standard lines of communications between PPGs that have different communication skills and mechanisms?

Establish links between Practices / PPGs and Parish Councils – share communication networks, access councillor funding?

Work with media to put out positive messages

### ❖ **Supporting Practices and Primary Care**

'Did not attend' (DNAs) and missed appointments

- Remind patients when booking appointments to inform Practice if they can't make it or need it cancelled
- Text reminders – emphasise importance of informing Practices
- Publish DNAs data in Practices

Volunteers at Practices – e.g. medicine delivery, helping patients access online services via Practice website

Develop the mix of skills or staff working at Practices

Information overload – often too much posters / information in waiting rooms?

Offer drop-in for general health information, without the need for appointments

More information on Self Care and managing medicine cabinet at home

Clear information on what services are provided at a Practice (without NHS jargon!)

### ❖ **Self-Care**

Practice needs to be aware of meetings of community and voluntary groups taking place locally, and actively signpost patients towards them

CCG needs to help Practices in promoting preventative health care at a population level – use personal examples or stories to deliver messages, GPs / Practice staff who have made personal health interventions that have helped them?

Work with Early Help Hubs and put emphasis on making earlier health interventions

Encourage self-care amongst staff and methods of supporting this within a Practice

Deliver self-care message in schools – understand the health needs of local schools and work on positive health interventions

PPGs given self-care messages and resources to target their local community

## Event evaluation

38 evaluation forms were completed giving feedback on the event. The vast majority of the feedback was positive. The community-run venue and the refreshments provided by volunteers were given universal approval.

### What did delegates like or find useful?

- ☺ Hearing the views of other PPGs
- ☺ Networking with people from different backgrounds and places
- ☺ Hearing about self-care messages
- ☺ Primary care and patients working together for the benefit of the NHS

### Positive comments:

“I have been inspired to ask more at my PPG”

“As a new member of a PPG I found the sessions particularly useful”

“The stalls were very informative”

“Meeting professionals as well as PPG members”

“Despite the political and financial pressures, at the grassroots level difficult decisions are being made to provide a good service”

“PPGs are seen as valuable to the NHS”

“Very useful meeting”

### What did delegates not like or find less useful?

- ☹ Not enough discussion time
- ☹ There was information overload
- ☹ The presentations were too long
- ☹ There was not enough focus on PPGs
- ☹ There was too much jargon
- ☹ It would have been better to have question and answer sessions after each presentation

### What other suggestions and ideas were there?

- 💬 Guidance for PPGs on what their role is, what they do, how to run a group, where they can access training
- 💬 Promote resources that PPGs can use
- 💬 Develop some website content about PPGs for practices to use
- 💬 Try and attract younger people to the conference next time
- 💬 Send out presentations in advance
- 💬 What is the future for PPGs?
- 💬 It is important that PPGs interact with each other

**What we will do as a result of your feedback about the event:**

- ✓ Use the feedback given to help with the planning around winter and year-round resiliency
- ✓ Host a meeting later in the year that focuses only on PPGs learning from each other
- ✓ Map and develop some resources for PPGs and practices to use, including some website text
- ✓ Work with PPGs to update and re-issue *The Guide to Setting Up a PPG* developed by NHS Norfolk in 2008
- ✓ Make sure any future events have more focus on PPGs and encourage the participation of young people

# Appendix 1

## Market Place Exhibitors

The following local voluntary and community organisations attended the conference with displays:

<b>Aylsham Care Trust</b>	<a href="http://www.aylshamcaretrust.co.uk">www.aylshamcaretrust.co.uk</a> <a href="mailto:janice@aylshamcaretrust.com">janice@aylshamcaretrust.com</a>
<b>Healthwatch Norfolk</b>	<a href="http://www.healthwatchnorfolk.co.uk">www.healthwatchnorfolk.co.uk</a> <a href="mailto:enquiries@healthwatchnorfolk.co.uk">enquiries@healthwatchnorfolk.co.uk</a>
<b>Macmillan Cancer Support</b>	<a href="http://www.macmillan.org.uk">www.macmillan.org.uk</a> <a href="mailto:SMacleay@macmillan.org.uk">SMacleay@macmillan.org.uk</a>
<b>Norfolk Carers Matter</b>	<a href="http://www.carersmatternorfolk.org.uk">www.carersmatternorfolk.org.uk</a> <a href="mailto:info@carersmatternorfolk.org.uk">info@carersmatternorfolk.org.uk</a>
<b>North Norfolk Community Transport</b>	<a href="http://www.nnct.org.uk">www.nnct.org.uk</a> <a href="mailto:Claire@nnct.org.uk">Claire@nnct.org.uk</a>
<b>Voluntary Norfolk Health Volunteers</b>	<a href="http://www.voluntarynorfolk.org.uk/services/health-social-care-services/health-volunteers">www.voluntarynorfolk.org.uk/services/health-social-care-services/health-volunteers</a> <a href="mailto:kevin.vaughan@voluntarynorfolk.org.uk">kevin.vaughan@voluntarynorfolk.org.uk</a>
<b>Young Carers Trust</b>	<a href="http://www.carerstrustcpn.org">www.carerstrustcpn.org</a> <a href="mailto:hello@carerstrustcpn.org">hello@carerstrustcpn.org</a>

The following organisations sent information:

<b>Alzheimers Society</b>	<a href="http://www.alzheimers.org.uk">www.alzheimers.org.uk</a> <a href="mailto:norfolk@alzheimers.org.uk">norfolk@alzheimers.org.uk</a>
<b>North Norfolk Diabetes UK</b>	<a href="http://www.north-norfolk.diabetesukgroup.org">www.north-norfolk.diabetesukgroup.org</a> <a href="mailto:diabetes.uk@hotmail.co.uk">diabetes.uk@hotmail.co.uk</a>

## **Appendix 2**

### **List of Organisations Represented**

1. Acle Medical Practice PPG
2. Attleborough PPG
3. Aylsham Market Surgery PPG
4. Blofield Surgery PPG
5. Fakenham Medical Practice PPG
6. Hethersett PPG
7. Loddon PPG
8. Long Stratton Surgery
9. Long Stratton & Newton Flotman PPG
10. Ludham and Stalham Green Surgeries
11. Mattishall PRG
12. Millgates Surgery Poringland PPG
13. North Elmham PPG
14. Old Mill Surgery Poringland PPG
15. Paston PPG
16. Paston Surgery, North Walsham
17. Pulham St Mary Surgery PPG
18. School Lane Surgery PRG, Thetford
19. School Lane Surgery, Thetford
20. Sheringham Medical Practice PPG
21. Shipdham PPG
22. Stalham Staithe Surgery
23. Theatre Royal Surgery, Dereham
24. Wells Health Centre PPG
25. Wymondham PPG