

HAMPSHIRE COUNTY COUNCIL**Report**

Committee:	Health Overview and Scrutiny Committee
Date of Meeting:	25 March 2014
Report Title:	Inquiries Received and Action Taken
Reference:	5736
Report From:	Director of Policy & Governance

Contact name: Katie Benton, Scrutiny Officer

Tel: 01962 847336

E-mail: katie.benton@hants.gov.uk

1. **Summary and Purpose**

- 1.1. This report provides Members with information about the issues brought to the attention of the Committee and the response to these referrals. It sets out the inquiries received, the source of this inquiry and any action taken. Where appropriate comments have been included and copies of briefings or other information attached.
- 1.2. The approach adopted provides the route through Local HealthWatch and other partner organisations (Hampshire district councils, NHS organisations, voluntary and independent sector providers and organisations that are representative of social care service users and carers) can raise issues with the Committee.
- 1.3. Where inquiries raised with the Committee are already subject to monitoring or other performance management activities the action taken will be focused on the local resolution of inquiries through appropriate sign-posting to the agency best placed to respond.
- 1.4. Where an issue cannot be satisfactorily resolved between the parties concerned then the Committee can consider options for further action.
- 1.5. New issues raised with the Committee, and those that are subject to on-going reporting are set out in Table One of this report.
- 1.6. The recommendations included in this report support the Corporate Strategy aim of maximising wellbeing through the overview and scrutiny of health services in the Hampshire County Council area.

Table One: Inquiries Received and Action Taken

Topic/ inquiry	Source	Action Taken	Comment
<p>'Choose Well' / Access to Appropriate Healthcare services</p>	<p>Original inquiry following Committee's scrutiny of winter resilience at acute trusts in Hampshire, requested to investigate how commissioners are engaging with the public to 'choose well'.</p>	<p>Letter sent to NHS England (Wessex) and Hampshire 5 CCGs following recommendation but Committee.</p> <p>Response to queries raised is attached as Appendix 1 (Hampshire 5 CCGs page 5) and Appendix 2 (NHS England, page 8).</p>	
<p>Recommendations:</p> <p>That Members:</p> <ol style="list-style-type: none"> 1. Confirm if they require any further information in relation to this topic. 2. Agree any next steps in relation to engaging the public on access to appropriate healthcare services.. 			

CORPORATE OR LEGAL INFORMATION:

Links to the Corporate Strategy

Hampshire safer and more secure for all:	yes
Corporate Improvement plan link number (if appropriate):	
Maximising well-being:	yes
Corporate Improvement plan link number (if appropriate):	
Enhancing our quality of place:	yes
Corporate Improvement plan link number (if appropriate):	

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

Document

Location

None

IMPACT ASSESSMENTS:

Equalities Impact Assessment:

No implications arising from this report

Impact on Crime and Disorder:

No implications arising from this report

Climate Change:

- How does what is being proposed impact on our carbon footprint / energy consumption?
No implications arising from this report

- How does what is being proposed consider the need to adapt to climate change, and be resilient to its longer term impacts?
No implications arising from this report



**Commissioning House
Building 003
Fort Southwick
James Callaghan Drive
Fareham
Hampshire
PO17 6AR**

20 December 2013

Cllr Pat West
Chair
Health Overview and Scrutiny Committee
Hampshire County Council
Room 114
Elizabeth II Court
The Castle
Winchester
Hampshire SO23 8UJ

Tel: 023 9228 2070

Dear Cllr West

Hampshire HOSC: Choose Well

Thank you for your letter dated 6 December 2013. As this has been sent to the five Hampshire Clinical Commissioning Group Chairs I thought it would be helpful if I responded on behalf of us all.

Fareham and Gosport and South Eastern Hampshire CCGs

Fareham and Gosport CCG and South Eastern Hampshire CCG are working with Portsmouth CCG to engage and inform local residents on how to choose the best NHS service when they need treatment or advice. Key elements of this include asking local residents to:

- Call NHS 111 before you go – we are asking local residents to call NHS 111 if they are unsure where they should go to receive treatment or advice so they can be directed to the most appropriate service. This includes calling 111 in an emergency that is not life threatening as the service can advise if the patient needs to go to an Emergency Department, could be treated at a Minor Injuries Unit or needs to be seen by an Out of Hours GP. The service can also directly

access the ambulance service if a person calls 111 when they should have called 999.

- Don't forget your local pharmacy – we are promoting the services provided by local pharmacists and how they can provide advice and over the counter treatments.
- Keep yourself well this winter – this includes promoting self care by ensuring people have a well stocked first aid box and have made sure they have enough prescription drugs that they may need.

The winter communications plan being delivered before Christmas is using the local media, a Twitter campaign and advertising. We are currently developing a number of alternative ways of engaging local people during January and February when the cold weather is usually at its worse and the demand for local services increases.

The CCGs have also introduced an Urgent Care Centre at the Emergency Department at Queen Alexandra Hospital, Portsmouth. This service aims to ensure that the Emergency Department deals with people who have had an accident or have an emergency condition. Patients are assessed and if they do not need to be clinically seen by the Emergency Department are given advice on where else they can go for the most appropriate help and re-directed to that service.

West Hampshire CCG

West Hampshire CCG has developed a comprehensive 'Choose Well' campaign in order to support the local community in selecting the right health service for their needs. As part of the campaign, and similar to Fareham and Gosport and SE Hampshire CCGs, we are promoting the three key messages of NHS111, GP and pharmacy consultations and self-care.

The methods by which we plan to disseminate these messages are radio advertisements, posters throughout the community, press releases, bus advertisements and targeted postcode letter box drops for areas that have been noted as high emergency department attenders.

In addition to this work, we are already providing information, via our website and Twitter, to support the elderly and people with specific health issues such as diabetes, over the winter months. This also includes providing festive season health tips and information such as pharmacy and GP opening hours.

North East Hampshire and Farnham CCG

North East Hampshire and Farnham CCG has worked with its local population and GP Practices to co-produce a campaign to promote appropriate use of Urgent and Emergency Care. This includes:

- Developing KEEP CALM branding targeting parents of children aged from 0-4 specifically, as well as the wider population to promote self-care, use of local pharmacy and 111. Posters will be placed in GP surgeries and included on

buses. Letters have also been developed to target frequent attenders at A&E, notifying and signposting 'alternative' services to support their health and wellbeing.

- Proposals to utilise Winter Resilience funding to further promote self-care and management by further utilising social marketing to target: Nepalese Community, Diabetes and Respiratory patients.
- Planned roll out of mother and baby first aid/minor illness classes run by local GPs in community settings.

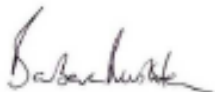
North Hampshire CCG

In line with our CCG colleagues across Hampshire, North Hampshire CCG is promoting the Choose Well message through a variety of media.

- By promoting NHS 111 as the number to call for help when deciding what service is most appropriate - using Facebook and Twitter campaigns and posters in GP surgeries.
- By promoting the availability and experience of community pharmacists in helping patients to self manage – using local media and social media campaigns
- By using all forms of media to encourage members of the public to plan ahead in order that they can keep themselves well over the Christmas and New Year period. In other words as an enabler to 'Choose Well'.
- The North Hampshire CCG is also looking to partner with North East Hampshire CCG (neither CCG has a minor injuries unit in their area) to publish a booklet helping parents to Choose Well for their sick child. This should be published in January but is also relevant throughout the whole year.

The CCG has also commissioned a GP service working alongside Emergency Care Practitioners and consultants at Basingstoke Hospital. This service commenced on the 13th November and is designed to ensure that patients see the appropriate health care professional when they walk in to the Emergency Department (ED). Previous trials have shown that up to 30% of A & E Attendances can be dealt with by GPs working in ED. GPs working in this service give advice to patients on accessing the most appropriate service for their health problems and will direct patients back to primary care when appropriate.

Yours sincerely



Dr Barbara Rushton
Chair of South Eastern Hampshire CCG
On behalf of the five Hampshire Clinical Commissioning Group Chairs



NHS England (Wessex)
Oakley Road
Southampton
Hampshire
SO16 4GX

Email: debbie.fleming@nhs.net
Telephone: 023 8072 5414

17 February 2014

Councillor Pat West
Chairman
Health Overview and Scrutiny Committee
Hampshire County Council
Room 114, Elizabeth II Court
The Castle
Winchester
Hampshire SO23 8UJ

Dear Pat

HAMPSHIRE HOSC: “CHOOSE WELL”

Thank you for your letter dated 6 December 2013 in which you raise a number of queries regarding the various “Choose Well” initiatives. I apologise for the delay in replying to you, but on this occasion, there was a breakdown in our internal arrangements. I thought a response had been sent to you, when in fact it had not.

Nevertheless, in response to your specific questions, I can confirm that for several months NHS England (Wessex) has been making use of social media, website messaging and proactive media releases to promote the key messages of appropriate use of local services (particularly around primary care).

Media work initially focused on promoting flu vaccination. This included filming a GP practice about the new children’s nasal vaccine spray, as well as highlighting the need for other “at risk” groups that would particularly benefit from being vaccinated.

Subsequent Area Team work focussed on specific messaging to the local media encouraging people to “choose well” and making them aware of available services. This was done in collaboration with our local Clinical Commissioning Groups and providers.

Meanwhile, a number of national “winter based” themes have been utilised over the last couple of months including messages around the need for people to regularly order and collect their prescriptions so that they do not place an unnecessary burden on “out-of-hours” services.

The above examples give a flavour of the initiatives that have been introduced and we continually work with a wide range of organisations and stakeholders to ensure that our messaging is refined on a regular basis to maximise the potential impact.

I hope that this letter is helpful in clarifying the ongoing work of the Area team. However, if you would like any further details, please do not hesitate to contact me.

Best wishes.

Yours sincerely

A handwritten signature in cursive script, appearing to read 'D M Fleming'.

D M Fleming (Mrs)
Area Director (Wessex)
NHS England