

STAKEHOLDER NEWSLETTER



October 2017

Blackburn with Darwen CCG News

Flu Hero Drawing Competition

Primary school children aged between four and eight in Blackburn with Darwen are invited to take part in a drawing competition to design a flu hero.

As part of a major drive to protect families from flu, NHS Blackburn with Darwen Clinical Commissioning Group (CCG) has launched a campaign to encourage parents and guardians to vaccinate their children against flu.

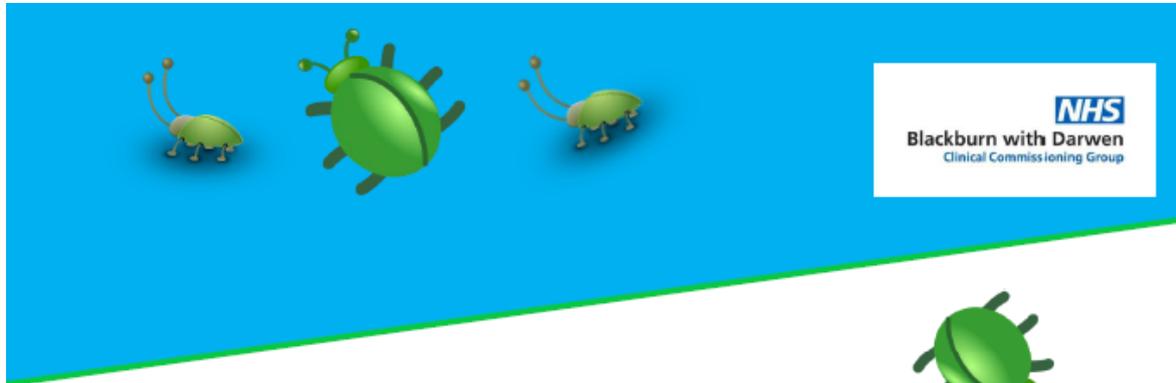
Dr Preeti Shukla, a GP in Blackburn and a clinical lead at the CCG, said: "For us, it's really important we involve the very people we are trying to protect, and that is pupils aged between four and eight who are part of the school vaccination programme.

"Flu is a very nasty illness and can cause severe complications and hospitalisation not only in children but in the more vulnerable members of their families or communities.

"We would like to ask our little local children to design us a flu hero that can zap away these nasty bugs. The flu hero can be anything they wish to take inspiration from be it a person, animal, alien, whatever they think a hero looks like. The winning design would be used on our social media

channels, website and other campaign materials to raise awareness of the seriousness of flu. In addition, we would like the consent of the child's parent or guardian to feature their child and the winning design."

Entries should be sent to NHS Blackburn with Darwen CCG, Fusion House, Evolution Park, Haslingden Road, Blackburn BB1 2FD. Closing date is Friday 10 November.



FLU HERO POSTER COMPETITION

Let's zap those bugs together!



Design a poster with your flu hero and see your winning artwork featured on our campaign across the NHS in Blackburn with Darwen.

Entries are limited to primary school children aged between 4 and 8 in Blackburn with Darwen.

Please design us a flu hero which will zap those nasty flu bugs away. Those nasty little critters can make you feel very poorly and even put you in hospital.

Closing date for entries
Friday 10 November

Please send your entries to: Communications team, NHS Blackburn with Darwen CCG, Fusion House, Evolution Park Haslingden Road, Blackburn BB1 2FD

Diabetic Amputation Rates

Recently released national data from Public Health England shows that there were 186 diabetes related amputations in East Lancashire and 71 diabetes related amputations in Blackburn with Darwen from 2013 to 2016.

NHS East Lancashire CCG, Blackburn with Darwen CCG and East Lancashire Hospitals NHS Trust have been working hard over the last year to redesign and improve diabetes services in Pennine Lancashire. The new service arrangements for people with diabetes are currently being implemented following a period of consultation in the Autumn of 2016. The aim of this transformation is to ensure that services are provided closer to people's homes, people with diabetes are monitored and supported according to their needs, and patients are trained to manage their diabetes through self care. This patient-centred shift in services will enable hospital specialists to focus on and treat those with more severe and complex cases of diabetes.

It is anticipated that as a result of this service transformation, diabetic patients will experience significant improvements in the diabetes services, and as a result, improvements in their outcomes.

Recently, the two CCGs and the Hospital Trust were successful in a bid to NHS England to support diabetes foot care. You can read more at:

<http://www.blackburnwithdarwencycgh.nhs.uk/action-reduce-diabetic-amputation-rates/>

Local Health News

Living Well

A new 'Living Well' programme being delivered across Pennine Lancashire has been set up to help improve the mental health of people living with long term health conditions.

The Living Well programme offers talking therapies through groups and one-to-one sessions in GP practices and community settings, to help people come to terms with their health condition and manage anxiety or low mood that they may have as a result of living with a long term condition.

The programme is delivered in partnership with NHS Lancashire Care Foundation Trust, Lancashire Womens Centre, NHS Blackburn with Darwen Clinical Commissioning Group and NHS East Lancashire Clinical Commissioning Group. The Living Well Programme is easy to access and you don't need to be referred to it by your GP as the programme accepts self-referrals, and consists of 1-1 sessions and therapeutic groups.

Anyone wanting more information or to book onto the programme, should contact referrals@livingwelllancs.org or phone 07434 716256.

Read more at: <http://www.blackburnwithdarwencycgh.nhs.uk/living-well-service-improving-mental-wellbeing-long-term-health-conditions/>

Self-Care Week 13 – 19 November

If you would like to support Self-Care Week in your organisation we have a range of printed/electronic resources available. Please email us if you would like further details at bwdandeast.lancscomms@nhs.net

A promotional poster for NHS Self-Care Week 2017. The background is a solid blue color. At the top, the words 'SELF CARE WEEK' are written in white, bold, sans-serif capital letters, with 'SELF' and 'WEEK' on separate white rectangular backgrounds. To the right of this, the NHS logo is displayed in white on a blue rectangular background. Below the text, the phrase 'Embracing Self Care for Life' is written in a large, white, bold, sans-serif font. In the center, there is a colorful illustration of a diverse group of people of various ages and ethnicities, including a woman with a red bag, a man with a beard, an elderly woman with glasses, a woman with a pink top, a man with a yellow shirt, a woman with blonde hair, a man with a green shirt, a woman with a pink headscarf, a man with a blue shirt, a woman with a green shirt, a man with a blue shirt, and a woman with a pink shirt. They are all standing on a large, stylized blue hand that is open and facing upwards. At the bottom of the poster, the dates '13-19 November 2017' and the website 'www.nhs.uk/selfcare' are written in white, bold, sans-serif font.

New Hospital Car Park

Planning approval has been given for the construction of a new 517 space car park at the Royal Blackburn Teaching Hospital to improve facilities for patients, visitors and staff, and reduce traffic congestion on surrounding roads.

A joint partnership between Blackburn with Darwen Borough Council (BwD) and East Lancashire Hospitals NHS Trust will see a single level car park offering 467 standard spaces, 50 larger spaces and 20 motorcycle spaces built on unused land off Old Bank Lane.

The plans were approved by planning officers this week, with construction of the new car park expected to begin within a matter of weeks. If everything goes to plan, work will be completed by summer 2018.

Entry and exit to the new car park will be via Old Bank Lane, with improvements being made to the junction at Shadsworth Road and Old Bank Lane to handle extra traffic.

Keep Antibiotics Working

Public Health England has launched a major new national campaign to help 'Keep Antibiotics Working'. The campaign warns people that taking antibiotics when they are not needed puts them at risk of a more severe or longer infection, and urges people to take their doctor's advice on antibiotics.

Antibiotics are essential to treat serious bacterial infections, such as meningitis, pneumonia and sepsis, but they are frequently being used to treat illnesses, such as coughs, earache and sore throats that can get better by themselves.

Taking antibiotics encourages harmful bacteria that live inside you to become resistant. That means that antibiotics may not work when you really need them. It is estimated that at least 5,000 deaths are caused every year in England because antibiotics no longer work for some infections and this figure is set to rise with experts predicting that in just over 30 years antibiotic resistance will kill more people than cancer and diabetes combined.

Taking ANTIBIOTICS when you don't need them puts you and your family at risk

Keep  Working



The 'Keep Antibiotics Working' campaign urges people in the North West to always trust their doctor, nurse or pharmacist's advice as to when they need antibiotics and if they are prescribed, take antibiotics as directed and never save them for later use or share them with others. The campaign also provides effective self-care advice to help individuals and their families manage their illness if they are not prescribed antibiotics.

For further information on antibiotics, their uses and the risk of resistance, please search 'NHS Antibiotics' online.

Understanding Changes in the NHS

Healthwatch Lancashire will host an event for charities, community and voluntary organisations to highlight changes to health and social care in their local areas.

The 'Understanding Changes in the NHS' event will give staff and volunteers who work for a community, voluntary, not-for-profit or charity organisations within Lancashire, an opportunity to find out more about the work of the Healthier Lancashire and South Cumbria Sustainability and Transformation Partnership.

Clinical leaders from the programme will be in attendance to answer any questions about the future of services in your area and members third sector organisations are invited to get involved and have their say.

The event is not only a great opportunity to find what changes are taking place, but also to ensure that local organisation's views are heard when it comes to changing how care is delivered locally.

Where: 1882 Lounge, Turf Moor, Burnley

When: 15th November 2017, 1-4pm

You can book your place at the Burnley event here:

<https://understandingchangesinthenhsburnley.eventbrite.com>

For more information, please contact Healthwatch Lancashire on: info@healthwatchlancashire.co.uk or call 01524 239100.

If you, or anyone you know, has been affected by any changes in your local area, Healthwatch want to hear your stories. You can share your views on changes to health and social care at any time via the Healthwatch Lancashire website at: <http://healthwatchlancashire.co.uk/policy-changes/>

Breast Screening

New figures show that more than 3 in 10 eligible women in East Lancashire are not screened for breast cancer.

And so a new campaign - **#bescreened** – is being launched urging local women to protect themselves from cancer by attending their free NHS breast screening appointment which takes just 30 minutes once every three years.

Elizabeth Read, Breast Screening Manager at East Lancashire Hospitals NHS Trust, says: "In certain areas of Lancashire, fewer than half of women aged 50 to 70 attend to **#bescreened** every three years, even though screening is free, fast and available locally."

Based on up-to-date information, 32 per cent women in East Lancashire are not screened for breast cancer, so the new **#bescreened** campaign aims to raise awareness of the importance of attending free NHS breast screening appointments.

"Breast cancer is the most common type of cancer in women in Lancashire, but it is also one of the most treatable, particularly when detected early," added Liz.

"If breast cancer is diagnosed at the earliest stage, it is estimated that after five years 99 out of 100 women diagnosed will be alive, so to **#bescreened** regularly and detected early is very important.

Free NHS breast screening aims to detect breast cancer at a very early stage and all women in Lancashire aged 50 to 70 are invited to **#bescreened** every three years.

"One in eight UK women will be diagnosed with breast cancer in their lifetime and early detection is very important," said Liz.

"More than 22,000 women in Blackburn, Burnley and surrounding areas did not attend for their last screening – even though to **#bescreened** takes less than 30 minutes."

"It is also important to regularly check for changes and to be familiar with your own body."

NHS breast screening is provided locally using modern equipment at Burnley General Teaching Hospital and on a state-of-the-art mobile screening unit which visits locations across East Lancashire and Blackburn with Darwen so women have convenient access to **#bescreened**.

National Health News

Health tourism charges come into force in England

Providers of NHS treatment are now required to make sure patients in England are eligible for free care - and to charge them up front if not.

The measures apply to planned, non-urgent care - A&E, general practice and infectious disease treatment remain free to all.

The government hopes it will contribute to £22bn of savings needed in the NHS. Read more at: <http://www.bbc.co.uk/news/health-41692815>

Postnatal depression: Call for new fathers to be screened

All new fathers should be screened for signs of postnatal depression, a mental health campaigner has said.

Mark Williams, of Bridgend-based charity Fathers Reaching Out, wants greater recognition of the effects of difficult or traumatic births on men. He called for fathers to have the same mental health checks as mothers.

The National Institute for Health and Care Excellence (NICE) said there were no plans to change its guidelines on the issue. Read more at: <http://www.bbc.co.uk/news/uk-wales-41726067>

Don't ask GPs for antibiotics, new health campaign urges

People are being urged not to ask their doctor for antibiotics as part of a new campaign aimed at tackling growing resistance to the drugs.

An estimated 5,000 people die every year in England because antibiotics no longer work for some infections, according to Public Health England (PHE), which has launched the Keep Antibiotics Working campaign. Read more at: <https://www.theguardian.com/society/2017/oct/23/dont-ask-gps-for-antibiotics-new-health-campaign-urges>

TOGETHER A HEALTHIER FUTURE

The Accountable Health and Care Partnership
For Pennine Lancashire



Help shape the future of Health and Social Care in Pennine Lancashire!

Together a Healthier Future is the name given to our collective response to the challenges Health and Social Care Services face.

We need your help to shape a better health and care system in Pennine Lancashire.

Pennine Lancashire residents are more likely to experience ill health than people living in other areas of the country.

Our health and care services will need to change in order to respond to these challenges.

Workforce Priorities

- We will improve the experience of our patients using our services and improve health outcomes,
- Think about how we deliver services and by whom to ensure that we can make the best use of our workforce - both paid and unpaid.
- Think about our future workforce supply and how we ensure we have enough of the right staff in the future.
- Enable us to join up service delivery with colleagues in different organisations and enable us to offer opportunities to develop new skills and new roles as One Workforce.

*If you want get involved with the Programme
please contact us:*

Email: ELCCG.Togetherahealthierfuture@nhs.net or telephone 01282 644738. Visit our Website at www.togetherahealthierfuture.org.uk