



Blackburn with Darwen
Clinical Commissioning Group

STAKEHOLDER NEWSLETTER



March 2018

Pennine Lancashire update

TOGETHER
A HEALTHIER FUTURE
The Accountable Health and Care Partnership
For Pennine Lancashire

The latest workforce newsletter is available here –

<http://togethераhealthierfuture.org.uk/wp-content/uploads/Together-a-Healthier-Future-Workforce-Newsletter-March-2018.pdf>

Blackburn with Darwen (BwD) CCG News

Successful flu campaign shortlisted for an award

PROTECT YOUR FAMILY.
VACCINATE YOUR CHILDREN AGAINST FLU
Look out for your letter from your GP or School.

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It's Free, Safe & Painless

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The CCG has been shortlisted for a national award for its successful flu campaign “Protect Your Family”. The campaign was aimed at urging parents / guardians / carers to vaccinate their children against flu.

Commissioners worked closely with GPs, local councillors, community leaders and schools to spread the message about the importance and benefits of the vaccination.

The campaign, which was designed by T-PW Designs in Darwen, has been shortlisted in the Flu Fighter + category of the NHS Employers Flu Fighter Awards. The CCG has been shortlisted alongside Well Pharmacy, NHS Salford CCG and Greater Manchester Childhood Flu Immunisation Team.

An awards evening is being held on Tuesday, April 24 April in Manchester when the winners will be announced.

Beauty salons back smear test campaign



The CCG has teamed up with beauty salons as part of a campaign to protect women against cervical cancer. The campaign called Smear Tests Save Lives is aimed at encouraging females aged between 25 and 64 to attend their smear, and remove barriers to access.

The CCG has launched new weekend smear clinics at Barbara Castle Way Health Centre in Blackburn to make it easier for women to attend. These clinics are held every Saturday and Sunday and are run by female nurses. Appointments can be booked through your GP surgery.

Posters promoting the campaign have been sent to all the beauty salons in Blackburn with Darwen. It is hoped that by displaying the posters in the salons, women will be reminded about the importance of attending their smear tests.

Lynn Metcalfe at Beauty Box salon, another supportive salon, said: “We are happy to display your poster within our beauty salon and help support your cervical cancer campaign.”

More information about cervical cancer and cervical screening can be found on NHS Choices <https://www.nhs.uk/conditions/cervical-cancer/> or Jo’s Cervical Cancer Trust at <https://www.jostrust.org.uk/>

Female health chiefs join International Women's Day celebrations

The CCG has taken part in celebrations to commemorate International Women's Day.

Special tribute was paid during the week of activities to women past and present who have contributed to the success of Blackburn with Darwen.

Dr Penny Morris, Clinical Chief Officer and Claire Jackson, Director of Commissioning (Operations), both took part in a video and talked about women who had had a major influence on their lives. The video can be seen here — <https://vimeo.com/259311226>

Throughout the week, images of campaigning women from the last 100 years, including former Blackburn MP Baroness Barbara Castle, appeared on bus shelters, digital screens and in The Mall, Blackburn. The theme this year was 'Press for Progress'. This year's event also recognised the centenary of women's right to vote in the UK.

Award winning cancer doctor urges local men to better understand symptoms of prostate cancer



An award-winning cancer GP working across the Blackburn with Darwen and East Lancashire areas is supporting prostate cancer awareness month this March and hoping to educate local men about the disease. Prostate cancer is the commonest cancer in men. It affects 1 in 8 of men, mainly over 50 and increases with age. Many men don't understand the importance of symptoms and some chose to ignore them.

Dr Neil Smith is a local GP based at Oakenhurst Surgery, Barbara Castle Way Health centre, is GP of the year and has won multiple awards for his cancer work. He is also stadium doctor at Ewood Park and organised a campaign at Blackburn Rovers before the game against Blackpool. With the help of Macmillan Cancer Support, Cancer Research UK and Prostate Cancer UK, almost 4000 men, including staff and some of the players, received information about cancer. The charities received a warm welcome and described Ewood Park as one of the friendliest place they have ever visited.

Prostate cancer is becoming more common. Over 11,000 men die each year in the UK with the disease. The good news is that more men than ever are surviving longer with prostate cancer. We need to make sure that all men are aware of these symptoms and not overlook them. Early diagnosis of cancer saves lives.”

More information about prostate cancer can be found online at <http://prostatecanceruk.org/>

Blackburn with Darwen's award-winning Wellbeing Service has been praised in a national report by a leading health think tank.



In its new report: 'Tackling multiple unhealthy risk factors', the King's Fund looks into ways of tackling the risks of unhealthy habits like tobacco use, alcohol consumption, diet or physical activity via integrated health and care services – which it considers the best way of managing demand.

Blackburn with Darwen's Wellbeing Service is cited as an example of best practice for its innovative approach to bringing together a wide range of services that support health and wellbeing and making them accessible via a single contact point.

The Wellbeing Service was set up in 2015 by Blackburn with Darwen Council, as part of the wider public health investment of the Council, working with Blackburn with Darwen CCG to provide advice, guidance and practical support for things like stopping smoking, drinking less or exercising more. But it's not just about healthy lifestyle services; the Wellbeing Service offers support for issues such as housing, employment and money because these problems can affect emotional and physical health just as much.

Last year it scooped an award for Transformation in Health and Social Care from public sector improvement organisation iESE (Improvement and Efficiency Social Enterprise). It was also shortlisted as one of only four finalists for the NICE Shared Learning Award 2017.

In its report, The King's Fund praises the work of the service's health trainers who provide face-to-face consultations and personalised sessions as well as follow up meetings and ongoing support.

The praise for the Wellbeing Service comes as Local Government and NHS organisations, including Blackburn with Darwen Council and Blackburn with Darwen CCG, continue to work together across Pennine Lancashire to improve health and care services in the area.

Over the last year, the Pennine Lancashire Accountable Health and Care Partnership (which covers Blackburn with Darwen and East Lancashire), has been working with residents, volunteers, doctors, nurses, health and care professionals, community workers and others to develop its plans for change.

As a result, a draft Pennine Plan was developed which outlines a number of innovative and exciting proposals designed to improve the health and wellbeing of people who live and work in the area.

Pennine Lancashire has also been chosen by Sport England as a pilot area to work with on a bold new approach to build healthier, more active communities across England.

Around £100million of National Lottery funding will be invested in 12 pilot schemes over four years, to create innovative partnerships that make it easier for people in these communities to access physical activity and be supported to make the change from doing nothing into something.