

Lincoln Walk-In Centre Consultation 2017**COMMUNICATIONS INITIATIVES DESCRIPTION****1. ALTERNATIVE PROVISIONS****Pharmacy**

We have been and continue to promote key messages surrounding pharmacies through a number of platforms. On social media, we are posting key messages including reminding patients of the role of pharmacies, how they operate as mini walk-in centres etc and linking to stories and articles that have been uploaded to the CCG website.

A press release has also been written (**see below: Pharmacists can help this winter**) which will be sent out to local media on December 13, uploaded to the CCG website and promoted through social media.

Alternative Provisions

We have developed and continue to deliver an extensive communications plan around alternative provisions, including Choose Well, NHS 111 and CAS, Out of Hours, same day Urgent Care and only attending A&E if urgent.

These have been included in a special edition of our Your Health magazine which was published in the summer, with 1,000 copies distributed around the city and surrounding areas. The articles for these respective categories have previously been uploaded to the CCG website and are regularly linked to in social media posts which are continuing throughout the winter period.

As well as this, we are having 5,000 Z-Cards and 2,000 scratch cards printed to be handed out to patients. These outline the alternative provisions available in Lincoln and surrounding areas and how to decide which is the best treatment pathway for your condition.

Finally, we are planning to print 30,000 double-sided A5 leaflets full of our key messages around alternative provisions and self-care which is planned to be distributed to every household in Lincoln and surrounding areas.

Self-Care

During Self-care week, dozens of social media posts were sent from the CCG platforms containing messages including keeping active and healthy, flu jab key messages and the importance of having well stocked first aid kits and medicine cabinets among other self-care themes. These also included links to a series of previous press releases which had been uploaded to the CCG website with more self-care information. A press release (**see below: Self care**) was also sent to the local media, while the Lincolnshire Echo also published a full page article about self-care and some success stories in Lincoln. (**see below: Self-care**)

Lincoln Walk-In Centre Consultation 2017

COMMUNICATIONS INITIATIVES DESCRIPTION

2. PUBLIC CONSULTATION

We continue to provide internal communications and website updates for a series of public consultations including the Lincoln Walk-in Centre, Cliff House Practice and Brant Road/Springcliffe. This internal communications includes important updates, information on engagement events etc.

Where the public need to receive information regarding engagement events, we have in the past issued press releases to the local media.

3. NATIONAL CAMPAIGNS WITH LOCAL VIEW

Self-Care

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Wellbeing

In terms of general wellbeing messages such as using antibiotics wisely and awareness campaigns around eating disorders and other conditions, we have used social media to share information pages and any sources of support available to anyone who may be suffering from these conditions.

Older Adults

This section has mainly focussed around the flu jab (file name vulnerable groups urged to get flu jab) and making sure the older generation keep warm this winter (file name Keep warm this winter).

These press releases are scheduled to be released to the local media over the winter period and will also be uploaded to the CCG website and used on social media.

4. WINTER PLANNING

Our annual winter plan is supporting the national messaging being promoted by NHS England. Throughout the year CCGs and health and social care providers face significant challenges and demands, but winter brings an increased level of pressure to the health and care community.

Lincoln Walk-In Centre Consultation 2017

COMMUNICATIONS INITIATIVES DESCRIPTION

Seasonal variations in illness have historically resulted in increased emergency admissions and length of stay in hospital during winter months with pressures peaking between December and March.

NHS LWCCG has played a leading role in winter communications and media coverage and the flu jab has extensively been used through radio, TV etc.

As we move into winter, we want to continue and intensify this communication roll-out even more.

A winter eight-page Your Health magazine – with all the above features included is being printed and distributed over the next fortnight, while all the articles are also being uploaded to the CCG website and being used across our social media channels to reach as many people as possible.

We are aiming for more people to use their pharmacies and over the counter for self-care problems, rather than their GP or A&E and believe our communications strategy is vital in achieving this.

(see attached: Keep warm this winter, Order your prescriptions early, Pharmacists can help this winter, Self care and Vulnerable groups urged to get flu jab)

5. ROUTINE

What's Hot

We continue to produce a weekly What's Hot publication for internal use. This comprises a notice board of key updates for CCG staff and a more in-depth focus on a specific team within the CCG. This is designed to keep all CCG staff up to date with key messages to ensure they use consistent messaging when speaking with the public.

Monthly Lincolnshire Echo Column

We have secured a monthly column in the Lincolnshire Echo. In this, we can write about anything we like and to date it has been used to talk about subjects including the alternative provisions available in the area, winter pressures and how everyone can help ease them, Out of Hours provision and the important role of receptionists and how they can help signpost patients to the most appropriate treatment.

The Lincolnshire Echo is read by approximately 55,000 people every week.

Siren FM slot

We also have a monthly slot on Siren FM to talk about whatever health topics we want. So far, we have used this slot to talk about flu, winter pressures and alternative provisions.

Lincoln Walk-In Centre Consultation 2017

COMMUNICATIONS INITIATIVES DESCRIPTION

We have further slots in mid-December, mid-January and mid-February.

Your Health

Our 8-page Your Health magazines continue to be a popular method of communication with our patient population. We produced one in the summer containing a series of articles on alternative provisions and how they will all work to take any burden following the closure of the Walk-in Centre and how they can in fact be used more appropriately than current usage.

We are also in the process of producing and distributing a winter edition which will cover all our winter messages and be delivered across the city.

BBC Radio Lincolnshire

We also have a good working relationship with BBC Radio Lincolnshire which regularly sees a member of the CCG staff go on the breakfast show to discuss health topics. Recently, these have included DNAs and the impact they can have on the system, self-care messages and flu and winter messages.

Comms Examples:

Patients urged to keep warm this winter

Lincolnshire residents have been encouraged to keep warm and look out for elderly neighbours this winter in a bid to tackle recurring seasonal health issues.

Bosses at NHS Lincolnshire West Clinical Commissioning Group say keeping homes well heated and making sure elderly relatives and neighbours are well looked after can go a long way to preventing common winter illnesses.

Colds, flu and even pneumonia are illnesses regularly reported by patients in the region over the winter months but Terry Vine, deputy chief nurse at the CCG said there are little things people can do to reduce the risk of getting ill.

He said: "When the temperature drops to below eight degrees centigrade, some people can be at increased risk of heart attacks, strokes, flu, pneumonia and hypothermia.

"Cold weather can also affect people with mental health conditions such as depression and dementia so it is important people keep themselves warm and look out for others who may be at risk.

"Very cold weather can be a problem for everyone, but you are most vulnerable if you are 65 or older, on a low income so can't afford heating, have a long term health condition or are pregnant or disabled.

Lincoln Walk-In Centre Consultation 2017

COMMUNICATIONS INITIATIVES DESCRIPTION

“Being prepared for the cold weather that winter brings with it is very important for your health. Stay aware of weather forecasts and heat your home to at least 18 degrees centigrade, keeping windows shut.

“Keep curtains closed at dusk and keep doors shut to block out draughts as well as getting your heating system regularly checked out by an engineer.

“If you are eligible for a free flu jab, get it done. It is the best protection there is against this unpredictable virus that can cause very unpleasant illness in children and severe illness or even death among those in the more vulnerable at risk groups.

“Also, make sure you wear enough clothes to keep yourself warm.

“If you have an elderly neighbour or relative, check on them and make sure they are prepared and that their medicine cabinet and food cupboards are well stocked.

“Looking after yourself and others and keeping warm this winter will help reduce your risk of falling ill.”

Some people may be eligible for financial and practical help with heating their homes. Grants available include the Winter Fuel Payment and the Cold Weather Payment.

NOTES FOR EDITORS

- NHS Lincolnshire West Clinical Commissioning Group is one of four across Lincolnshire and more than 200 countrywide, which work to buy healthcare for its respective group of residents. Lincolnshire West includes 240,000 people living in Lincoln, Gainsborough and surrounding villages.
It is made up of 33 GP surgeries who all work to provide or buy high quality healthcare services – helping to reduce health inequalities for our residents.

Get your prescriptions early to avoid the Christmas rush

Patients across Lincolnshire are being urged to be prepared with their medication over the festive period.

With Christmas approaching ever more quickly, health bosses are reminding patients to ensure they have enough medication to get them through the festive period.

Many GP practices will have limited opening hours between Christmas and New Year so patients with long term conditions have been encouraged to make sure they order and collect their repeat prescriptions as soon as possible.

Lincoln Walk-In Centre Consultation 2017

COMMUNICATIONS INITIATIVES DESCRIPTION

Wendy Martin, executive lead nurse, midwife and quality at NHS Lincolnshire West Clinical Commissioning Group said there were now new ways to be able to order repeat prescriptions.

She said: “We know that lots of people with long term conditions and illnesses rely on prescribed medication to help them manage their condition and keep it under control.

“The Christmas and New Year period can be a difficult one for them if they do not have enough medication at home when GP practices and some pharmacies are closed, so it is important they order their repeat prescriptions early.

“We would urge patients to double check how much medicine they have got in their cupboards and how much they will need to get them through the festive period and if they need more to order their repeat prescription in plenty of time.

“To make ordering repeat prescriptions easier, patients can now do this online by signing up to GP Online Services which is a national initiative where patients can also make GP appointments online.”

To find out more about GP Online Services, visit <http://www.nhs.uk/nhsengland/aboutnhservices/doctors/pages/gp-online-services.aspx>

For more information on what you can do to stay well visit www.nhs.uk/staywell

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Lincoln Walk-In Centre Consultation 2017

COMMUNICATIONS INITIATIVES DESCRIPTION

Patients reminded on role of pharmacists as winter approaches

Patients across Lincolnshire are being reminded of the important role pharmacists play in health care across the county ahead of likely increased demand on services this winter.

Each year, health services such as GP practices and accident and emergency departments often seem a rise in demand over the winter months as seasonal illnesses take hold.

Today, Dr Sunil Hindocha, chief clinical officer at NHS Lincolnshire West Clinical Commissioning Group and a GP at Portland Medical Practice, urged patients to consider whether their local pharmacist could help with their conditions when seeking medical help.

He said: “Pharmacists play a very important role in helping to provide quality health care to patients.

“They are experts in medicines and can use their clinical expertise as well as their practical knowledge to advise you on the more common problems including coughs, colds and aches and pains.

“Pharmacists can help you with over the counter medicines for minor ailments and they are also able to help you with lifestyle choices such as healthy eating and quitting smoking.

“As well as dispensing your medication, many pharmacies have a consultation room where you can have blood pressure checks and get advice on your medicines among advice on other minor ailments.

“Pharmacists can also help you decide whether you need to see another health professional such as a GP or even whether you need to go to A&E.

With many pharmacies open later and at weekends, they are an important cog in the wheel of health care provision, servicing the needs of a lot of patients

To find your nearest pharmacy, visit <http://www.lincolnshirewestccg.nhs.uk/your-health-local-services/>

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Lincoln Walk-In Centre Consultation 2017

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Self Care can help keep you healthy this winter

Health bosses in Lincolnshire have backed a national campaign and urged patients to learn more about self care to keep them healthy this winter.

Self Care Week runs from November 13 to 19 and aims to educate people in the benefits of doing everything they can themselves to look after their health and wellbeing.

Empowering individuals to self care has many benefits for their short term and long term health and this is important since people are living longer.

Helping people to look after their own health, and their family's health also helps to manage demand on health services.

Wendy Martin, executive lead nurse, midwife and quality at NHS Lincolnshire West Clinical Commissioning Group, said people learning how to best care for themselves would help them stay fit and healthy more often.

She said: "Self care is all about knowing how to live healthier lives by changing habits and lifestyle choices.

"It is also about knowing what minor ailments such as hay fever or cuts and grazes you can treat yourself with a well stocked medicine cabinet or first aid kit and how pharmacists can help with over the counter medicines.

"There is also a wealth of information available on the NHS Choices website to help you look after yourself when suffering from more minor conditions.

"Self care can help relieve a lot of the pressures faced by health services such as GP surgeries and Accident and Emergency departments so it is an important thing for people to be aware of.

"As winter approaches, by being clear on good self care practices and alternative places to get health advice and minor treatment, people can make sure they stay healthy over the colder months."

For more help and advice on self care and the Self Care Week, visit <http://www.selfcareforum.org/>

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Lincoln Walk-In Centre Consultation 2017

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At risk groups urged to get flu vaccination for winter protection

Health bosses have urged patients who fall within at risk groups to have a flu vaccination ahead of winter to protect themselves from the illness.

Pregnant women, patients with long term conditions such as heart disease, diabetes and respiratory problems and those aged 65 and above are all at risk of developing flu-related complications if they do not get their free vaccination.

Children aged two and three are also eligible for free protection with a nasal spray version.

Today, Dr Sunil Hindocha, chief clinical officer at NHS Lincolnshire West Clinical Commissioning Group, urged anyone who thinks they might be eligible for the flu jab to find out and have it as soon as possible.

He said: “The free flu vaccination is an important element of protecting vulnerable patients over the winter and it is important those who are eligible for the jab get it.

“Flu vaccination is the best protection that we have against what is an unpredictable virus that can cause very unpleasant illness in children and severe illness and even death among those in the at risk groups.

“Studies have shown that although the vaccination doesn’t provide a 100 per cent guarantee you will be flu-free, if you do get it after a jab then it will be milder and shorter-lived than if you were not vaccinated.

“If patients in risk groups don’t have the flu vaccination, they are more likely to develop potentially serious complications of flu, such as pneumonia so it really is important to have the vaccination if you are eligible.”

The injected flu vaccine is offered free on the NHS every year to adults over the age of 18 at risk of flu, including everyone aged 65 and over, pregnant women and children aged six months to two years who are at risk of flu.

The flu vaccine is also routinely given on the NHS as an annual nasal spray to children aged two and three plus children in reception class and school years one, two, three and four as well as children up to the age of 17 who are at a particular risk of flu.

You can find out if you are eligible for a free flu jab by speaking with your GP or pharmacist and the vaccination is available at your GP surgery, a local pharmacy if it is offering the service or your midwifery service if they offer it to pregnant women.

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Self-Care

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26 NEWS For breaking news visit www.lincolnshirelive.co.uk Thursday November 16, 2017

Sharon and Sue show it's never too late to get fitness back on track

By Nicholas Fletcher
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A woman who piled on the pounds after she fell from a horse and fractured her skull has turned her life around because she did not want to be a burden on the health service.

Sharon Longthorne from Lincoln, then 19, had her life torn apart when she was diagnosed with sciatica after she also damaged her back from the incident.

But her life went from bad to worse when she was diagnosed with ME just four years later.

Her symptoms then worsened from stress because of the death of a close friend.

Sharon was determined to get back into shape and didn't want to become another statistic – and her life changed when she met Karen Dixon from Curvex gym.

The now 44-year-old said: "We got talking and I found out that she ran a gym and the rest is history. I only started at the end of August this year and I have already lost weight and an incredible nine inches from my body."

It aims to educate people in the benefits of doing everything they can themselves to look after their health and wellbeing.

Health, care and voluntary organisations in Lincolnshire are backing the national campaign to urge everyone to learn more about self-care to keep healthy this winter.

And Sue Priestley, at the age of 70, who hadn't been on a bike since a teenager, has recently got back in the saddle.

The pensioner, who has signed up for Cycle60, a programme run by Active Lincolnshire and funded by Lincolnshire County Council, said: "I just want other people to know that they don't have to be young and fit to make a start."

Wendy Martin, executive lead nurse, midwifery and quality at NHS Lincolnshire West Clinical Commissioning Group, said: "Self-care is all about knowing how to live healthier lives by changing habits and lifestyle choices."

"It is also about knowing what minor ailments such as hay fever or cuts and grazes you can treat yourself with a well-stocked medicine cabinet or first aid kit and how pharmacists can help with over the counter medicines."

"There is also a wealth of information available on the NHS Choices website to help you look after yourself when suffering from more minor conditions."

"As winter approaches, by being clear on good self-care practices and alternative places to get health advice and minor treatment, people can make sure they stay healthy over the colder months."

Peta Hill, programme manager at Lincolnshire County Council, said: "Some simple changes to your lifestyle can add up to big improvements to your health."

"Whatever your goals – whether you want to look younger, have more energy, get a good night's sleep, better manage a health condition or feel fitter, there is a range of useful 'One You' tools, apps and support."

Ben Barley, chief executive of Voluntary Centre Services in Lincoln, explained: "The benefits of volunteering are vast to both the individual and the organisation they choose to support."

"We are able to help individuals connect with a growing network of community organisations, such as scout groups, charities or local support group."

Don't know where to start?


Many people know they need to start improving their health, but don't know what they should focus on.

Answer some questions about your lifestyle at the link below and the results will give you an idea of changes you could make. If you put your postcode in, you will also be shown where to get further help and support.

Visit www.nhs.uk/oneyou to find out more and take the quiz.



Sharon Longthorne



Sue Priestley