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| <b>Section 1: Contact details</b>                                   |  |
| Name of practice or organisation (e.g. charity)                     | NHS Fylde Coast CCGs   |
| Job title of person writing the case study                          | Communications officer   |
| Date submitted  | April 2019   |
| Practice population / client / user profile                         | There are 352,000 people in Blackpool, Fleetwood, Thornton-Cleveleys, Poulton-le-Fylde, Garstang, Great Eccleston, Over Wyre, Lytham St Annes, Kirkham, Wesham, and the surrounding villages.  |
| <b>Section 2: The problems/issues and how you tackled them</b>      |  |
| What is the context to this case study (e.g. the area you work in)? | <p>The region has the largest proportion of people aged 50+ in Lancashire and one of the lowest percentages of people under the age of 15 in the county.</p> <p>Life expectancy for men in Blackpool is 74.2 years, again below the national average of 79.5. And for women life expectancy in Blackpool is 79.5 years where the national average is 83.1. This is a disparity when it comes to neighbouring areas where Fylde has a life expectancy of 79.2 years for men and 82.7 years for women, and Wyre 79 years for men and 82.5 years for women.</p>   |
| What was the problem/challenge/issue you were faced with?           | <p>Health inequalities and a rise in people with long term conditions are huge issues for our population.</p> <p>The Fylde Coast self-care strategy 2017-2020 was produced as part of the “new models of care vanguard” programme. The vanguard acknowledged that prevention and self-care is at the heart of its ambition to improve people’s outcomes, provide better experiences for patients and staff and deliver sustainable change across the system.</p> <p>This will require an innovative approach to how we address health inequalities in our communities, whilst responding to the increase in long-term conditions, including those with multi-morbidity.</p> <p>We began by launching our FYi Directory in September 2017. The <a href="#">directory</a> is an online database of over 3,000 local groups, clubs and support groups</p> |

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|   | <p>covering all sorts of interests from sport to knitting or cancer support. It also carries related health information linked to the NHS website.</p> <p>We found that people were not motivated to take the actions necessary for self care, despite having thousands of community groups and support service to help. People were not engaging.</p>   |
| <p>What was the solution or approach to this?</p> | <p>Our aim was to use Self Care Week as a springboard to encourage people to choose more self care options.</p> <p><b>Campaign Objectives</b></p> <ol style="list-style-type: none"> <li>1. Encourage more people to take up activities or make positive lifestyle choices and ‘choose self-care for life’</li> <li>2. Promote the FYi directory (Fylde Coast directory of health and social services) as a source of information for people wanting to make a change</li> <li>3. Empower already existing social groups, clubs and societies to promote themselves and become more accessible to more people.</li> <li>4. Educate people of the best ways to self-treat for common ailments so they do not have to rely on health services.</li> </ol> <p>The main aim was to bring together, through joint working with our Integrated Care Partnership (ICP) colleagues and our community partners to provide opportunities that would encourage people to try something new. We needed to make them aware of the vast array of offers and give them the motivation to take part.</p> <p>The campaign consisted of developing and promoting a series of local events for people to learn about ways they can manage long term conditions or by accessing local services. The Fylde Coast already has a lot of community groups which are very active in the area providing several events and projects to support wellbeing. The partnership wanted to highlight existing self care activities across the Fylde Coast and help local groups promote their services. By empowering those groups to host special self care week activities we were able to create over 70 events during the week. We provided promotional materials to all the groups to help brand events making them easily identifiable as self care week offerings. It also meant localities were able to promote their events themselves. We also produced a calendar of events for the week which</p> |

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|  | <p>we promoted through our websites, local press and social media.</p> <p>Our health and social wellbeing workers used the calendar to encourage people to attend an event with the bonus that there was something to interest all people close to their homes.</p> <p>The self care partnership created a '<a href="#">self-care book</a>' to use in addition to the Self Care Forum materials. The book was distributed to all GP practices on the Fylde Coast, to local schools and to community groups for dissemination to the public. The book was produced in collaboration with clinicians and signposts people to services such as pharmacies, GPs and walk-in centres. The aim was to help people access the most appropriate support for their condition.</p> <p>Three community busses were donated for the week by councils, for a public self care roadshow. Self care books were given out by volunteers in town centres throughout self care week. The smoking cessation service, HIV testing and community groups, (eg friendship groups) were present to provide information for the public.</p> <p>One other success was the development of a dedicated <a href="#">website</a> for Self Care Week. This website will provide a future portal for partners to advertise their self care activity and links to FYi, the Fylde Coast directory of services providing information for residents and signposts to local services.</p> <p>We also ran a very successful 'Self Care Selfie' campaign to encourage people to take a selfie of them doing things to improve their health and wellbeing. As documented below in social media, many people got involved by doing a range of things, such as taking part in physical activities, having health checks or joining together for social events.</p> |
| <b>Section 3: Barriers</b>                                   |  |
| What barriers, difficulties or challenges did you encounter? | Initially the health organisations all had their own ideas for self care week but were working to the same goals. This meant that different messages were being circulated and opportunities were being missed.  |
| How did you overcome them?                                   | By joining the partners together to map the various assets they were using and aligning the various strategies, we were able to support community groups to hold events. We were able to direct resources to enrich those offers and link all  |

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|   | the events together to raise the profile of self care as a whole.   |
| Looking back, what would you have done differently?                   | Our key learning was to plan at an earlier stage and potentially ensure an early engagement with social care workers so they could begin the process of working with people earlier.  |
| <b>Section 4: Who was involved from the organisation and outside?</b> |   |
| List job titles, descriptions and roles                               | <p>We were fortunate enough to have several partners for Self Care Week 2018, who all contributed in their own way to a successful campaign.</p> <p>Key partners included:</p> <ul style="list-style-type: none"> <li>• Communications officer from NHS Fylde and Wyre CCG</li> <li>• Communications officer from NHS Blackpool CCG</li> <li>• Commissioning managers from both the above</li> <li>• Clinical directors from the two CCGs</li> <li>• The head of tourism and leisure for Fylde Borough Council</li> <li>• The head of health and community for Wyre Borough Council</li> <li>• The lead in public health at Blackpool Council</li> <li>• Local GP surgeries</li> <li>• Patient Participation Groups (PPGs)</li> </ul> |
| Give details of any external partners involved                        | <ul style="list-style-type: none"> <li>• Sexual Health Services</li> <li>• Lancashire Constabulary</li> <li>• Wellbeing services</li> <li>• Lancashire Women’s Centre</li> <li>• Hospital Volunteer Scheme</li> <li>• Health Coaching services</li> <li>• More Positive Together</li> <li>• Home Start</li> <li>• Great Places</li> <li>• URPotential</li> <li>• Supporting Minds</li> <li>• Desmond Team</li> <li>• Diabetes UK</li> <li>• Smoke Free Service</li> </ul>   |

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|   | <ul style="list-style-type: none"> <li>• Mrs Johnson’s Emporium</li> <li>• Moor Park Library</li> <li>• Park View 4 U</li> <li>• Layton Community House</li> <li>• Just Good Friends</li> <li>• YMCA</li> <li>• AFC Fylde</li> <li>• Citizens Advice Bureau</li> <li>• Cameo Club</li> <li>• Live, Laugh, Love, Lytham</li> <li>• Progress Housing</li> <li>• Inspire and Addaction drug and alcohol support</li> <li>• Active Lancashire</li> <li>• STEP</li> </ul> |
| <b>Section 5: Outcomes and impact</b>   |  |
| How much did you spend (breakdown for each issue and initiative and give total)?      | <p>The NHS spent around £100 to produce posters and materials for the week.</p> <p>The self care book cost £1,845 to produce and print 10,000 copies.</p> <p>The local authorities hired the community buses to help spread messages in local areas. The cost of this was absorbed by the local authorities and the total cost is unknown.</p>   |
| How much did you save (as above and as opportunity costs)?                            | <p>By asking community groups to hold their own events the cost of hiring a venue and associated costs for a single event were saved. This would have included the cost of transport and parking and catering to encourage people to attend.</p>   |
| What were the benefits for your patients / customers / users?                         | <ul style="list-style-type: none"> <li>• Over 100 people joined a group and improved their health and wellbeing.</li> <li>• More than 100 people joined a group following the events.</li> <li>• 6,000 self care books were given out.</li> <li>• Increased usage of the FYi Directory.</li> </ul>   |
| What were the benefits to you and/or your colleagues (e.g. improved job satisfaction, | <p>More people empowered to self care means less demand on health services.</p>  |

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| smoother running practice/pharmacy etc, happier service users)?  |  |
| <p>Please give details of other benefits (and quantify, where possible) e.g.</p> <ul style="list-style-type: none"> <li>• Reduction in unnecessary visits</li> <li>• Increase in time spent with patients with more serious conditions</li> <li>• Impact on addressing health inequalities</li> <li>• Anything else</li> </ul> | <ul style="list-style-type: none"> <li>• 35 people assessed for type 2 diabetes risk.</li> <li>• 28 people pledged to stop smoking.</li> <li>• 15 people tested for HIV and Hep B and C</li> <li>• Fylde Coast CCGs were awarded “outstanding CCG” for excellence in self care week by the Self Care Forum and NHS Clinical Commissioners.</li> <li>• We were invited to present at the Health+Care Conference in London.</li> </ul> |
| <b>Section 6: Impact evidence</b>  |  |
| Do you have formal or anecdotal evidence of success/impact (e.g. qualitative, quantitative, informal feedback)?  | <p>Anecdotal evidence found that groups experienced an increase of membership that was retained.</p> <p><b>There was an increase in the number of hits to the FYi directory of around five percent during the week.</b></p>  |
| Do you have any images/materials/weblinks to supplement your case study?   | <p>Images are attached separately.</p> <p>A short video was produced which can be downloaded <a href="#">here</a>.</p> <p>Main website for the week is <a href="#">here</a>. Additional web site <a href="#">here</a>.</p>   |
| <b>Section 7: CCGs</b>   |  |
| How do you envisage self care working in a clinical commissioning group?   | <p>The NHS Long term plan specifically talks about social prescribing and its role to help people manage their conditions through self care techniques. The work we have undertaken for self care week has already supported the development of the role across the ICP, particularly within commissioning arrangements.</p>   |
| <b>Section 8: Next steps</b>   |  |
| Where do you intend to go from here (e.g. future plans)?   | <p>For 2019, we started planning early for self care week and hope to make the same offer and include more for young people. We want to make sure that self care is something that is learned early and maintained throughout life so that people are more susceptible to it in older age.</p>   |
| Please give details of specific initiatives (and dates), where appropriate   |  |

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| Is there something your clinical commissioning group or local authority can do to help you continue to promote self care? |  |
| <b>Section 9: Your top tip!</b>   |  |
| What's your top tip to others wanting to encourage people to self care?   | Build on what you already have and make use of the groups and clubs that are in your local area. |
| <b>Section 10: Self Care Forum</b>  |  |
| Did you use any of the Self Care Forum resources, if so please specify.   | We used all of the resources including adapting some of the artwork for our own use.             |