

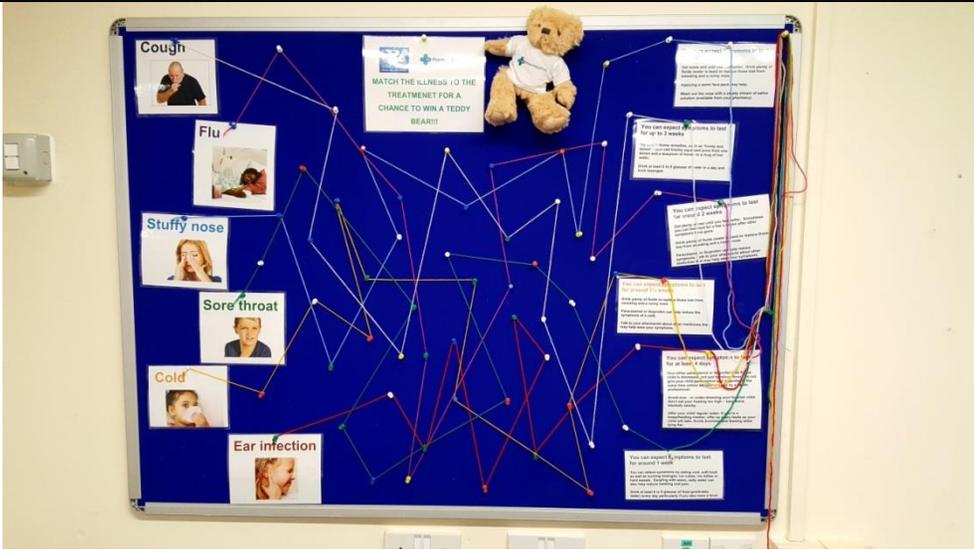
Section 1: Contact details	
Name of practice or organisation (e.g. charity)	NHS Milton Keynes Clinical Commissioning Group and partners
Title of person writing the case study	Neighbourhood Pharmacist & Engagement, Communications and Marketing Lead
Date submitted	July 2018
Practice population / client / user profile	Milton Keynes wide (294 000) Ward specific - Bletchley East (14 000)
Section 2: The problems/issues and how you tackled them	
What is the context to this case study (e.g. the area you work in)?	<p>Evidence shows that people who are active partners in their own healthcare are significantly lower consumers of health and social care resources. Conditions that are the major causes of premature death in the UK are closely linked to behavioural risk factors, such as tobacco, alcohol, being overweight or being physically inactive – where change can help achieve long-term health, social care and public-sector savings.</p> <p>The CCG commissions health services from a range of providers for Milton Keynes (MK). Like many CCGs, regrettably, MK does not have an infinite amount of funding. One area the CCG and partners are keen to work on is prevention and key to this is self-care.</p>
What was the challenge(s) you were faced with?	<p>Like most areas of the country, MK is facing significant pressures on the health and social care system. There are also areas of high deprivation and poor health outcomes. We felt these challenges could be addressed by supporting people to improve their knowledge, skills and confidence in managing aspects</p>

	of their own health.
What was the solution or approach to this?	<p>In Bletchley East a local self-care group was formed in May 2017 with support from the CCG and the Local Authority. The intention was for it to be a community-led group, so it was based around a GP practice and a community center partnering with local services. Initially, the group supported existing community events by delivering health and wellbeing messaging and eventually took a decision to deliver its own calendar of events during Self Care Week.</p> <p>Along with information stands throughout the Week, free activities were available including health checks, mindfulness sessions and opportunities to talk about medicines with health professionals. A dedicated activity to help improve health education involved a game that was developed to engage people in conversations about minor illnesses and what self-care steps can be taken.</p> <p>A MK wide self-care group was also formed and led by health professionals. The group first came together in September 2017 and the first piece of work was to produce a Self Care Week ‘toolkit’. The toolkit contained various traditional and digital resources that would enable a shared voice across MK for self-care messaging that included flu jabs, using pharmacy, NHS 111 and home medicine cabinets.</p>
Section 3: Barriers	
What challenges did you encounter?	There were three main challenges:

	<ol style="list-style-type: none">1) There can be some apathy towards health – until people get ill.2) Targeting messages were difficult due to health inequalities and low levels of literacy in the population.3) While there was interest in the work, in a deprived area the format of the self-care group was also deemed to be too formal and engagement was inconsistent.
<p>How did you overcome them?</p>	<p>During the Week we wanted to promote a greater understanding of how people can take care of their own health and wellbeing. To engage people, we developed a simple game which was particularly popular with children although it was targeted at people of all ages. The game, which focused on common conditions, allowed the health team to have a self care aware conversation with people about self-treatment. It also provided the self-care advocate with an opportunity to discuss wider areas of self-care. Users were given a bear with logos for NHS111 and the local pharmacy minor ailment scheme if they took part.</p> <p>To overcome the formal arrangements of the self care group in MK, we decided to have a virtual professionals' network in the area, to help support each other's initiatives.</p> <p>To retain a sense of being community-led, we are exploring whether to link with a newly formed community coffee morning. In such an informal setting, we hope it will help us build relationships with residents so that we may better understand their health and wellbeing needs.</p>

Looking back, what would you have done differently?	You can always do more with more budget, this preliminary self-care work has enabled us to pitch for funding in the future to take this work further.
Section 4: Who was involved from the organisation and outside?	
List job titles, descriptions and roles	Urgent Care Commissioner, Patient Experience Lead, Directors of Nursing, Communications Leads, Public Health Practitioners, Town Council staff, GP practice staff, Education and Youth setting staff, Third Sector staff
Give details of any external partners involved	MK Council, MK Hospital, GP Federation, CNWL-MK, Healthwatch MK, Community Action MK, Fenny Stratford Town Council, Water Eaton Health Centre, Children and Family Centers, Water Hall Primary School, Brook, Compass, Youth clubs, Mindfulness MK, Age UK, Carers MK
Section 5: Outcomes and impact	
How much did you spend?	Zero spend but people gave their time on behalf of their respective organisations. In the spirit of making best use of resources we used giveaways from previous promotions that were going spare.
How much did you save?	Difficult to say. The self care benefits are long term and the program within MK is in its infancy.
What were the benefits for your service users?	Improved awareness of the most appropriate place to access advice and treatment for health concerns; confidence in managing minor conditions at home; better understanding of the impact lifestyle and social issues can have on health and wellbeing, what simple changes can be made and available sources of support.
What were the benefits to you and/or your colleagues?	This work has brought together local organisations, services and individuals who might not have come across each other if it weren't for this programme of

	<p>work. We have been able to work in a truly collaborative way and gain insight into our local communities that we may not have otherwise.</p>
<p>Please give details of other benefits.</p>	<p>Through working with the local primary school, we have been made aware of the low levels of literacy and numeracy of some parents– this may be influencing the high numbers of missed appointments for immunisations and asthma clinics in East Bletchley. The GP practice has redesigned their letters to incorporate easily identifiable graphics so parents will know what the letter is about, even if they can't read the content it is too early to know what the impact of this has been. The practice has also noticed significant reductions in appointments for minor conditions and requests for prescriptions for over-the-counter medicines.</p> <p>Most recently, the GP practice and the primary school have worked together to deliver health and wellbeing sessions. In-depth, face-to-face conversation with parents that have concerns about immunisations was an excellent opportunity to myth-bust and improve the impression that some may have of services and health professionals.</p>
<p>Section 6: Impact evidence</p>	
<p>Do you have formal or anecdotal evidence of success or impact?</p>	<p>We had good feedback from the public and the game was well received. We also received a special Self Care Week Innovation Award by the Self Care Forum for our efforts, which gave us more of an impetus to continue this valuable work in the community.</p>

<p>Do you have any images/materials/weblinks to supplement your case study?</p>	 <p>http://dev.selfcareforum.org/wp-content/uploads/2011/07/MK_Poster.pdf http://dev.selfcareforum.org/wp-content/uploads/2011/07/MK_Toolkit.docx</p>
<p>Section 7: Self Care in the ‘new world’</p>	
<p>How do you envisage self care working in a clinical commissioning group?</p>	<p>Self-care is very broad but it can support many different areas of work. In MK we see it as a golden thread that can run through all that we do. When developing new services or considering pathway redesign the question should always be asked “What opportunities are there to support self-care?”</p> <p>The fact that self-care is explicitly stated in the NHS standard contract will allow us to incorporate KPIs or outcomes frameworks around self-care and ensure a consistent approach.</p>
<p>Section 8: Next steps</p>	
<p>Where do you intend to go from here?</p>	<p>We aim to build on the partnership working that has already started. As mentioned earlier, we have secured funding and will work with the partners to</p>

	<p>further develop the self-care agenda in MK. The basis for this will be health awareness days during the year. The group has developed a calendar and looked at key dates which can be used to promote the self-care agenda. All partners have agreed to this approach and we have already developed some information for the local carers charity, which we evaluated during Carers Week in June.</p> <p>The toolkit that was developed for Self Care Week was met with a great degree of enthusiasm and a similar tactic will be utilised for the work undertaken during the health awareness days.</p> <p>The group has made a fair commitment to self-care and it's exciting that we have so many partners around the table that have embraced this approach. We are already planning an exciting schedule of events for 2018. With a bursary from self-care group we can see that there are further resources to make this a reality.</p>
Please give details of specific initiatives (and dates), where appropriate	<p>The MK self-care group has worked with the charity Carers MK to produce information on recognizing and hydration and urinary tract infections that went into their spring/summer newsletter. The information was so well received we are considering how best to disseminate this across MK, especially in communities where there may be 'hidden caring'. We have also put this information on the CCG website.</p> <p>The MK group also produced a toolkit to support a shared voice for Mental Health Awareness Week in May 2018.</p>

	<p>During the health and wellbeing sessions at the school, we contacted 33 families. Feedback included “Parents were interested in the information and some were delighted that they knew more than they thought. Parents thought the information on the hay fever was very interesting.” We intend to build on this with the school to deliver regular sessions and consider how we can roll out to other schools.</p>
<p>Is there something your clinical commissioning group can do to help you continue to promote self care?</p>	<p>Provide a dedicated budget for the work. Organisational leaders should demonstrate their commitment by supporting self-care initiatives within the workplace for health and social care staff.</p>
<p>Section 9: Your top tip!</p>	
<p>What’s your top tip to others wanting to encourage people to self care?</p>	<p>Partnership work is key.</p> <p>Making it easy for others to be involved is essential. The toolkit that we developed really helped and partners agreed that it made their lives a lot easier.</p>
<p>Section 10: Self Care Forum</p>	
<p>Did you use any of the Self Care Forum resources, if so please specify.</p>	<p>Yes – the medicine cabinet poster, treat yourself better with pharmacist advice, minor illness leaflet and SCW branding such as web buttons etc.</p>