

.Section 1: Contact details	
Name of CCG	NHS South Cheshire CCG and NHS Vale Royal CCG
Name and title of person writing the case study	Noreen Caldwell
Date submitted	July 2018
Practice population / client / user profile	South Cheshire CCG 173,000 and Vale Royal CCG 102,000
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>Self Care Week 2017 provided an opportunity to work with our local population and clearly demonstrate collaborative and cross organisational working.</p> <p>This national campaign alignment, in conjunction with our planned delivery of the approach meant we were particularly well supported by our partners and local stakeholders who had a physical presence at many of the Self Care Week events and 'pop up' stands.</p> <p>Our partners also strongly supported the cascade of key messages through their external communications as well as digital and social media, clearly aligned to The Self Care Forum's key messages which we were sharing.</p>
What was the problem/challenge/issue you were faced with?	<p>Evidence shows there are 57 million GP appointments and 3.7 million visits to A&E each year for self-treatable conditions, which suggests this lack of information is driving people to seek advice from a doctor. However, all the information people need is readily available from their local community pharmacy.</p> <p>NHS South Cheshire and NHS Vale Royal Clinical Commissioning Groups had conversations with our local populations where everyone was encouraged to get involved, share their thoughts, views on local healthcare and focus on giving our local population an opportunity to shape the future of local healthcare.</p>

	<p>We also consulted the local population on how it felt about managing its own health and asked individuals to rate three individual statements:</p> <ul style="list-style-type: none">• I am happy to take charge and responsibility for my own healthcare• I have the support and know where to find information to manage my own health• There is enough being done to educate people on preventing conditions and encouraging them to take responsibility for their health <p>From this we found that whilst on the one hand our local population understand the need to take responsibility for their own health and wellbeing, there is clearly more to be done to support them with this. The confirmation that our local population is 'happy' to take charge and responsibility for its own healthcare is positive, this evidence has been the main driver in the wide scale promotion of self care to our local population.</p>
<p>What was the solution or approach to this (ie. brief description of self care initiatives)?</p>	<p>Our ambition for Self Care Week was to make it the 'best ever' with our consistent self care messages reaching our local population. Introducing our local campaign to the 29 GP practices across the area we sourced funding to produce pull-up banners to be displayed in each practice, complimented by the fact sheets for the local campaign which were produced by the Self Care Forum's to help people self care for minor conditions. This allowed us to share a consistent message across practices and at our pop-up events across Central Cheshire, when delivering our Self Care Week activities. We promoted all the events on the local Redshift Radio the week prior to and during Self Care Week.</p> <p>We collaborated with our partners and 22 participating GP</p>

	Practices and planned activities in most of our main local towns which allowed access to a large footfall of the population.
Section 3: Barriers	
What barriers, difficulties or challenges did you encounter?	People often don't see it is their responsibility to actively take a role in their own health care, but those who are interested don't know where to look for trusted information. We found that posters and leaflets need to be meaningful to people and be simple in their messaging.
How did you overcome them?	By developing and designing our campaign leaflets and banners using the Self Care Forum's key messages that were useful and meaningful to everyone. This was then cascaded out to our local communities and later to our neighbouring CCG areas.
Looking back, what would you have done differently?	Take longer in the planning stage to allow more community partners to get involved and to make sure we had enough collateral for our CCGs.
Section 4: Who was involved from the organisation and outside?	
List job titles, descriptions and roles	<ul style="list-style-type: none"> • Engagement and Involvement Manager, NHS South Cheshire and NHS Vale Royal CCGs • Senior Comms Manager, NHS South Cheshire and NHS Vale Royal CCGs • Action on Cancer Lead, NHS South Cheshire and NHS Vale Royal CCGs • Project Manager, Primary Care, NHS South Cheshire and NHS Vale Royal CCGs • Practice Managers and staff, South Cheshire and Vale Royal GP Alliance
Give details of any external partners involved	<ul style="list-style-type: none"> • CEO and staff, Healthwatch • Community Development Officers, Cheshire East Council • Manager and staff, Brio Leisure • Manager and staff, Everybody Leisure • Senior MacMillan Public Health and Wellbeing Officers,

	<ul style="list-style-type: none"> • End of Life Partnership • Redshift Radio • Walk Ranger, Cheshire West and Chester Council • Walk Ranger, Cheshire East Council • Area Skills and Employment Coordinators, Cheshire West and Chester Council • Manager, CVS
Section 5: Outcomes and impact	
How much did you spend?	<p>10,000 leaflets, designed and printed</p> <p>30 pull up banners</p> <p>total cost of £2300 (+ staff time)</p>
What were the benefits for service users?	Everyone was being communicated with the same self care message to ensure consistence and to avoid confusion.
What were the benefits to you and/or your colleagues?	Having the Self Care Forum as a trusted resource gave us a go-to for patients and colleagues seeking further information. This allowed us all to have the same trusted key messages from the Self Care Forum, saving us time in having the information approved internally.
Please give details of other benefits.	<ul style="list-style-type: none"> • Working collaboratively with local partners to spread a consistent message • GP practices and CCGs worked together to spread our Self Care Week messages • Sharing consistent information to patients on where to get the right care they need, at the right time – our key messages • Supporting patients to feel empowered to make decisions on their health– our key messages • Local online and print media used our press to reach 11,546 of the population. Alongside this was a social media campaign which had a reach of 164,015 people. (figures via the Clinical Support Unit from Kantar). Overall, our Self

	Care Week Campaign reached 178,561 of the local population.
Section 6: Impact evidence	
Do you have formal or anecdotal evidence of success?	<p>Anecdotal evidence from staff taking part was that patients were interested in the costs associated with the NHS services eg our price list.</p> <p>We were also immensely proud that our efforts have been recognised by the Self Care Forum who presented us with a special Self Care Week innovation award.</p>
Do you have any images/materials/weblinks to supplement your case study?	Yes. http://dev.selfcareforum.org/wp-content/uploads/2011/07/SouthCheshireCCGBrochure.pdf
Section 7: Self Care in the 'new world'	
How do you envisage self care working in a clinical commissioning group?	<p>Our campaign for 2017 and feedback from our GPs and partners has provided us with valuable learnings to help us plan and improve our activities for the next Self Care Week.</p> <p>In the meantime, we will continue with our campaign, ensuring our patients and public receive clear and consistent self care messages.</p> <ul style="list-style-type: none"> • We will look at embedding our self care messages in the work of the CCG • Use the local practices Envisage Screens to promote local messages which will also be in different languages • Develop the Self Care Champions work in local areas <p>Self Care Champions Prior to Self Care Week we ran workshops for 60 patients to be Self Care Champions, with some of the 'Champions' supporting the delivery of our messages during Self Care Week at supermarkets and GP practices. Since starting the Self Care Champion workshops, we have successfully run half day</p>

	<p>sessions which have received outstanding evaluated feedback.</p> <p>The workshops will be further developed and planned to continue to help us spread the consistent wider messages of self care which is Person Centre driven.</p> <p>A 'Lunch and Learn' workshop for CCG staff to become Self Care Champions is also planned.</p>
Section 8: Next steps	
Where do you intend to go from here?	<p>Using previous stakeholder analysis, one of the biggest gaps we have locally through our engagement is to our students and working populations.</p> <p>We have worked with our Self Care Champions to look at how to promote key messages in a way that is of benefit to staff, students and employers alike as well as helping the CCGs engage with hard-to-reach pockets of the community.</p>
Please give details of specific initiatives where appropriate	<p>We have developed a scheme in co-production with our Self Care Champions to offer establishments and businesses the opportunity to take part in our Self Care Award Programme.</p> <p>This will help them to develop self care messages that will inform, help people to remain well and support them during periods of illness.</p>
Section 9: Your top tip!	
What's your top tip to others wanting to encourage people to self care?	<p>Give patients and staff a central go-to place like the Self Care Forum for national consistent key messages on costs. Hold a Self Care Conference to share ideas and best practice.</p>
Section 10: Self Care Forum	
Did you use any of the Self Care Forum resources?	<p>All our messages came from the Self Care Forum and were redesigned to reflect our corporate branding.</p>