



Lancashire North
Clinical Commissioning Group

Self Care Conference

12th Nov 2013

Dr David Wrigley

GP Ash Trees Surgery – Carnforth, Lancashire

**Lancashire North Executive Member and
Clinical Lead for**

Patient and Public Engagement

Background to my CCG

- Made up of 13 practice in north Lancashire
- Patient population of 150,000
- Over 100 GPs
- Huge pressures in local hospital – acute and planned care
- Increasing pressures in general practice with more demand and less appointments
- Something had to be done.....



The Self Care Aware Pilot

The Lancashire North CCG wide self care aware programme aims to:

- reduce attendance for minor ailments in general practice
- reduce prescribing OTC meds for minor ailments
- support clinical engagement in self care and through uptake of the RCGP e-learning programme
- use patient and public involvement through patient participation groups (PPG's) and ongoing use of local and national self care campaigns



Our Self Care Aware Pilot

- First with CCG wide agreement
- Pilot began December 2012 with four practices
- Launch & education event in Lancaster
- Audit of conditions presenting and prescribing prior to pilot
- Roll out fact sheets usage and launch pilot in January 2013
- Continue for 18 months
- Re-audit attendance figures and prescribing of OTC medicines at end of pilot



Top 10 Conditions

	Condition	No of Patients
1	Sore throat	114
2	Cough	82
3	Common cold	54
4	Sprains and strains	45
5	URTI	40
6	Earache	38
7	Constipation	26
8	Dermatitis	23
9	Cradle cap	17
10	Muscular pain	17

How was it in reality?

- Timing of pilot wasn't great!
- Lead up to it during transition to H&SC Act – fledgling CCG
- Getting pilot practices on board wasn't difficult
- Rolling out training and 'the self care message' went well
- Keeping practices on the ball is always tricky
- Finances can be a block but there's ways round it
- We are seeing changes in attitudes
- Getting interest from other practices now and outside of CCG
- The more publicity the better
- Onwards and upwards!

Next Steps

- Continue encouragement of clinicians
- Continue local publicity i.e. European Antibiotic Awareness Day, Self Care Week and other campaigns
- Complete pilot
- Complete audit and assess outcomes
- Extend concept across CCG and wider...
- Can we get DH interested to roll out across England?
- Huge potential to make a difference – we know this!



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Thank you

You can contact me at

dgwrigley@doctors.org.uk

[@davidgwrigley](https://twitter.com/davidgwrigley)

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Patient and Public Engagement**