

# STOP PRESS

Your essential guide to what's going on in health and care across B&NES, Swindon and Wiltshire

October 2019



## Healthy living advice and improved access to services tops local wish list

People living across BSW have said they want local health and social care providers to support them to live healthier lifestyles, offer better access to services and make sure the professionals they see understand their needs.

The wish list comes after the conclusion of the recent Our Health Our Future engagement campaign which saw 1500 people answer survey questions and 1000 people talk to NHS staff about their hopes for the future of health and care services in the region.

People living in BSW said it was important they were given the opportunities, advice and information they need to live healthier lifestyles and be more aware of symptoms of diseases such as diabetes and high blood pressure so they could seek help earlier.

They said it should be easier to see staff at their local surgeries and waiting times for appointments and operations in local hospitals should be reduced.

Lots of respondents also said they didn't always feel listened to or taken seriously by the health and care professionals they saw.

The results, along with answers from an earlier

survey carried out by charity HealthWatch, have been passed onto local health leaders as they draw up plans for how health and care services across BSW will be organised over the next five years.

The results will also be published on BSW CCG websites and in an accessible booklet over the next few weeks.

Tracey Cox, Chief Executive of BaNES, Swindon and Wiltshire CCGs said the survey results would prove invaluable.

"As the wider health and care system in B&NES, Swindon and Wiltshire draws up plans for the next five years, it's essential that we listen to the views of local people so we can ensure our services provide support through every stage of people's lives and help them start well, live well and age well.

I'd like to thank everyone who took the time to fill in our survey or talk to us. The views they have shared will play an important role in how we develop our health and care services in BSW."

[Find out more about Our Health Our Future at www.bswstp.nhs.uk/ourhealthourfuture](http://www.bswstp.nhs.uk/ourhealthourfuture)

### Inside this issue of **STOP PRESS**:

- *Recruitment campaign looks to address nursing shortfall*
- *BSW continues to strengthen leadership team*
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## Recruitment campaign looks to address nursing shortfall



Health and care organisations across BSW are backing a new national recruitment campaign designed to attract more young people to careers in nursing and address the current 40,000 national shortfall.

The new campaign centres on a TV advert and social media campaign and aims to target sixth formers and encourage them to apply for student nursing courses.

It also looks to boost nurse retention levels and encourage former nurses to return to the NHS.

Ian Hampton, lead campaign manager for NHS England and NHS Improvement said the campaign “conveys the inspiring, extraordinary work that nurses do day-to-day, and we hope it will capture the imagination of students deciding the next step in their education.”

**Find out more about careers in nursing at [www.healthcareers.nhs.uk/nursing-careers](http://www.healthcareers.nhs.uk/nursing-careers)**

## Primary Care Networks develop in BSW

As health and care providers across BSW continue to work in a more joined up way, GP practices are playing a central role in providing a wider range of services by working together as Primary Care Networks (PCNs).

These networks play a crucial role in providing a truly joined up approach to health and care. They are groups of GP practices working together to provide a wide range of services to populations ranging from 30,000 to 50,000, although some PCNs will serve smaller or bigger populations.

PCN teams include GPs, pharmacists, district nurses, physiotherapists, paramedics and physician associates. In some cases they will also include other health professionals, as well as staff working in social care and the voluntary sector.

There are currently 21 PCNs across BaNES, Swindon and Wiltshire.

The PCNs will play a crucial role in joining up health and care across the region and helping people to be independent. They are being supported in a number of ways by BSW Partnership including quarterly forums which provide the developing networks with an opportunity to share learnings and best practice.

Dr Ian Orpen, Chair of the BSW Clinical Board, said PCNs were an important step forwards in providing more personalised and joined up health and social care.

“PCNs represent a real change in the way we should all see our GP practices – from reactively providing appointments to proactively caring for people and communities.”

## Health and care services get set for winter



Although the autumn sun may be still be shining, health and care leaders across BSW are busy planning for how best to ensure local services cope with increased demand this winter.

Seasonal demand across the NHS and social care often peaks during the winter months. As a result, planning in BSW is already well

underway with hospitals, GPs, social services and other health professionals coming together to plan how best to organise services.

At the same time, residents across the BSW area are also being urged to do all they can to look after themselves and avoid getting ill as we approach the winter season.

Gill May, Director of Nursing & Quality at BSW CCGs said taking some simple steps to prepare for winter would help people stay healthy to avoid any unnecessary hospital stays during this busy period.

“Making sure you get your flu jab over the coming weeks if you are over 65, pregnant, a child aged 2-3 or have a long-term health condition will really help. If you start to feel unwell, even if it’s a cough or a cold, don’t wait until it gets more serious, but seek advice from a pharmacist.”

## Fastest drop in smoking rates in ten years as Stoptober launches across BSW



Stoptober is back in BSW to help more people end their toxic relationships with smoking.

This Stoptober, smokers are being encouraged to say goodbye to cigarettes and split up with smoking for 28 days from 1st October.

Quitting - even for a short period - is a great

step in the right direction to better health, and it’s a move lots of people are making. Early indications from a major study have shown the number of smokers in England has fallen by 2.2 per cent so far in 2019.

Public Health England is encouraging England’s remaining smokers to join in with the nation’s biggest quit attempt and is providing them with the information and support they need to split up with smoking now.

**If you are a smoker, quitting is the best thing you can do for your health and the health of those around you. Just search ‘Stoptober’ for more information.**

## CCGs move step closer to merger

The three groups responsible for delivering health services in B&NES, Swindon and Wiltshire have moved a step closer to becoming one single commissioning organisation.

The move comes after GPs and CCG governing boards approved a proposal to submit a formal application to NHS England/Improvement to merge the three CCGs.

A merger submission document has been sent to NHS England/Improvement for final approval and confirmation of their decision is expected in mid-October.

Tracey Cox, Chief Executive of BaNES, Swindon and Wiltshire CCGs, said she welcomed the backing from GPs and Governing Bodies.

“This positive endorsement by our members and boards to become one CCG is a significant step forwards which will create a new organisation with benefits for patients, our staff and our GP members.

Becoming one CCG will result in reduced variation in care and standardised best practice.

Working as one organisation will also reduce running costs, help meet financial challenges and free up more money to be invested in frontline services and transformational projects.”

## New appointments to Executive team

Work to strengthen BSW CCGs joint executive team as B&NES, Swindon and Wiltshire CCGs work together in a more joined up and integrated way is continuing with a number of appointments being made over the past few weeks.

Sheridan Flavin and Alison Kingscott have been jointly appointed in a job share role as Interim Directors of Workforce and Organisational Development for a nine month period. Sheridan and Alison are both familiar with the BSW area. Sheridan most recently was the interim HR Director at GWH and Alison has previously worked at Salisbury Foundation Trust as HR Director.

Meanwhile Ted Wilson has been appointed as the Locality Director for Wiltshire CCG from Monday 1st October on an interim basis while the process to recruit permanent locality directors for both Wiltshire and Swindon continues.



*Sheridan Flavin (left) and Alison Kingscott (right) have been appointed in a job share roles as Interim Director of Workforce and Organisational Development.*

## Tell us what you think!

*We always value feedback from the people who matter: you! Get in touch with us today and let us know how you feel about health and care across B&NES, Swindon and Wiltshire*

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