

## e-word Issue 4 - August 2013

An update for our local partners and stakeholders



North East Hampshire and Farnham  
Clinical Commissioning Group



### From the Chair



We hope you enjoy the first edition of our new look newsletter. Please do get in touch and let us know what you think. Full contact details can be found at the [end of this newsletter](#).

If you would like to be added to our mailing list, please email us on [NEHFCCG@hampshire.nhs.uk](mailto:NEHFCCG@hampshire.nhs.uk).

The 8<sup>th</sup> May was a significant day for the CCG as the Governing Body held its first meeting in public.

Clinical Commissioning Groups have a duty to involve patients and public in commissioning decisions and the first public meeting marked the start of this.

We have always been keen for our decision-making to take place in a public setting and this demonstrates our commitment to both public and patient engagement and open and transparent working.

The May meeting saw members of the Governing Body review the vision, mission and principles of the CCG as it set the healthcare agenda for local patients; having taken over the commissioning of healthcare on 1 April 2013.

Also featuring high on the agenda was the CCG's approach to quality issues and public engagement. Find out more about our plans to involve our population, in the [Patient and Public Engagement](#) article in this issue.

Last month, our second public meeting was held on 3<sup>rd</sup> July. Governing Body meetings in public will take place every two months and the next is scheduled for 11<sup>th</sup> September. Full details and agendas for each meeting will be made available on our website.

The agendas from our first two public meetings can also be found on our website at:

[http://www.northeasthampshireandfarnhamccg.nhs.uk/documents/cat\\_view/55-governing-body-meetings](http://www.northeasthampshireandfarnhamccg.nhs.uk/documents/cat_view/55-governing-body-meetings)

**Dr Andy Whitfield, Clinical Lead and Chair,  
NHS North East Hampshire & Farnham CCG**

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## Chronic pain sufferers toolkit

The CCG and Frimley Park Hospital (FPH) Pain Team collaborated to host a Local Pain Summit, with the aim of discussing some simple ways that can improve our care of patients with chronic pain in a cost effective way.

Over the past 12 months, £1,67m has been spent on pain medication by our local GPs.

At Frimley Park Hospital, there have been:

- 765 new attendances between April 2012 and the end of February 2013, costing £161.5k
- 1393 follow up attendances costing £157k
- 1166 procedures costing £872k.

**It is reported that 13% of the population suffer with chronic pain; that could be as many as 28,340 people in the CCG area**

### How are we looking to improve the care we provide to patients with chronic pain?



This is Pete Moore, founder of The Pain Toolkit. He was a patient suffering from chronic pain, now he is a person again – all thanks to attending a pain management programme. He believes that self-help is the key to coping with chronic pain.

Together with Dr Frances Cole, Pete has developed **The Pain Toolkit** which guides patients through 12 tools, providing them with handy tips and skills to support them in their journey.

The CCG is producing a postcard introduction to the tool kit for patients, which will be available in autumn of this year. Please discuss the possibility of using this new pain toolkit with your GP.

Further information about the Pain Toolkit can be found online at <http://www.paintoolkit.org/>.

**Lauren Pennington**

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## Friends and Family Test results

The first results of the NHS Friends and Family Test for all acute hospital inpatient and accident and emergency departments are being published. This is the first time that Friends and Family Test results are being made available at a national level and marks the next step in NHS England's commitment to transparency, openness and public participation.

Frimley Park Hospital results have been published on the hospital's website, and can be found via the following link:

<http://www.frimleypark.nhs.uk/patients-and-visitors/friends-and-family-test>.



The NHS Friends and Family Test asks patients one simple question: 'How likely are you to recommend our ward/A&E department to friends and family if they needed similar care or treatment?'. Hospitals are encouraged to follow up patients' responses with further questions about why they answered in the way they did – making sure that every patient has the opportunity to be heard and acting as a lever by which NHS services can be transformed to better understand and meet local people's needs.

To read the news release in full, please visit the news section of the CCG website: <http://www.northeasthampshireandfarnhamccg.nhs.uk/news>.

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## Using A&E appropriately – please Keep Calm & Choose Well

GPs across NHS North East Hampshire & Farnham Clinical Commissioning Group continue to urge residents to plan ahead for healthcare through the summer period.

As attendances at A&E departments nationwide have soared 50% over the past decade, there are plenty of options to help and advise you apart from hospital A&E departments.

Pharmacists can do much more than dispense medicines – they also provide healthcare advice, without an appointment, on everyday ailments, potentially saving you a visit to your GP or elsewhere.

Your local pharmacist can also help you be prepared for when minor illnesses or accidents strike by advising you on what to have in your home medicine cupboard, including basics such as painkillers; thermometer; plasters and dressings; and antiseptic.

If you want to speak to someone about a health issue then don't forget that you can ring [NHS 111](#) for medical advice and help 24/7.

There's also a vast amount of helpful information on the NHS Choices website at <http://www.nhs.uk/>.

We would urge people to think before they go to Emergency Department, and if you are not sure phone 111, where staff will advise you of the best service for you to go to, which may include your local pharmacy.

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## NHS 111 now live across all of Surrey

As of Tuesday 18<sup>th</sup> June, [NHS 111](#) is now live across all areas of Surrey (the service has been available across Hampshire since January 2013).

111 is the new number to call for all urgent medical enquiries, when you need help fast but it's not a 999-emergency.

The NHS 111 service provides a single point of access to all local health services, so you can get the right help, whatever the time or day.

You can also call 111 when you are unsure what to do or where to go for medical help.

After being triaged over the phone, the trained 111 advisor will direct you to the local health service that best suits your needs. That could be an out of hours



GP service, A&E, emergency dentist, walk in centre or the nearest available chemist.

The NHS 111 team can also dispatch an ambulance in the same speed as 999.

**In all instances, please call 999 in a life-threatening, medical emergency.**

111 is free to call and is a single point of access for medical concerns, 24 hours a day, 365 days a year.

To find out more, please visit: [www.nhs.uk/111](http://www.nhs.uk/111).

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## Staying healthy in a heatwave

Most of us welcome hot weather, but when it's too hot for too long there can be health risks. During the summer, make sure the heat doesn't harm you or anyone you know.

Please check the [news section](#) of our website for information about staying healthy in a heatwave. This will be updated if the warm weather continues this summer.

NHS Choices also has heatwave health advice, and a link to the Heatwave Plan for 2013:

<http://www.nhs.uk/Livewell/Summerhealth/Pages/Heatwave.aspx>.

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## Patient and Public Engagement

At our May Governing Body meeting, [a presentation was given](#) on Quality and Governance structure.

One of the topics focused on was Patient and Public Engagement (PPE), which is essential to how we will function as a CCG. The presentation included our plans for our first year in operation and how we will build on the work already underway:

- Patient and Public Group – CCG providing support in the form of admin/ speakers/ lay representative attendance
- Patient Reps involved in key work to change outcomes in areas such as : Diabetes Care, Community Nursing, Respiratory Pathways, Mental Health
- Stakeholder Engagement events which will form part of our commissioning cycle.

Recommending Governing Body endorsement of:

- Publication of the [Stakeholder Newsletter](#) on the internet
- Governance Structure for PPE.

Chandra McGowan, who is a Lay Member of our [Governing Body](#) – with a focus on patient and public involvement, comments:

*“Involving the local population in the development of our local NHS services is*



*going to be vital. Only by listening to, and responding to the public and our partners, can we truly deliver a service that meets local health needs.*

*The Governing Body of the Clinical Commissioning Group is keen to gather the views on local healthcare from all areas of the local community and to reflect on these and ensure that they influence our commissioning decisions. If you are interested in getting involved, please contact us using the contact details [at the end of the newsletter](#).”*

To view the presentation from the event, and the other agenda items from the meeting, please visit the May Governing Body meeting section in the Documents area of our website:

[http://www.northeasthampshireandfarnhamccg.nhs.uk/documents/cat\\_view/55-governing-body-meetings](http://www.northeasthampshireandfarnhamccg.nhs.uk/documents/cat_view/55-governing-body-meetings).

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## Health in the local area

Please find a link to our newly published [Health Prospectus for 2013/14](#). This includes background information on NHS North East Hampshire & Farnham Clinical Commissioning Group (NEH&FCCGCCG), how we fund the services we commission, our commissioning priorities for 2013/14 and more. We hope you find it of interest.

On our website, you can also find out more about the health of our local population by visiting:

<http://www.northeasthampshireandfarnhamccg.nhs.uk/about-us/health-in-the-local-area>

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## Keep Calm health campaign wins award



Left to Right:

Sally Wood: Student helper, Robbie Bates: Uscreates, award presenter, Alan Boyles: Uscreates, Charlotte Keeble: NEH&F CCG and Dr Mark Tyrrell: NEH&F CCG.

NHS North East Hampshire and Farnham CCG's [‘Keep calm, can you sort it yourself?’](#) campaign, has won a Bronze Award in the annual Institute of Practitioners in Advertising (IPA) Best of Health Awards.

The CCG worked with social impact experts Uscreates to design the campaign, targeted at young people, and which aims to reduce the number of people attending A&E for minor injuries and illnesses that can be treated elsewhere.

Young people aged 17-24 years helped adapt the well-known 'Keep calm' branding so that it appealed to the target age group across a wide range of media including Facebook, bus shelter advertising, and a live event at Princes Mead shopping centre in Farnborough.

This saw young performers act out scenarios of people using A&E inappropriately, based on real-life examples. Around 250 branded first aid kits were given out to passers-by on the day to reinforce the message once they got home.



Sally Wood (19), from Ash Vale, was one of the shopping centre performers. She was contacted by Uscreates though her links with a local community theatre group, and she sourced fellow performers from the Hampshire and Surrey areas.

She said: "We used improvised comedy sketches, street theatre, flash mobs and songs to grab the attention of passers-by. Passing on the 'Keep Calm' message using these methods proved effective and engaging for young people, who were both informed and entertained."

Dr Mark Tyrrell, who leads on the project for the CCG, said: "The campaign had backing right across the CCG, and we even had staff in all 24 of our GP practices getting involved by wearing special t-shirts and distributing badges and flyers to patients, creating an even higher awareness of the brand and campaign."

"Our goal was simple – to keep A&E clear for those who genuinely need urgent medical help."

The IPA Best of Health Awards showcase the best in creativity in healthcare across all media, with more than 400 entries in this year's competition. The IPA is the professional body for advertising, media and marketing communications agencies in the UK.

To read the press release in full, please visit the [news section](#) of the CCG website at <http://www.northeasthampshireandfarnhamccg.nhs.uk/news>.

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## Dates for the diary, useful links and contact details

### Dates for the diary

The next Governing Body meeting in public is September 11<sup>th</sup> 2013, details will be added to our website.

## Useful links

- North East Hampshire & Farnham CCG website: [www.nehfccg.org.uk](http://www.nehfccg.org.uk)
- Frimley Park Hospital: <http://www.frimleypark.nhs.uk/>
- Royal Surrey County Hospital: <http://www.royalsurrey.nhs.uk/>
- Southern Health NHS Foundation Trust: <http://www.southernhealth.nhs.uk/>
- Surrey & Borders Partnership NHS Foundation Trust: <http://www.sabp.nhs.uk/>
- South East Coast Ambulance NHS Foundation Trust: <http://www.secamb.nhs.uk/>
- NHS 111: [www.nhs.uk/111/](http://www.nhs.uk/111/)

## Contact us

If you would like further details about the CCG, please contact us by:

Telephone: **01252 335154** Email: [nehfccg@hampshire.nhs.uk](mailto:nehfccg@hampshire.nhs.uk)

or write to us at:

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