

Communications and Engagement Programme – Bay Health and Care Partners

Bay Health and Care Partners (BHCP) have been exploring how they can accelerate and increase the pace of the transformational Better Care Together (BCT) programme. The BCT plan was constructed following extensive conversations and engagement with members of the public and clinical staff across Morecambe Bay. There are a number of substantial challenges facing not just local healthcare, but the NHS right across the country. In order to address these challenges, it is quite likely services will need to transform. Before plans are finalised, BHCP will be engaging on another programme of engagement with the public and staff on what we believe some of the key challenges are, and that need to be addressed if we are to provide safe high standards of sustainable care for generations to come.

This is not a consultation exercise, it is intended to stimulate conversation and engage the public for their views and opinions on the challenges we believe need to be addressed which we have called 'the five hard truths'. This feedback will help to inform any proposed further transformation service changes.

The Five Hard-Truths engagement programme

We will be delivering a three week engagement and communications programme designed to open a conversation with stakeholders about the challenges faced, potential solutions and the way forward for health and care in Morecambe Bay. This will help answer the question of, "How do we decide together, the best way of providing a high quality, safe and sustainable health and social care system within an allocated budget for Morecambe Bay?"

Working in partnership

Before 'launching' the five hard truths to the public and stakeholders, we have recently held a workshop to share the five hard truths, how they could each impact on the services being provided, as well as what we have been doing to address them to date. The feedback has been most useful in further developing the hard truths, whilst this was admittedly a relatively 'informed' group of people; they provided helpful and insightful challenge.

Engagement tools will include:

- The Healthwatch chattyvan visiting locations across Morecambe Bay
- A survey available on-line and on paper
- Feedback via a dedicated web page
- Social media
- Community visits



The five hard truths are:

1. Too much of NHS budget is now spent on treating a number of health conditions that are largely preventable and some of these issues lie outside the NHS. We are spending on 'cure' and 'follow up' rather than prevention.
2. Despite an active recruitment drive the recruitment of clinical staff is challenging, especially in some specialties in the hospital, in community services and in general practice.

We spend significant amounts of money on locums, agency staff and have to pay over the odds' for staff to provide 'fragile services' in Morecambe Bay

3. The best bed is often your own bed –for some people being in hospital can lead to deterioration in health e.g. muscle wastage.

Some people`s length of stay in a hospital bed is longer than the national average. We also know that there will always be people who do need to be in hospital.

4. The demand on all health and care services continues to increase e.g. on GPs, on community nurses etc. "winter pressures" are often faced all year round. At home not everyone in Morecambe Bay has easy access to transport, good living conditions, or care and support from family and friends. For those family and friend who are carers looking after vulnerable people, this can cause pressure and in turn affect their health.
5. There are areas of waste and duplicated spend in some areas e.g. variations in prescribing, spending on running duplicate clinical and 'back office' services across many sites and different buying processes.

The engagement process will share the hard truths and ask for views on ideas to improve the health of our population and help reduce the financial deficit e.g.:

- Reducing waste by joining up some support services where there is duplication
- Improving our contracting and purchasing agreements
- Reducing the high costs of providing some services from multiple sites
- Achieving savings by consistent prescribing
- New approaches to managing long term conditions e.g. proactive care planning
- Encouraging involvement in community initiatives to helps self-care safely and keep us healthier
- Getting care from the 'right person' rather than the 'usual person'
- Continuing our active recruitment efforts so that more people want to work in Morecambe Bay



- Intermediate care in medically staffed ‘step up and step down’ beds
- Better explanations of which is the ‘right’ service to use
- Using technology differently
- Discussing the costs of some NHS services so people better understand the expense incurred if people do not use services appropriately e.g. not attending appointments

Engagement schedule

The proposed engagement schedule is shown below. The bulk of the face-to-face public engagement takes place in week eight and week nine/the end of February beginning of March and consists of staff from health and care in Morecambe Bay joining with colleagues from health watch, on the HealthWatch ‘bus.’ Health organisations will also carrying out their own discussion and engagement sessions with their workforces during February and early March.

Outcome of programme

It is proposed that the programme report is presented and discussed again with health overview scrutiny colleagues once it is available.

Anticipated timeline

	Week 6 5 Feb	Week 6 12 Feb	Week 7 19 Feb	Week 8 26 Feb	Week 9 5 Mar	Week 10 12 Mar
Boards & regulator notification, press releases Stakeholder Briefings						
Info for websites & intranets						
Social media						
Survey						
Chatty van on tour						
Staff eng (ongoing & additional)						
Additional visits to impacted groups						

