



Croydon CCG

Prevention, Self Care and Shared Decision Making (PSS) Strategy



© The Local Data Company



Longer, healthier lives for all the people in Croydon

Croydon Clinical Commissioning Group

The Case for Change

- Wanless 2002 ‘fully engaged’ scenario – active ownership of health, engagement with services, increased use of technology = better outcomes, lower costs
- Minor ailments – 18% of all GP consultations
- One in six attending Croydon Urgent Care Centre in 2012/13 received advice
- One third of 10/11 year olds overweight / obese
- One third in most deprived areas smoke

Strategic Context

- Aligned with ‘Joint Health and Wellbeing Strategy’ and national outcomes frameworks
- CCGG priority area – Integrated Strategic Operating Plan 2013/14
- Linked to Primary and Community, and Urgent Care Strategies
- Croydon Council - CFL Primary Prevention Plan, DASHH Adult Social Care Commissioning Strategy, Public Health
- Voluntary and Community Sector PSS activity

CCCG PSS Strategy Focus

- Residents taking more responsibility for health
- Promoting healthy living and wellness
- Self care for minor ailments
- Supporting self management
- Professionals and service users sharing decisions

PSS How

- Mainly zero budget – using existing resources
- Revising contracts to support PSS
- Embedding PSS – brief interventions, communications
- Using technology – Florence text messaging service, online Patient Decision Aids
- Self Care Week – Community Health Champions, Childrens' Centres, Asset Based Community Development

Making PSS Happen

How to integrate with other strategies and activity?

- Role of steering group
- Implement using existing partnerships
- Integrate Patient and Public Involvement, engagement with Healthwatch and wider voluntary sector, communications.
- Systematic workforce development
- Measure and report progress
- Make Every Contact Count in Croydon!