

# TOGETHER FOR HEALTH?

Presentation to  
The Croydon Health And Wellbeing Board  
8 June 2016

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Longer, healthier lives for  
all the people in Croydon



# TOGETHER FOR HEALTH?

We will cover:

1. The drivers
2. The policy context
3. An understanding of PSSSD
4. Work to date
5. Work to do
6. Risks and challenges
7. Opportunities
8. **A FREE takeaway!**



# Previously discussed at HWBB 12 June 2013



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



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*Longer, healthier lives for all the people in Croydon*

Croydon Clinical Commissioning Group

# *In a nutshell...*



A programme that seeks to **improve population outcomes and experience** as well as creating conditions for a more **financially sustainable local healthcare system**. It achieves this through actively **promoting and encouraging prevention, self-care, self-management and shared decision making (PSSSD)** among the population to **increase independence and responsibility** around health

# Our local status

Three out of every five people aged over 60 suffer from a long term condition taking half of all GP appointments and nearly 2/3 of planned hospital appointments

18% of people attending Croydon Urgent Care Centre in 2012/13 got advice only

Well over half of Croydon adults were overweight or obese

A 9-year life expectancy gap exists between Croydon's best and worst wards



18% of all GP consultations are unnecessary

Nearly a quarter of Croydon children in Reception and over a third in Year 6 were either overweight or obese

Well over a quarter of adults are physically inactive

Croydon has around 20,000 people diagnosed as diabetic, costing the CCG around £123m per year

## NHS in England reveals £2.45bn record deficit

NHS financial experts say true scale of overspend is even higher but has been hidden by use of 'accounting tricks'



📷 The majority of NHS trusts are in the red, reviving claims the government is not providing enough funding to meet demand. Photograph: Peter Byrne/PA

The [NHS](#) in England has run up a record deficit of £2.45bn - the biggest overspend in its history - as it struggles to cope with a surge in demand for care while suffering a major budget squeeze.

Official figures released on Friday by NHS Improvement showed that NHS trusts in England, which predominantly run hospitals, ended the 2015-16 financial year £461m worse than the organisation had forecast. The combined deficit is almost three times bigger than the £822m overspend incurred the year before, and more

# NATIONAL NEWS

- NHS deficits
- Underfunded social care
- Rising demand

*“2016/17 will be a watershed year for the NHS – eradicating deficits and improving performance is going to be a Herculean challenge”*

John Appleby,  
chief economist at the King's Fund

1. We have an unsustainable burden

2. Together for Health is about using our resources more effectively

3. Together for Health also improves outcomes and satisfaction too!

**4. Even if money were no object Together for Health would be the right thing to do**



# Policy Context

- Five-year forward view
- CCG operating plan 2016-17
- Croydon Joint Health and Wellbeing Strategy
- Croydon Sustainability and Transformation Plan





# PSSSD principles

A close-up photograph of a bright green apple covered in numerous small, clear water droplets. The apple is positioned in the center of the frame, with its stem visible on the right side. The background is a plain, light color, making the apple stand out.

Prevention is better than cure but...

When someone does become ill they are better able to manage their illness and...

When a person does need treatment they are seen in the right place at the right time and...

There is a shared decision making between the patient and the health professional.

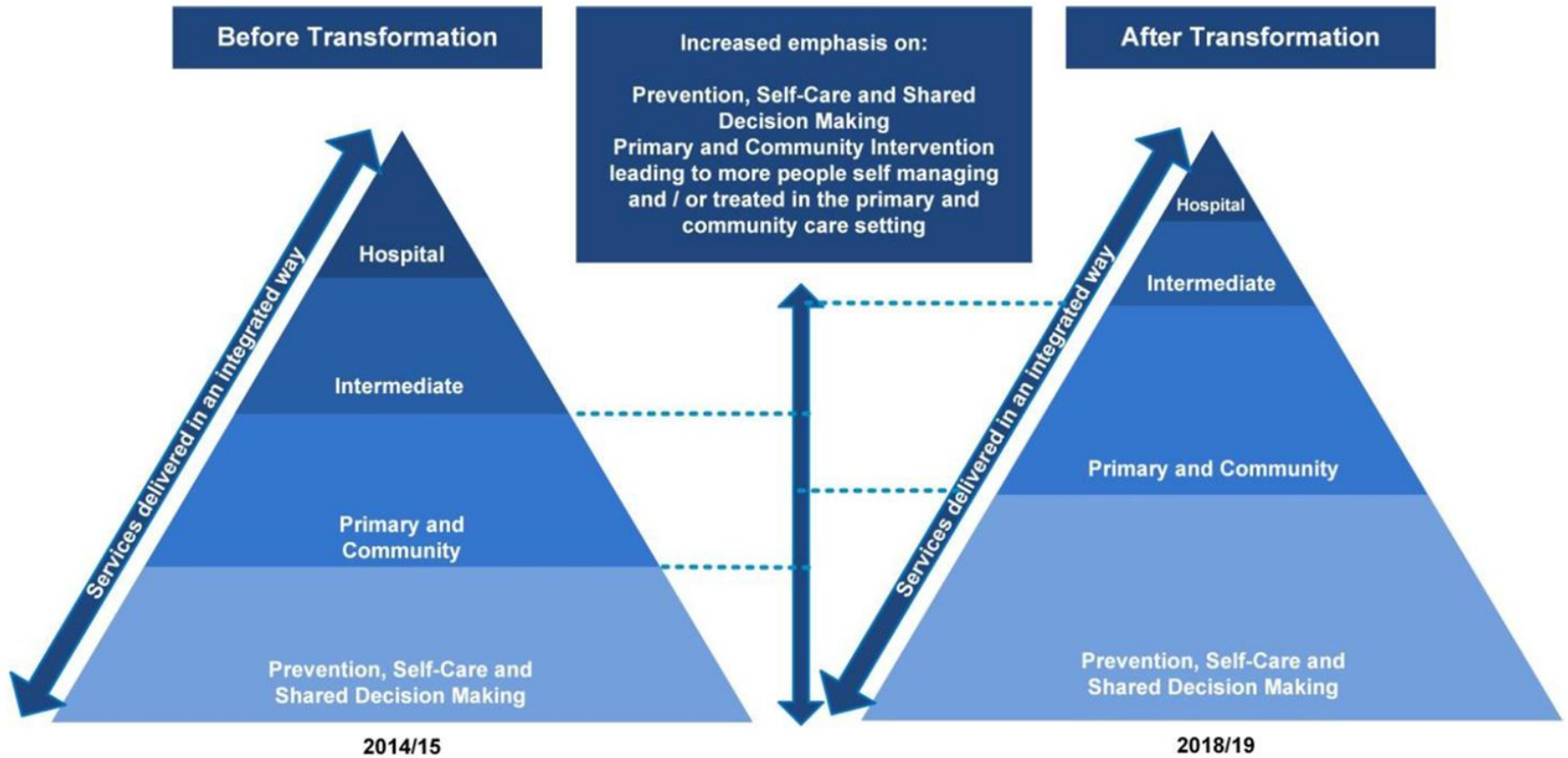
# PSSSD is

**Prevention:** residents and patients are supported and provided with the necessary knowledge and resources they need to take responsibility for their own health, stay healthy and reduce the risk of disease in the future

**Self care:** People who need treatment in Croydon know the appropriate place to go, whether that is their pharmacy, GP practice, A&E department, urgent care centre or caring for themselves at home, so they can get the right treatment, in the right place at the right time.

**Self management:** patients with a long term condition have the support, knowledge and tools they need to manage their condition and make lifestyle changes that will improve their wellbeing

**Shared decision making:** patients who need to make choices about their healthcare have the support and information they need so they can make decisions with their GP that are best for them



## A rebalanced system

# How are we going about this?

- Training and education for local clinicians and the wider healthcare workforce
- A communication and engagement strategy for developing awareness among the local population
- A number of theme-areas for focused work including
  - Diabetes
  - Muscular-skeletal (MSK)
  - Respiratory conditions
- Asset Based Community Development with CVA



## One service user said:

*“Many people I spoke to have stopped going to their GP every time they get a headache or cramps because they are getting support from other people at the groups they are attending and now get less stressed and feel less ill.”*

# Current projects underway

- Prevention
  - Staff health and wellbeing initiative
- Self-care
  - Health Help Now digital solution for self-care
  - Articles in the Croydon Guardian and other local publications
- Self-management
  - GP group consultations with up to 15 patients in a single consultation
  - Structured 12-week education pilots for people with long term conditions
  - Pathway analysis using experience based co-production event at Croydon University Hospital
- Shared decision making
  - Working with CVA to enhance a shared decision making culture in GP practices, co-produced with the local community
- PSSSD training for commissioners
- Disease specific interventions



# Risks and challenges



- Upstream investment – out of our comfort zone
- Outcomes framework to help us measure success
- Culture change for clinicians and patients – a different kind of NHS
- Clinical leadership with genuine public and patient involvement – the leader ‘being the change’

**Overarching programme outcomes and process indicators, spanning prevention, self-care, self-management, and shared decision making**

Outcome Domain	Outcome Description ('I' statements)	Long-term Outcome Measures	Process Indicators
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Prevention</b></p>	<p><b>I adopt healthy behaviours: I stop smoking, I consume alcohol sensibly, I am physically active, I have a healthy weight and I eat a balanced diet.</b></p>	Smoking prevalence (18 y/o plus)	Number of people referred to stop smoking service
		Obesity prevalence (16 y/o plus)	Number of people referred to weight management service
		Binge drinking prevalence / hospital admissions for alcohol related conditions	Number of people offered IBA / Number of Don't Bottle It Up website hits
		% active adults	Number of people referred to MI Change
		5 a day fruit and vegetables	Number of people referred to Integrated Healthy Lifestyles Service (IHLS)
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Self-care</b></p>	<p><b>I take care of myself when I have symptoms such as sore throats, coughs; I use OTC products appropriately; I know how to manage minor ailments; and I use pharmacy, GP, urgent care and A&amp;E services appropriately.</b></p>	Healthy Life Expectancy	<i>Percentage of people that received an NHS Health Check of those offered</i>
		Know how to contact an out of hours GP service	Number of people who report positive health outcomes from use of digital apps
		Self-reported bad or very bad health	Number of people accessing PSSSD information and advice
		One or more long term	Number of people reporting use of pharmacy (before their GP)



# Opportunities:

- Addressing wider determinants of health – Livewell service
- Promote prevention and self-care through the local authority and schools
- Collaborative working across Croydon – Outcomes Based Commissioning
- Nudging using behavioural economics

# Your take away...



or



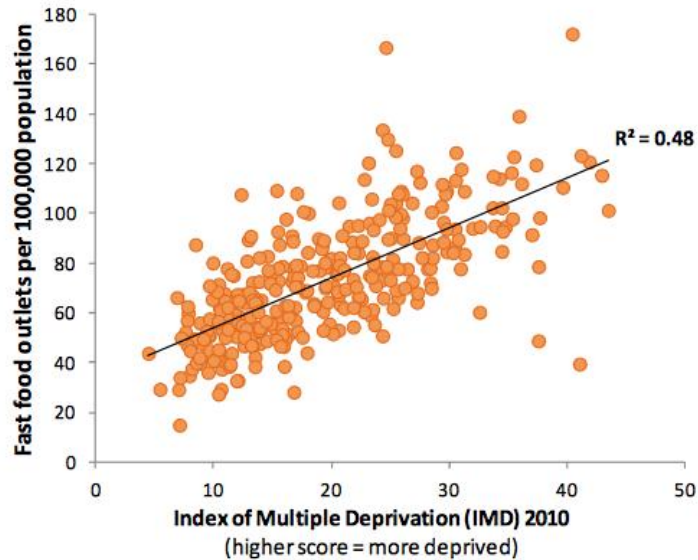
**In the next week:**

**Please provide us with a named contact in your organisation who we can keep in the loop for Together for Health**

# Obesity and the environment

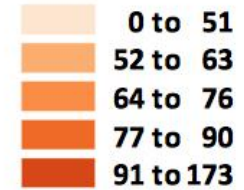
## Fast food outlets

Relationship between density of fast food outlets and deprivation by local authority



### Fast food outlets

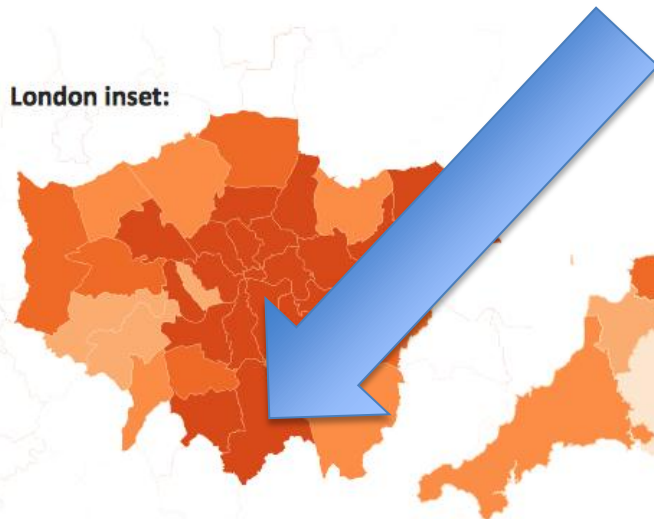
by local authority  
per 100,000 population



England value  
per 100,000 population

**77.9**

London inset:



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Thank you

For more information contact:

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