

# newsletter.

Spring  
2016



## Tackling the tough issues to improve services for patients

April 2016 marked the end of our first three years as a Clinical Commissioning Group. We've not avoided the sensitive issues and have done 'deep dives' looking at services in depth such as end of life care, dementia and mental health. We've invited patients and carers to speak openly about their experiences at Governing Body public meetings and although the subjects have changed, there are common themes.

People want more support to prevent them from getting ill in the first place. They also want a quick diagnosis. But the strongest area of common ground is for more seamless care between different providers of NHS services. This is especially true for people who are diagnosed with one or more long term conditions.

The population is getting older and is being diagnosed with more long term conditions. Stronger connections with the social care sector will be vital to continue to provide better, more effective care across various providers.

We've listened to what the public in Crawley has asked for, namely services that are easier to access within the communities they serve. This means making the most out of Crawley Hospital, with plans that are now underway to expand urgent care services and to create a 26 bed ward on the sixth floor.

To keep NHS services sustainable and within budget, over the next three years even more intensive work will include three key areas:

- Strengthening primary care – services provided by GP practices - so it is under less pressure, which includes encouraging more trainees to enter
- Wrapping more services around primary care such as those provided by therapists and mental health workers
- Using technology to create records in real time so that clinicians in the emergency services, at hospital, in urgent care or out of hours/in hours GP services all have the information they need to make decisions about a patient's treatment and care. Other technologies being piloted across Crawley, Horsham and Mid Sussex include web-based consultations and text alerts to carers for people who ring NHS 111. We are looking at how technology can help frail elderly and people with a mental health condition to get directed to a local clinician when they contact NHS 111.

By tackling issues head on with public input we can improve services. Dementia diagnosis rates are a prime example: through better assessment and support services Crawley has doubled its diagnosis rate to 74% since the CCG's launch, the best in south-east England.

**Alan Kennedy**  
*Chair, NHS Crawley CCG*

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### NHS 111 campaign

Dom Joly enlisted to promote NHS 111 across Sussex

### Dementia diagnosis

Improving quality of life

### Vital cancer screening

Teaming up with Cancer Research UK to increase cancer awareness

## Serious message behind light-hearted NHS 111 campaign

TV prankster Dom Joly has swapped his 'I'm on the phone' catchphrase for 'call 111' in support of a new campaign across Sussex to raise public awareness of when to use the 24-hour NHS 111 helpline.

Best known for his giant-phone-carrying character from 'Trigger Happy TV', Dom recently took time out from rehearsing for a new project in the area to create a 'not QUITE an emergency' campaign film for the local NHS, using his trademark style of comedy and an undercover film crew.

Shot in and around Crawley, the film shows a heavily disguised Dom blighted by various minor ailments that he refuses to accept aren't worthy of being considered a medical emergency. Hidden cameras capture him seeking support from unsuspecting members of the public, before pretend paramedics arrive on the scene and NHS staff dressed as giant blue 1s appear walking about in the background.

While the film has been made to make online audiences smile, there's a serious message behind the pranking, as Dom Joly explains: "We used real-life examples of non-emergency conditions people have gone to A&E or called 999 for – a toothache, a blister, an insect bite and even a hangover. While it was obvious the people I spoke to didn't think my plight was a 999 emergency, hardly anyone suggested calling 111 instead. One chap even suggested calling 999 to find out the right number to call – he knew a non-emergency NHS number existed but couldn't remember what it was."

Dr Amit Bhargava, Clinical Chief Officer of Crawley CCG said: "People often attend our local A&E departments with non-emergency conditions because they don't know who else to turn to when their GP surgery is closed.

"NHS 111 is available 24 hours a day, seven days a week. It can refer people on to alternatives to A&E, such as the Urgent Treatment Centre at Crawley Hospital, pharmacies, and out-of-hours GP services. They can refer patients on for urgent prescriptions at their local pharmacy, telephone and face-to-face consultations with a GP, and even a home visit by a doctor or nurse."

To watch the video, search 'Crawley CCG' on YouTube or key in this link to your browser: [bit.ly/1QI3jxC](http://bit.ly/1QI3jxC)



Winner of the communications category, Health Service Journal Value Awards 2016

## Dementia diagnosis – improving quality of life

A major push to improve the quality of life for people with dementia in Crawley has seen diagnosis rates double inside four years.

At 74%, Crawley now has the highest diagnosis rate in the Sussex, Surrey and Kent region. Diagnosing dementia is the first step in giving a person and their carer the support they need to maximise quality of life. Common symptoms of dementia include: memory loss, confusion difficulties with thinking, problem-solving or language and mood swings.

The introduction of memory assessment clinics, Admiral Nurses and collaborations such as the Crawley Dementia Alliance, have helped improve support for people with dementia and their carers. The alliance has been instrumental in creating Crawley's status as a Dementia Friendly Town.

Every person with dementia is different, so if you are concerned, talk to your GP or contact The Alzheimer's Society for information and support on **0300 222 1122**. Read the full story on our website at: [bit.ly/1t1fOFd](http://bit.ly/1t1fOFd)

## Transforming Urgent Care, Crawley

Two open day events have been held to introduce plans to expand the Urgent Treatment Centre at Crawley Hospital. The unit will be re-named Urgent Care Centre to standardise names across the NHS. Plans also feature a new 26 bed ward on the hospital's sixth floor.

At the first event attendees toured the facilities to see how the plans will be implemented. Information packs were handed out at the end of each session. The event was very well attended by the public, and the proposed ideas for improvements gained public approval.

A second event took place in early March 2016 focusing on collecting feedback from the public on preferred colour schemes, furniture, and other interior design features of the UTC to ensure they are user centric.

It was found that yellow is not a good colour scheme for people with autism; this input has helped inform the architect's colour schemes going forward.



Attendees were also asked to help name the new ward. Presentations of the new schemes, plus drawings and a 3D computer run through were shared.

Feedback was received from individuals and organisations including Horsham District Council Dementia Friendly Team, who commented: "We would just like to request that any colour schemes, soft furnishing, interior design, lighting and signage is completely dementia friendly in the new ward'.

We would like to thank those that attended. Further engagement will continue.



Take a virtual tour of the plans via our website: [www.crawleyccg.nhs.uk](http://www.crawleyccg.nhs.uk) – under the Get Involved tab, select Transforming Urgent Care.

## Patients' Voice

If you listen to the radio, read the papers or watch television, you will be aware that the NHS is always in the news.

It is undoubtedly true that the current economic climate and growing numbers of patients who require more care have placed strains on NHS services. But locally, the Crawley Clinical Commissioning Group has been doing a huge amount of work to bring improved health services closer to home in order to avoid the need for people to go to hospital. As part of the process, the Commissioning Patient Reference Group (CPRG) has been actively involved in reviewing commissioning proposals. This group is made up of lay members of the public.

During the past year, it has looked at subjects as diverse as designing and revising an improved lung cancer diagnostic pathway, reviewing how the new Muscular Skeletal service is working and looking at the redevelopment of urgent treatment services at Crawley Hospital.

It has also reviewed numerous day-to-day services operating locally to make life easier for patients. The many useful suggestions made by the group have been invaluable in ensuring these services and facilities are properly focused on patient needs.

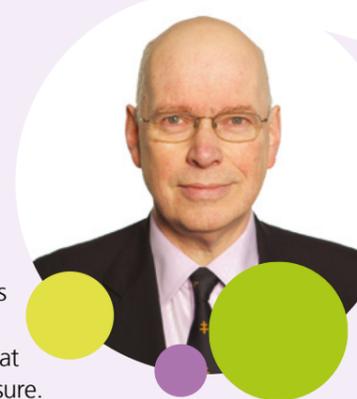
The NHS is a fantastic service, free at the point of use to anyone in need and

one of the most cost efficient health services in the world. It is a jewel that we must treasure.

But if it is to survive and flourish, as it undoubtedly deserves, it has to command public support and everyone needs to ensure that it is used efficiently, responsibly and wisely. That is why patients need to get involved.

*Peter Nicolson,*

*Chairman, Commissioning Patient Reference Group (CPRG)*



# Vital cancer screening improving patient outcomes

In a bid to increase awareness of cancer screening NHS Crawley Clinical Commissioning Group has teamed up with Cancer Research UK.

The project involves GP practices receiving specialised support to encourage patients to take up screening to boost early diagnosis and improve patient outcomes.

Lead GP for cancer at Crawley Clinical Commissioning Group, Dr Jude Gunasegaram, explained:

“We are pleased to be working with Cancer Research UK who can offer practical support to practices, ranging from prevention and health promotion to screening resources, training, and understanding the profile of the local population. The main aim is to support patients in making an informed choice about screening.”

One area of collaboration is on cervical cancer screening, which saves roughly 4,500 lives nationally every year, yet despite this many women do not have the ‘smear’ test.

Dr Gunasegaram, said: “A smear test is vital in detecting pre-cancerous changes to the cervix.

“If you are aged 25 to 64 and have declined or missed a previous invitation, I would urge you to please contact your surgery to book an appointment with a practice nurse.

“If you are experiencing any unusual gynaecological symptoms, it is important to make an appointment to see your GP instead as the cervical smear test is used as a tool for screening rather than diagnosis. However, early detection of abnormalities in the cervix via screening significantly improves survival rates.”

Cancer Research UK facilitators work in partnership with NHS Commissioners, GP Cancer Leads, Public Health and other local bodies to support GP practices in the prevention, early diagnosis and best management of cancer. For more information visit [www.cancerresearchuk.org](http://www.cancerresearchuk.org) and search ‘facilitators’.

## Contact us

Email us at [CCCG.Contactus-crawleyccg@nhs.net](mailto:CCCG.Contactus-crawleyccg@nhs.net)

Visit the Get Involved pages of our website at [crawleyccg.nhs.uk](http://crawleyccg.nhs.uk)

Write to our postal address at:

**Engagement Team, Crawley CCG,  
Lower Ground Floor, Crawley Hospital,  
West Green Drive, Crawley RH11 7DH**  
Telephone us on **01293 600300** ext 4255

You can even join the conversation and share your thoughts and experiences of local care and services direct with us:

[twitter.com/CrawleyCCG](https://twitter.com/CrawleyCCG) | [facebook.com/NHSCrawleyCCG](https://facebook.com/NHSCrawleyCCG)



# Street Triage

The NHS has partnered Sussex Police to help improve care for people in a mental health crisis.

Street Triage is where a mental health nurse accompanies a police officer to scenes where vulnerable people may be in crisis.

CCG project lead, Laura Bagnall, said: “Street Triage has made a massive difference to people with mental health issues – it’s a collaboration that works.”

From April-December 2015 the number of people held in police custody with a mental health issue (under section 136 of the Mental Health Act) across North West Sussex was 38, compared to 115 in the same period in 2014 – a drop of 67%. A section 136 gives police officers the power to arrest someone if they believe a person is at risk of harming the public or themselves.

If people do require detaining it is far more appropriate that they are taken to a purpose built place of safety, in a hospital, staffed by mental health practitioners, than being taken into police custody.

Initially launched as a pilot project in 2014, it was so successful the CCG continued funding the mental health nurse element, with Sussex Police providing a police officer and unmarked car.

**See Street Triage in action on YouTube, web address: [bit.ly/StreetTriage](http://bit.ly/StreetTriage)**



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