

APPENDIX 1



North East London

Barking and Dagenham Place Based Partnership 2023/2024 Winter Plan (Draft v 1)

Barking and Dagenham Place Winter Plan

Key Principles for the development the Barking and Dagenham Winter Plan

Plan ahead and start early

Agree our priorities

- What can we do now?
- How do we make every contact count?
- How can we strengthen our communication, engagement and marketing over winter?

Develop a pipeline of new projects that could be brought in at short notice

Priority Groups

There are a number of programmes that are in place e.g. flu/COVID vaccinations, carers action plan. It is proposed that the partnership focuses on three that may need target additional support this winter.

- Children (0-4) and families
- People with respiratory disease (adults and children)
- People with multi-morbidities accessing integrated case management

Plans will ensure a focus in reducing health inequalities in these groups.

How the plan has been developed:

On the 9th August the Place Partnership came together to develop the priorities, areas of concern and key actions for the winter plan. The workshop included representation from Adults and Children Services, Local Authority, NELFT, BHRUT, Barts Health, Voluntary Sector and Primary Care. The workshop was focussed on three core goals:

1. Engaging in proactive population health management to keep people well in the community. (Prevention)
2. Strengthening the provision and access of alternative pathways to reduce UEC footfall and attendance (Hospital Avoidance)
3. Optimising flow through Acute and Mental Health trust sites. (Discharge)

Children and Young People workstream

The key areas of focus for Children and Young People was for us to better understand the increase in children attending Emergency Care and what we need to focus on and have in place during winter to ensure appropriate community support is in place.

Barking and Dagenham Place Priorities	System Priorities
Prevention	
Better use of public health intelligence to prepare for community infections	Commission Pharmacy First Scheme
Optimise uptake of the MMR and flu vaccines	Explore commissioning of respiratory hubs
Proactive care for children and young people with asthma	Minor ailments scheme
Parent information pack to ensure consistent messaging	
Training for community pharmacists	
Asthma and allergy friendly school co-ordinator	
Development of integrated care pilot for children and young people	
Hospital Avoidance	
	Virtual ward: Hospital at home service (longer term)
	Increase access to paediatric expertise through further roll out of NHS111 Paediatric Clinical Advisory Service
Discharge	
	Better support for discharge through clear pathways and escalations including for people who live out of area

Adults workstream

The adults workstream have focussed on the impact of the cost of living crisis on physical and mental health wellbeing, maximising the uptake of flu and COVID vaccinations ensuring we have a “every contact counts” approach, targeting attendance and admission avoidance schemes to particular resident groups and ensure that we maximise the effectiveness and outcomes of existing pathways such as proactive care. Ensuring that we consider and support the needs of carers during winter as a key partner in our system.

Barking and Dagenham Place Priorities	System Priorities
Prevention	
Optimise uptake of flu, COVID and pneumococcal vaccinations	Respiratory hubs
Informal carers identification and support	Minor ailments scheme
Pre-winter checks for people with respiratory disease/cardiac disease - health and care	
Review access to integrated care management service and relaunch service	
Promote falls prevention services	
Develop community catheter service	
Support for people with financial pressures through Cost of Living Alliance and debt and health proactive outreach	
Hospital Avoidance	
Community urgent care 2 hour response	High intensity users
Anticipatory care for end of life	Virtual wards - frailty, catheter
Enhanced health to care homes	Ensure access to 24/7 liaison mental health teams
Unscheduled Primary Care Hubs, supporting primary care with same day appointments	Ensure direct access to urgent mental health support through NHS 111 ‘option 2’

Discharge

The Barking and Dagenham system is unique in that it does not have an acute hospital within its footprint with residents, depending on where they live in the borough, will mainly access Queens Hospital in Romford or Newham University Hospital in Newham. Due to this arrangement the understanding of why Barking and Dagenham residents are not swiftly discharged from hospital is not well understood. To ensure that the system is as responsive as possible we are planning to undertake a deep dive of reasons for delays and the impact of these on our residents during September and October, the outcome will inform a improvement plan. The deep dive will also support us to deliver against national priorities on:

1. Intermediate Care and Reablement
2. Home First Discharge Principles
3. Discharge to Assess

Barking and Dagenham Place Priorities	System Priorities
Deep dive of the reasons for discharge delays in B&D (physical and mental health)	Agree plan for early discharge planning
Implement BD Collective/Care City discharge support pilot	Christmas plan to avoid late discharge of complex patients
Reablement pilot	Provide a befriending/take home and settle service
Commission extra care beds	
Strengthen discharge to assess pathway (residential and home)	

2023/24 Funding

New additional funding has not been announced to support winter however there are existing funding sources available to support the system. These include the Adult Social Care Discharge Funding, which for Barking and Dagenham is £2.3m, which is used to support adult social care discharge pathways during the year. The other source is non-recurrent Demand and Capacity Funding, which is comprised of three pots, £1.1m for BHR Places where services are delivered across the three boroughs, £1.4m for BHRUT and £600k for Barking and Dagenham place. The demand and capacity funding planned schemes, for out of hospital, is detailed below:

BHR Schemes

Schemes	Provider	Period covered	Cost	Objective
Additional rehab beds for winter	NELFT	1/11/23-31/3/24	£240,392	4 additional IPR beds
Intensive Rehab Service expansion	NELFT	28/11/23-31/3/24	£340,645	To increase capacity to meet demand and reduce waiting list
Key safe stock - held by BHRUT	BHRUT	14/11/23-31/3/24	£1,000	30 key safes to support discharge
Home first transport		01/7/23-31/3/24	£156,000	Support discharge for patients on the Home First pathway
Key safe fitting/ furniture moves	Age UK	14/11/23-31/3/24	£11,000	Equipment and furniture moves to support discharge and reduce LOS
Extension of ED social workers	LBH	1/1/24-31/3/24	£47,931	2 SWs in frailty units/ ED
Red cross - discharge support	Red Cross	28/11/22-31/3/23	£52,203	Support 60 users per month for discharge from CTT in ED or community
TOTAL			£849,171	
Allocation			£1,188,811	
Unallocated			£339,640	

Barking and Dagenham Place Schemes

Description of the scheme	Key partners	Benefits expected from the scheme	Time period	Allocated Funding
2x Social Workers in the community / hospital; 1 x social worker for MH support	BHRUT, NELFT, providers	Faster social work assessments, Faster POC starts, Faster ED discharge, Social Workers in Acute setting / Hospital	November 2022 - 31 March 2023	£76,182
Occupational Therapy Capacity (2 OTAs)	BHRUT.	Reduce OT waiting lists in the community and support quicker discharge where a community OT assessment	November 2022 - 31 March 2023	£50,788
Equipment and care technology	BHRUT, Med equip, vol sec organisation	Quicker discharges where equipment is required same or next day.	November 2022 - 31 March 2023	£203,152
Discharge flats (extra care) -	BHRUT, Housing	2 flats to be ring-fenced to support discharge with short term accommodation and care, where inpatient rehab or D2A is not required.	November 2022 - 31 March 2023	£42,323
Housing Support with voluntary sector organisation	BHRUT, LBBD Housing	Quicker discharge where there maybe housing issues delaying the return to the community.	November 2022 - 31 March 2023	£16,929
Unfunded Winter pressures: residential, nursing and homecare. Additional packages/placements in this area required to mitigate pressures.	BHRUT, NELFT, providers	Reduce admissions by providing enhanced capacity in supported living, residential, nursing, crisis intervention and homecare	November 2022 - 31 March 2023	£211,617
				£600,991



North East London

'Finding the right NHS help' campaign

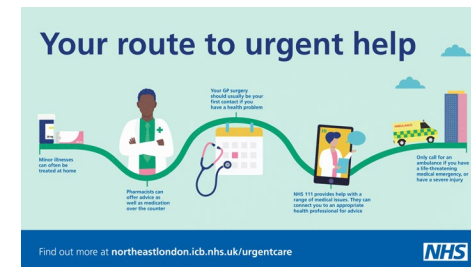
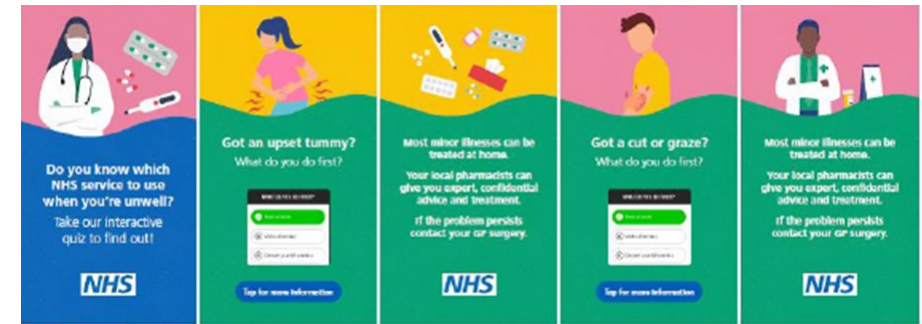
Author: Jackie McMillan, Head of Communications & Engagement

Date: August 2023

Campaign objectives

The reasons why people attend A&E unnecessarily are complex and cannot be solved through communications alone. What our campaign aims to do is to:

1. Help people understand how and when to access primary and urgent care.
2. Address the common reasons why people might attend A&E for non-urgent reasons and signpost to the right support.
3. Work with our borough partnerships to pilot new approaches and deliver targeted outreach to help vulnerable groups stay well over winter.
4. Target those more likely to attend A&E with low acuity issues (18-40s, parents of young children and people with lower income) focussing on these key themes:
 - How to access GP services, covering:
 - Types of appointments
 - Booking appointments out of hours
 - The range of health professionals you can be seen by
 - How and why you should register with a GP practice
 - Support from your local pharmacy and self-care
 - Children's health
 - NHS 111
 - Mental health crisis support services



Campaign strategy for 2023/24

Halo campaign

Finding the right NHS help “always on” content

PURPOSE: Building awareness, understanding and confidence in primary care in NEL.
Broken down into key themed strands: GP access, pharmacy, urgent help, staggered over 12 months

WHO: Digital campaign targeting all key audiences – 18-40, low economic groups, geography upweight in BHR, targeting those in close proximity to A&E and particular wards

HOW: Paid search advertising, paid social advertising, organic social, press, partner channels

Targeted interventions

Parents of young children

WHO:
Parents with children under 5 across north east London.

HOW:
Digital advertising targeting parents with child health content. Parent leaflets at key touch points / children’s services etc.

Vulnerable groups

WHO:
Over 65s, social care recipients, unpaid carers, other vulnerable groups.

HOW:
Joint partnership Winter Wellness information pack targeting vulnerable demographics. Trialling a mail drop in Havering and B&D to test effectiveness. Booklet will include information on accessing NHS services, vaccinations, warm hubs, cost of living support etc.

Hyper local geo-targeted activity

WHO:
Targeting GP practices / postcodes / individuals which are driving the most unnecessary attendances.

HOW:
Winter Wellness events in B&D and Havering, comms at practice level. Push notifications, local out of home advertising, budget and data depending.

Responding to local need

Pressure Points

Boost halo messages in response to pressure in the system i.e. strikes, A&E closures, OPEL pressures

This could be via targeted direct text messaging, boosted social media advertising.

Halo campaign strands

The overarching campaign will start in September / October and run for 12 months, focusing on the following themes:

GPs and GP access	Pharmacy	Minor conditions and child health	Urgent help
<ul style="list-style-type: none">• Registrations• The range of professionals you can be seen by• Different ways to access your GP including online consultation forms• The NHS app• Convenient OOH appointments• Fuller Review transformation	<ul style="list-style-type: none">• Support with minor ailments• Emergency medicine• Many pharmacies are open until late and at weekends. You do not need an appointment.• CPCS• Fuller Review expansion of prescriptions	<ul style="list-style-type: none">• Minor condition focussed content directing people to pharmacy• Parent focussed content directing people to pharmacy• Long term condition management via GP	<ul style="list-style-type: none">• Out of hours urgent GP appointments.• NHS 111• A&E for emergencies only• Hierarchy of help – ‘route’ to help from self-care to A&E• Mental health crisis support

Things we're doing differently this year

1.

“Always on” approach. Activity planned over 12 months, upweighted in winter.

2.

More data means we can target our audiences better. Bespoke marketing aimed at vulnerable groups and parents of young children.

3.

Hyper local partnership activity in B&D and Havering where there is greatest pressure. Joint winter wellness events and marketing planned.

4.

Ongoing content development with local clinicians, providers, faith groups, case studies and communities.

5.

Extensive communications toolkit updated and shared weekly with over 700 stakeholders in north east London.

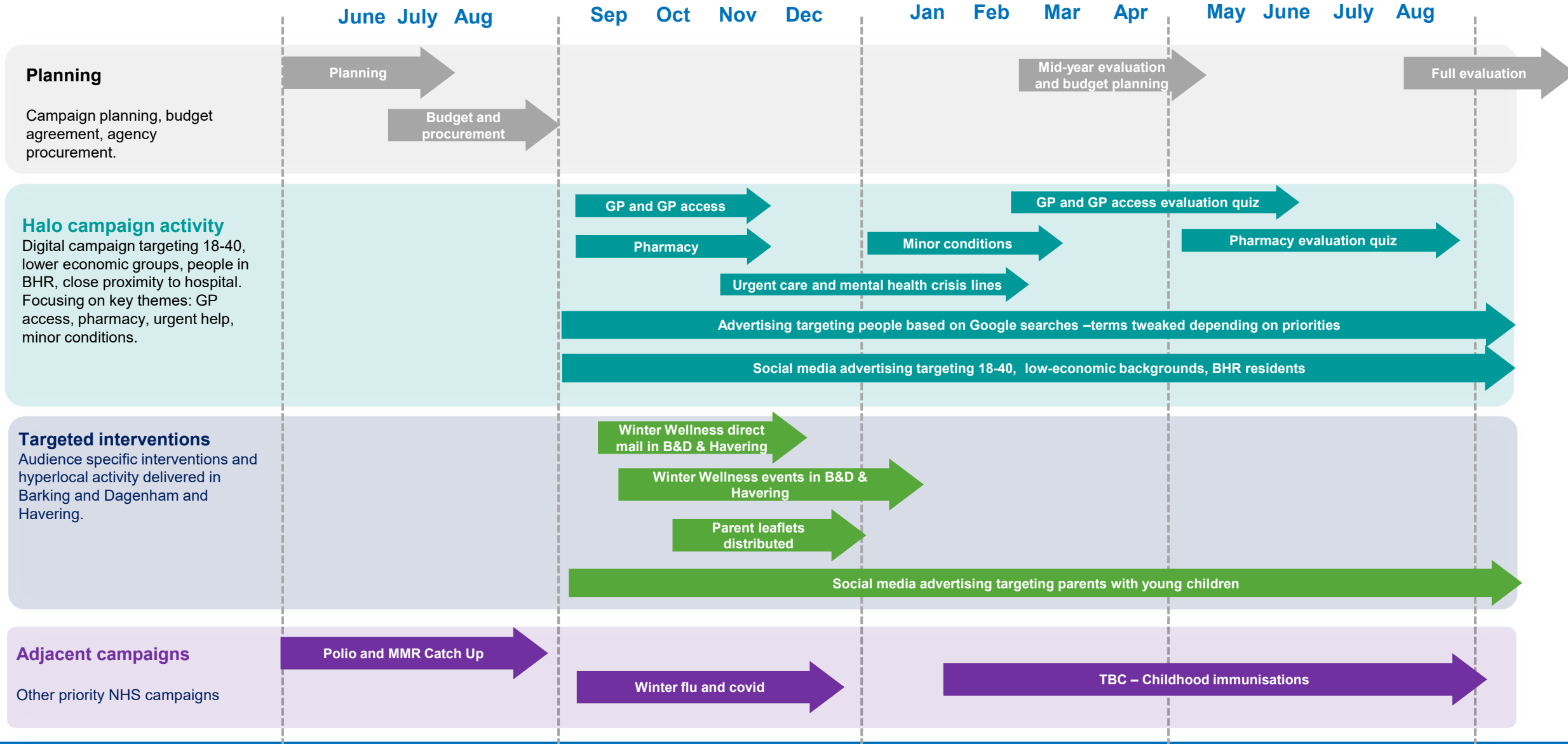
6.

Improved methods of evaluation to show the impact of our digital and offline activity.

7.


Budget agreed sooner so campaign will begin ahead of winter in Sept/October instead of December.

Indicative Timeline



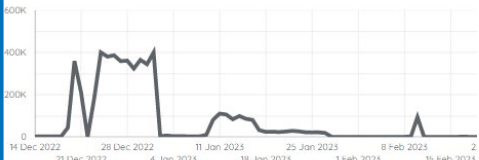
Appendix: Last year's campaign summary for 2022/23


Phase 1 – Winter (December to March)




5.21 million
Impressions
(views of our adverts)

Adverts/impressions







34,000
visitors to website



45,000
page views

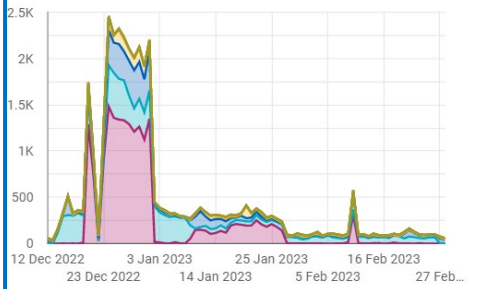



50,000+
Clicks




224,000
Interactions

Website page views







25-44
most visitors from this
age group



£0.78
Cost per click



£0.17
Cost per
interaction



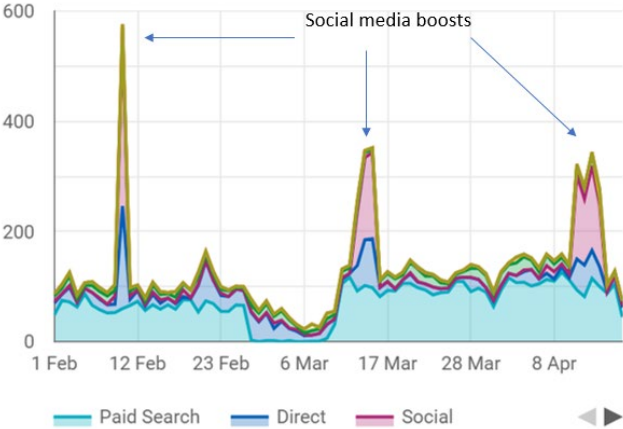
1min +
average read time

Phase 2 – Strikes (March onwards)

We carried the campaign on past March into April and May with 'always on' google search routing and paid for social media boosts around strike days.

This drove a significant increase in traffic to our Urgent Care campaign pages on strike days (see below).

Around **2,750** visits to our campaign pages during those three periods of strike action. It proved very cost-effective – we had a consistently good cost per click rate on all strike days



Appendix: Last year's campaign summary for 2022/23

Content



- 100+ different assets (posters, screens, animations, social media ads) in different formats
- 5 x English language primary care videos
- 8 x community language videos
- Posters, leaflets including on child health
- Easy reads in 11 x community languages
- 5 x webpages updated with digital content
- Strikes video
- Monthly GP appointments infographic
- Press notices
- 7 x GP columns
- Toolkit for all partners

You can watch a 2 minute show reel of the materials we developed for the campaign here (copy into Chrome):

https://youtu.be/e_ApSbtIYUM

Working in partnership

NELFT @NELFT · 24 Jan
Feeling unwell? Need to see someone quickly?
Many pharmacies are open late and at the weekends and you do not need an appointment to see a professional.
Find out more northeastlondon.icb.nhs.uk/urgentcare

B&D Barking and Dagenham @bbdcouncil
Is your child feeling unwell? Your local pharmacy can offer advice and some medicines. Pharmacists can also help you see the right person, if you need to see someone else. For more information visit: orlo.uk/Q4CNN

NHS
Need urgent medical advice or medicine?
Find an open pharmacy near you
ALT nhs.uk/find-a-pharmacy

NHS
Check your local pharmacy's opening times, and find your nearest late night or 24-hour pharmacy.
ALT nhs.uk/find-a-pharmacy

NHS
Your child has a temperature
What do you do?

NHS
WE ARE HEALTHY.
KEEP ME

NHS
WE ARE NEWHAM.
5 WAYS TO A HEALTHIER LIFE
A Well Newham Health Information Booklet
www.newham.gov.uk/healthylife
BUILDING A FAIRER NEWHAM

NHS
Barts Health NHS Trust
Tweet of the week
Did you know that minor illnesses can be treated at home?
NHS North East London @NHS_NELondon
Feeling unwell? Minor illnesses like sore throats, coughs or colds can often be treated at home with over-the-counter medication. Ask your pharmacist for advice
northeastlondon.icb.nhs.uk/urgentcare

NHS
Feeling unwell?
Minor illnesses can often be treated at home with over-the-counter medication.
NHS

London Borough of Redbridge
Home > News > GP appointments available in northeast London over the festive period

GP appointments available in northeast London over the festive period

Outcome and Next Steps

There is further work to be undertaken on the detail behind the priorities and the expected impact of those priorities. The xxxxxxx Board is asked to:

1. Note the contents of this report and the progress made in the development of the Winter Plan.
2. Confirm that they are supportive of the priorities identified.

The next stages for development of the Winter Plan include:

1. For the Children and Adults Workstreams to develop a high level delivery plan against the priorities identified
2. Development of key performance and outcome measures to track progress against the Winter Plan.
3. Develop a prioritised list of schemes which can support during Winter if further funding is made available.