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People's Panel Report Meeting held 25th August 2015 At NHS Office, Derby Road, Wesham

Opening and Presentation

The Panel Meeting was opened by Janet Collinson, Commissioning Manager who was to deliver the presentation, also present was Mark Britton from the Engagement Team. The presentation topic was Self Care and Minor Ailments. This may also referred to as Episodic Care.

Janet Collinson explained that the purpose of promoting self-care was to encourage patients from accessing GP services when experiencing minor ailments thus freeing up GP's for more complex conditions. She explained that there are a variety of services patients can use to support their own care and these might include community pharmacies, practice nurses or triage and signposting services. Janet also explained that the Self Care Forum states the self-care definitions have four pillars and these are Lifelong Learning, Empowerment, Information and Awareness. For the purpose of the Panel they will consider Empowerment and Information.

Janet explained some of the challenges facing the CCG and the costs involved when patients access GP services for minor ailments. She touched on how the CCG might consider reviewing services and the consultations that they have already carried out to obtain patient feedback. The Panel members were then asked to consider three questions:-

1. What is most important when seeking advice for a minor ailment, for example a temperature or sore throat?
2. What does self-care mean to you?



3. Who would you consider to be your first or main source of advice to support self-care?

Janet asked if there were any questions from the members and one member asked about the Pharmacy First scheme. Janet explained that this was not running in Fylde and Wyre but they were looking to develop this service alongside the encouragement of self-care techniques. Janet then left the meeting and the Panel members were able to discuss the questions posed.

Panel Members Discussion

The Panel members stayed as one group for this meeting and started the discussions in a general way. They then gave their comments and considerations to the specific questions.

1. *What is most important when seeking advice for a minor ailment, for example a temperature or sore throat?*
 - a. The Panel agreed that if the CCG wanted to encourage self-care there needed to be appropriate opening hours for access to other services eg if you wanted to purchase paracetamol you could do this at a 24 hour supermarket but it was not always possible to speak to a pharmacist at that time. Ease of access to your advice provider was really important.
 - b. Would it be possible to have additional nurse practitioners, who can prescribe if necessary, at GP surgeries so the patient can get advice but it doesn't have to be the GP.
 - c. Having confidence in the person making the diagnosis / prescribing eg not a medical receptionist saying you don't need to see anyone but maybe a practice nurse triaging phone calls or walk in's to those who can self-care and those who need to see someone.
 - d. Having had previous negative experiences about health care may impact on whether someone attempts to use self-care or goes straight to the GP or even A&E. This is back to having the confidence in the advice being given.

Additional comments / suggestions

- a. There were suggestions that trainee doctors could spend some time in surgeries carrying out triage / promoting self-care where appropriate to free up time from qualified GP's.
- b. It was also suggested that additional training could be given to surgery staff (receptions) so that they could either triage or even ask if the patient has been to the pharmacy for advice or medication, prior to attending the surgery.
- c. It was suggested that the older generation, without other serious health concerns, would be more likely to use self-care as they had been brought up to know how to do this. This indicated that there needed to be an education campaign for younger members of the population.
- d. It was suggested that a marketing campaign similar to the 'coughs and sneezes' as previously used should be brought back.
- e. It was suggested that the characters from the Why A&E leaflet could be used for additional marketing materials eg the coughs and sneezes one.
- f. There were suggestions that Flu Clinics and other similar clinics could offer advice or be used for promotion of particular topics.

It was highlighted that although the CCG attempt to Empower their patients by providing lots of information this is a two way process and even if the CCG provide everything that is needed the patient has to choose to accept and access the information or the Empowerment has not taken place.

2. *What does self-care mean to you?*

- a. Self-care is about taking responsibility for your own health.
- b. It is about looking after yourself with an appropriate diet, not drinking excessively, exercise etc. It is about prevention where possible.

Additional comments / suggestions

- a. Where is the information to advise the public that it is normal to have a cold, cough, runny nose, sore throat at some point during the year and that it can be treated either using over the counter products or leaving it till it goes.

- b. It was commented that people who are around children eg parents and grandparents are particularly likely to develop coughs and colds.
 - c. There was a concern that if a patient bought an over the counter medicine it may not be as effective as that provided by the GP so is it possible to ensure that these products are effective?
 - d. It was suggested that the promotion of self-care should start by giving information at the start of a patient's journey within the health service. Use health visitors to give information to new parents when they visit the newborns, use schools to reinforce at primary, junior and secondary age, possibly using PSHE classes to speak with the children. Use the universities to share messages appropriate to the young adult, work places to share occupational health information. When a patient receives a pension send appropriate information again. This can have the advantage of giving appropriate information at each of the patient's main life stages.
3. *Who would you consider to be your first or main source of advice to support self-care?*
- a. There was a mix of responses for this question with some saying family and friends and other saying pharmacist in first instance.
 - b. A couple of people suggested they may use the internet but were not always confident that it was accurate.

Additional comments / feedback

- a. There was a comment made about where would a single male consider going if he was feeling 'under the weather' and had not been to the GP's for several years. It was thought that he would be likely to try to make a GP appointment as he may not be aware of alternatives and that the GP is the automatic thought.
- b. It was considered that when someone moves they may register with a new GP. Would it also be worth having a scheme where you registered with a pharmacy? This could allow the patient to build the relationship with the pharmacy staff and the pharmacist thereby developing confidence in their skills and knowledge and possibly limiting the patients requirement to attend the GP. Consider a 'Know Your Pharmacy' campaign.
- c. There was some concern over the cost of campaigns and awareness raising when done in isolation. Suggested making links with local CCG's

- and possibly sharing costs eg for a major marketing campaign, posters on buses, trams etc.
- d. It was noted that it is often difficult to measure the impact of lifelong learning and awareness campaigns as it develops over years but this should not be a reason not to do a campaign.
 - e. Could the CCG link with new housing developments in the area to promote a 'Use Your Local Pharmacy' scheme?
 - f. Start to involve the local school children in the promotion and campaigns. Get them to design posters / flyers / characters and this will start to impact on their awareness from an early age which goes back to providing information at important life stages.

Chair's Feedback

Christine Carty, UR Potential presented a brief overview of the feedback to Janet and agreed this would be put into a report to share with Commissioners. It is hoped that some of these suggestions above could be used to provide information to patients which then empowers them to take responsibility for their own health.

Closing

The Panel were thanked for their contribution and a brief discussion was held regarding dates / times of the next meetings. It was suggested that the next one be held on Thursday September 24th and subsequent ones following on the last Thursday of the month. This will be confirmed as soon as possible.