

Airedale, Wharfedale and Craven's views on 'A Call to Action'

NHS England is the national body responsible for improving the health outcomes for people in England. In 2013, NHS England set out 'a call to action' to staff, public and politicians. The call was to help the NHS meet future demand and tackle the funding gap through honest and realistic debates.


The NHS is facing a number of challenges, such as:

- More people are living longer, with more complex conditions.
- Costs are increasing, but funding is not.
- The public has rising expectations about the quality of care.



**What is
A Call to Action?**

The NHS must change to meet these demands and make the most of new medicines and technology. You can find out more about *A Call to Action* at <http://www.england.nhs.uk/2013/07/11/call-to-action/>




**How did we talk
to people?**

We wanted to find out the views of local people about 'A Call to Action' and our five year priorities. During December 2013 and January and February 2014, we held stalls at events, talks at social groups, community and faith groups. We gave out the *Call to Action* questionnaire to people at these events and meetings. The questionnaire was emailed to over 400 people and groups and put a feedback form on our website. We have

been tweeting on Twitter about *Call to Action*. We sent out press releases in the local newspapers and newsletters. We held a 'Have Your Say' event on 15 January at the Kings Hall in Ilkley, where people discussed 'A Call to Action' and our priorities in small groups.


The voluntary and community groups involved in our discussions are:

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| <ul style="list-style-type: none"> • Keighley Association Women and Children's Centre • Bangladeshi Community Centre in Keighley • Keighley Healthy Living Network • Skipton and Craven Action for Disability • Keighley and Ilkley Voluntary and Community Action • Highfield Community Centre • Skipton Older Peoples Reference Group • Age UK luncheon clubs in Settle • Craven Area Carers' Group • South Craven Over 50s Forum • Skipton Islamic Society • Temple Row Centre in Keighley • Sue Belcher Community Centre | <ul style="list-style-type: none"> • Roshni Ghar • i centre in Ingleton • Medina Mosque in Keighley • Patient Participation Group Network • Health and Wellbeing Hub • Carers' Resource in Skipton • Sangat Centre • Clarke Foley Centre in Ilkley. |
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**Who did we
talk to?**

As well as the feedback we received from our face to face discussions, we also received 41 questionnaires. The top three comments from people were:



**Your feedback,
our response**

- Care should be co-ordinated around the patient.
- We should encourage people to be responsible for their own health and wellbeing.
- We should have more frontline staff.

Some of your feedback

.....our response

<p>“There should be more individual support workers for older people and more social contact to stop people feeling isolated.”</p>	<p>We have given Age UK funding to set up a ‘village agent’ scheme in Craven. The village agents will act as a first point of contact for older people. They will help older people to access local community services; promote self care and help to set up local activities.</p>
<p>“People with dementia should receive information and education in the early stages of their condition and as it progresses.”</p>	<p>We want to increase the number of people with dementia who are diagnosed, so people can start receiving treatment and advice as soon as possible. We have funded a crisis response team who will provide extra support for people with dementia. The team will help people to be involved and informed about their condition.</p>
<p>“There needs to be better communication and care should be more consistent.”</p> <p>“More local services to keep people out of hospital.”</p>	<p>We are working with other organisations on an ‘integrated care’ programme. The aim of the programme is patient centred, co-ordinated care. This means that patients and their carers are given the information and support they need to make choices about their care. Services will support people to stay at home, where they wish to and it is clinically appropriate.</p>
<p>“There should be fewer managers, lower admin costs and there should be fewer targets.”</p>	<p>Last year, 1.77% of our budget was spent on management and administration (running costs). This is less than the limit set by NHS England. Over the next year, we will be looking for more ways we can be cost effective.</p>
<p>“The NHS needs to work closely with voluntary and community groups and make sure that they have enough resources.”</p>	<p>We have a Patient and Public Engagement Reference Group that makes sure that we engage and consult with the right people, in the right way. Representatives from voluntary and community groups sit on this group. We think we can improve and so we have reviewed how the group works. We also attend the Health and Wellbeing Hub, which works with voluntary groups and other public sector organisations on health issues. With the two Bradford CCGs, we have invested over £3 million in health projects run by voluntary and community groups in 2014/15.</p>
<p>“Young people should receive education on healthy lifestyles in schools, through youth organisations and in work places.”</p>	<p>Our public health colleagues in the local authority do a lot of work to talk to young people about healthy lifestyles. We think we can do more to engage with young people and are going out to meet with them in colleges and youth organisations to find out what about their health and health services is important to them.</p>
<p>“The NHS should focus its resources on the front line. This should be through innovative ways of working and smarter spending.”</p>	<p>We have set up a ‘Local Commissioning Forums’ that every GP practice attends. At the forum, GPs and practice nurses talk about best practice, new guidelines and ideas about ways to improve services.</p> <p>We committed to research and are involved in research projects with universities to find ways to make patient care better.</p>
<p>“Staff training should be improved.”</p>	<p>As well as the Local Commissioning Forums, GP practices have protected learning time sessions at least every other month. Practices have used the time to:</p> <ul style="list-style-type: none"> • Look at the patient journey, for a particular disease or condition, from diagnosis to treatment, to see if it can be improved. • Review whether patients are being prescribed the most appropriate medications. • Train staff how to protect vulnerable adults and children.

We received the comments below on national policy and other areas:

Improve housing for the poorest 20% of the population and increase benefits to reduce poverty.

Reduce sugar in food and drinks.

Provide support for children under four to reduce poverty.

Health checks for all school children and involve their parents.

Private healthcare organisations should pay a levy.

Provide buses to stop older people feeling isolated.

Reduce costs of healthy foods.

People should get benefits for following health advice.

Make sure NHS treatment is not freely given to people who are not entitled to it.

It won't be possible to meet the increasing demand for health services without more money.

Higher taxes for well off.

Everyone should pay a donation for their 1st prescription.

Take funds from other government departments for NHS.

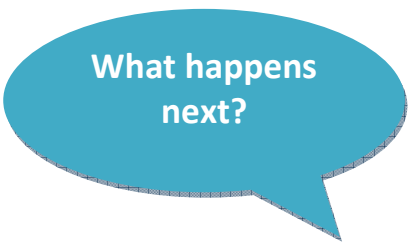
Routine check-ups at critical ages, with lifestyle advice, linked to government health messages.

Increase the cost of alcohol, smoking, fattening foods.

People with self-inflicted illnesses should be charged for their care.

Bring back Community Health Councils.

Make bodies, such as Care Quality Commission accountable.



We have sent this feedback to councillors, MPs and other organisations (hospital, community and mental health services, local authority, voluntary and community services, NHS England), so that they are aware of the feedback we have received.

Your views have been fed into the development of our five year plan. We will publish this plan in September 2014. We always want to receive feedback on how you think your local NHS is doing. We will be holding more engagement events and coming to speak to people in the community.

If you have any comments or questions, you can

- Email us at engage@awcccg.nhs.uk
- Send comments through our website at www.airedalewharfedalecravenccg.nhs.uk/get-involved
- Tweet us at [@nhsawcccg](https://twitter.com/nhsawcccg)
- Write to us at:
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