

Westminster Health & Wellbeing Board

RBKC Health & Wellbeing Board

Date:	29 November 2018
Classification:	General Release
Title:	Update on Self-care
Report of:	<i>WLCCG Self Care Programme Update</i>
Wards Involved:	K&C, QPP
Policy Context:	
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1. Executive Summary

- 1.1 The aim of the Self-Care approach within West London CCG, for whole population groups as part of the 'Whole-Systems' initiative and in particular the integrated 'My Care, My Way' (MCMW) programme, is to increase patient confidence in making informed decisions about their health. Simple lifestyle changes and new healthy habits and goals are encouraged. As a consequence, Self-Care is expected to positively contribute to patients' confidence and motivation, which in turn is expected to contribute towards a long-term reduction in use of primary, secondary, and some tertiary care services.
- Centred around the holistic needs of the service users and their Carers, involving them in all decisions while providing with simpler access and a shared care plan.

- Personalised and tailored to changing health as well as social needs, covering planned as well as reactive needs and one that empowers self-care.
- Has a clear point of accountability (both for clinical and non-clinical outcomes) with a core team that reflects user's needs.
- Is supported by a number of local operational bases, where joint teams work on a day-to-day basis coordinating the care and tracking outcomes.
- Helps co-ordinate the services (via the base) as needed from different organisations, on behalf of the service users and their carers.
- Is brought together by an accountable partnership of organisations commissioned to deliver a single set of outcomes with shared systems and incentives.

1.2 Key initiatives have been developed in order to support the self-care agenda. These follow the NWL self-care commissioning framework, and includes:

- Commissioning a social prescribing programme
- Activating the workforce
- Improving provision and quality of information
- Commissioning an activation tool
- Develops a borough wide, third sector infrastructure

2. Key Matters for the Board

2.1 The following provides the board an update on the WLCCG self-care programme:

- Commissioned social prescribing scheme to support older adults as part of the integrated care programme to access self-care activities delivered by the community/voluntary sector. This programme has seen improved patient activation levels for patients as well as a Social Return on Investment of £2.80 on every £1 spent.
- Development of self-care videos covering sustainable skills for the local population to improve their overall health and wellbeing, these include chair yoga; 5 ways of wellbeing; 5 breath breathing and volunteering. These videos are to be uploaded onto the all GP practices and community information screens.

- Community Screens – set up of community TV screens in high footfall areas to promote the self-care videos and other key self-care messages. 10 Community Screens have been installed including Stowe Centre; Venture Centre; Al Manaar; Beethoven Centre, Citizens Advice Centre, ATM - Anti-Tribalism Movement, Paddington Arts, QPG Community Hub and Dalgarno Trust.
- 5 breath breathing – half day training delivered to frontline health staff, community and voluntary sector organisations. This is an evidence based method to support a person to learn to improve their breathing to reduce stress and anxiety levels.
- Art and Well Being – development of key art displays in NHS venues designed and made by local people. Installations include art work in St Charles Centre for Health and Well Being as well as Violet Melchett Integrated Care Centre.
- Gardening Project – working with local GP practices, a project will initially start in early 2019 to develop the areas outside the Urgent Care Centre at St Charles to provide sustainable food.
- Paddington Development Trust – specific work to support work in and around north Westminster to promote self-care, which includes linking with GP practices to offer signposting for patients to self-care activities; monthly pop-up events in and around Harrow Road, self-care coffee mornings, pilates at Beethoven Centre and the annual 'Spring Into Health Event'.
- Health Help App Now – currently in development with the core app being launched in late Nov with a social prescribing element and digital PAM offer from 2019. This is a digital platform to enable patients to access health information and signposting into key services to support their health and well-being.
- Digital Health offer - roll out of specialist health apps to support patients in areas such as diabetes, COPD, sleep and managing migraines.
- Yoga4health Programme - 10 week evidence based programme to support those at risk of social isolation, stress, anxiety, depression, type II diabetes and CVD. At present 8 cohorts have been delivered including sessions across the WLCCG geographical footprint.
- Third Sector Transformation Programme – investment with umbrella infrastructure organisation KCSC to support the third sector to be part of the changing NHS landscape to provide a comprehensive package to the local population on health and well being.

3. Background

- 3.1 Empowering people with the confidence and information to look after themselves when they can, and to only visit the GP when they need to, gives people greater control of their own health and encourages healthy behaviours that assist in the prevention of ill health in the long-term. In many cases people can take care of their own minor ailments, reducing the number of GP consultations needed and enabling GPs to focus on caring for higher risk patients.
- 3.2 More cost-effective use of stretched NHS resources allows money to be spent where it's most needed and improve health outcomes. Furthermore, increased personal responsibility around healthcare helps improve people's health and wellbeing and better manage long-term conditions when they do develop. This will ultimately ensure the long-term sustainability of the NHS.
- 3.3 Around 80% of all care in the UK is self-care. The majority of people feel comfortable managing everyday minor ailments like coughs and colds themselves; particularly when they feel confident in recognising the symptoms and have successfully treated using an over-the-counter (OTC) medicine before.
- 3.4 On average, people in the UK experience nearly four symptoms every fortnight, the three commonest being feeling tired or run-down, headaches and joint pain. Most of these are managed in the community without people seeking professional healthcare.
- 3.5 Often just simple changes aimed at meeting the needs of local communities can be very effective at encouraging increased self-care. These include giving patients the information they need to care for their common ailments and to make healthy lifestyle choices, signposting people to the right local services and outreach work to provide health advice in non-traditional settings such as community centres, libraries and job centres.
- 3.6 Self-care has progressively gained widespread support from healthcare professionals and from key organisations in primary care. More than nine out of ten GPs also now believe that self-care by patients has an important role to play in general practice (quoted at the National Social Prescribing course by National Chair and Health Minister and at Self Care Forum).
- 3.7 Following the launch of the report 'Self-care: An ethical imperative' in 2010, momentum for the campaign has grown, leading to the inception of the Self Care Forum in 2011. NHS England is a partner in the Forum, as are a number of

eminent GPs and organisations including the Royal College of Nursing (RCN) and the National Association for Patient Participation (NAPP).

4. Options / Considerations

4.1 *n/a*

5. Legal Implications

5.1 *n/a*

6. Financial Implications

6.1 Current WLCCG investment:

- £239,000 Social Prescribing Programme

**If you have any queries about this report or wish to inspect any of the
Background Papers please contact:**

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APPENDIX 1

A new **Social Return on Investment** (SROI) report has been produced by **Envoy Partnership** who were commissioned to conduct research to evaluate the impact of the model and analyse the Self-Care social prescribing model. The report demonstrates that the model has led to reduced avoidable need for hospitalisations, reduced need for GP practice hours, and reduced levels of physical pain and depression for patients.

This Self-Care social prescribing model and directory of services is managed by **Kensington and Chelsea Social Council** (KCSC) on behalf of **West London Clinical Commissioning Group** (WLCCG).

The general aim of Self-Care is to increase patient confidence in making informed decisions about their health, and increase lifestyle changes and new healthy habits, through accessing more community-based support sessions. The model forms part of WLCCG integrated **'My Care, My Way'** (MCMW) programme, which places over-65s at the heart of a personalised and holistic care and support plan.

The Self-Care social prescribing model enables GP practice staff to refer patients with a nonmedical health and wellbeing need onto appropriate specialist services from the voluntary and community sector (VCS).

Patients are provided with a personal consultation with a Case Manager or Health and Social Care Assistant at their GP practice, to identify their needs, interests, and goals. One option available is for the patient to be prescribed a service on the Self-Care directory. Patients are contacted by the service provider within a week to arrange their sessions and work on their progression.

Key results of the SROI report include:

- **£2.80 of social value created per £1 invested**
- **Circa 11.5% reduced hospital admissions**
- **1300 patients were reached in 2017**

The full report can be found at: <http://mycaremyway.co.uk/self-care-social-prescribing/>

Self Care Directory

<https://www.kcsc.org.uk/self-care-directory>

<https://www.kcsc.org.uk/h-w/self-care>