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| NHS Cumbria CCG Governing Body | Agenda Item |
| 6 August 2014 | 5 |

Clinical Chair and Chief Officer's Report
Exec Summary/Purpose of report:
1 Lay Representatives Appointed for Locality Executive Meetings

The CCG is committed to operating in an open and transparent way and to ensuring that the views of local people are taken into account in its decision making processes. As part of this, lay representatives are in the process of being appointed to attend each of the CCG's locality executive meetings.

The appointments follow advertisements in the media during June. Each locality has now either appointed lay representatives or is in the process of doing so.

The CCG was very pleased with the response to the advertisements would like to thank all those who showed an interest in the roles and also offer its congratulations to those appointed.

Plans are now underway to develop a comprehensive database of people who are interested in engaging with the CCG and anyone who expressed an interest in being lay representatives but who were unsuccessful will be included on this list.

2 Annual Report 2013/14

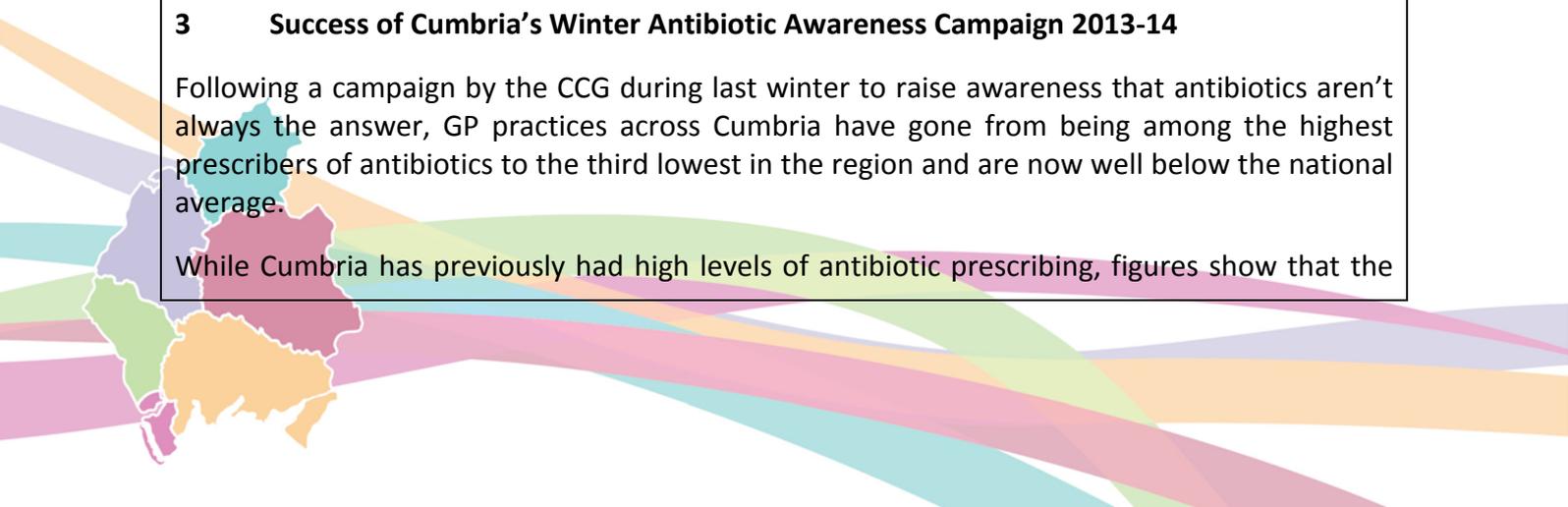
NHS Cumbria CCG's Annual Report for 2013/14 is now complete and is available, as required, on the website at www.cumbriaccg.nhs.uk . The report will be presented to the CCG's Annual General Meeting which follows this meeting.

The report shows the organisation's financial position for the year as well as the activities and work that have been carried out during the CCG's first year in operation.

3 Success of Cumbria's Winter Antibiotic Awareness Campaign 2013-14

Following a campaign by the CCG during last winter to raise awareness that antibiotics aren't always the answer, GP practices across Cumbria have gone from being among the highest prescribers of antibiotics to the third lowest in the region and are now well below the national average.

While Cumbria has previously had high levels of antibiotic prescribing, figures show that the



county has experienced the largest percentage drop of any CCG in the North East, making it a key player in the fight against antibiotic resistance.

Key to this work has been raising patient awareness about how the misuse of these medications for illnesses caused by viruses can contribute to the rising levels of antibiotic resistance nationally and world-wide. The CCG will be continuing this message later in the year as part of its public information over the winter period.

The “Antibiotics aren’t always the answer” campaign was mentioned in the Department of Health’s European Antibiotic Awareness Day (EAAD) 2013 Evaluation Report.

4 Local schemes to improve healthcare

Innovative project at Millom

An innovative project has been established to deliver better services for people living in the Millom area following a public meeting which was called following local concerns about the future of Millom Community Hospital.

The meeting explored issues across the range of healthcare services delivered by a number of organisations to local people. In response an alliance was formed to bring together health providers to offer a whole system approach to optimise local services and deliver more care outside hospital. The views of local people will be represented on the alliance by the Millom Action Group and the League of Friends.

Advice and Guidance Pilot running across South Lakes and Furness

A pilot project known as Advice and Guidance (A&G) is taking place in the South Lakes and Furness localities to enable GPs to request advice from hospital specialists at University Hospitals of Morecambe Bay NHS Foundation Trust (UHMBT) through secure electronic conversations. The aim of A&G is to improve clinical dialogue and patient experience.

A&G will cover Rheumatology, Cardiology, Haematology, Gastroenterology, Oncology and Respiratory care at Furness General Hospital (FGH) and Royal Lancaster Infirmary (RLI).

The pilot started on 28 July 2014 with six GP practices, three in South Lakes and three in Furness, already using the system.

Extension of Out of Hospital Care Project

Following the success of the Mrs Carlisle Hospital at Home pilot project which has been running since last autumn, new out of hospital care services are being developed for Carlisle, Longtown and Brampton residents.

To enable this to happen, all resources from the Step up, Step down Unit at Reiver House, Carlisle, will be used to support patients to be cared for in their own homes. This means that instead of providing care for 14 patients at Reiver House, a multi-disciplinary team will be able to provide flexible packages of care for up to 45 older and vulnerable patients. The team, which will work with community and voluntary sector organisations, will be available 24 hours a day, 7 days a week.

The initial pilot was informed by patient and public involvement and over the months patients and their carers were asked about their experiences of being cared for at home rather than in hospital. All of this feedback has been used to inform the new service. And to make sure that the views of patients and carers continue to be taken into account, a rolling programme of engagement events has already started. The first event was recently held in Botcherby Community Centre and more are planned.

The new scheme represents a significant increase in local services for people living in the Carlisle, Brampton and Longtown areas. It means that in those areas there will be fewer avoidable hospital admissions and improved hospital discharge arrangements.

Prime Minister's Challenge Fund - Workington Better Together Pilot Project

An event was recently held for Workington residents to find out more about and to give their views on the Workington Better Together pilot.

The pilot follows a successful bid by the town's family doctors for more than £500,000 from the Prime Ministers Challenge Fund. It was one of just 20 projects across England and will provide seven-day-a-week GP services for patients in Workington.

The five Workington practices, James Street Group Practice, Oxford Street Surgery, Orchard House Surgery, Solway Health Services and Beechwood Group Practice are now working together to create a primary care access centre in the community hospital and implement new ways of improving the management of long term conditions.

The extended opening hours will improve access to GP services, allowing more people to be seen and reduce emergency hospital admissions.

The public can follow the project's latest development via Twitter, by following hashtag #WBT, on NHS Cumbria CCG's Facebook page and can share their views or request more information by emailing: WorkingtonBetterTogether@cumbriaccg.nhs.uk

Actions required by members:

The Governing Body are asked to note the report.

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