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25th September 2014

Councillor Lin Hazell
Chair of HASC
County Hall
Walton Street
Aylesbury
Bucks, HP20 1UA

Dear Lin

**Re: Response to Recommendations from Buckinghamshire County Council
Health and Adult Social Care Select Committee – Urgent Care Report April 2014**

Thank you for inviting Aylesbury Vale and Chiltern CCGs to respond to the recommendations made by HASC in the Urgent Care Report of April 2014.

For clarity we have responded in order of the recommendations as they appear in the document.

Recommendation II: “An updated web and leaflet based summary should be produced by the Clinical Commissioning Groups explaining the reasons for the shape of existing urgent

care provision in the county, particularly with regard to A&E provision. The webpage should link to original reports and evidence provided at the time of any reconfigurations, and should feature prominently on the websites of Buckinghamshire Healthcare NHS Trust, both local CCG’s, and Healthwatch Bucks. The leaflet should feature at A&E, MIIU and GP surgeries. (para 22)”

A website, optimised for smart phone use, is being created for Buckinghamshire which will guide residents to the most appropriate service(s) for them. The website service will allow people to check symptoms, it will provide health advice and it will provide information on the most appropriate service(s) – using the live NHS 111 Directory of Services. The site is already available in Kent (known in that area as Health Help Now) and it is now being localised for Bucks for availability in December 2014. Thereafter, the site will be widely promoted and linked to from as many local public sites as possible.

‘Health Help Now’ is a web-based solution that has been developed with input from GPs, hospital doctors, and other health professionals. It lists common symptoms and offers suggestions for treatment with the one which works best for most people being listed first, and the other suggestions follow on in order. Health Help Now then links through to local services, and shows whether they are open or closed and their location.

Recommendation III: “Video and website communications should be developed by the Clinical Commissioning Groups which inform the public on the urgent care pathways available locally regardless of whether such services are outside the county. These should then feature on CCG, Buckinghamshire Healthcare NHS Trust and Healthwatch websites, with videos used in GP and Hospital waiting rooms where this is an option. (paras 24-29)”

Video and website communications are being used and further developed by the CCGs to inform the public. Examples include the MIU video available on both CCG websites. The urgent care communications group is constantly looking at the best forms of media for our key messages; and evaluating their effectiveness.

Recommendation IV: “The web based Urgent Care summary explanation should be accompanied by a guide explaining how the services which comprise the pathway are commissioned and monitored, and signpost to published data on performance and cost. (para 30)”

Work has been underway for some time to plan information campaigns for the public in Bucks, to ensure they know which services to use and how to access them. Our approach to campaigns has changed from setting out all the different services and leaving the public to choose which ones to use; to the NHS taking a much more proactive role in helping people make the decision about where to go. This is based on a platform of robust intelligence and data gathering on the social, demographic and behaviours of people using A&E. We will be running/supporting three main campaigns this year to ensure people know which services to use and how to access them, as follows:-

- a) **Talk Before You Walk** – we want people to make better use of the help available from pharmacists and the NHS 111 service. This campaign is designed to reach some of the people we know are frequent non-urgent users of A&E – parents of the under-fives and young adults.
- b) **The Earlier the Better** – this is an NHS England led campaign which has come about as a result of the high numbers of elderly and frail people who don't seek help quickly enough and end up in A&E. The campaign is designed to advise the elderly and carers of the elderly to seek help earlier and to inform them about pharmacists being able to offer advice as well as dispense medicines.
- c) **Flu Vaccination** – we will be supporting Public Health with their campaign to increase flu vaccination uptake

In summary, we hope our response demonstrates work already under way or planned in the near future to achieve a higher level of understanding for our public in terms of our urgent care services.

Yours sincerely



Louise Patten
Chief Officer, AVCCG



Annet Gamell
Chief Clinical Officer, CCG