



NHS Sefton update for Overview and Scrutiny Committee (Health and Social Care) January 2010

(1) Adverse weather conditions

NHS Sefton has been working hard with its partners across the local health service to manage the impact on its services of the adverse weather conditions that Merseyside experienced at the start of the year. Contingency planning across the health economy and with local authority partners ensured that disruption was kept to a minimum. The additional efforts of staff when the snow and ice were at their worst, ensured that the majority of services continued to run smoothly.

(2) Supporting people to stay healthy and well in 2010

We have been reminding Sefton residents that there are lots of measures they can take to ensure they stay warm and well this winter. Cold weather can lead to serious health problems such as heart attacks, strokes, pneumonia and depression. Meanwhile, our Healthy Sefton service is helping people to keep their New Year's resolutions. Healthy Sefton - 0300 100 1000 – gives callers access to services to support them to stop smoking, get active, manage their weight, drink sensibly and deal with stress or depression. Eligible callers to Healthy Sefton aged between 35 and 75 years old are also offered a free lifestyle check that includes screening for heart disease and diabetes.

(3) Swine flu vaccination programme

Children across Merseyside aged six months to five years are the next group to be offered the swine flu vaccine. Evidence shows that the under fives are more vulnerable to the infection and while most cases are mild, they are the largest group that has needed hospital treatment. Parents of children under five will be contacted by their local NHS over the forthcoming weeks to invite them to bring their children into clinics or to their GP practice for vaccination.

(4) Quality update

Work has been underway over the last 12 months to drive and improve quality across NHS Sefton. A formal update on quality was received by the Board at its December workshop. Below are some highlights of work completed and in progress:

- Our quality strategy for Sefton, 'Because Quality Matters', approved by the Board in March 2009, has outlined the key areas of focus across NHS Sefton

- The Quality Framework focuses on three key dimensions - Patient Experience, Patient Safety and Effectiveness
- A Quality Board with wide membership across our partners, including our major providers, was established to oversee the Quality Strategy. Examples of work underway with our local providers have been showcased at this forum
- Quality contracts for all of our providers have been defined and bimonthly meetings held
- A project is under way with a cohort of COPD patients to understand patient experience and this will complement the work with the four Providers
- The responsibility for Serious Untoward Incidents has been transferred from NHS northwest to NHS Sefton

(5) Shoppers test our new 'Looking Local' service

Shoppers were invited to try out NHS Sefton's new interactive digital information service – Looking Local – at three special launch events earlier this month. NHS staff demonstrated how the service works to visitors of Marble Place shopping centre in Southport and The Strand in Bootle. Passers were invited to try the service for themselves. Looking Local contains a wealth of health advice and information for Sefton residents and is accessible via TV, the internet, or web enabled mobile phones. It will also allow some people to book appointments at a number of participating GP practices. Looking Local is available on Sky, Virgin Media, BT Vision, some interactive digiboxes, as well as web enabled mobiles and the internet.

How to find NHS Sefton on Looking Local

Sky

Select 'Interactive'
Choose 'DirectGov'
Press 'Select' on welcome page
Select '1' – Local Services

Virgin Media

Press the 'Interactive' button
Select 'News & Info'
Select 'Looking Local'

Web-enabled mobile phones and computers

www.lookinglocal.gov.uk/nhssefton

(6) New Year honour

NHS Sefton employee, Donna Clark, was awarded an MBE in the New Year honour's list. Donna, an assistant practitioner with Community Health Service's Podiatry Service, has received the award for her services to healthcare.

For further information about any of the items in this paper please contact Lyn Cooke, Head of Communications at NHS Sefton, on 0151 247 7051