



## **NHS Sefton update for Overview and Scrutiny Committee (Health and Social Care) April 2010**

### **(1) Interim Chief Executive announced**

NHS Sefton has announced that Anita Marsland will be acting as Interim Chief Executive for the primary care trust until a permanent successor to Leigh Griffin can be secured. Anita will carry out the interim role alongside her position of Chief Executive for NHS Knowsley and Executive Director of Wellbeing Services for Knowsley Council. Dr Janet Atherton, Sefton's Director of Public Health, will be working closely with Anita as her deputy during this period.

### **(2) Quality Awards for Community Health Services staff**

The achievements of frontline healthcare staff were celebrated at the first annual Community Health Services (CHS) Quality Awards. Over 90 staff and a range of other guests attended the event at Crosby Lakeside Adventure Centre. Chief Operating Officer (COO), Alison Shaw, opened the event and introduced guest speakers Sheila Hillhouse, Assistant Director of Nursing, Primary and Community Care for NHS North West and Robin Gleaves from Manchester Business School, lead for the Quality of Service Experience Collaborative. CHS staff were invited to make nominations in seven categories – reflecting the core themes in Lord Darzi's report on the future of the NHS - and those shortlisted were chosen to display their work at the ceremony. Chief Operating Officer's Awards were also presented at the event. The winners were:

- Community Matron Service – Rethinking the patient care pathway category
- Vicky Hindley, Lymphoedema Service – Enhancing self care and independent living category
- Maureen Collins – Award for leadership
- Public Health Development Team - Enhancing public health and creating healthier communities category
- The Children's Speech and Language Therapy Health Promotion and Prevention Team - Working in partnership award
- Podiatry Team – Innovation award
- Clinical Health Psychology - Team of the year award
- Rose Moran, Healthcare Assistant – Chief Operating Officers Award
- Jenny Wallace and Joy Hewitt, Admin Team Support for the H1N1 Programme – Chief Operating Officers Award

### **(3) Child measurement programme**

NHS Sefton is aiming to weigh and measure more of the borough's children than ever before as part of the National Child Measurement Programme (NCMP). The programme will ensure that NHS Sefton has a good understanding of how children are growing across the borough compared to the rest of the country. Last year more than 5,500 Sefton children took part. This year NHS Sefton wants to improve on the 95% success rate and is currently informing parents and carers of the new programme. Throughout the programme, NHS Sefton is able to gain information to look at national trends in underweight, healthy weight, overweight and obese children. From this information we can then look at better local planning and service delivery. The NCMP is also a great way to engage with children and families about healthy lifestyles as its run by fully trained NHS Sefton school nurses.

### **(4) New service for Healthy Sefton**

From 1<sup>st</sup> April people calling Healthy Sefton 0300 100 1000 will be able to access Chlamydia screening services across the borough. NHS Sefton has been looking at a number of different ways to encourage more young people to get screened for Chlamydia. Adding Chlamydia screening to the list of services available through Healthy Sefton will make it even easier for people to get tested. Other lifestyle services offered via Health Sefton include stop smoking, social prescribing and community weight management programmes.

### **(5) Improving dental health**

A campaign is being developed to increase the number of people accessing dental health services, particularly targeting children and young people in communities like Bootle and Litherland. Sefton residents have better access to dental services than many other areas of the country. NHS Sefton has been ranked 16<sup>th</sup> out of 152 primary care trusts for access to dental services and 4<sup>th</sup> out of the 24 PCTs in the North West. However, NHS Sefton wants to ensure that as many people as possible book regular appointments and understand the importance of good dental health. Over the past two years, around 35% of residents chose not to access regular dental services. The campaign aims to reduce this figure.

### **(6) Reducing smoking related harm in Sefton**

NHS Sefton is aiming to cut smoking rates in the borough by 10% by 2013 and has had three successful campaigns already this year. 'Quit for Kids' ran in January, 'Money to Burn' in February and No Smoking Day – 'break the chains of addiction' in March have helped to raise awareness of the benefits of quitting. On No Smoking Day, University Hospital Aintree was one of the first hospitals in the country to launch a Department of Health campaign which aims to improve and standardise stop smoking services across all hospitals. Patients can access on-site help to quit from stop smoking advisors from NHS Sefton and Liverpool's Fag Ends. The two advisors then offer sessions closer to home once a patient has been discharged. This is just one of the services run by our stop smoking service, SUPPORT, that has already helped more than 15,000 residents quit. SUPPORT can be accessed by calling Healthy Sefton 0300 100 1000.

## **(7) Dying Matters Awareness Week**

NHS Sefton joined around 7,000 members of the Dying Matters Coalition for a week of action to encourage people to talk about their wishes towards the end of their lives, including where they want to die and their funeral plans with friends, family and loved ones. The Dying Matters Coalition has been set up by the National Council for Palliative Care (NCPC), to raise awareness and provide the support and information needed to have these conversations with loved ones. It aims to help make dying well a natural part of a good life and through this help change attitudes and behaviours towards dying, death and bereavement and raise the profile and improve end of life care. NHS Sefton staff supported a number of events during the week, including information roadshows in Southport and Bootle, where people were offered advice about the campaign, which ran from 15<sup>th</sup> to 21<sup>st</sup> March.

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