



News Update  
April 09 – May 09

*'Keeping you informed on health and social care issues'*

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### **NHS Cumbria Public Health Campaign Launch.**

March saw the launch of a major NHS Cumbria marketing campaign to get people in the county thinking about their health.

The 'Health Counts' campaign was launched and will see posters, billboards, adverts and later on, leaflets appearing all over the county with advice on how people can improve their health.

To begin with the campaign will focus on the three primary causes of ill health in Cumbria: smoking, alcohol and poor diet/lack of exercise.

Latest research shows that: around 900 people die each year in Cumbria from smoking related

illnesses; the problems associated with rising levels of alcohol consumption are now costing UK taxpayers £20 billion a year; and the estimated annual cost to the NHS in Cumbria of disease related to obesity and being overweight will be almost £142 million next year.

The campaign will use bright images to convey how a few simple changes can help everyone in Cumbria to improve their health and wellbeing. Positive messages include:

- '£40 saved on fags a week means we can afford a holiday'
- '1 bottle of wine to share most nights? We're now feeling the benefits of the odd night off'
- '30 minutes walking a day and the weight's dropping off'

The Health Counts campaign is not about preaching to people, but encouraging them to think about small steps that can be taken to improve their health.

More information is available on the Health Counts website at:

[www.cumbriahealthcounts.nhs.uk](http://www.cumbriahealthcounts.nhs.uk)

Free posters are available, if you would like copies to display, please email Cathryn Beckett at [cathryn.beckett@cumbriapct.nhs.uk](mailto:cathryn.beckett@cumbriapct.nhs.uk) or telephone 01768-245367.

### **New West Cumberland Hospital.**

North Cumbria University Hospitals NHS Trust has announced plans for a significant £100 million investment into healthcare in West Cumbria to create a modern, flexible and state-of-the art hospital facility that will be fit for the 21st Century.

It would be the single biggest capital investment into healthcare for the people of West Cumbria since the original hospital opened half a century ago, signalling a new dawn in hospital care.

The Trust Board of North Cumbria University Hospitals NHS Trust has decided the best option is to progress plans to redevelop on the existing West Cumberland Hospital site and

provide a range of new buildings that would create a modern and flexible healthcare facility to benefit patient care now and in the future.

This decision puts an end to uncertainty for the West Cumbrian community and now allows the Trust to quickly move ahead with the plans to provide this new facility over the next five years.

The Trust Board examined all options for the new facility and took advice from a team of experts (EC Harris Built Asset Consultancy) which has an outstanding track-record in delivering new build facilities for the NHS across the country. These have included new facilities for Yeovil District Hospital Foundation Trust, Royal Liverpool and Broadgreen University Hospitals NHS Trust, the University College Hospital of London and Alder Hey.

In reaching its decision, the Trust Board took into account three requirements.

These were:

1. To provide all the services mapped out in NHS Cumbria's Closer to Home strategy which received wide-spread public support during the primary care trust's consultation last year. This was to deliver a new healthcare facility in West Cumbria together with significant investment into primary care services and community hospitals closer to people's homes.
2. To provide a healthcare facility designed to modernise, improve and deliver care to all patients in West Cumbria.
3. To move this development forward quickly as public capital is available now.

The Trust Board looked at a range of options which included providing a hospital on a new site or a redevelopment of the existing West Cumberland Hospital site with new build facilities.

Taking into account that the new facility must provide the full range of services outlined in Closer to Home and the space required to do this together with the budget available, the best value for money is to redevelop and build on

the existing West Cumberland Hospital site.

Its surrounding land and existing hospital infrastructure give excellent opportunities for development to provide a modern healthcare facility without duplicating the cost of site infrastructure such as main supplies, roads and car parking.

Mike Little, Chairman of North Cumbria University Hospitals NHS Trust, said: "We realise that the people of West Cumbria and the staff in our Trust have waited a long time for this news. Our Trust Board is determined to move this forward as quickly as possible and has carried out a robust appraisal of all the site options for this new development with expert opinion.

"We believe the preferred option represents a significant investment into healthcare facilities for West Cumbria and is an opportunity that should not be missed."

Carole Heatly, Chief Executive of North Cumbria University Hospitals NHS Trust said: "I am delighted the Trust Board has put forward this option which now allows us to move forward and really start to plan what will be an excellent healthcare provision for our patients in West Cumbria.

"The Trust Board has made the right decision to develop healthcare on the best site that will provide the best quality of care for our patients."

Jamie Reed, MP for Copeland, said: "I'm delighted by this decision. We have waited almost two years for this, during which time I have consistently made the case for the existing site. This is what the community wants, it's what we have worked for and it's what we deserve.

"Not only will the existing site provide the best level of care for the community with this development, it will also provide a significant economic benefit. The West Cumberland Hospital was the first new hospital built by government after the creation of the NHS, so it is fitting that the New West Cumberland

Hospital will now become a symbol of state-of-the-art 21st Century healthcare. We must move quickly, break ground and build.”

The Trust will now develop a full Outline Business Case for the new healthcare facility using its preferred option to access the necessary funding.

A project team has been set up at the West Cumberland Hospital and a display of the plans as the project progresses will be open to the public.

## **Cumbria County Council - Strategies for future services.**

Cumbria County Council's Adult Social Care has published a series of strategies about future services:

- Cumbria Commissioning Strategy for Older People and their Carers 2007-2016
- Promoting health and well being for older people - A summary of the Commissioning Strategy for Older People
- Strategy carers in Cumbria - 2006
- Strategy for people with physical disability or sensory impairment and their carers 2009-2012
- Cumbria Learning Disabilities Partnership Board - Commissioning Strategy for services for adults with learning disabilities 2007-2010
- Health and Well-being Strategy 2008-2011

Cumbria County Council hopes you will find these documents of interest and welcome your views. Please send your comments to Judith Thomlinson, Adult Social Care HQ, 15 Portland Square, Carlisle CA1 1QQ. Email: [Judith.thomlinson@cumbriacc.gov.uk](mailto:Judith.thomlinson@cumbriacc.gov.uk)

You can download the strategies as pdfs using the link below or you can ask for a

copy from Customer Services at your nearest Adult Social Care office.

<http://www.cumbria.gov.uk/adultsocialcare/adults/strategies.asp>

## **CHANGE 4 LIFE Promoting Activity**

### **Toolkit**

The Change 4 Life campaign has been rolling out across the Country over the last few weeks with TV adverts, bus stop billboards and radio spots popping up regularly over the last few months. The aim of Change 4 Life is to get more people active and to help local sports clubs and organisations encourage more people to participate, they have produced a Promoting Activity Toolkit. To find out more and to download the toolkit, please go to the website:

<http://www.promotingactivitytoolkit.com/Home/tabid/123/Default.aspx>

NHS Cumbria has vowed to join the countrywide campaign to promote healthy living. NHS trusts across the North West have also pledged to push the message and help people achieve their goals, alongside thousands of local organisations and charities.

### **'Choose Well'**

Help to choose the right NHS service in Cumbria.

NHS Cumbria has launched a campaign to make sure people across the county know how and where to get the best NHS care for any illness or injury.

'Choose Well' advises people what they should do if they find themselves suffering from a particular health problem, from diarrhoea, back pain to blood loss.

The campaign aims to help patients to understand who they should contact and

where they should go for the best NHS care for their condition.

Find out how to 'Choose Well' by visiting [www.cumbria.nhs.uk/pct/home.aspx](http://www.cumbria.nhs.uk/pct/home.aspx).

## **Do Not Miss The NHS Cumbria Strategic Plan Explained.**

An exciting Cumbria Third Sector Network event will be held on 13<sup>th</sup> May 2009 at Melmerby Village Hall which is a great chance for Third Sector Organisations to find out all they want to know about the NHS Cumbria Strategic Plan.

NHS Cumbria has been invited to present:

- an overview of the strategic plan
- how the Professional Executive Committee envisage the role of the Third Sector in the plan
- how the plan can work locally

The afternoon begins with a network lunch at 12.45 pm with the programme commencing at 1.30 pm to 4.30 pm.

The event will provide an opportunity to examine ways to involve the Third Sector in delivery of the plan, begin to develop a response from the sector regarding how they see the plan and will explore how the sector want to engage with the plan.

This event will be of particular interest to Third Sector Organisations with an interest in health and social care.

Don't miss out book your place now by contacting Louise Blackburn on 01228-512513 or email [louiseb@cumbriacvs.org.uk](mailto:louiseb@cumbriacvs.org.uk)

## **Our Life Campaigns Development Workshop**

**23<sup>rd</sup> April 1.30 – 4.30 at Rheged.**

**Penrith**

**in collaboration with Our Life, the Cumbria & Lancashire Alcohol Network and**

**Cumbria Alcohol Strategy Group**  
Dear Colleague,

The Big Drink Debate, which many of you were involved with delivering in Cumbria/Lancashire, was the first step in a region-wide high profile campaign to reduce the harm caused by alcohol to the health and well being of our region's population, as well as to our economy and society.

As part of this ongoing debate, we are now inviting you to an Our Life campaign development workshop focusing on the next stage of region-wide campaigning around alcohol.

***This will take place at Rheged, Penrith at 1.30pm on Thursday 23<sup>rd</sup> April 2009***

This is a busy time for alcohol-related issues in the political arena with a mandatory code of practice being discussed in parliament and the Parliamentary Health Select Committee calling an inquiry into alcohol harm. Our Life has identified potential campaigns at a regional, national and European level to support both this advocacy role and your local Strategy.

Our Life is planning further opportunities for engaging our populations about this crucial issue. We believe that with effective joint working that engages the public and includes action across the public and voluntary sector at the local, sub-regional and regional level we can achieve significant change.

The Cumbria & Lancashire Alcohol Network has been working at a number of levels on taking the alcohol agenda forward, and the event will also provide an opportunity to receive feedback on this activity, on the work of the Cumbria Alcohol Strategy Group and, more specifically, work around hazardous home drinking in Cumbria and Lancashire and the need for Brief Intervention training.

To book a place please use the online booking facility at [www.clph.net](http://www.clph.net)

If you have any problems booking please ring Janet Grime on (01772) 777003.

## **Expert Patients Programme.**

The Expert Patients Programme (EPP) is all about self-management for those living with long-term health conditions, such as heart problems, arthritis, diabetes, etc and takes the participants through a range of skills and techniques designed to help people manage their symptoms better.

The courses are free and consist of 6 weekly sessions, each lasting two and a half hours. The next two courses will be:  
Penrith – 8<sup>th</sup> June to 13<sup>th</sup> July  
Barrow – 9<sup>th</sup> June to 14<sup>th</sup> July

For more information on these courses or to have a chat about the programme please contact Marie on 01768 868649 or email: [MarieB@cumbriacvs.org.uk](mailto:MarieB@cumbriacvs.org.uk).

## **Raising Awareness of the Cumbria LINK in South Cumbria.**

We are holding two drop in session with coffee and biscuits from 12pm-2pm on:

Tuesday 28<sup>th</sup> April at Cumbria CVS, Stricklandgate House, Kendal.  
Wednesday 6<sup>th</sup> May 2009 at Cumbria CVS, Scott Street, Barrow.

We would like you to come and share your views about health and social care issues in South Cumbria. Tell us how you think your health and social care services might be improved locally in the future and any ideas you may have about how that might be done.

Cumbria LINK needs to listen to a broad spectrum of views and experiences locally, this is your opportunity to add your voice. Please drop in to find out more and how to get involved.

For further information please contact Kay McGregor on 01228 512513 or via email: [KayM@cumbriacvs.org.uk](mailto:KayM@cumbriacvs.org.uk).

## **Self-Harm Awareness Training.**

Throughout 2009 Self Injury Support In North Cumbria (S.I.S) will be offering the opportunity to attend informative and participative workshops to help you or your staff develop an understanding of self-harm, which will include:

- How to develop a better awareness and understanding of the frequently misunderstood issues associated with the many forms of self-harm
- A personal insight into self-harm
- Information to help Professionals and Carers feel more confident in supporting those who self-harm
- How to develop a Harm-Minimisation Approach
- How to access more specialised support and Counselling

The next workshops will take place on Tuesday 23<sup>rd</sup> June in Carlisle and Thursday 2<sup>nd</sup> July in Workington. The workshop times are 9.30am Tea, Coffee and registration with training from 10am to 4pm. The cost including lunch, refreshments and a resource pack is £80.

In addition to the above S.I.S is able to offer 'in house' training tailored to your requirements, please contact them for a quotation.

For further details and a booking form, please contact Ruth Lax on 01228 515500 or email: [sis-cumbria@btconnect.com](mailto:sis-cumbria@btconnect.com).

## **Developing Community Support for Older People Affected by Cancer.**

A new initiative for Cumbria, 'We Are Macmillan Cancer Support' and 'Age Concern in Cumbria', together with Cumbria County Council Adult Social Care

Directorate and NHS Cumbria, are working to promote and develop community support for older people affected by cancer. In the north of the county, this means people over 55 and in the south people over 50. The need for the work is based on the knowledge that many older people may already experience social isolation and a diagnosis of cancer can exacerbate this. Whether living with cancer themselves, being a survivor of cancer, or caring for someone with cancer older people may need extra help to enable them to continue or to take a more active role in their community and have a good quality of life. Six part time Macmillan Community Solutions Officers have been appointed, who are hosted by Age Concerns around the county.

The officer's job is to work with voluntary and statutory organisations, community groups and individuals to identify current service provision, identify needs and facilitate ways of meeting those needs. This may be done by linking people into existing services and activities as well as developing new ones with partner agencies or through the recruitment of volunteers. Their role is also to raise awareness about the issues faced by older people affected by cancer. Based on a community development model way of working the officers will be making sure that whatever is identified and developed within the community is self sustaining so that when their posts finish in 3 years time the services do not.

For further information about the work or to contribute your views about what your communities need, please contact:

Sue Naylor – Barrow & District  
01229 831425  
Adele Holmes – Allerdale  
01900 844670  
Moirra Gaine – Eden  
01768 354918  
Jonathan Ingram – South Lakeland  
01539 728180  
Joanne Kirkbride – Copeland  
01946 66669

Val Stephenson - Carlisle  
01228 536673.

## **New Chairperson for Action for Health.**

The Cumbria Action for Health network has recently appointed a new chairperson, Samantha Dawson has been in her current role as Service Manager at Action for Blind People Cumbria for just over 3 ½ years. She is responsible for the delivery of the various services and contracts they deliver within Cumbria. Sam also takes an active role in strategic engagement with all sectors within Cumbria. Sam works closely with Adult Social Care and the Primary Care Trust and has an active role in the development of their new 3 year Sensory Impairment strategy and is a key partner in the delivery of the Implementation plan.

Sam is also chair of the Cumbria Disability Network, working with Joel Rasbash on the development of the network. Before joining Action for Blind People she spent many years working within the Voluntary sector and since moving to Cumbria she has also managed services within the Learning Difficulty/Challenging behaviour field and Mental Health services.

Sam is passionate about ensuring that organisations work together to ensure that they use resources across the county effectively, building and investing in organisations already working and providing services. Through her work, Sam wants to be able to influence and change policy for the benefit of people within Cumbria.

Many thanks to Sam for taking the role; we know she will be a very positive presence at our meetings and a strong voice for our network.

## Adult abuse and neglect in Cumbria

### What can we do to safeguard adults and protect those at risk?

In this edition's article from Cumbria County Council's Adult Social Care, Annette Grogan, Staff Development and Training Officer from the Safeguarding Adults Team tells us about safeguarding adults in Cumbria:

"Did you know that one in forty people over 65, living in private households experienced mistreatment (neglect or abuse) from a family member, carer or neighbour during the last 12 months? This is based on research figures from the largest study of adult abuse conducted in England and Wales. However, it is believed that such cases are rarely reported so the real numbers could be far higher.

In Cumbria, 340 cases of adult abuse and neglect were reported last year but we think this could be only the tip of the iceberg.

Adult abuse and neglect can happen anywhere but adults are most at risk in their own homes. People with learning disabilities and those aged over 65 experience the majority of abuse. Although there is specific legislation to protect children and animals from abuse and neglect, there is no law protecting adults as yet. There is, however, a great deal of pressure to introduce such legislation and the Government are currently considering this. For more information see the [Action on Elder Abuse website](#).

Cumbria County Council, the Police, NHS and all the other partners on the Cumbria Adults Safeguarding Board are working together to enable all adults in Cumbria, who are or may be eligible for community care services, to live a life free from abuse and neglect and retain independence, well being and choice. Abuse and neglect can only be reduced if awareness is raised and people feel confident to raise their concerns.

I recently provided training to prospective Cumbria LINK participants in Ulverston and Penrith. I told them about the signs and indicators of potential abuse and what they should do if they witness or are informed of any abuse or neglect. Cumbria LINK has a crucial role in improving health and community care services and are in a unique position to be able to raise concerns of potential abuse or neglect.

Abuse may be physical, emotional, financial, sexual, discriminatory or institutional. The [Safeguarding Adults Multi Agency Policy and Procedures](#) provide more information on what to look for and what to do if abuse or neglect is suspected, witnessed or disclosed. The Cumbria Adults Safeguarding Board has also produced a range of leaflets and posters for the public and professionals. You can [download](#) and display these or [request hard copies from us](#). We are eager to get this information distributed as widely as possible.

The recent Mid Staffordshire Hospitals case highlighted widespread institutional abuse which had not been reported as abuse. It was only uncovered when the Health Services Commission queried unreasonably high mortality rates. The organisation [Public Concern at Work](#) offer confidential advice and information on 0207 4046 609 to 'whistle blowers' and anyone concerned about malpractice in the workplace.

Cumbria County Council's Safeguarding Adults Team offer advice, information and consultation to practitioners and managers and deal with queries from the public, outside agencies and the voluntary sector on safeguarding issues. We can be contacted on 01539 713398 or by email at [safeguardingteam@cumbriacc.gov.uk](mailto:safeguardingteam@cumbriacc.gov.uk).

Safeguarding adults in Cumbria is everyone's business and we need your help to reduce abuse and neglect. Please circulate and display the public leaflets and posters, anywhere you can, to help us raise awareness."

For more information:

Cumbria Safeguarding Adults Team: 01539 713398 and email [safeguardingteam@cumbriacc.gov.uk](mailto:safeguardingteam@cumbriacc.gov.uk).

Action on Elder Abuse website:

[www.elderabuse.org.uk](http://www.elderabuse.org.uk)

Cumbria Safeguarding Adults website:

[www.cumbria.gov.uk/adultsocialcare/safeguarding](http://www.cumbria.gov.uk/adultsocialcare/safeguarding)

Cumbria Adult Social Care publications List and ordering details:

<http://www.cumbria.gov.uk/adultsocialcare/information/listofpublications.asp>

Public Concern at Work website:

<http://www.pcaw.co.uk/index.htm>

## **NHS Cumbria**

### **Transforming Community Services.**

There is a general recognition that community health services have not always had the priority they deserve. Transforming Community Services is a government led NHS-wide initiative with the overall aim of improving community health services for staff and patients.

It started in January 2009 and will be completed by November 2010. By April 2009 NHS Cumbria is required to separate the function that commissions services, from the function that provides services. This will give NHS Cumbria the option of sourcing the best quality of services from the most appropriate provider. This could be a Foundation Community NHS Trust a social enterprise, or a new NHS health provider, called an Integrated Care Organisation (ICO).

Integrated Care Organisations bring together health professionals from a range of organisations – community services, hospitals and others, depending on local needs. The aim of Integrated Care Organisations is to achieve more personal, responsive care and better health outcomes

for a local population (based on the registered patient lists for groups of GP practices).

NHS Cumbria has been selected by the Department of Health as one of just sixteen primary trusts chosen to pilot Integrated Care Organisations. Cumbria will receive around £250,000 to develop three separate schemes covering Cockermouth, Maryport and the whole of South Lakeland.

Over the next two years, family doctors and community health staff in each area will be given greater freedoms to create health services that are specific to their patients.

The commissioning side of NHS Cumbria will shortly begin work on developing a five-year commissioning plan for community services. This will be developed in conjunction with patient groups and clinicians to ensure that current and future patient requirements are identified and planned for. Once this plan has been published, NHS Cumbria's provider service will decide on the most appropriate organisational model 'service by service' to deliver the best possible community care for patients. This will include the Integrated Care Organisation pilot projects.

More information is available on the Department of Health website at:

[www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_085825](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_085825)

[www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_093197](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_093197)

### **Non-executive directors reappointed to NHS Cumbria.**

Three non-executive directors have been reappointed by the Appointments Commission to serve further terms on the Board of NHS Cumbria. Allan Buckley, Keith Little and Robert (Bob) McCulloch will each continue

to serve in their current roles from 1 March 2009 to 28 February 2013.

Non-executive directors are appointed by the Appointments Commission. Allan, Keith and Robert (Bob) will each receive £7,765 per annum remuneration

## **DESMOND - Help for people newly diagnosed with diabetes.**

NHS Cumbria is launching an education programme across the county for people newly diagnosed with type 2 diabetes. DESMOND (Diabetes Education and Self Management for Ongoing and Newly Diagnosed) is a national programme designed to help people with type 2 diabetes understand and self manage their condition. It is being delivered by Cumbria Diabetes on behalf of NHS Cumbria.

Participants are offered advice on things like diet and exercise, and are encouraged to discover a way to manage their condition themselves by making plans and setting goals. People with newly diagnosed type 2 diabetes (or within 6 months of diagnosis) can be referred to a DESMOND course by contacting their GP.

## **Home testing for Bowel Cancer proves popular.**

In 2008 a £600,000 bowel cancer screening programme was launched in Cumbria and North Lancashire. As part of the scheme letters are sent out to 60 to 69 year-olds across the area asking them to take part. This is followed by a home testing kit with step-by-step instructions.

Since the scheme was rolled out, 42 cases of cancer have been detected and 121 patients have had polyps (benign tumours, which if left can become cancerous) removed. Bowel cancer is the UK's second biggest cancer killer and affects 1 in 20 people in their lifetime. However regular

bowel cancer screening reduces the risk of dying from bowel cancer by 16 per cent.

If you have any questions about the Bowel Cancer Screening Programme, call Freephone 0800 707 60 60 or access further information at:  
[www.cancerscreening.nhs.uk/bowel](http://www.cancerscreening.nhs.uk/bowel)

## **Pharmacies offer free chlamydia testing.**

Eighty pharmacies across Cumbria are offering free chlamydia testing kits to under 25s who access emergency contraception. NHS Cumbria is backing the scheme targeting young women, as those under 25 are more commonly diagnosed with chlamydia, than any other age group.

As of January 2008, 80 community pharmacies across Cumbria provide a free emergency contraception ('morning after pill') service to women of all ages. As part of the programme pharmacists are also trained to offer confidential advice to women about the risks of sexually transmitted diseases.

## **Invitation to Community Services Workshops.**

NHS Cumbria Primary Care Trust (Provider Services) is planning to develop an "access policy" applicable to all community healthcare services across the County. The new policy will be in line with national guidance and local best practice and result in a consistent and equitable approach for patients accessing services. The policy will cover appointments, cancellations, do not attend (DNAs) and discharges.

In order to develop the new policy NHS Cumbria are planning to hold a series of workshops involving for clinicians, NHS managers, GP leads, third sector/support groups and individual service users.

The three workshops will focus on:

**Dental Services – 7<sup>th</sup> May 2009**  
**Children's Services – 21<sup>st</sup> May 2009**  
**Adult Services – 27<sup>th</sup> May 2009**

Each workshop will run from 9.15am – 3.30pm (lunch included) and be held at Penrith Rugby Club.

If you have recent experience of using these services or represent a group supporting individuals who have, we would very much like your input. In the week before the workshop, you will be sent further details of existing policies and current practice. At the workshops these will be discussed in an open session where you will be able to put your views forward. The workshops will also identify the need for further engagement, consultation and "road testing" prior to the implementation of the new policy.

Any out-of-pocket expenses (travel, caring requirements) will be reimbursed.

If you are interested in attending one of these workshops, please get in touch with:

Cheryl Taylor – NHS Cumbria on 01768 245414 or 07979624203 or email [cheryl.taylor@cumbriapct.nhs.uk](mailto:cheryl.taylor@cumbriapct.nhs.uk).

Judith Deft – NHS Cumbria on 01539 797806 or 07826869156 or email [judith.deft@cumbriapct.nhs.uk](mailto:judith.deft@cumbriapct.nhs.uk).

## **Around the Localities**

### **North and East Cumbria**

#### **Brampton Community Hospital.**

NHS Cumbria is undertaking a Health Impact Assessments for plans for a new health campus at Brampton. The Health Impact Assessment will identify the effects that developing the new campus will have on the health of the local population, looking at the two sites that are being considered. The assessments are based on the principle that health is affected by a wide range of factors including social networks and living

conditions, lifestyle factors and access to quality health services.

The process will engage with a wide range of people in Brampton including members of the public, professionals, elected representatives and voluntary organisations in considering the positive and negatives health impacts of the development. The Health Impact Assessment is led by a steering group that reflects all interests.

Work to determine the best possible site is still on-going. The new hospital will comprise a new General Practice Surgery, a Community Hospital with Rehabilitation and Outpatients facilities, an office base for Community Healthcare Support Services such as District Nursing, and facilities for the local Community Association including a Children's Day Centre.

### **New Health Centres in Carlisle.**

NHS Cumbria's Board has given **Carlisle Medical Group** the go-ahead to produce a Full Business Case for a new health centre at Hilltop Heights. Under the proposals, the group's existing GP surgery at Morton would be retained and opened up to more patients, while the Hilltop Heights centre would offer more and improved services for longer hours.

The Board decision is the latest step in a process which GPs have been involved in for more than four years. During that time, the plans have been the subject of a Health Impact Assessment, an independent appraisal of alternative sites, local consultation with patients, and scrutiny by Cumbria County Council's Health and Wellbeing Overview and Scrutiny Committee.

NHS Cumbria's Professional Executive Committee has also identified the former Belah School site as the favoured site for a new **Stanwix Medical Centre**. Stanwix Medical Practice plans to join forces with

Fueshill and St Paul's surgeries and create a new purpose-built health centre.

As part of the process the practices will be seeking the views of patients and local residents. A Task Group of the County Council's Health and Wellbeing Overview and Scrutiny Committee have approved the practices' consultation and engagement plans. The new Stanwix health centre will enable GPs to provide more services for patients. The development will compliment the Fusehill and St Paul's surgeries which will maintain their existing premises and use the new building as a branch surgery for their patients in the area.

Your local lead for Public Engagement in Eden and Carlisle is Anna Scamans. Anna can be reached on 0778 551 8520 or [anna.scamans@cumbriapct.nhs.uk](mailto:anna.scamans@cumbriapct.nhs.uk)

## **South Cumbria**

### **Patients praise respiratory programme as a 'lifeline'.**

Patients in South Lakes with respiratory conditions are getting help from a multi-disciplinary team offering pulmonary rehabilitation, closer to home. Last year NHS Cumbria commissioned a team of specially trained health professionals to deliver the pulmonary rehabilitation programme which incorporates social needs, education and encourages patients to be more active, therefore improving their long-term health.

Patients with respiratory problems such as COPD, asthma, bronchiectasis and interstitial lung disease are being referred to the programme by their GP, Practice Nurse or a Respiratory Nurse. Programmes are run in Kendal, alongside various other satellite sites throughout South Lakes depending on the number of referrals. This spring a programme is also running in Ambleside thanks to Ambleside Mountain Rescue, who are letting the team use their

centre. Programmes in Sedbergh, Grange and Milnthorpe are dependant on demand from referrals.

### **More NHS dental places for Kendal.**

NHS Cumbria has secured up to 7,500 new dental places for people in Kendal. As part of NHS Cumbria's promise to provide NHS dental care to anyone who wants it, £500,000 has been invested in two dental practices in the town.

The process to allocate patients who have already registered with the NHS Dental Direct Database will begin in the Spring. Patients who have not yet registered with the database but wish to access NHS dental care can do so by completing the Dental Direct Database form available in all GP surgeries or by following the links on NHS Cumbria's website: [www.cumbria.nhs.uk/pct](http://www.cumbria.nhs.uk/pct).

Your local lead for Public Engagement in Furness and South Lakeland is Judith Deft. Judith can be reached on 0782 686 9156 or [judith.deft@cumbriapct.nhs.uk](mailto:judith.deft@cumbriapct.nhs.uk)

## **West Cumbria**

### **New Workington Access Centre.**

A new Access Centre has opened at the Workington Community Hospital, offering appointments to patients seeking medical care outside of work hours. The centre is providing extended opening hours to help patients who find it difficult to see a nurse or GP due to their work commitments. Appointments can be booked with a nurse out of hours from 4:30pm until 8pm and with a GP from 6:30pm until 8pm. Patients will be able to book by either contacting their current surgery or by calling the Workington Access Centre direct on 01900 705048. Currently the surgeries involved in the new scheme are Solway Health Services, James Street Surgery and Orchard House Surgery.

Following demand from local residents there will also be an extended drop in service for people with minor injuries and minor illnesses. The service is being extended from 9:30am until 8pm with an added Saturday morning service from 9.30 am until 11:30am. Patients wanting advice about sexual health or contraception can also access specialist services at Workington Community Hospital.

## **Change 4 Life in Allerdale.**

Over the next 12 months, the Change 4 Life project in Allerdale is expected to offer 400 adults and children access to healthy lifestyle coaching in:

- Weight management
- Food education
- Physical Activity

Referrals can be made by practice staff, district nursing teams, health visitors but individuals can self-refer.

Weight management will involve support and motivational packages and include looking at the emotional factors that can lead to over eating or poor eating habits. Food education will link with schools to offer parents the chance to learn new skills, to pass on to their children and what constitutes a healthy plate.

The physical activity programme will include community walking groups, cycling groups, dance and basic aerobic sessions within the local community settings. The project has gained the support of the local leisure centre which has offered a closed swimming session for people linked to the project.

Your local lead for Public Engagement in Allerdale and Copeland in Christine Harrison. Christine can be reached on 0778 557 8574 or [christine.harrison@cumbriapct.nhs.uk](mailto:christine.harrison@cumbriapct.nhs.uk)

## **National News.**

### **NHS Direct.**

NHS Direct is looking to develop closer relationships with patients and carers to ensure that they are providing the type of services people need and want. They also want to make sure that we are responsive to feedback from our users and to engage with people with a view to them influencing future developments plans.

The strategic aim of NHS Direct for Patient and Public Involvement (PPI) is to; effectively engage with patients, carers and the public in order to develop, design, improve and govern NHS Direct services. The envisaged benefits for service users are;

- Better services
- A stronger local voice
- Control over the services they use
- Patients centred services
- Improved patient experience

If your group or organisation would like a visit from a representative to find out more about the work of NHS Direct, how they can help with health issues and becoming more involved as a public member please contact:

Lorraine Howarth: Telephone 01204-478700.

Email: [lorraine.howarth@nhsdirect.nhs.uk](mailto:lorraine.howarth@nhsdirect.nhs.uk)

## **Qualifications are changing – don't get left behind!**

The way that qualifications are organised and structured is changing. This includes all vocational qualifications in all sectors. The current National Qualifications Framework (NQF) will be replaced by the Qualification and Credit Framework (QCF). This is a government initiative across England, Wales and Northern Ireland. This means that NVQs will be replaced in the future.

The QCF is a new flexible way of recognising and rewarding skills and qualifications. The QCF will present units and qualifications in a simpler way and it will

lead to qualifications that are flexible and meet the skills and knowledge needs of the workforce.

Within the qualification structure qualifications are categorised by size and complexity three sizes Awards: (1 to 12 credits) Certificates (13 to 36 credits) Diplomas (37 credits or more). Difficulty levels vary from entry to level 8.

It is important to emphasise that workers who have undertaken relevant NVQs or VRQs have already got legitimate qualifications that demonstrate competency, and these qualifications will continue to be recognised once the new QCF is in place.

There are three guides to the QCF available, one aimed at learners, another at training providers and a third one aimed at employers. Contact [catherine.wilson@skillsforcare.org.uk](mailto:catherine.wilson@skillsforcare.org.uk) for hard copies.

### **Fairer Contributions Guidance: A consultation on the extension and revision of the statutory guidance for charging for non-residential social services in relation to personal budgets.**

The Department for Health has a consultation underway relating to the revision of the guidance on charging for non-residential care services in relation to personal budgets. **Responses are required by 19 April 2009**

Direct Link to website:  
[http://www.dh.gov.uk/en/Consultations/Liveconsultations/DH\\_093730](http://www.dh.gov.uk/en/Consultations/Liveconsultations/DH_093730)

The County Council is responding to this consultation. Cumbria Action for Health members and The Cumbria LINK may wish to respond on behalf of members or individuals.

Following the final guidance, Cumbria County Council will be consulting with

stakeholders on how they implement this across the county.

Information from:  
Peter George  
Senior Finance Manager - Adults & Cultural Services  
Resources Directorate  
Cumbria County Council  
01228 227134  
[peter.george@cumbriacc.gov.uk](mailto:peter.george@cumbriacc.gov.uk)

### **New regulator for health, mental health and adult social care.**

The new Care Quality Commission was launched on 1 April. It will put the public and users of services at the heart of its work. The Care Quality Commission aims to:

- improve services across health and adult social care and act swiftly to remedy bad practice
- put people who use services first and champion their rights
- share our wealth of knowledge and expertise on health and social care services
- involve providers, commissioners and people who use services in the design and development of our work.

For more information click on <http://www.cqc.org.uk/>

### **National Autistic Society.**

Manchester Airport has been working with the National Autistic Society to provide a free information booklet to help people with autism and their families when they go on holiday. For further information please contact the National Autistic Society on 08450 704004 or go to [www.nas.org.uk](http://www.nas.org.uk).

## **The Switchover Help Scheme can help you make the switch to digital TV.**

The Switchover Help Scheme has been set up to help people to switch one of their TV sets to digital. People who are eligible for help:-

- Are aged 75 or over, or
- Have lived in a care home for six months or more, or
- Get (or could get) certain disability benefits, or
- Are registered blind or partially sighted

The help scheme will explain digital TV to you clearly and simply, install what you need in your home and make sure you're happy with how it all works.

Call free on 0800 4085 900. Lines are open Monday to Sunday between 8.00am and 9.00pm. Textphone users call free on 0800 4085 963 or visit [www.helpscheme.co.uk](http://www.helpscheme.co.uk).

There is also information on the Digital UK website, Digital UK is the not-for-profit company responsible for leading the UK's switchover from analogue to digital TV. Visit [www.digitaluk.co.uk](http://www.digitaluk.co.uk) or call the help line on 08456 505050.

## **Cumbria LINK Work Items**

### **Dentistry Update.**

Following on from the article in our last newsletter we are able to report the following. Starting in 2008 a community group came together to agitate for an improvement in dental provision in West Cumbria. They contacted the Healthcare Commission, the Strategic Health Authority, local politicians and the Primary Care Trust. The answer that came back from the authorities was that new provision was in hand but that it would not be implemented until 2009 which seemed to be a long time ahead. But here we are now in 2009 coming to the end of the first quarter and the new Cumbrian LINK has

taken up the issue of dentistry Cumbria wide especially in areas where provision is particularly poor.

So far we have had a formal meeting with David Tyson the Dental Lead for the PCT where he spelt out the timetable for new dental provision to be undertaken by the Oasis dental group. The Cumbria LINK also has a representative on the Oral Strategy group of the Overview and Scrutiny committee of the County Council which recently met David Tyson. Rather than harp on about the past we decided to talk about what looked like a very positive future. We talked about the new funds that have been made available for dental provision and we also talked about the timetable by when the new surgeries especially in West Cumbria would be open and ready for business.

Initially it is intended to contact people on the dental database who do not have a dentist at the moment. We have been assured that a joint letter from the Primary Care Trust and the Oasis Dental group will be going out to people on the database roundabout the end of April 2009. If you would like to be added to the database you can download a form from: <http://www.Cumbria.nhs.uk/pct/patientinfo/DentalDirectForm.pdf>. Alternatively you can ring 01228 603900 if you are in North Cumbria or 01539 716822 if you are in South Cumbria.

We were told that weekly meetings take place to ensure the timetable doesn't slip; both the Cumbria LINK and the Overview and Scrutiny Committee will naturally take up the issue if it appears that this is not happening.

### **Cumbria LINK Visiting Team Training.**

Those LINK members who volunteered to be part of the LINK visiting team attended their first LINK Visiting training session in either Ulverston on the 19<sup>th</sup> March or Penrith on the 26<sup>th</sup> March.

The training was aimed at raising awareness of the whole visiting process, from looking at the preparation needs before the visit, to preparing reports and what to do with the information they have gathered after the visit. Included in the day was a presentation from Adult Social Care around Safeguarding, raising awareness of how to deal with signs of abuse or neglect.

All those who have completed the training, are CRB checked and have signed the appropriate documents are now ready and willing to visit on behalf of the LINK. You will be kept informed of further training events planned for the future.

### **New Cumbria LINK Website.**

The Cumbria LINK website is now up and running at [www.cumbrialink.org.uk](http://www.cumbrialink.org.uk). You can find out what the LINK is working on and keep up to date with current issues. You can also download previous issues of the news bulletins.

If you have any comments or suggestions of items you would like to see included on the website please let us know.

Please contact the Communication team at Cumbria CVS if you require alternative formats of this material. 01768 800350.

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