

# Patient Update

Newsletter for Patient Participation Groups

November 2019



## Plans to put mental health closer to primary care services

As part of its commitment to mental health services, a Primary Care Mental Health Model for Berkshire West is being established. The aim is to improve the quality and accessibility of mental health care for local people and the model has a number of key priorities. These include providing support as soon as possible to prevent a mental health issue from escalating, supporting recovery away from secondary and acute mental health care and integrating in the Primary Care Network (PCN) system.

The aim is to drive up mental health recovery rates, improve self-care and well-being and cut demand on secondary and acute care services.

Andy Fitton, the CCG's Assistant Director of Joint Commissioning, said: "There is a gap in provision between GP and secondary mental health care provision and this Model aims at improving the support in and around the GP surgery for people who need an alternative approach."

Andy presented details of the Model to the Wokingham PPG Forum last month. He's due to speak at the North and West Reading Patient Voice meeting next month at the West Berkshire Patient Group meeting later this month.

Andy is keen to hear your views on the model. There are full details [about it here](#). Please take a few minutes to complete this survey: <https://www.surveymonkey.co.uk/r/GCX2PF5>

## Football club teams up for mental health campaign

Reading Football Club is helping spearhead a new mental health awareness campaign called 'talking tactics'.

Every month it will be opening the doors of the Madejski Stadium in Reading for people to have a cuppa, talk and watch some football and learn more about mental health services across the region. There will also be some guest speakers.

The campaign, being run in partnership with Berks and Bucks FA, is aimed at people aged 16+. The meeting dates are 6 December, 3 January, 7 February and 6 March. All from 7-9pm.

More details from Dan Rook on 0118 907 2160, [drook@readingfc.co.uk](mailto:drook@readingfc.co.uk) or people can just turn up at the Player's Entrance Reception on the evening.



## Baby film wins national award

And staying with sport, a film made by local health leaders and players from London Irish Rugby Club has scooped a top national award.

The [‘Lift the Baby’ film](#), which aims at cutting the number of babies who die in unsafe sleeping circumstances, won a silver in the UK Public Sector Communications Awards this month.

It was in competition with more than 80 other publicity campaigns including ones from the Metropolitan Police, Department for Work and Pensions and Westminster City Council. The film was made at the Madejski Stadium this spring and featured six rugby stars and their babies. It highlighted examples of hazardous sleeping, for example, where a parent or carer falls asleep whilst holding the baby, unwittingly placing the child at risk of Sudden Infant Death Syndrome (SIDS).

The problem is exacerbated if the carer has been drinking, smoking or taking drugs and is extremely tired. The film has had more than 95,000 views on facebook over the last month. Debbie Hartrick (East Berkshire CCG) and Liz Stead (Berkshire West CCG) are pictured at the awards ceremony in Manchester.



## CCG merger proposals –deadline for feedback is 1 December

There’s still time to have your say on plans to merge Berkshire West CCG with the CCGs in Buckinghamshire and Oxfordshire. The proposals for new ways of working more closely together are aimed at making sure effort and resources are not duplicated whilst still maintaining a focus on local services.



There’s more detailed information on [www.berkshirewestccg.nhs.uk](http://www.berkshirewestccg.nhs.uk) and [www.surveymonkey.co.uk/r/L2VJ2M7](http://www.surveymonkey.co.uk/r/L2VJ2M7) where you can post your comments.

Or you can email your feedback to [communications@royalberkshire.nhs.uk](mailto:communications@royalberkshire.nhs.uk).

**The closing date for your comments is 1 December 2019**

## New face at Berkshire West CCG



Sam Burrows, Deputy Chief Officer at Berkshire West CCG, has been seconded to the role of Programme Director at BOB ICS (Buckinghamshire, Oxfordshire and Berkshire West Integrated Care System) until June 2020.

Sam's role has been taken on by Sarah Seaholme who joins the CCG from NHS England where she led the 'Specialty Based Transformation' programme in the National Elective Care Transformation Team.

This covered 14 high volume specialities acting as a catalyst for improving quality and patient experience, promoting integrated patient care and driving transformational change. She also has wide experience of health and social care regulation, covering acute, mental health, community, independent and social care providers.

## **NHS Winter Pressures - Help Us Help You campaign.**

Look out for the ['Help Us Help You' campaign](#) which aims to get people the right care at the right time and help reduce pressure on the NHS over winter. The CCG is working with partners in public health to promote the importance of flu vaccinations and also encouraging people to make a 'winter plan'.

This includes stocking up on over the counter cough and cold remedies, making sure repeat prescriptions are ordered to cover the Christmas holiday period, keeping warm and also watching out for elderly and vulnerable members of the local community.

The campaign is also promoting the role of pharmacists, NHS 111 and the GP extended access service, and your help in raising awareness of all these is most useful. A number of short video clips are being posted on the [CCG](#) (and also the [RBH](#) and [ICP](#)) websites to reinforce the importance of flu jabs and winter preparedness.

## **National Safeguarding Adults Week**

[National Safeguarding Adults Week](#) runs from 18 – 22 November and will be focussing on several different safeguarding themes:

- Abuse and neglect. Further information is available on the [NHS website here](#)
- Human trafficking and Modern slavery. Information on the [Stop the Traffick website](#)
- Online bullying and cyber security. [www.bullying.co.uk/cyberbullying/what-is-cyberbullying/](http://www.bullying.co.uk/cyberbullying/what-is-cyberbullying/)
- [Disability hate crime](#)
- [Forced marriage](#)

West Berkshire Council's Safeguarding Team will have a stall in Newbury High Street and at West Berkshire Community Hospital from 10am - 2pm on Monday 18 November to share information and provide advice.

There is also some very useful information available at Victims' First – [Willow Project](#).

## **Events in Berkshire West**

Fancy a spot of speed dating to kick start the New Year? [West Berkshire's Volunteer's Centre](#) is now taking bookings for the V365 2020 event which gives organisations the opportunity to meet and chat to potential new volunteers. It's on Saturday 11 January at the Corn Exchange,

Newbury. Places are limited to 65. There are more details from the Centre Director Garry Poulson on 01635 49004 or email: [info@vcwb.org.uk](mailto:info@vcwb.org.uk)

**29 November: Stepping Stones DS: Getting to know you event**

[Stepping Stones DS](#) is hosting a Getting to Know You event on 29 November from 11.30am – 2pm for people who have Downs Syndrome and their families. It's at Farnborough Masonic Centre, Alexandra Road, Farnborough, GU14 6BS. Kathleen Humberstone a member of the group and a model will be talking about 'catwalks and chromosomes' and there will also be a talk by speech therapist Becky Baxter. Details from [enquiries@steppingstones.co.uk](mailto:enquiries@steppingstones.co.uk) or [www.steppingstones.ds.co.uk](http://www.steppingstones.ds.co.uk)

**New Working Carers Support Group in Reading – Starts on Wednesday 5 February 2020**

This will be held on the first Wednesday of every month at the Abbey Baptist Church (behind central library), Abbey Square, Reading RG1 3BE from 6pm 8pm. Refreshments will be provided. There are a few parking spaces at the church.

For further information, please call the hub on 0118 324 7333. Alternately email [ask@berkshirecarershub.org](mailto:ask@berkshirecarershub.org)

**Dementia event in Newbury**

Healthwatch West Berkshire is holding a Dementia and Immersive Experience Session on 5 December, 2-4pm at Broadway House, Newbury, RG14. If you're interested in joining them, please ring 01635 886210 or [contact@healthwatchwestberks.org.uk](mailto:contact@healthwatchwestberks.org.uk)