

Welcome to your local  
**COMMUNITY  
CONVERSATION**



**Patient Participation Groups (PPGs)**

# Agenda

<b>Welcome &amp; introductions</b>	<b>Sally Parkin</b>
<b>The Future of General Practice</b>	<b>Dr Alison Bradley</b>
<b>Social Prescribing</b>	<b>Peter Chell</b>
<b>Social Media for PPGs</b>	<b>Marc Schmid</b>
<b>Introduction to group discussions</b>	<b>Sally Parkin</b>
<b>Group discussions</b>	<b>All</b>
<b>Feedback from discussions</b>	<b>Sally Parkin</b>
<b>Closing remarks</b>	<b>Sally Parkin</b>
<b>Last chance to meet our stallholders</b>	



# Introduction

**Sally Parkin**

Clinical Director for Partnerships and Engagement  
North Staffordshire and Stoke-on-Trent CCGs

# Patient Participation Groups: A quick look back 1972 - 2017



# The picture today

The results of our local PPG survey



# Looking forward





# The future of General Practice

**Dr Alison Bradley**

Clinical Chair

North Staffordshire Clinical Commissioning Group

# General Practice Forward View

## General Practice Forward View a snapshot



### Additional funding:



Further  
**2.4 billion** a year  
by 2020/21 into general  
practice services. **(14%  
real terms increase)**



Investment for general  
practice estates and  
infrastructure estimated

**£900m**  
over 5 years



## Local position

- CCGs are clinically led
- Co-commissioned Primary Care
- Primary Care Commissioning Committee Meeting

# Current issues affecting Primary Care

- Primary Care workforce and practices are under significant pressure
- A wholly medical model is no longer sustainable or desirable
- The health service requires more accessible care
- Integrated primary and acute care systems (PACs)
- Multispecialty community providers (MCPs) - community services are integrated with GP surgeries.

# MCPs and Locality Hubs

- Increase investment in GP services
- Modernise primary care premises to benefit both patients and staff
- Encourage practices to work together in Locality Hubs
- Develop urgent care alongside Locality Hubs
- Work closely with Voluntary Sector organisations
- PPGs to be informed by and work together with other PPGs and locality groups
- Support patients to take a proactive approach to their own health by keeping active and well
- Ensure patients receive the right treatment when needed
- Communities feel a sense of ownership of MCPs.

North Staffordshire Clinical Commissioning Group  
Stoke-on-Trent Clinical Commissioning Group



# Social Prescribing

**Peter Chell**

Peter Chell Consultancy

# Social Prescribing

Social Prescribing is defined as “ a means of enabling primary care services to refer patients with social, emotional or practical needs to a range of local, non clinical services, often provided by the voluntary sector and community sector”.

# Why Social Prescribing?

- Provides patients with a focused service or services better suited to their needs e.g. LTC, social\financial needs, emotional support, practical everyday support.
- It supports the ongoing development of Care Navigation.
- It relieves unnecessary burdens on GP's and appointments by ensuring patients have direct access to external support which does not need to go through a medical assessment process.

# Why Social Prescribing?

- Creates the opportunity to build patient self-determination and confidence to better control their lives.
- Is designed to support the development of place based services and improve individual service users access.
- As part of the transformation plans for the NHS as part of the emerging MCPs and thereby create a bridge between primary care and the voluntary sector to encourage closer working relationships and improve patient outcomes.

## Local VCS Hub

### EXAMPLES OF SUPPORT ON OFFER :

Help with bereavement, depression and/or anxiety;

Help with loneliness - help to meet people or someone can visit you at home;

Local social activities e.g. lunch clubs/friendship groups;

Support Groups - COPD/MS/Parkinsons/Stroke, etc;

Alcohol & substance misuse problems;

Support for people with physical or learning disabilities;

Help with mental health difficulties;

Housing advice and support;

Debt and benefits help;

Practical housing services – including heating, rent & repairs, shopping, cleaning.



# Local Social Prescribing Service

For further information please contact

Margaret Hurley, VCS Hub Development Officer:  
Monday - Friday 9am - 5pm  
email:[vcshub@vast.org.uk](mailto:vcshub@vast.org.uk)

# Moving forward

- Working in partnership with PPGs to ensure local service needs are met and understood by the Social Prescribing Service and that the service adds value and does not replicate PPG work.
- Build an evidence base to ensure that the developing programme is effective, efficient and value for money.
- Put in place measures to ensure that the service is 'user led' by engaging with PPG colleagues and using their understanding and knowledge to shape the future.



# Supporting PPGs through Social Media

**Marc Schmid**

Redmoor Health

# Internet use (OFCOM 2015)

- 85% internet access -30% superfast
- 93% of UK adults have a mobile phone, - 73% are smartphones  
(increase of 27% from 2012)
- 65+ the fastest growing smartphone market
- In 2013, 28.9 million people accessed Facebook regularly. This is set to increase to 33million by 2018.

# Engage and Involve Northern Staffordshire

- 61 practices now using social media
- PPG online groups and pages – connect with new audiences – closed and open
- Closed Facebook support groups at Royal Stoke Hospital managed by nurses – MS, AF/stroke and cardiac rehab.
- Self care video tutorials from clinicians



# **A view from practices**

**FILM CLIP**

# Which patients are using GP Facebook pages?

- 50 % are aged 35-64
- More users aged over 65 (8%) than 13-17 (2%)
- 75% Female
- Most successful posts – Friday/Saturday evenings

# How can social media help practices and PPGs?

- Supporting practices to help get patients online through Patient Access
- Signposting citizens to services in local communities
- Helping PPGs network with other PPGs to share learning and support
- Promoting social prescribing opportunities in local area
- Recruiting new PPG members



# **Introduction to group discussions**

# Group discussions

## Question 1

What are the challenges to an effective PPG,  
and how do we overcome them?



# Group discussions

## Question 2

What is currently working well?

# Group discussions

## Question 3

What does the future look like for PPGs?

# Group discussions

## Question 1

What are the challenges to an effective PPG, and how do we overcome them?

## Question 2

What is currently working well?

## Question 3

What does the future look like for PPGs?



# Feedback from groups

# Closing remarks

**Sally Parkin**

Clinical Director for Partnerships and Engagement  
North Staffordshire and Stoke-on-Trent CCGs



## **Is there anything else you would like to share about your experiences?**

Please write any comments on post-it notes or forms provided.

**Thank you for taking part in the Community Conversation.**