

VANGUARD: Better Care Together

Case study: Kendal Integrated Care Community



Purpose:

To replicate and enhance the success from the community-led initiatives in Millom and Carnforth by working in partnership to empower people and communities

Harness enthusiasm of the population of Kendal to create working relationships between NHS, social care, public, and third sector.

- Share with the community successes elsewhere in Morecambe Bay to provide inspiration, ideas and encourage empowerment
- Listen to the community of Kendal to hear about their priorities for local health
- Help people stay healthy and improve their wellbeing

How it works:

An Integrated Care Community puts the public on equal footing with health and care organisations in planning future services, examining the needs of the community and creating a 'network' of NHS, social care, third sector volunteers and the public.

In Kendal the initial events were led by Dr Richard Russell, a local GP. An open invite was sent directly to known stakeholders, a press release issued, advertisement placed and flyers were left in various public areas e.g. pharmacies, town hall, library, shops etc.

| | |
|------------------------|--|
| | and via social media. |
| Success so far: | <p>The initial public meeting had over 50 attendees listening to a presentation by the Millom Alliance, asking questions and discussing their priorities for the health of the Kendal community. The event received very positive feedback with many people signing up to be part of the Kendal Integrated Care Community.</p> <p>A second public meeting was held, with more than 50 people again attending. Those attending received a number of presentations and then divided into smaller groups to consider the priorities previously identified and look for any gaps and additions and asked to work on some of the ideas for the future. This event was well attended by third sector colleagues and enabled a good exchange of ideas.</p> <p>A third meeting has now taken place where a core group are establishing two task and finish groups to focus on “children & young people’s health”, and older people’s health. A number of smaller projects will sit within these groups.</p> <p>Three people have also come forward to sit on the Kendal Integrated Care Community Delivery Group</p> <p>Better Care Together has also held a Primary care staff event, with over 100 attendees from the three GP practices in Kendal, staff attended as part of their practice training.</p> <p>The event introduced the Better Care Together Programme showcased some of the initiatives that have seen success. Staff then discussed how they could work to support the programme e.g. by working in a more integrated way. Feedback from the event showed in all categories, 70% of attendees scored 7 or higher (out of 10) when assessing the session.</p> <p>Kendal Integrated Care Community is building real momentum around staff and public engagement. The outputs from all the sessions are being used to inform the on-going development of the Integrated Care Community approach.</p> |
| Lessons learnt: | <ul style="list-style-type: none"> • Need to overestimate public interest – first meeting became standing room only. • Choose suitable location – readily available parking and good public transport link. • Ensure that local elected members and the third sector are invited to meetings – they are experienced and knowledgeable in the needs of the communities they work in. • Sharing success stories from other areas can help build enthusiasm and a sense of empowerment. • Ensure a clinician is available at each meeting or event, this is important to the local community who attend |
| Key contact: | Dr Richard Russell, James Cochrane practice: Richard.russell@gp-a82026.nhs.uk |