

PRESS RELEASE

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The NHS across south Cumbria and north Lancashire welcomed more than 1,000 members of the public to their tent at the Westmorland Show this year.

Representatives from Cumbria Partnership NHS Foundation Trust, University Hospitals of Morecambe Bay NHS Foundation Trust, NHS Morecambe Bay Clinical Commissioning Group, North West Ambulance Service NHS Trust, Kendal Integrated Care Community (ICC), Radio Lonsdale, Lancaster the University of Lancaster and Kendal Organ Donor Town gathered together to showcase their services, engage with the public and found out what they valued which helped them stay healthy .

The integrated musculoskeletal (iMSK) service brought a dummy skeleton to help explain how our bodies and joints work. Meanwhile physiotherapists were on hand with practical assessments to help those people who don't often access the services.

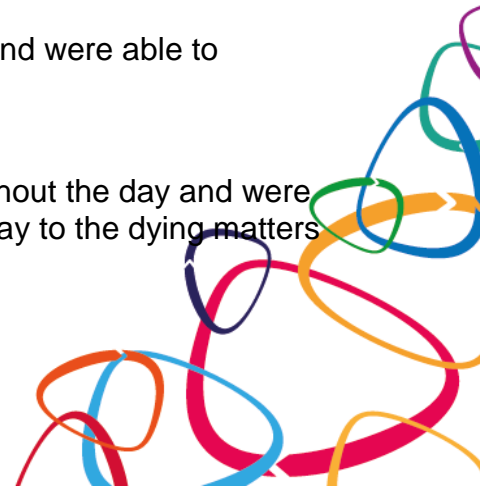
The Kendal Integrated Care Community provided basic health checks and shared some of the exciting work they're doing to improve local health and wellbeing.

The catering team from Westmorland General Hospital and Royal Lancaster Infirmary provided nutritious snacks and soups throughout the day and helped promote healthy eating; they were particularly popular with the schools groups and handed out more than 400 portions of fruit, yoghurts and sugar free snacks.

In addition midwives and breast feeding specialists, teams from bowel cancer and breast screening, the community ophthalmology service, dental and radiography teams were inside the tent.

The Better Care Together recruitment team also attended the show and were able to showcase the various careers on offer to our future local workforce.

People of all ages and backgrounds visited the NHS Marquee throughout the day and were invited to take a journey through life, from pre-natal services all the way to the dying matters team there was something for everyone.



NHS Morecambe Bay CCG asked members of the public what it was that made their community happy and healthy.

Andrew Bennett, Chief Officer, NHS Morecambe Bay CCG said 'Engaging with local people on health and care services is vital to the success of the Better Care Together strategy. The Westmorland County Show is a great opportunity to ask local people about what makes them happy and healthy.'

Jackie Daniel, Chief Executive, University Hospitals of Morecambe Bay NHS FT said 'The annual Westmorland County Show is a fantastic way to connect with our population and talk about our plans for healthcare in the Morecambe Bay area.'

The team from Better Care Together will now be attending the annual meetings of a variety of organisations to showcase their successes:

Ends

Notes to editors:

1. Better Care Together is a partnership of ten organisations, including Lancashire Care NHS Foundation Trust, University Hospitals of Morecambe Bay NHS Foundation Trust, Blackpool Teaching Hospitals NHS Foundation Trust, the North West Ambulance Service, Cumbria Partnership NHS Foundation Trust, NHS Morecambe Bay Clinical Commissioning Group and the two Local Authorities: Cumbria County Council and Lancashire County Council and two GP Provider Federations: North Lancashire Medical Group and South Cumbria Primary Care Collaborative working together in partnership.
2. Clinical leaders from across all organisations have designed a new clinical model of care for Morecambe Bay, through a series of design workshops and clinical. The new care models have been strongly influenced by the wide ranging engagement with stakeholders which has taken place over the past two years.

