

**Manchester Health and Wellbeing Board
Report for Resolution**

Report to: Manchester Health and Wellbeing Board – 13 January 2016

Subject: Locality Plan – Communications and Engagement

Report of: Nick Gomm – Head of Corporate Services, Manchester Clinical Commissioning Groups
Jennifer Green – Head of Strategic Communications, Manchester City Council

Summary

This report outlines the activity planned to raise awareness of Manchester’s Locality Plan and to receive feedback about it.

Recommendations

The Health and Wellbeing Board is asked to:

- Note the communications and engagement activity aligned to the Locality Plan
- Receive a further report in June 2016 reporting on the results of the communication and engagement activity and detailing how comments received will influence the delivery of the Locality Plan and the transformation

Board Priority(s) Addressed:

Health and Wellbeing Strategy priority	Summary of contribution to the strategy
Getting the youngest people in our communities off to the best start	The insight gained from comments and feedback about the plan will refine and improve the Locality Plan and inform delivery of the transformation programmes. In addition, the communication campaigns begun during this period, and continued afterwards, aim to support individuals and communities to look after, and improve, their own health and wellbeing.
Educating, informing and involving the community in improving their own health and wellbeing	
Moving more health provision into the community	
Providing the best treatment we can to people in the right place at the right time	
Turning round the lives of troubled families	
Improving people’s mental health and wellbeing	
Bringing people into employment and leading productive lives	
Enabling older people to keep well and live independently in their community	

Lead board member:

Lorraine Butcher, Joint Director for Health and Social Care

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Background documents (available for public inspection):

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

Public-facing version of Locality Plan (attached)

1. Introduction

1.1 This report outlines the activity planned to raise awareness of Manchester's Locality Plan and to receive feedback about it.

2. Background and introduction

2.1 Manchester's Locality Plan details the major health and social care transformation programmes being undertaken in the city. It gives us an opportunity to communicate, and engage upon, our vision and plans as a whole and provides us with a strategic context for programme-specific communications and engagement activity.

2.2 The Greater Manchester (GM) Strategic plan is currently being finalised. This is subject to a 'listening period' from January to March 2016.

3. Approach

3.1 Communications and engagement about Manchester's Locality Plan will provide the context, rationale, overview and progress of the range of transformation programmes in the city. It will be delivered under the name 'A healthier Manchester' and is planned to take place between January and April 2016 to complement the GM listening process.

3.2 The target audiences for this are

- The public
- Health and social care workforce
- Voluntary and Community Sector organisations
- Local councillors and MPs

3.3 The objectives of this communication and engagement programme are as follows:

- To raise awareness of, and receive feedback on, Manchester's Locality Plan
- To receive comments and suggestions on how the health and social care system in Manchester could be more efficient and effective
- To receive feedback on what can be done to support people to live healthier lives and 'self-care' where appropriate
- To support the GM Strategic Plan 'listening period'

3.4 Specific communications and engagement activity for each of the transformation programmes will continue and will focus on those stakeholders affected by that programme. This will typically be directly affected workforce and service users.

3.5 It is important that any feedback we receive can inform, influence and improve our work. Following the communication and engagement period, a report will be pulled together detailing the feedback we have received for consideration of how it should shape the Locality Plan and the transformation programmes.

3.6 A Locality Plan Communications and Engagement Steering Group has been established to design, and monitor delivery, of this work. Membership of this group

includes the communications leads from the Manchester Clinical Commissioning Groups (CCG), Manchester City Council (MCC), Pennine Acute Trust, Central Manchester Foundation Trust, Manchester Mental Health and Social Care Trust, Macc and Healthwatch. It met for the first time on 20 November 2015 and has continued to meet fortnightly.

4. Materials

4.1 A range of materials will be developed to support the communications and engagement period. The requirements of the different audiences will determine which are used, when. These include:

- A public-facing summary of the plan (Link available in 'Background Documents' above)
- Designed and formatted versions of the 'Logic Chains' to explain each transformation programme
- A standard presentation detailing the plan, put in context of GM Devolution
- An animated video depicting integrated care
- Digital content (Web and Social Media)
- Case studies to be used for media work
- Briefing packs for stakeholders

This list will be developed as discussions continue and in response to the requirements of stakeholders. All materials will use the same 'look' as the public facing summary.

5. Delivery

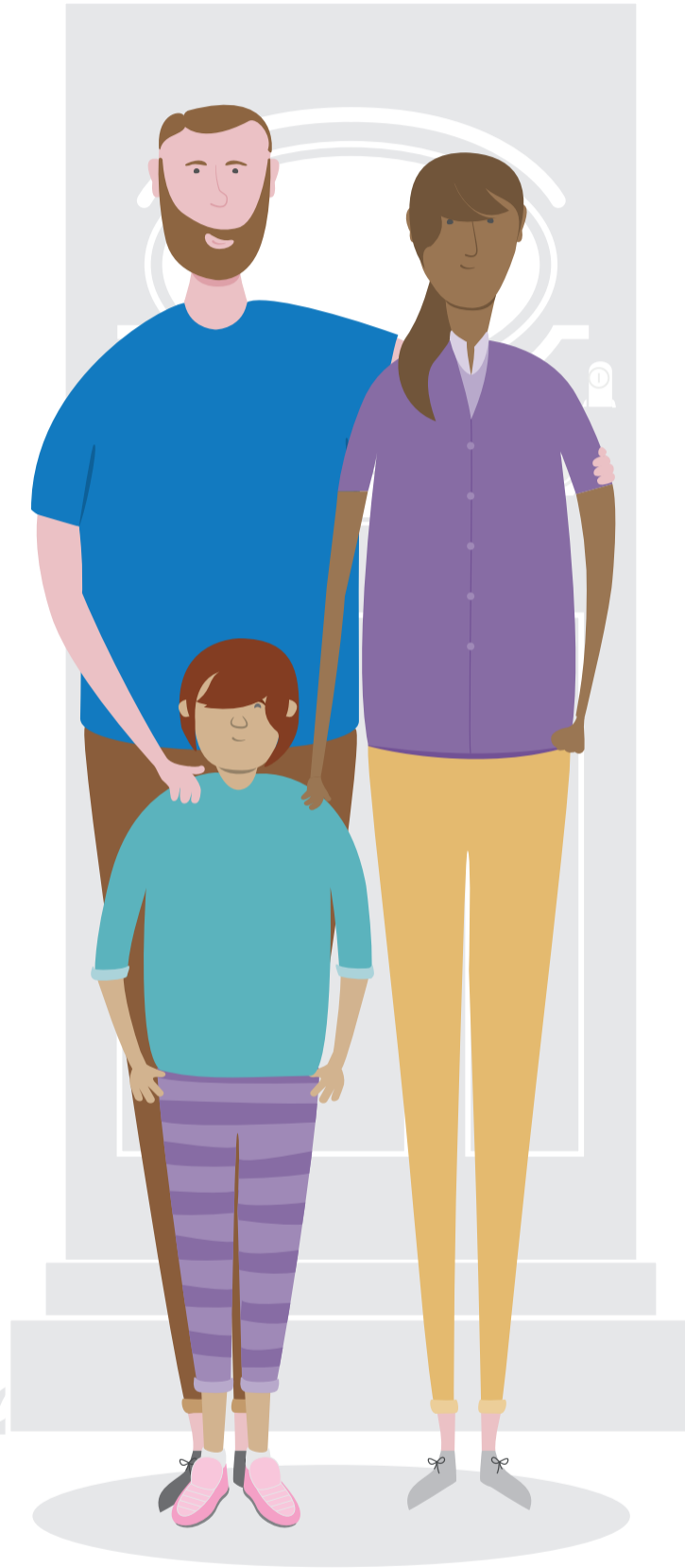
5.1 The final communications and engagement delivery plan will be discussed and agreed at the Communications and Engagement Steering Group at the beginning of January. Activity will include:

- Dissemination of printed versions of public-facing version of the plan to GP practices, NHS Trusts, MCC venues and voluntary and community sector organisations, for display in public waiting rooms
- Presence at a range of public events, raising awareness of the plans and inviting feedback
- Social media campaign focussing on healthy lifestyles and self care, meeting local priorities and complementing Greater Manchester's 'Taking Charge' campaign
- Partner organisations' raising awareness of the Plan with their workforce and through their public-facing channels and mechanisms

6. Recommendations

The Health and Wellbeing Board is asked to:

- Note the communications and engagement activity aligned to the Locality Plan
- Receive a further report in June 2016 reporting on the results of the communication and engagement activity and detailing how comments received will influence the delivery of the Locality Plan and the transformation programmes.



A healthier Manchester.

Our vision, your health

Dear Reader,

Thank you for taking the time to read this and be part of the work to improve the health of everyone who lives in this city.

This is a summary of how we intend to improve the health of the people who live here by ensuring that health and social care organisations work better together with the people of Manchester.

Currently, health outcomes in Manchester are still poor compared with other parts of Greater Manchester and the rest of the country.

We are determined to address this.

In five years' we want to have made real improvements to the health outcomes of our residents, and have a health and social care system that we are rightly proud of.

To get these results we recognise that as leaders of Manchester's health and social care organisations we must:



However, we can't – and won't – succeed without the help of local people and communities. We will make sure that high-quality services are there for people, but we don't have all the answers. The real change will come from individuals and communities looking after themselves, and their families, building healthy, caring neighbourhoods and telling us what they need from health and social care services in the city.

This plan outlines how the vision for health and wellbeing will be delivered in the city. At the end there are details of how you can help to do this, and how you can hear more about the progress we plan to make over the next five years.

Please join us in this work. Together we can create a healthier Manchester.

Yours sincerely,

Sir Richard Leese
on behalf of the Health and Wellbeing Board

Where we are now: Greater Manchester

Local councils and NHS organisations in Greater Manchester have agreed with the Government that decisions affecting local people should be made here, instead of nationally. This devolution deal means we will control how billions of pounds of public money is spent in Greater Manchester. This new way of working will cover areas such as policing, housing and transport – and also health and social care.

The devolution of health and social care will focus on:

- More work on preventing people getting ill, being able to look after themselves and helping people into employment
- Joining up health and social care services, to reduce gaps in the system and make services work better together
- Better community-based care near people's homes
- Better care for people with mental health problems, such as depression.

Devolution will mean we can make a bigger impact more quickly on the health of people in Greater Manchester, by working together and by making the most of the funds we have been allocated.

By 2021, we aim to have these key improvements across Greater Manchester:

- Fewer low birth-weight babies
- Fewer children in Manchester living in poverty
- Fewer people to die early from heart disease
- Fewer people with cancer
- Fewer people with respiratory disease
- More people to be supported to stay well and live at home for as long as possible.

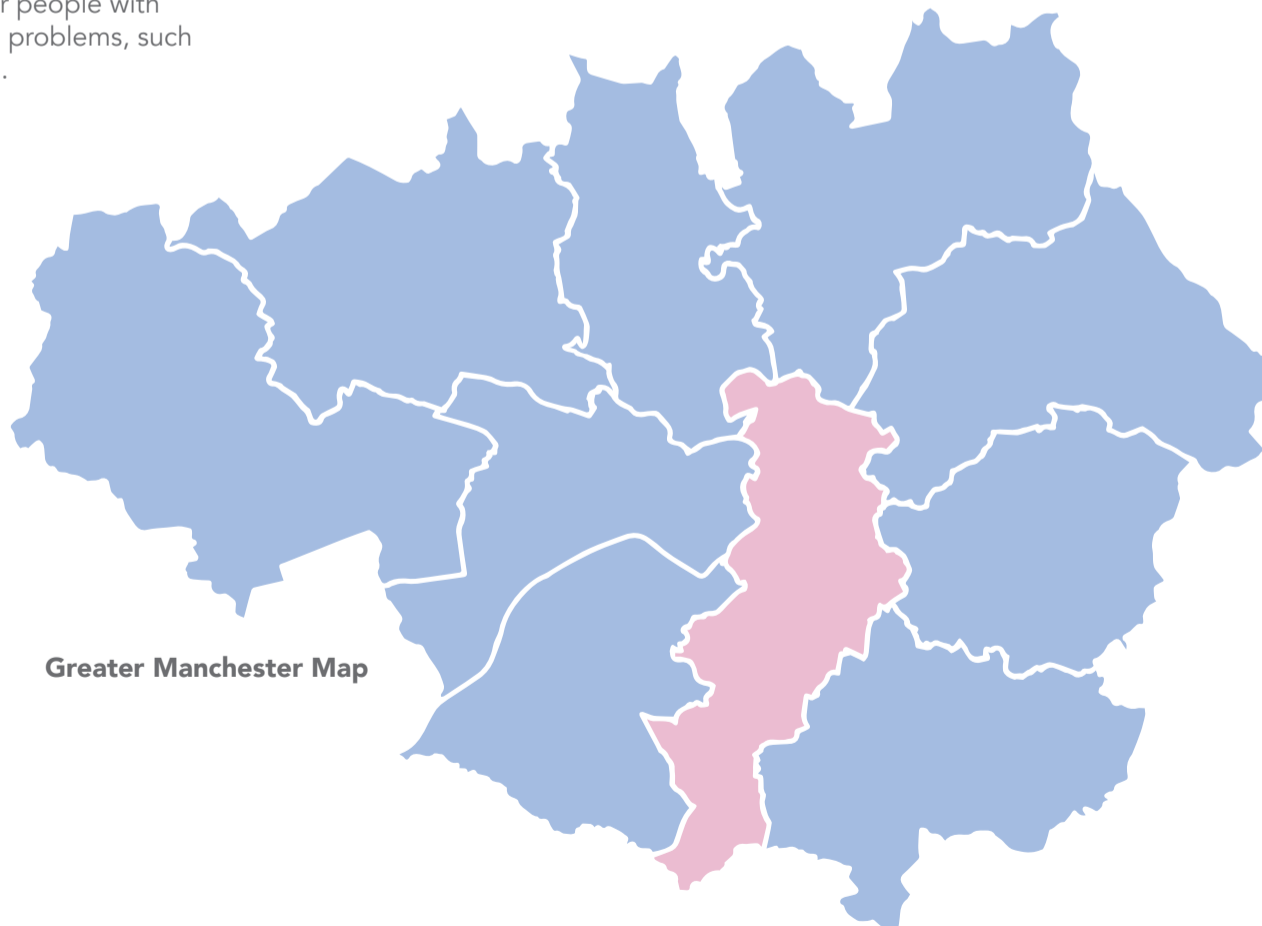
Where we are now: The city of Manchester

The new Manchester Strategy has just been launched. This describes the vision the city has for its future. Manchester will become a thriving city, which:

- creates new jobs for the area, reducing the number of people who are out of work
- ensures that everybody is paid enough to live on – this is described as a real living wage
- builds on school results so that they are significantly higher than the UK average
- builds well-designed, energy-efficient homes that meet the needs of the people who live in the city
- is recognised for its high quality of life, with many parks and green areas, and world-class sports, leisure and cultural facilities
- encourages a strong sense of belonging and pride in the city.

As well as this important work on those aspects of life that have a positive impact on an individual's health and wellbeing, the strategy also states it 'will improve the health and wellbeing of the people who live in the city, and have more active adults and children'. This is described in more detail in the city's Health and Wellbeing Strategy, which can be found at manchester.gov.uk/healthwellbeingstrategy

The new Manchester Strategy can be found at: manchester.gov.uk/mcrstrategy



Greater Manchester Map

Where we are now:
The health and wellbeing
of Mancunians

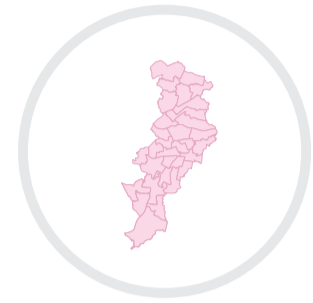
Health outcomes for people living in Manchester are poor compared with other parts of the country. For example:

A boy born in Manchester can only expect to live **77%** of his years of life in good health.

This compares with **87%** of years of life for a boy born in the healthiest part of England.

A girl born in Manchester can only expect to live **71%** of her years of life in good health.

This compares with **84%** of years of life for a girl born in the healthiest part of the country.

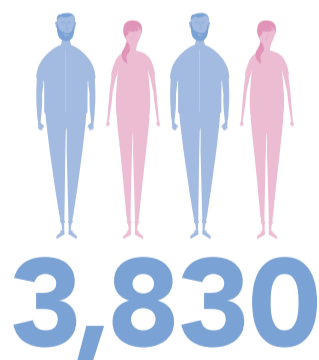


27,000

Nearly **27,000** people in Manchester are recorded as having type 1 or 2 diabetes. This is **5.9%** of the Manchester population.



The rate of alcohol-specific hospital admissions in Manchester is over **double** the England average.



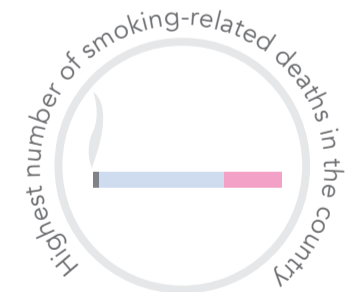
Nearly **4,000** people aged 16–64 in Manchester were long-term unemployed in 2014. This was **10.5%** of the Manchester population.



Manchester has the second highest rate of early death from respiratory (breathing) diseases in England. More than **60%** of these deaths are considered to be preventable.



Some **350** people under the age of 75 die from cardiovascular (heart) disease in Manchester each year.



We have the highest number of smoking-related deaths in the country. Each year in Manchester, there are some **750** deaths and **1,550** hospital admissions due to smoking.

Number of people who are obese in Manchester:



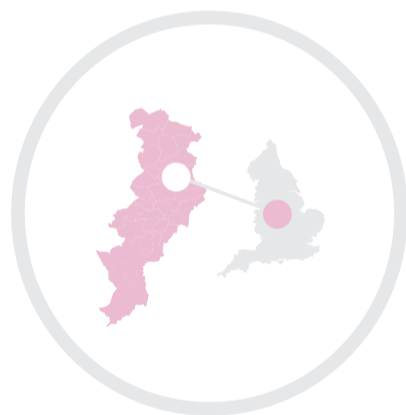
Life expectancy is

8.8

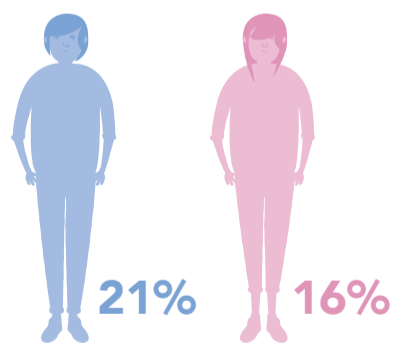
years lower for men and...

7.4

years lower for women in the most deprived areas than the least deprived areas in the south of England.



Manchester is the worst city in the country in terms of premature mortality from cancer. There are currently around **10,000** people living with cancer in the city. Over the past 15 years, improvements in cancer survival rates in Manchester mean the number is expected to rise to **20,000** by **2030**.



It is recommended that children have at least **60 minutes** of moderate activity a day, with vigorous activity on at least three days a week:

21% of boys and **16%** of girls achieve this.



Manchester has one of the highest rates of child poverty in the country, with nearly **40%** of children aged under 16 living in poverty, and many live in homes where no-one is employed.



Life expectancy for men in Manchester is **75.5** years and for women it is **80** years. This is significantly lower than the England average numbers.

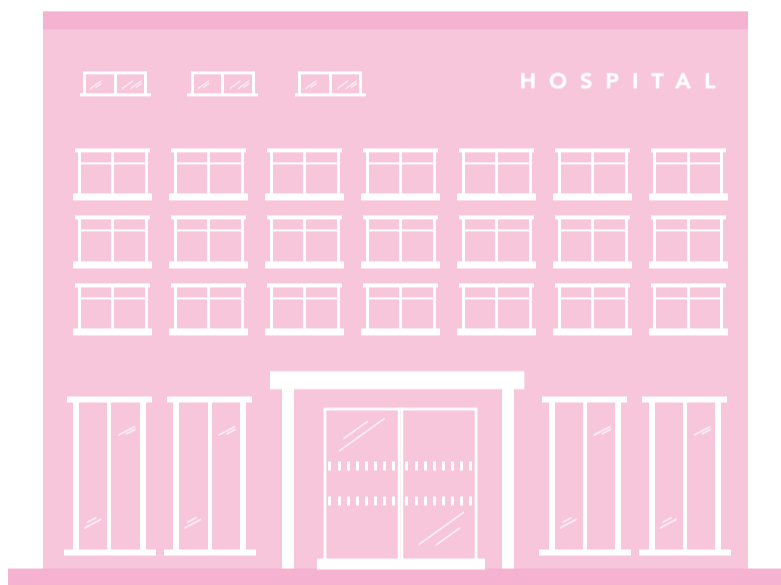
In August 2015, there were **2,895** patients in Manchester diagnosed with dementia. The vast majority (**95%**) of these patients are aged 65 and over.

Approximately **10%** of the population of Manchester are aged 65 or older, and it is predicted that this figure will double by **2050**.

**Where we are now:
Services**

Manchester currently has 91 GP practices, three major hospitals, a mental health trust, citywide social care services, a range of health improvement services, and many voluntary and community organisations, and we have much to be proud of.

We have:

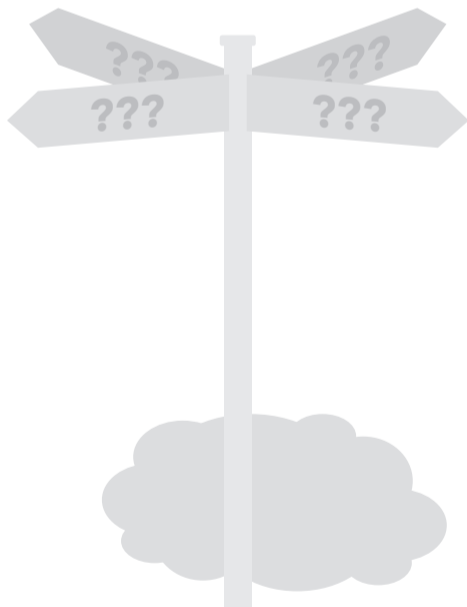




Excellent health and social care staff



A vibrant voluntary and community sector



However:

- Our services are not well enough connected and do not always share information to help treat people effectively
- We have a complex system that makes it difficult for people to know where to go for the most appropriate treatment
- Too many people end up in hospital when they could be treated at home, or close to home
- The current system is unaffordable in the future.

Where we are now:
Public opinion

Over the years, we have received lots of feedback, telling us what people who live here want.

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To receive care and treatment in a co-ordinated and timely way

To be treated as individuals

To be seen in an environment that is accessible and clean

To be able to access services when they need them

To be treated with dignity and respect

To be able to involve loved ones and carers in health decisions

Access to emotional and practical support as well as treatment

A choice about care

people want.

To know where to turn to
with questions, queries or
concerns about care

The opportunity and
time to ask questions

To share their knowledge, skills,
expertise and experience of living
with medical conditions

To be given enough
information to make informed
decisions about care options

To feel safe and
supported

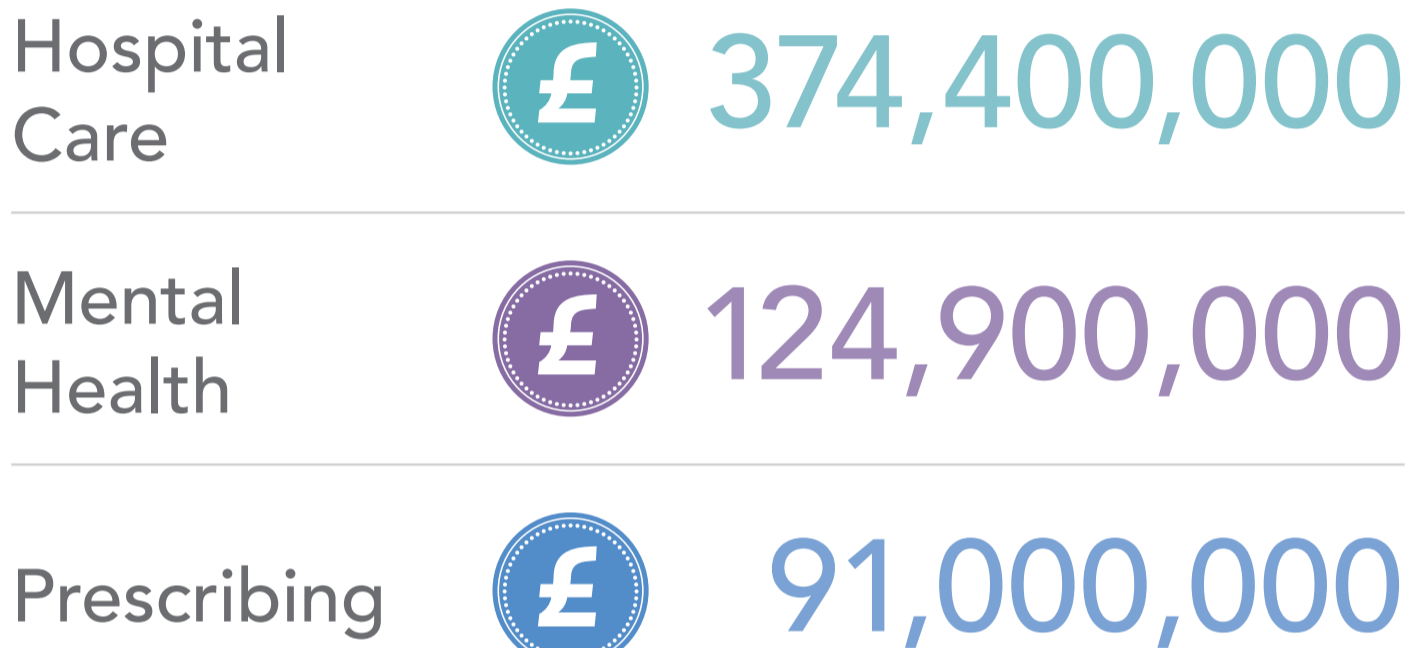
With their carers when
appropriate, to be involved in
health and social care decisions

To not feel
lonely in their
community

To know what services
are available in their
community and how
to use them

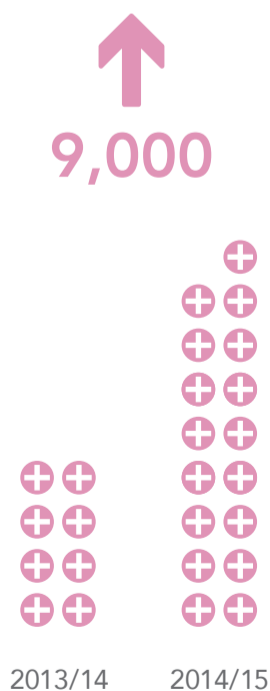
Where we are now:
Finances

We currently spend approximately £1.3billion on health and care services in Manchester. Some of our key spending areas in 2015/16 are:



If we carry on doing the same things in the same way and do not change anything, we predict that we will be spending £373million more than we will have in funding by 2021. This is because more people are using health and social care services and the cost of treatment and medication is increasing. For example:

- There were 9,000 more A&E attendances in 2014/15 than there were in 2013/14.



The cost of paracetamol prescriptions in Manchester has risen by £120,000.



Sometimes it is cheaper for patients and the system if people buy their own paracetamol under medical guidance.

We aim to save money by keeping people out of costly hospital care, becoming more efficient and stopping treatment that evidence shows is unnecessary or ineffective. In addition, we will work with local people to reduce missed appointments and medicine waste.

However, the simple fact is that the greatest financial savings will be made if local people are able to live healthier lives and require less treatment from health services in the future.

What we will do:

Prevent people becoming ill and support them to live healthier lives

Addressing the causes of ill health

We know that certain things cause ill health. People who smoke, drink too much alcohol, take drugs, or are overweight have a greater chance of getting a long-term condition and dying earlier than they should. We also know that broader issues such as unemployment and poor housing conditions can lead to ill health. We will:

- Work in Manchester, and across Greater Manchester, to create employment opportunities and to connect local people to those jobs
- Design a new Healthy Lifestyles service that will work within communities to support people to adopt healthier lifestyles
- Provide a range of grants for community organisations that come up with good ideas to improve health and wellbeing in their communities

- Improve the uptake of childhood immunisation and vaccination in the city
- Work with business, housing organisations and leisure facilities to develop neighbourhoods that promote physical exercise.

Spotting illnesses earlier

The earlier illnesses are identified and treated, the better the outcome for the individual. We will:

- Invest in and promote screening programmes to identify cancer early
- Make sure that GPs identify and treat all people on their practice lists who have dementia, diabetes, heart disease and breathing problems.

Providing support earlier

Sometimes people do not receive the right support early enough and this means that their situation worsens. We will:

- Identify all carers in the city and provide them with the support they need to carry out the invaluable work they do for their families and loved ones
- Create three 'Early Help' hubs in the city, which will offer proactive support to people, and provide it in ways that meet their individual or family's circumstances
- Ensure people with mental health needs are seen quickly and receive the best treatment for their condition to stop it getting worse
- Develop a range of activities for older people who are lonely or socially isolated.

Managing illness

People with long-term conditions or illnesses are often best placed to monitor and manage their own condition so that they can live lives to the full. We will:

- Improve the way health and care staff care for individuals by focusing on what people need to take control of their condition and be independent
- Provide people with the knowledge, technology and equipment they require to live as well as they can with their condition
- Support people with long-term conditions to find employment opportunities
- Improve the information we provide for people with long-term conditions – ensuring that it is clear, consistent and relevant.

We will support carers to carry out the invaluable work they do for their families and loved ones



Improving services and the way we work together.

Over the next five years we aim to make sure that many more people are cared for outside of hospital, closer to where they live, and receive services seven days a week. This will mean we increase the funding of GP services, community health and social care teams, and the voluntary sector. The money will be found by saving money on hospital-based services.

Transforming services

We are joining up hospital, community health, social care and GP services so that people's care is managed by a single team containing a range of health and social care staff. There will be 12 of these teams across Manchester and they will provide some services currently available only in hospitals, such as outpatient appointments. This will be supported by a simple system to make sure local people can easily be connected to the care they require no matter which service they talk to first.

Transforming mental health care

We are developing better ways of helping people with mental health needs – spotting issues early, reducing waiting times for treatment, and ensuring people have access to the services they need as close to their home as possible. We will make sure that mental health services are no longer separate from those for people with physical health problems. We will improve the care for young people who have mental health needs, and develop the best possible dementia services that keep people safe and well in their own homes wherever possible.

Transforming cancer care

We are improving the way cancer services work in the city, making sure that GPs and hospital staff provide the best co-ordinated care for patients through diagnosis, treatment and beyond. Cancer charity Macmillan is helping us with this through the Macmillan Cancer Improvement Partnership.

Transforming GP services

We are changing GP services to provide a wider range of services in local communities and to make sure people can see a GP seven days a week.

Transforming hospital care

Our hospitals are working closer together both within the city of Manchester and across Greater Manchester. This means that services, doctors and nurses will be shared across hospitals; and our hospitals will specialise in different areas to ensure the best services are available to everyone across the region.

Transforming learning disability care

We are improving our services for people with learning disabilities by making sure that there is better care, support and accommodation available locally.

Transforming housing

We are working with housing organisations to develop new accommodation to support people with care needs to live as independently as possible. This is called 'Extra Care housing' and we are aiming to create 1,000 homes of this type in Manchester.

Transforming commissioning

The organisations that plan and fund local services will work in a more co-ordinated way, pooling budgets and simplifying the contracting processes.

This work has started already. On the next page are some examples of the progress that has been made.

A simple system connecting people to the care they need



Our staff, our buildings and technology

Supporting staff and carers

Across Manchester there are over 40,000 people who work in health and social care services in the city. On top of that we have an estimated 60,000 carers who work day and night looking after their loved ones. We recognise the need to support all those who work to support, treat and care for our residents, whether they are employed by our organisations or not.

We will:

- Work with carers' organisations to make sure that carers receive the information, support and breaks (respite) they need
- Make sure our organisations are healthy places to work and support our staff to have healthy lifestyles
- Train and develop our staff to work in new ways that support our aims around joined-up care.

Modern, accessible buildings

Some of our buildings are modern, accessible and already house a range of health and social care services. However, a large number are not suitable to deliver the services we need for the future.

We will:

- Identify 12 buildings across the city to act as health and social care centres, providing a range of health and care services for their local communities and linking with local GP practices and chemists (pharmacies). Where possible, space will be offered to local community organisations.
- Develop Withington Community Hospital into an 'Integrated Care Campus' with more outpatient and diagnostic services delivered from there, along with a plan to include some GP services in there too.

- Build on the North Manchester General Hospital site to create a new 24-bed intermediate care facility (this is for people who are ready to be discharged from hospital, but are not well enough to go home) and a 'neighbourhood centre'. This centre will include at least one GP practice, a pharmacy and social care services.

Using technology to keep people well

Advances in technology provide us with many opportunities to help people care for themselves and their families, and to improve the care we provide.

We will:

- Join up our records to ensure that health and care professionals understand a person's circumstances and preferences, so people don't need to tell their story many times to different staff
- Support individuals to view their health and care records online
- Provide equipment or adaptations that support people to live independently, and safely monitor and manage their conditions
- Look at how health 'apps' can be used now and in the future to provide ongoing help and support for local people.

Joined-up records will make sure all professionals understand each person's needs

Health and social care professionals like us work together with communities to design better services



What can you do to help?

We will work our hardest over the coming years to develop better services and we will make sure we invest in the right things, becoming more efficient and reducing waste or duplication in our systems. However, this won't do the job alone. We are asking you to help us in a number of ways:

Volunteer

There are many community organisations in the city that are interested in improving the health of their local area. Many of these organisations are always on the lookout for volunteers to help them. To find out more, please contact the Volunteer Centre at: manchestercommunitycentral.org/volunteer-centre-manchester

Help beat loneliness

We think as many as one in five people over the age of 50 visits their GP for problems linked with loneliness, which can have major mental and physical effects. We need communities and individuals to rally together to keep older people included in society. For more details of how you can help visit: macc.org.uk

Get involved in our work

The people who use our services often see where things could be done better and more efficiently. There are many ways you can get involved, from joining planning groups and committees, to simply sending us your thoughts and experiences of local services. If you would like to find out more about how you can get involved, please see the final page of this booklet.

Check your medicines

It has also been estimated that £300million a year is lost due to medicines being wasted. This can happen when somebody is no longer ill but still receives medication, or when different medication is required but they continue to receive their old supply because it may be a repeat prescription. If you're not sure about your medication, ask your GP surgery to review it to make sure you are getting the right medicine for your illness.

Turn up to appointments

It has been estimated that over £1billion pounds a year is wasted by the NHS due to people missing their appointments. This is money that could be used to invest in health services or pay for particular treatments.

If you can't make an appointment, please let the service know as soon as possible so your appointment time can be used by somebody else.

Only use A&E for emergencies

A&E departments across Manchester are becoming very busy because of the number of people needing emergency care. However, there are still many people who attend A&E for conditions that could be just as effectively and more quickly treated by a GP or local pharmacist. For further information on where to go for different conditions and illnesses, please see:

choosewellmanchester.org.uk

Most importantly, people need to have the information to live as healthy a life as possible. We will always help people, families and communities to exercise more, eat healthily, stop smoking, and reduce their drug or drinking intake. However, we know that, ultimately, it has to be a person's personal choice to make changes that will increase the chances of them living a longer and illness-free life. Here are some details of services that can help:



Follow the five ways to wellbeing

Connect: Talk to the people around you – family, friends, colleagues and neighbours.

Be active: Go for a walk or run. Cycle, play a game, do gardening, dance or discover a physical activity you enjoy and that suits your level of mobility and fitness.

Take notice: Try to be aware of what's around you and notice the small things and how you are feeling.

Keep learning: Try something new, rediscover an old interest, or take on a different responsibility at work. Learning new things will make you more confident as well as being fun.

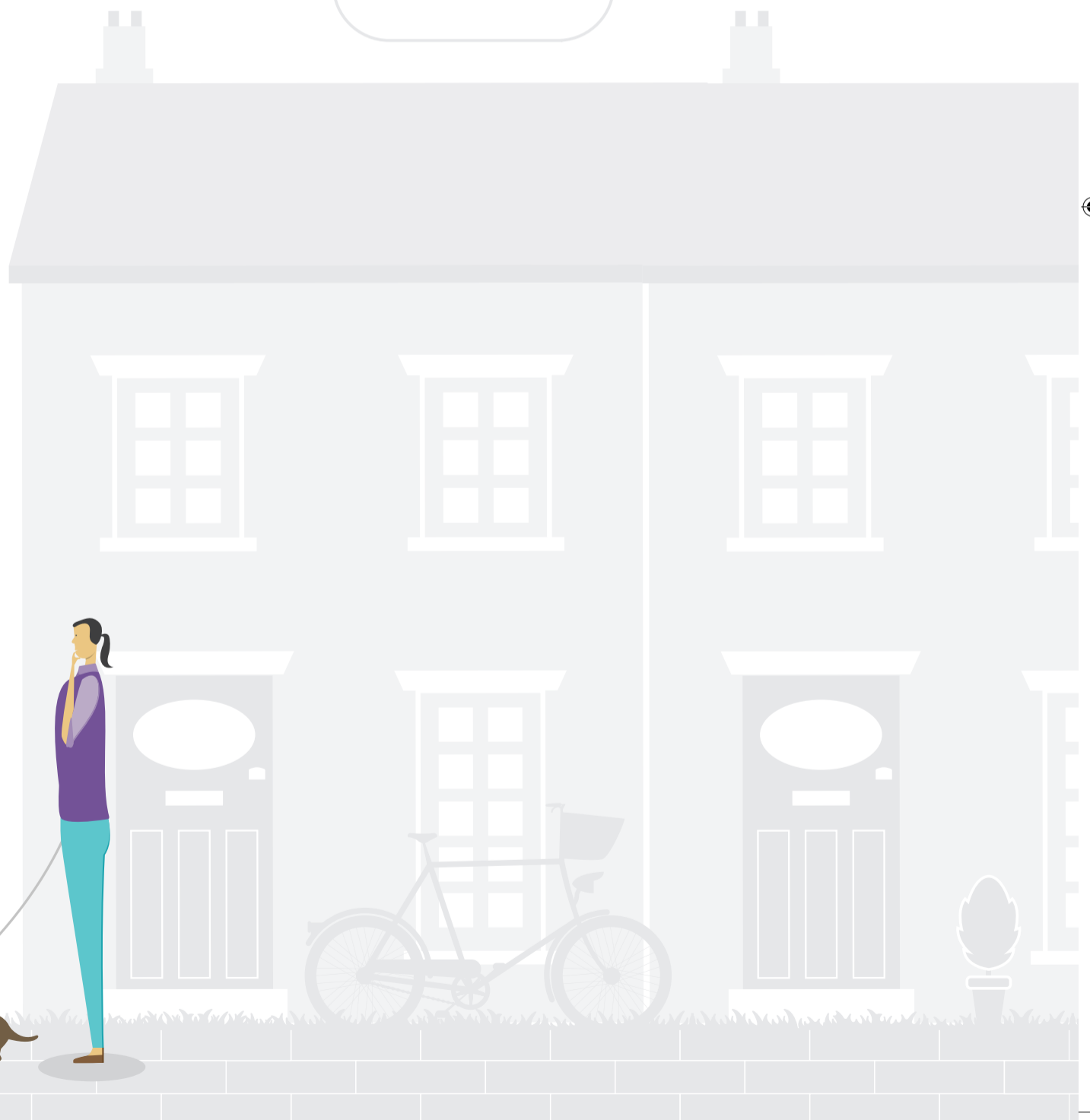
Give: Do something nice for a friend or a stranger. Volunteer or join a community group. Seeing yourself and your happiness linked to the wider community can be very rewarding.

Live a healthy life

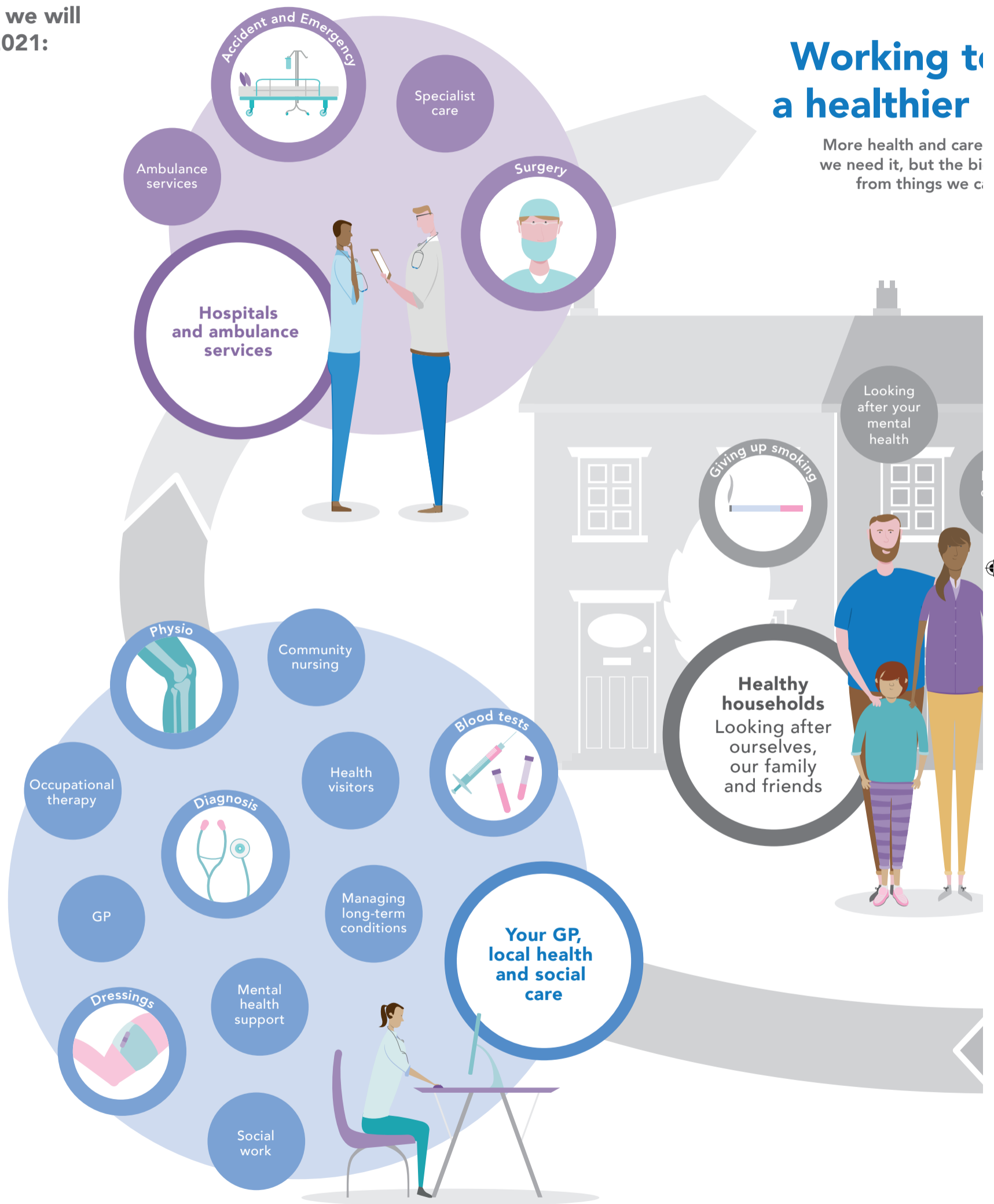
For information about health conditions and advice on how to live healthily, visit: nhs.uk

Looking after yourself

For advice and support on how to look after yourself and when to use NHS services, visit: choosewellmanchester.org.uk



Where we will
be in 2021:

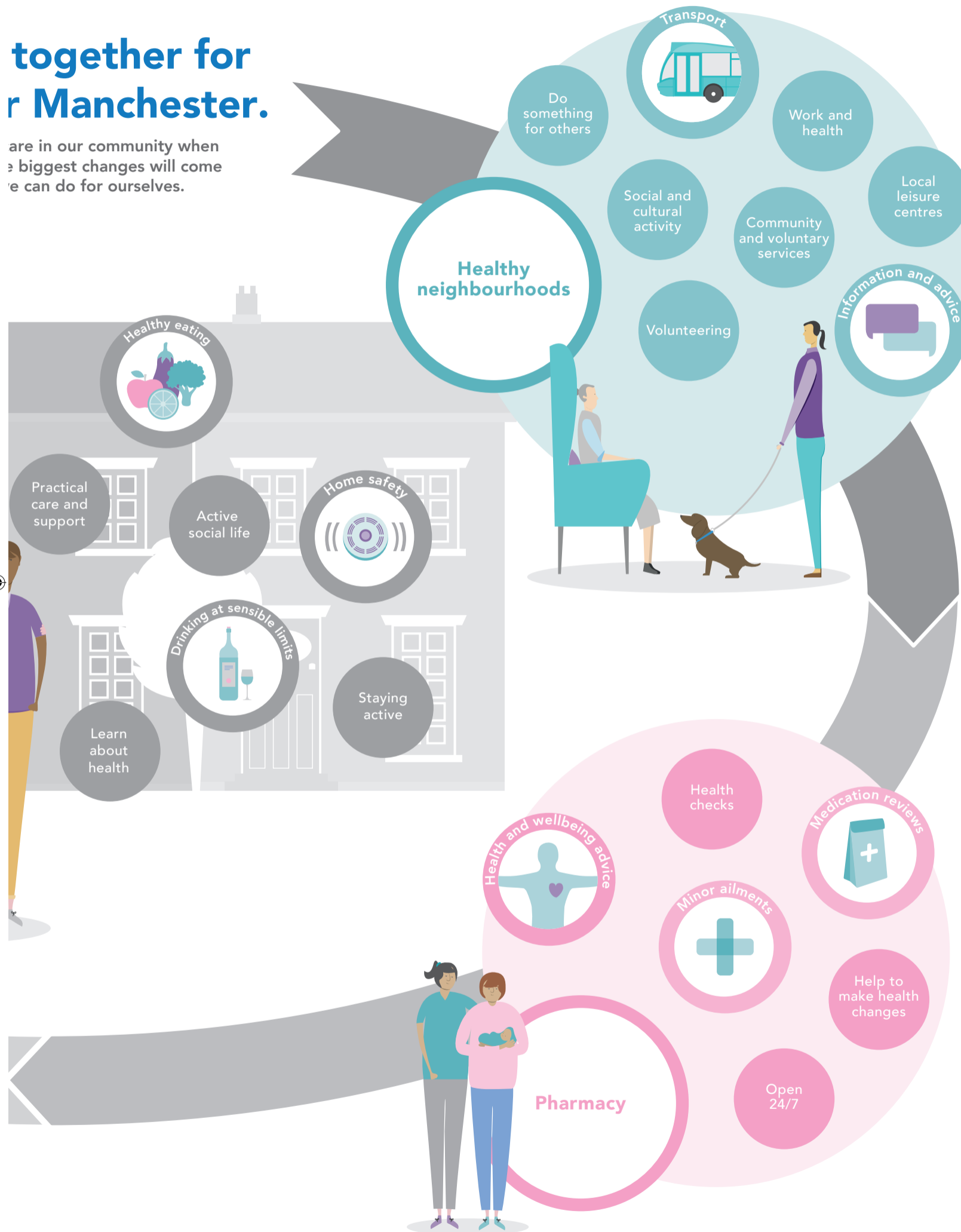


Working to
a healthier

More health and care
we need it, but the big
from things we can

together for Manchester.

are in our community when
the biggest changes will come
we can do for ourselves.



Can you speak up for health?

If you or someone you care for is a user of health services, you could represent your community on one of the city's Patient & Public Advisory Groups (PPAGs).

This group of patients and carers meets monthly, and provides guidance and advice on decision-making for Manchester's Clinical Commissioning Groups (CCGs), which are responsible for planning and buying high-quality, safe health services for Manchester.

If you're passionate about health and want to represent your community, you can find out more by calling 0161 765 4004, or email talkinghealthmanchester@nhs.net

You could also consider joining your local GP practice Patient Participation Group. Speak to the receptionist staff next time you visit your GP practice or look online at your GP practice website for details.

Have you been affected by cancer? You can volunteer for our Macmillan Cancer Improvement Programme. Interested? Call 0161 765 4004 or email talkinghealthmanchester@nhs.net

How to find out more

If you want to receive a copy of the full Locality Plan or regular updates on our progress, please sign up for our Talking Health Bulletin by emailing us at talkinghealthmanchester.nhs.net

You can also follow Manchester's CCGs and Manchester City Council on Twitter for regular health and social news from across the city:
[@manchesterccgs](https://twitter.com/manchesterccgs)
[@mancitycouncil](https://twitter.com/mancitycouncil)

If you would like to order this document in an alternative format, including large print, Braille, easy read or another language, call 0161 765 4004, or email talkinghealthmanchester@nhs.net

How to tell us what you think

If you have any comments or questions, or any ideas of anything else we should be doing, please let us know by:

Emailing us at:
talkinghealthmanchester@nhs.net

Writing to us at:
FREEPOST RTGX – CSJT – CTKT
Manchester CCGs
Parkway 3
Parkway 3 Business Centre
M14 7LU

FOLD

Help us understand how we can work together for a healthier Manchester.
Fill in our quick survey and send it to our Freepost address.

1. What do you want to do to improve your health and wellbeing?

- Be more active Become a volunteer
 Eat healthier Join a support group
 Other _____

2. How can we better support you to lead a healthier life?

3. How do you think health and social care services in Manchester can be more efficient and save money?

4. What is the best way to share health and wellbeing news, events and opportunities with you?

- Via email
 Via post
 Receive a monthly e-bulletin
 Via community meetings/drop-ins
 Other _____

Contact form:

Name: _____

Address: _____

Postcode: _____

Email: _____



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FOLD AND STICK



FREEPOST RTGX – CSJT – CTKT
Manchester CCGs
Parkway 3
Parkway 3 Business Centre
M14 7LU



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