

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

Report to: Manchester Health and Wellbeing Board – 29 August 2018

Subject: Locality Plan Communications and Engagement

Report of: Director of Corporate Affairs, Manchester Health and Care Commissioning

Summary

This report summarises the communication and engagement activity planned to raise awareness of our Locality plan and to inform the implementation of it.

Recommendations

The Board is asked to:

- Endorse the approach outlined in this report;
- Promote use of the new communications materials within their organisations;
- Pro-actively support the engagement work proposed; and
- Promote the outputs of the engagement work within their organisations so that services continue to develop to reflect the needs of local people.

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 | Promoting Manchester's vision for a transformed health and care system and supporting engagement with staff, citizens and voluntary and community sector organisations |
| Educating, informing and involving the community in improving their own health and wellbeing | As above |
| Moving more health provision into the community | As above |
| Providing the best treatment we can to people in the right place at the right time | As above |
| Turning round the lives of troubled families | As above |
| Improving people's mental health and wellbeing | As above |
| Bringing people into employment and leading productive lives | As above |
| Enabling older people to keep well and | As above |

| | |
|---------------------------------------|--|
| live independently in their community | |
|---------------------------------------|--|

Links to the Manchester Health and Social Care Locality Plan

| The three pillars to deliver the Manchester Health and Social Care Locality Plan | Summary of Contribution or link to the Plan |
|---|--|
| A single commissioning system ensuring the efficient commissioning of health and care services on a city wide basis with a single line of accountability for the delivery of services | Promoting Manchester's vision for a transformed health and care system and supporting engagement with staff, citizens and voluntary and community sector organisations |
| 'One Team' delivering integrated and accessible out of hospital community based health, primary and social care services | As above |
| A 'Single Manchester Hospital Service' delivering consistent and complementary arrangements for the delivery of acute services achieving a fully aligned hospital model for the city | As above |

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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.

Background/Introduction

The Locality plan for Manchester (Our Healthier Manchester) sets out the overall plans for health and social care across the city for the next five years. It details how integrating services will give better outcomes for the people of Manchester, and the new approaches to helping people to lead healthier lives, while making the system more affordable.

The original Locality plan, which was first produced over 2 years ago, outlined the vision for how three key strands of transformation, around hospitals, community-based care, and commissioning, would provide the framework for new ways of working that could tackle some of major health problems and inequalities in the city. In January 2016, we launched a 3 month public engagement programme endorsed by the Health and Wellbeing Board and supported by a public-facing version of the Locality Plan.

Since then, there has been substantial progress across the whole health and social care system and we now have:

- A single commissioning system via Manchester Health and Care Commissioning (MHCC), which launched in April 2017;
- A single hospital service via Manchester University NHS Foundation Trust (MFT), which launched in October 2017;
- And a local care organisation via Manchester Local Care Organisation (MLCO), to provide out-of-hospital community care, which launched on April 1, 2018.

The focus for the new Locality plan, and the newly developed communication materials is to move from talking about organisational changes to talking about our ambition to transform the health outcomes of people in Manchester, and to bring to life our approach by highlighting case studies of our work over the last two years. An Our Healthier Manchester communications and engagement toolkit has been developed which provides all our partners with a suite of materials they can to promote and stimulate discussion about our vision and the changes we need the whole population of Manchester to make so they can benefit from a healthier future. Copies of the new public-facing plan have been circulated with this paper and will be available at the meeting. The materials have been developed in partnership with Communication Leads from MFT, MLCO and Greater Manchester Mental Health NHS Foundation Trust.

Over the next 6 months we are carrying out a system wide programme of communication and engagement so that:

- We can update people on where the plans are so that they see the momentum of change to date – so that we get their support for the entire project and why we are doing it.
- So that we set the scene for further developments in the system later on.
- So people have chance to give feedback, suggest ideas and ask questions
- So we have chance to talk about Manchester health statistics in the right context.
- So that we can recruit people (from the groups above) to volunteer with us through a range of opportunities.

- We can explain how we need each audience to help us deliver our aims.

All feedback will then be reported through to health and social care commissioners and providers to inform and influence the commissioning and delivery of services.

This report outlines the approach to engagement we will be undertaking over the next 6 months. In addition to these specific pieces of work, the new Locality Plan materials will be used to provide context to programme and project specific engagement requirements which will emerge as our transformation work continues.

Engagement approach

Public, Community and Neighbourhood Engagement

The engagement methodology will be a mix of face to face, conversations, on-line and paper survey and use of social media. This work will also involve partnership working across the city with a range of stakeholders.

MHCC and MLCO are holding information stalls at local supermarkets across the 12 neighbourhoods in Manchester. We will also be holding information stalls at GP practices across the city and at community events taking place initially through July, August and September.

A set of questions have been developed which cover a range of areas designed to help inform our future work. These will be added to as time goes on to reflect the requirements of our ongoing transformation work. A particular initial focus is around public awareness and the responses to this will inform a review of the way health and care partners provide public information about services and opportunities for health improvement.

The questions are available on-line (<https://www.surveymonkey.co.uk/r/CWDTKJT>). These are being promoted electronically via email and using social media. On-line there are embedded hyperlinks to further information that people can go to and then return to the survey.

Targeted Approaches

We are also planning an initial targeted approach with the following 3 public audiences that will inform and influence commissioning intentions, service developments and marketing and campaigns for 2018/2019:

- People affected by severe and enduring mental health illness:

The aim of this approach is to understand the needs of people affected by severe and enduring mental health conditions to tackle physical inactivity. This will be partnership with Greater Manchester Mental Health NHS Foundation Trust and voluntary and community sector organisation that are providing support for people directly. The information collated will be used to inform the developing Winning Hearts and Minds programme and developments within the mental health trust on parity of esteem. The outcome of this activity will be

co-produced with people affected by severe and enduring mental health illness. Face to face engagement and a questionnaire will be used in this approach.

- People aged 65 and over:

The aim of this targeted approach is to develop and support a winter campaign to reduce hospital admissions, promote Keep Warm Keep Well and increase the uptake of the flu vaccinations. A campaign will be co-produced with people aged 65 and over. Face to face engagement and a questionnaire will be used in this approach. The outputs will also be used to inform ongoing public information materials targeted at older people.

- People living with long-term health conditions:

The aim of this approach is to understand the needs of people living with a long-term condition and what they need to help manage their condition better and promote self-care and shared decision making. Face to face engagement and a questionnaire will be used for this approach. We will work in partnership with a range of stakeholders that will include local and national voluntary and community sector organisations and commissioned services such as the Expert Patient Programme, Health and Well-being Advisors and Be Well. There will be a focus on people living with respiratory conditions, diabetes and skin conditions to support on-going programmes of work.

Discussion sessions

Three discussion sessions are being planned with a public audience, and health and care partners, on key themes that will inform and influence the development of the Locality Plan. The topics are:

- Pharmacies and supporting self-care and healthy living in partnership with MHCC and the Greater Manchester Local Pharmaceutical Committee.
- Understanding Manchester Local Care Organisation and neighbourhood working led by MLCO and MHCC.
- Personalisation and what matters to me – understanding the vision for Manchester.

Voluntary and Community Sector Organisations

The aim of this approach, which will be developed in collaboration with Macc and other VCS organisations, is to understand how statutory health and care organisations can work better with the full range of voluntary and community sector organisations in Manchester to support delivery the Locality plan.

The engagement approach will include face to face discussions at Community Explorer meetings, existing VCSE meetings and, in partnership with Macc, an on-line survey and use of social media.

Feedback will be used to:

- Inform what is required for health and care services to work more effectively in partnership with the sector.

- Develop local campaigns and resources to support healthy living.
- Develop co-produced approaches to improving uptake of screening opportunities across the city.

Additionally, there are a number of targeted engagement projects taking place in partnership with VCSE organisations. These are listed on Appendix 1.

Healthwatch Manchester also carry out a range of public and service user engagement projects, covering topics highlighted to them as priorities by the people of Manchester. We will work closely in partnership with them, ensuring that the learning from their work is promoted and informs the ongoing development of services across the city.

Engaging Health and Care Staff

This activity will be informed by priorities of the HR/OD workstream of the Locality Plan and will be actively supported by Communication across the system. The engagement approach will be a mix of face to face, discussions groups, an on-line survey and use of social media.

Amplifying existing activity

We will be working with all our staff and partners to encourage the public to share their big 5 experiences by posting selfies, check-ins and videos – this will be particularly affective for health screening appointments, child immunisations, well child clinics, exercising and community activities. Analytics show us that many people are already doing this social media activity but we will be able to bring it together by promoting a single hashtag. This approach has been successfully adopted by NHSBT, Jo's Trust and Couchto5K and increases your reach and traction.

This will provide us with the means to map activity across the city, amplify the messages and aspirations of real people and promote 'micro-influencers' whose reach is proven to be more effective in stimulating behaviour change.

Examples adapted from existing social media activity:

- Busy morning weeding and planting down @plattfields – great to catch up with friends in the sunshine and burn a few calories to boot. #HealthyMcr.
- Just taken Milly for her first set of jabs, a few tears shed (mostly mine) but all worth it to know that she's safe and protected #myworld #herdimmunity #HealthyMcr.
- Just been for my routine smear. To all the women in my life please remember to get it done. A few minutes discomfort is a small price to pay to protect yourself and the lives of the ones you love. #smearforsmear #HealthyMcr.
- In addition to this we could also work with IMT members to encourage service users to track their goals/ milestones via social media as part of the asset based approach.
- Just back from football. 3 months ago never thought I'd see my team play again. Couldn't have done it without my key workers support and belief that I could do it. Shame we lost. #lifegoals #HealthyMcr.

An initial tweet using the hashtag #HealthyMcr has been shared and this information is being collated to inform the engagement feedback.

- What matters to your health and wellbeing living in #Manchester? Tweet and tell us. #HealthyMcr

Listening and learning from on-going work

During July to December there is an array of on-going engagement work both within the organisation and with wider stakeholders taking place. It will be important to learn from the feedback and lived experiences collected to inform the outcomes of this engagement work. Examples of these can be found below in Appendix 2.

Engagement activity with children and young people is being planned and delivered as part of the MHCC transformation priority 6 with lead commissioners.

Links have also been established with the Our Manchester resident engagement programme to ensure that engagement activity across sectors is better co-ordinated than it has been historically, and that the learning from such activity has a meaningful impact across the health and care sector.

Recommendations

The Board is asked to:

- Endorse the approach outlined in this report;
- Promote use of the new communications materials within their organisations;
- Pro-actively support the engagement work proposed; and
- Promote the outputs of the engagement work within their organisations so that services continue to develop to reflect the needs of local people.

Appendix 1 - Manchester Health and Care Commissioning Engagement Projects 2018 /19

| No | Proposal | MHCC Transformation Priority | Link to MHCC work/vision | Partnership working with | Contact | Lead Commissioner | EDHR | Timescale for delivery of the project |
|-----------|---|-------------------------------------|---|---------------------------------|----------------|--------------------------|---|--|
| 1 | Understanding barriers to health and care services in Manchester for people living with sickle cell | Priorities 3, 4, 5 and 6 | Long Term Conditions, Our Manchester Disability Plan, Mental Health, Our Healthier Manchester | Sickle Cell Care Manchester | Anthony Mason | Sara Fletcher | Community of Interest and Identity | May to November 2018 |
| 2 | Understanding barriers to health and care services in Manchester for asylum seekers and refugees | Priorities 4, 5 and 6 | New Entrants Service, Primary Care strategy, Commissioning, Our Healthier Manchester | Rainbow Haven | Rachel Foakes | Frances Romagnoli | Community of Interest and Identity, Protected Characteristics | Meeting taking place on 9 July to agree scope. |
| 3 | Understanding men and suicide prevention | Priorities 5 and 6 | Population Health and Wellbeing, Suicide Prevention | Manchester Samaritans | Robert Jackson | Christine Raiswell | Protected characteristics | Meeting to be arranged to agree scope. |
| 4 | Understand health and care needs of women sex workers in city centre | Priorities 3, 5 and 6 | Inclusion Health, Mental Health, Our Healthier Manchester | MASH Manchester | Cate Allison | GP Manisha Kumar | Community of Interest and Identity, Protected Characteristics | Awaiting approach back from MASH. |

| | | | | | | | | |
|---|---|--------------------|--|---|-------------------|--|---|---|
| | Manchester | | | | | | | |
| 5 | Understand health and care needs of young people living in Manchester | Priorities | Our Healthier Manchester, Children and Young People Transformation Plan | Greater Manchester Youth Network (GMYM) | Richard Driffield | Craig Harris, Sarah Doran and Jon Dunn | Protected characteristics | Agreed scope and work is due to start from 9 July 2018. Due to end December 2018. |
| 6 | Understanding mental health literacy in Manchester | Priorities 5 and 6 | Our Healthier Manchester, Mental Health transformation | Manchester MIND | Elizabeth Simpson | Jane Thorpe | Community of Interest and Identity, Protected Characteristics | Awaiting approach back from Manchester MIND. |
| 7 | Understand barriers to NHS screening for disabled people | Priorities 5 and 6 | Our Manchester Disability Plan, Our Healthier Manchester, Population Health and Wellbeing Plan | Breakthrough UK | Elaine Astley | Cordelle Mgebelegu, Coral Higgins | Community of Interest and Identity, Protected Characteristics | Agreed scope and work is starting in July 2018. |

Appendix 2

This is a start to list other stakeholder information that can also inform and influence the Manchester Locality Plan. Further work is taking place to understand what additional engagement activity is taking place across Manchester:

| | Who | What | Time | Contact |
|----|--------------------------------|---|----------------------------|----------------------|
| 1 | Manchester City Council | Our Manchester telephone survey | July to December 2018 | Paul Holme |
| 2 | MHCC | APMS Droylesden Road GP Practice | July/August 2018 | Val Bayliss-Brideaux |
| 3 | MHCC | Carers survey | September to November 2018 | Val Bayliss-Brideaux |
| 4 | MHCC | Parent Engagement - Panel | July/August 2018 | Val Bayliss-Brideaux |
| 5 | Manchester City Council | Gorton Hub | TBA | Jane Dudley |
| 6 | WCHG/Southway Housing | Older people survey | June 2018 | Claire Keogh |
| 7 | CGL | Engagement Project 17/18 | July/August 2018 | Lisa Collier |
| 8 | Women in Prison | Engagement Project 17/18 | July/August 2018 | Katie Frazer |
| 9 | Faith Network 4 Manchester | Engagement Project 17/18 | July/August 2018 | Jonnie Wineberg |
| 10 | Manchester Carers Network | Engagement Project 17/18 – Young Carers | July/August 2018 | Paul Woolley |
| 11 | Jo's Trust | Engagement Project 17/18 – BAME communities | June/July 2018 | Claire Cohen |
| 12 | Healthy Me Healthy Communities | Young People engagement – NMGH vision | June/July 2018 | Rich Browning |
| 13 | Healthwatch Manchester | Diabetes | TBA | Neil Walbran |
| 14 | Manchester City Council | Northern Gateway - Public consultation with residents | July 2018 | Matt Doran |
| 15 | Buzz Health and Wellbeing | Buzz conversations | April 2018 onwards | Dawn Harris |
| 16 | MHCC | Winning Hearts and Mind Programme pilot sites | March 2018 onwards | Claire Morley |

Our healthier Manchester

How we can all help to create
a healthier city



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Introduction

No-one wants to experience ill health, whether personally or through friends or loved ones.

So we make it a big priority in Manchester to support people to be fit, happy and able to reach their full potential. However, that's not easy because Manchester's health is significantly worse than the UK average, for many historical and social reasons. The gap between early deaths here and in the rest of the country is not getting smaller.



Compared to national averages Manchester has:

- More deaths from smoking – 821 a year
- More alcohol-related hospital stays – 3,138 a year
- More obesity – a quarter of year-6 children
- Lower life expectancy
- Fewer years lived in good health.

Tackling these issues and inequalities is a priority. That's why health and care organisations agreed a plan in 2016 to work together with local people and voluntary organisations to change services for the better. We called that local plan 'Our Healthier Manchester'.

It's based on the principles we really value in this city: putting people first, listening to what matters most to them, and supporting them to live better lives. These 'Our Manchester' values – like this health plan – build on all the strengths that already exist in our communities and work with people to create the city we all want for the future.

The plan is also about joining services up better – our hospitals, GPs, mental health, social and community services – to improve people's health, wellbeing and chances of a better life.

In the two years since the plan started we've been changing things to help it work:

- 1.** We've changed how we plan, prioritise and buy health services. It's now done through a partnership with a more consistent approach and a broader outlook than before, affecting health services, social care and public health for the better. It's called Manchester Health and Care Commissioning, and we started it in April 2017.
- 2.** Our hospitals have merged into one new organisation that's improving services and sharing expertise, info and resources across the city. It's called Manchester University NHS Foundation Trust, and we started it in October 2017. It brings together all hospitals previously part of Central Manchester University Hospitals NHS Foundation Trust and University Hospital of South Manchester NHS Foundation Trust. North Manchester General Hospital will also be part of this new trust.
- 3.** There's now more care closer to people's homes – out of hospitals – helping people to stay independent and well. This work is driven by the new Manchester Local Care Organisation, which we started in April 2018.

- 4.** Our mental health services have gained strength by joining together into a single organisation in 2017, which has helped to avoid fragmentation and has made the system better for patients. It's called Greater Manchester Mental Health NHS Foundation Trust, following the merger of Manchester Mental Health and Social Care Trust and Greater Manchester West Mental Health NHS Foundation Trust.

The changes to our structures are only part of what's needed; the key to a healthier Manchester and to reducing health inequalities is people – like you. We must all change the way we think and act about our own health, the health of those we love and care for, the health of our wider neighbourhood, and of the communities that make up our city.

Of course, we'll always provide the care and support outlined in this document. However, with your new ideas added and with the people of Manchester behind it, this plan can be the boost needed to give all Manchester people the healthier life that will help them and our whole city to thrive.

The health plan

1

First 1,000 days

Our plan to improve health starts the moment life begins – in the womb.

The first 1,000 days – including pregnancy and the time up to a child's second birthday – are vital for the best start in life. A poor start can hold a child back for the rest of their days, making health problems more likely.



Together we
are making a
difference

Our part

Frontline health and care staff – such as midwives and social workers – will:

- Identify new mums struggling to cope and provide support such as helping them to join mums' groups
- Support pregnant women who smoke to understand the dangers and help them quit
- Encourage pregnant women to have the flu jab and to make sure their babies get their immunisations
- Support new mums to breastfeed and help families to provide healthy food throughout childhood.

What we can all do

- Look after yourself during pregnancy and after your baby is born. Keep active and eat well – search 'start4life' for tips and advice.
- Get support to help your baby to breastfeed successfully – search 'breastfeeding' at nhs.uk
- Use support to help stop smoking.
- Have fun with your children and grandchildren. Playing games, running and throwing all help to build self-confidence and a healthy body.
- Make sure your child is emotionally and socially ready to start school – ask your health visitor for advice about school-readiness, or contact the school your child will be going to.



Healthier Manchester in action: Baby Charley

Teams of health visitors and outreach workers are supporting parents whose children are not making the progress they should.

Charley (name changed), an 11-month-old with few toys and little space to play, was upset by mum's anxieties and as a result was not developing well. Her older sibling was also affected.

The team encouraged mum and baby to go to baby-play sessions; the family was helped to move from a small, dark and damp flat to a more suitable house, and mum was treated for postnatal depression.

Addressing all the issues has meant Charley is now developing well, mum is happier, and the older child is now ready to learn at school.



Healthier Manchester in action: breastfeeding

We encourage cafes and other public places to display the Breastfeeding Friendly Manchester sticker. Breast milk protects babies from infection and improves their mental and physical development. The health benefits last a lifetime, but the UK has one of the lowest breastfeeding rates in the world.

“As a mum I know that feeding your baby in comfortable, welcoming surroundings is so important.”

Coronation Street actress and Manchester cafe-owner Jennie McAlpine



2

Work and health

Having a good quality job is key to staying healthy, but being unemployed or having insecure work is often linked to mental illness and long-term conditions. This poor health has an impact on the whole family and wider community.

In Manchester, long-term unemployment affects older people most – a quarter of people aged 50 to 64 claim out-of-work benefits and almost 31,000 people of all ages are claiming sickness-related out-of-work benefits.



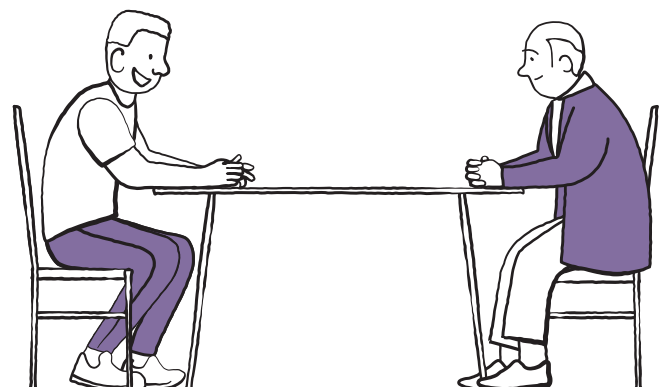
We want people to have skills, confidence and opportunities

Our part

Places that help people find work – such as Jobcentre Plus and the 60 work clubs in Manchester – now work together with NHS services to support people who have physical or mental health difficulties.

We encourage employers to be flexible and support people with health conditions so they can get back to work. We lead the way as public services in how we recruit and manage staff. We are using volunteering, training, apprenticeships, work experience and targeted placements to help people into jobs – providing them with the skills, confidence and opportunities they need.

We're also part of a Greater Manchester scheme called Working Well, which assigns a key worker to help someone who may be facing a range of problems on top of health issues by co-ordinating a range of public sector services to help.





“At the doctor’s I saw the sign saying ‘Citizens Advice – here to help’. I got straight through, no messing about. It is a great help. Brilliant.”

Healthier Manchester in action: getting back to work

Manchester GPs can now refer patients to this service, which provides the help needed to overcome ill health and get back into work.

The Fit for Work support team works with you to identify job opportunities that suit your condition, skills, qualifications and experience. They’ll also coach you on the skills you need to agree your role and responsibilities with managers so you can do a good job and flourish, without feeling overwhelmed or stressed.

Healthier Manchester in action: a load off your mind

A direct phone line from the GP surgery to the local Citizens Advice centre helps people to deal with problems that are making them ill. GP Dr Umar Tahir says:



GP Dr Umar Tahir

“All too often, anxiety-related conditions are caused or made worse because people need practical help with benefits or other worries. I tell them there’s a phone line that connects to Citizens Advice. You’ll get straight through and they’ll help immediately.”



What we can all do

Talk about it if you’re having mental health problems or struggling to cope. You can get help from people who understand – ask at your Jobcentre.

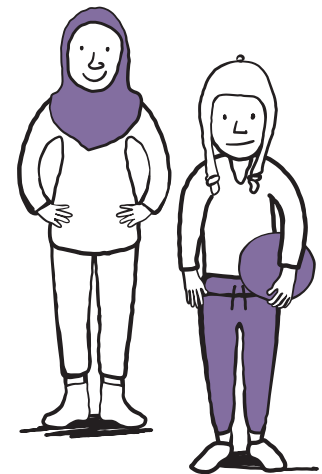
You have a local work club, so if you’re out of a job, visit the club for advice and support. You could also get involved in a local group as a volunteer to build your confidence and skills.

3

Community and your local area

The communities and environment we grow up in and live in have a far greater impact on our health than the NHS and care services.

Living in poverty, not being able to pay to keep warm or eat well, not being able to get to green spaces, having to breathe polluted air, being isolated or lonely, and not having a permanent home, all make people's health worse.



Living in care as a young person, having to provide care for a relative, and being from a new migrant community, are also linked to having worse health than expected.

Around one in three children is classed as living in poverty in Manchester, against one in five in England.

These factors help to explain why men in the most deprived parts of Manchester die on average eight years earlier than men in the most prosperous areas. For women the gap is seven years.

Our part

- We will tackle the things that lead to people becoming marginalised, vulnerable and at risk of homelessness, abuse, drug misuse and poor health.
- GPs, mental health and substance misuse services will work together – helping people to identify and focus on the positive aspects of their lives.
- We will work more with voluntary and local organisations in communities – such as schools, housing associations and employers – to support local people to make friends, look after each other and provide services.
- We will support initiatives to improve air quality and help to ensure that vulnerable people live in a safe, warm and healthy environment.



“Our animals help to encourage and give confidence to people who feel unable to express their feelings. When people can enjoy animals it can be that small ray of light that gives hope for enjoying other things in life too.”

Sharon Hall (below), of charity Noah’s ART.

Healthier Manchester in action: canine care

Pets are helping people with serious mental health conditions to overcome their difficulties and get better. Spending time with dogs, guinea pigs, rabbits and mice helps in-patients at North Manchester General Hospital who are living with schizophrenia and bipolar disease.

Learning about animal diet, nutrition and care also helps patients who are suffering a mental health crisis and may struggle to engage with traditional therapies.

Healthier Manchester in action: help for homeless people

Homeless people are getting early treatment and support from the Urban Village GP practice in central Manchester, avoiding the danger of symptoms worsening and an accident and emergency admission to hospital.

Many people think that you need a permanent address to register with a GP, but this is not the case. This GP practice allows patients to use a friend’s address or a day centre to register and receive services. Patients receive support from a team of nurses and doctors from both the practice and Manchester Royal Infirmary, as well as case workers and housing officers.



Together they support the patient to get treatment and deal with underlying issues such as addiction or social problems.

Dr Gerry O’Shea says:

“It’s vital that homeless people know that they can and should register with a doctor. If a health problem is detected early, we can deal with it before it develops into something much more serious.”





Healthier Manchester in action: sing your heart out

Weekly practice sessions with Manchester’s mental health choir – Bee Vocal – are helping some of the one-in-four people affected by mental health issues.

Singing is known to improve mental health by releasing the body’s ‘happy chemicals’ (endorphins) and oxytocin – the love hormone. Elaine Craig, a psychologist who supports the choir, reports “really quite astounding” results as she tracks singers’ symptoms of anxiety, depression and wellbeing.

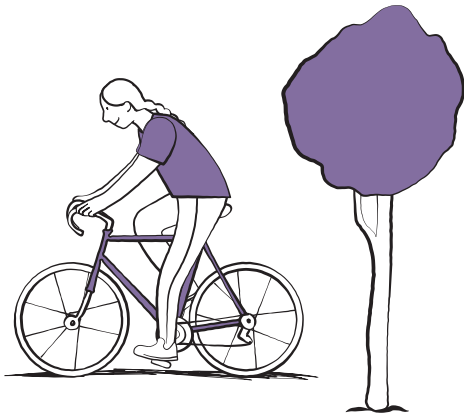
“We have seen people who have been locked in isolation in their own homes for years actually feeling compelled to come to the choir and then starting things like applying for interviews and applying for jobs.”



The Bee Vocal choir sang at the commemorations (above) to pay tribute to those affected by the Manchester Arena attack. One said:

“I felt my life had gone and I was feeling so low, until I joined the choir. Now it has all changed and I can now cope much better when I feel anxiety and depression starting to happen. After the practice I feel accepted and needed.”

Singing releases the body’s ‘happy chemicals’

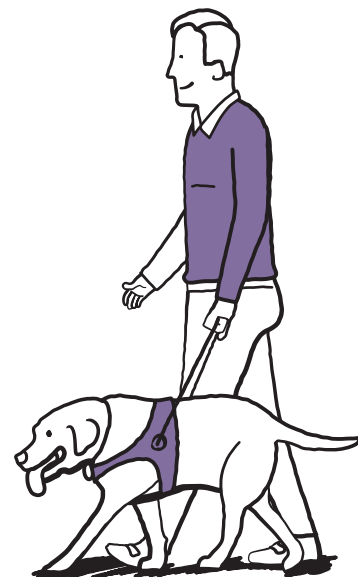
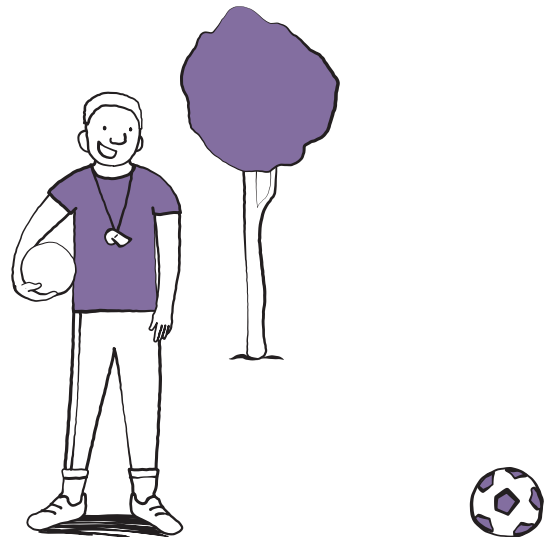


What we can all do

Take advice, join a support group and ask your GP for help if you or someone close to you have problems.

If you're a carer, take the time to look after yourself. Training courses are available and you can get support from carer charities in Manchester.

Get together with your neighbours, your community and local councillors to make best use of local green space and facilities that will keep you healthy.



4

Making Manchester age-friendly

Manchester is a relatively young city – only 22% of us are over 50, compared to the 36% England average. However, the number of people aged 50 to 64 is predicted to rise by 35% over the next decade.

The health of older people in Manchester is often worse than the England average. Predicted life expectancy ‘in good health’ is just 54 for men and women, compared to the national average of 63 for men and 64 for women.

Problems faced by older people include housing that’s no longer suitable for them, lack of good quality work, loneliness and prejudice.



Our part

- We will provide services in a way that is more suitable for older people, and we’ll change how we work together so that more older people have the services to keep them well, detect illness early, prevent falls, and support those with dementia.
- We’ll encourage employers to recruit and retain older people, valuing their contribution and adapting to meet their needs.
- We’ll make sure there’s no discrimination or bias in the way we speak or write about older people or in the way we offer services.



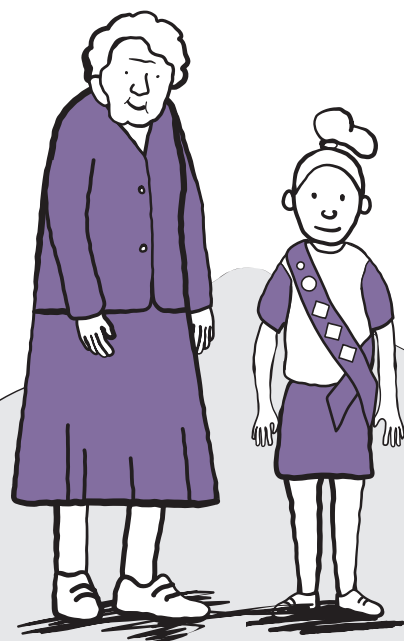
“We have the time to spend with children and we can give them a different view on life.”

Former Brownie and grandmother-of-16 Veronica Armstrong (pictured) helped to develop the badge.

Healthier Manchester in action: rewarding friendship

By making friends with older people, Guides, Brownies and Rainbows are earning a new Girl Guide Manchester badge. Older people are sharing their skills, including sewing, knitting and gardening, while the Brownies have been completing challenges that include storytelling around a special indoor camp fire and taking part in craft sessions.

More than a thousand new friendships have been made in less than a year as Brownies and Guides earn their badge. Other Girl Guide groups in Greater Manchester and across Britain have taken up the idea.



Healthier Manchester in action: the difference a day out makes

Volunteer group North City Nomads has run day trips for older people for the past three years, and now has a membership of 800.

Trips were organised after older people said they missed having fun days out because they had no-one to go with or lacked the confidence to organise an outing. Coach trips to cultural attractions, the seaside, or Christmas markets help to combat loneliness and isolation.

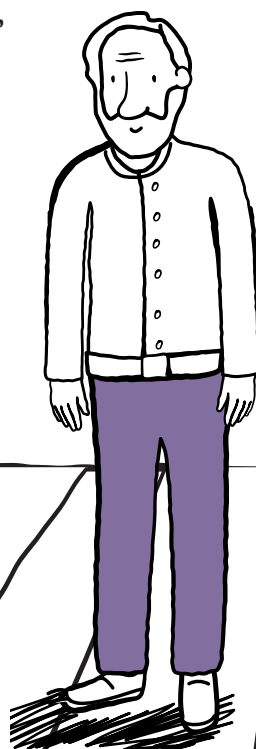
The group is a great way for public services to communicate with older people – for example, giving health advice on the flu vaccination. It also gives many local people the opportunity to volunteer – developing their skills and providing something satisfying and socially useful to do. It's great fun too.

What we can all do

Keep your mind and body active, whatever your age. Manchester's green spaces, waterways and leisure venues are there for you, and joining a group isn't just good for you, as you'll also be contributing to your community in some way. Regular walking and exercise have been proved to keep you healthier and happier, even – as you get older – helping to prevent falls.

If your workplace is suitable, join Age-Friendly Manchester initiatives such as the 'Take a Seat' campaign, which encourages businesses to provide seats, access to a toilet, and a drink of water for older people.

Everyone should be aware of, and value, the positive contribution older people bring to a workplace.



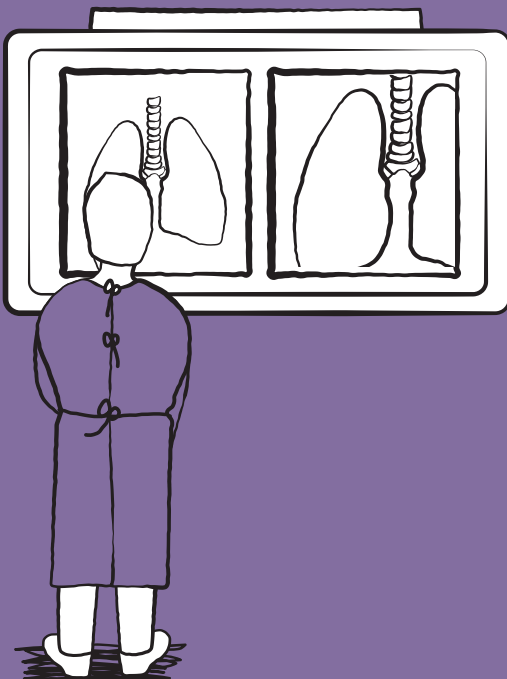


5

Preventable early deaths

The biggest killers in Manchester are cancer, lung disease and circulatory diseases, such as heart attacks and strokes.

We have a much worse record for premature deaths – 330 people per 100,000 die from preventable diseases, compared to the 182 average for England.



Screenings and health checks are in places where people get together

Early death from these diseases can be prevented through three big lifestyle changes – stopping smoking, eating healthily, and being more active. Spotting diseases such as cancer early also greatly increases the likelihood of successful treatment.

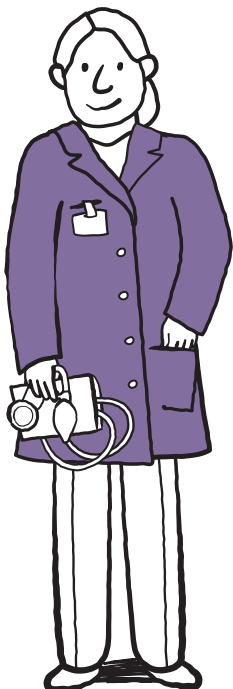
Our part

- We will work with local communities and sport and leisure venues to encourage physical activity. We will also get better at identifying the risks linked to heart disease and stroke.
- We will offer services such as NHS health checks and cancer screening in places where people naturally get together.
- We will work towards a smoke-free Manchester, protecting people from second-hand smoke, preventing young people from starting, tackling illegal tobacco, and supporting stop-smoking services.
- We will prevent suicides by training people to spot the warning signs and by helping them to develop the skills to talk to someone with suicidal thoughts.
- We will help to identify and support people who have had traumatic experiences in childhood to help tackle the issues this can cause.

Healthier Manchester in action: check out check-up

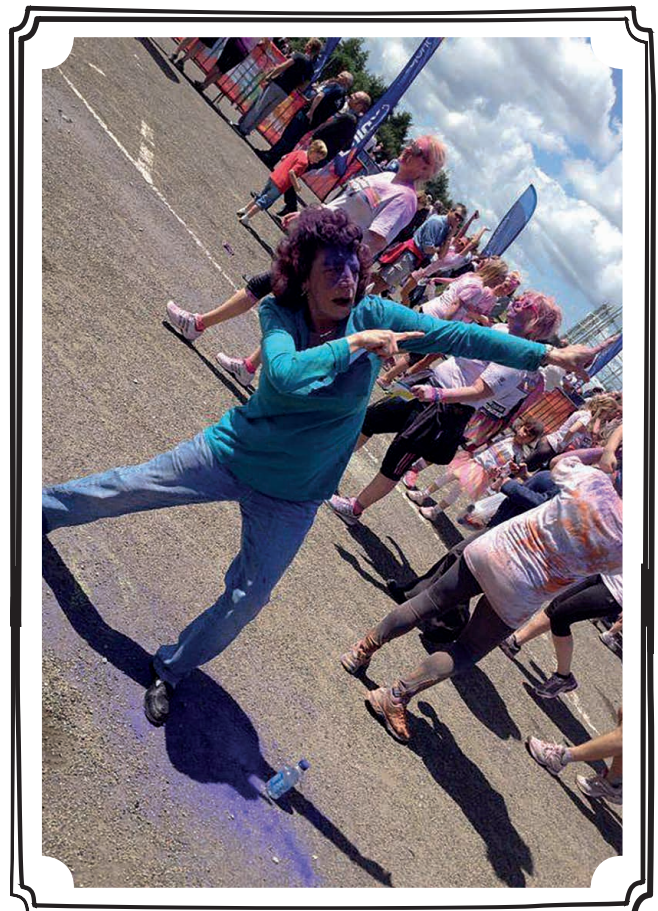
Offering smokers scans in supermarket car parks helped quadruple early diagnosis of lung cancer and gives patients a far greater chance of recovery than if the disease had been detected later. The pilot, funded by Macmillan Cancer Support in partnership with 14 GP practices, identified 80 per cent of lung cancers at more curable early stages, as opposed to the usual 20 per cent.

The programme has been expanded to cover all north Manchester, which has England's highest rate of lung-cancer deaths for those under 75 years old.



Sixty-eight-year-old Mavis George (below), from Abbey Hey, north Manchester, had a scan in a Tesco car park in Gorton. It picked up early-stage cancer on her lung. She said:

“The service was a blessing to me – I then had an operation at Wythenshawe hospital and I was free of cancer after that. The mobile unit was easy to get to – and much easier than having to go to lots of hospital appointments.”



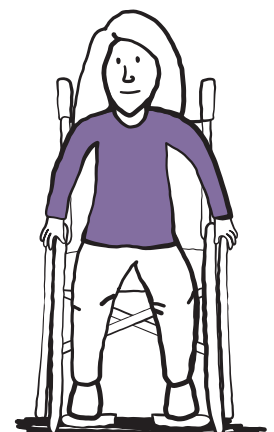


Healthier Manchester in action: tackling loneliness

Later-life sportsmen train with Manchester City coaches and play at the iconic Etihad Stadium in an initiative to keep active in older age.

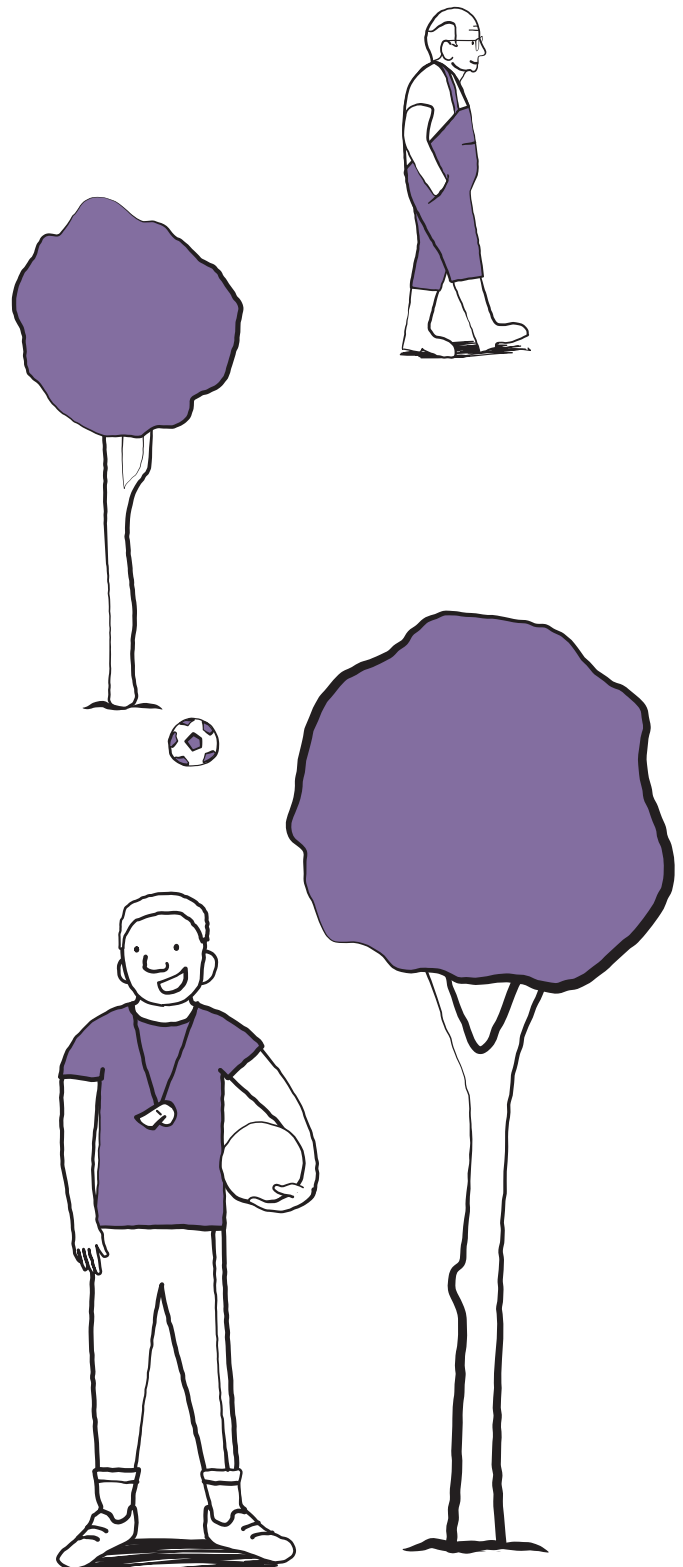
“The team camaraderie also helps to tackle loneliness,” says player Trefor Phillips, aged 69, who has had a hip-and-knee replacement:

“I’m so much fitter now and I’m able to do things I couldn’t even do twenty years ago. Some of the lads have lost their wives and they are the ones who could have found it difficult to make friends again; but we have a really solid friendship between us and lots of banter.”



What we can all do

- Eat well – small diet changes can have big benefits. Search ‘eat well’ on nhs.uk to learn how.
- Move more – active people live longer and are ill less often.
- Drink less – search ‘tips on cutting down’ on nhs.uk for practical advice.
- Be smoke-free – stopping smoking is the best thing you can do for your own health and the health of those around you.
- Don’t ignore the cancer warning signs; if you easily get out of breath, or have changes to a skin mole – tell your doctor.



One team: providing care out of hospital, close to people's homes

A new public sector partnership – Manchester Local Care Organisation – brings teams of health and care professionals together in local neighbourhoods. It also provides specialist services across the city that can support people in the community.

Teams led by GPs bring together community nurses, social workers, mental health services, community organisations, as well as specialists such as therapists, pharmacists and health visitors.

Based in a central location in their 12 neighbourhoods, the teams pool the different skills, services and support needed to look after people outside hospital in a joined-up way.

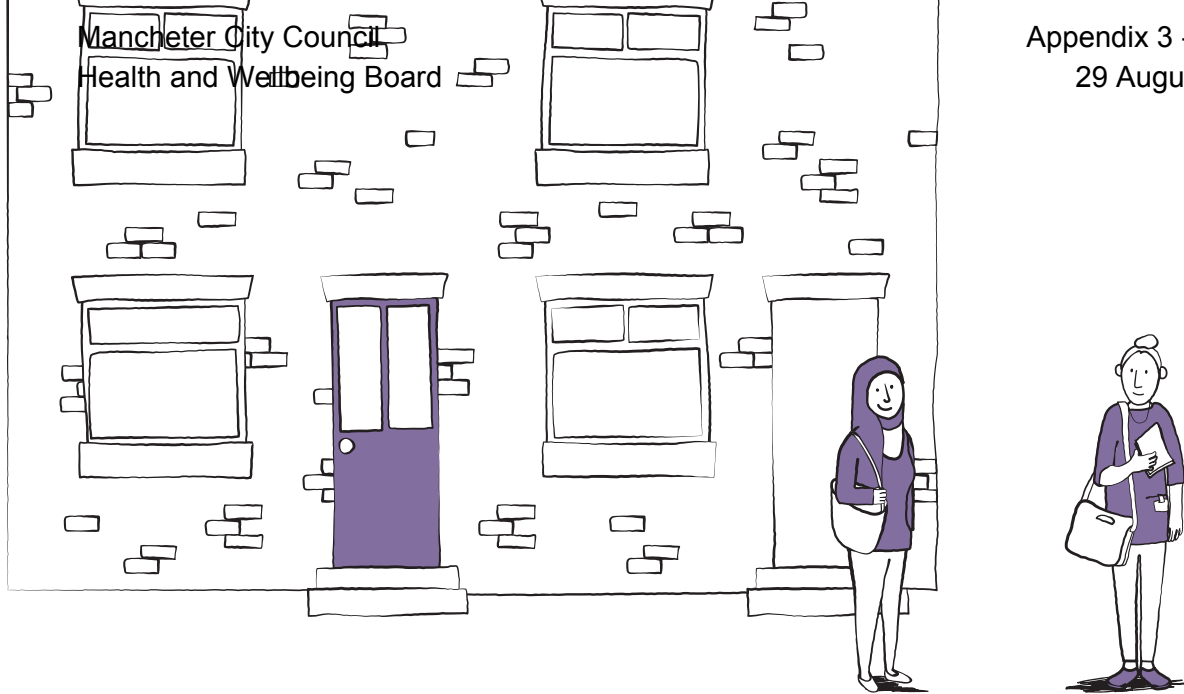
They are also building on the positive social and support networks and facilities that exist in our neighbourhoods – from hobby and friendship groups, to parks and leisure facilities.

The Local Care Organisation focuses on four areas:

- 1.** Promoting healthy living – helping people to stay well through prevention, supporting them to lead healthier lives, and tackling health issues before they escalate.
- 2.** Building vibrant communities based on strong neighbourhood partnerships and through 12 integrated neighbourhood-based teams, joining up services where people live to make care simpler and more effective for them.
- 3.** Keeping people well in the community – helping people who have existing health needs and complex health issues to stay as well as possible in their homes.
- 4.** Supporting people in and out of hospital – ensuring community-based care helps people to avoid unnecessary hospital admissions, and discharges them from hospital care quickly and safely as soon as they are ready.

Crucially, more than services, this is a way of working that puts people first by focusing on what matters to them to support their good health. It helps them to stay connected as part of their community, and to manage their health conditions, preventing ill health.

Manchester Local Care Organisation is a partnership made up of NHS organisations, including GP practices, and Manchester City Council.



Healthier Manchester in action: making an impact

New teams of NHS healthcare staff and Council social workers are pioneering an innovative way of helping people who have the most complex health and care needs.

The pilot High Impact Primary Care teams include a GP, nurse, pharmacist, social worker and health coach.

Emma Gilbey, programme manager, said:

“The team supports people to manage their health in a different way.

“They will have other issues than their health – maybe debt, housing problems, family difficulties. The existing primary and community services don’t work for them. They are heavy users of hospital services, turning up at A&E for example.

“We give them time and flexibility. We identify what is important to them and what will make the difference.”

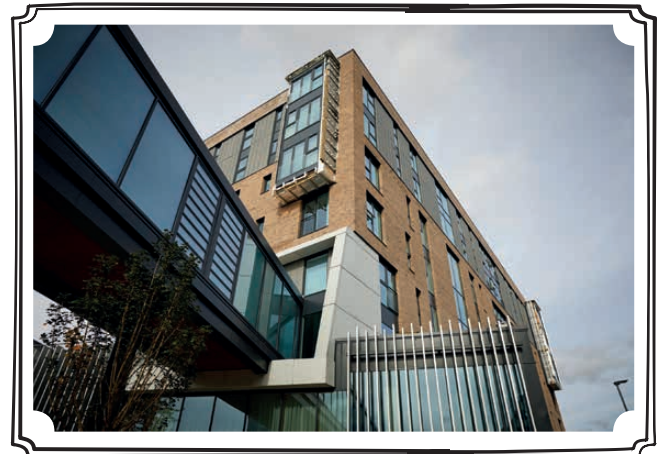
Healthier Manchester in action: joint team helps keep people at home

People who are at a crisis point and at risk of going into hospital via A&E are being helped to stay at home through the support of a team of health and care professionals.

Some 150 NHS and social care staff have worked together as one team in north Manchester since 2015. They assess the needs of vulnerable patients and meet their needs in a community setting, such as their own home or a residential centre with care on site.

The Community Assessment and Support Service also helps to provide rehabilitation for patients who are well enough to leave hospital but cannot yet go home.

The service allows assessment of people’s needs within 24 hours, or sooner. It has led to fewer people being admitted to hospital or a residential care home.



Healthier Manchester in action: pharmacist help is a real tonic

Pharmacist Maneet Kapoor has introduced a community talking point for people to chat, relax and read leaflets about what's going on in the area as they wait for consultations or prescriptions.

He has created a mini-library of information about support and friendship groups, social activities, and health and wellbeing advice, and he even provides fresh herbs from planters for patients to take as they wish.

Maneet extended his pharmacy in Chorlton and provided the additional facilities in order to help combat mental health problems and loneliness.



Pharmacist
Maneet Kapoor

“As pharmacists, we don’t want to just give people a pill; more often than not there is a whole range of things we can do to help, which includes the social element of care.

“Loneliness is so debilitating. When people come in here they often welcome being able to talk to someone, as well as having the reassurance that their medical needs are being met.”

Healthier Manchester in action: a home from home

People who are fit to leave hospital but not yet ready to return home are being offered a temporary stay in the stylish ‘extra care’ apartments at Village 135 in Wythenshawe.

Reablement officers work with the residents to get them back up to speed with everyday tasks such as getting dressed and preparing meals, while care workers are on site to help with any needs.

This means patients can be discharged from hospital sooner and they are better able to manage once they get home.

One eighty-nine-year-old, who used the service and now lives there, said:

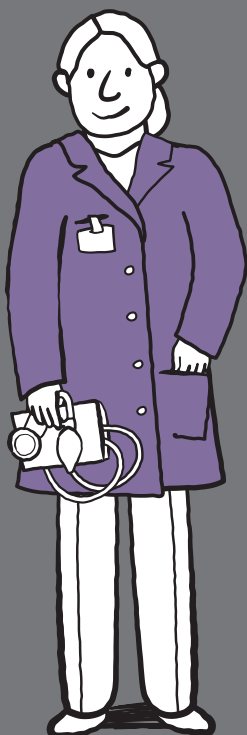
“After I fell and hit my head and face on a cabinet, I was in hospital for some time. I was worried I couldn’t manage when I went home, but the staff are very kind and help me. This is where I live. It makes me feel safe.”



Our plans for hospital care

In October 2017, Central Manchester University Hospitals NHS Foundation Trust and University Hospital of South Manchester NHS Foundation Trust came together to create a new hospital trust: Manchester University NHS Foundation Trust.

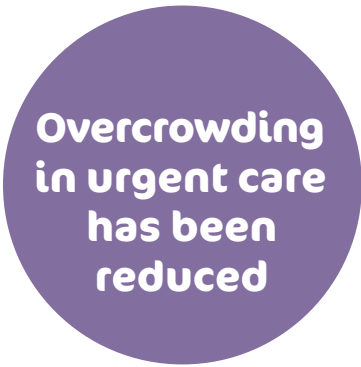
Our hospitals are continuing to provide the high quality expert care they already do, but are working closer together as part of the same organisation.



By doing this, we can ensure that we have:

- Consistently high standards of services at all hospitals across Manchester
- Stronger medical and nursing teams sharing specialised skills throughout the day and night
- Better continuity of care wherever patients are treated
- Joined-up patient records and IT systems
- More opportunities to attract and keep the best staff
- Increased opportunities to attract research funding.





**Overcrowding
in urgent care
has been
reduced**

Healthier Manchester in action: benefits from the single hospital trust

- 1.** Treatment for kidney stones is now available at various hospitals, and additional emergency gynaecological surgery is provided at Wythenshawe Hospital.
- 2.** Doctors, nurses and other health professionals can now attend education and training sessions across hospital sites, making it easier to work around their patient-care schedules.
- 3.** Overcrowding in urgent care has been reduced by identifying patients who can have same-day treatment and return home.
- 4.** A phone app for all hospitals that helps doctors manage their rotas more easily, meaning better shift coverage.
- 5.** Access to books and research across sites – improving learning and development.
- 6.** Teams working together more effectively during the winter flu, including more staff immunised.
- 7.** A counselling and support service has been made available to all 20,000 staff, 24 hours a day.

Healthier Manchester in Action: cutting delays for surgery

Women across Manchester can have surgery sooner because of the merger of hospital trusts.

Previously, those who needed surgery after a miscarriage or for an urgent gynaecological condition had to wait on some days, and sometimes their operations were postponed.

This was because there were not enough women to justify dedicated ‘lists’ for this surgery at both Wythenshawe Hospital and St Mary’s Hospital. Delay can lead to complications and a longer recovery time.

Now staff (pictured on the left) from the two hospitals have created an extra joint ‘list’ and offered the option of attending either hospital.

Theo Manias, consultant obstetrician and gynaecologist, said:

“By introducing this dedicated list, we have been able to offer greater choice for patients and reduce the chance of surgery being postponed.”



North Manchester General Hospital

North Manchester General Hospital, currently run by The Pennine Acute Hospitals NHS Trust, has a vital role to play in the city.

It will continue to provide a range of hospital services, including emergency, maternity and paediatric care for the residents of north Manchester, Rochdale, Oldham, Bury, Salford and beyond.

We are planning for North Manchester General Hospital to become an integral part of Manchester University NHS Foundation Trust within the next two years.

This will extend the benefits of the new trust across the whole of Manchester and enable us to build on the existing expertise at North Manchester across a wide range of clinical specialities.

We want to invest in new facilities and services

Our vision for North Manchester General Hospital is that it will be:

- a vibrant hospital providing high quality and effective services with excellent patient experience
- a well-connected hospital, integrated with on-site mental health services, services in the community, and local people and communities
- a hospital that generates jobs and growth in the local economy
- a hospital with 21st-century buildings, equipment and IT
- a sustainable hospital, both clinically and financially.

With its strong links to the local community, we strongly believe the hospital site provides us with an opportunity to invest in new facilities and services that can play a role in improving the health and wellbeing of the local population.

Therefore, we are looking at how we can better join up hospital facilities with a wider range of services to best meet the needs of local residents in one place.

In late 2017, we held a number of conversations with north Manchester residents, councillors and community organisations to better understand their priorities as we develop this work.

These views have directly influenced our plans and we will continue to engage with local people over the coming months and years.

**A joint
campaign
helped staff
recruitment**



Healthier Manchester in action: creating high quality job opportunities

We know that secure, good quality employment has a significant and positive impact on people's health, and we want to make sure that we play our part in opening up job opportunities to local people.

We are also in early discussions with universities and colleges in the city about how we can develop a multiprofessional Educational, Training and Skills Centre of Excellence on the North Manchester General site.

This would provide high quality training and research opportunities for undergraduate and postgraduate clinical professionals, while developing career opportunities for local residents within the health and social care system.

Healthier Manchester in action: joint recruitment campaign

North Manchester General Hospital and Manchester University Foundation Trust have already been working together successfully on a joint campaign to address staff recruitment challenges at North Manchester.

Eleven consultants were jointly recruited in Obstetrics and Gynaecology, based across St Mary's Hospital, Wythenshawe Hospital and North Manchester General Hospital. This approach will continue across other specialities in the interest of improving services for patients.

Healthier Manchester in action: a care facility between hospital and home

Crumpsall Vale is a new £5million purpose-built facility that provides patients – particularly older people – with care and support to build their independence before they return home after a hospital stay.

The unit has 24 bedrooms (example above), all with en suite facilities, and has medical and nursing staff to support people who have ongoing medical needs during their rehabilitation.

People who are medically fit to leave hospital but not yet able to return home receive the specialist support they need from health and social care staff.

This means that hospital beds can be freed up, helping to make space for new admissions.

The future: a brilliant example in Gorton

One of Manchester's most deprived neighbourhoods is to get a new kind of public-service centre designed to support local people to get well and stay healthy.

The multiservice 'hub' will house a large GP practice, a joint health and social care team, a Jobcentre Plus, the local One Manchester housing association office, and a new library.

All these public services will be together under one roof, making it easier for local people to get advice and support to overcome illness and remain in good health.

Gorton has been identified as having too few GPs for the size and needs of the local population. Rates of poor health are among the worst in Manchester. The buildings that house local health services are also often inadequate and in poor condition.

As well as health and care services, the hub will help to ensure that people's housing needs are met. It will also provide a modern library and the advice and support needed to find good quality work.

Alongside these services, residents will enjoy other new local developments that contribute to wider health and wellbeing, including new homes, an improved park, and ways to keep young people engaged and active.

So that's what's happening in Gorton, and similar ways of working that connect our health to other things that affect how we feel and thrive are also underway – even as you read this – across the whole of Manchester.



How to get involved

Throughout Manchester, there are many opportunities available to get involved in our work. You can use and share your experiences to influence and improve health and care services across the city.

- You can volunteer and join the Patient and Public Advisory Group, which meets monthly, and use their experiences to shape the planning, design and monitoring of health and care services.
- You can become an Expert Panel member and share your experiences and knowledge of a specific health and care area, such as cancer, diabetes, mental health, homecare or community services.
- If you work in the voluntary and community sector, you can become a Community Explorer and share your knowledge, skills and connections of assets in the community to raise awareness of experiences and issues that affect local people.
- You can keep a diary for us to record your experiences of living with a long-term health condition and/or caring for someone using NHS and care services.
- You can sign up to the Our Healthier Manchester e-bulletin for news, events and surveys via the website healthiermanchester.org
- You can email talkinghealthmanchester@nhs.net or telephone **0161 765 4004** for further information. You can also visit healthiermanchester.org/get-involved
- For more information on the voluntary sector in Manchester, or opportunities to volunteer, visit manchestercommunitycentral.org

