

Caring where it matters

Winter plans 2024/25 and
communications campaign



LOCAL HEALTH AND CARE SERVICES



Our virtual wards can treat up to 212 patients at any one time.



Primary care hubs providing urgent same day GP appointments in 11 locations.



An x-ray car to come to a person's home to reduce avoidable admissions to hospital.



Community health and wellbeing workers in almost half of our areas identified as being within the 10% most disadvantaged in the country



Acute care at home, which is advanced nursing support for someone in their own home.



Falls car service to come to a person's home when they have fallen



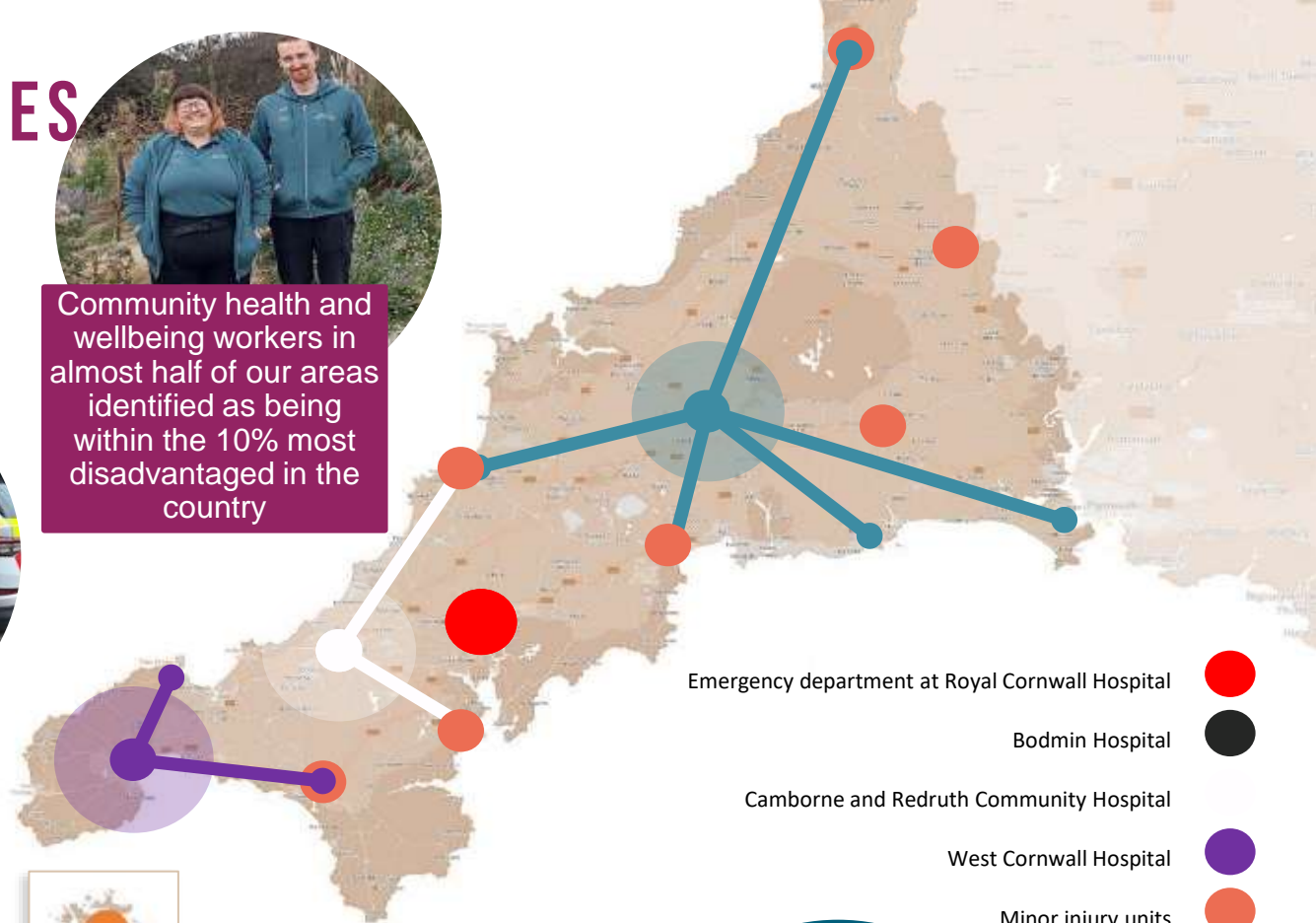
A single point of access (a senior GP and multi-disciplinary team) for clinicians to call when assessing urgent care needs, connecting them to the right community services, and avoiding admissions.



Integrated neighbourhood teams based on primary care networks.



Local, voluntary sector led community hubs based in local communities, where people can find support and advice.



Emergency department at Royal Cornwall Hospital

Bodmin Hospital

Camborne and Redruth Community Hospital

West Cornwall Hospital

Minor injury units

X-RAY CAR: 'THERE IS NO PLACE LIKE HOME'

There are an estimated 1,000 people a year aged between 50 and 100 who are conveyed to hospital following a fall.

What if we could take the X-ray to the person rather than conveying them to hospital? This could:

- **AVOID** an emergency department attendance
- **AVOID** ambulance conveyance
- **ENABLE** ambulances to respond more promptly to 999 calls.
- **REDUCE** avoidable admissions AND negate further tests.
- **REDUCE** in-patient stays (on average 2/3 days).
- **REDUCE** complex discharge arrangements.



Excellent service which minimised the anxiety for my mum who has advanced dementia. The staff were incredibly understanding, professional and patient.

THINK PHARMACY FIRST - FOR FAST AND EFFECTIVE MEDICAL ADVICE.

By expanding the services community pharmacies offer, the NHS is aiming to help free up GP appointments and give people more choice in how and where they access care.

There are nearly 100 pharmacies across Cornwall that can offer medical advice and help with these health conditions:

- Earache (age 1 to 17)
- Sinusitis (age 12 and over)
- Sore throat (age 5 and over)
- Infected insect bite
- Impetigo, a skin infection
- Shingles (age 18 and over)
- Uncomplicated urinary tract infections in women (age 16 to 64)

This winter we are encouraging people not to wait for minor health concerns to get worse & to think pharmacy first.



Think pharmacy first

See your pharmacist **Help us help you**

Subject to age eligibility, including 1-17 years old for earache prescription medicine. Service available at majority of pharmacies.

GENERAL PRACTICE

Interesting facts and figures

- **Over 4 million GP appointments each year**
- Higher appointments per 1,000 population than the national average.
- In October 2024, 483,590 appointments, that's the **equivalent of over half the population having a GP appointment that month.**
- Many of our GP practices still see many missed appointments – **between Jan24 – Oct24 129,771 appointments had been missed.**
- As of October 2024, **50% patients had signed up to use the NHS app** to book or cancel an appointment, view their records and manage their repeat prescription all in one place.

Providing extra appointments in Primary Care Hubs

- Since December 2023 we have invested in providing extra GP appointments to help our general practices cope with increasing demand
- **Over 16,000 people have used a primary care hub so far (Dec 23-Nov 24)**
- In 2025 to 2026 we anticipate there will be 67,500 appointments in primary care hubs.
- Local people still contact their local GP practice to book an appointment – the GP will refer them based on suitability

Figures taken from: [Recovering access to general practice – an update on the actions in the national delivery plan for recovering access to general practice](#) and [our Primary Care strategy](#) ICB Board papers discussed in November 2024.



OUR WINTER COMMUNICATIONS CAMPAIGN AIMS TO:

1. **Empower** the people of Cornwall and the Isles of Scilly to **'stay well'** this winter by taking preventative action available locally and encourage people to take small steps to improve their long term health
2. Ensure our frontline teams use **'where is best'** services to deliver the **right care**, in the **right place** and at the **right time**
3. Advise our public to **know 'where is best'** when they need to access health and care services





SUPPORTING OUR PUBLIC TO STAY WELL THIS WINTER

- **Making every contact count** - for example giving out 30,000 winter health advice and Cornwall wellbeing guide at vaccination events (Oct-Nov)
- **Winter wellbeing events in Jan-Mar 2025.** Teaming up with ICS partners to plan and deliver Winter wellbeing events to reach those facing the most health inequalities to offer:
 - **Health checks from the NHS**
 - **Eat well** – cooking demo, meal, recipes, veg box
 - **Move more** – taster sessions
 - **Health and wellbeing talks** – overview on ICS health and care priorities, guest speakers on wellbeing
 - **Stalls giving out further information** on health, mental health advice, energy advice, pension/benefits advice
 - **Try new things** - find out about community hub activities
 - **Be kind** – mental health support showcase

BUILDING TRUST & SHARING THE EXPERIENCES OF OUR PEOPLE



Move more.

Healthier together film across cinemas, digital screens and social media



Bob from Saltash who used our MIU when he broke his leg and received support from neighbours last winter



Barbara who was treated at home through a virtual ward featured in a film clip last winter.

WHAT WE ARE COMMUNICATING THIS WINTER



Winter wellbeing booklet printed and distributed to GP and hubs



Family health advice



Promoting the Community Gateway service

Festive and winter social media campaign

GETTING PATIENTS HOME FOR LUNCH



NHS Royal Cornwall Hospitals NHS Trust

Your hospital stay and making plans to go home
Information for patients

Patient Label:

Ward:

Phone:

Outstanding Care for One+All

NHS Cornwall and Isles of Scilly

Staying in hospital too long can have serious risks...

NHS Cornwall and Isles of Scilly

Do you know about the risks and what to do if you're family member or friend stays too long in hospital? Simple advice better is the content of their own home. See more

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HOW YOU CAN HELP?

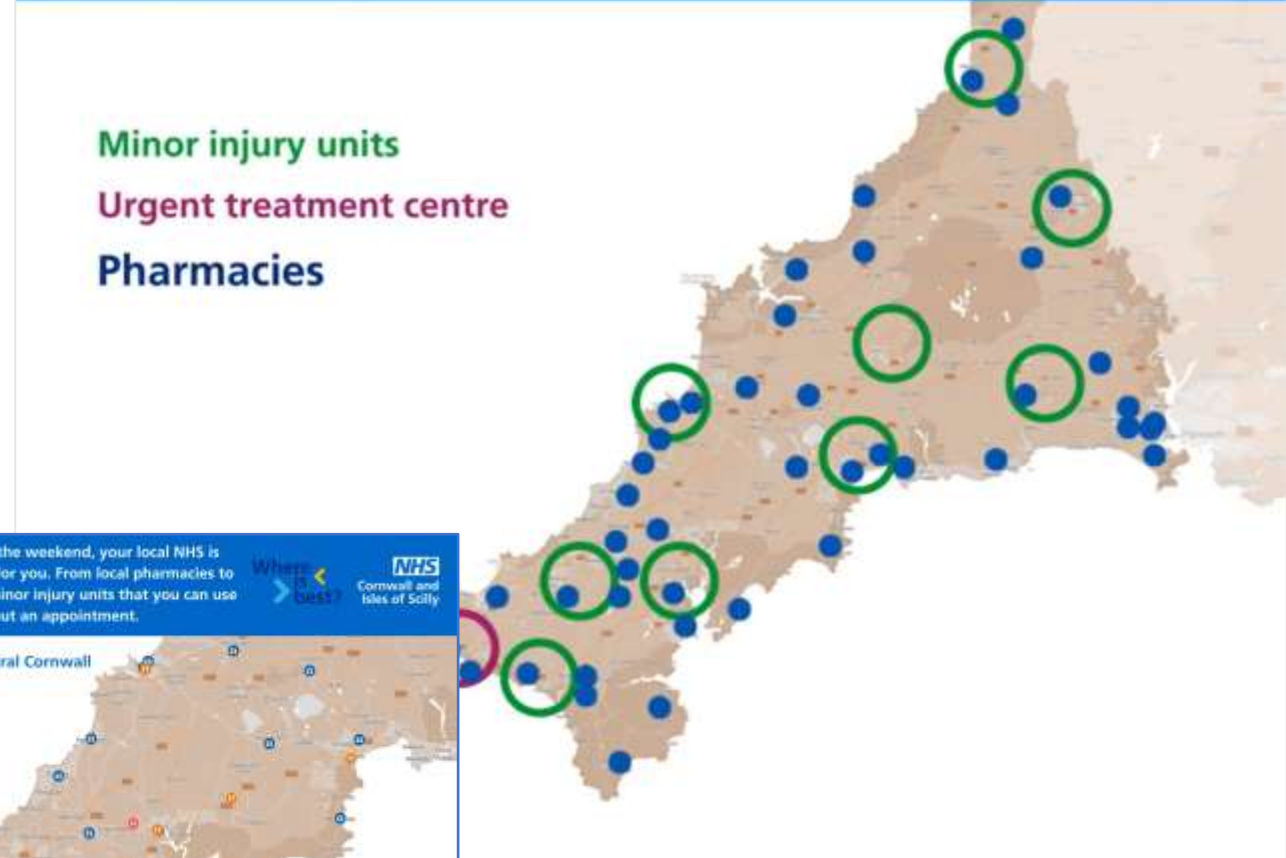
Support our campaign across your networks and communication channels – we're sending out winter communication toolkit, includes local communication materials.

You can help us spread the word by:


- Sharing and liking our social media posts
- Display and distributing posters and wellbeing booklets
- Signpost others to where they can get support using our campaign website and communications materials
- Being part of our winter wellbeing events and promoting these to organisations and local people who may benefit from them
- **Get in touch:** ciosicb.engagement@nhs.net

Every day, your local NHS is here for you. From local pharmacies to our minor injury units that you can use without an appointment.

Where is best? 
Cornwall and Isles of Scilly



Every day, your local NHS is here for you. From local pharmacies to our minor injury units that you can use without an appointment.

Where is best? 
Cornwall and Isles of Scilly

West Cornwall

Over the weekend, your local NHS is here for you. From local pharmacies to our minor injury units that you can use without an appointment.

Where is best? 
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North and East Cornwall

Over the weekend, your local NHS is here for you. From local pharmacies to our minor injury units that you can use without an appointment.

Where is best? 
Cornwall and Isles of Scilly

Central Cornwall

We have a series of animated films to explain locally services available

NHS 10 Year Plan

Helping shape a health service fit for the future

A plan for Cornwall and the Isles of Scilly



Biggest ever national conversation

A joint consultation between the Department for Health and Social Care and NHS England is running to shape the NHS 10-Year Health Plan.

The plan will set out how we will deliver an **NHS fit for the future**, creating a truly modern health service designed to meet the changing needs of our changing population.

The plan will be co-developed with the public, staff and patients through a thorough and detailed engagement exercise starting from **November 2024 and running until February 2025**.

The NHS 10 plan, due to be published in spring 2025, will be underlined by three big shifts in healthcare:

- hospital to community
- analogue to digital
- sickness to prevention.

Members of the public, as well as NHS staff and experts are being invited to share their experiences views and ideas for fixing the NHS using online Change NHS national engagement platform: [Change NHS](https://change.nhs.uk/) and available via the NHS App.

Work together across the ICS

We want to:

- Ensure as many people and stakeholders as possible take part
- Make extra effort to involve and engage our [Core20PLUS5](#) adult and young people audiences working with our trusted partners and stakeholders
- Increase sign-up to public involvement opportunities now and in the future
- Work as part of a team of teams to make sure the voices of CIOS are heard working with the voluntary, charity and social enterprise (VCSE) sector, Healthwatch Cornwall and our [community area partnerships](#).

Local engagement events

Public events: Running a workshop in a box which will feedback into the national consultation

- **Online event** – Wednesday 29 January 2025
- **Central ICA** - Truro, County Hall - **Wc 3 February**
- **West ICA** – Redruth - **Wc 3 February**
- **West ICA** – Isles of Scilly event planned for Thursday 20 February 2025
- **North and East ICA** - Park House Centre, Bude, on Saturday 22 February 2025
- **Winter wellbeing events** – final details are being confirmed

Reaching specific audiences in the area:

- **Hearing Loss event at Deaf Community Centre**, Camborne, Wednesday 15 January 2025 – 1-5pm
- **Seafit event in Newquay** on Tuesday 11-Feb-25, 10am - 4pm
- **Seafit event in Mevagissey** on Wednesday 12-Feb-25 10am - 4pm
- **Seafit event in Looe** on Thursday 13-Feb-25, 10am - 4pm

Other events are also being planned to target young people, people with long term conditions and those facing health inequalities.



How you can help

Get involved:

1. Complete the local NHS 10 year plan survey: <https://www.surveymonkey.com/r/CTNovBulletin>
2. Let us know if you have any planned events or groups that we could consider adding to our engagement plan – any local events happening in the timeframe
3. Promote the NHS 10 consultation to your network – there is a comms pack available
4. Promote and join our local events over January and February 2025

Get in touch:

ciosicb.engagement@nhs.net

Useful links: National online platform for the consultation - [Change NHS](https://change.nhs.uk/)