


Bracknell Forest Council

NHS
Bracknell and Ascot
Clinical Commissioning Group

Prevention and Self-Care Progress Update – December 2015

Matthew Clift
Project Manager (Prevention and Self-Care)
Bracknell Forest Council
and
Bracknell and Ascot Clinical Commissioning Group
Wednesday, 16th December 2015

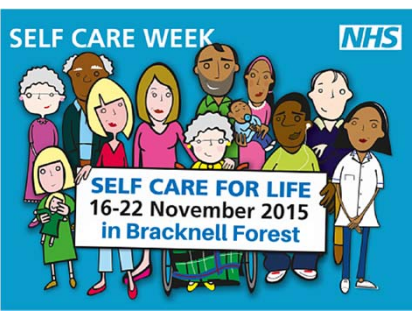


Bracknell and Ascot Clinical Commissioning Group

Bracknell Forest Council

NHS
Bracknell and Ascot
Clinical Commissioning Group

Self-Care Week 2015




Bracknell and Ascot Clinical Commissioning Group

Bracknell Forest Council

NHS
Bracknell and Ascot
Clinical Commissioning Group


Dates

National:



Bracknell Forest:

- Princess Square Presence:
Monday, 16th–Friday, 20th November 2015
- Self-Care Activities: 16th-22nd November 2015




Bracknell and Ascot Clinical Commissioning Group

Bracknell Forest Council

NHS
Bracknell and Ascot
Clinical Commissioning Group


Volunteers



Sent for distribution to:

- Healthwatch
- Patient Groups
- Local colleges
- Local faith groups
- HealthMakers
- Voluntary sector
- Partnership Boards
- Comms Teams

23 people volunteered



Bracknell and Ascot Clinical Commissioning Group

Bracknell Forest Council NHS Bracknell and Ascot Clinical Commissioning Group

Volunteer Training Session



- Almost 80 people attended!
- Open Learning Centre
- Self-Care Information Packs
- Self-Care Quiz
- Talks from
 - Cllr Dale Birch
 - Dr Martin Kittel
 - Local Healthwatch
 - HealthMakers
 - Public Health
 - Prevention and Self-Care

Bracknell and Ascot Clinical Commissioning Group 5

Bracknell Forest Council NHS Bracknell and Ascot Clinical Commissioning Group


Self-Care Training (2)



Bracknell and Ascot Clinical Commissioning Group 6

Bracknell Forest Council NHS Bracknell and Ascot Clinical Commissioning Group

Communications




- Activities advertised on BBC Sport Get Inspired webpage
- Large article on Get Reading and Get Bracknell websites

Bracknell and Ascot Clinical Commissioning Group 7

Bracknell Forest Council NHS Bracknell and Ascot Clinical Commissioning Group

Communications (2)




- Twitter Plans used by GetReading, BFC, BACCG, BHFT, Involve, Healthwatch and EBPCOOH
- Self-Care Week 2015 in Bracknell Forest on Websites since July

Bracknell and Ascot Clinical Commissioning Group 8

Bracknell Forest Council NHS Bracknell and Ascot Clinical Commissioning Group

Communications (3)



- Three M/Jog messages sent to promote Volunteering, Self-Care Training and the Week's free sessions.
- Large articles listing all the activities appeared in the Bracknell News and Town & Country.

Bracknell and Ascot Clinical Commissioning Group 9

Bracknell Forest Council NHS Bracknell and Ascot Clinical Commissioning Group


Self-Care Branding



Bracknell and Ascot Clinical Commissioning Group 10

Bracknell Forest Council NHS Bracknell and Ascot Clinical Commissioning Group

Locations

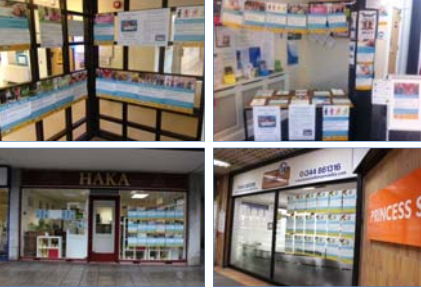


- Princess Square foyer
- GP Surgeries
- Healthspace (UCC)
- Bracknell Leisure Centre
- Time Square
- Children's Centres (4 sites)
- Local businesses
- Over 200 locations

Bracknell and Ascot Clinical Commissioning Group 11

Bracknell Forest Council NHS Bracknell and Ascot Clinical Commissioning Group

Self-Care Information Points




Over 200 community locations sent Self-Care Week 2015 Information Packs

Bracknell and Ascot Clinical Commissioning Group 12

Bracknell Forest Council
NHS Bracknell and Ascot Clinical Commissioning Group

Self-Care Prescription



- Encourages a conversation on Self-Care with the public
- Tangible information for the public to take away
- Volunteers to "Prescribe":
 - Smoking Cessations
 - Free Leisure Sessions
 - Talking Therapies
 - Kooth
 - Falls Prevention
 - Befriending (Involve)
 - Flu Vaccination

Bracknell and Ascot Clinical Commissioning Group 13

Bracknell Forest Council
NHS Bracknell and Ascot Clinical Commissioning Group

Engaging Young People (1)



School Poster Competition Winning Entries

Bracknell and Ascot Clinical Commissioning Group 14

Bracknell Forest Council
NHS Bracknell and Ascot Clinical Commissioning Group

Engaging Young People (2)



15 Health and Social Students from B&W College volunteered for the Week

Bracknell and Ascot Clinical Commissioning Group 15

Bracknell Forest Council
NHS Bracknell and Ascot Clinical Commissioning Group

BHFT at Children's Centres



Buggy Walks and Educational events held at all four Children's Centres

Bracknell and Ascot Clinical Commissioning Group 16

Bracknell Forest Council NHS Bracknell and Ascot Clinical Commissioning Group

Patient Group Events



No one is an island

Wednesday, 18th November 2015, 19:00-21:00
 Easthampstead Baptist Church,
 South Hill Road, Bracknell, RG12 7NS

There will be lots of talks from guest speakers, workshops, information stands about how we are a community and how isolated people may in fact not be so far off.

The evening is being organised by the Patient Group of North Bracknell and there will be refreshments.

Dr Martin Kilner from the Patient End Surgery will be on hand to discuss the ways in which you keep yourself happy and healthy. Email ASCCH CommissioningTeam@bracknell-forest.nhs.uk for more information or just turn up on the day!

- North Bracknell
 - "No one is an island"
 - Over 50s Coffee Afternoon
 - Age Concern event
- South Bracknell
 - "Care in later life"
- Ascot
 - "Coping with Mental Health?"

Bracknell and Ascot Clinical Commissioning Group 17

Bracknell Forest Council NHS Bracknell and Ascot Clinical Commissioning Group

Patient Group Events






Over 200 people in total attended the five events over the week!

Bracknell and Ascot Clinical Commissioning Group 18

Bracknell Forest Council NHS Bracknell and Ascot Clinical Commissioning Group

Free Taster Sessions



Free Yoga and Pilates Session

As part of Self-Care Week 2015 why not come along and enjoy our Free Yoga and Pilates Session.

Friday, 20th November 2015 10:30 - 11:30
 Easthampstead Baptist Church, Churchfields,
 Bracknell, RG12 7AL

Free ASCCH CommissioningTeam@bracknell-forest.nhs.uk or call 01344 303789 to book your FREE place as places are limited!

Self-Care means keeping fit and healthy and looking after your mental wellbeing, as well as knowing how to take medication, treat minor ailments and what to do when you need it. If you have a long term condition, Self-Care is about understanding that condition and how to live with it.

- Buggy Walks
- Coffee Afternoon
- Falls Quiz and Exercises
- Pilates
- Ranger Walks
- Tai-Chi
- Yoga
- Zumba
- Boot Camp
- Run Coaching
- Seated Exercises

Bracknell and Ascot Clinical Commissioning Group 19

Bracknell Forest Council NHS Bracknell and Ascot Clinical Commissioning Group

Activities






Bracknell and Ascot Clinical Commissioning Group 20

Bracknell Forest Council

NHS Bracknell and Ascot Clinical Commissioning Group

Street Doctors



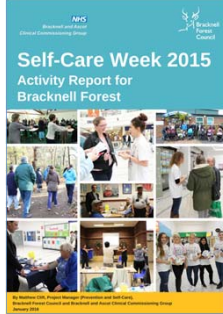
More Street Doctors, locations and health checks than 2014's event!

Bracknell and Ascot Clinical Commissioning Group 21

Bracknell Forest Council

NHS Bracknell and Ascot Clinical Commissioning Group

Self-Care Week 2015 Report




- To be published in January 2016
- Will be available on organisations' Public and Members websites

Bracknell and Ascot Clinical Commissioning Group 22

Bracknell Forest Council

NHS Bracknell and Ascot Clinical Commissioning Group

Future Prevention and Self-Care Projects February 2016 – April 2017




Bracknell and Ascot Clinical Commissioning Group

Bracknell Forest Council

NHS Bracknell and Ascot Clinical Commissioning Group

February 2016 – April 2016



Choose Better.


- Choose Better Poster and Leaflet Campaign**
 - To be distributed to every household in Bracknell Forest
- Do you really need urgent care?**
 - Self-Care for the 10 most common ailments attending the UCC

Bracknell and Ascot Clinical Commissioning Group 24

Bracknell Forest Council NHS Bracknell and Ascot Clinical Commissioning Group

April 16 – June 16

Re:Hydrate




Hydration Project

- Older People in Bracknell Forest
- Care Homes, Day Centres, Retirement Housing, Sheltered Housing, Charities that work with older people, Domiciliary Care Providers and BFC ICS
- Information on UTIs
- Drinks reminder freebies to be given away
- Outreach work including educational talks across the community

Bracknell and Ascot Clinical Commissioning Group 25

Bracknell Forest Council NHS Bracknell and Ascot Clinical Commissioning Group

June 2016 – September 2016



Back to School Leaflet Campaign

- For parents of all school and children's centre children including private sector nurseries.

Areas to be covered:

- Handwashing
- Emergency telephone numbers
- Mental Health
- Self-Care messages
- Freebies to be given out to promote message

Bracknell and Ascot Clinical Commissioning Group 26

Bracknell Forest Council NHS Bracknell and Ascot Clinical Commissioning Group

June 2016 – December 2016




Self-Care Week 2016

- Bigger and Better!
- More Street Doctors!
- More activities!
- More locations!

Bracknell and Ascot Clinical Commissioning Group 27

Bracknell Forest Council NHS Bracknell and Ascot Clinical Commissioning Group

July 2016 – October 2016



winter messages

Winter Messages Campaign

Key areas to be covered:

- Pneumonia
- Dehydration in winter
- Keeping warm and safe
- Keeping active

Bracknell and Ascot Clinical Commissioning Group 28

Bracknell Forest Council NHS Bracknell and Ascot Clinical Commissioning Group

November 2016 – February 2017

Helping You Stay Independent Guide 2017/18

- Guide to be refreshed for 2017/18
- 2016/17 has new entries including:
 - Kooth
 - My Care My Home
 - Keep Mobile

Bracknell and Ascot Clinical Commissioning Group 29

Bracknell Forest Council NHS Bracknell and Ascot Clinical Commissioning Group

January 2017 – April 2017

Choose Better.

- **Choose Better School Poster Competition**
 - All School and Children's Centre children including private sector in Bracknell Forest
 - Lesson plans for teachers and information for Parents on which services to use
 - Prizes and certificates for winners
 - Mayor to pick winning entries
- **Choose Better Poster and Leaflet Campaign**
 - Leaflet to be distributed to every household in Bracknell Forest
 - **Do you really need urgent care?**
 - Self care for the 10 most common ailments attending the UCC

Bracknell and Ascot Clinical Commissioning Group 30

Bracknell Forest Council NHS Bracknell and Ascot Clinical Commissioning Group

January 2017 – April 2017

Summer Messages Leaflet and Outreach Campaign

- Leaflet to be distributed to every household in Bracknell Forest
- Outreach work at community locations

Key areas to be covered:

- Apply sunscreen appropriate for skin type and planned activity length
- Cold drinks; avoid alcohol and caffeine
- Sun stroke
- Insect bites and stings
- Vitamin D deficiency

Bracknell and Ascot Clinical Commissioning Group 31

Bracknell Forest Council NHS Bracknell and Ascot Clinical Commissioning Group

April 2016 – March 2017

P&SC Awareness Campaigns

- Two campaigns per month
- Websites
- Social media

Bracknell and Ascot Clinical Commissioning Group 32

