

South Lincolnshire Clinical Commissioning Group A8 GP Registration

Bakkavor Factory Report

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This report has been produced in line with South Lincolnshire Clinical Commissioning Group (CCG) commitment to ensuring the public and patients are fully aware of their local services and have the opportunity to access services that are appropriate and have the knowledge to self-manage conditions as well.

This information identifies the successes of recent work to support members of the A8 community to understand the importance of registering with a GP and give them the tools to achieve this.

This project has been carried out in conjunction with our partners at Greater East Midlands Commissioning Support Unit who supported with communications; engagement and event management, this team were integral to the success of the project.

Purpose and Overview

Traditionally CCGs have struggled to encourage members of new arrival communities to register with their local GP practice as they have not experienced this system before. To try and reduce unplanned arrival at hospital the CCG wanted to advertise the benefits of GP registration and take this to new arrival communities.

Following the success of the Health Bus in 2013 the CCG was looking at similar events in terms of content, however, with a change in delivery. This was proposed so that the largest number of people as possible could be targeted. Bakkavor factory in Spalding were keen to host us as they have a large number of new arrival communities and the Health Bus was a resounding success there in 2013.

The Project

At proposal stage the project was going to run across three consecutive Wednesdays and from 7am-2pm and 7pm – 2am. However due to staff cover for the night shifts it was agreed to shift the times to 7am-7pm to ensure we still caught the night shift. The third Wednesday had to be moved at short notice as the largest factory, and the one with the largest number of Eastern Europeans went on to quiet hours and closed every Wednesday – we therefore took the decision to move the final day to get the biggest footfall, whilst this was short notice all partner agencies were in agreement and felt it would be better than continuing with the original plan.

The main focus of the event was to support and educate the A8 communities with the appropriate routes to get healthcare and the importance of registration with a GP. To achieve this we translated simple registration forms¹; information on the importance of registration and the NHS 111 service in key languages (Polish; Latvian; Lithuanian; Russian and Portuguese) along with information on when best to use A&E.

In addition to this we organised mini health checks that included lung function; blood sugar; weight; blood pressure and general information, TB questionnaires were also carried out. We invited partners from:

- Lincolnshire Partnership Foundation Trust
- Lincolnshire Community Health Services
- Phoenix Stop Smoking Service
- South Holland District Council

¹ Practice Managers were given the opportunity to develop these forms and the advice on them.

- Early Prevention of Cancer Team
- Lincolnshire County Council Road Safety Partnership Team
- Additionally we showcased information on dentistry in the area and healthy living advice.

As an incentive to staff the Bakkavor staff shop ran a raffle for all those that came to the event and the prizes were:

- One year's gym membership
- £100 vouchers towards a bike
- 3 fruit baskets

A very generous addition to the project and one which did support in the numbers that came along.

The first week the event was held in the conference centre, despite being reasonably well attended the weather was poor and it was quite a long walk from the factory, therefore weeks 2 and 3 were moved to the main canteen and therefore people could combine the event with their break.

Measuring Success

When this project was proposed we said that we would measure success in the following ways:

- Number of people who signed up to a medical practice
- Number of people undertaking a health check
- Number of people engaging with CCG staff
- Information on any signposting and where too
- The number of individuals who would become health champions for their communities.

Whilst some of these are broad (namely information on signposting and health champions) they were deemed successful as attendees took time to talk to all areas and not just the health checks and came back at different times with colleagues to ensure they were aware. Additionally to this the Occupational Health team (that we worked with for the project) signed up 2 members as definite health champions for teams, and it was to be a discussion at the next management meeting, going forward.

In terms of numbers of people the following was recorded over the events and after discussion with practices after the event.

- **235** people attending the event
- **222** people undertook a health check (**94.5%**)
- **21** people undertook a TB questionnaire (**9%**)
- **23** people have registered with a GP (**10%**)

There could well be more people who register going forward and therefore something to maybe look to for ongoing measurement would be to ask Practices to ask how they found out about GP registration. However 10% is a good start and with 235 people taking information away the education and development of knowledge can only spread.

Conclusion

In conclusion the project has been successful and we have as an organisation been asked to recreate these events, South Holland District Council are also keen to work with us, and also have offered some funding moving forward.