

South Lincolnshire Clinical Commissioning Group A8 GP Registration

Morrison's 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.

We were approached by Woodhead Brothers (Morrison's PLC) to attend the event and we worked in conjunction with the Co-Op to provide free health checks which are always popular.

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. Morrison's in Spalding were keen to invite us to their welfare event as they have a large number of new arrival communities working for them, who have little knowledge of how to access the services available.

The Project

We had a six week lead in time for this event, however it was nowhere near the scale of the Bakkavor event, and far easier as we had the resources in place.

The event, led by the factory, was a way to encourage staff to have the networks in place to support them to have happy and healthy lives, our main focus for 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 used previously translated registrations forms¹; information on the importance of registration and the 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,

The event was help over a Friday morning from 0800 – 1330, this covered all the key shifts and the factory does not have a night shift and therefore all personnel were able to access the event. Despite a slow start, due to a breakdown with some of the machinery the event was very well attended!

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

Measuring Success

As with the main Bakkavor project we proposed to 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

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 Human Resources team (that we worked with for the project) signed up 1 member as a definite health champions for teams, as this individual spoke 8 languages and was an advocate for supporting new staff when they joined the company.

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

- **78** people attending the event
- **22** people undertook a health check (**28%**)
- **34** people took a GP registration from (**43.5%**)

As the event was so recent we have not yet managed to determine if these registration forms have been taken to the next stage, and this will be monitored overtime. However the uptake was higher in percentage terms than Bakkavor and therefore it is likely that the uptake will also be higher, and with 78 people taking information away the education and development of knowledge can only spread.

Conclusion

In conclusion this event has proved 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.