

12th PAGB Annual
Self-Care Conference

**BEHAVIOURAL CHANGE
FOR BETTER HEALTH,
BETTER CARE AND
BETTER SERVICES**

PAGB

RC
GP Royal College of
General Practitioner



Royal College
of Nursing
The voice of nursing in the UK

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Self Care Week
14-20 November 2011

Helping people take care
of themselves

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Royal College
of Nursing
The voice of nursing in the UK

8th November 2011, RIBA, Portland Place, London

WELCOME



Gopa Mitra, director of policy and public affairs at PAGB and Self Care Forum board member said:

“This year’s self care conference is all about winning mindsets and encouraging behaviour change around self care, which – we admit – will not be easy. We are honoured to have speakers on the day who can help us achieve this, and reflect our aim that health

professionals, local authorities, pharmacies, patient participation groups and local communities will come together to support and educate each other in looking after ourselves well.”



Lynn Young, primary health care advisor at the RCN, Self Care Forum board member and speaker on the day said:

“It is great to see self-care gathering more and more momentum – this year we are really going to be able to embed self care into everyday life. Nurses are ideally placed to encourage self care in all settings and as an enthusiastic supporter of self care I am delighted to have

the opportunity to talk about what nurses can do.”



Professor Nigel Sparrow, chair of the Professional Development Board of the RCGP, Self Care Forum board member and speaker on the day said:

“The self care ‘movement’ is growing fast, but as health professionals I believe it is our duty to continue provide education and support to our patients and the wider community to ‘self care’. I have been coming to these self

care conferences for many years now and the work we do really makes a difference. The conference this year will inspire us all to act in support of self care.”



Stephanie Varah, chief executive NAPP, Self Care Forum board member and speaker on the day said:

“Patients and patient groups can work with their GP surgeries to promote good health – and great self care. I believe that patients really are important ambassadors for self care and I am pleased to be representing them at the Self Care Conference. I look forward to engaging

in a discourse on practical ways that patient power can be utilised in support of self care”

Are you a Self-Care Champion?

If you are, why not send us your name, organisation and one or two sentences on why you support self care and we will add you to our Self Care Champions page. Your details will be put on our Self Care Forum website under “champions” (www.selfcareforum.org).

A report from the conference will be sent to all delegates and you can request presentations from Libby Whittaker on 020 7421 9318. Alternatively you will find the report and presentations uploaded on the Self Care Forum website together with a short podcast and vidcast of the conference: <http://www.selfcareforum.org>

PROGRAMME

BEHAVIOURAL CHANGE FOR BETTER HEALTH, BETTER CARE AND BETTER SERVICES

09.30 Coffee and registration

OPENING SESSION

10.00 Chairman and facilitator for the day:
Dr Ian Banks

10.10 Conference Opening: Paul Burstow MP,
Minister for Care Services.

**10.40 Keynote address on behavioural
change to set the scene:** Denise
Hampson, Health Behaviour Economist

**11.10 Launch of NAPP project to support
practices provide self-care support to
patients:** Stephanie Varah, NAPP CEO

**11.30 Discussion with panel of test site
members:** + Dr Patricia Wilkie, NAPP,
Stephanie Varah, Denise Hampson,
Roger Till

'CLINICIAN HEAL THYSELF'

**12.00 Launch of RCGP online course:
supporting self-care for minor
ailments:** Prof Nigel Sparrow, RCGP

**12.10 Discussion with RCGP online course
Steering Group:** Prof Mike Pringle, Dr
Pete Smith, Anthony Chuter, Dr Knut
Schroeder, Carol Basham, Dr Beth
McCarron-Nash, Susan Summers, Dr
Dean Marshall, Gopa Mitra, Nigel
Sparrow, Dr Ben Riley, Dr Ishani Patel,
Fiona Baskett, Claire Everington

12.40 LUNCH

WHO'S YOUR BUDDY? THE ALLIES FOR CHANGE

13.20 The challenges for local authorities:
Jean Arrowsmith, Coventry County
Council

13.40 Your health adviser in the community:
Michael Holden, CEO National Pharmacy
Association

14.00 Nurses – friend or foe?
Lynn Young, RCN

14.20 Discussion with panel: Jean Arrowsmith,
Michael Holden, Lynn Young, Patricia
Wilkie + test site members

MIND THE GAP: SELF-CARE FORUM SUPPORTING CULTURAL CHANGE

**14.50 Helping People take care of
themselves:** Prof Mike Pringle, Self Care
Forum Board

**15.10 Helping People take care of
themselves in work:** Dr Steve Boorman,
Self-Care Forum Board, Medical Director
Occupational Health Services, Abermed

**15.30 Facilitated by Denise Hampson -
discussion with Self-Care Forum Board
members on next steps:** Dr Ian Banks,
Prof Mike Pringle, Dr Pete Smith, Dr
Knut Schroeder, Susan Summers, Gopa
Mitra, Prof Nigel Sparrow, Lynn Young,
Angela Hawley, Stephen Johnson, Dr
Steve Boorman, Dr Patricia Wilkie,
Stephanie Varah, Dr Amir Hannan.

16.00 Chairman's closing remarks

16.10 Conference ends

SPEAKER'S BIOGRAPHIES



Jean Arrowsmith

"I fully support the aims of the Self Care approach designed to encourage people to take a more active role in managing their own health and well-being. Confidence building and providing information and knowledge in a manner which will resonate with the various client target groups will be essential to achieving a measurable change in population behaviour. The Self Care approach will play an important role in ensuring GP's have the capacity to respond to the ever increasing demands of commissioning and service delivery. Essential to the success of this programme is the need to ensure patients are given the knowledge, resources and confidence to treat themselves for everyday minor ailments but equally importantly are able to recognise the onset of disease requiring medical intervention."

Jean has recently been appointed as Business Manager for Health at Coventry City Council, a newly created post and one that exemplifies the commitment by both Jean and Coventry City Council to continue the work designed to improve the lives of the most vulnerable and deprived in society.

Jean has always had a passion for providing the highest standard of evidenced based care which is demonstrated by her move from nursing to undertaking a variety of roles which reflect this concern, including hospital Clinical Audit and Clinical Effectiveness Manager, Health Authority Research and Development lead and clinical lead for Commissioning during the GP Fundholding era.

Frustrated at the lack of 'joined up thinking' and seeing patients admitted with life threatening diseases, which were mostly preventable, Jean moved to working within a Local Authority where she believed she was better placed to work in support of reducing health inequalities in vulnerable communities. She initially worked in North Worcestershire where she established the

very first Health Improvement Programmes (HImP's) before joining Coventry with a 'brief' to reduce Health Inequalities across the city.

Coventry City Council has a cross party track record of supporting work in this area and in 2010 was named a 'Marmot city' by Professor Marmot. Mike Grady (Prof Marmot's senior researcher) has been working closely with Jean and partner agencies in the city to help ensure the six main themes of the Marmot Review are embedded in its strategies and newly established Health and Well Being Board programme. Jean and her team's work was recognised nationally when they were awarded the Beacon Award for Health Inequalities and only this week Jean will join partner agencies to receive the coveted Olympic Inspire Mark Award for their work in providing services in an innovative manner (within a Fire Station) to people who would not normally access the more traditional type statutory services.



Dr Ian Banks

“We need to make sure that patients have the knowledge and confidence to deal with their own minor ailments and equally to know when they should be contacting their surgeries for a consultation. I firmly support the campaign and hope that GP consultations and numbers of prescriptions for minor ailments will reduce as a result.”

In a previous life Ian Banks was once a television repair man. He might not be able to cure you but he can do wonders for your vertical hold. He has four children, delivering one himself. “Not quite the same as child birth but at least I got to shout ‘push.’” Until recently, he was a family doctor and A&E officer in Belfast, and currently represents doctors for the British Medical Association as a member of Council for the UK and awarded the BMA accolade, the Association Medal.

He is the official spokesman on men’s health issues for the BMA, president of the European Men’s Health Forum and the England & Wales Men’s Health Forum, vice president of the International Society for the Study of Men’s Health, deputy editor of the Men’s Health Journal and for six years the medical editor for The Men’s Health Magazine.

The BBC book ‘The Trouble with Men’ was written by Ian in 1996 to accompany the television series of the same name. It was followed by Men’s Health, The Good Patient

Guide, The Children’s Health Guide, Get Fit with Brittas, Men’s Health in General Practice, Ask About Sex and the 50th NHS Anniversary book from the NHSE/HEA The Home Medicine Guide. He is also the author of the NHS Direct Healthcare Guide and Web site.

Ian also wrote a series of Haynes manuals including “Man Workshop Manual” (2nd edition), “Baby Workshop Manual” (2nd edition), the Haynes Sex Workshop Manual. Haynes “Woman Workshop Manual” the Haynes “Cancer Manual” (the only book in 2004 to win the Plain English Award), his latest book is ‘Toddler Manual’.

Ian was appointed visiting professor of men’s health in Europe by Leeds Metropolitan University in 2005 and awarded the Royal Society of Health Gold Medal for public health in 2007. The City of Vienna and the International Society of Men’s Health honoured Ian with their award for public health in September 2007.



Carol Basham

“Self care is a vital skill for all of us. It encourages us to be pro-active in looking after our health and the impact this has on other areas of our lives is of great benefit.”

Carol has worked in the commercial, statutory and voluntary sectors, including the development and management of a range of projects. She has held various appointments as a director/trustee with voluntary organisations. Carol has been involved with various health based projects, including vulnerable young people, carers, substance misuse and advocacy work for individuals with complex mental and physical health needs.

Carol believes personally and professionally that for organisations to provide high quality services that are appropriate and accessible, it is vital to seek the views of all involved. She has long experience both with her own health and disability and also with care provided to members of her immediate family of various aspects of the medical profession and she welcomes and values the opportunities provided by the BMA to be involved as a member of the PLG. Carol currently works with individuals and families with cancer and other mental health issues including terminal illness.



Fiona Baskett

“Trust is at the heart of the doctor –patient relationship. Supporting and encouraging self care involves mutual trust–helping individuals to make informed choices about their care, instilling confidence and promoting future well-being.”

Fiona Baskett is a family doctor. After brief spells in General Practice in Canada and Australia, she has spent most of her professional life in the UK. For many years she wrote a weekly column for a tabloid newspaper, and a monthly feature in a popular national women’s magazine. She has written and presented numerous medical television programmes, and was medical adviser to mumsnet, the parenting website, in its formative years in the early 2000’s. An interest in trauma led to her teaching on Pre-Hospital Emergency Care Courses run by BASICS and the Royal College of Surgeons of Edinburgh, and she was

Founder Chairman of an Immediate Care Scheme. She has experience in aeromedical repatriation and lectured in clinical aspects of aeromedical transport at Cranfield University and the University of Surrey. For twelve years she was medical officer for the F1 British Grand Prix at Silverstone. As Principal Lecturer in Primary Care at the University of the West of England she has taught nurses and paramedics in Diagnostic Skills, Physical Assessment and Clinical Reasoning. Currently she is a sessional GP and Appraiser in the Severn Deanery. As a GP, and media medic, she is a strong proponent for encouraging and supporting self care.



Dr Steve Boorman

“My experience working with a number of the UK’s largest employers has seen the value of raising awareness about sources of advice and self care to enable our workforce to deal quickly with health problems.

This helps them improve attendance and enable high quality of services to meet the needs of customers”

Steve joined Abermed as Medical Director for UK Occupational Health Services in August 2011, with a remit to maintain, develop and improve clinical occupational health services across the diverse UK client base served throughout the UK.

He is a widely recognised experienced consultant specialist in occupational medicine. He has served as Chief Examiner to the Faculty of Occupational Medicine’s Diploma Examination since 1998, has an Honorary Senior Clinical Lecturer’s appointment to Institute of Occupational Health, Birmingham and is an Ex president of the Royal Society of Medicine’s Occupational Medicine section.

Steve serves on the board of the workplace strand of the Responsibility Deal, was a member of its predecessor the Coalition for Better Health and is a member of the Steering Group for Professor Malcolm Harrington’s review of Department of Work & Pensions Work Capability Assessment. He has worked closely with Departments of Health and Work & Pensions over the last ten years and received his Honorary Fellowship of the Royal College of Nursing for contribution to public health.

He was appointed to lead the review of NHS workforce health and wellbeing in January 2009 by the Secretary of State for Health, this independent review published interim findings in August and reported its final conclusions in November 2009, which were rapidly accepted by the Secretary of State for Health and have been taken forward by the Department of Health, also being included in the White paper “Liberating the NHS” and the subsequent Public Health White paper.

Steve spent over 20 years working in Royal Mail Group until joining Abermed, latterly as Chief Medical Officer and Director Health and Safety, but for seven years as Director of Corporate Responsibility with a remit covering occupational health, safety, environment and social policy for this complex large UK public service business.

Steve has held Trustee roles with two large charities, and served as a longstanding school governor (for many years responsible for staffing and developing a large comprehensive school).



Paul Burstow MP

“I’m delighted to lend my support to the establishment of a Self Care Forum to promote a wider understanding of self care, and what we can do to embed support for self care across all walks of life. The case for self care support is well researched. It makes sense clinically, it makes sense financially and it makes sense socially”

The new Care Services Minister, Paul Burstow, was elected as Member of Parliament for Sutton and Cheam at the 1997 election. Since then he has held several front bench positions, including Shadow Spokesman for Health, Shadow Minister for London and most recently Shadow Chief Whip.

Before being elected to Parliament, Paul headed the Liberal Democrat’s Local Government Unit and served on Sutton

Council for 16 years from 1986.

Paul was educated at Glastonbury High School for Boys, Sutton and Carshalton College before attending South Bank Polytechnic where he gained a business studies degree. On graduating, he worked as a buying assistant before becoming a research assistant at the London Borough of Hounslow.



Clare Everington

“Over my years as a GP I have noticed a growing band of patients who live isolated from advice and help from extended/local family. As an educator I try to teach my registrars that we may be of more use to our patients teaching them to look after themselves than we are reaching for our prescription pads. I hope that by writing this module we will make health professionals think about how we might enable patients to self care.”

I am a partner, trainer and GP tutor in North West London. I am a CSA and Imap examiner. I am News and Views editor for Innovait and recently edited the Women’s Health Module for the e-LfH. Over the last year I have been involved in teaching the Health for Healthcare Professionals; unless we as doctors look after ourselves how can we teach our patients to self-care.

I am married with two children. I walk in the Chilterns and have an allotment with an asparagus bed. I like to eat well and sometimes run tutorials over hot chocolate in cafes.



Antony Chuter

“As someone who has learnt to self manage a long term condition with the help of my GP and consultants, I know just how much difference this could also make to others managing short term periods of illness”

Antony has only been volunteering in the health sector for 6 years, previously volunteering for 'Samaritans' and as a member of the 'Independent Monitoring Board' at HMP Ford. Antony lives with a long- term condition, which he self manages in partnership with health professionals. He learned many self management skills on an Expert Patient Programme course and then went onto become a volunteer tutor for the Expert Patient Programme Community Interest Company.

He is also a founder member of the former South East Coast SHA's Peoples Engagement and Development Network; the first permanent patient group in any SHA. Antony has a passion for our National Health Service and is devoted to working with other service users in partnership with health professionals. He feels if you want to change something for the better, get involved. He is especially interested in issues around health inequalities.

He joined the RCGP PPG in 2008, became vice chair in 2009 and chair in 2010.



Denise Hampson

“I'm delighted to be a self care champion because the principles of self care are fundamental to supporting people to live well, which is something I care a lot about. It seems that we've lost our instinctive ability to listen to our bodies, to be in tune with ourselves and to have the confidence to take the best care of ourselves. I'm especially interested in the behavioural aspect of self care, our daily routines, the choices we make and how we interpret the information we access.”

In her former life as British Women's Track Cycling Champion, Denise not only set a number of national records but also spent six years on the Great Britain Track Cycling Team, representing her country at European, Commonwealth and World level. On retiring from elite sport in 2004, she worked in local government and the NHS to develop new services to improve the wellbeing of local communities, as well as chairing local strategic groups on physical activity and nutrition and leading campaigns to raise participation levels in North Wales.

Prior to her athletic career Denise was a

Systems Engineer at BAE Systems, specialising in human-system interaction and cockpit development on military aircraft including the Eurofighter Typhoon. This started a career-long obsession with human-centered design and creating systems and services which are best matched to real human behaviour.

Denise's company, Hampson Solutions Ltd, now provides consultancy support and training on behaviour change to NHS organisations and their partners, producing award-winning work that has received best practice recognition for her clients.

Since 2007 she has facilitated behavioural economics workshops with more than 1200 front line health and leisure professionals, exploring new ideas for more effective behaviour change services. Denise is a published author on active weight management and wellbeing at

work, and her healthy lifestyle resources have motivated thousands of people across the UK to become healthier and more physically active. She is also a Trustee of the Chartered Institute for the Management of Sport and Physical Activity.



Dr Amir Hannan

“Patients, carers and information are the most under-utilised resources the NHS has. Self care is about empowering all citizens to help look after ourselves better by gaining an understanding of our health, our disease, what to expect, who to turn to for help, what simple measures we can do, how we can gain more from our next visit to the pharmacist, clinician or other health professional or websites we trust such as our practice-based web portal

www.htmc.co.uk providing local and national information, how we can monitor our own health eg weight or blood pressure at whatever stage of our lives we are in and what we can do to help ourselves, our families or those we care for. Everybody can self care unless you are anaesthetised or asleep and even that could be debatable!”

Amir is a full-time General Practitioner. He is a former clinical governance lead and was a member of the HealthSpace Reference Panel, NHS Connecting for Health, He is the Information Management & Technology lead at NHS Tameside & Glossop and the Primary Care IT lead, NHS North-West. He is an editorial board member of the Journal of Communication in Healthcare and is a member of the Clinical Leaders Network.

He has enabled over 800 patients in his practice to get access to their GP electronic health record. This has empowered them to get a better understanding of their own health and also the way health services are organised for them. Linking information from sources such as NHS Choices, Map of Medicine and

common conditions that can be self-treated without the need to see a healthcare professional has enabled him to get a better understanding of the needs of a population that wishes to self care more and support them to do so. Local organizations eg pharmacies, district nursing services etc are now wishing to capitalise on this opportunity to enhance delivery of care by enabling everybody to become more effective. A proactive patient who is encouraged to selfcare more helps us all to become even better. He is actively engaged in helping patients, clinicians, managers and organisations to benefit from the IT systems we have in place, driving up quality and minimising costs and helping to change the culture of the NHS from one that is organisation-centric to one that is citizen-centric.

Angela Hawley

Self Care Lead, Long Term Conditions Team at the Department of Health



Michael Holden

“Promoting and supporting self care is a core role for community pharmacy teams as part of the medicines pathway and public health role; both of these opportunities require further promotion to the public and patients with long-term conditions”

Michael Holden read pharmacy at Portsmouth School of Pharmacy. He was awarded a BSc Pharm in 1976 and did his pre-registration year in Southport, Lancashire.

Following a number of years in various management positions, Michael established his own community pharmacy group in Hampshire between 1988 and 2002. He then set up a consultancy to support the implementation of change in community pharmacy before working with Pharmacy Alliance between 2003 and 2005. In 2005 he was appointed Chief Officer of the Hampshire and Isle of Wight Local Pharmaceutical Committee and jointly established balance consultancy in 2008.

Michael has always been actively involved in the expansion of community pharmacy services including the development of the Healthy Living Pharmacy initiative. He is a member of the recently formed Pharmacy and Public Health Forum, the Public Health England Engagement Group and the Pharmacy Clinical Leadership Network.

Michael was appointed Chief Executive of the National Pharmacy Association in January 2011 and became a Fellow of the Royal Pharmaceutical Society in March 2011.

Michael is married with three daughters and lives in Hampshire, England.

Stephen Johnson

Head of Long Term Conditions at the Department of Health



Dr Dean Marshall

“As workload in Primary Care continues to increase the promotion of self-care by patients will lead to a decrease in demand in General Practice”

Dr Dean Marshall was elected in June 2006 as the chairman of the British Medical Association's Scottish General Practitioners Committee (SGPC). Dr Marshall is a member of the UK negotiating team of the General Practitioners Committee (GPC) which has responsibility

for negotiating the UK GMS contract. Dr Marshall leads on clinical and prescribing issues (including immunisations) for the GPC Negotiating team.

Dr Marshall is a member of BMA Council and a Director of the BMA.



Dr Beth McCarron-Nash

“Through education and support patients should be encouraged to recognise and manage their own minor ailments. This increased confidence will empower them to take greater responsibility for their health and help them to know when to seek advice from their GP, Nurse or Pharmacist. Knowing the normal duration of symptoms for minor ailments and appropriate management will give patients the skills and confidence to self care, but if symptoms worsen make them aware of when they need to seek further advice and access services more appropriately”

Beth McCarron-Nash is a UK GPC Negotiator elected in July 2008. She has experience working in many different types of general practice and currently works in a large dispensing practice in North Cornwall.

She was the lead GP for the BMA's "Support Your Surgery" Campaign which resulted in 1.3 million people in just three weeks signing a petition against Government plans for Darzi clinics and increased commercialisation in the NHS.

As a GPC Negotiator she represents GPs nationally and leads in QOF, Public and Patient Involvement, Education and Workforce, Sessional GPs and Communications. A member of the councils of the BMA and RCGP and a regular BMA Spokesperson, she speaks and writes on many political and health issues with a particular interest in empowering patients and NHS and healthcare reform.



Gopa Mitra, MBE

“I have long held the belief that we can all be supported to take control of our health and wellbeing at home, in school, at work and in our NHS. Why do we need this support? It’s because our ability to take care of ourselves and to self-care has been eroded over many generations and we need to get this back. I wholeheartedly believe we can empower, educate and instill confidence in people and children for better health.”

Gopa Mitra is Director of Health Policy & Public Affairs at PAGB, the trade body representing manufacturers of non-prescription medicines and food supplements in Great Britain. She has been PAGB’s lead in driving the self care programme, which has included responsibility for consumer research in attitudes and behaviour in self care and self-medication, into information in advertising as well as primary care research. She has presented PAGB’s case for self care to be a part of health policy in the UK to Government and to the medical, nursing and pharmacy professions.

In 1999 Gopa was appointed to the Government’s NHS Modernisation Action Team dealing with patient empowerment which resulted in the inclusion of self care as level of care in the NHS Plan.

Gopa is a Trustee and Vice Chair of the Men’s Health Forum and chair of their Organisational Development Group, having also served as Trustee of the charities Developing Patient Partnerships (1999 – 2008) and Long-term Conditions Alliance (2001 – 2007). Gopa was appointed Member of the Order of the British Empire in the Queen’s Millennium Honours List, 31 December 1999.



Dr Ishani Patel

“Sustaining the NHS is both a national priority and professional duty. As a GP I am fortunate to be on the front line for making a difference to our iconic NHS. Self-care for minor ailments is a key strategy in improving long-term healthcare sustainability and supporting patient autonomy.”

Dr. Ishani Patel is a recently qualified sessional GP in London. She is the RCGP E-learning Fellow and Clinical Lead in the development of the Self Care for Minor Ailments online learning module. She also works for the North West London Cancer Network

striving to improve cancer diagnosis and follow up in primary care. She considers herself to be a new generation GP and contributes to an online blog for PULSE called 'Surviving the First5 years' aimed at keeping her peers informed about issues surrounding newly qualified GPs.



Professor Mike Pringle, CBE

“We know from research that patients are ready and willing to take more responsibility for managing their own health but they need better information and more reassurance that they are doing the right thing. Self care does not mean no care – it means empowering individuals to make an informed choice and giving them access to and advice on the different courses of action they can take.”

Mike Pringle is Professor of General Practice in the University of Nottingham. He is revalidation lead for the RCGP, medical director of the Revalidation Support Team and a board member of UKBiobank. He was Chairman of the RCGP from 1998-2001. Mike helps to run CHEC

(Collingham Healthcare Education Centre), an innovative primary care development project. In 2007 he completed a secondment as part-time National Clinical Lead for General Practice in NHS Connecting for Health and is now Strategic Director of PRIMIS+.

Dr Ben Riley

“Encouraging people to self care increases their autonomy and confidence to manage their health, while reducing dependency and anxiety. The RCGP’s new, free e-learning course enables GPs and other primary care staff to develop the practical skills needed to encourage patients to self care, both in the consultation and in the wider practice team.”

Dr Ben Riley is a General Practitioner in rural Oxfordshire. As Medical Director for e-Learning, Ben leads the production of high quality courses for GP training and continuing professional development at the Royal College of GPs, as well as coordinating the development of the College’s Online Learning Environment (www.elearning.rcgp.org.uk).

Ben is the Clinical Lead for the e-GP programme, which has published over 250 e-learning sessions on a broad range of primary care topics (www.e-GP.org) and for the Supporting Carers in General

Practice e-learning programme. As National Clinical Champion for Education at the Centre for Commissioning, Ben coordinates the development of training resources for healthcare professionals on clinically-led commissioning (www.rcgp.org.uk/commissioning).

Ben is also a member of the RCGP Professional Development Board and the Curriculum Development Group, and the lead author of The Condensed Curriculum Guide for GP training.



Dr Knut Shroeder

“To be able to self care more effectively, people need to become even more confident and competent in diagnosing and managing common self-limiting ailments. Increasing and improving self care is good for patients, for general practice, and for the wider NHS - and needs to become a more central aspect of health promotion, clinical care and health policy.”

Knut Schroeder is a part-time General Practitioner at the Concord Medical Centre in Bristol, Honorary Senior Clinical Lecturer at the University of Bristol, and Media Adviser for NHS Choices. He co-developed and taught a course on 'Clinical Diagnosis' for students, which led him to develop his enthusiasm for work around patient self-diagnosis and management.

Knut's practice currently works with the NHS Institute for Innovation and Improvement to develop a module on 'Demand and Access' for their 'Productive

General Practice' programme (to be launched in 2011), part of which explores ways of helping people at practice level to manage self-limiting medical ailments themselves.

Knut is author of 'Diagnosing Your Health Symptoms for Dummies', a guide that aims to help lay people make informed decisions about common medical problems. He currently co-authors a book on 'Sustainable Healthcare' (to be published in 2012), in which he also explores the benefits that increased self-care can have for making health services more sustainable.



Dr Peter Smith, OBE

“There are real advantages for everyone if we can persuade people to take greater control over the management of their minor ailments. The use of prescriptions and antibiotics will reduce, GPs can spend more time on complex consultations and patients can treat themselves without delay. Upping the importance of the self care agenda is good for patients and good for health professionals.”

Peter has been a GP for over 13 years in Kingston upon Thames. His practice is a second wave PMS plus pilot that has used the new flexibilities to address health inequalities in a deprived area.

Peter was previously Vice Chair of the Association of Independent Multifunds, helped set up one of the first multifunds and with other colleagues set up Thamesdoc, the first night rota co-operative in the London area. He previously edited Guide to the

Guidelines, the first collection of national disease management guidelines, has co-authored guidelines on inflammatory bowel disease and learning disabilities and has recently edited 'The Handbook of Primary Care Trusts'. He is a member of the national Inequalities and Public Health Task Force. From 2004 - 2006 he was a member of the Steering Group of the Joining up Self Care (JUSC) Project a self-care aware action research project in a PCT.



Professor Nigel Sparrow

“Self care is important for both patients and GPs to improve shared decision making to increase patient confidence and develop more effective use of primary care”

Nigel Sparrow is chair of the Professional Development Board of the Royal College of General Practitioners, Medical for the Revalidation Enhanced Appraisal and Learning Unit at the East Midlands Healthcare Workforce Deanery and visiting professor of general practice at the University of Lincoln. He has been a principal in General Practice since 1984

and has been the senior partner at the Newthorpe Medical Centre in Eastwood, Nottingham since 1997. He is a GP trainer, and appraiser. He qualified from Bristol University in 1979. He has experience in the development and implementation of education and quality initiatives in primary care. He was Vice Chairman of Council of the Royal College of General Practitioners between 2004 and 2007.



Susan Summers

“If we are to halt the rise and prevalence of long term conditions, focus on prevention and upstream activity, including minor ailments, is critical - self care is absolutely the catalyst for this.”

Susan is the Assistant Director of Quality Assurance and Self Care

at NHS North West Strategic Health Authority. She started her career as a Registered Nurse and has an MSc in management Practice from Salford University Institute of Management and has extensive experience in both the private sector and the NHS.

Recent achievements include delivering the Working in Partnership Programme Self Care for You project across five spearhead PCTs; design and delivery of the NW Self Care Challenge; and has established the North West Self Care Forum, a regional network of PCT self care leads.

As co-facilitator of the NHS Next Stage Review Clinical Pathway Group for Long Term Conditions, she was instrumental in the work culminating in the report and

recommendations that contributed to the North West Healthier Horizons vision and next ten year plan.

Susan was extensively engaged in the development of 'Your health your way', formerly known as the Patients Prospectus, and now available on NHS Choices; and also contributed to the development of the common core principles to support self care.

She has extensive networks at a regional, national and international level to support or lead various initiatives, and is currently the SHA lead for Triple Aim which is an international learning collaborative developed by the Institute of Healthcare Improvement to improve the health of a defined population, the experience of the individual and per capita cost. The programme currently involves 65 organisations worldwide, including 13 PCTs from the North West.



Roger Till

“Self care and GP care go hand in hand to keep us healthy. Getting the balance right is the key.”

Roger Till began his working life as a geology lecturer and then moved on to work on developing exploration computer systems for BP. When all that got outsourced he moved on to run a small not for profit ecommerce standards body which was then merged into the worldwide barcode standards body.

Since retiring nearly three years ago, Roger has been involved with NICE (National Institute for Care and Clinical Excellence) as a patient/carer member of a Guidelines Development Group and now of a Quality Standards group, convenes the Patient Participation group at the Lawson Practice in Hackney and for the last year has been a Trustee of the National Association for Patient Participation (N.A.P.P.).



Stephanie Varah

“Patient Participation Groups (PPGs), uniquely placed at the heart of GP practices, have an essential role in empowering individuals to access and understand appropriate information that supports shared and informed decision making about treatment, self care and lifestyle choices.”

Stephanie Varah is Chief Executive of the National Association for Patient Participation (N.A.P.P) a unique UK wide umbrella organisation for patient-led groups within general practices. N.A.P.P is an independent registered charity with over 30 years’ experience and expertise in promoting, supporting and developing Patient Participation Groups (PPGs).

Stephanie has over 25 years experience of working at the leading edge of public and patient involvement in health, social care and the voluntary sector. A national finalist for a Cabinet Office Modernising Government Partnership Award, Stephanie gained recognition for her work in developing and implementing a user involvement/user-led organisational change programme for a large social services authority.

As Patient and Public Engagement and Experience (PPE) Lead for Trent Strategic Health Authority and NHS East Midlands Stephanie pioneered the involvement of patients in SHA performance management reviews and led a national project for the Department of Health to develop performance indicators and evidence measures for PPE and Patient Experience.

Working independently since 2006 as a consultant Stephanie has delivered numerous PPE related programmes for the Department of Health including running the LINKs early adopter project and co-ordinating the implementation of LINKs across one hundred and fifty local authorities nationwide.



Dr Patricia Wilkie

“I am a long time, passionate believer in the importance and need for patients to be involved both in decisions about their own health and in the organisation of services they receive from the NHS. In 2011 this is more important than ever. Everyone including all those involved in the design, management and provision of health services and the wider public must now understand and embrace the concept of self care and its central role in helping people take control of their lives. For me self care means that I myself can look after any minor health problems both self-limiting and longer term as well as helping prevent problems arising. I look forward to supporting the self care programme in progressing this view and any actions needed to implement it.”

Patricia Wilkie is a social scientist with a particularly interest in the patient perspective. This is reflected in her academic work and in voluntary work with the medical Royal Colleges, the Academy of

Medical Royal Colleges, disease organisations, charities and government committees. She is currently President of N.A.P.P. (National Association for Patient Participation).



Lynn Young

“The RCN is delighted to offer its full support to the ongoing Self Care Campaign. Excellent nursing is as much about helping people care for themselves and their families as it is providing personal care to people who are not able to look after themselves. Over 500,000 nurses work in a variety of health care settings, which offers them boundless opportunities to support people to live in a more healthy way as well as to self-care when illness occurs. We look forward to working closely with the PAGB on this excellent and essential campaign.”

Lynn has been the Primary Health Care Adviser, RCN since 1991. Before that she was a district nurse in West London.

During the last decade the major part of her work has focussed on the development of primary health care policy and practice within the context of health and social care reform. This includes the development of different PHC organisations, clinical governance, commissioning, nurse leadership in primary health care, public health and patient involvement, the GMS

Contract 2004, the prevention of coronary heart disease, nutrition and tobacco control.

More recent work includes all issues relating to Transforming Community Services and the White Papers (England), ‘Liberating The NHS’.

In November 2004 Lynn was awarded an Honorary Fellowship Royal College General Practitioners FRCGP (hons) and has a seat on the RSM General Practice Council. She is a trustee of the National Heart Forum and Acton Care Centre.

SELF CARE CONFERENCE ATTENDEES 8TH NOVEMBER 2011

Dr Ranjan Adur	Berwick Surgery - Havering PCT
Abdullah Ahmed	GP Trainee
Gail Allaby	Patient Participation Group
Jean Arrowsmith	Coventry County Council
Mary Ayres	Migraine Action Association
Dr Ian Banks	Mens Health Forum
Carol Basham	BMA
Dr Fiona Baskett	Supporting Self-Care Project
Gopal Bhayankaram	Patient Participation Group
Dr Steve Boorman	Royal Mail Group
Sarah Bowen	Member of the Lighthouse Medical Practice Patients Forum
Paul Burstow	Parliament
Valerie Bynner	Kentish Town Health Centre
Shashi Carter	Health Development Service
Dr John Chisholm	Concordia Health Limited
Antony Chuter	Royal College of General Practitioners
Ailsa Colquhoun	Freelance journalist and writer
Deirdre Cordwell	Garway Medical Practice Patient Group
Alison Dalal	Paddington Green Health Centre
Danny Daniels	N.A.P.P
Mick Davey	Southwark PCT
Moira Davies	Royal College of General Practitioners
Shamamah Deen	HMT
Mimi Etchells	Pharmaceutical Journal
Dr Clare Etherington	Supporting Self-Care Project
Marion Fergusson	PAGB
Dr Richard Fitton	Tameside & Glossop PCT
Dr Simon Fradd	Concordia Health Limited
Don Fuller	CotoCo
Jacqueline Glasser	Marylebone Health Centre
Kathleen Graham-Harrison	James Wigg Parent Participation Group

Denise Hampson	Hampson Solutions
Dr Amir Hannan	Thornley House Medical Centres
Paul Harvey	Concordia Health Ltd
Angela Hawley	Department of Health
Michael Holden	National Pharmacy Association
Julie-Anne Howe	Oxfordshire PCT
Dr Jörg Huber	Department of Life Sciences - Roehampton University
Catherine Hume	Member of the Speedwell Practice Patients Group
Fran Husson	Imperial College Healthcare NHS Trust
Jeremy Hutchins	Goring and Woodcote Medical Practice Patient Participation Group
Stephen Johnson	Department of Health
Sheila Kelly, OBE	PAGB
Dominique Kleyn	Central London HealthCare
Diana Landymore	Garway Medical Practice Patient Group
Dr Tom Leigh	MHRA
Sue Line	N.A.P.P
Mark Lloyd-Davies	Johnson & Johnson
Dr Tom Margham	Specialist GP in Musculoskeletal Medicine
Dr Dean Marshall	SGPC
Jonathan Mason	Department of Health
Dr Beth McCarron-Nash	GP
Yvonne McGlinchey	Clinical Leaders Network
Alan McKendrick	Orchard End Surgery Patient Group
Jacinta Meighan-Davies	Herefordshire PCT
Dr Patrick Miller	Retired Principal of Esher Sixth Form College & clergyman
Gopa Mitra, MBE	PAGB
Pete Moore	Pain & Self Care Toolkit and Trainer
Sally O'Shea	PAGB
Kate Pain	Communique
Ash Pandya	Essex Local Pharmaceutical Committee
Chris Parr	Independent Nurse
Dr Ishani Patel	Royal College of General Practitioners
Robert Pinkus	Enderly Road Patients' Association Harrow Weald
Cecilia Power	Integrated Care Partnership

Prof Mike Pringle	University of Nottingham
Sara Richards	
Dr Ben Riley	RCGP
Ben Riley	Oxfordshire PCT
Stephen Robinson	GP Newspaper
Gul Root	Department of Health
Dr Knut Schroeder	Bristol University
Carolyn Scott	P3
Ms Bernice Simpson-Diabaté	The Mentholatum Company Ltd
Dr Pete Smith	NAPC
Adrian Smith	NHS North Lincolnshire
Sue Smith	Todmorden Group Practice
Dr Nigel Sparrow	Royal College of General Practitioners
Hadleigh Stollar	NHS Direct
Susan Summers	NHS North West
Mr Andrew Tasker	The Mentholatum Company Ltd
Prof Stephanie Taylor	Queen Mary University of London
Jean Thompson MBE	Talking Health Network Ltd
Roger Till	N.A.P.P
Chris Titley	Sue Line Supporter
Gill Tomlinson	Morgans Research Ltd
Neil Trainis	Pharmach Business
Tracy Trickett	PAGB
Julie Van Onselen	JVO Consultancy
Stephanie Varah	National Association of Patient Participation
Russell Vine	Hassengate Medical Centre
Ian Walker	Sandwell PCT
Isobel Warren	East Sussex PCTs
Claire Weaver	PAGB
Libby Whittaker	PAGB
Debbie Wilkes	OTC Bulletin
Dr Patricia Wilkie	National Association of Patient Participation
Lynn Young	Royal College of Nursing

