Self Care Conference
12th Nov 2013

Dr David Wrigley
GP Ash Trees Surgery – Carnforth, Lancashire

Lancashire North Executive Member and Clinical Lead for Patient and Public Engagement
Background to my CCG

- Made up of 13 practice in north Lancashire
- Patient population of 150,000
- Over 100 GPs
- Huge pressures in local hospital – acute and planned care
- Increasing pressures in general practice with more demand and less appointments
- Something had to be done.....
The Self Care Aware Pilot

The Lancashire North CCG wide self care aware programme aims to:

• reduce attendance for minor ailments in general practice

• reduce prescribing OTC meds for minor ailments

• support clinical engagement in self care and through uptake of the RCGP e-learning programme

• use patient and public involvement through patient participation groups (PPG’s) and ongoing use of local and national self care campaigns
Our Self Care Aware Pilot

- First with CCG wide agreement
- Pilot began December 2012 with four practices
- Launch & education event in Lancaster
- Audit of conditions presenting and prescribing prior to pilot
- Roll out fact sheets usage and launch pilot in January 2013
- Continue for 18 months
- Re-audit attendance figures and prescribing of OTC medicines at end of pilot
# Top 10 Conditions

<table>
<thead>
<tr>
<th>No</th>
<th>Condition</th>
<th>No of Patients</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sore throat</td>
<td>114</td>
</tr>
<tr>
<td>2</td>
<td>Cough</td>
<td>82</td>
</tr>
<tr>
<td>3</td>
<td>Common cold</td>
<td>54</td>
</tr>
<tr>
<td>4</td>
<td>Sprains and strains</td>
<td>45</td>
</tr>
<tr>
<td>5</td>
<td>URTI</td>
<td>40</td>
</tr>
<tr>
<td>6</td>
<td>Earache</td>
<td>38</td>
</tr>
<tr>
<td>7</td>
<td>Constipation</td>
<td>26</td>
</tr>
<tr>
<td>8</td>
<td>Dermatitis</td>
<td>23</td>
</tr>
<tr>
<td>9</td>
<td>Cradle cap</td>
<td>17</td>
</tr>
<tr>
<td>10</td>
<td>Muscular pain</td>
<td>17</td>
</tr>
</tbody>
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How was it in reality?

- Timing of pilot wasn’t great!
- Lead up to it during transition to H&SC Act – fledgling CCG
- Getting pilot practices on board wasn’t difficult
- Rolling out training and ‘the self care message’ went well
- Keeping practices on the ball is always tricky
- Finances can be a block but there’s ways round it
- We are seeing changes in attitudes
- Getting interest from other practices now and outside of CCG
- The more publicity the better
- Onwards and upwards!
Next Steps

- Continue encouragement of clinicians
- Continue local publicity i.e. European Antibiotic Awareness Day, Self Care Week and other campaigns
- Complete pilot
- Complete audit and assess outcomes
- Extend concept across CCG and wider...
- Can we get DH interested to roll out across England?
- Huge potential to make a difference – we know this!
Thank you

You can contact me at
dgwigley@doctors.org.uk

@davidgwigley
GP Ash Trees Surgery – Carnforth, Lancashire

Lancashire North CCG Clinical Lead for Patient and Public Engagement