

Section 1: Contact details	
Name of CCG	Sandwell and West Birmingham Clinical Commissioning Group (CCG)
Date submitted	June 2020
Population (potential reach)	84 GP practices serving around 575,700 patients
Section 2: The problems/issues and how you tackled them	
What is the context to this case study (e.g. the area you work in)?	<p>Last year, Sandwell and West Birmingham CCG spent approx. £2.9 M on prescriptions for medicines which could be bought over the counter (OTC). This spend is attributable both to prescribing habits of our clinicians and a high level of deprivation in the population. At 9.3 for diabetes and 11.1 for obesity, our prevalence figures are markedly higher than the average figures in England (6.9 for diabetes and 10.1 for obesity).</p> <p>Self care offers solutions to some of the health problems in the population. The Medicines Quality pharmacy team, comprising of 8 pharmacists and 5 pharmacy technicians collaborated with clinicians and practice staff at 84 GP practices within the CCG to promote Self Care Week.</p>
What was the problem/challenge/issue you were faced with?	<p>We have one of the highest levels of deprivation in the country with over 60% of our population living in 20% of the most deprived areas in England, so changing self care behaviour is a challenge.</p> <p>As well as tackling the behaviour and expectations of our population, we also need to change the prescribing habits of our clinicians. Patients trust clinicians so they had to be seen to be supporting the self care message, and our project ensured that practices got involved in the delivery of this empowering initiative.</p> <p>Engaging people in public places where we planned to host self care events can be challenging and we had to find ways to entice them to be able to educate on self care.</p>

<p>What was the solution or approach to this (ie. brief description of self care initiatives)?</p>	<p>To help clinicians encourage self care we commissioned the minor ailment scheme (MAS) and the minor eye condition scheme (MECS). This is an example of working in collaboration with our wider healthcare colleagues to deliver the most appropriate care, reducing health inequalities</p> <p>As part of the project, clinicians were incentivised to host a self care education event at each practice during National Self Care Week using resources provided by us, from the Self Care Forum as well as using their own initiative to source material. We (the medicines quality team) hosted self care events at leisure centres, libraries, shopping centres, temples, a mosque, and a church with some bi-lingual speakers. With practice staff and our team simultaneously working to educate people during National Self Care Week, we increased communication of self care messages to a large and diverse population using a variety of different techniques.</p> <p>To encourage participation and engagement, we used our CCG’s self care mascot, Flo the Dragon. Flo helped us hand out leaflets, self care advice postcards, stickers, balloons, colouring books, and crayons to children in bid to educate them nice and early. Adults and children both enjoyed spending time with Flo and even took photos with him</p> <p>In addition, we developed a “guess who” game for people to guess which medication can be purchased OTC. We also developed a game of Snap which had questions based around minor ailments and self care. Prior to National Self Care Week, we trialled these games at a CCG event where they were very popular so we knew that they would be ideal as a draw to engage people, especially since they were both fun and educational for children and adults.</p>
<p>Section 3: Barriers</p>	
<p>What barriers, difficulties or challenges did you encounter?</p>	<p>We targeted high footfall areas such as shopping centres and gyms, although sometimes it was hard to engage people there since they did not want to spend extra time talking to us. Grabbing their attention was key to our success in delivering self care messages.</p>

	<p>As we have an ethnically diverse population, it was not always possible to speak to people in their own language which proved problematic.</p> <p>There were also challenges from our clinicians who felt they were breaching the GP contract when recommending and not prescribing OTC products; there was also the issue of affordability, or that patients would make an official complaint or leave the practice.</p>
How did you overcome them?	<p>We had to employ various tactics to engage people, such as presentations, quizzes, games, promotional materials to giveaway, we assigned staff with bilingual skills to cascade self care messages at temples and mosques.</p> <p>Flo the Dragon attracted children along with stickers, balloons, and colouring books with self care messages. Feedback from the children was very positive, they understood the importance of staying healthy and preventing long term conditions. They seemed interested in self care rather than expecting medicine from their GP. We know from previous national campaigns, e.g. stop smoking, that children are very effective at changing their parents' mindsets, so we felt it was important for us to include them.</p> <p>The minor ailments and minor eye condition schemes helped address concerns of the less engaged GPs. We offered to deal with patient complaints and support clinicians when they promoted self care; we also produced a letter to advise patients that GPs would be promoting self care and not prescribe OTCs, which we shared with our clinicians.</p>
Looking back, what would you have done differently?	<p>We would have engaged with agencies such as the council and voluntary organisations.</p> <p>With more manpower, we would have gone into primary and secondary schools to educate children on self care.</p>
Section 4: Collaborators.	
Give details of any external partners involved	We worked with practices and patient participation group (PPG)s. Some GP practices further engaged with local schools to promote the self-care messages.

	We also worked with our local college to promote self care messages to students; we collaborated with leisure centres, places of worship, local trusts, pharmacies, the Local Pharmaceutical Committee, and opticians.
Section 5: Outcomes and impact	
How much did you spend?	<p>2 X pull up banners - £193.20 – used for the community events</p> <p>700 x A4 posters (7 different types) - £164.22 – for GP practices to use during self care week at practice events</p> <p>250 x shopper bags - £483 – ‘promotional merchandise to giveaway’ at events</p> <p>250 x fridge magnets - £207 for the MQ team to use at the community events</p> <p>250 x pens - £165.60 - for MQ team to use at community events</p> <p>500 x balloons - £193.20 for practices and for community events</p> <p>Bunting - £62.10 - for community events</p> <p>Total spend: £1468.32</p>
How much did you save (as above and as opportunity costs)?	We saved £300,000 prescribing spend on OTC medicines during the financial year 2019/20.
What were the benefits for your patients / customers / users?	<p>Over 300 patients received self care education which should enable them to manage minor conditions themselves.</p> <p>Patients learnt alternative ways of obtaining medication for minor ailments including community pharmacy and minor ailments scheme and where to go for information on managing minor conditions.</p> <p>200 children received Flo the Dragon’s colouring books, which was an engaging educational tool on self care.</p> <p>Children at some GP practices enjoyed the aspects of being creative in communicating self care message via drawings and paintings.</p>
What were the benefits to you and/or your colleagues (e.g. improved job satisfaction, smoother running practice/pharmacy etc, happier service users)?	Our GP practices report reduced appointments for minor ailments with patients attending our pharmacy minor ailment scheme instead. Our clinicians also found our posters useful in directing patients to community pharmacy.

	<p>Some GPs anecdotally reported job satisfaction as minor ailments are increasingly being dealt with by community pharmacists and GPs now focus on more patients with more complex needs. Practice staff that hosted events founds these interesting and fun to do.</p> <p>Benefits to our team included reduction in inappropriate prescribing, managing drug spend effectively, and job satisfaction as they enjoy the interaction of hosting events.</p>
<p>Please quantify where possible the other benefits such as :</p> <ul style="list-style-type: none"> • Reduction in unnecessary visits • Increase in time spent with patients with more serious conditions • Impact on addressing health inequalities 	<p>1864 patients accessed the minor ailments scheme and 61 the minor eye conditions scheme last year- potentially reducing 1925 GP appointments for minor ailments. This is a step to success in increasing levels of self care as people are signposted to alternative healthcare professionals for advice. Considering on average GP appointments takes 10 minutes, our GPs could have potentially saved 19,250 minutes. This is significant.</p>
<p>Section 6: Impact evidence</p>	
<p>Do you have formal or anecdotal evidence of success/impact (e.g. qualitative, quantitative, informal feedback)?</p>	<p>We have had lots of verbal feedback from practices expressing how much they enjoyed doing National Self Care Week. Some practices combined their Week with PPG meetings and baking competitions to get patients involved. Another invited multiple agencies (e.g. Agewell, Healthy Sandwell, Sandwell council) to educate on health and lifestyle issues.</p> <p>Another practice engaged with local schools and encouraged children to participate in a poster competition communicating self-care messages. This was fun, interactive and educational. Posters were displayed in the practice waiting area for the whole of National Self Care Week, where they got a lot of attention and helped inform patients as they waited for their appointments.</p> <p>The Communications Team promoted our self care events and tweeted self care messages of our events daily during National Self Care Week, which further propagated our messages to more of the population. We had an impressive circa 30,000 Twitter impressions during the Week.</p>

Do you have any images?	http://www.selfcareforum.org/2020/06/22/outstanding-ccg/
Section 7: Next steps	
Where do you intend to go from here?	<p>We will plan our next self care events on our evaluation and though this year we wanted to go to high footfall areas, we will host our events online due to COVID19.</p> <p>We had also planned a self care event at our CCG and for our staff to name our OTC game via a vote. This will move online instead.</p> <p>Our practices will promote self care on their websites and consider hosting self care events during National Self Care Week.</p> <p>Some of the great ideas we collected last year will be shared at practice and primary care network (PCN) meetings and we will produce a self care newsletter with these ideas. We will also work with the council and voluntary organisations to strengthen engagement.</p>
Do you need support from local health players?	We wish to work collaboratively with the local authority in future which can help deliver preventative self care message side by side with us for example, at public events.
Section 8: Your top tip!	
What is your top tip to others wanting to encourage people to self care?	Flo the Dragon, our CCG's self care mascot was a great idea and we used him at all our outdoor community events to help with engagement.
Section 9: Self Care Forum	
Did you use any of the Self Care Forum resources?	We used the Self Care Week logos to keep local branding the same as national branding. We also used the Forum's twitter messages, the antibiotic and the self-care medication cabinet posters which we tailored for local use.
Is there anything the Self Care Forum can do to help?	<ul style="list-style-type: none"> • Promote self care messages on national media. • Produce self care leaflets in various languages. • Produce more promotional merchandise