

Self Care Coronavirus Innovations Award – Shortlisted Entry

WACA Covid19 Self Care Project

Below are details of the shortlisted entry for the 2020 Self Care Coronavirus Innovation Awards. The Self Care Forum is keen to spread ideas of best practice and we hope this will be helpful in providing tips to implement self care strategies that will benefit people in your community.

Title and contact details

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|---------------------------------------|--|
| Title of Initiative | WACA COVID 19 Project “Self Care” |
| Name of person/team/individual | Wharfedale, Airedale & Craven GP Alliance |
| Contact name for entry | Emma Taylor |
| Contact email for entry | Emma.taylor42@nhs.net |
| Date submitted | 06/07/2020 |

Problem(s) and how you tackled them

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| What is the context of this study? |
| The WACA GP practices needed to find ways of continuing to engage with Patients, during the COVID 19 lockdown. Lockdown measures put a halt on the majority of General Practices Services, as we moved to a total triage service. Our Practices population is 73,000 patients, and we cover a large proportion of North Yorkshire. |
| Please give a brief description of your self care innovation |
| A combination of webinars, podcasts, videos to help encourage good selfcare, and provide updates around COVID 19 to help reassure Patients that we are still here for them. We also adapted various services, going virtual, so we can continue to provide the best Patient care. We collaborated with local partners to create a range of COVID 19 resources & virtual support. This included online Patient Peer Support Groups, pre recorded podcasts on a range of health topics such as the menopause, keeping active at home, chronic pain. We also recruited a team of 6 medical student volunteers to do welfare calls to everyone over the age of 70 and those who were shielding, to check they had everything they needed to manage their health |

effectively at home during the lockdown, and signpost them to local community support services when required.

What challenges or barriers were you faced with?

The project went really well, but we were aware there was a small cohort of Patients who are digitally excluded. For example, the elderly and families with limited or no WIFI connections. To overcome this, the social prescribing service were able to link Patients to digital champion volunteers who's role was to work 1-2-1 with Patients to help educate on a range of digital skills such as accessing online shopping , ordering repeat prescriptions online, joining a zoom meeting, skype calls and how to search for a range of self-care advice online.

We initially struggled to promote the new initiatives so we decided to recruit a Social Media volunteer to help manage our social media pages, and regularly update with self care messages, the links to podcasts and webinars, and also patient engagement surveys to we could collect feedback effectively .

Impact and outcomes

Who benefited from this initiative?

All Patients benefitted from the project. It was promoted to all ages through social media , the website & word of mouth via GPs and health professionals. The virtual groups, webinars and podcasts were also available to non-registered patients.

Were there benefits to you, your colleagues, your organisation or to a wider area such as the NHS? If so, what were they?

It strengthened existing partnership's with community services and raised awareness of some fantastic resources, services available to both staff and patients. We recognize a lot of staff were working from home, so a Staff Wellbeing Webinar was set up so that we could develop new strategies to support our own workforce. We now have a weekly mindfulness session's, and a team watsapp groups so that people have the opportunity to talk & also take time to selfcare within the working day.

Evidence

If possible, please quantify potential benefits

- Number of view's to the You Tube Channel : 131
- Number of views to the Spotify Channel: 9
- Number of views to the Sound FM Channel :52
- Number of followers on Twitter : 207
- Page reach (Facebook) : 1,196
- Number of welfare calls completed by volunteers: 4000
- Number of volunteers recruited – 7

What was the cost of this initiative in terms of time, money, or other resources?

Time to manage the volunteers – 4 hours x£14p/h per week . Project has been running since April 2020
All the podcasts & webinars were done on goodwill.

Do you have any images, materials or weblinks to supplement your application?

You tube Channel: <https://www.youtube.com/channel/UCBuH3eqEhZfm8nsOunTmqXg>

Sound FM: <https://wacayorkshire.souder.fm/show/waca-yorkshire>

Twitter <https://twitter.com/wacayorkshire>

Facebook: <https://www.facebook.com/WACAYorkshire/>

Website: www.wacalliance.co.uk

And, finally...

Are there any lessons you learned or top tips that you would like to share?

The volunteers were a great addition to General Practices, and we would not hesitate to use volunteers for future projects
Patients preferred pre-recorded podcasts and webinars, rather than “live” videos so they could watch it at their leisure, and it also allows GPs & Health care professionals to refer to these resources at later dates.

Did you use any of the Self Care Forum or other organisation’s resources? If so, please specify

Our social media does lots of references to the selfcare forum resources and also the website.

Why do you think this initiative deserves to win the award?

The volunteers worked tirelessly and engaged with over 4000 patients at the start of lockdown, to check on their welfare and link them with local resources and services to help maintain their health & wellbeing. We created a series of 20+ videos for Patients on how to stay well, and managing ailments. We also made staff wellbeing our number one priority and did a very successful engagement exercise to find out what support and resources they needed to keep well during the challenging time. We are very proud of the team at WACA primary care network, and they are definitely worthy of this award, for their hard work and enthusiasm, for adapting effectively in a time of crisis.