



**Leicester, Leicestershire
and Rutland**

PPG Network Meeting

Thursday 15 December, via Zoom

11am – 12.30pm

NHS Leicester, Leicestershire and Rutland is the operating name of
Leicester, Leicestershire and Rutland Integrated Care Board

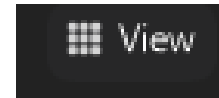
A proud partner in the:



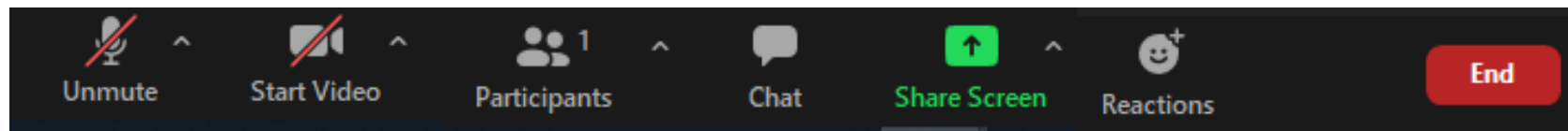
**Leicester, Leicestershire
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Health and Wellbeing Partnership

Zoom functions

Note: This meeting will be recorded for those who could not attend



View
Click to select your preferred view



Mute/Unmute
Click to mute or unmute your microphone

Video
Click to switch on and off your camera

Participants
Click to view all attendees at the event

Chat
Click to view or add comments and questions

Share Screen
Click if you need to share screen

Reactions
Click and then click on 'Raise Hand' when you want to ask a question

End
Click to end and leave event



Agenda

- **Welcome**
- **Integrated Care Board (ICB) update**
 - *Jo Ryder, Relationships and Experience Manager, LLR ICB*
- **Reinvigorating PPGs and engagement**
 - *Birju Vaja, Insights and Experience Officer, LLR ICB*
- **The Winter Campaign**
 - *Melanie Shilton, Campaigns, Behaviour Change and Projects Manager (Communications and Engagement Team), LLR ICB*
- **LLR end of year health quiz**
 - *Jo Ryder, Relationships and Experience Manager, LLR ICB*
- **Any other business**

Integrated Care Board Update

Jo Ryder

Relationships and Experience Manager, LLR ICB

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Reinvigorating PPGs and engagement

Birju Vaja

Insights and Experience Officer, LLR ICB

What we know

Engagement ideas in a virtual-led world

Joined-up meetings with other PPG groups in the same PCN

More time for PPG members to have their say and discussion

Sharing good ideas with each other

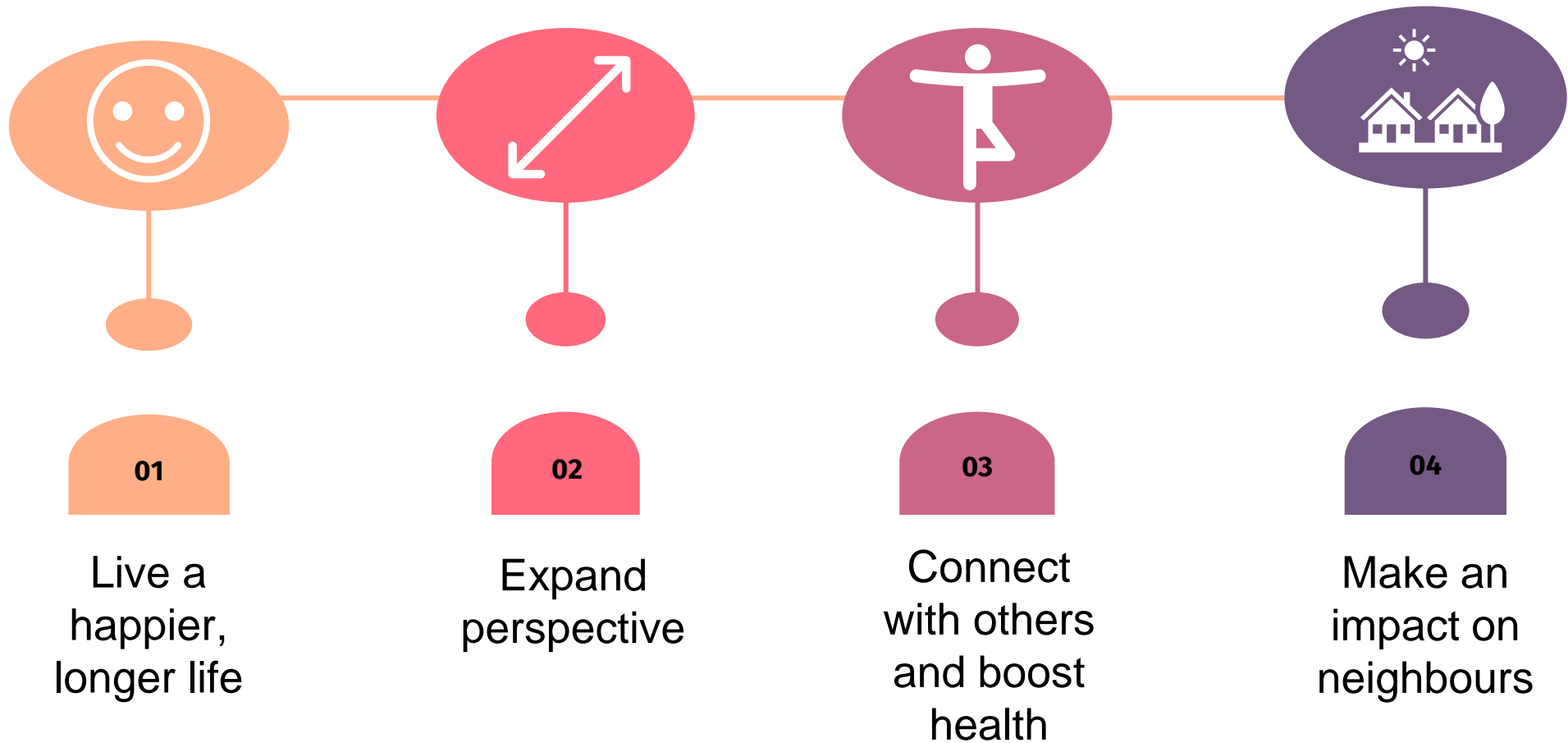
Joint PPG recruitment campaign across LLR rather than everyone doing their own thing

I feel like the PPG need to have members of all ages to give a true representation of the community that has a mix of all ethnic backgrounds as every cohort will have different challenges e.g. language

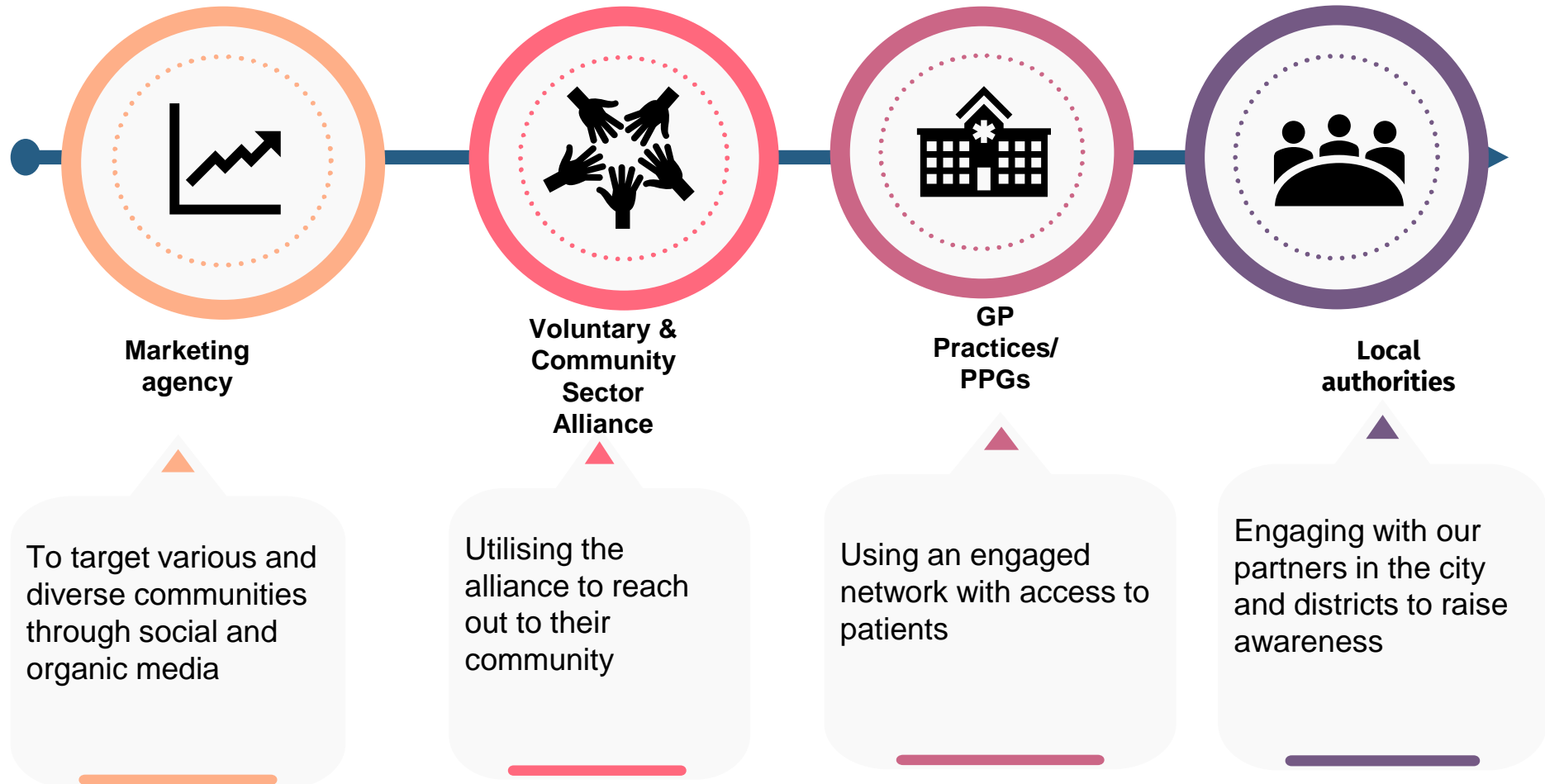
Our current PPG members are all over 50 with the majority over 70 so attracting a younger demographic involving more technology would be welcomed. A joint PPG recruitment campaign across LLR sounds like a very good idea.

Tools/support for PPG members to be trained/educated to support patients and practice (health education/awareness). Funding for PPG's.

The power of volunteers



The how



Toolkit



Terms of reference



Communications guidance



Event organising



Guidance for Practice Managers, PPG Chairs and members



Agenda planning



Connecting with your local community



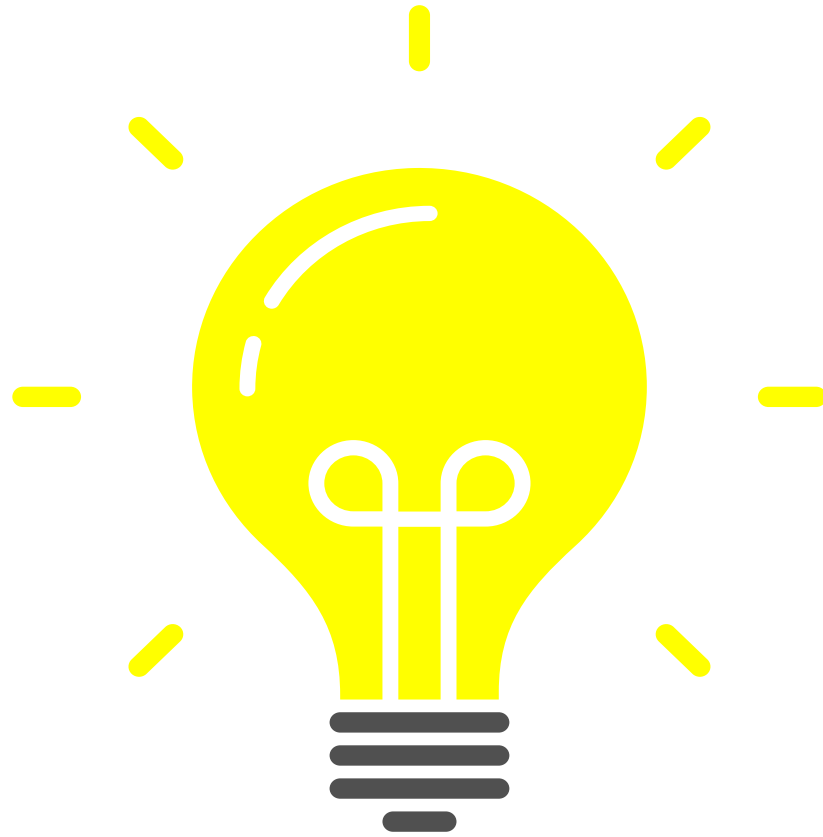
Social media guidance



Feedback mechanisms



Your thoughts, views and ideas



‘Get in the know’ campaign

Get in the know about local health services

Melanie Shilton

**Campaigns, Behaviour Change and Projects Manager
(Communications and Engagement Team), LLR ICB**

Introduction

- ‘Get in the know’ – campaign launched November 2022
- Supporting people in Leicester, Leicestershire and Rutland to get the **right care as quickly as possible** when they are unwell or injured.
- www.getintheknow.co.uk
- Single source of local information
 - For their time of need, or
 - Learn about services in advance – so they can act more quickly and automatically when they need to
- Introducing service information in themes over several weeks.



Objectives

Through this first phase of the campaign we want to:

- Raise awareness of the local options when people are unwell or injured
- Encourage people to visit, and keep visiting, getintheknow.co.uk for advice what to do

Know...	Feel...	Do...
They can use NHS 111 online, their local pharmacy or the NHS app for advice on looking after minor ailments	Supported to use the right service.	Visit getintheknow.co.uk for advice when they have a health need.
How to use their GP practice to get care as quickly as possible.		Use local pharmacies, the NHS app and NHS 111 Online for minor ailments.
To use NHS 111 for urgent medical problems.		Use NHS 111 for urgent medical problems.
Using the right service for their medical problem will help them get care more quickly.		
Which services can help them with a mental health problem.		

Message hierarchy

Get in the know about [-] and get the right care as quickly as possible.

Local NHS services

Treating minor ailments

How to use your GP practice

What to do if you have an urgent health need

Local mental health services

Services for particular groups

The NHS app or website

Your local pharmacy

NHS 111 Online

Your GP practice team

The range of appointment types at your GP practice

How to get in touch with your GP practice

Children and young people

Carers




Themes

- Get in the know about...
 - local health services (November 2022)
 - local mental health and wellbeing services (November 2022)
 - how to treat minor ailments (December 2022)
 - this Christmas and New Year (December 2022)
 - how to use your GP practice (January 2022)
 - the GP practice team
 - online services
 - appointment options
 - urgent care (January 2022)
- Many more theme options, e.g. support for carers, health services for children and young people.


Information hub

- www.getintheknow.co.uk

Get in the know about what to do if it's urgent




Just think 111 online first
When you think you need A&E, go to 111.NHS.UK. We can arrange for you to be contacted by a nurse or GP.




NHS 111
If you need urgent medical assistance use NHS 111, online or by phone, to get the right care as quickly as possible.
[Click Here](#)

If it's life threatening
Accident and Emergency and the ambulance service are for life threatening situations only. Find out when to use them.
[Click Here](#)



Urgent care services
If it's not life threatening, but you need to be seen quickly. Book with NHS 111.
[Click Here](#)




Urgent mental health care
Get support with your mental health now. Call 999 if there is a threat to life.
[Click Here](#)




Urgent dental care
For an urgent dental problem or extreme dental pain.
[Click Here](#)


Get in the know about how to treat minor ailments




NHS 111 Online
Get general advice or specific advice for your particular symptoms.
[Click Here](#)



NHS app or NHS website
A simple and secure way to get health advice on your smartphone or tablet.
[Click Here](#)



Local pharmacy
The right people to see if you need advice or over-the-counter medicines.
[Click Here](#)



NHS
Leicester, Leicestershire and Rutland

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Get in the know about local health services

Get in the know is a new campaign created by NHS Leicester, Leicestershire and Rutland to support you to **get the right care as quickly as possible** when you are unwell or injured. Here you can learn more about the campaign and the various services that can support you.

With all the local information you need in one place, we hope that you keep coming back to this page, either at your time of need or in advance. It can be difficult to think clearly when you have an immediate health problem, so we encourage you to get in the know (learn) about local services, before you need to know, so you know what to do more automatically and get more timely care.

Look out for information carrying the **get in the know** logo in the future as it will indicate useful local service information for you to learn about.



Get in the know (learn) about local health services and get the right care as quickly as possible.

Get in the know about what to do if it's urgent



Just think 111 online first
When you think you need A&E, go to 111.NHS.UK. We can arrange for you to be contacted by a nurse or GP.



[English](#)

Audiences

Audiences	Purpose/rationale
People who are generally in good health and need to use their GP practice infrequently	<ul style="list-style-type: none">• Likely to not understand when and how to use health services due to lack of need. Likely to be higher ED users.• Educate about service options. Direct to where to get information in advance of being unwell, plus searchable content for time of need.• Likely under 40, singles and couples. Students. White British, Indian, Eastern European.
High users of GP practices	<ul style="list-style-type: none">• Parents• People with long term conditions• Carers• Older people <p>Important to get this group using their practice in the right way – volume Messages will be of immediate benefit and relevance</p>
Deprived communities	Minimising inequity and proximity to Accident and Emergency.

Everything you need in one place to help you find a local health service.

Get in the know, when you need it or in advance, and get
the right care as quickly as possible.



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[GetInTheKnow.co.uk](https://www.getintheknow.co.uk)

Key messages

<i>Get in the know about local health services.</i>	Key message 1	Key message 2	Key message 3
	<i>Find out which services to use when you are unwell or injured</i>	<i>Get the right care as quickly as possible.</i>	<i>Everything you need all in one place.</i>
Supporting message 1	You can treat many minor ailments yourself with support from NHS 111 online, a pharmacy or the NHS App.	Using the right service for your medical problem keeps your waiting times down.	A single website to refer to: www.getintheknow.co.uk
Supporting message 2	Use your GP practice if you can't treat it yourself.	It can be difficult to think clearly when you have a medical problem, so use the website as a prompt.	Visit when you need it or learn about local services in advance
Supporting message 3	Click or call NHS 111 for urgent medical problems.	Or learn about services in advance, so you can act more quickly.	You will have the most up-to-date, local information at your fingertips

There are a wide range of mental health and wellbeing services in your community.

It's OK to ask for help, whether it's urgent or an emergency, or you just need a little support. Get in the know about what's available locally and get the right care as quickly as possible.



Leicester, Leicestershire
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[GetInTheKnow.co.uk](https://www.getintheknow.co.uk)

Key messages

<i>Get in the know about mental health and wellbeing services.</i>	Key message 1	Key message 2	Key message 3
	<i>Find out what is available locally to support you with your mental health and wellbeing.</i>	<i>Get the right care as quickly as possible.</i>	<i>Making time for mental wellbeing self-care is important.</i>
Supporting message 1	If it's not urgent, use your GP practice, the local talking therapies service (Vitamins) or the Mental Health Wellbeing and Recovery Support Service.	Visit www.getintheknow.co.uk to find out what is available.	Embed self-care into your routine
Supporting message 2	If it's urgent contact the Central Access Point, NHS 111 or visit a crisis café.	Using the right service for your particular mental health concern keeps your waiting time down.	Feel better and more in control.
Supporting message 3	Call 999 if there is an immediate threat to life.	Additional support is available in your local community.	It's OK to ask for help.

You can get support to treat many minor ailments yourself.

If you need guidance to do this, the NHS app, NHS 111 online or your local pharmacy can help. Get in the know and get the right care as quickly as possible.

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[GetInTheKnow.co.uk](https://www.getintheknow.co.uk)



NHS services are here for you over the festive period.

Before setting out, find out which service to use and get the right care as quickly as possible.



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[GetInTheKnow.co.uk](https://www.getintheknow.co.uk)



There might be more to your GP practice than you think.

Get in the know about GP practices and
get the right care as quickly as possible.



[GetInTheKnow.co.uk](https://www.getintheknow.co.uk)

GP practice teams have a wide mix of specialist health professionals.

Explain why you need an appointment and your practice will get you the right care, from the right team member, as quickly as possible.

They are trained to do this. Get in the know about GP practice teams.



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[GetInTheKnow.co.uk](https://www.getintheknow.co.uk)

Phone, video or online consultations are more convenient and what's best for many people.

Get in the know about GP practice appointment options and get the right care as quickly as possible.



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[GetInTheKnow.co.uk](https://www.getintheknow.co.uk)

GP practices can offer health advice, appointments, prescriptions and information online.

Get in the know about online services at GP practices and get the right care as quickly as possible.

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[GetInTheKnow.co.uk](https://www.getintheknow.co.uk)



Use NHS 111 online before going to services and get the right care, in the right place, as quickly as possible.

Find out what to do, where to go and get an appointment or time-slot. Ready to help 24/7 and 365 days a year. Go to nhs.111.uk or dial 111.



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GetInTheKnow.co.uk



Channels

Paid

Pull-up banners
Printed and translated materials
Social media advertising
Video content
DAX and Spotify advertising
Community radio advertising
Google search advertising
Outdoor advertising at Fosse Park and Highcross

Earned

Five on Friday newsletter
Weekly stakeholder update
Media relations
Promotional toolkit
GP practice newsletter
Email to community and voluntary sector
Community engagement

Shared

Social media

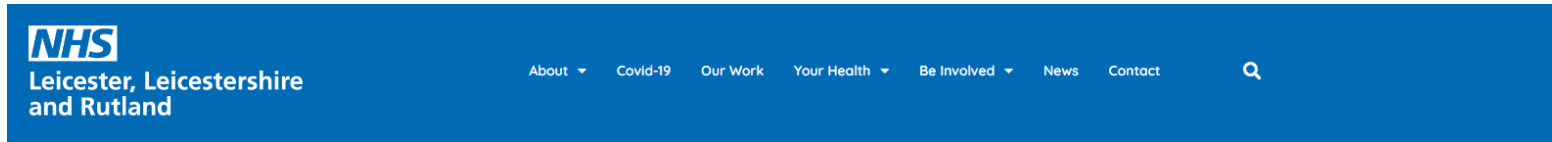
- Facebook
- Twitter
- Linked In
- Instagram

Owned

Website content and assets
Internal communications

How you can get involved

- You can keep up to date with the progress of the campaign and access the latest promotional toolkits at: <https://leicesterleicestershireandrutland.icb.nhs.uk/help-promote-get-in-the-know/>



Help promote the Get in the Know campaign



Get in the know is a campaign to support people in Leicester, Leicestershire and Rutland to get the right care for their particular medical problem as quickly as possible when they are unwell or injured.

On this page we will be adding the promotional toolkits for you to use to promote the campaign to patients, service users and local people in your networks.

The first phase of the campaign will be launching week commencing 21st November 2022.

Thank you for your support.

If there is anything else that would be helpful, please email: llricb-llr.corporatecomms@nhs.net

Download promotional toolkits

Toolkits will be added here as soon as they are available.

Asset dropbox

Visit the Get in the Know campaign page

English



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End of year LLR healthcare quiz

Jo Ryder

Relationships and Experience Manager, LLR ICB

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The quiz involves

- 10 questions
- All multiple choice (a,b,c)
- Write your answer on a piece of paper
- Show it to the camera or add to the chat box if you have no camera
- Answer will be revealed after each question
- Add your total correct answers
- Show them to the camera or add in the chat box if you have no camera



LLR 2022 healthcare quiz

Question 1

If you or a loved one are in a mental health crisis, which service should you contact in the first instance?

- a) Call Central Access Point (CAP)
- b) Call your GP
- c) Call 111



LLR 2022 healthcare quiz

Answer to question 1 is:

a) Central Access Point (CAP)

The Central Access Point can be contacted on 0808 800 3302



LLR 2022 healthcare quiz

Question 2

What does PCN stand for?

- a) Patient Collaboration Network
- b) Pharmacy Care Nationwide
- c) Primary Care Network



LLR 2022 healthcare quiz

Answer to question 2 is:

c) Primary Care Network

All practices work closely with other practices in a group known as a primary care network. There are 26 such groups in Leicester, Leicestershire and Rutland. By working together they can make resources go further and provide care in better ways. You may be asked to attend your appointment at another practice in your group, or you may receive your care in your own practice but from a team member from another practice.

More information can be found on the LLR Training Hub website - <https://www.llrtraininghub.co.uk/>

LLR 2022 healthcare quiz

Question 3

What are the four roles of the Integrated Care System (ICS)?

- a) Improving outcomes in population health and healthcare; Tackling inequalities in outcomes, experience and access; Helping the NHS to support broader social; Economic development and enhancing productivity and value for money
- b) Provide outstanding care; Collaborate with others; Be an excellent employer; Be a sustainable organisation.
- c) To deliver high quality care; To support people to live independently at home; To deliver integrated care; To develop sustainable community services



LLR 2022 healthcare quiz

Answer to question 3 is:

- a) Improving outcomes in population health and healthcare;
Tackling inequalities in outcomes, experience and access;
Helping the NHS to support broader social and economic
development and enhancing productivity and value for money**

These goals are for all ICS' nationally and adapted at a local level

LLR 2022 healthcare quiz

Question 4

Who of the following will **NOT** be able to view your LLR Care Record?

- a) GP
- b) Hospital receptionist
- c) Radiologist



LLR 2022 healthcare quiz

Answer to question 4 is:

b) Hospital receptionist

Only health and social care staff directly dealing with your care will see your record.

For more information on LLR Care Records please visit

<https://leicesterleicestershireandrutland.icb.nhs.uk/your-health/your-care-record/>



LLR 2022 healthcare quiz

Question 5

In the Ipsos 2022 GP Patient Survey, what was the response rate of patients from LLR?

- a) 17%
- b) 30%
- c) 46%



LLR 2022 healthcare quiz

Answer to question 5 is:

b) 30%

30% of 47, 789 patients across LLR who were invited to take the survey completed it. This is in line with the national average for response rates.

To find out how your GP Practice performed, please visit -
<https://www.ipsos.com/en-uk/2022-gp-patient-survey-results-released>

LLR 2022 healthcare quiz

Question 6

What are the four focus areas for primary care currently in LLR?

- a) Introducing quality improvement; Community Care; Extended Hours; Re-directing of patients
- b) Workforce & leadership; Access & infrastructure; Quality of care & equity of outcomes; Integrated delivery models
- c) Develop a primary care forum or network at system level; Improve data flows; Prioritise legislative, contractual, commissioning, and funding framework; Assist systems with integration of primary and urgent care access



LLR 2022 healthcare quiz

Answer to question 6 is:

**b) Workforce & leadership; Access & infrastructure;
Quality of care & equity of outcomes; Integrated delivery
models**

As outlined by Dr Andrew Ayhow, Deputy Chief Medical Officer, Leicestershire and Rutland ICB



LLR 2022 healthcare quiz

Question 7

What is the percentage of overall activity (e.g. appointments, medication reviews, referrals etc) for children and young people in primary care?

- a) 25%
- b) 34%
- c) 40%

LLR 2022 healthcare quiz

Answer to question 7 is:

c) 40%

Just under half of primary care activity is for children and young people. Useful tools to support them includes:

- The local offer - <https://families.leicester.gov.uk/send-local-offer/what-is-the-local-offer/>
- My first 1001 days - <https://www.leicestershire.gov.uk/education-and-children/early-years-and-childcare/my-first-1001-days>
- Health for Teens - <https://www.healthforteens.co.uk/>



LLR 2022 healthcare quiz

Question 8

What term is described as 'the routine use of five or more medications' by the World Health Organisation?

- a) Overprescribing
- b) Medicine mismanagement
- c) Polypharmacy

LLR 2022 healthcare quiz

Answer to question 8 is:

c) Polypharmacy

- Around 6.5% of hospital admissions are caused by adverse effects of medicines.
- Two thirds of medicines related hospital admissions are preventable
- 30-50% of medicines prescribed are not taken as intended

Find out more on polypharmacy - <https://www.rpharms.com/recognition/setting-professional-standards/polypharmacy-getting-our-medicines-right>



LLR 2022 healthcare quiz

Question 9

What does VCSE stand for?

- a) Voluntary Committee and Sustainable Enterprise
- b) Voluntary Community and Social Enterprise
- c) Voluntary Charity and Start-up's Enterprise



LLR 2022 healthcare quiz

Answer to question 9 is:

b) **Voluntary Community and Social Enterprise**

The Voluntary Community and Social Enterprise (VCSE) sector will have a crucial role to play in enhancing the healthcare landscape across LLR.

The LLR ICB has recently launched a VCSE Alliance, which already has over 100 organisations signed up to support.

To find out more and sign up please visit -

<https://leicesterleicestershireandrutland.icb.nhs.uk/be-involved/vcse-introduction/>

LLR 2022 healthcare quiz

Question 10

Which three healthcare services could you use when you have a minor ailment such as acne, backache, diarrhoea etc rather than your GP Practice?

- a) NHS app/website; Call 111, Your local pharmacy
- b) Urgent Care and Walk-in Centres, Call 999, Go to A&E
- c) Minor injuries unit, Local authority adult social care; Pain management services



LLR 2022 healthcare quiz

Answer to question 10 is:

a) NHS app/website; Call 111, Your local pharmacy

By using these services, you could be treated more quicker than going to your GP.

Find out more through out 'Get in the know' campaign -

<https://leicesterleicestershireandrutland.icb.nhs.uk/your-health/get-in-the-know/>



PPG 2023 dates for your diary

All times and type of meeting to be confirmed

- Thursday 26 January
- Thursday 23 February
- Thursday 30 March
- Thursday 27 April
- Thursday 25 May
- Thursday 29 June
- Thursday 27 July
- Thursday 31 August
- Thursday 28 September
- Thursday 26 October
- Thursday 30 November
- Thursday 14 December



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Any other business

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*Thank you as ever for your ongoing support.
We appreciate your efforts and commitment.*

*Merry Christmas and Happy New Year to you
and yours. See you all in 2023.*

Warm wishes

*The LLR ICB Communications and Engagement
Team*