

## **AGENDA ITEM**

### **REPORT TO HEALTH AND WELLBEING BOARD**

**21 OCTOBER 2013**

### **REPORT OF DURHAM, DARLINGTON AND TEES AREA TEAM DIRECTOR**

## **A CALL TO ACTION**

### **SUMMARY**

A Call to Action is the national engagement programme for NHS England which will involve patients, the public, partners and health and social care staff in providing the insight to the future challenges to the NHS that will underpin the commissioning plans of NHS England and local clinical commissioning groups.

### **RECOMMENDATION**

It is recommended that the Health and Wellbeing Board note the scope and outputs of the NHS England Call to Action engagement programme

### **DETAIL**

A Call to Action is the national engagement programme for NHS England which will involve patients, the public, partners and health and social care staff. It is intended to be a 'big conversation' to elicit views on how best to meet some of the major challenges the NHS faces over the next 10 years if its future is to be secured. The NHS England launch document can be found in appendix 1.

The vision for the NHS must be to continue improving outcomes and quality, reducing health inequalities and to achieve financial sustainability but the reality is that this must be done in the context of a potential £30billion funding gap between now and 2020.

A Call to Action is a collaborative engagement activity with all key partners including local authorities, clinical commissioning groups and HealthWatch.

The engagement activities will run throughout Autumn and early winter of 2013 and the insight gained from these activities will be used to inform the 5 year commissioning plans for CCGs and NHS England Area Teams for 2014/15 and beyond.

There will be a range of local, regional and national engagement approaches and opportunities covering a range of broad national themes but set in a local context. The broad themes for Call to Action are:

- Prevention and early diagnosis
- Valuing physical health and mental health equally
- Putting patients in control of their health needs
- Well co-ordinated care – integration/collaboration
- Learning from success – identifying and spreading best practice & innovation

The responses from the engagement events will be used to inform commissioning plans aimed at addressing the following challenges:

- How do we encourage people to take more responsibility for their health and put them in control of their own care?
- How do we release money from hospitals to invest more in prevention, primary care and other community services?
- How do we support health and social care services to be genuinely centred on patients and not organisations?

In the Durham, Darlington and Tees area, a joint NHS engagement plan has been developed between the five local clinical commissioning groups and the Area Team of NHS England. The implementation of the communication and engagement plan will be supported by both the North East Commissioning Support service (NECS) and the regional NHS Communications team.

A Call to Action provides an opportunity for Health and Wellbeing Boards to be critical partners in the design and delivery of Call to Action engagement plans. They can help the NHS understand the specific communities to engage during the campaign and supporting wider participation, ensuring community needs and requirements are considered at a local health economy level.