
BLACKPOOL TEACHING HOSPITALS NHS FOUNDATION TRUST

1.0 Matter for consideration

- 1.1 The Committee to consider an update report from Blackpool Teaching Hospitals NHS Foundation Trust, including presentations on Advancing Quality and Cancer Information Prescriptions.

2.0 Recommendation(s)

- 2.1 To note the report and presentations and identify any further issues for scrutiny.
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3.0 Summary of key issues

3.1 Nursing Times Awards

- 3.1.1 At the September meeting the Committee were advised that Blackpool Teaching Hospitals had received six shortlisted nominations for the Nursing Times Awards. The Trust is delighted to report that Deborah O'Dea won the award for ***Child and Adolescent Services: "Hello baby" – enhancing maternal and infant interaction.*** The Paediatric day surgery team were also highly commended in the Team of the Year category.

3.2 Choose Well Campaign

- 3.2.1 Blackpool Teaching Hospitals has launched the "choose well campaign" recently. The campaign gives local residents an early reminder of the full range of healthcare options available to them over the winter period. The campaign lets residents know that there are lots of different ways they can access the right NHS service and make sure they get the right treatment and at the right time and place that is convenient for them – from pharmacies for over-the-counter advice to minor injuries and walk-in centres where no appointment is needed.
- 3.2.2 The choose well campaign uses a colour-coded thermometer to help people to link their symptoms with a particular NHS service which is right for their need. Expert advice can be sought from local community pharmacies, NHS walk-in Centres or minor injury clinics or by going on-line at www.nhsdirect.nhs.uk .
- 3.2.3 One in four of every person who goes to A&E could have been treated elsewhere in the community or self-treated and this is what the choose well campaign aims to emphasise. Every minute that an A&E doctor spends treating very minor problems reduces the time they can spend attending those who have suffered heart attacks, strokes and life-threatening injuries. Minor cases put added pressure on already busy A&E and 999 teams and people should be aware of the other NHS services within their area which can help with the treatment of very minor illnesses and injuries.

4.0 Witnesses / representatives

4.1 As requested by the Committee members, the following persons have been invited to attend the meeting to speak on the matter:

- Kay Holland, Head of Planning, Performance and Contracting, Blackpool Teaching Hospitals NHS Foundation Trust.
 - Pauline Robinson, Deputy Lead Cancer Nurse, Blackpool Teaching Hospitals NHS Foundation Trust.
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Relevant officer:

Kay Holland, Head of Planning, Performance and Contracting, Blackpool Teaching Hospitals NHS Foundation Trust

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Appendices attached:

Appendix 8a, Advancing Quality presentation.

Appendix 8b, Cancer Information Prescriptions presentation.

Background papers:

None

Websites and e-mail links for further information:

None