

Norfolk and Waveney ICS Stakeholder Briefing – November 2021



A message from our Independent Chair, Rt Hon Patricia Hewitt

Firstly, I want to say a huge thank you to everyone for your continued efforts in supporting our local health and care system. There is an enormous amount of work taking place across the integrated care system, none of which would be possible without the commitment being displayed by all organisations in the NHS, local authority and VCSE sector and by our dedicated volunteers and public.

I am delighted to welcome Tracey Bleakley as the CEO-designate of the Norfolk and Waveney Integrated Care Board. She impressed the interview panel with her track record as a leader, her absolute commitment to putting patients and those who care for them first and her ability to create effective partnerships between the NHS, the voluntary sector, local government, and other partners.

I am immensely proud to see that the [Norfolk and Waveney Covid Protect programme](#) has won the 2021 Health Service Journal Award for Connecting Services and Information. Many congratulations to all involved and thank you for your ongoing professionalism and passion in this vital area of work.

There is a lot of work to do between now and 1 April 2022 as we transition to an ICS, but we have a hugely exciting opportunity to build on many years of partnership working and I am confident that by working together, we will endeavour to bring waiting lists down, reduce health inequalities and help more people lead longer, healthier and happier lives.

I am pleased that the [Norfolk and Waveney Health and Care Partnership](#) website has been tweaked slightly to bring people up to date with the latest developments across the ICS. All key information and milestones reached will be included in this area of the website, so please do take the time to have a look.

With best wishes and continued thanks for everything you and your organisation are doing.

Patricia

New CEO-designate appointed to lead NHS Norfolk and Waveney Integrated Care Board

Tracey Bleakley, currently Chief Executive Officer of Hospice UK, has been appointed CEO- designate of the new Integrated Care Board (ICB) of Norfolk and Waveney's Integrated Care System (ICS).

The appointment was made after an open and competitive recruitment and assessment process, which included stakeholder panels featuring members from partner organisations.

Welcoming the appointment, Patricia Hewitt, Chair of the Norfolk and Waveney ICS, said:

"I am delighted to welcome Tracey as the CEO-designate. I know that Tracey will play a vital leadership role as we seize this exciting opportunity to transform and integrate health and care services for the benefit of over 1 million people in Norfolk and Waveney."



Tracey said: "I feel hugely privileged to have been selected to become the CEO-designate of the new Norfolk and Waveney ICB.

"I see my job as working with partners in the NHS, local authorities and the wider community so that between us we improve the healthy life expectancy, independence and wellbeing, reduce loneliness and social isolation of the people of Norfolk and Waveney, while supporting our workforce to do the job they came into the sector to do." **Read the full story [here](#).**

Health Service Journal award win for Norfolk and Waveney's Covid Protect

Covid Protect - a local NHS and social care initiative to protect Norfolk and Waveney's most vulnerable patients at the onset of the pandemic – has **won the 2021 Health Service Journal Award for Connecting Services and Information**.

Covid Protect was launched by the Norfolk and Waveney Health and Care Partnership in March 2020 and the pioneering project has been named as a finalist in six national awards so far this year.

The judges named the project as the worthy winner due to the inspirational and person-centred model of care provided in response to the Covid-19 crisis, which has since evolved into meeting the needs of the wider health and care system. **Read the full story [here](#).**

National Cancer Patient Experience Survey Results

The 2020 National Cancer Patient Experience Survey results have been published this month and show that The Queen Elizabeth Hospital King's Lynn (QEH) has achieved its highest average rating in five years.

The average rating from patients receiving cancer treatment at QEH is now 9 out of 10 for their care. This is a testament to the hard work and dedication of the cancer and patient experience teams and provides further evidence that patient experience is improving at QEH.



- Ensuring an appropriate length of time for cancer care appointments
- Providing sufficient information to explain radiotherapy and chemotherapy treatments
- Making it easy for patients to contact their Clinical Nurse Specialist.

The survey highlights areas for further improvement, and the following work is already underway:

- The Personalised Care Project has commenced to improve patient experience
- The introduction of a Cancer Care Patient Navigator team to help patients receive the right support for their individual needs
- The improvement of written information to support patients when leaving hospital including details about who to contact if they are worried about their condition

Patients are already benefiting from a state-of-the-art Cancer Wellbeing and Support Centre which opened in July 2021 following a £625,000 redevelopment funded by the Trust's Charity. The facility provides a dedicated space for patients to access non-clinical support following cancer diagnosis.

The National Cancer Patient Experience Survey invited 353 patients receiving cancer treatment at QEH between April and June 2020. The response rate was 64% (higher than the 59% national average) the QEH was one of only 55 Trusts in the country to have voluntarily taken part in this survey. What a fantastic achievement!

Community Covid efforts recognised with funding boost for voluntary sector

Community groups across Norfolk will have access to the funding they need thanks to a new partnership, funded by Norfolk County Council.

Voluntary Norfolk, Community Action Norfolk and Norfolk Community Foundation will work together as the Empowering Communities Partnership, with Norfolk Community Advice Network and FUSE Norwich alongside as strategic partners.

The help on offer includes managing funding and finance; expert training and seminars; volunteer recruitment and deployment; and a series of forums and networking opportunities. This partnership marks a 45% increase in the funding provided for this support, in recognition of the role community groups have played throughout the pandemic. **Read the full story [here](#).**

ICS Jargon busting

We know that Integrated Care Systems (ICS) will be formally established on the 1 April 2022, once the NHS Health and Care Bill 2021 has received the Royal Assent. The ICS includes two new statutory bodies, the Integrated Care Partnership (ICP) and NHS Integrated Care Board (NHS ICB). They will ensure health and care services work more closely together to improve the health of the people and communities they serve.

This stakeholder newsletter will bring you regular updates on the development of the Norfolk and Waveney ICS, but first we thought it would be helpful to do some jargon busting and breakdown the key acronyms - ICS, ICP and ICB – what does it all mean?

Integrated Care System (ICS)

What is it?	A system-wide partnership between the organisations that meet health and care needs across an area.
Purpose?	To coordinate services and to plan in a way that improves population health and reduces inequalities between different groups.

Integrated Care Partnership (ICP)

What is it?	The broader alliance of organisations including the NHS, local government, the voluntary, community and social enterprise (VCSE) sector and other partners, jointly convened by local authorities and the NHS.
Purpose?	Responsible for developing integrated care strategies for its whole population, covering health and social care and focusing on prevention, wider social and economic factors affecting people's health and reducing health inequalities.

NHS Integrated Care Board (NHS ICB)

What is it?	New statutory organisation leading integration within the NHS, replacing CCGs.
Purpose?	To bring together all those involved in planning and providing NHS services locally to improve population health and care. As well as taking on the existing responsibilities of the CCG, the NHS ICB will be accountable for the performance and finances of the NHS across Norfolk and Waveney.

Give Your NHS a Hand campaign will help people take care of their health this winter

A new “Give Your NHS a Hand This Winter” campaign has been launched to help residents stay as well as possible during the cold months ahead.

The campaign aims to encourage Norfolk and Waveney residents to look after their health and wellbeing by preparing for winter illnesses and ailments in a bid to improve health outcomes and help reduce pressure on local health services. Created in partnership with the local NHS, county councils, district councils and wider health and care system, the campaign will help people understand how they can best protect their health and support their mental wellbeing during this challenging time, with both COVID-19 and seasonal viruses such as flu, circulating.

The campaign promotes some of the essential ways that residents can look after their health and wellbeing this winter, including:

- Getting their flu and COVID-19 vaccinations
- Keeping themselves well this winter by staying warm, keeping active indoors and outside, and keeping a well-stocked medicine cabinet so they are prepared for common illnesses
- Encouraging use of the NHS 111 service, community pharmacies, Minor Injuries Units, and GP practice services instead of going to A&E
- Supporting people to look after their mental health

A [new online portal](#) has been created where you will find key information and resources share with your communities.



Norfolk and Waveney Primary Care Campaign

A [new primary care campaign](#) has been launched to raise awareness of the many different ways in which our patients can access local primary care services, as well as urging people to be respectful to staff who continue to work tirelessly to care for patients.

The campaign, which is a response to the COVID-19 pandemic, will reinforce that primary care (GP practices, pharmacy, optometry and dental services) is open for business with a range of different services available to suit people's needs.

It recognises the huge commitment and hard work being undertaken everyday by all staff in primary care. The aim is to make it easier and quicker for people to understand what services are available and how they can be accessed.

A dark red and white graphic for the NHS campaign. It features the NHS logo in the top left. On the left, there is a block of text: "GP practices are open, and the number of appointments available have increased with a range of highly trained staff, including doctors, nurses, pharmacists, physiotherapists and paramedics who are able to deal with a range of medical conditions, which will help patients get treated sooner." In the center is an illustration of a female healthcare professional in blue scrubs holding a clipboard. On the right, a white speech bubble contains the text "We're here to help. GP practice". At the bottom left is the URL "norfolkandwaveneyccg.nhs.uk" and at the bottom right is the slogan "Support your local NHS."

Norfolk and Waveney ICS Communications and Engagement Group

The Norfolk and Waveney ICS Communications and Engagement Group brings together communication and engagement representatives from a range of organisations across the ICS, including local authority, voluntary and community sector, local NHS and foundation trusts and Healthwatch.



The group met for the first time last month and are working together on developing an ICS wide communications and engagement strategy for Norfolk and Waveney, as well as identifying new engagement platforms to use and share across the patch.

The group also provides a useful space to share current campaigns and work, sharing ideas and good practice whilst bringing together all different partners in the ICS. If you would like to be part of the group, please get in touch with paul.hemingway@nhs.net

Next meeting date:

Wednesday 24 November, 14.00-16.00 on MS Teams

Dates for your diary

- Copy deadline for ICS Stakeholder Bulletin – Monday 20 December, 12pm
- Publication date – Tuesday 21 December