

Health Devolution Commission

Healthier Fleetwood and Fleetwood Primary Care Network

I've been a GP in Fleetwood for 29 years. I'm the Clinical Director for Fleetwood Primary Care Network and I'm also the clinical lead for Primary Care Transformation for Lancashire and South Cumbria ICS.

In November 2019 NHS England awarded Fleetwood PCN the title of Primary Care Network of the Year.

Fleetwood is a significantly disadvantaged town on the Lancashire coast, just to the north of Blackpool, with a resident population of around 26,000. In parts of Fleetwood life expectancy is 10 years below the national average. There are high prevalence rates for all long term conditions but especially mental illness and those conditions related to drug & alcohol misuse, smoking and obesity. The average age of onset of a life changing long term condition is 53years.

Over the past seven years, in order to better manage both acute and long term illness, we've been pursuing a model of integrated neighbourhood care, with the formation of multi-disciplinary teams from across numerous partner organisations. These organisations include each of our GP Practices, Community Nursing and therapy services, our local Hospital, our Drug & Alcohol service provider, Community Pharmacy, Dental Practices, our specialist Mental Health service provide and social care.

In order to start to address the wider determinants of health we have also developed a "total neighbourhood" model. This facilitates joint working across health, social care, education, housing, local authority, The Department of Work and Pension, the police and the voluntary sector. A key component of this "Total Neighbourhood" way of working is the building of relationships at a human level, as well as breaking down organisational barriers. Our ambition is the delegation of priority setting, decision making and resource utilisation to a neighbourhood level in order to help us better address the health needs of our community.

More importantly though has been the creation of Healthier Fleetwood in 2016. This a vibrant resident led social movement set up with the ambition of creating a healthier community for each and every resident. The four key components of Healthier Fleetwood are:

- 1) Listening in order to understand what matters to residents
- 2) Connecting residents together in order to overcome social isolation
- 3) Increasing self-confidence, with residents becoming the doers and not the "done to".
- 4) Residents taking control of their own lives, their own health and their own community.

What we're noticing is that when these four components come together this then genuinely builds hope. Moving from a sense of hopelessness to one of a sense of hope for a better future in turn creates better health at an individual and community level.

All of the above is now starting to bring about some very interesting outcomes. Most importantly of all are the amazing stories of how residents have turned their lives around. Secondly, health care professionals love working within this model. We are fully staffed and no longer have any difficulty recruiting GPs, nurses or any other Health Care Professional to work in the town. Thirdly, and of great interest to NHS England, is that we are now seeing significant reductions in A&E attendances and emergency hospital admissions for Fleetwood residents.

A short video covering some of this can be found at;

<https://www.youtube.com/watch?v=uV78dLa3G4U&t=12s>

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