

NHS Rotherham CCG Governing Body – October 2019

CHIEF OFFICER'S REPORT

Lead Director:	Chris Edwards	Lead Officer:	n/a
Job Title:	CCG Chief Officer	Job Title:	n/a

Purpose

This report informs the Governing Body about national/local developments in the past month.

Flu

The CCG continues to encourage all eligible people to get their flu immunisation. The CCG as an organisation is offering flu immunisation to all our staff over the coming month and we would encourage all staff working within the NHS or care sector to get themselves immunised.

EU Exit Update

Following on from my update last month, we have started reporting to NHSE/I across a range of metrics in relation to our readiness. The focus is still on a “No Deal” exit from the EU on the 31 October 2019.

Our EU Exit planning team meets on a weekly basis, to respond to any changes in the landscape and any issues that arise. NHSE/I are treating this as a “rising tide” event, with the expected impact not being felt until after the event.

Communications Update

- A ‘Be the One’ campaign was launched on World Suicide Prevention Day (10th September), by the CCG and Rotherham Council, with the aim of reducing the number of lives lost to suicide in Rotherham. In the first week of the campaign, messages were shared with 360,000 people on Twitter and 93,567 Facebook users. The website received 57,123 hits, of which only 1,073 were repeat visitors – www.be-the-one.co.uk.
- Media interest was received, in September, from Rother FM and The Yorkshire Post on stop smoking prescribing figures in GP practices, following a press release from the British Lung Foundation. A statement was provided from the CCG with clarification.
- The review of the respiratory pathway in Rotherham was covered by the Rotherham Advertiser, based on information presented by the CCG at Rotherham’s Health Select Commission. Communication and Engagement activity with patients and families followed throughout September.
- A media enquiry was received, in September, for a Daily Mail article covering the latest position on Clinical Thresholds, looking at the number of patients and cost savings in Rotherham. A statement was provided to explain the Rotherham position.