Self Care Week 2016
Activity Report for Bracknell Forest

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Bracknell Forest Council and Bracknell and Ascot Clinical Commissioning Group
December 2016
Executive Summary

“Self-care is, ultimately, the art of looking after yourself. It is managing any on-going medical conditions and preventing others: making sure you eat healthily, do enough exercise and look after your emotional and mental wellbeing. It is also about knowing the right place to go when you need help. This can be hard for some people, particularly when information and advice is difficult to find.

Self-care doesn't mean that you’re on your own, or that the right support or services won’t be there for you when you need them. Talking to your GP and other healthcare workers, including pharmacists, can help but there is a lot you can also do yourself”.

Dr M Kittel (MRCGP, DRCOG, DFFP Germany 1995) GP with Forest Health Group

Self Care Week is a national initiative that in 2016 ran from 14th to 20th November. The aim of the yearly event is to encourage people to take responsibility for their own health and wellbeing. Self Care Week 2016 in Bracknell Forest was run in partnership between Bracknell Forest Council and Bracknell and Ascot Clinical Commissioning Group as part of the Better Care Fund’s Prevention and Self-Care programme. Building on the successes of the previous Self Care Week events held in Bracknell Forest every year since 2012, this year’s plan was to be more sustainable and encourage participation in activities throughout the year.

The planning process saw involvement from all Council departments, with Adult Social Care, Health and Housing leading on the project alongside the Bracknell and Ascot Clinical Commissioning Group and Bracknell Forest Public Health. Other stakeholders included Berkshire NHS Healthcare Foundation Trust, Involve, Healthwatch Bracknell Forest and the Bracknell Forest Health and Wellbeing Board.

The week’s events included:

• A large presence of trained volunteers throughout the week in Bracknell’s main shopping centre, Princess Square carrying out self-care prescribing.

• The four Bracknell Forest Council managed Children’s Centres worked with Health Visitors from Berkshire NHS Healthcare Foundation Trust to facilitate self-care themed lessons and activities for children and families. The themes of these lessons included sugar in food and drink, preparing packed lunches and how to overcome “fussy eating”.

• A selection of free activity sessions across the community including Beginner Exercises, “parkrun”, Tai-Chi and Health Walks were made available to the public. These were arranged by the Bracknell Forest Public Health Team as part of the Year of Self Care. This marked a change from previous years in Bracknell Forest where a calendar of one-off sessions had been arranged. This change was made so that individuals who attended these free sessions could continue (potentially for a cost) to attend classes after Self Care Week and throughout the year.

• A volunteer training session for the Bracknell and Wokingham College students was held at the College on Tuesday, 8th November 2016. The session was an opportunity to inform the students of what self-care is and what the messages and activities of Self Care Week 2016
were. Each attendee was given an Information pack, which included information on Prevention and Self-Care support in the local community, a volunteer T-Shirt, Self-Care pen, a stress ball, guidance for volunteers.

- Patient Groups representing North Bracknell of the Bracknell and Ascot Clinical Commissioning Group organised and ran educational events. The highlight being the “Breathe Easy” event held at Easthampstead Baptist Church and was attended by Mayor, Cllr Tony Virgo.

- NHS seated exercise plans were distributed to all Sheltered Housing, Residential and Nursing Homes in Bracknell Forest so all the residents and staff could come together and take part in gentle group exercises as part of Self Care Week.

- Over 250 locations across Bracknell Forest were sent information packs in order to have a Self Care Week 2016 presence. Locations included GP surgeries, Children’s Centres, Bracknell Healthspace, Bracknell Leisure Centre and The Look In Café.

Information on offer to the public, at the stands in the community, included posters and leaflets on:

- Hydration
- Choose Better
- Antibiotics
- Winter Messages

One of the notable successes of Self Care Week was the extent and level of interest shown by members of the public; both in volunteering for the Self Care Week itself and the 2100 conversations that took place with members of the public in Princess Square about self-care and the local health and social care services. The Self-Care Prescription (for further information please see page 22) was used to initiate more in-depth conversations to signpost people to local services.

There are many ways the Prevention and Self-Care Board can continue to improve self-care in Bracknell Forest, including:

- Continued “Choose Better” publicity to help people understand which local services to access
- Working to mitigate against the barriers to self-care
- Data driven preventative campaigns throughout the year.
- Ensuring people are supported and motivated to continue self-caring
- Treating mental health support equally with physical health support

This report is also intended to provide learning to inform future public engagement events. This learning will be used when planning preventative support to meet the needs of the local community.
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Introduction and Background

“The 2 biggest killers in the western world are cancer and heart attacks. Strokes are debilitating and another major cause of death. But we can reduce the risk greatly not only by making the right choices in terms of diet, exercise and the non-use of recreational drugs, but also through some simple checks now and today.

During Self Care Week 2016 we focussed on 3 things: 1) check your pulse 2) check your blood pressure and 3) do your bowel screening (every 2 years for over 60 year olds).

(1) Checking your pulse is simple. If you feel your pulse beating regularly like a drumbeat, all is well. But if you were unable to sing a tune to it, then things could be wrong. (2) There are so many options to check your blood pressure now. Personally, I believe every over-40 year old person should own a BP machine. They are available from £10. If your BP is less than 140/90, all is well (values vary for diabetics etc). If your pulse or BP are wrong, see a nurse. And finally, (3) send off your bowel screening kit. You wouldn’t be the first one, who threw the kit away and could have picked up a cancer early.”

Dr. Martin Kittel, Director and Self-Care lead for Bracknell and Ascot Clinical Commissioning Group and Forest End GP

Prevention and Self-Care in Bracknell Forest during 2016

The Prevention and Self-Care Programme has created a strong mechanism in Bracknell Forest to improve the health of the local population. This is backed up by the Right Care Data for Bracknell & Ascot Clinical Commissioning Group, which is far superior to many surrounding CCGS and in the Thames Valley and addresses the issues raised in The Kings Fund publication “Transforming our Health care system – 10 priorities for Commissioners”¹ to address self-care as a no 1 priority.

The Programme has also fostered relationships between the three contributing bodies (Public Health, Social Care, Health) and has streamlined local activities and promoted support between each of the contributing bodies.

Self-care events organised throughout 2016 have been attended by hundreds of people. Social media messages have been published regularly and a Year of Self Care has been set up with events on different health needs throughout the year.

Over the last 2 years, Bracknell Forest has performed significantly better than the National average in terms of total non-elective (unplanned) admissions into hospital (general and acute) all

¹ https://www.kingsfund.org.uk/sites/files/kf/field/field_publication_file/10PrioritiesFinal2.pdf
Below is a summary of the preventative campaigns that have taken place in Bracknell Forest during 2016:

**Choose Better Campaign (January 2016 – May 2016)**

The “Choose Better” campaign was the first of the Prevention and Self-Care projects scheduled for 2016. This subject is a key element to making sure local people access the right care at the right time in the right place as an alternative to Accident and Emergency and reducing non-elective admissions. Minor injuries and illnesses would be more appropriately treated at the Urgent Care Centre and in the process cut waiting times and lower costs.

It was proposed that the main focus of this campaign would be a leaflet distributed to every household in Bracknell Forest (approximately 43,000 households). In addition to the mail push the campaign was promoted via social and digital media. A3 and A4 posters of the leaflet design were sent to over 200 community locations including GP surgeries, libraries, schools and local businesses.
The distribution of the leaflet took place the week commencing Monday, 9th May 2016.

Bracknell Urgent Care Centre

Open everyday 8am to 8pm

The Urgent Care Centre will treat most injuries and illnesses that are urgent but not life threatening.

Bracknell Urgent Care Centre, Royal Berkshire Healthspace, London Road, Bracknell, RG12 9BG

Tel: 01344 55 11 00

There is and will continue to be out of hours emergency GP cover which can be accessed by calling 111.

In an emergency, dial 999 and ask for an ambulance.

Choose Better.

By using the right health service, at the right time you can normally save time and money whilst receiving the right care. There are a range of local NHS services to choose from and you don’t always need to see a GP or go to A&E. This can also help the NHS direct money to help treat those in need more effectively.

For minor illnesses that you can treat at home, make sure you have a well stocked medicine cabinet including:

- Painkillers and ibuprofen for pain relief
- Anti-diarrhoea medicine
- Rehydration mixture
- Plasters
- Antihistamine

Many injuries and illnesses can be treated at home with a well stocked medicine cabinet.
Re:hydrate Campaign (April 2016 – July 2016)

This project brought together partners to educate the community on how important it is to stay hydrated, and in doing so how they could reduce the number of times they have to visit local health services or be admitted to hospital.

It was agreed that the main focus of this campaign would be a leaflet distributed to every household in Bracknell Forest (approximately 43,000 households) and posters being displayed in public toilets throughout the Borough. In addition to this the campaign was promoted via partner organisations’ social and digital media.

A4 posters of the leaflet design were sent to over 200 community locations including GP surgeries, libraries, schools and local businesses on Tuesday, 21st June 2016.

The distribution of the leaflets took place the week commencing Monday, 4th July 2016.
Bowel Cancer Screening Campaign (June 2016 – October 2016)

The overall message of the campaign was simple – “the later a diagnosis is made, the more difficult bowel cancer is to treat. If you have been invited to take part in bowel cancer screening, make sure you do it, as it could save your life.”

Initial views on the direction this project should take were collected from key stakeholders at the end of June 2016.

It was decided the campaign would consist of a three pronged approach:

- A leaflet sent to every household in Bracknell Forest promoting the benefits of Bowel Cancer Screening.
- MJog (SMS) messages sent to individuals eligible for the test but who have not taken part in the last three years reminding them of the benefits and importance of taking the test in relation to preventing Bowel Cancer.
- A social media campaign through partner organisations’ accounts to promote Bowel Cancer Screening in Bracknell Forest. This took place the week of the distribution of the leaflets.

The distribution of the leaflets, posters and MJogs took place the week commencing Monday, 3rd October 2016.

Let’s prevent bowel cancer together

- Around one in 20 people in the UK will develop bowel cancer.
- If bowel cancer is found early enough, there’s more than a 90 per cent chance of successful treatment.
- If you are aged 60 – 74 years old and haven’t received your free screening test kit please contact 0800 707 60 60 or visit www.cancerscreening.nhs.uk/bowel

A Bracknell Forest GP’s view

"If you are between 60 and 74 years old, you are eligible for bowel cancer screening. Alongside breast cancer, bowel cancer is the most common form of cancer. A simple screening test can check for an early warning sign of bowel cancer. As a GP I have seen a number of patients who have had a positive test result and, by being referred early, their life has been saved. "Many patients don’t turn out to have cancer, but for those that do, if it is picked up early, they have a much better chance of survival and getting the all-clear. A lot of patients don’t bother with the test, but it can be the difference between life and death. "The test is easy to do and can be done in the comfort of your own home. The likelihood is your test will be negative, which is very good news. But remember, no test is 100 per cent accurate and if you have any of the symptoms described in this leaflet you should see your doctor immediately.

"If any of the following applies to you, please get in touch to request your free NHS bowel cancer screening kit:

- you are over 60 years old and have not received your kit yet
- it has been more than 2 and a half years since your last screening test and you are still between 60 and 74 years old
- you have lost your kit

"To order your kit, contact 0800 707 60 60 or visit www.cancerscreening.nhs.uk/bowel"

Dr. Martin Kittel, director and self-care lead for Bracknell and Ascot Clinical Commissioning Group and Forest End GP
Atrial Fibrillation Campaign (July 2016 – November 2016)

This campaign was designed to raise awareness to the public on Atrial Fibrillation and the risk of Stroke. This decision was made in-line with information received from the May 2016 Bracknell and Clinical Commissioning Group Primary Care Intelligence Pack.

The overall message of the campaign was simple – “the sooner a diagnosis is made, the sooner plans can be put in place to reduce the risk of Stroke.”

The main focus of this campaign was a leaflet raising awareness for individuals of Atrial Fibrillation, its effects and what can be done to prevent and reduce the risk of people having a stroke. This leaflet was distributed to the public during Self Care Week 2016.
The Helping You Stay Independent Guide 2017/18
(November 2016 – February 2017)

Bracknell Forest Council and Bracknell and Ascot Clinical Commissioning Group work jointly to support and advise people and their carers, with the aim of helping them prevent long-term conditions deteriorating to the point there is a need for avoidable hospital admissions, and to help improve quality of life. A key part of this is the Helping You Stay Independent Guide, which is a directory of local support available to help people stay healthy and happy.

Prevention and Self-Care Digital Awareness campaigns

Each month, prevention communication plans were sent to the communication teams of Bracknell Forest Council, Bracknell and Ascot Clinical Commissioning Group, Healthwatch Bracknell Forest, Berkshire Healthcare NHS Foundation Trust, Involve, East Berkshire Primary Care Out of Hours Service, Age Concern Bracknell Forest, SeAp, and the Bracknell Urgent Care Centre to promote the health awareness campaigns the Prevention and Self-Care Board have chosen to highlight. In 2016 campaigns have included Diabetes Week 2016, World Mental Health Day and International Volunteer Day.

A selection of previous awareness campaigns can be viewed at:

- www.bracknell-forest.gov.uk/selfcareawareness
- www.bracknellandascotccg.nhs.uk/health-campaigns/
- www.healthwatchbracknellforest.co.uk/awareness
- http://ebpcooh.org.uk/bracknell-forest-2/
Bracknell Forest’s Year of Self Care

The Year of Self Care, led by the Bracknell Forest Public Health Team set out to help residents to take control of their own health; by encouraging individuals to make healthy lifestyle choices and seek support from the right health professionals as and when it is need to.

The Year of Self Care calendar focussed on different aspect of Health and Wellbeing each month for example Mental Wellbeing for February, Carers Wellbeing for June and Quitting Smoking in October.

The Year covered not only health throughout the course of life but also ensured that people were both looking after their physical health and also their mental health too.

National Recognition for Self Care Week in Bracknell Forest

In May of 2016, Bracknell Forest Council and Bracknell and Ascot Clinical Commissioning Group were awarded the first ever Self Care Week Award by co-chairs of the National Self Care Forum, Dr Pete Smith OBE and Dr Selwyn Hodge.

Members of the 2015 Project Team, led by Matthew Clift, Joint Project Manager for Prevention and Self-Care received the award at the 18th National Self Care Forum Conference at the Royal College of Nursing on Monday, 26th September 2016.
Innovation awards

For the first time, the Conference presented special awards for the most innovative self care campaigns run during the 30th annual self care week national awareness campaign. The first awards were presented to the Council of Ministers which is currently running an entire year of self care and the city of Bradford Metropolitan District.

Self Care Week wins big

The council and Bradford and Airedale Clinical Commissioning Group have been named the Best Self Care Award, Pardoe Keats by one of the National Self Care Forum, Dr Peter Smith OBE, and Dr Sallyanne Hodge.

Self Care Week will continue to be supported by the council, with a focus on improving the mental health and well-being of individuals. The council will continue to support the self care initiatives and will work closely with other organizations to ensure that the initiatives are successful.

7 Longer items to poorer health

Counselling, referral to a health professional, and medication are among the interventions that can help individuals improve their mental health and well-being. These interventions can help individuals to better manage their mental health and well-being.

A Year of Self Care

Bradford’s Year of Self Care began in March as the council tasks to help residents take control of their health and wellbeing and encourage businesses to do more for their employees. This year’s campaign is dedicated to a different type of care, with the focus on mental health. The campaign is running from March to August, with an emphasis on mental health, nutrition, and exercise. The council is aiming to increase the awareness of mental health and the importance of taking care of oneself.

The campaign is supported by local businesses, community organizations, and individuals who are committed to improving the mental health and well-being of the community. The council will provide resources and support to help individuals improve their mental health and well-being.
The project won the award for:

- Specifically organised and relevant events
- Providing a broad base of activities across a range of health areas
- Involving a good range of partner organisations, with a potentially large impact on developing health care improvements in the local area
- Making good use of publicity and literature to promote Self Care Week and to encourage and support the use of self-care
- Delivering well planned programmes of activities to promote self-care and to reinforce the work already being done in the area
- Making good links to health promotion, particularly with the possible impact on children and young people through arrangements made with schools

The project was deemed a ‘truly comprehensive programme’ by the judges, and led to the Council’s Year of Self Care initiative which launched in January of 2016.
In June 2016 funding was agreed to run a week long calendar of events and activities for Self Care Week 2016 in Bracknell Forest.

To organise and give direction to the event a Project Team (Annex 1) was formed made up of people from all of the partner organisations and key local stakeholder groups (Annex 1). The Team set out to build on the success of the four previous Self Care Weeks held in Bracknell Forest. Regular progress updates were given to the Prevention and Self-Care Steering Group during the planning process.

Building on strong partnerships and good relationships developed through previous Self Care Weeks, the Project Team had a foundation to improve and increase the publicity campaign, sustainability of event participation and the number of information stands in locations across the Borough to spread the self-care message.

Over 250 locations across Bracknell Forest, 50 more than the event in 2015, were sent Self Care Week 2016 information to display. These included GP surgeries, Children’s Centres, Community Pharmacies, Healthspace, Bracknell Leisure Centre, Time Square, Solutions 4 Health Clinics, local businesses including pubs, supermarkets and The Look In Café.
Each location hosting a stand was supplied with a stand pack containing posters promoting self-care and the free activities being held during the week.

Also included in the stand packs were “Self-Care Service Station” themed leaflets written and designed in collaboration with the Bracknell Forest Council’s Public Health Team. These leaflets were used to signpost people to support for smoking cessation, falls prevention, drugs and alcohol, beginner exercise classes and mental health support.

The web pages for Bracknell Forest Council, Bracknell and Ascot Clinical Commissioning Group and Healthwatch Bracknell Forest were used to promote the Week’s events and show visitors the support the Council and its partners provide to help people look after themselves.

PowerPoint Presentations advertising the week’s events were shown on the large display screens in public areas across the Borough. This allowed the project team to promote the key messages to the large audiences in GP surgery waiting rooms and Bracknell Forest Council owned facilities.
A selection of free activity sessions across the community including Beginner Exercises, “parkrun”, Tai-Chi and Health Walks were made available to the public. This marked a change from previous years in Bracknell Forest where a calendar of one-off sessions had been arranged. This change was made so that individuals who attended these free sessions could continue (potentially for a cost) to attend classes after Self Care Week and throughout the year.

The Team members were conscious that this year’s engagement and involvement of young people should build on the efforts of 2015. With the support of Bracknell Forest Council’s Children, Young People and Learning department, a school poster competition to raise awareness of self-care was again planned to take place in all primary schools and Children’s Centres across the Borough.

Students were asked to design a poster about: “Things you can do to keep yourself healthy and happy”. This involved the pupils creating an A3 sized poster themed around the benefits of healthy eating, exercise and staying happy.
As with previous years, a shortlist of ten posters was displayed in Shopmobility during Self Care Week to bring both colour and a community feel to one of the Week’s main partners. The top four were selected by Deputy Mayor, Cllr Tina McKenzie-Boyle and her consort Mr Bruce McKenzie-Boyle. The winning entry received prizes including swimming tickets for themselves and self-care kit bags for their classmates. The second, third and fourth place entries won swimming tickets for themselves.

The four Children’s Centres managed by Bracknell Forest Council worked with Health Visitors and Dieticians from Berkshire Healthcare NHS Foundation Trust to facilitate self-care themed lessons around sugar, fussy eating and packed lunches as well as activities for children and families.

“The community dieticians are running sessions during Self Care Week for parents in Bracknell children’s centres which are aimed at increasing the awareness of sugar content in drinks, age appropriate portion sizes and the preparation of balanced packed lunches. These sessions support the Fantastic Food Finders programmes that are running in the centres. The participants of the programme have consistently reported an improved family intake of fruit and vegetables as a result of attending the course.”

Jacqui Copp – Dietician - Berkshire Healthcare NHS Foundation Trust
To see more of what's going on for Self Care Week 2016 visit www.bracknell-forest.gov.uk/selfcare

Self Care means keeping fit and healthy and looking after your mental wellbeing, as well as knowing how to take medicines, treat minor ailments and seek help when you need it. If you have a long term condition, Self Care is about understanding that condition and how to live with it.

As part of Self Care Week 2016 why not come along to our Children’s Centre and have fun learning how you can make healthy and importantly tasty pack lunches for your children? This session is open to all families including those who are not registered with a Children’s Centre.

17th November 12.45 - 2.45pm - just turn up on the day!
The Oaks and Hollies Children’s Centre Wordsworth Bracknell RG12 8QN

Following on from last year’s effort to recruit volunteers to support the event, this year the recruitment drive started in September with copies of the volunteer poster being sent to the following organisations for distribution through their networks:

- Healthwatch Bracknell Forest
- Patient Groups
- Bracknell & Wokingham College
- Local Churches
- HealthMakers
- Involve (CVS in Bracknell Forest)
- Partnership Boards
- Do-it (national volunteering website)

“I first got involved with Self Care Week two years ago when I was very interested in becoming a HealthMaker. Since then I have attended the self-management programme as a Patient and am now a HealthMaker Volunteer.

I volunteered last year for the Self Care Week and found it very rewarding. I really think it is important that the more we can do to help ourselves in matters of health and wellbeing, both physically and mentally benefits us all. There are many services available in Bracknell Forest and these can be found on their website and the GP Surgeries also spread information and useful links.”
I am volunteering again at Princess Square for two mornings this year and am looking forward again to engaging with the public, handing out information and “goody” bags also trying to encourage them to have their blood pressure taken and have a cholesterol test.”

Jennifer Kirkwright, Volunteer

Twenty-five students from the Health and Social Care, Childcare course at Bracknell and Wokingham College agreed to volunteer during Self Care Week 2016. This was nearly double the number of students that volunteered for last year’s event. It was important to actively engage the large footfall of shoppers in Princess Square, Bracknell to promote self-care messages. Every day was split into a morning and an afternoon session, with six students scheduled for each session working with other volunteers to talk to the shoppers.

In keeping with one of the key changes from last year’s event the Self-Care Survey would not be reintroduced and the Self-Care Prescription would be kept. This decision, taken early on in the planning process, was to maintain the focus on improving people’s health and wellbeing as opposed to collecting people’s view on their health. To fill the gap left by the Self-Care Survey, data from the Bracknell Forest Public Health survey will be used to guide future commissioning decisions.

The Self Care Prescription was developed as a tool to be used by health professionals and experienced volunteers in Princess Square and the GP surgeries to engage the public in a meaningful conversation about their health and wellbeing. The volunteers were trained to talk the public through the local health and social care support available and what that person felt would help improve their health and wellbeing. The professional and volunteers would then “prescribe” the chosen support by sticking a label with the details of that service onto the person’s prescription to take away. This would encourage the individual to access the support in question free of charge.

Talking Therapies is a free NHS service that offers support to people in Berkshire with depression or anxiety based problems. Tel: 0300 365000 talkingtherapies@berkshire.nhs.uk www.talkingtherapies.berkshire.nhs.uk
Local support that could be “prescribed” included:

- Involve Befriending Service
- Talking Therapies
- HealthMakers
- Stop Smoking Service
- Falls Prevention Service
- Flu Jabs in Local Pharmacies
- Beginner Exercise Classes
- KOOTH (online counselling support for young people)

It was considered that a prescription, which had been customised with support a person wants to engage with, would be much more effective than handing out pre-printed leaflets. In addition to the prescription, each member of the public who had taken a prescription, would be offered a self-care information pack containing a stress ball, pen and information on support in the local community.

With planning finalised the focus of the Project Team turned to implementing Self Care Week 2016 across Bracknell Forest.
Communications and Volunteer Training

This year every effort was made to make sure Self Care Week 2016 was well publicised in the community. As in 2015 a communications group was established consisting of representatives from:

- Bracknell Forest Council
- Bracknell and Ascot Clinical Commissioning Group
- Talking Therapies
- Berkshire Healthcare NHS Foundation Trust
- Healthwatch Bracknell Forest
- Involve
- East Berkshire Primary Care Out of Hours Service
- Age Concern Bracknell Forest

Promotion through digital media channels started on Thursday, 6th October, earlier than in 2015, with organisations publishing one tweet per day in the run-up and during Self Care Week to promote the voluntary and engagement opportunities. The Twitter hashtag of #BFSelfcare was used so people could easily access all the tweets in one place.
This year saw a number of websites promoting Self Care Week in Bracknell Forest. In addition to Bracknell Forest Council’s website, which was the main digital information hub for the 2015 event, Healthwatch Bracknell Forest, Bracknell and Ascot Clinical Commissioning Group and East Berkshire Primary Care Out of Hours Service all had dedicated pages for the event with significant space being given to the event on the websites’ landing pages.

In early November, most of the free physical activities taking place during the week were advertised on the BBC website as part of their ‘Get Inspired’ initiative.

Non-digital media was also used for promotion, Bracknell Forest Council issued a joint press release on behalf of the partner organisations explaining what self-care is and advertising the week’s activities.

The October and November editions of the Forest Views staff newsletter carried articles on what Self Care Week is and the events that were taking place in the local community. This allowed social care staff to pass this information on to individuals they support and their carers.
The November edition of the Bracknell Leisure Centre Newsletter carried a large article on what Self Care Week is and the events that were taking place in the local community. This newsletter was sent to a significant number of Bracknell Forest residents and also people living outside the local authority’s boundaries.

A Bracknell Forest Council All Users email was sent to all Bracknell Forest Council staff (approx. 1580 contacts) in early November encouraging staff and their families to sign-up for the free activities. Equivalents of the All User email were also sent to Bracknell and Ascot Clinical Commissioning Group staff. Also Thames Valley Police publicised the Week’s event through their communication network to over 2,000 residents in Bracknell Forest.

The free activities were also showcased on Bracknell Forest Council’s All Services Hub’s calendar of events.
A volunteer training session for the Bracknell and Wokingham College students was held at the College on Tuesday, 8th November 2016. The session was an opportunity to inform the students of what self-care is and what the messages and activities of Self Care Week 2016 were. Each attendee was given a Self-Care Information pack, which included information on Prevention and Self-Care support in the local community, a volunteer T-Shirt, Self-Care pen, a stress ball, guidance for volunteers.

The session consisted of the Joint Project Manager for Prevention and Self-Care giving a presentation on Self Care Week 2016 and the P&SC Campaigns of 2016/17. This presentation was then followed by a Question and Answer session on what the volunteer’s role would be during Self Care Week.

The same session was given to Access students at Bracknell and Wokingham College studying Health Promotion on Monday, 28th November 2016. This session was given to inform the students of the preventative work that takes place in the Borough and to help those of the students who would like to go on and train to be nurses and other healthcare professionals to learn more.
Self Care Week 2016 activities in Bracknell Forest began with volunteers talking to the public in Princess Square, using the 2016 Prevention and Self-Care campaign leaflets as a focus and giving away self-care information bags. In total it is estimated over 400 conversations took place around self-care making today the most successful day, in terms of conversations, of any of the previous Self Care Weeks that have taken place in the Borough.

Monday saw The Rowans and Sycamores Children’s Centre host the first of the three educational events being run by the Dietitians of Berkshire Healthcare NHS Foundation Trust for young families. The session offered families the chance to have fun learning together about sugar in food and drink, and its effects. The session was open to all families including those who were not registered with a children’s centre and was a great opportunity for people to see the support and educational opportunities available at the children’s centre.

Dr Edward Harrison of The Gainborough Practice acted as a Street Doctor for the day and was located in Princess Square, Dr Harrison offered the passing public free health checks and an opportunity to talk to a local GP away from a surgery setting. In total Dr Harrison checked 20 people’s blood pressure and cholesterol.
‘This was my first year of being a Street Doctor having done some work in self-care previously. I really enjoyed the experience of being out in the community interacting with patients, assessing them, discussing their health issues and highlighting the importance of self-care. The focus on self-care with the assessments we carried out I believe really helped patients to understand more clearly the important lifestyle interventions they can carry out themselves are in helping their long-term health.

The stand and volunteers contributing to Self Care Week really helps in highlighting what a wide range of organisations are available within the local area to help people with their on-going health needs with a self-care emphasis.

I will be very keen to be involved in this excellent project in the future given how important the focus on self-care is’

Dr Edward Harrison, GP at The Gainborough Practice, Bracknell Forest

With Shopmobility open on Tuesday a lot more Self-Care Prescriptions were given out with an increased number of people visiting the self-care stand. This could be due to the shop offering more privacy than the main foyer of Princess Square and the general increase of footfall in the shopping centre. In addition to the support being offered through the Self-Care Prescription, individuals were signposted to other services such as the Helping You Stay Independent Guide. The HealthMaker volunteers continued the good work that was started on Monday, with one volunteer alone giving away 151 self-care information packs.

A Free Tai-Chi Session for people aged 50 and over was organised by Age UK and held at The New Great Hollands Community Centre. Exercising helps to make people feel good and can be a great way to socialise. Being active is particularly important as people get older. It not only reduces the risk of serious illness but also enables them to stay fit enough to remain happy and independent. All abilities were welcome at the session and there were free refreshments on offer so people could meet and talk with the other attendees after the exercise had finished.

In the afternoon at the Willows and Maples Children’s Centre dieticians from the Berkshire Healthcare NHS Foundation Trust facilitated sessions entitled “Fussy Eaters”. This free and informative session centred on how parents and carers could overcome fussy eating in innovative and healthy ways. Again the session was open to all families including those who were not registered with a children’s centre.
Self Care Week
14-20 November 2016

Your Healthcheck
(you may wish to drop this off with your GP)

Your Name: __________________________
Your DOB: ___________________________

Your Blood Pressure: ______ / ______
(for fit and well people: normal is under 140/90, excellent is under 130/80)

Your Glucose: ______________
(normal if under 6.0 / 42 fasting or 7.8 / 62 two hours after a meal)

Your “Good” Cholesterol (HDL): __________

Your Total Cholesterol (“Bad” and “Good”): __________
Your Ratio Total Cholesterol / “Good” Cholesterol: __________

For healthy adults, with the “Good” Cholesterol (HDL) above 1.2 and a Ratio below 4.5, generally the lower the better. “Good” is a Ratio of 3 and better, excellent a Ratio of 2 and better! Lower values are better for those with diabetes and pre-existing conditions.

Free Self Care Sources for Bracknell and Ascot CCG

Stop Smoking: Call 0800 622 6360 or text QUIT to 66777
Weight loss: See your GP Practice nurse for free slimming world vouchers
Free / reduced cost exercise: See your GP Practice nurse for a referral to ‘Activate’
Mental Health: Free counselling with IAPT: Phone 0300 365 2000
Stop Drinking / Drugs: New Hope 01344 312360

For good Self Care remember:

- Eat more veg (5 a day!). Cook and eat fresh. Avoid trans fats and high levels of animal fats, animal protein, sugar, salt. Eat lots of fibre.
- Stop smoking (and save money, too)
- Exercise 2 ½ hrs per week (breaking a sweat)
- Drink sensibly (men and women no more than 14 units per week. 1 unit = small glass of white wine or half a pint of 4% lager

Wednesday’s footfall in Princess Square was lower than the previous two days however the HealthMaker, Patient Group and College volunteers still managed to give out over 250 self-care information packs.

Outside of Central Bracknell, Great Hollands Library in the morning hosted a Fall Prevention session for people aged 65 and over. The session allowed people to check their balance and have a Q-Tug assessment performed by a falls specialist.
As part of Age Concern Bracknell Forest's calendar of events a special Self Care Week event was held at The New Priestwood Community Centre. The afternoon consisted of different activities for the body and mind including talks on assistive technology, a physiotherapist talk and demonstration from Solutions 4 Health and a talk on healthy eating. Dr Megan John from the Boundary House Surgery attended in her capacity as a Doctor to offer free health checks and information on how to stay happy and healthy throughout the winter. There were also information stands for attendees to get lots of information on how to stay happy and healthy. Organisations with stands at the event included Stroke Association, Healthwatch Bracknell Forest, Signal 4 Carers, Occupational Therapy, SeAp, Talking Therapies and HealthMakers. In total 50 people attended the event.

“Age Concern Bracknell Forest organise regular community events for elderly folk in our area. We have entertainers, singers, quizzes and craft activities. The aim is to get people together to meet each other and spend time in a relaxed atmosphere enjoying a cuppa and each others company and so reduce social isolation.”

Debbie Horsgood, Events Organiser - Age Concern Bracknell Forest

Easthampstead & Wildridings Community Association hosted a free Over 50s Coffee Afternoon as per last year’s event. The afternoon offered attendees the chance to meet new people and make new friends over a cup of coffee. Dr Megan John from the Boundary House Surgery was on hand to discuss with people the ways in which they could keep themselves happy and healthy.

“People of all ages, from young children to older people can and do suffer from isolation and loneliness. However, some older people are often more lonely as the opportunity to go out and meet with others is more difficult.

Small groups of people getting together over a cup of tea or coffee, having a chat, sharing experiences and gossip with new and old friends, is often a highlight of their day or week. It doesn't need to be anything more, although some like to do jigsaws, or take part in a quiz. Something that they want to take part in, and not feel they have to. It brings a smile to their faces and it makes it all worthwhile.”

Cllr Isabel Mattick - Bracknell Forest Councillor and organiser of the Over 50s Coffee Afternoon
Free dance classes for adults were held at Martin’s Heron & The Warren Community Centre in the evening. Tap dancing can enhance a person’s co-ordination and balance whilst having fun learning to dance to a range of musical styles and rhythms. This activity also offers people the chance to make new friends, a key part of overcoming social isolation.

“It has been almost 1 year since I began tap dancing during Self Care Week 2015 & I am enjoying it as much now as I did then. We do some warm up exercises & then go straight on into our dance routines.

Over the past months we have all been learning a routine to Fleur East’s song ‘All that Sax’ for November’s 2016 Children In Need Tapathon. The routine last for 4 minutes at a fast pace & then repeated! It is a very quick routine which involves lots of ‘taps’ and arm movements. It is a hard work-out and leaves me exhausted but in a good way! I might not remember all of the steps in all the right order (a bit like Les Dawson playing the piano!) but it is a really good workout and even though it’s only 40 minutes it makes me feel energised and waiting for the next week.

I am in a class of between 5 – 8 people and have made friends with them all and we have been to see a tap musical at the Theatre Royal in Windsor which gave us all lots of inspiration (I came out feeling I could possibly be the next Ginger Rogers or not as the case may be!)

I can thoroughly recommend it. Even if you can’t dance, Elaine is such a brilliant teacher and puts you at ease as soon as you meet her. No-one is put in the spotlight – more often than not we fall about laughing as we all make mistakes!

I will let you know how the Tapathon goes & whether or not we can break the world record.”

Julie McNally, Tap Dancing Participant
Dr Anant Sachdev of the Ringmead Medical Practice reprised his role as a Street Doctor for the morning and was located at the Look in Café within the Great Hollands shopping parade. Dr Sachdev proved extremely popular with the patrons of the Café, who were offered free health checks and an opportunity to talk to a local GP away from a surgery setting. In total Dr Sachdev tested the blood pressure and cholesterol of 34 people. Of these 34, 12 were found to have high blood pressure, 6 had a ratio of their total cholesterol above 5 (unhealthy) and 8 people were referred to their GPs for further tests as they were shown to have high blood sugar levels and could be at risk of diabetes.

"It really is a great pleasure and honour to be a Street Doctor, allowing us doctors to meet the public for general health promotion with diet, exercise and cancer prevention, and checks including Blood Pressure, Cholesterol and blood sugars, rather than expecting them to come see us with a reason. Doctors and other health professionals are not only there to treat conditions, but advise and pick up conditions before they become serious. Today's session has shown the great benefit of such activities as the number of abnormal findings were considerable. Even if only one of the assessments turns out to be real, it means that we may have prevented a stroke, heart attack or even diabetes and its complications. This is immensely beneficial to the individual and family, plus of course to the NHS. There are many people who are not aware that they may have an irregular pulse, high blood pressure, high cholesterol or sugar levels that may indicate the presence of diabetes - all of which can lead to serious complications such as stroke, heart attacks and circulation problems. As I discussed with many of the public today, I would urge everyone to have a health check at least once every 3 years"

Dr Anant Sachdev, Ringmead Medical Practice, Street Doctor

The final educational session for young families facilitated by dieticians from the Berkshire Healthcare NHS Foundation Trust was held today at The Oaks and Hollies Children’s Centre. This session focussed on how parents and carers could make healthy and more importantly tasty packed lunches for their children. Again the session was open to all families including those who were not registered with a children’s centre.
The Bracknell & Wokingham College students, supported by HealthMakers were in Princess Square again today. A high number of conversations about self-care took place with the passing public due increased footfall created by a sale taking place at a department store situated within the shopping centre. Approximately 300 interactions took place.

There were Volunteers in GP surgeries across the Borough promoting self-care. These included Sandhurst and Owlsmoor, Waterfield, Green Meadows, Great Hollands, Kings Corner and Forest End, with the volunteers being organised by the Bracknell and Ascot Patient Assembly and Healthwatch Bracknell Forest.

Beginner friendly exercise classes were organised as part of the week for people who wanted to get active. Attendees were supported through basic exercises and techniques to improve their confidence and fitness. The sessions were completely beginner friendly and free. Individuals had the choice of attending one of two eight week courses that started in the week prior to Self Care Week, either every Tuesday at The Parks Community Centre or every Thursday at The New Priestwood Community Centre.

“I attended the first keep fit session at The Parks hoping to increase my general level of fitness. Pity I was the only male!!

Vicki Roberts, the trainer is very good and is very much aware of, and attentive to the needs of each individual. Really pleased to find that the sessions are not “choreographed” wonderful! no prancing around to music; definitely nothing like the Specsavers ad!! Vicky very much emphasised that we should all work at our own pace and, if necessary, take time out. She certainly is very good and very encouraging.

The session was billed as “encouraging people to get back to fitness” and to give people confidence to continue once the course has ended. I shall certainly look at continuing, especially as the next big bike ride is beckoning, so there is a need to increase the level of fitness. Hopefully it will also help to reduce the present unwanted girth!”

Pat Reed, Beginner Exercise session participant
Away from Princess Square saw Dance for Adults lead the Bracknell and Ascot Clinical Commissioning Group’s GP Council in a surprise group Tap Dance session.

The North Bracknell Patient Group cluster organised and hosted an educational event in the evening called “Breathe Easy” at Easthampstead Baptist Church. The agenda for the evening was based around all aspects of treatment, pain relief and prevention and addressed the physical and mental health needs of people living with COPD. The full agenda can be viewed in Annex 2 of this report. At the event, organisations had stands promoting the support available in the community for people affected by COPD. These organisations included Talking Therapies, HealthMakers, The Green Gym, Jealott's Hill Community Landshare, Healthwatch Bracknell Forest, Signal 4 Carers, Forest Heath Group, Red Diamond Sports Club, Bracknell Forest Lions and Bracknell-in-Bloom. The evening’s proceedings were opened by the Mayor of Bracknell Forest, Cllr Tony Virgo with 40 people in attendance.
Friday was the last day of the week the volunteers would be in Princess Square talking to the public about self-care and the local support available to them, with approximately 150 conversations taking place.

Outside of Central Bracknell, Great Hollands Library hosted a Stop Smoking session in the morning.

Sandhurst Health Walks were promoted as another free activity as part of Self Care Week in
Bracknell Forest. Walks are a great, sociable way to get fit and enjoy the green spaces locally. The walks during Self Care Week were led and organised by a group of dedicated volunteers starting from Sandhurst Community Centre at 09:30 every weekday. Each walk had two walk leaders on to ensure all walkers were well looked-after. Everybody in the community was invited to attend:

“No-one will ever be 'too slow' or made to feel that they need to keep up. You walk at a pace you feel comfortable with, it is our job to walk with you!”

Sandhurst Health Walks Website

Saturday saw Bracknell “parkrun” offer a free 5km timed run, which is held weekly at Great Hollands Recreation Ground. For Self Care Week this event offered inexperienced runners the chance to have a run buddy who would run with them for one minute and then walk for one minute through the whole of the run. There was support and encouragement for anybody that wanted to join in, so it didn’t matter if people were experienced runners or a beginner, they could even walk the whole course! Those wanting to attend were encouraged to register online for timing purposes and then just turn up on the day.

Seated exercise plans from NHS Choices were distributed across the Borough to all Sheltered Housing and Residential and Nursing Homes on Monday, 7th November 2016. Staff were asked to take the time during Self Care Week 2016 to bring their residents together and participate in these seated exercises together.
This year’s event was a success with all of the activities being well received. There was a high level of engagement from the local community.

Town Centre Engagement

For every two people that had a conversation with a volunteer on Self-Care in Princess Square it is estimated that another person would also read the information taken away, resulting in approximately 2100 people potentially benefitting from the town centre activities. This is likely to be attributable to a combination of factors:

- A larger number Bracknell & Wokingham College student volunteers canvassing the public
- Better marketing of the events through traditional and social media
- Continued Town centre regeneration focusing footfall on Princess Square rather than spread across a larger area of the town.

Marketing and Social Media

Bracknell Forest Council’s self-care web traffic accounted for over 40% of all Bracknell Forest Council's Adult Social Care, Health and Housing web traffic during the month of November 2016.
Once posters advertising the free activities were displayed, a number of enquiries and bookings were received, with some events being fully booked up before the start of Self Care Week. Highlights included:

- A full week of activities across Bracknell Forest.
- The Coffee Afternoon and Age Concern Get Together sessions were fully subscribed.
- The Patient Group educational events were all well attended.
- The three information events organised by the dietitians of Berkshire Healthcare NHS Foundation Trust at BFC Children’s Centres across the Borough covered topical issues showing the agenda for the Week was relevant.
- The Patient Group and Community events held during were well received and provided an excellent opportunity for the community to learn how to improve their health and wellbeing.

**School Poster Competition**

In total 456 entries were received for the school poster competition, this is an increase of 252 entries, more than double the number of entries received for 2015’s event.

The First, Second, Third and Fourth place designs were selected from the shortlisted entries by Deputy Mayor, Cllr Tina McKenzie-Boyle and her consort Mr Bruce McKenzie-Boyle on Tuesday, 29th November 2016. All the winners received certificates and Swimming Tokens to Bracknell Leisure Centre, Self-Care equipment for their classmates to encourage a healthy lifestyle.

Self Care Week offers partner organisations a chance to engage with the local community and asks for their views on the health and social care support available and how they view their own health.
Conclusion

Self Care Week 2016 saw increased public engagement and involvement, building on the successes of previous Self Care Weeks held in Bracknell Forest. This high level of public engagement is linked to certain key factors:

• A larger Self Care Week publicity campaign across multiple digital and print media, with the social media plan being followed by all of the partner organisation’s Communication departments. There was strong branding and good quality media.

• Over 250 community locations hosting Self Care Week stands to reach more people despite a reduced budget.

• Planning for the event built on the learning from previous Self Care Weeks in Bracknell Forest.

• Strong partnerships and relationships from previous Self Care Weeks and preventative campaigns gave a stronger starting point.

Key learning points from the Week’s activities, and ambitions for future prevention & self-care activity, include:

• Further co-ordinating communication to departments of partner organisations in publishing preventative messages all year round through their media channels.

• Continued local “Choose Better” publicity campaign including Patient Group led public educational events as part of the local calendar of events to be funded from the Prevention and Self-Care budget.

• Educational support for individuals living with long-term conditions like dementia, depression, anxiety as well as those who are socially isolated and lonely.

• Continue to work with internal departments and external providers to run a series of preventative themed health events at intervals throughout the year in community locations throughout Bracknell Forest.

It is recognised that self-care is not just for Self Care Week. The Prevention and Self-Care programme will be promoted throughout the year with public engagement events being held across the Borough. Through this high level of engagement with the residents of Bracknell Forest, they will be given the support needed to manage on-going medical conditions. It will ensure the public know how to eat healthily, exercise regularly, maintain emotional wellbeing and know that the right support is available to them when they need help taking care of themselves.
Prevention and Self-Care in Bracknell Forest for 2017/18

Going forward from Self Care Week 2016 the Prevention and Self-Care Board have agreed a year-long programme of projects and campaigns for 2017/18.

In a change from previous years, the subject of the projects and social media campaigns will be decided closer to the date of their implementation using data from sources including the Bracknell Forest Better Care Fund and the Bracknell and Ascot’s Clinical Commissioning Group’s Commissioning for Value data packs. This approach has been agreed by the Prevention and Self-Care Steering Group so that the Programme can be more responsive to the needs of the local community throughout 2017/18.

- Self Care Week 2017, (November 2017) will continue on from the successes of the previous events held in the Borough. In 2017 the Board hope to have more free activities, more educational events and more Street Doctors.

- Bracknell Forest’s Year of Self Care will continue into 2017, which will see particular aspects of self care focussed on each calendar month. These will include Mental Well-Being (February), Healthy Ageing (March), Children and Family Health (August) and Winter Well-Being (November). A number of local businesses and organisations have already partnered up with the programme and it is anticipated that more will sign up in 2017.

- The Helping You Stay Independent Guide 2018/19, (November 2017 – March 2018) - Bracknell Forest Council and Bracknell and Ascot Clinical Commissioning Group will continue to work jointly to support and advise people and their carers, with the aim of helping them prevent
long-term conditions deteriorating to the point there is a need for avoidable hospital admissions, and to help improve quality of life. A key part of this is the Helping You Stay Independent Guide, which is a directory of local support available to help people stay healthy and happy.

- The Prevention & Self-Care Board will continue to fund projects throughout the year that support the prevention agenda in the local community. Past projects that have been funded by the Board include a Digital Inclusion Co-ordinator to help individuals get online and gain confidence using computers, Yoga Mindfulness Classes for Adults with Autism and Beginner Exercise sessions that encourages people to gradually get involved in physical activity and Mental First Aid Course for frontline health and social care staff.

- Prevention & Self-Care Patient Group event funding - The Prevention & Self-Care Board will continue to fund Bracknell and Ascot Clinical Commissioning Group Patient Group educational events in Bracknell Forest. These events will be organised by Patient Groups or in conjunction with a practice team and offer a great opportunity to educate and empower the public.

- Prevention & Self-Care awareness campaigns (April 2017 – March 2018) The Joint Prevention and Self-Care Board aims to support individuals to take responsibility for their own health and wellbeing. As part of this approach each month the Joint Prevention and Self-Care Board promotes several of the many national and international events that focus on preventative health and social care issues.
Annex 1: Bracknell Forest Self Care Week
2016 Project Team, Partner Organisations
and Local Stakeholders

Core members:

- Matthew Clift – Project Manager (Prevention and Self-Care) & Project Lead – Bracknell Forest Council and Bracknell and Ascot Clinical Commissioning Group
- Dr. Martin Kittel – Director and lead for Self-Care – Bracknell and Ascot Clinical Commissioning Group
- Daniel Green – Public Health Programme Officer – Bracknell Forest Council
- Mary Purnell – Head of Operations – Bracknell and Ascot Clinical Commissioning Group
- Lynne Lidster – Head of Joint Commissioning - Bracknell Forest Council
- Lisa McNally – Consultant in Public Health - Bracknell Forest Council
- Karen Maskell – Lay Member for Patient and Public involvement – Bracknell and Ascot Clinical Commissioning Group
- Jennie Ford – Practice Manager & Representative at Bracknell and Ascot Clinical Commissioning Group – Sandhurst Group Practice
- Sook Fong Chin – Prevention and Self-Care Administrator - Bracknell Forest Council
- Chris Taylor – Co-ordinator – Bracknell Forest Healthwatch
- Cllr Isabel Mattick – Councillor - Bracknell Forest Council

Supporting members:

- Heather Richardson – Communications and Marketing Officer - Bracknell Forest Council
- Sabahat Hassan – Communications and Engagement Manager - NHS Central Southern Clinical Support Unit
- Nisha Duggal – Web Editor - NHS Central Southern Clinical Support Unit
- Katie Walters – Web Assistant - NHS Central Southern Clinical Support Unit
- Sarah Taylor – Graphic Designer - Bracknell Forest Council
- Tanieque Noel-George – Communications Officer – Talking Therapies
- Dawne West – Project Lead – IAPT
- Steve Eker – Joint Commissioning Officer – Bracknell Forest Council
- Kathryn Mullen – Public Health Programme Officer - Bracknell Forest Council
- Amanda Hales-Owen – Children's Centre Manager - Bracknell Forest Council
- Jacqui Copp – Dietitian - Berkshire Healthcare NHS Foundation Trust
- Cllr Dale Birch – Executive member for Adult Social Care, Health and Housing - Bracknell Forest Council
- Libby Whittaker – National Self-Care Forum Representative
Partner Organisations:

Bracknell Forest Council
Bracknell and Ascot Clinical Commissioning Group
Bracknell Forest Health and Wellbeing Board
Talking Therapies
Berkshire Healthcare NHS Foundation Trust
Healthwatch Bracknell Forest
Involve
East Berkshire Primary Care Out of Hours Service
Bracknell and Wokingham College
Bracknell Shopmobility
Bracknell Urgent Care Centre
Solutions 4 Health
Bracknell Regeneration Partnership

Local Stakeholders:

Age Concern Bracknell Forest
Bracknell and Ascot Patient Assembly
Bracknell Lions
Bracknell Shopmobility
Local Pharmaceutical Committee (Thames Valley)
Local community and faith groups
Bracknell Pub and Drug Watch
Breakthrough Supported Employment
Just Advocacy
SeAp
HealthMakers
Bracknell and Ascot Clinical Commissioning Group COPD Education Event

Education for patients of Practices in Bracknell Forest and Ascot
To register for this event, please go to www.nhsevents.info
and fill out the registration form

COPD Information Event

Bracknell & Ascot CCG supported by Bracknell Forest Council are organising an evening on COPD. During the evening specialists will speak.

During the evening a variety of health professionals will talk to you about all aspects of treatment, pain relief and prevention and address the physical and mental health needs of COPD sufferers. It should be fun and interactive. You shall have plenty of time to ask questions if you wish to.

Please be aware, that you must register your attendance. Only registered patients can be admitted. The form will ask you also of an email and a telephone number in case of last minute changes. There are about 100 spaces. We expect this evening to be quite popular and would recommend early registration. Once the spaces are full the web-tool will be disabled.

Who: All patients registered with a practice in Bracknell & Ascot or any person related to the NHS or the Local Authority.

Location: Easthampstead Baptist Church, South Hill Road, Bracknell, RG12 7NS
Date: Thursday, 17th November 2016
Time: 7.00pm

For any further queries, please email the chairman of our patient participation group, Isabel Mattick on forestendpatientgroup@aol.com.

Please be aware that due to personnel and capacity issues we are unable to register you by any other means than online. If you do not have the internet, please ask a friend, relative or your surgery to register you. We can only communicate any changes, cancellations or updates via email.
### Agenda

**Education for patients of Bracknell & Ascot CCG**  
A free evening on how to avoid, treat or care for COPD

**Where:** Easthampstead Baptist Church.  
**When:** Thursday, 17th November 2016 at 7:00pm

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<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>7.00pm - 7.45pm</td>
<td>Registration &amp; Refreshments</td>
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<tr>
<td>7.45pm - 8.00pm</td>
<td>Chairman’s introduction with Q&amp;A collection</td>
<td>Dr Martin Kittel</td>
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<tr>
<td>8.00pm - 8.15pm</td>
<td>“The Clinical Picture” – Anatomy and Physiology. Inhalers and what they do. Why vaccination? Other medications. Rescue medication</td>
<td>Dr Gareth Roberts and Joanne King</td>
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<td>8.15pm - 8.25pm</td>
<td>Pulmonary Rehab patient(s) – before and after</td>
<td>Charlotte Glazzard</td>
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<td>8.25pm - 8.35pm</td>
<td>Pulmonary Rehabilitation activity session</td>
<td>Charlotte Glazzard</td>
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<td>8.35pm - 8.45pm</td>
<td>HealthMakers / Break</td>
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<td>8.45pm - 8.55pm</td>
<td>Smoking Cessation – what is available to patient</td>
<td>Smoke Free 4 life</td>
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<td>8.55pm - 9.05pm</td>
<td>Mental Health in Lung disease</td>
<td>Dawne West, Talking Therapies.</td>
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<tr>
<td>9.05pm - 9.30pm</td>
<td>Panel Discussion</td>
<td>Dr Martin Kittel</td>
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Copies of this booklet may be obtained in large print, Braille, on audio cassette or in other languages. To obtain a copy in an alternative format please telephone 01344 352000.

Nepali

यस प्रचारको सकेप्रथम बा सार निचोड चाहिं दिइने छ, ठूलो अक्षरमा, ब्रेल बा क्यासेट सूनको लागि। अरु भाषाको नकल पनि हासिल गर्न सकिने छ। कृपया सम्पर्क गृहोला ०१३४४ ३५२०००।

Tagalog

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Makipag-alam sa 01344 352000

Urdu

اس دستاویز کے خلاصے ے کا مختصر متن جیلی حروف، ہر کہاپنے یا پہرا آڈیو کیسٹ پریکار کے شدہ صورت میں فراہم کئے چا سکتے ہین۔ دیگر زبانوں میں اس کی کئی پہلی حاصل کی جا سکتی ہے۔
اس کے لیے براہ مہربانی تلفن ڈائن 01344 352000 پر رابطہ کریں۔

Polish

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