



COVID-19 briefing 15 May 2020

The Frimley Health and Care briefing aims to provide you with the latest information on the measures we are putting into place across Frimley Health and Care to respond to the impact of Covid-19 on our local health and care services and provide you with a key issues update of what is happening across the system.

We are working together across our organisations and with the NHS England team to ensure our communications are consistent and timely. For the latest local position on Covid-19 please visit this link <https://www.gov.uk/coronavirus>

Today's update covers:

1. **Help us help you get the treatment you need – Act FAST**
2. **Change of national guidance – Stay Alert**
3. **Respect, compassion and getting the right care continue to be at the forefront of the Clinicians and care staff across the Frimley ICS**
4. **New Managing Directors will start on Monday 18 May**
5. **Co-op introduces gift card scheme for vulnerable customers**
6. **Mencap launches new online channel – Mencap TV**
7. **Stay Alive app**
8. **Communications**

1/ **'Help us to help you' campaign**

The public information campaign 'help us to help you' has been rolled out to persuade people to contact their GP or the 111 service if they have urgent care needs, 999 in emergencies, and to attend hospital if they are told they should.

'Act FAST' – Do not be put off seeking help for stroke symptoms because of coronavirus



Frimley Health and Care system cardiovascular service leaders are backing the NHS's on-going 'Help Us Help You Campaign'.

We want to ask people to help us share the message that if you or a loved one are experiencing symptoms of a stroke, 'act FAST' and dial 999. Do not be put off seeking help because of coronavirus.



We have worked hard to ensure anyone who needs stroke care can safely get it, with services across the country being rearranged to reduce the risk of infection in hospital. This includes separating A&E services into Covid and non-Covid areas.

Even during the peak of the pandemic, the NHS was providing excellent care for people who had suffered a stroke, and across the South East services have got better thanks to the use of technology to speed up stroke response times. However, senior clinicians are concerned that people are putting off getting help when they need it due to coronavirus worries.

Dr Nithya Nanda is a member of the Frimley Health and Care Integrated Care System's cardiovascular sub-group and is the clinical lead for cardiology in East Berkshire. He said: "I understand that some people may feel anxious in seeking medical support as result of coronavirus. However, it's imperative that you seek help if you need it especially if it's serious or an emergency.

"A stroke is a serious life-threatening medical condition that happens when the blood supply to part of the brain is cut off. It often results in people being taken by ambulance to A&E for emergency treatment where time is of the essence.

"The sooner a person receives treatment for a stroke, the less damage is likely to happen. If you suspect that you or someone else is having a stroke, phone 999 immediately and ask for an ambulance."

The main symptoms of stroke can be remembered with the word **FAST**:

- **Face** – the face may have dropped on one side, the person may not be able to smile, or their mouth or eye may have dropped.
- **Arms** – the person with suspected stroke may not be able to lift both arms and keep them there because of weakness or numbness in one arm.
- **Speech** – their speech may be slurred or garbled, or the person may not be able to talk at all despite appearing to be awake; they may also have problems understanding what you're saying to them.
- **Time** – it's time to dial 999 immediately if you see any of these signs or symptoms.

Dr Raj Thakkar, Clinical Lead at NHS England's Strategic Clinical Network - Thames Valley and Hampshire, said: "GPs across the South East have adapted to new and agile ways of working since the outbreak of Covid-19 and are now able to offer a variety of consultation options including via text, phone and through video. We are actively in contact with patients who are at risk of stroke which include people with high blood pressure, high cholesterol, irregular heartbeat and diabetes"

"I have been encouraging patients to use home blood pressure machines to send their readings through to the practice. To date we have had 363 readings into my practice alone. We also want to hear from people who are suffering from breathlessness and palpitations as these can be early signs of being at risk of this life threatening health condition.

"GP practices and hospitals are now working in a way which means we can run life-saving tests at the same time as protecting patients and our own staff from Covid-19 using protective equipment. The risk of ignoring the early signs of a stroke can make





a difference between being able to make a full recovery or living with serious disability or even death.”

2/ **National guidance change**

The national guidance on halting the spread of Covid-19 has changed from ‘Stay Home Save Lives’ to ‘Stay Alert to Stay Safe’, as the UK moves into Phase 2 of the pandemic response. For more information on what the new guidance means, see the [Government website](#).

3/ **Respect, compassion and getting the right care continue to be at the forefront of the Clinicians and care staff across the Frimley ICS**

Caring for our loved ones at the end of their life can be distressing and overwhelming for families, loved ones and carers.

Across Frimley Health and Care, health and social care partners are working together in the community to support people at the end of their life, their carers and families to be able to talk about dying and to make plans for their care. This includes teams of local GPs, district nursing teams, specialist palliative care teams, local hospices, local authority Intermediate Care Teams, social care teams, ambulance services and community pharmacies.

The 2020 theme of ‘Dying To Be Heard’ aims to help people talk more openly about dying, death and bereavement, and to make plans for the end of life. This supports the nationwide Dying Matters Awareness Week, run by national hospice and palliative care charity Hospice UK. It runs from May 11 to 17.

During this challenging period of the COVID-19 pandemic, it is our priority to continue to ensure patients across East Berkshire, North East Hants and Farnham and Surrey Heath are getting the best possible palliative care and support services. Our top priorities are to continue to ensure patients get the care they need and to treat our patients at the End of Life with dignity, respect and compassion. We continue to treat each person as an individual and listen to them so that we can understand their care needs and wishes.

Our GPs, district nurses and other healthcare professionals are having honest conversations with people and their families about their future treatment and we are receiving amazing support from our voluntary and community sector partners providing practical and emotional support to people in the local community. This is important as people are only able to make the right choices if they have the facts.

As part of our ongoing efforts to support families and carers we have put together an information booklet which provides information to help carers and families on what to expect when looking after someone who is very ill and near the end of life, what signs and symptoms to look out for and practical information to help make the person being cared for more comfortable. It also provides information for carers on how to look after themselves and signposting to local help available from local volunteers.

The Information booklet, which contains details of key healthcare staff such as the district nurses and local hospice, is being distributed to people at home. This work is being carried out by local district nurses and community teams at Thames Hospice and Phyllis Tuckwell Hospice and GPs and the local council’s social care teams will



also have electronic copies. The booklet is also available to download from the Frimley Health and Care website

<https://www.frimleyhealthandcare.org.uk/news/posts/2020/may/compassion-in-end-of-life-care/>

3/ **New Managing Directors will start on Monday 18 May**

Next week will see The Frimley Collaborative joined by two new Managing Directors who will be supporting our places:

- North East Hampshire and Farnham: Daryl Gasson
- Slough: Tracey Faraday-Drake

We look forward to welcoming Daryl and Tracey to the Collaborative executive team. They bring with them a wealth of experience in different sectors which will complement the existing team members, further strengthening the collaborative as a whole. Tracey is joining us in a jointly appointed post with Slough Borough Council. Daryl is joining us from Frimley Hospitals Trust, and will be strengthening our integration across health and care in North East Hampshire and Farnham.

The Collaborative Managing Directors are responsible for local quality, transformation, finance and operational performance, and will build strong relationships and trust with local partners and the people in our local communities. As well as their Place role, the Managing Directors will also lead on a portfolio across the Collaborative.

Please join us in welcoming our new MDs and take the time to help them get to know you all remotely for the time being.

With Daryl and Tracey on board, the full complement of Place Managing Directors is:

Bracknell	Fiona Slevin-Brown
North East Hampshire and Farnham	Daryl Gasson
Slough	Tracey Faraday-Drake
Surrey Heath	Nicola Airey
Windsor, Ascot and Maidenhead	Caroline Farrar

6/ **Co-op introduces gift card scheme for vulnerable customers**

The Co-op supermarket group has launched a [gift card scheme](#) for those shielding or self-isolating and reliant on others to do their shopping or who are volunteering to help someone they know, including as part of a local support group.

By calling a dedicated Co-op phone line on 0800 029 4592, they can purchase a gift card which can be shared with friends, neighbours or volunteers to pay for shopping in their local Co-op store. If a volunteer group wishes to buy multiple cards to support vulnerable people, they can do this by emailing their requirements to giftvouchers@coop.co.uk. Please do [promote](#) the gift card to vulnerable people in your community that it would benefit.





Additionally the [Co-op Health app](#) connects people in England securely to their GP so they can automatically view and order the medications they need, from their mobile phone. Home delivery is at no extra cost to them or the NHS.

7/ **Mencap launches new online channel – Mencap TV**

[Mencap TV](#) has been co-created with people with a learning disability in response to the current coronavirus outbreak. It is a collection of fun and instructional short videos released daily.

8/ **Stay Alive App**

The Stay Alive app is a suicide prevention resource for the UK, packed full of useful information and tools to help a person stay safe in crisis. It can be used by anyone having thoughts of suicide or if concerned about someone else who may be considering suicide.

The app also includes a safety plan and links directly to local and national crisis resources. For further information, please visit [Grassroots](#).

7/ **Communications - Are you following Frimley Health and Care social media accounts?**

Can't wait for our briefings to hit your inbox? Stay up to date with our latest information by following us on social media...

Frimley Health and Care website: www.frimleyhealthandcare.org.uk/

Twitter - @FrimleyHC twitter.com/FrimleyHC

Facebook – Frimley Health and Care Integrated Care System
<https://www.facebook.com/FrimleyHealthandCare>

