

#Getinspired  
Maximising & making  
opportunities

Your local MP & using NICE

Dr Carol McCrum  
East Sussex Healthcare NHS Trust  
SE Coast CSP Regional Network Meeting

14 Sept 2017

@carol\_mccrum

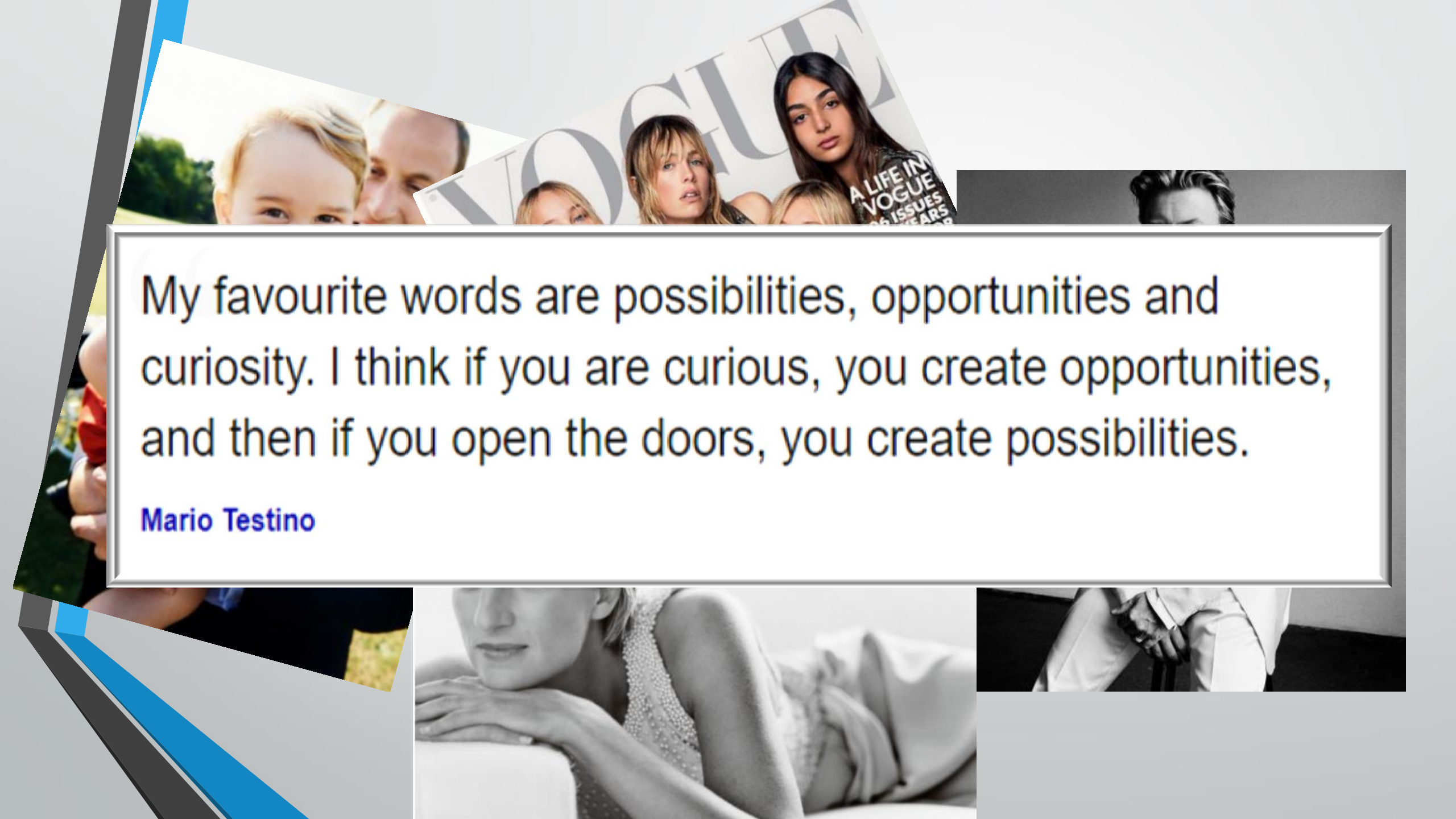
carol.mccrum@nhs.net



# SE CSP Regional Network

- Exert influence on decisions impacting services regionally & locally
  - Create opportunity to network
  - Help campaign on behalf of the profession
  - Learn new skills to support you in influencing
  - Help more people can gain benefits of physiotherapy in your region
- Helping make good things happen for our patients,  
for healthcare & for us

#GetInspired



My favourite words are possibilities, opportunities and curiosity. I think if you are curious, you create opportunities, and then if you open the doors, you create possibilities.

**Mario Testino**

Some doors can appear grey & daunting, not looking anything like an opportunity – sometimes it is just because they in a shadow, or maybe we create the shadow




- Make all your doors blue
- there are always possibilities behind blue doors
  - open them and see

#GetInspired

# Contacting your local MP

- Use your postcode
- send a letter - template or personal
- Email via their website
- Tweet & cc in your @MP
- Arrange meeting – local 'surgery'
- Invite to your service or event



The screenshot shows the website www.parliament.uk. The main navigation bar includes links for Home, Parliamentary business, MPs, Lords & offices, About Parliament, and Get involved. A secondary navigation bar lists MPs, Lords, Government & Opposition, Parliamentary offices, Members' allowances, and Standards. The breadcrumb trail reads: You are here: Parliament home page > MPs, Lords & offices > MPs. The page title is 'MPs'. The main heading is 'Find your MP and learn more about MPs, including details of their parliamentary career and contact information.' Below this, a search box is provided with the text: 'The options in the search box allow you to find MPs by postcode, constituency or MP's name; or to filter the list by name, constituency, location, party or gender.' The search box is titled 'Members of the House of Commons' and has two radio buttons: 'by keyword(s)' (selected) and 'or filter MPs by'. The search input field contains the text 'Postcode, constituency or MP's name' and a 'Go' button.



# Meeting with your MP- strategy

- Work out what you would like from them
- Make it 'local' – % pop, local impacts, local benefits
- Contact your Trust Comms team for advice
- CSP –great advice & support
- Research them- website, Facebook page, tweets, website, Weekly News, their personal campaigns
- Think how you can be a resource for your MP
- Find out their parliamentary committees
- Help positive PR- local media, tweet, local news, Trust newsletter, Facebook



# MPs- campaigning on your behalf

- Can write letter to relevant dept, official or Minister
- Can make personal appointment to discuss issue
- Raise question in House of Commons
- written question to a Minister- required to answer
- Ask them to an event
- To pledge their support
- To write to local media on your behalf

[www.parliament.uk/about/mps-and-lords/members/raising/](http://www.parliament.uk/about/mps-and-lords/members/raising/)



# #BackingRehab

- contact your MP to support CSp campaign for rehabilitation
- Ask them to speak up for community rehabilitation locally & in parliament
- Invite them to visit your services
- Use CSP resources



# Helping MPs to campaign on your behalf

Private strategies

t depa

riate

Department for Work & Pensions
   
  
 Department of Health

Closed consultation

## Work, health and disability guidance

improving lives

Updated 2 November 2016

# THINK PHYSIO

for primary care

FOR TEAM GP

Policy briefing England, July 2017

## BACKING REHAB

Community rehabilitation reduces the number of people becoming readmitted, disabled and prevented from becoming re-employable. It also reduces pressure on secondary care. For example, voluntary rehab reduces mortality. In one study, the new patients spent in hospital and readmissions by 26%.

For other people, measures reduce rehabilitation in hospital but then have long waits when they get home, if it is available at all. These are major barriers to recovery. Some patients wait up to 18-21 weeks for CDPD, private care patients wait up to 10-12 weeks for CDPD. In one study by the Stroke Association 10% of patients wait 18 weeks for rehab. The NHS has a target of 10% of patients who wait less than 12 weeks for rehab. This is a challenge for the NHS. To increase independence and reduce disability, patients need to continue rehab from hospital to home, to help them to live and work in the community.

**Part of the community**

The Hope Street Service in Gensby is part of a social enterprise, Core Plus. The project offers rehabilitation and support for people with CDPD and other people at risk of falls at home and in care homes. The team is made up of physio, occupational therapists, geneticists, social workers, and nurses. They also have 30 volunteers – former patients and local people, who act on education and community education. When the service was established through over Hope Street Medical Centre, a GP surgery was set up and used to be a target for funding – costing £3000 each month. Using help from the local community, they turned it into a modern rehab centre and a valued asset for the local community.

With the volunteers they set up a charity – the Hope Street Trust – to do local fundraising to pay for community education, develop a gym, outdoor exercise facilities, a garden and a cafe – with gardening forming part of people's rehab and produce from the garden used in the cafe.

**“Rather than seeing our volunteers as patients or ex-patients, we see them as people with a lifetime of skills.”**


Kylie Fabrice  
Specialist Physiotherapist,  
Hope Street Medical Service, Gensby

**Together they have:**

- Reduced hospital admissions by 1 for every CDPD patient – saving £2600 each time
- 10 fewer hip fractures in local care homes January to March 2017, saving £26,000
- Reduced levels of anxiety and depression, increasing confidence and ability to undertake daily activity.

- pledge
- write to local MP on your behalf

# MPs can help reach audiences & campaign on your behalf

 **Caroline Ansell** for  
Eastbourne and Willingdon

Local News & Updates

## Eastbourne physiotherapy expert

By [Caroline Ansell](#) on January 17, 2017 in [News](#)

I enjoyed meeting consultant physiotherapist Carol McCrum from Eastbourne District General Hospital to discuss new guidelines that will help sufferers with the most effective Spondylitis.

The chronic condition occurs when the spine and other areas of the body become inflamed and it often affects teenagers and young adults. Carol has been part of a group drawing up new NICE guidelines on Spondyloarthritis which makes recommendations to support earlier diagnosis and treatment strategies for this group of conditions, such as Ankylosing Spondylitis and Psoriatic Arthritis.

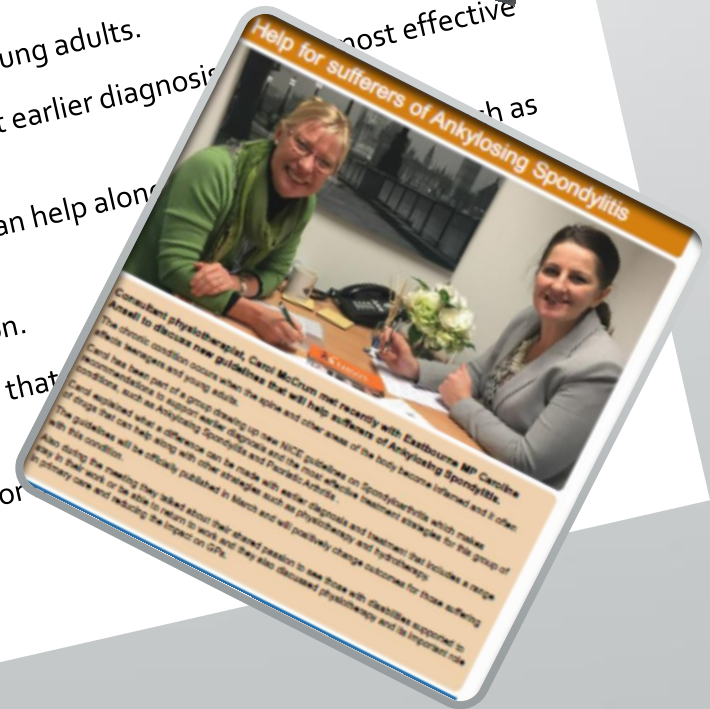
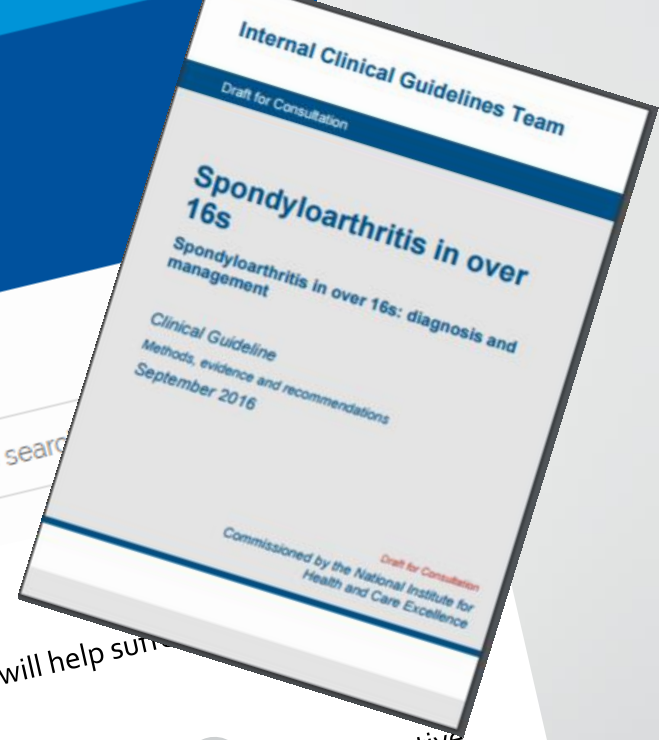
I am pleased to hear what a difference can be made with earlier diagnosis and treatment that includes a range of drugs that can help alongside physiotherapy and hydrotherapy.

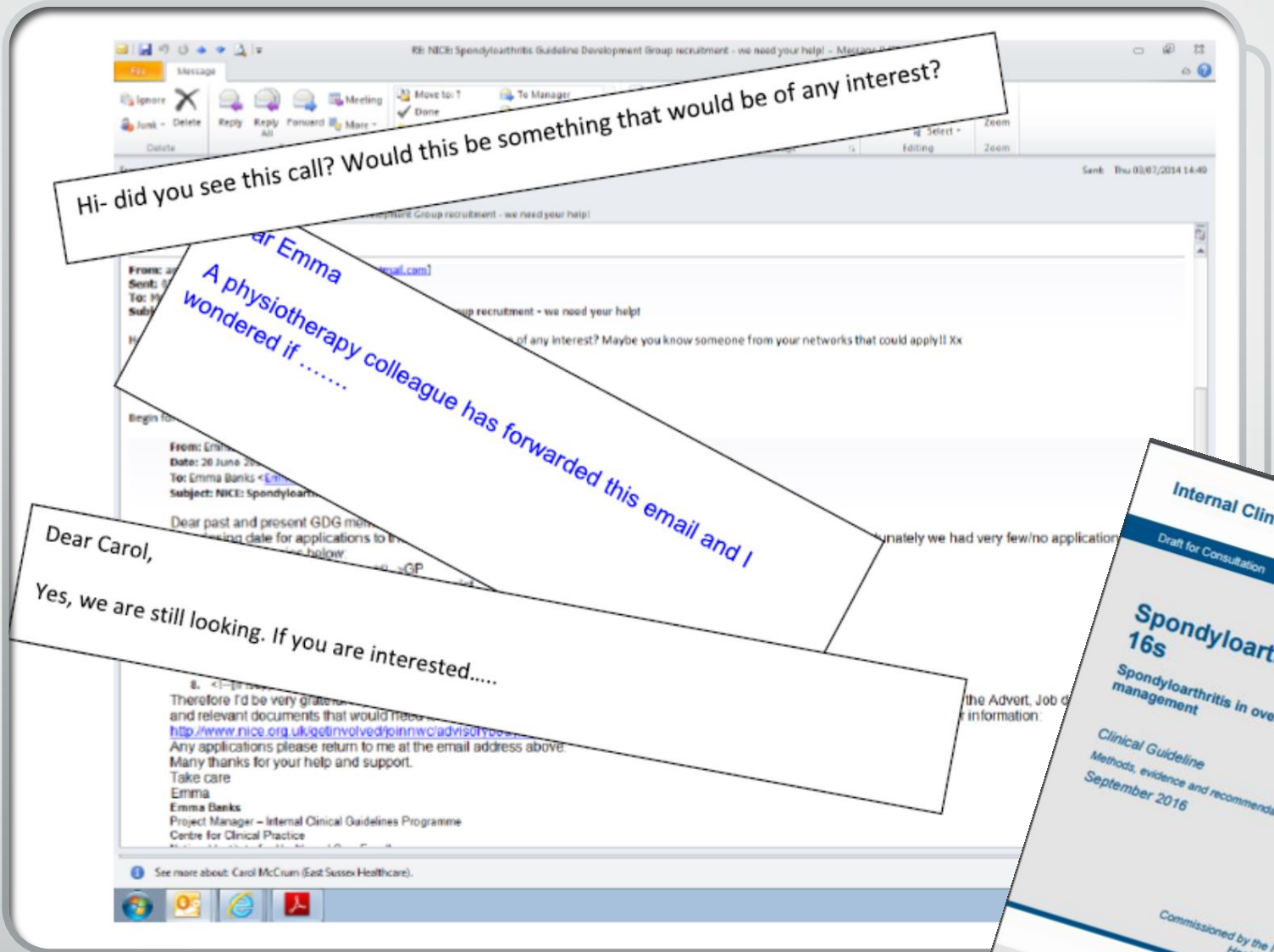
The guidelines will be officially published in March and will positively change outcomes for those suffering with this condition. It is great to hear what a difference this drug could make to young people with Ankylosing Spondylitis, and I'm delighted that Carol has shared passion to see those with disabilities supported to stay in their work or education, reducing the impact on GPs.

About Caroline

News

type here to search

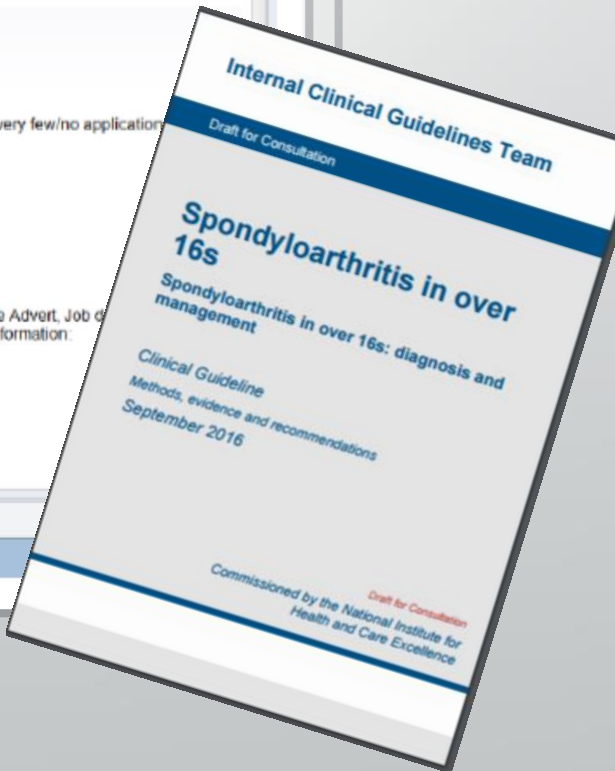


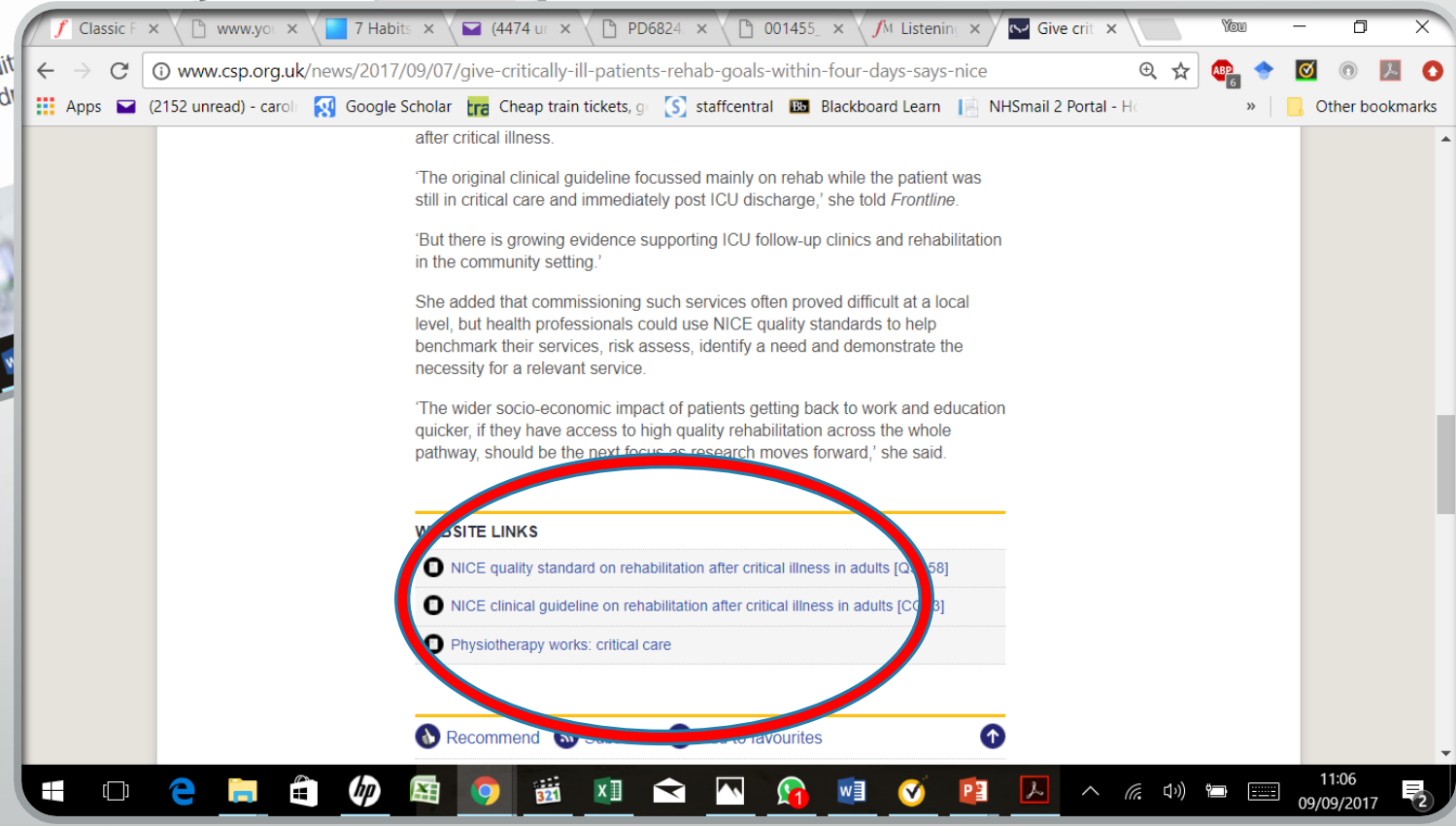
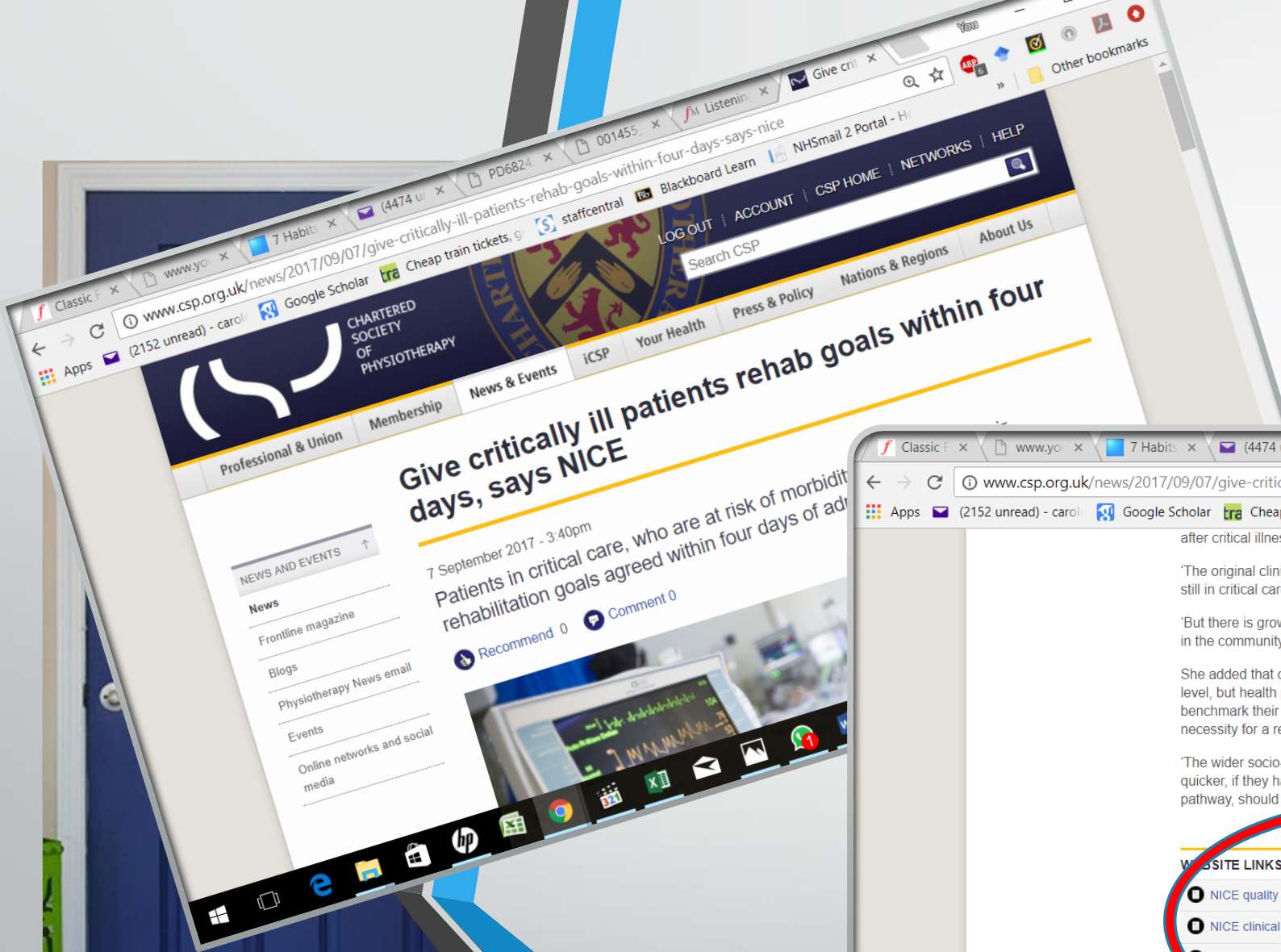


Hi- did you see this call? Would this be something that would be of any interest?

Dear Emma  
A physiotherapy colleague has forwarded this email and I wondered if .....

Dear Carol,  
Yes, we are still looking. If you are interested.....

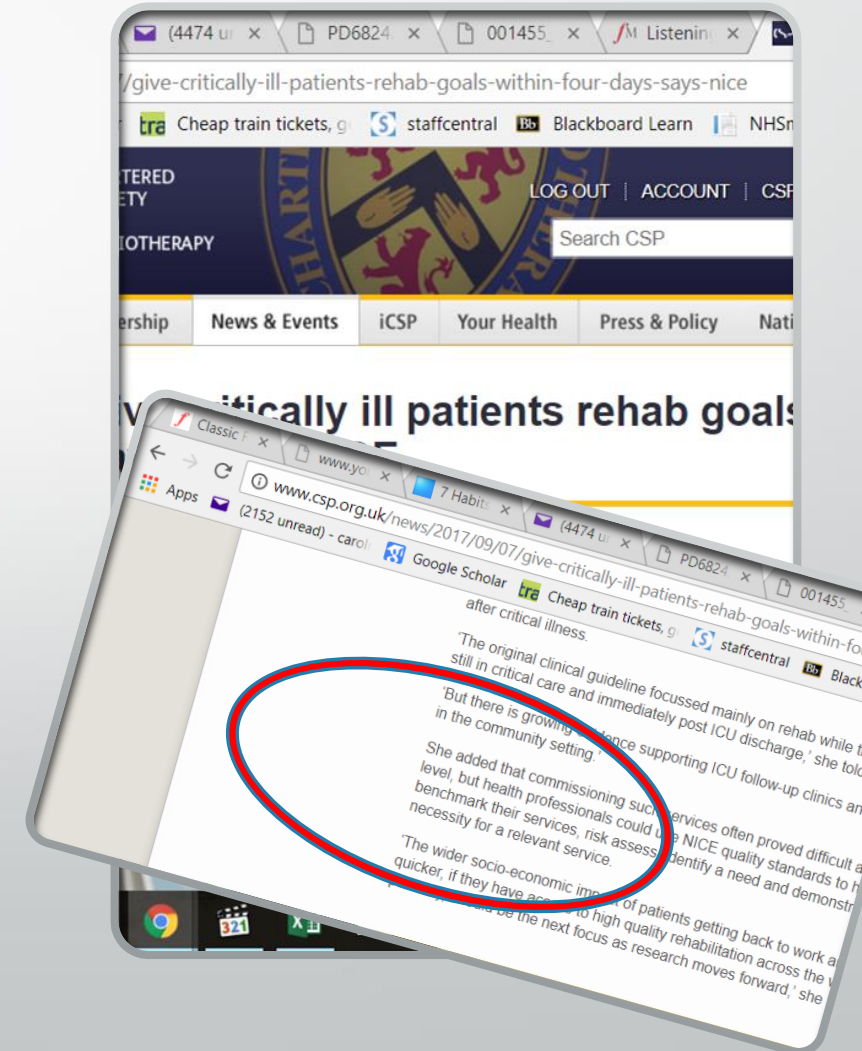




# Opportunities from NICE

## -helping you in your work, your influence, your studies & your professional development

- Clinical Guidelines & Quality Standards
  - Into Practice Guide
  - Real life egs-Shared Practice database
  - NICE Field Team - visits, advice & support
  - Clinical Knowledge Summaries
  - NICE Evidence Search Tool
- 
- **Be involved-** contribute to CSP guideline & standards consultation responses, apply for committees, advisor role



# Opportunities & support on NICE website

The screenshot shows a web browser window displaying the NICE website. The browser's address bar shows the URL <https://www.nice.org.uk>. The page header includes the NICE logo (National Institute for Health and Care Excellence) and navigation links for NICE Pathways, NICE Guidance, Standards and indicators, Evidence services, and a Sign in button. A search bar is prominently displayed with the placeholder text "Search NICE...". The main content area features a large heading: "Improving health and social care through evidence-based guidance", accompanied by a purple button labeled "Find NICE guidance". To the right, a section titled "Browse guidance by area:" lists several categories: Conditions and diseases, Health protection, Lifestyle and wellbeing, Population groups, Service delivery, organisation and staffing, and Settings. The browser's taskbar at the bottom shows the Windows Start button, several application icons (including Edge, File Explorer, HP, Excel, and PowerPoint), and the system tray with the date and time (11:41, 09/09/2017).

Browser tabs: Clas x, wwv x, 7 Ha x, (447 x), PD6 x, 001- x, fM Liste x, All r x, 001: x, N NICE x

Address bar: Secure | <https://www.nice.org.uk>

Bookmarks: Apps, (2152 unread) - carol, Google Scholar, Cheap train tickets, staffcentral, Blackboard Learn, NHSmail 2 Portal - H, Other bookmarks

Browser tabs: Clas x, wwv x, 7 Ha x, (446 x), PD6 x, 001- x, fM Liste x, All r x, 001: x, N NICE x

Address bar: Secure | <https://www.nice.org.uk>

Bookmarks: Apps, (2152 unread) - carol, Google Scholar, Cheap train tickets, staffcentral, Blackboard Learn, NHSmail 2 Portal - H, Other bookmarks

## Explore NICE

[News](#) | [About](#) | [Events](#) | [Get involved](#)



Find resources to help you put guidance into practice



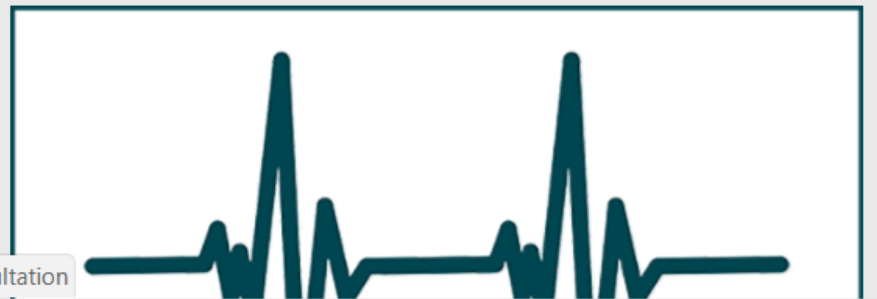
Join a committee and help to develop our guidance



View all of our meetings held in public



Comment on our new conflict of interests policy



<https://www.nice.org.uk/about/who-we-are/policies-and-procedures/conflicts-of-interest-policy-consultation>

Downloaded files: quality-standard-....xlsm, baseline-assessmen....., 001227\_key\_messa....pdf, 001227\_key\_messa....pdf

Show all

Windows taskbar: Start button, File Explorer, Microsoft Edge, HP, Excel, Chrome, Outlook, Word, PowerPoint, Adobe Reader, System tray (13:07, 09/09/2017)

Browser tabs: Clas x, www x, 7 Ha x, (446 x), PD6 x, 001 x, M Liste x, Whe x, 001 x, N Stro x

Address bar: <https://www.nice.org.uk/guidance/conditions-and-diseases/cardiovascular-conditions/stroke-and-transient-is-...>

Navigation: Back, Forward, Refresh, Home, Stop, Print, Share, Bookmarks, Other bookmarks

Search: Google Scholar, Cheap train tickets, staffcentral, Blackboard Learn, NHSmail 2 Portal - Ho

Sign in

Navigation menu: NICE Pathways, NICE Guidance, Standards and indicators, Evidence services

**NICE** National Institute for Health and Care Excellence

Search NICE...

Home > NICE Guidance > Conditions and diseases > Cardiovascular conditions

# Stroke and transient ischaemic attack

## Clinical Guidelines

Everything NICE has produced on the topic of stroke and transient ischaemic attack. Includes related guidelines, NICE Pathways, quality standards and advice.

Guidance

Resources

Savings and productivity

3 new and 0 updated products since March 2017.

Show all

Taskbar: quality-standard-....xslm, baseline-assessmen....., 001227\_key\_messa....pdf, 001227\_key\_messa....pdf

System tray: 13:49, 09/09/2017

Taskbar icons: Windows, Edge, File Explorer, HP, Excel, Chrome, Calendar, Mail, Photos, WhatsApp, Word, PowerPoint, PDF Reader, Network, Volume, Battery, Task View, Notification Area (2)



Search NICE...

NICE Pathways

NICE Guidance

Standards and indicators

Evidence services

Sign in

Home > NICE Guidance > Conditions and diseases > Cardiovascular conditions > Stroke and transient ischaemic attack

# Stroke in adults

Quality standard [QS2] Published date: June 2010 Last updated: April 2016 Uptake of this guidance

Quality standard

Tools and resources

History

Overview

We're developing a new way to find quality statements.

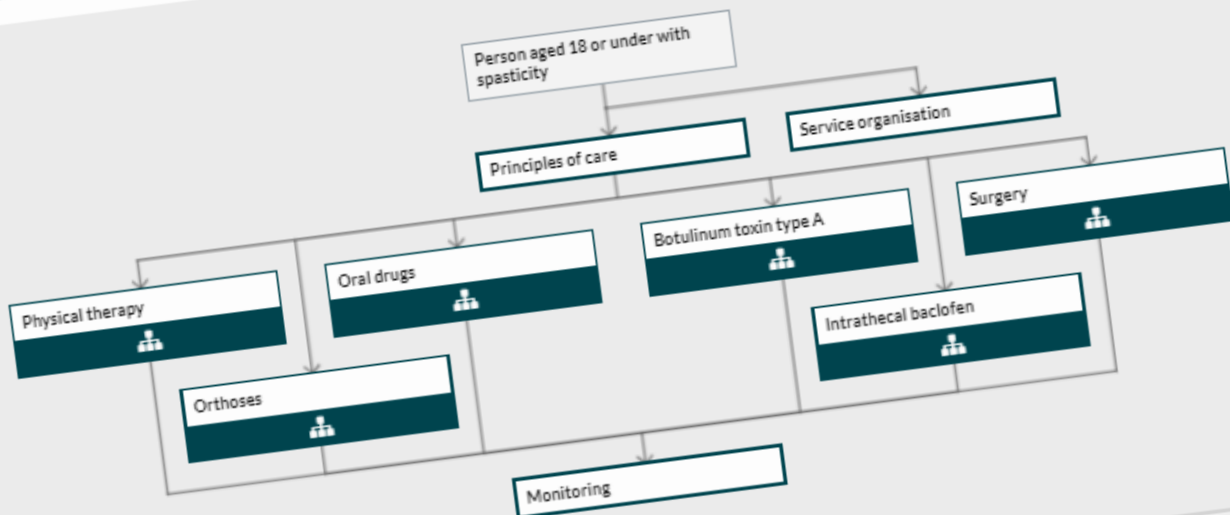
Take a look

No thanks

Show all

Search NICE's interactive flowcharts ...

## Spasticity in children and young people overview



- Spasticity in children and young people - everything an interactive flowchart
- people with spasticity
- Continuous pump-administered intrathecal baclofen to treat spasticity in children and young people with spasticity
- Using continuous pump-administered intrathecal baclofen to treat spasticity in children and young people with spasticity
- Surgery for children and young people with spasticity

Your responsibility when using NICE

Browser tabs: Clas x, www x, 7 Ha x, (447 x), PD6 x, 001 x, M List x, All r x, 001 x, N Into x

Address bar: Secure | https://www.nice.org.uk/about/what-we-do/into-practice

Browser extensions: Apps (2152 unread) - carol, Google Scholar, Cheap train tickets, g, staffcentral, Blackboard Learn, NHSmail 2 Portal - H, Other bookmarks

# Into practice

Support and resources to maximise uptake and use of evidence and guidance.

## Implementation support

A selection of resources to help you make effective decisions for your local services, including:

- [return on investment tools](#)
- [resource impact reports and templates](#)
- [audit and service planning](#)
- [adopting new health technologies](#)

Find resources

## Feedback

We want to hear your feedback and experiences of implementing our guidance. You can:

- help us develop our tools and resources
- share your experiences of putting our guidance and standards into practice
- send us your comments.

Get in touch

## Measuring the use of guidance

A selection of resources that helps you measure the uptake of our guidance and quality standards. Our database helps you compare your service with others. You can:

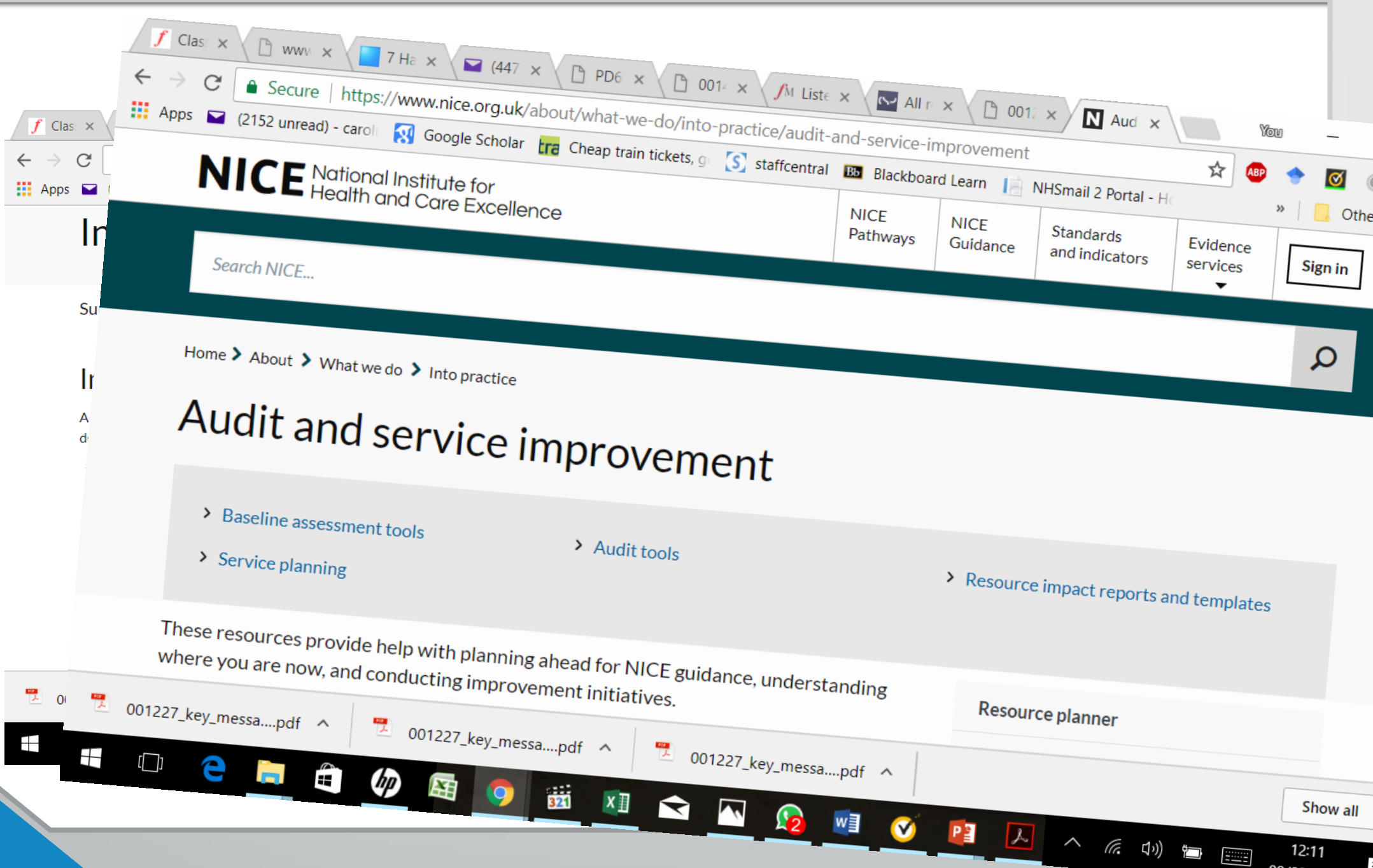
- find audit data relating to NICE recommendations
- assess levels of uptake over time
- read how our recommendations have been used.

Find resources

Taskbar: 001227\_key\_messa....pdf, 001227\_key\_messa....pdf, 001227\_key\_messa....pdf

Taskbar icons: Windows, File Explorer, HP, Chrome, 321, Excel, Mail, Photos, WhatsApp (2), Word, Outlook, PowerPoint, PDF Reader

System tray: Show all, 12:10, 09/09/2017, 2



**NICE** National Institute for Health and Care Excellence

Search NICE...

- NICE Pathways
- NICE Guidance
- Standards and indicators
- Evidence services
- Sign in

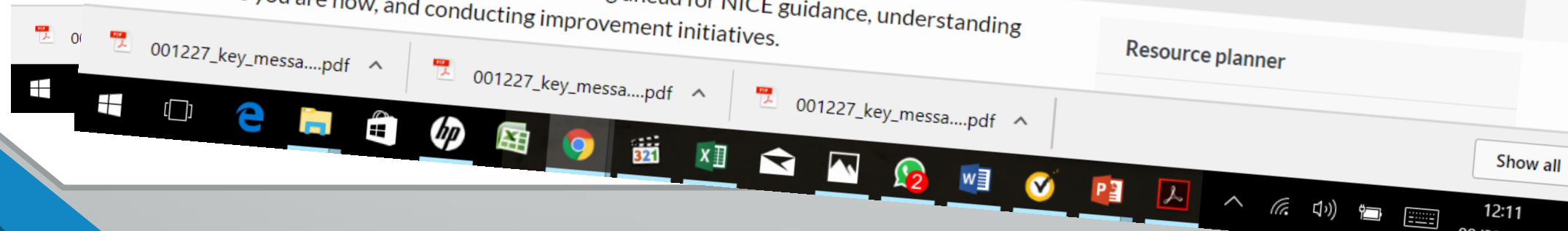
Home > About > What we do > Into practice

# Audit and service improvement

- > Baseline assessment tools
- > Service planning
- > Audit tools
- > Resource impact reports and templates

These resources provide help with planning ahead for NICE guidance, understanding where you are now, and conducting improvement initiatives.

Resource planner



File Home Insert Draw Page Layout Formulas Data Review View Tell me what you want to do

Normal Page Break Preview Page Custom Workbook Views Gridlines Headings Show

Zoom 100% Zoom to Selection

New Window Arrange All Freeze Panes Unhide

View Side by Side Synchronous Scrolling Reset Window Position Switch Windows Macros

Quality standard template: Assessment and action plan

[Instructions on use](#)

Ref	Quality standard	Selected statement
(ii)	QS143 - Osteoporosis	Adults who have had a fragility fracture or use systemic glucocorticoids or have a history of falls have an assessment of their fracture risk.
(iii)		

Initial assessment	What is the source of evidence to support this?	What are the risks associated with not making these improvements? <small>This should be an initial high-</small>	Has this statement been prioritised for quality improvement? <small>If no, record a date for the review of the decision; if yes,</small>	Action plan	Date action decided <small>(dd/mm/yyyy)</small>	Person respon

# Clinical Guidelines 'baseline assessment tool'

Cover page Instructions Assessment and action plan

Ready

Taskbar: File Explorer, HP, Chrome, 321, Excel, Mail, Photos, WhatsApp (2), Word, PDF, PowerPoint, Print, Network, Volume, Battery

System tray: 12:30 09/09/2017

Taskbar (bottom): File Explorer, HP, Chrome, 321, Excel, Mail, Photos, WhatsApp (2), Word, PDF, PowerPoint, Print, Network, Volume, Battery

System tray (bottom): 12:11 09/09/2017



The image shows a screenshot of the Microsoft Excel application. The title bar at the top reads "quality-standard-service-improvement-template-excel-2297715951 - Excel". The ribbon includes tabs for File, Home, Insert, Draw, Page Layout, Formulas, Data, Review, and View. The View tab is active, showing options like Ruler, Formula Bar, Gridlines, Headings, Zoom (100%), Zoom to Selection, New Window, Arrange All, Freeze Panes, Hide, Split, View Side by Side, Synchronous Scrolling, Reset Window Position, Switch Windows, and Macros. The main workspace displays a Gantt chart with several horizontal bars. A red circle highlights a specific bar in the chart. The status bar at the bottom shows "Ready" and "Co". The Windows taskbar at the bottom contains various application icons, including File Explorer, Edge, HP, Excel, Mail, Photos, WhatsApp, Word, PowerPoint, and PDF Reader. The system tray shows the time as 12:25 on 09/09/2017.

# Quality Standards- implementation & support tools

The image shows a screenshot of the NICE website homepage. At the top, the browser address bar displays "https://www.evidence.nhs.uk/". The navigation menu includes "NICE Pathways", "NICE Guidance", "Standards and indicators", "Evidence services", and "Sign in". A secondary menu below features "Evidence search", "BNF", "BNFC", "CKS", and "Journals and databases". A blue banner at the top of the main content area contains the text "NICE uses cookies to make the site better. Learn more". The central focus is a large blue circle with the text "Evidence search" and a search input field containing "Search...". Below this, it states: "Make better, quicker, evidence based decisions. Evidence search provides access to selected and authoritative evidence in health, social care and public health." The background of the banner features a molecular structure graphic.

**Use NICE website to search for evidence**

Search NICE...

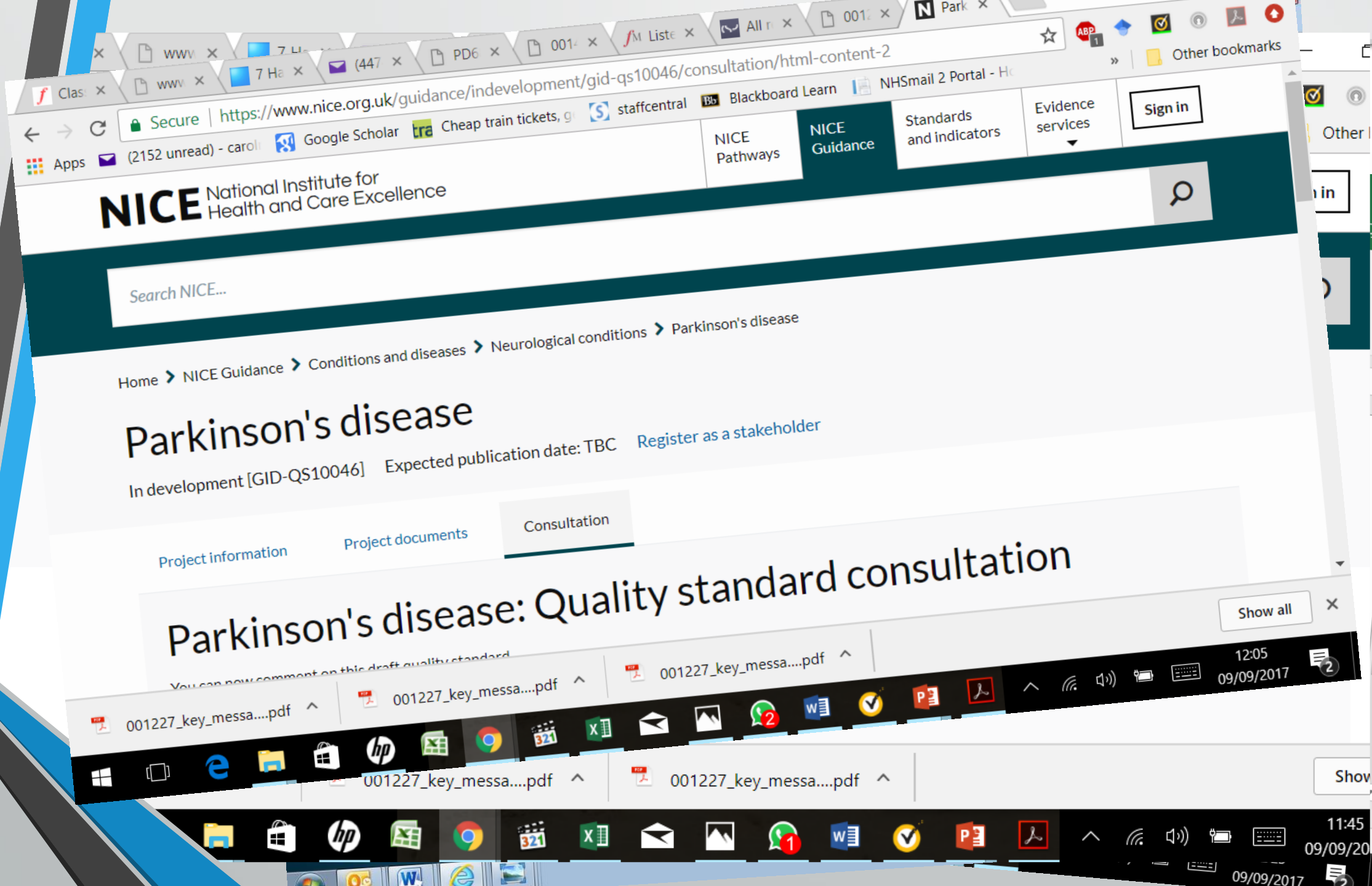
Home >

# Developing NICE guidelines: how to get involved

Process and methods [PMG22] Published date: October 2014 Last updated: July 2015

**Respond to consultations or join a NICE committee**





**NICE** National Institute for Health and Care Excellence

Search NICE...

Home > NICE Guidance > Conditions and diseases > Neurological conditions > Parkinson's disease

# Parkinson's disease

In development [GID-QS10046] Expected publication date: TBC [Register as a stakeholder](#)

[Project information](#) [Project documents](#) [Consultation](#)

## Parkinson's disease: Quality standard consultation

You can now comment on this draft quality standard

001227\_key\_messa....pdf

001227\_key\_messa....pdf

001227\_key\_messa....pdf

Show all

Show

Show all

11:45  
09/09/2017

12:11  
09/09/2017

# CSP website – Overview of NICE & links to tools

The screenshot shows a web browser window displaying an article on the CSP website. The browser's address bar shows the URL [www.csp.org.uk/frontline/article/what-nice-what-can-it-do-you-what](http://www.csp.org.uk/frontline/article/what-nice-what-can-it-do-you-what). The website's navigation menu includes links for Professional & Union, Membership, News & Events, iCSP, Your Health, Press & Policy, Nations & Regions, and About Us. The article title is "What is NICE, what can it do for you and what can you do for it?". The author is Gail Sowden. The article text states: "NICE fellow Gail Sowden gives an overview of the role of NICE and explains how CSP members can get the most from its work." There are 0 recommended items and 0 comments. The article information section lists the author as Gail Sowden. The browser's taskbar at the bottom shows several open files: "d-....xlsm", "baseline-assessmen.....", "001227\_key\_messa....pdf", and "001227\_key\_messa....pdf". The system tray shows the date and time as 09/09/2017, 13:45.

NEWS AND EVENTS ↑

FRONTLINE MAGAZINE

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## What is NICE, what can it do for you and what can you do for it?

NICE fellow Gail Sowden gives an overview of the role of NICE and explains how CSP members can get the most from its work.

Recommended 0 Comment 0

### ARTICLE INFORMATION


AUTHOR(S)  
Gail Sowden

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001227\_key\_messa....pdf

Show all

13:45  
09/09/2017



# #GetInspired

## What helps make opportunities?

# Curiosity

# Interest

# Proactivity

# Personal & professional growth

# Strategy

# Courage



#GetInspired

Helping make good things happen for  
our patients,  
for healthcare & for us

Thank you

@carol\_mccrum

carol.mccrum@nhs.net