



News from the Deep End

Issue 2, November 2022

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Introduction from our Co-Clinical Lead, Dr Martin Weatherhead



Welcome to our latest Newsletter. It has been an extremely busy year for our Network in the North East & North Cumbria (NENC).

I believe we have had a significant impact on the challenge we set ourselves to get commissioners to take account of the socioeconomic factors which impact on practices who work with the poorest patients. Our ultimate aim is to help address the factors which impact on our ability to meet the needs of our patients.

However, we want to focus on our efforts over the next year on building a sense of community within the GP practices which make up the Deep End Network. We know not everyone is aware of what the Network is, and more importantly, not aware of what we can offer. Covid has had an inevitable impact on our ability to bring practices together, but we hope the offer of a funded face to face event will give us an opportunity to build those links. 14 practices have signed up to Deep End pilots which involve the Network providing funding and project management support. That means there are many practices not taking advantage of the offer and we want to understand what the barriers are. We need to understand better what all professional groups need from us; what works for you?

With additional funding secured to enable us to offer more opportunities to Deep End practices, we are excited to see what the next year has in store and to continue to make inroads with supporting our Deep End practices and patients where they need it most.

Feedback from Webinar 6

We hosted our 6th webinar at the end of March, the theme of which was 'Education,' specifically what barriers do practices in the Deep End have in engaging with education and workforce development and how can we address this? Our keynote speakers included Dr Rob Carter who spoke about Hub and Spoke Models for Teaching Placements; Dr Hussam Mohamed who gave a presentation on International Medical Graduate Family Physicians and how they could be an additional resource for Deep End practices; and Dr Claire Norman who presented the 'Roadmap to the Deep End' and discussed how we can harness enthusiasm and promote working in the Deep End to students at all stages of their journey into medicine. A recording of the webinar is available [here](#).

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Introduction to our new Educational Lead, Dr Vivienne Branton



Following on from this, we have successfully appointed Dr Vivienne Branton as our NENC Deep End Educational & Development Lead, who will be leading our Education workstream moving forward. Vivienne also works in a Deep End practice and we are really excited to have her on board to push forward our education workstream plans. Viv has included some words below:

"With teaching on health inequalities high up on the agenda from Medical School to GP training and beyond, now is a really exciting time to be joining the Deep End Network NENC as Educational Lead. I have been meeting with key players in the North East medical education sphere and already have several teaching sessions on Deep End working in the diary from developing a session on multi-disciplinary approaches to health inequality in primary care for Year 2 medical students at Sunderland University to a 3 hour teaching session for final year GP trainees in Cumbria.

We know that trainees who have had exposure to Deep End working during their training are more likely to take on jobs in Deep End practices. In our efforts to combat recruitment issues that are common across the Deep End, I am exploring ways to help you engage with training opportunities (which could range from hosting a medical student SSC - which doesn't require training practice status - to taking on a final year GP trainee who is keen to understand Deep End working in more detail through an Integrated Training Post (ITP)) - and multiple other options between). I understand that there can be significant barriers preventing a practice from exploring these options - and I want to understand these better - if you would like to email me with any feedback or thoughts on this, or to find out more about opportunities available, I would love to hear from you. My email address is vivienne.branton@nhs.net. I would also be very happy to chat over a Teams meeting."



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Pilot Programmes

Over the course of this year, we have successfully launched a number of pilot initiatives – a summary of these are listed below:

Project / Summary	DE Practices Involved	Linked Research / Evaluation	Future Plans
Clinical Psychologist Pilot Embedding psychologist support in primary care to get psychological support closer to the patient	2 DE practices based in Newcastle	Quantitative evaluation led by NECS BI Team Qualitative Evaluation led by Newcastle University (MINDED)	Exploring options with CNTW & NuTH to roll out a similar model in 4 other DE practices
Reduction of Opioid & Gabapentinoid Prescription Rates Network provides funded support to practices to give GPs/ pharmacists protected time to review their prescription rates and address this via patient reviews	6 DE practices	Quantitative evaluation led by NECS BI Team Qualitative Evaluation led by Newcastle University (TAPER)	Regular 'check in' meetings held to support practices & share learning – positive feedback to date Estimated completion date April 23
Childhood Immunisations NHS England Public Programmes Team made a funded offer of support to DE practices to take part in work to help improve processes and uptake rates for 0-5 routine childhood vaccinations. This involves support from the team, a short audit and workshop.	10 DE practices	NHSE will feedback outcomes / learning	Workshop scheduled to take place in December
Deep End Fellowship Programme We have worked in partnership with HEE to recruit our first DE Fellow who commenced in post in April in Linthorpe Surgery. The fellow works 1 session per week in a neighbouring DE practice, who is not a training practice, and would not ordinarily benefit from fellowship schemes, whilst also giving the Fellow a broad range of experience.	2 DE practices	Internal evaluation of programme via network	We will be sharing experiences of the DE fellow and looking at how we can develop the programme. The plan is to increase the number of fellowships available in DE practices.

If you would like any further information regarding any of our pilot programmes please get in touch at: necsu.deependnecn@nhs.net

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'Health Inequalities Summit: The Deep End of Primary Care

Our Network was delighted to be asked by our ICS to host the next in their series of Health Inequalities Summits via a free online webinar focusing on Primary Care. The Deep End of Primary Care Summit took place on 9th November 2022, specifically looking at how to increase access to healthcare and improve experience and health outcomes within practices that are in the most deprived areas across our ICS as well as other examples from colleagues tackling health inequalities more broadly.

Attendees were able to listen to live presentations from our clinical leads on their experience of inequalities in primary care, the impact of funding inequalities and an insight into the Deep End perspective and the role of the Network in addressing the Inverse Care Law. We also had a number of guest speakers who presented examples of projects they have implemented locally, where they have used innovative approaches to take into account socio-economic factors and health inequalities in primary care and the tangible outcomes / actions that they delivered.

The Summit was a huge success with over 400 attendees from a diverse group, including clinicians, public health, strategic leads and voluntary sector to name a few, from within and outside of our ICS! It was a great opportunity for us to raise awareness of the challenges faced in the Deep End as well as promote the work we are doing as a Network to address this.

A recording of the Summit will shortly be available to watch on our website - [Deep End GP Network for the North East and North Cumbria \(NENC\) GPs at the Deep End NENC](#) - and we will be sharing any feedback and frequently asked questions.

Health Inequalities Funding

We have recently been successful in bidding for recurrent funding from the ICB that will fund our Network until 2024/25. This is a huge success for our Network and an incredible vouch of support from the ICB that they are supportive of the work we are doing to address socioeconomic inequalities in the Deep End. This investment will enable us to really push forward with our workplan and pilot initiatives, targeting workforce, education, advocacy and research.



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Research Update

The co-design research process undertaken October 2020 - March 2021 under the auspices of the [NENC NIHR Applied Research Collaboration \(ARC\)](#) forms the cornerstone of all programme activity now being developed and implemented within our North East and North Cumbria (NENC) Deep End network. You can read more about this co-design research [here](#). This research also generated unique insights into the experiences and impact of Covid-19 for those living and working in the Deep End, which you can read more about [here](#).

We now have active research projects supporting across our NENC Deep End work programmes. We are continually building upon our strong research-practice collaborations, with the aim of ensuring all activity within our NENC Deep End network:

- a. A. Is informed by available evidence of 'what works and why' to address health inequalities in primary care
- b. Builds upon the existing evidence-base in an applied way that involves our Deep End practitioners and patients

Our research team is led by Dr Sarah Sowden at Newcastle University and supports the co-design, implementation and evaluation of Deep End NENC network and its associated work programmes.

Collaborating with partners, we build research capacity and capability in Deep End general practice where health needs are greatest. You can meet the whole Deep End Research team [here](#).

Our current research activity includes the following:

1. MINDED (evaluation of Deep End pilot initiative)
2. TAPER (evaluation of Deep End pilot initiative)
3. Research to inform efforts to improve GP recruitment in the Deep End
4. Research to inform efforts to improve health literacy in the Deep End
5. Patient, public and community involvement in Deep End research activity

We also support a number of other research projects involving or aligning to our NENC Deep End network activity and aspirations including:

Deep End Primary Care Research Activity and Engagement Review

Building and evidencing community asset partnerships in housing and health to address health disparities in NENC

You can find out more information regarding all of the projects listed above by visiting our website [here](#).



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Future Events

Webinar 7 – 30th November 2022

We plan to host a webinar at the end of November to discuss our plans for how we propose to utilise this additional funding and invite practices to share their views and comments in respect of what would benefit them most. This webinar will be held on 30th November 2022, 12:30pm – 2pm – if you are interested in attending please contact us at: necsu.deependnec@nhs.net

Funded Face to Face Engagement Event – Feb 2023

We will follow this up by hosting a face-to-face engagement event at the beginning of February 2023 that will be open to all Deep End practices and there will be an offer of funding available for those who are able to attend in order to cover any backfill costs. We will be in touch with more information regarding this event in due course.

Opportunities for DE practices

The ICS Child Health and Wellbeing Network (CHWN) secured funding earlier this year to purchase the Healthier Together mobile app. The mobile app is now live and being offered free to GP practices across the NENC and we would greatly appreciate your support to increase uptake in the app, with potential financial support to backfill administrative time.

The Healthier Together app is a resource for parents/carers of children aged 0-18 years and aims to:

- Educate parents, enabling them to make a more informed judgement about their child when unwell.
- Change health seeking behaviour and reduces anxiety amongst parents of young children
- Promotes timely A&E/GP attendances and avoids delayed presentations

How can the Healthier Together app support Winter Pressures?

- Evidence gathered over the past 2 years has shown that 59% of parents are satisfied with the advice and opt for self-care.
- Pilot phase showed a 10% reduction in GP presentations despite 1% rise in patient population over this period
- 100% of patients were appropriate to be seen in primary care that day that came through the amber pathway.

For more information please contact Laura Cassidy - laura.cassidy8@nhs.net

