

DEEP END SUMMARY 9

Learning journeys

During August 2010, ten Deep End GPs took part in day long learning journeys, in two groups of five, visiting three different surprise settings, and followed by a joint half day discussion shortly afterwards.

KEY LEARNING

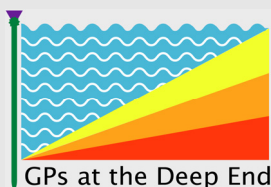
- Enormous talent and resources exist in communities of all kinds if one knows where to look and how to behave.
- People work effectively when their motivation comes from inside themselves rather than only outside.
- It is never too late to make a difference.
- Changing context is an effective way of changing behaviour.
- Personal contact matters to outcomes.

KEY ACTION POINTS

GPs at the Deep End

- must find ways to communicate more effectively with each other and others in the service of patients. This should include exploration of new media.
- might usefully develop more effective connections to activity both in their own localities and more generally. This might include trusted guides and more regular meetings with relevant others.
- should explore further how to innovate in an accountable way.
- need to develop more effective leadership roles in their local areas.
- could explore more fully the ethos and nature of general practice as a socially orientated enterprise.

NOTE *The learning journeys preceded proposals by the English Department of Health concerning “social enterprises” in primary care. These specific proposals were not discussed during the learning journeys, nor is it imagined that these proposals are the only or necessarily a desirable way to progress*



GPs at the Deep End

“General Practitioners at the Deep End” work in 100 general practices, serving the most socio-economically deprived populations in Scotland. The activities of the group are supported by the Royal College of General Practitioners (Scotland), the Scottish Government Health Department, the Glasgow Centre for Population Health, and the Section of General Practice & Primary Care at the University of Glasgow.

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Full report available at <http://www.gla.ac.uk/departments/generalpracticeprimarycare/deepend>