

# Deep End Newsletter

Volume 1, Issue 1

August 2018

## Welcome

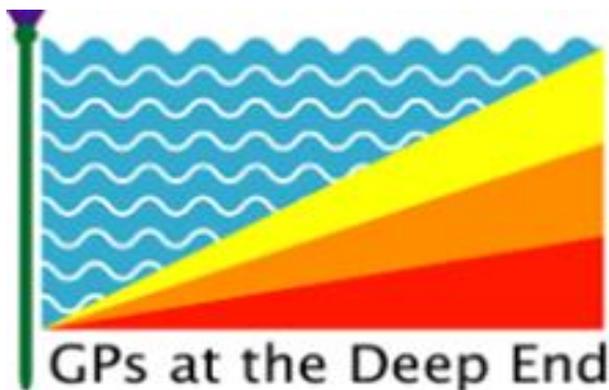
*If you receive this then YOU ARE IN THE DEEP END !*

After many months of promising a Newsletter, we have finally got down to producing one ... we hope you find it informative! Sorry for the delay!

Please share this with other members of your practice team, as we only have the contact details of PQLs and Practice Managers.

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## The Deep End Brand

The most deprived 10% of GP practices in Scotland is termed GPs at the Deep End.

This is ranked by taking the most deprived 15% of postcodes in Scotland, and seeing how many of your patients live there. The top 10% is about 100 practices, but some move in or out of the top 100, so we include any practice who has ever been in the 100 most deprived practices (currently about 118 practices).

## Where are they?

Primarily these practices are in **Glasgow City (85)**, but also include:

**Edinburgh 6**

**Dundee 5**

**Ayrshire 5**

**Lanarkshire 3**

**Inverclyde 6**

**Fife 2**

**Paisley 1** (you know who you are !)

## Steering Group

We have a dynamic group who meet on a quarterly basis to discuss how we can best influence policy in reversing “the Inverse Care Law.”

Professor Graham Watt, who coordinated the Deep End Project from 2009 until his retirement in 2016 has written, compiled and edited a book “The exceptional potential of general practice. Making a difference in primary care”, with 55 contributors from 11 countries, including 15 Deep End GPs from Scotland and 12 Deep End GPs from Ireland and England. The book is expected to be published towards the end of 2018.

## SO, WHAT DO WE DO ?

What have we achieved so far?

- The Deep End Brand is recognised in Scotland and beyond with similar groups now established in England, Ireland and Australia.
- The Deep End publishes extensively on its website about any health or social care issue that is relevant to the health needs of our communities. Feel free to reference any of the material . We also hope that GP colleagues beyond the Deep End group find some of our project findings of interest.

<https://www.gla.ac.uk/researchinstitutes/healthwellbeing/research/generalpractice/deepend/>

- The Deep End group is a registered lobbying group.
- We now have a Deep End representative on the RCGP Council .
- Four Deep End projects- Govan SHIP, Pioneer, Embedded Welfare Advisors, and Links, are all addressing the Inverse Care Law in slightly different ways. Together they represent new ways of working in general practice that improve recruitment and retention in general practice, and strengthen a community orientated primary care approach to improving health and well-being.
- A group of Deep End GPs recently met with Jeanne Freeman MSP (when she was Minister for Social Security) to discuss the impact of changes to the Benefits system to our patients. Now that Jeanne is the new Scottish Health Minister, we hope we can continue our close working relationship.
- We have been lobbying to get Health Inequalities and addressing the Inverse Care Law, into Primary Care Improvement Plans as part of the new GP contract.

## Pioneer Project

This is a Scottish Government funded project to improve Recruitment and Retention in GP practices serving deprived communities. For practical reasons it is currently based in 6 practices in Glasgow City.

It has secured 2 years of funding to employ 5 Deep End Fellows. These are fantastic early years' GPs who have an interest in deprivation medicine. We are nearly at the end of Year 2 of the project, and have just secured funding for Year 3. We are currently recruiting 6 new GP Fellows, who will be able to support 12 GP practices.

**There are two parts of the projects:**

- (a) additional capacity and also releasing time for experienced GPs to deal with complex patients, and**
- (b) academic programme to enhance knowledge and skills for GPs working in deprived areas.**

Each of the 6 posts is for a 7 session GP, each based in 2 Glasgow practices. 6 clinical sessions plus an additional fixed session per week for professional development. The appointment will be for one year (November 2018 - 2019).

### Embedded Welfare Advice

By embedding a welfare advice expert within the 2 practices in Parkhead Health Centre, the Glasgow Money Advice service received more referrals from these 2 practices than from all other Glasgow practices put together. The embedding was really important, because every other practice was able to refer in the "normal" way.

From these 2 practices, over a period of 18 months, 165 people engaged with the service.

Financial Gain : £848,001

Debt assistance: £155,766

**Average gain : £6,000 per patient**

85% were new clients, i.e. had never previously accessed Glasgow Money Advice services before.

## Links Project

Developing the connections between General Practices and their communities, by embedding a Community Links Worker in GP practices. This was trialed in Glasgow and Fife.

The evaluation report is here.

<https://www.gov.scot/resource/0039/00393257.pdf>

## Govan SHIP



Govan SHIP (Social Health Integration Project) has been funded for its 3rd year.

The project essentially provides approximately 10% extra GP capacity (using protected GP sessions) for participating GP practices to address complexity, high patient service use and unmet need in their patient population.

The project has 4 participating practices who work together to develop the main workstreams within the project- unscheduled care, vulnerable children and families, frail elderly and data systems.

The project's initial set up was externally evaluated by Stirling University and the project is now working with statisticians from ISD and producing promising data about demand reduction across all patient groups.

The participating practices use the monthly MDT meetings to work collaboratively and plan patient care with other professionals e.g social workers, CPNs, health visitors. This promotes improved coordination of health and social care provision for patients working with individual patients and family groups.

The GPs have written about why they need extra GP time to address complexity and multimorbidity in patients with unmet needs in the Deep End Report 29;

[https://www.gla.ac.uk/media/media\\_463742\\_en.pdf](https://www.gla.ac.uk/media/media_463742_en.pdf)

The current data showing the demand reduction was presented during a Kings Fund meeting about new ways of working in General Practice;

[https://www.gla.ac.uk/media/media\\_596040\\_en.pdf](https://www.gla.ac.uk/media/media_596040_en.pdf)

## GET INVOLVED

### Website

- all reading and reference material
- feel free to access and use this (link)

[gla.ac.uk/deepend](http://gla.ac.uk/deepend)

We welcome anyone who wishes to attend the Steering group meetings and we welcome your feedback on any issues via:

### Email

[deependgp@gmail.com](mailto:deependgp@gmail.com)

or

[anne.mullin@nhs.net](mailto:anne.mullin@nhs.net)

or

### TWEET

@deependgp

## Deep End goes Rural



Two of our Steering Group experienced working in Rural Practice.

Dr Maria Duffy recently worked on Benbecula, and

Dr Jim O'Neil did a locum week in Durness.

Just a wee bit different from working in Pollok and Carntyne.

## DATES FOR YOUR DIARY

- 1) **Annual RCGP Conference** being held in Glasgow from 4<sup>th</sup> - 6<sup>th</sup> October 2018, with Deep End representation as part of the programme.
- 2) The next **Steering Group** 24<sup>th</sup> October 2018, 2.15-5pm- all welcome.
  - Held at University Department of GP, Horselethill Road, Glasgow.
  - Locum provision cost is available.
  - Please email [anne.mullin@nhs.net](mailto:anne.mullin@nhs.net) if you wish to attend
- 3) **Medical Students** meeting provisionally November 2018.
- 4) Provisional date for a **National Deep End Conference** in Glasgow on 14<sup>th</sup>/15<sup>th</sup> Feb 2019

## Practical Help

As part of the great work done by our Pioneer Fellows, we are trying to publish helpful resources to assist all colleagues dealing with Deprivation and Inequalities.

These are being collated and will be published soon on the Turas Web-site, which is part of NES.

We will let you know as soon as this is available.

Topics covered include:

- Access
- Migrant Health
- Safeguarding
- Vulnerable Families
- ACPs
- Dealing with the Unworried Unwell