

DEEP END SUMMARY 35

Plans for advocacy and engagement by the Scottish Deep End Project

Nine general practitioners, all members of the Deep End Steering Group, gathered for a half day meeting on 11 December 2019 at General Practice and Primary Care, University of Glasgow to discuss the future identity and role of the Scottish Deep End project. The discussion focused on developing the sustained engagement of the Deep End movement – with practices with Deep End patients, relevant primary care and third sector organisations, patient groups and Scotland’s institutions that are charged with addressing health inequalities within the broader socio-economic landscape.

- This roundtable discussion focussed on advocacy and engagement, and proposed the following objectives:
 - To map Deep End practices (and clusters) that have 40% or more of their patients in the most socio-economically deprived 15% of SIMD postcodes.
 - To have a DE representative connect in person with these DE practices to raise awareness of potential educational and practical resources.
 - To work with Cluster Quality Leads (CQLs) to facilitate education and highlight challenges and solutions to providing health care for DE patients.
 - To expand the collegiate DE movement nationally and internationally.
 - To continue input into, and support, of the RCGP Inequality group and the West of Scotland and Lothian Deprivation Interest Groups.
 - To add a DE blog to the DE website and encourage input from anyone working with DE patients (not just GPs) to describe ways of working, everyday challenges, and DE community solutions.
 - To continue dissemination of our activities across different media.
 - To undertake advocacy training to explore barriers – professional, institutional, political and economic – that are impeding progress.
 - To continue strengthening medical education related to working with marginalised groups across the learning continuum, from widening participation, through undergraduate and postgraduate teaching and training, to lifelong learning.
 - To improve engagement with DE communities affected by poverty by hosting an evening in a community setting to explore DE issues.
- We will continue advocacy on existing projects related to financial inclusion, mental health, addictions, social prescribing, SHIP and Pioneer.

“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 Scottish Government Health Department, the Royal College of General Practitioners, and General Practice and Primary Care at the University of Glasgow.

Full report available at www.gla.ac.uk/deepend

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