

Chief Executive's Report
Nicola Lees, Chief Executive

Purpose of this Report:

To update Board members on national, regional and local issues, announcements relating to mental health, learning disability and community health services, and Chief Executive level discussions within the local health economy.

Recommendations

That the Board:

- **Notes** the content of the Chief Executives report

Previous meetings/committees where the report has been considered: Executive Management Team

Risk issues identified for discussion: Board members will want to identify any risks emerging from the content of the paper, and how new issues and challenges across the NHS might affect BDCFT. Any emerging issues may be taken forward through individual discussions with Directors outside Board meetings or suggesting a future paper to the Board or its Committees.

Links to Strategic Drivers

This report underpins all four of the strategic drivers.

Links to principal risks

There are no specific risk issues identified

Publication under Freedom of Information Act:

This paper has been made available under the FOI Act.

CQC outcomes

This paper provides assurance in relation to the well-led framework

Trust News

Safe Space for Children and Young People:

The service opened on 26 October 2016 and is delivered in partnership between Creative Support, BDCFT and West Yorkshire UEC Vanguard, to improve the experience and outcomes of children and young people in a MH crisis, as well as their families.

We were selected under the UEC Vanguard work stream across the West Yorkshire Healthy Futures STP Programme to run this pilot programme.

Safer Space is accessed through the Trust's mental health crisis support service, First Response; and will play a vital role in identifying crisis triggers early, preventing future crisis from escalating.

Kate Wilson chats about the safer space



Kayleigh Abbott chats about the First Response Service



Local News

West Yorkshire and Harrogate Sustainability Transformation Plan (STP):

Bradford District Care NHS Foundation Trust is working with other health, care and partner organisations, to develop the [West Yorkshire and Harrogate Sustainability and Transformation Plan](#) (STP). The STP sets out the ambitions and priorities for health and care in the region to 2021, so that everyone has the best possible outcomes for their health and wellbeing.

[➤ Read more](#)

Watch the video



National News

Integrating physical health, mental health and social care: Christopher Hilton, Director of Business & Strategy, West London MH NHS Trust

[➤ Read more](#)



Common Vocabulary for Patient Records: NHS Digital is developing a “single vocabulary” for patient records. SNOMED clinical terms (SNOMED CT) enables items such as diagnoses, symptoms, drugs and medical devices to be captured on records in a clear unambiguous and consistent way. The terminology replaces Read codes, which are due to be phased out by April 2018. [A notice under the Health and Social Care Act has now been published](#) outlining the implementation dates for general practices and other providers to adopt SNOMED CT

Primary Care Report - Government

Response: The government response to the House of Commons Health Select Committee report on primary care [➤ Read more](#)

BBC News: NHS NHS bosses 'trying to keep cuts secret': NHS Chiefs accused of trying to keep cuts secret through STPs [➤ Read more](#)



Share our good news on twitter by clicking 'read more' and using the twitter tap on the right hand side

Trust News

Royal College of Psychiatrists:

Congratulations to our Bradford Acute Services team for winning the RC Psychiatrists Team of the Year award!

Director of Operations and Nursing Recruitment:

The recruitment for the Director of Operations and Nursing is due to commence, *subject to Nominations Committee approval*. The vacancy will be advertised from Wednesday 3rd November internally and externally via a range of social media channels, and the NHS jobs website, with a closing date of Friday 9th December. An assessment centre for shortlisted candidates will occur on 23rd and 24th January 2017 and will include involvement from stakeholders, staff and service users.

Royal College of Psychiatrists Team of the Year award



Local News



The Care Trust's Flu Fighter team

Stay safe this winter: The 2016/17 seasonal flu campaign for BDCFT front line staff members commenced on the 3rd October 2016. The campaign is delivered jointly by the Infection Prevention and Employee Health and Wellbeing Teams, and was developed following a review of previous campaigns and facilitated focus groups.

Launch events have taken place across the Trust, the events were extremely popular with over 300 front line healthcare workers being vaccinated at the events, and social media is also being used to support the campaign with staff members having their photos taken holding a banner saying 'we've had our flu jab have you had yours?' These are being shared on social media and used on the Trust screen savers.

61% of BDCFT frontline healthcare workers are now #flufighters supporting the Trust value of a quality service by protecting service users from influenza.

National News

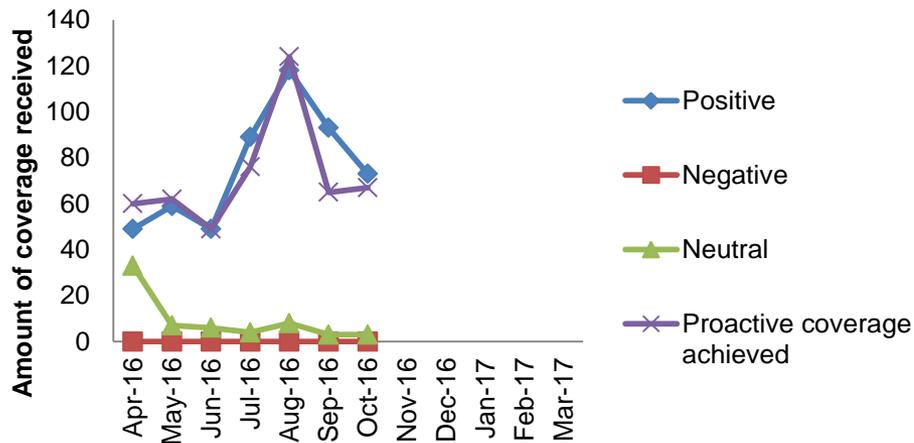
NHS England has published a new [Integrated dashboard for mental health services](#): the dashboard brings together data from the broad range of mental health services, which will help track improvement at CCG level

 Share our good news on twitter by clicking 'read more' and using the twitter tap on the right hand side

External Media Report - October 2016

The launch of the safer space, the Trust's first Positive Practice mental health conference (3 October) and 1in4 exhibition (6-10 October), secured media coverage and high engagement across social media in October. Two pieces of TV coverage, linked to wider stories on CAMHS and diabetes, significantly extended our reach. Social media engagement continues to grow but with a higher than average bounce rate on web this month – people visiting one web page and not moving across the site.

Sentiment of overall media coverage (proactive and reactive) April 2016 - March 2017



In October the Trust achieved positive/neutral coverage for the following proactive media activity:

- **1in4 Art Exhibition** – T&A, Pulse radio and Radio Leeds (interviews with Paul Hogg - covered by other publications in previous month).
- **Carer's Hub Activities** – BCB radio (interview with Tracey Corner).
- **Positive Practice Awards** (mental health) – T&A, Wharfedale Observer, Ilkley Gazette, Keighley News, Craven Herald.
- **CAMHS** – BBC Look North (interview Catherine Wright, linked to wider piece on service access).
- **Winter campaign** (flu jabs/ prevention) – T&A, Craven Herald, Wharfedale Observer, Ilkley Gazette, Keighley News.
- **Safer Space for Children and Young People launch** – T&A, Craven Herald, Wharfedale Observer, Ilkley Gazette, Keighley News, HSJ, Independent Nurse, BCB radio and Pulse radio (interviews with Simon Long).
- **Bradford Beating Diabetes** – BBC Inside Out programme (interview with Lubnar Khalid, Health Champion, linked to wider story on diabetes prevalence).

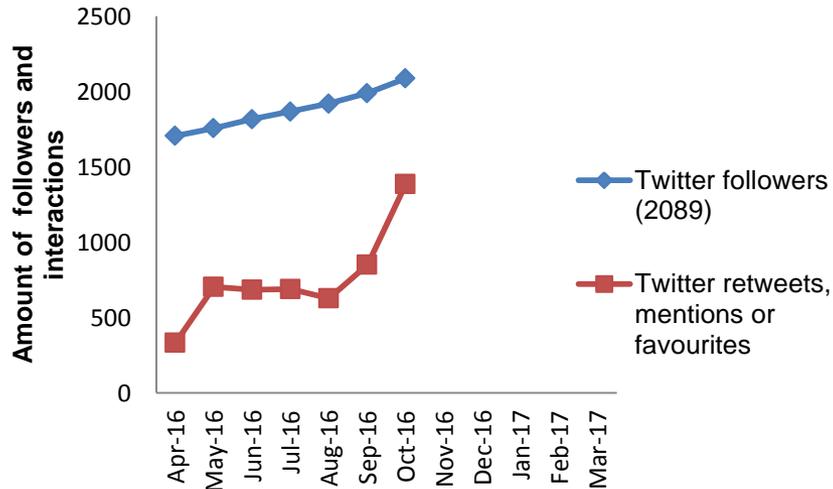
External Media Report - October 2016

Social media

[Twitter](#) 

twitter.com/BDCFT

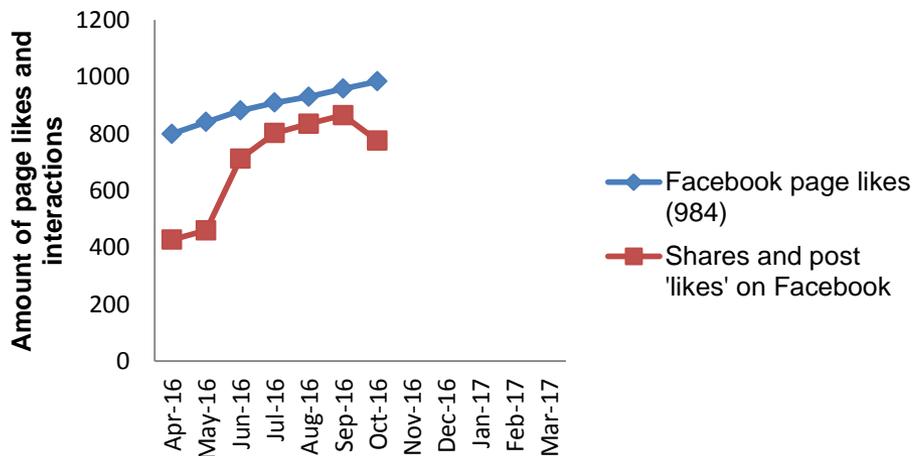
Levels of interaction and followers on Twitter



[Facebook](#) 

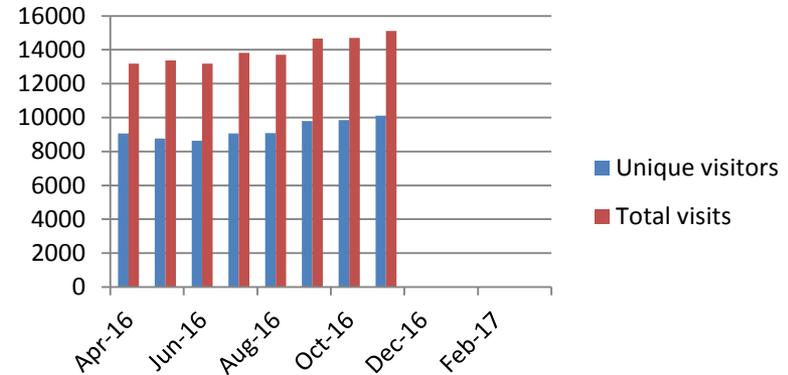
facebook.com/bdct02

Levels of interaction and page likes on Facebook

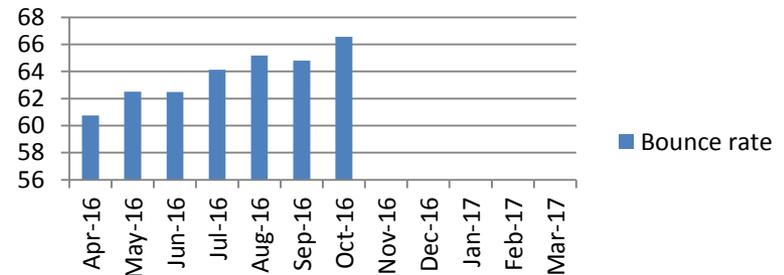


Online media

Web Traffic



Bounce rate



External communications focus

Q3 (Oct 2016 – end Dec 2016)

- 1in4 art exhibition ✓
- Mental health conference (3 Oct) ✓
- Safe space/ young people (26 Oct) ✓
- Winter community campaign (Nov/Dec) – on-going
- IAPT service soft launch (Nov)
- Board on the Road meetings - (on-going)

Local News

No additional items

PLEASE SEE: 'CEO News' and 'What you need to know'

National News

GOV.UK:

- Public unaware of the factors that increase the risk of dementia [➤ Read more](#)
- Police and public health: collaboration across England [➤ Read more](#)
- Report by Department of Health to the review Body on Doctors' and Dentists' Remuneration: Pay round 2017 to 2018 [➤ Read more](#)
- Getting patients quicker access to innovative healthcare [➤ Read more](#)
- Community pharmacy reforms [➤ Read more](#)
- Northumberland health and care leaders have signed a historic Memorandum of Understanding with a leading Indian healthcare provider to share expertise in integrated care [➤ Read more](#)
- Provide a 'safe space' in healthcare safety investigations [➤ Read more](#)
- Adult social care: market shaping [➤ Read more](#)
- Mental health crisis care: health based places of safety funding [➤ Read more](#)
- NHS pension scheme: introducing a scheme administration levy [➤ Read more](#)

Sussex Partnership NHS Foundation Trust:

Publication of thematic homicide review [➤ Read more](#)

Primary Care Commissioning:

- Managing Risk in social medial e-learning [➤ Read more](#)
- Support for vulnerable GP practices [➤ Read more](#)
- Understanding value in healthcare – the key to successful new care models

NHS providers Health News:

- Non-clinical workforce: Inquiry calls for an end to 'divisive' workforce hierarchy [➤ Read more](#)

Education Policy Institute: the independent commissioner on Children and Young Peoples Mental Health has released a new report [Time to Deliver](#) which calls for a new 'Prime Minister's Challenge'. [➤ Read more](#)

The Kings fund:

- How is the NHS Performing? Nov 2016 [➤ Read more](#)
- Sustainability & Transformation plans in the NHS [➤ Read more](#)
- The Autumn Statement: Joint Statement on Health & Social Care [➤ Read more](#)
- 'The NHS if' is a collection of essays that explores hypothetical scenarios and their impact on the future of health and care [➤ Read more](#)
- Policy changes to implement the NHS five year forward view: A progress review [➤ Read more](#)
- New Care Models: Emerging innovations in governance and organisational form [➤ Read more](#)
- An Interactive timeline of digital health policy: Digital evolution in health care [➤ Read more](#)

Nursing & Midwifery Council:

- NMC launches consultation into proposed changes to fitness to practice processes [➤ Read more](#)
- The RCN has published research today which indicates that the nursing workforce is heading for a 'perfect storm' [➤ Read more](#)