

**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

**Alzheimer's Society Award for Dementia Friendly Organisation 2016:** Our Community Dental Service was announced the winner of the Alzheimer's Society Award for Dementia Friendly Organisation (Health/Social Care) of the year. This award recognises services that support people living with dementia.



Community Dental Service at the awards ceremony

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

## Local News

**Supporting Staff in Police Training:** Bradford District Care NHS Foundation Trust, working in partnership with West Yorkshire Police, is supporting six of its staff to be trained as special police officers and go out on patrol with regular officers to improve the care of individuals in mental health crisis

[➤ Read more](#)



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## National News continued.....

**Trusts to collect patient death figures from 2017 as Hunt accepts full CQC findings:** Health Secretary Jeremy Hunt has announced a range of new responsibilities for NHS trusts to monitor avoidable patient deaths following yesterday's damning CQC report. [➤ Read more](#)

## National News

**Pregnant women and new mums in Mental Health funding boost:** Twenty areas across England are to receive funding to provide more support for pregnant women and new mothers with severe mental health problems. NHS England is spending £40m on doctors and other specialist mental health workers as part of its drive to help 30,000 more women by 2021. [➤ Read more](#)

**NHS to use private firms to beat the winter crisis:** Private firms could help NHS beat winter crisis. [➤ Read more](#)

**Health and social care leaders condemn the chancellor's autumn statement as missed opportunity: the BBC reports on the response from health and social care leaders who condemned the statement as a missed opportunity for new investment.** [➤ Read more](#)

**Two thirds of trusts now in deficit:** two-thirds of health trusts in England are now in deficit following a warning by the National Audit Office. The auditor warns that the financial problems of the NHS are now "endemic" and that the situation is no longer sustainable. [➤ Read more](#)

**Councils struggling to provide older people's care:** Research by the Family and Childcare Trust has found four in five UK local authorities do not have enough care for older people in their area. [➤ Read more](#)

## Trust News



**The Care Trust's Flu Fighter team**

**Stay safe this winter:** 73.78% of BDCFT frontline healthcare workers are now #flufighters supporting the Trust value of a quality service by protecting service users from influenza.

**Perinatal Mental Health Service:** The Trust has received £267,296 from NHS England to set up a small perinatal mental health service. Our fund application was successful in the first wave of bids, alongside 20 other providers nationally. We are currently working with the clinical network from NHS England regarding next stages. Our service will consist of a specialist service with a clinical lead, consultant psychiatrist and perinatal mental health workers that will offer assessment, treatment and support and education and training to women & families experience perinatal mental health issues. The service will also offer advice and support to existing mental health services and primary care regarding this area.

## Local News

**Closing gaps in dental provision in Bradford and Kirklees:** Since 2014, 'How do I get an NHS dentist?' has been one of the most common questions people in Bradford and Kirklees have asked their local Healthwatch. Together they have been working to try and help improve access to local dental services. [➤ Read more](#)

**West Yorkshires Police and Crime Plan 2016 – 2021:** Mark Burns-Williams was re-elected as West Yorkshires Police and Crime Commissioner in May 2016. The commissioner has published the new Police and Crime Plan, which sets the outcomes, and prioritise that will drive the work of his office, West Yorkshire Police and their partners working over the next 5 years. [➤ Read more](#)

## National News

**New checklist to support effective governance and engagement within STPs:** The checklist sets out a series of questions that can be asked locally and within boards to support effective discussion and decision-making across a place. [➤ Read more](#)

**NHS pressures undermining relations between doctors and managers:** A new survey of hospital managers and senior doctors finds signs that they are working together better than in the past, but warns relations have been damaged by reorganisation and financial pressures. [➤ Read more](#)

**Joining up care for older people with frailty:** A new joint report from the Royal College of GPs and the British Geriatrics Society has been published, showcasing how GPs and geriatricians are collaborating to design and lead innovative schemes to improve the provision of integrated care for older people with frailty. [➤ Read more](#)

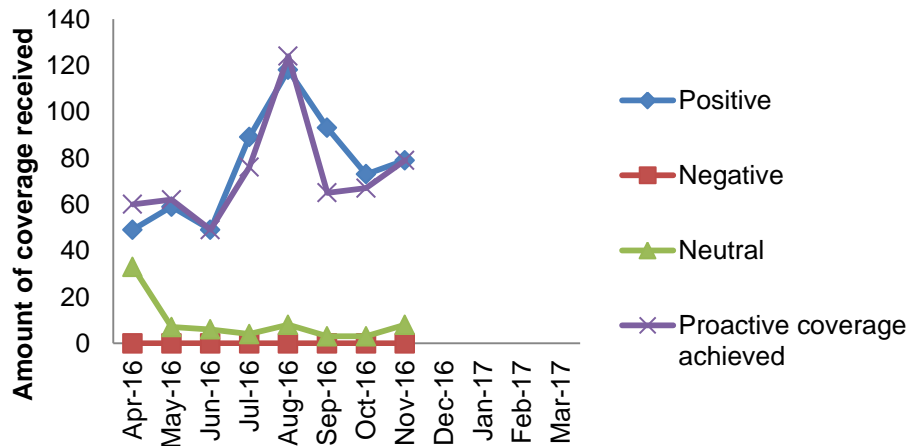
**Improving the mental health of children and young people:** Reports to support commissioners in improving the mental health and wellbeing of children and young people. [➤ Read more](#)

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

# External Media Report - November 2016

The Trust's winter campaign has consistently generated coverage throughout November - with more activity planned for December - and successfully raised the profile of our community/children's services and their role in supporting local people to 'stay well in winter', in line with the national campaign. Engagement events, run by the Trust and jointly with the local authority, with supporting collateral, have extended the campaign's reach.

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



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

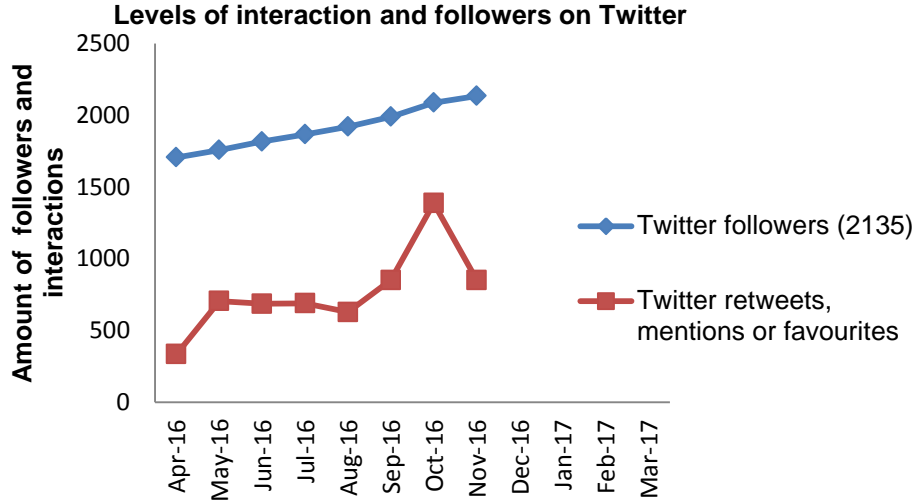
- **Dementia talk** – BCB Radio interview with Chris North, Keighley News, Wharfedale Observer, Craven Herald, Ilkley Gazette and T&A.
- **Staff flu vaccinations (winter campaign)** – T&A, Wharfedale Observer, Keighley News, Craven Herald, Ilkley Gazette.
- **Children's flu vaccinations (winter campaign)** - T&A, Wharfedale Observer, Keighley News, Craven Herald, Ilkley Gazette.
- **Self care week (winter campaign)** – T&A, Craven Herald, Wharfedale Observer, Keighley News.
- **Stay well this winter carers event (winter campaign)** – Keighley News, Wharfedale Observer, T&A, Craven Herald.
- **New chief executive** – HSJ, Craven Herald, Wharfedale Observer, Keighley News, T&A.
- **Safer space** – Independent Nurse and Craven Herald (local coverage in previous month).
- **Police training, MH staff** – T&A, Keighley News, Wharfedale Observer, Craven Herald, Ilkley Gazette.
- **Carer's Hub** – BCB radio, feature with Tracey Corner.
- **Mouth cancer awareness** – T&A, Craven Herald and BCB radio interview with Sharon Walker.

# External Media Report - November 2016

## Social media

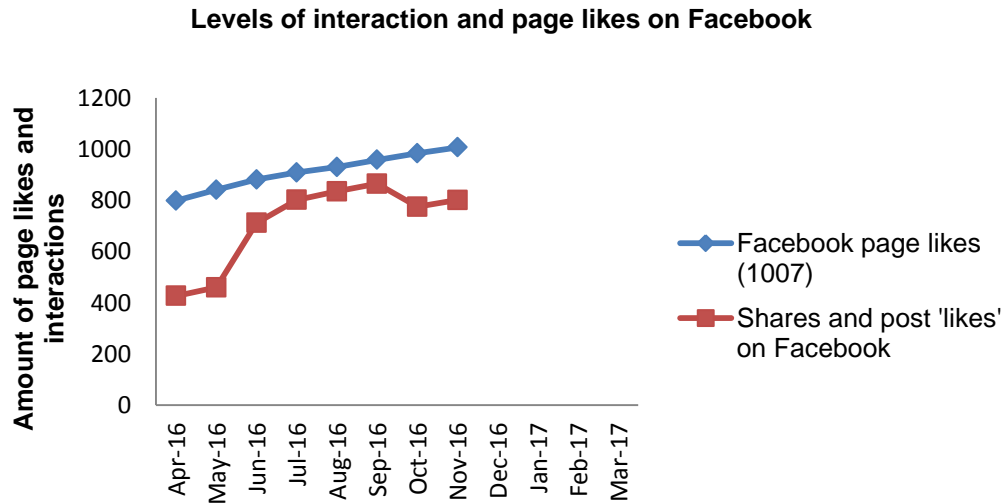
[Twitter](#) 

[twitter.com/BDCFT](https://twitter.com/BDCFT)



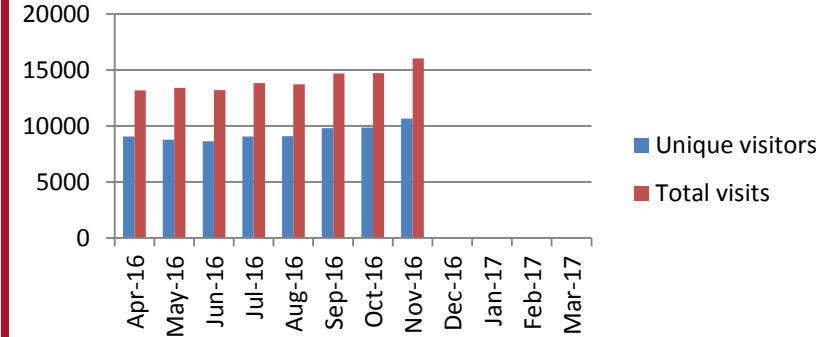
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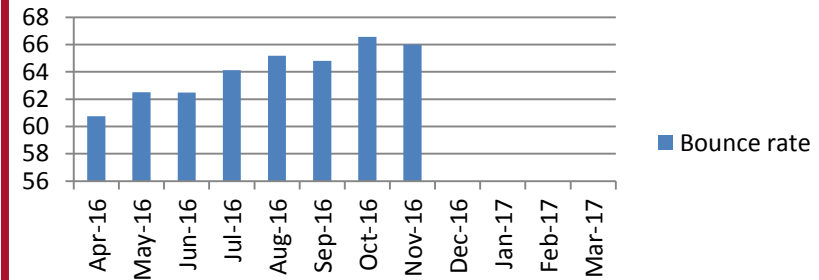


## Online media

### Web Traffic



### Bounce rate



## External communications focus

### Q3 (Jan 2017 – end Mar 2017)

- IAPT formal launch (Jan)
- Publish two-year plan 2017-19 (Jan/Feb)
- Time to Talk (Feb)
- Staff survey (Feb)
- Board on the Road meetings - (on-going)

## Local News

[No additional items](#)

## National News

**NHS Providers 2016:** A round up of key speeches; [Day One at #NHSP16](#) | [Day two at #NHSP16](#)

Find out what #NHSP2016 delegates said when we asked them about the biggest challenges facing the NHS and what the most exciting thing they are doing for patients is.



### GOV.uk:

- Recognising and understanding carers' rights [➤ Read more](#)
- Changing risk behaviours and promoting cognitive health in older adults [➤ Read more](#)

### NHS England:

- Realising the Value – connecting people and communities [➤ Read more](#)
- Building a culture that supports carers [➤ Read more](#)

### NHS Digital:

- Mental Health Services Monthly Statistics - Final August, Provisional September 2016 [➤ Read more](#)

**Centre of Mental Health:** what makes a 'good' Joint Service Needs Assessment for mental health [➤ Read more](#)

**Carers UK - missing out:** Based on findings from Carers UK's State of Caring Survey 2016, this research explores the time it takes for people to recognise they have taken on a caring role, and whether they had missed out on support because they simply didn't think of themselves as a carer. [➤ Read more](#)

**The Times reported NHS spending on drugs soars:** The NHS drugs bill has risen by 30% in five years and 8% in the last year alone. [➤ Read more](#)

**The Independent reported NHS privatisation debate to happen this century says new UKIP leader:** Paul Nuttall has claimed privatisation of the NHS could have to be debated this century – although not while he is Ukip leader. [➤ Read more](#)

**BBC News reported 'Deeply worrying' waits for hospital beds:** More than 1 in 10 patients in England face long delays for hospital bed after emergency admission. BBC analysis of NHS figures showed nearly 475,000 patients waited for more than 4 hours for a bed on a ward in 2015-16. [➤ Read more](#)

**The Guardian reported Brexit distraction is a major risk to healthcare:** Former health boss Nigel Crisp says government will be distracted by leaving EU and there is no sign of mitigating action. [➤ Read more](#)

**The Telegraph reported Private firms could help NHS beat winter crisis:** NHS trusts have been told to take a series of measures to dramatically reduce bed occupancy levels in an attempt to ensure that wards can cope as pressures mount. [➤ Read more](#)

**The Kings Fund:** Five big issues for health and social care after the Brexit vote [➤ Read more](#)