Mission statement of SNCCG

“SNCCG aspires to deliver the highest quality integrated healthcare, which is appropriate, effective, efficient and sustainable, in order to improve the health and well-being of the whole and diverse population of South Norfolk.”

Overview

SNCCG comprises 26 General Practices and has a population of 223,000 (weighted 227,000). The CCG covers a predominantly rural area to the south and west of the city of Norwich and the main district towns are: Thetford, Dereham, Attleborough, Watton, Diss, Harleston, Wymondham, Loddon, Poringland.

SNCCG spans two District Councils:

- South Norfolk District Council
- Part of Breckland District Council
  (the remainder forming part of West Norfolk CCG).

SNCCG also commissions services for a section of population who live in Suffolk, but registered to practices in Thetford and Diss.

The current model of delivery in SNCCG is locality based. Its constituent member Practices are organised into four localities:

- Breckland,
- Ketts Oak,
- Mid-Norfolk,
- South Norfolk Health Improvement Partnership.

The CCG has strong collaborative commissioning partnerships with other CCGs in Norfolk, NHS Anglia Commissioning Support Unit, Norfolk County Council and Breckland & South Norfolk District Councils.
Health & Wellbeing Strategy

South Norfolk CCG has a Consultant in Public Health and a Public Health Officer aligned to it as an organisation from colleagues working in Public Health Norfolk, based at Norfolk County Council. The CCG has consulted with Public Health frequently to ensure its Integrated Commissioning Strategy reflects the Health Intelligence of the needs of the population, and the overall aims and objectives of Norfolk’s Health & Wellbeing Board.

- People in SNCCG’s area enjoy relatively good health compared with the rest of England. Deprivation is lower than average and life expectancy higher than average but the CCG wide data mask variation at local level between localities, with some with poor health status largely linked to deprivation, unemployment and the low level of educational attainment.

- Over half the population are of working age, there are higher numbers of older people than across Norfolk as a whole and the number of older people is set to rise over the next 20 years.

- Mortality rates from all causes have fallen over the last ten years, although there is a high incidence of Diabetes, chronic obstructive pulmonary disease (COPD), coronary heart disease (CHD), Dementia, depression, Stroke, cancer (skin & breast) and hip fracture.

- Whilst it is important to tackle these diseases it is equally important to focus on the health improvement issues including adult and childhood obesity, smoking, alcohol consumption and teenage pregnancy.

Summary of priorities:

- Stopping smoking
- Tackling alcohol misuse
- Addressing obesity in children by promoting healthy lifestyles.

For the ageing population the CCG will have an increased focus on:

- Prevention and management of age related LTCs such as Dementia, Diabetes, cancer and falls.

For primary prevention the CCG will also tackle:

- Reducing variation in referrals and increasing access to healthcare
- Improve flu immunisation
Ensuring high standards of commissioned services for our population

The CCG’s strategy is to commission the best possible health services & outcomes for local people in financially challenging times by:

- Critically reviewing & maximising the value of our current investment in services (which could lead to disinvestment)
- Rigorously driving up the quality, effectiveness and efficiency of our commissioned services by better engagement of clinicians and intelligent but rigorous performance management of contracts
- Relentlessly reviewing Primary Care quality markers, such as referral rates, prescribing and outcomes across our Practices so as to minimise unwarranted clinical variation
- Commissioning care in the right setting, at the right time by the right team and practitioner
- Delivering fully integrated community health and social care teams as the norm, working in full partnership with local General Practice to support people in their homes

Our priorities are summarised in this diagram:
Addressing Health Inequalities

SNCCG’s Integrated Commissioning Strategy is being shaped by the health needs of, and the unique service delivery challenges faced by, the population of SNCCG:

- An older population living longer with at least one long term condition (LTC).
- A large rural area with poor transport infrastructure making access to services and the need to deliver more care at or closer to home more challenging.
- Unwarranted variation in health status and outcomes in particular parts of the locality, particularly for young people.
- A need to promote healthy lifestyles and improve quality of life.
- The need to prioritise resources accordingly in a time of economic constraint.

We will work collaboratively with key partners in local government and across the statutory and voluntary sectors to meet the challenges of these inequalities. Some of our ongoing activity includes:

- Supporting Public Health’s ‘Healthy Communities’ network across South Norfolk, as driven by the ‘Thetford Healthy Town’ project that was supported by local clinicians and the CCG.
- Developing a GP-driven ‘free leisure centre passes’ project with South Norfolk Council’s Leisure services department to encourage people with high BMIs to access physical activity services and support.
**Engagement with population**

How we currently communicate with the population living within the boundaries of SNCCG:

- Reports / Updates to Patient Participation Groups
- CCG patient information leaflets / posters / displays – for surgeries
- Press releases / stories
- CCG Public Website
- ‘Your Voice’ service – commissioned by Norfolk County Council: [http://www.yourvoicenorfolk.co.uk/](http://www.yourvoicenorfolk.co.uk/)

How the CCG involves the population and listens to its feedback:

- Public made aware of South Norfolk CCG as an organisation – what we are, what we do / do not do, how they can be involved [via – CCG website, information in Practices, press relations]
- Publically accessible CCG Prospectus – outlining the CCG’s work and intentions, drawing on Integrated Commissioning Plan
- Patient Participation Groups – made aware of Integrated Plan and some of the CCG’s key health priorities; asked to comment and highlight areas of interest relating to their practice
- When engagement is required for specific commissioning proposals – contact PPGs, Practices and public via ‘Your Voice’ service to summarise proposal and the type of feedback / information we are looking for
- Public consultations – drive consultations via targeted press releases, practice information, active involvement of PPGs, Your Voice
- Expert Patients – targeted work with patient / carers groups to understand current patient pathway of care, get feedback on local services, areas for improvement