

21 December 2020

Bay Health &
Care Partners
delivering



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Coronavirus update

Welcome to the nineteenth bulletin providing you with an update of what has been taking place across Morecambe Bay to tackle the current coronavirus (COVID-19) pandemic. We're delighted that the country saw the first vaccinations take place earlier this month and that we have had our first deliveries of the COVID-19 vaccinations in Primary Care in Morecambe Bay. We are pleased to announce that we are expecting a delivery of COVID-19 vaccinations in the coming days at University Hospitals of Morecambe Bay NHS Foundation Trust (UHMBT) and can now start offering appointments to colleagues across our hospitals and community services at Furness General Hospital. We hope to be able to offer vaccines at the Royal Lancaster Infirmary over the next few weeks and will share more information as soon as it is available. We must stress that until you have had the vaccine you should continue to be vigilant and follow the government's guidance on handwashing, distancing and wearing a mask. Due to the phasing of different groups to receive the vaccine, you will be contacted when your turn comes; please do not contact your GP or local hospital in the meantime.

On another note, UHMBT opened the lateral flow testing programme to all colleagues from across the Trust. The self-swabbing testing programme has seen 2,500 colleagues collecting lateral flow testing kits so far, which they can use to test themselves twice a week to ensure they are not positive for coronavirus. This is a really positive step to reduce the spread of the virus and we look forward to updating you on the progress.

The government also announced earlier this month that there are plans for mass testing in Lancashire amongst the public. We don't have any details about this at the moment but as soon as we do receive any we'll let everyone know. We understand that in the early stages this will be targeted in areas where there are high numbers of cases, in an effort to catch the disease early (in the same way we are doing in our organisations) and enable Lancashire to become a Tier Two area. It is likely to roll out across the country at a later date. There are no plans yet for mass testing in Cumbria. Finally, as this year comes to a close we want to highlight the dedication and tireless work of our staff, volunteers, partners, third sector organisations and colleagues across the Bay who have devoted their working day and beyond to ensure patients and our communities receive the very best care and support through the pandemic. A big thank you to all of you from us and our Executive Director colleagues across the Bay.

Seasons greetings to you all and wishing you a Happy New Year!

Aaron Cummins

Jerry Hawker

Joint Chief Executive Officers - Bay Health & Care Partners

Tackling the pandemic

Within the following pages you'll find out more about how we are continuing to respond to the pandemic.

COVID Vaccine Programme

Blackpool Teaching Hospitals NHS Foundation Trust, Lancashire Teaching Hospitals NHS Foundation Trust and East Lancashire Hospitals have become the first hospitals locally to receive the COVID-19 vaccine and start to vaccinate people. In Cumbria, [patients and care home staff](#) were vaccinated on day one of the roll-out (8 December). Hundreds of local vaccination services run by family doctors and their teams have opened in England this week, as the roll-out of the biggest vaccination programme in NHS history gains further momentum. Margaret Keenan, a 90-year-old grandmother, became the first person in the England to receive the Pfizer COVID-19 jab, following its clinical approval. 81-year-old Royal Preston Hospital volunteer [Doreen McKeown](#) was the first person in the North West to be vaccinated at Royal Preston Hospital.

In Morecambe Bay, the COVID-19 vaccination programme is continuing at pace. Two Primary Care Networks (PCNs) in Morecambe Bay were due to go live with vaccine deliveries in Wave 1 (14/15 December) and one PCN in Wave 2 on (16/17 December). Following a request from NHS England, Morecambe Bay Clinical Commissioning Group is working to identify any other PCNs that may be able and willing to join Wave 2.

Health chiefs have welcomed the hugely positive response from the public to protecting themselves, friends and families against coronavirus, but reminded people to wait for an invite to get vaccinated, rather than contacting their GP. The months-long campaign to get the country protected against COVID-19 has been bolstered with confirmation that more hospitals are now fully ready and prepared with appropriate plans to deliver the jab.

In line with expert advice, the phased vaccination programme will see patients aged 80 and above who are already attending hospital as an outpatient, and those who are being discharged home after a hospital stay, prioritised to receive the life-saving jab in the first wave of delivery.

Care home providers are also being asked by the Department of Health and Social Care to begin booking staff into vaccination clinics. GPs are also expected to be able to begin vaccinating care home residents. Any appointments not used for these groups will be used for healthcare workers who are the highest risk of serious illness from COVID-19.

Health chiefs have set out how they will deliver the mammoth task ahead, using hospital hubs, vaccination centres and other community locations as well as GP practices and pharmacies. The life-saving vaccine is typically delivered by a simple injection in the shoulder but there is a complex logistical challenge to deliver from the manufacturers to patients. It needs to be stored at -70C before being thawed out and can only be moved four times within that cold chain ahead of use.

Latest Regional Figures

NHSE/I release regular national data that show how trusts across the country are performing against a number of measures. You can find the latest figures [here](#).



Updated information on visiting

Due to the ongoing risks associated with coronavirus (COVID-19), visiting at hospitals across Lancashire and South Cumbria will remain temporarily suspended.

In exceptional circumstances, one visitor (an immediate family member or carer) is permitted to visit if:

- the patient is receiving end-of-life care
- the visitor is a parent or appropriate adult visiting their child
- the visitor is supporting someone with dementia, a learning disability, autism, or something similar - where not being present would cause the patient to be distressed.

The latest information for birthing partners accompanying someone in labour is available on the visiting pages of each of the trust websites. For this and more detailed local information about visiting, go to:

[University Hospitals of Morecambe Bay NHS Foundation Trust - information about visiting](#)
[Lancashire and South Cumbria NHS Foundation Trust - information about visiting](#)
[Lancashire Teaching Hospitals NHS Foundation Trust - information about visiting](#)
[Blackpool Teaching Hospitals NHS Foundation Trust - information about visiting](#)
[East Lancashire Hospitals NHS Trust - information about visiting](#)

Visitors for the above must be agreed with the nurse in charge of the ward before attending the hospital. Visitors and patients coming to hospital for any urgent, planned and outpatient care will need to wear surgical face masks on entry to the hospital to reduce the risk of spreading coronavirus to other patients and staff. You will be provided with a surgical face mask upon arrival, which should remain in place covering your mouth and nose for the duration of your attendance in the hospital.

If you are wearing a cloth-based or homemade face covering, you will be required to change to a surgical mask on entry to the hospital. This is in line with national NHS guidance as a surgical mask provides greater protection than cloth-based or homemade face coverings. People who do not bring a face covering with them when attending hospital will be provided with one at the entrance.

You can read more [here](#).

Influenza vaccine update

As we come to the end of the 2020/21 annual influenza campaign we would like to share with you some of the initial successes of the campaign this year, helping to protect not only our patients but our friends and family within the local community.

We're delighted to share that University Hospitals of Morecambe Bay NHS Foundation Trust has vaccinated 79.1% of all staff and 82.6% of frontline staff. We will update you shortly on the latest from our Primary Care and mental health colleagues once figures have been announced.



Attend Anywhere and telephone consultations

University Hospitals of Morecambe Bay NHS Foundation Trust (UHMBT) is successfully rolling out non-face-to-face consultations where it is clinically appropriate across the Outpatient setting. This will help us to keep our patients and staff safe. 19 priority areas are already using or preparing to use Attend Anywhere (an online video tool) and telephone consultations.

Attend Anywhere and video consultations were adopted by the Trust earlier this year as part of its response to the coronavirus (COVID-19) pandemic, in partnership with hospitals across Lancashire and South Cumbria. The Trust's Paediatrics team was one of the first areas to trial Attend Anywhere and its use generated great feedback from staff and patients. It is also being used by community midwives and the community paediatrics team.

For 2020/21, the Trust has already delivered 44.1% (an increase from 12.3% in 2019/20) of its Outpatient consultations via Attend Anywhere or telephone consultations, helping to ensure the safety of staff and patients during the pandemic and supporting cost reduction and improved patient experience in the longer term.

Additional beds update

Additional step-up/step-down beds for non-COVID negative patients who need rehabilitation before they return home have now opened in the community. The 16 beds at Risedale, in Barrow, and 12 beds at Kendal Care Home have been secured by University Hospitals of Morecambe Bay NHS Foundation Trust and partners and funded by the Integrated Care System.

The additional beds will help to free up capacity and relieve pressure in the Trust's hospitals over the winter months and will be open until 31 March 2021. They are being used for example, for patients who are medically fit but require therapy of some kind or where there are housing issues. Patients will continue to get their therapy care from the community care group until they are fit enough to go home. Medical cover is provided by Burnett Edgar GP Practice for Risedale and CHOC for Kendal.

Lancaster and District CVS coronavirus bulletin

Lancaster and District CVS are working with the local voluntary and community sector and city wide partners to support as many people as they can. You can view the latest bulletin [here](#).

PPE update

Since the pandemic began in our area, the Bay Health and Care Partners have been working across health and care settings to ensure those who need it have access to PPE - whether that be a hospital ward, a GP surgery, a care home or a patient's own home.

University Hospitals of Morecambe Bay NHS Foundation Trust has issued 10,793,166 items of PPE within the Trust since the pandemic began. Over the past four weeks, we have issued 2,244,474 (112,224 daily) PPE items including aprons, clinical waste bags, FFP3 masks, gloves, hand gels, hand hygiene, IIR masks, spectacles and visors.

The government's [PPE strategy](#) provides a framework to ensure resilience across the health and care system.

CANCERCARE

Lancaster | Kendal | Barrow

Providing therapy and support for people affected by cancer and bereavement across South Cumbria and North Lancashire

Services include:

- Free professional counselling (face-to-face, telephone and online)
- Free complementary therapies including aromatherapy, reflexology, Alexander Technique, reiki and hypnotherapy
- Dedicated support services for children & young people including play therapy and Peer Support Group
- Group activities including art, woodwork, yoga and pilates
- Free counselling for UHMBT staff in need of support during the COVID pandemic
- Essential medical supplies delivery service for people eligible for CancerCare services and who are isolating due to COVID

No doctor's referral needed – simply get in touch and you could be receiving the help you need within a few days



www.cancercare.org.uk

Call: 03330 150 628 Text: 07860 018 278

Email: cancercarecan@cancercare.org.uk

CancerCare North Lancashire & South Cumbria: 1120048



Cancer Quality of Life survey

The Cancer Quality of Life Survey is a national survey run by NHS England and NHS Improvement and Public Health England. The survey is for people in England who have been diagnosed with cancer. The Cancer Quality of Life Survey is a national survey run by NHS England and NHS Improvement and Public Health England. The survey is for people in England who have been diagnosed with cancer.

Quality of life means different things to different people, but it matters to everyone. More people are surviving cancer than ever before - but living with cancer, and the effects of its treatment, can have a negative impact on people's physical, emotional and social wellbeing. [Public Health England \(opens in new window\)](#) and [NHS England and NHS Improvement \(opens in new window\)](#) have launched a nationwide Cancer Quality of Life Survey to help us understand what matters to patients. We are pleased to confirm that, from December 2020, all patients diagnosed with breast, prostate or colorectal cancer in England will be invited to complete the survey 18-months after their diagnosis. People with other cancer types will be included from July 2021 onwards. You can find out more about the survey [here](#).

What Partners have done this year to help communities during the pandemic

In early March when a highly infectious virus started to emerge, the NHS was faced with a challenge that it had not faced before as COVID-19 was a strain of coronavirus that the world had very little knowledge or experience of.

Our Bay Health and Care Partners, voluntary and third sector organisations rose to the challenge to support our communities across Morecambe Bay. Here is just a snapshot of the fantastic support they have offered Morecambe Bay over the past 10 months:

- our organisations have implemented government guidelines including Personal Protective Equipment (PPE) equipment and used innovative technology such as [HoloLens 2](#) and [Attend Anywhere](#) to ensure the safety of our staff and patients
- Westmorland General Hospital was identified as a COVID-secure site and as a site for elective surgery
- our hospitals increased their ICU capacity including creating capacity for 440 extra beds
- GP surgeries have applied video and telephone consultations and used the Advice and Guidance service to seek advice from hospital consultants for more complex cases
- new wards were created at Royal Lancaster Infirmary and [two community recovery centres](#) were created in Barrow and Kendal with the support of partners
- an army of volunteers support the oncology unit at University Hospitals of Morecambe Bay NHS Foundation Trust by collecting oral medications and delivering these to patients shielding at home
- Morecambe Bay's Integrated Care Communities, along with 30 organisations have driven the [#Ok2Ask](#) campaign encouraging the most vulnerable individuals and families to come forward and ask for help
- Between 28 March and 21 May, Ambulance Service Community First Responders offered support on 1,500 separate occasions, including driving and supporting paramedics to carry out swab testing
- Cumbria CVS has worked with Support Cumbria to provide community support for residents and organisations during the pandemic
- our Population Health team working with health and care partners has shared six tips to stay healthy this winter and worked with some of the most vulnerable groups to show them how they can protect themselves against coronavirus (COVID) and flu
- Cumbria County Council and other agencies launched the ['Help is Here'](#) campaign to help Cumbria's residents who are struggling to find support such as debt and housing advice and mental wellbeing
- a [post-COVID](#) rehabilitation pathway has helped patients who have had moderate to severe respiratory complications. The pathway was supported by University Hospitals of Morecambe Bay NHS Foundation Trust (UHMBT), frailty leads and Occupational Therapy staff from the ICCs, Cumbria County Council, Lancashire County Council, Morecambe Bay Clinical Commissioning Group (MBCCG), Primary Care Networks (PCNs), local GPs, Morecambe Bay Respiratory Network, Age UK, The Cumbria Neurological Alliance and Lancashire and South Cumbria NHS Foundation Trust
- a [resilience hub](#) was launched by Lancashire and South Cumbria NHS Foundation Trust to support all public sector workers and volunteers who have worked through the pandemic and their families
- Cumbria County Council and Cumbria Police drove a [campaign](#) to support victims of domestic abuse during lockdown
- Cumbria Community Foundation launched the [Cumbria COVID-19 Response Fund](#) with a target of £3million to support community and voluntary organisations.

Supporting our communities



Volunteers at Carnforth and surrounding areas COVID-19 Isolation group have supported the most vulnerable in the community including doing their food shopping. Read the full story [here](#).

Andrea Wren, a volunteer for Carnforth and surrounding areas COVID-19 isolation support group, said:

“We have helped people in Carnforth, Holme, Silverdale, Warton and Bolton-Le-Sands. Everyone we have met has been really lovely and very grateful - it's brought out the good in people.”

Alysha Moore, Youth Development Worker for Walney Community Trust, said:

“The community of Walney and Barrow has pulled together immensely to show support to their own community by supporting those who are vulnerable and in need, we could not have done it without everyone who has been involved.”



Community hubs supported by Love Barrow Together project have helped some of the most vulnerable people in the Barrow area. You can read the full story [here](#).



A group of volunteers who run a lunch club for some of Kendal's most vulnerable people. You can read the full story [here](#).

Gillian Cowburn from the People's Café in Kendal, said:

“Lunch Bunch is a vital lifeline on every level.

“It has created lasting bonds of friendship in terms of a feel-good factor for all involved, it's off the scale.”

Colleagues reflect on the past year

Our colleagues from across the Bay Health and Care Partners reflect on the past year through the coronavirus pandemic and wish everyone across the Bay a Happy New Year for 2021.

Karen Donaldson, Clinical Lead and Specialist Respiratory Physiotherapist, UHMBT, said: "2020 has demonstrated what can be achieved when a 'can do' attitude and a focus on collaborative working is used.

"This was demonstrated in the design, implementation and development of the COVID-19 Rehabilitation service, that saw Morecambe Bay's Community Respiratory and Pulmonary Rehabilitation teams along with support from the Morecambe Bay Respiratory Network leads, joining forces with colleagues from numerous acute, community and support services to deliver a Bay-wide comprehensive assessment and treatment service, for people surviving but still suffering the impact of COVID-19."



Image taken before the pandemic.
Karen Donaldson, Clinical Lead (Right)
with Alison Brenton, Specialist
Respiratory Occupational Therapist.

Sakthi Karunanithi, Director of Public Health and Wellbeing, Lancashire County Council, said: "Whilst the COVID-19 pandemic continues to present challenges and impact our lives in so many ways, I think we can be very proud of the local response to the emergency, and particularly how so many people from such a diverse range of services adapted so quickly and have worked together with real focus, sustained over such a long period, to protect our communities, and treat those who have been worst affected.



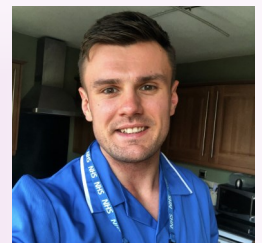
"It is a testimony to the positive relationship we have built between various sectors and has shown us ways to continue to innovate after the pandemic is over."

Barrow GP Dr Arun Thimmiah said: "The coronavirus pandemic has really brought out the best in Bay Health and Care Partners. We saw some impressive leadership and 'can do' attitude from each of our partners. The agility and accommodative approach from each of our partners helped bring about significant changes within a short space of time which enabled frontline staff to continue to provide good clinical care at the coalface."



Sam Tyrer is the Prevention and Engagement Lead at Lancashire and South Cumbria NHS Foundation Trust but he is also founder of Change Talks, a school education programme provided in conjunction with the NHS.

Sam said: "Prior to the pandemic, workshops were provided in schools to raise awareness of mental health and teach young people positive coping strategies. However, since the pandemic, Sam and Dave Cottrell, also known as Mindset by Dave, created Mental Health Family Hour to ensure similar support could continue for young people across the North West in an online format. When we first went into lockdown at the beginning of the year, I couldn't continue delivering the Change Talks mental health sessions within schools. After a brief conversation with my colleague, we came up with the idea to create a weekly webinar series called 'The Mental Health Family Hour'. The aim of these webinars is to open up conversations around mental health and teach people of all ages, positive coping strategies. Each week we delivered a live stream of these episodes and we had people tune in from all over the UK and other countries too. Myself and Dave Cottrell really believed in this work and we have been fortunate enough to win the Prime Minister's Point of Light Award due to the success of this initiative."



Caroline Donovan, Chief Executive for Lancashire and South Cumbria NHS Foundation Trust, said: "There is no doubt 2020 has been driven by a huge response to the COVID pandemic from everyone across the NHS and in our communities. I want to thank all staff across the Trust's setting in The Bay and South Cumbria for their incredible hard work and resilience and, in particular, everyone who is working over Christmas to support others. It really is appreciated.

"It is just not possible to mention everything that has been achieved this year. The Trust has continued to focus also on our ambitious improvement and transformation agenda and, whilst there is still lots to do, progress has been made to ensure we support service users and their families with quality care. The hard work and dedication of our staff has been amazing and I'm very proud of everyone. 2020 has been a difficult year for everyone though and a great many people across our communities will be facing Christmas without people they love.

"We have received enormous support from local people, partners and voluntary and community groups, which was appreciated. The Trust is experiencing a significant increase in demand for our services. We continue to do everything possible to support people who really need our help. If you need us this Christmas or New Year, please do reach out. If you need urgent help our 24/7 mental health crisis line number is 0800 953 0110. If you're feeling low and need someone to talk to please call 0800 915 4640. Have a peaceful and safe Christmas and sending our very best wishes to you for 2021."



Andrew Giles, Chief Executive of Morecambe Bay GP Federation, said:

"Everyone has been overwhelmed by both the scale of the challenge faced, and the resolve and professionalism with which these challenges have been overcome. Within the GP Federation, we responded rapidly to the emerging situation and were able to work with practices to assist them in a number of ways, from getting them safe, outdoor shelters to work inside, to purchasing and supplying hundreds of telephone headsets to improve infection prevention for front line and back-office teams. We worked closely with our community and acute and CCG colleagues to develop clear guidance and pathways, providing clinical leadership amidst uncertainty, and implement low impact ways of reporting, sharing and overcoming the near-daily hurdles everyone faced.



"Nothing has more firmly convinced me, that with the correct focus and permissions Morecambe Bay can succeed in the most trying of circumstances. The care and diligence our teams take to deliver the best they can, despite unheard-of challenges has been self-evident and should be a source of pride for all those who are public servants in the Bay."

Lancaster District CVS supporting you to support your communities

Lancaster District CVS has supported you to support your communities during the coronavirus (COVID-19) pandemic.

Lancaster District Community and Voluntary Solutions has been supporting communities since 1972 and has always been led by the vision to:

"To promote, develop and support, through partnership, a dynamic and diverse voluntary and community sector".

You can read about some of the amazing initiatives the CVS is supporting including the Urgent Response Fund, Lancaster District Support Line and other services on offer [here](#).



£20k funding will support some of the most vulnerable people in Millom

Millom Integrated Care Community (ICC) has secured £20,000 to support the Around the Combe Community Group volunteer fund which helps some of the communities most vulnerable residents.

The money will be used to ensure the most vulnerable people in the community are safe, fed warm meals and have their shopping and prescriptions delivered.

Between 23 March and November 1 2020, the 60 volunteers have provided support to over 8,000 people in the community through the coronavirus (COVID-19) pandemic including delivering 3,950 hot meals, 2,330 food parcels and 623 prescriptions.

Jenny Brumby, Lead Volunteer, said: “Over the past nine months, myself and Millom Town Councillor Jenn Jakubowski have coordinated support in our 13 communities around Black Combe. We have seen so much vulnerability and hardship within this time many of this was there before the pandemic.

“By working with our ICC this has given us the opportunity to help so many people with food parcels, hot meals, prescriptions, shopping and our befriending group. This help wouldn't be possible without the funding from Cumbria Community Foundation, Cumbria Police Commission and our NHS. We would like to take this opportunity to thank Jenny Riley and our funders for their support through this very difficult time. With the new funding, we can continue our work and help people through Christmas and beyond.”

Millom ICC secured £12,500 from Cumbria Community Foundation, £5,000 from Cumbria Police and Crime Commissioner Fund and £2,500 from the NHS Volunteer Winter Fund.

Jenny Riley, Millom ICC Development Lead, said: “It has been a pleasure submitting these bids for Millom and seeing the amazing work the volunteers have done in the community. For some people, this has been a real lifeline in a very difficult period. The volunteers have delivered hot meals and food hampers to the most vulnerable and those who need a helping hand during the pandemic. The bid monies will ensure this can continue over winter and help even more residents of Millom.”

A resident, who has had to rely on Around the Combe Community Group volunteers due to shielding because of a long-term condition, shares her experience.

“I was one of the first to have to isolate and then shield from the onset of the COVID pandemic. I live alone and have a Chronic Kidney Disease which makes me extremely vulnerable to infection of any kind. My medical team warned me not to go out or even have anyone in my home, making me terribly isolated. Luckily for me living in Millom meant that immediately a team was set up to help anyone within our area who needed any kind of help. It developed as time went on but initially, it meant that there was someone there to make sure I had all my needs met. I was ill for part of the lockdown period and was immediately offered a hot meal each day to ensure I was not only eating properly but also eating a well-balanced diet. They even took into consideration my dietary needs.”



"Because I take life-saving medication I need regular prescriptions collecting, taking to the chemist, and delivering to my home. This was done (and is still being done) without any problems or fuss despite being rather a journey to collect from my particular surgery.

"I also have a dog and when I was struggling to get out because of restrictions the team organised a volunteer to come and walk him on a regular basis. I cannot tell you how helpful this was at a time when everything was so difficult. It took a lot of worries away for me. Any shopping I have needed, no matter it was food, home supplies, crafts to keep me occupied or even garden equipment, it was all done in a very professional and friendly manner.

"I have no idea how I would have managed without this group and even my own medical team have been astonished at the care and professionalism with which it has been carried out. Nothing is too much trouble and only a message away. It has truly been a lifesaver for me and has meant I can isolate myself without the worry of how I am going to manage. I continue to use the service and am grateful to those who had the inclination to set it up."

New COVID-19 testing site for Kendal

A new walk-through coronavirus testing facility is to open on the car park behind the County Offices, off Busher Walk in Kendal.

Testing at the new site is expected to begin on Tuesday 8 December. Testing is available for everyone, with additional support for vulnerable groups and people with disabilities.

Anyone with coronavirus symptoms, however mild, can get a free swab test that takes less than a minute. Tests should be booked or ordered as soon as symptoms begin at nhs.uk/coronavirus or by calling 119 and people being tested can expect their result the next day. Home test kits can also be ordered by people who cannot get to a test site.

How do you access your GP practice

The way you access your GP is changing to ensure you get the best possible care safely and quickly. We only want people to attend the practice when they need to, in order to keep you and our staff safe from coronavirus. The following [video](#) explains how you can contact your GP practice and the different ways care will be delivered to keep you safe. Your general practice is here for you. Help us help you. For more information visit <https://www.nhs.uk/health-at-home/>.

Travel advice: coronavirus (COVID-19)

Travel in your area, including international travel, may be restricted because of domestic regulations. Different rules apply in [England](#), [Scotland](#), [Wales](#) and [Northern Ireland](#). Follow all the rules that apply to you. Other countries may close borders, restrict movement or bring in new quarantine rules with little warning. Check the [travel advice](#) for your destination and be prepared to stay overseas longer than planned.

Before you return to the UK you must [provide your journey and contact details](#). Also, check if you need to [self-isolate](#). You can read more about travel advice [here](#).

Cards for Kindness campaign launched

The countdown to Christmas is now on and Lancashire residents are being encouraged to send a card to their local care home to brighten up someone's day.

Cards for Kindness, a campaign to tackle loneliness and isolation amongst older people, launched on Tuesday 1 December.

The campaign is now in its third year, but this time it's even more important that people get involved.

There are more than 11,000 people living in the region's care homes and because of the COVID-19 outbreak and restrictions in place, some of our residents may face feelings of loneliness and isolation more than ever this year.



This means receiving a Christmas card will be particularly important. It's always nice to receive post and opening a Christmas card helps to promote a feeling of connection to the local community as well as initiating conversations among the residents and bringing back happy memories. Research shows that these conversations can have many health benefits, particularly for people who are living with dementia.

Talib Yaseen OBE, Executive Director of Transformation from the Lancashire and South Cumbria Integrated Care System, said: "Cards for Kindness is a wonderful way to spread a little Christmas spirit by sending a festive greetings card to people living in our local care homes. Cards for Kindness is a joint project, with local authority, NHS, education and voluntary, community, faith and social enterprise (VCFSE) organisations working together to reduce loneliness of care home residents. We know that Cards for Kindness has made a big impact in previous years with residents and staff telling us how much joy the cards have brought and how they have sparked nostalgic conversations about Christmases gone by."

County Councillor Graham Gooch, Lancashire County Council's cabinet member for adult services, said: "The restrictions that are in place to stop the spread of coronavirus and reduce the pressure on our NHS are crucial. However, they will mean that many more of the 11,000 people who live in the county's 425 care homes have massively reduced opportunities for visitors and won't be able to go home and stay with relatives. Other residents don't have friends or family to visit them at all. Staff in the care homes do an absolutely superb job organising activities to ensure communities who live there can socialise and connect to each other. However, despite their best efforts, the problem of loneliness and isolation is set to be an even bigger issue this year because of the pandemic. This is a massive problem as figures show that living in isolation can have a similar effect on our health than smoking 15 cigarettes per day. We'd encourage everyone to help us combat loneliness by sending a card to their local care home. It will also be a great way to show appreciation to care home staff for their hard work too. Just one extra card will only take a couple of minutes to write, but make a world of difference to someone's life this Christmas."

More than 100 care homes have signed up to Cards for Kindness this year. Taking part is easy, simply write your card addressed to residents and pop it in the post. Addresses of all the care homes involved and instructions on how to take part are available on the [Cards for Kindness webpage](#).

Those sending Christmas cards are encouraged to share their experience on social media using #CardsForKindness.

Suicide prevention campaign steps up a gear

Lancashire and South Cumbria residents are being encouraged to talk to friends and family members, helplines and debt support services on the run-up to Christmas this year – and we would like your help sharing the messages.

As the second national coronavirus lockdown comes to an end, and people take stock of their finances on the approach to the festive season, Lancashire and South Cumbria Integrated Care System has launched the next phase of its **Let's Keep Talking** campaign.



People furloughed, unemployed or coping with a drop in self-employed work are being asked to start a conversation with loved ones, or reach out to telephone counselling services to address their problems, take practical steps, and get help with their mental health.

The first two phases of the Let's Keep Talking campaign saw more people than ever reaching out to local and national services for help as they battled the effects of the pandemic. New materials have now been developed with different messaging to reflect the current situation. Materials include:

- [new creative designs](#) for local health and care organisations to use, working together to share campaign messages with their clients and patients
- targeted instream radio advertising to smart-speaker listeners of Bauer Media radio stations in Lancashire and South Cumbria
- bus stop advertising in targeted, high-risk areas in Lancashire and South Cumbria
- social media advertising
- [posters](#) and [mental health support leaflets](#) available for businesses and organisations with a footfall throughout lockdown and beyond.

Please share any resources with your followers and retweet @healthierlsc where possible. The hashtag is #StartTheConversation.

Lancashire and South Cumbria ICS Mental Health Deputy Director, Paul Hopley said:

"I cannot overstate how important it is for people to keep talking to one another on the run up to Christmas. This can be a very difficult time for a lot of people, who have already had a challenging year.

"The pandemic is not going away soon, so by talking on the phone or by video message to others, we can share the load. There is always someone to talk to, and there are many organisations out there ready to offer a listening ear.

"Anyone struggling should call Samaritans on 116123, the National Debtline on 0808 808 4000, or any of the organisations we have listed on our website healthierlsc.co.uk/MentalHealthSupport."

Patients benefit from new lung disease service at UHMBT

A pioneering service for people with chronic forms of lung disease is being offered by University Hospitals of Morecambe Bay NHS Foundation Trust (UHMBT) and NHS partners in Preston and Blackburn.

The 'Lancashire and South Cumbria Interstitial Lung Disease (ILD) Service' is helping to give local patients with scarring and fibrosis of the lungs an increased life expectancy and preservation of their quality of life.

Dr Tim Gatheral, a Consultant Respiratory Physician, Senior Clinical Lecturer with Lancaster Medical School and lead member of the Morecambe Bay Respiratory Network, works in partnership on the service with colleagues from Royal Blackburn Teaching Hospital and Lancashire Teaching Hospitals NHS Foundation Trust.



Tim said the new Lancashire and South Cumbria ILD service has been well received and patients who previously had to travel to Manchester for treatment are now being seen much closer to home. ILD refers to a group of around 100 chronic lung disorders characterised by inflammation and scarring that make it hard for the lungs to get enough oxygen. The scarring is called pulmonary fibrosis and the symptoms and course of these diseases vary from person to person. It affects around one in 4,000 people and there is no known cause. You can read more about this story [here](#).

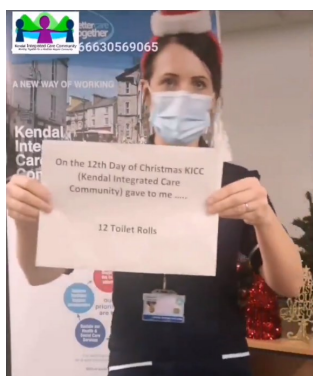
Winter stakeholder bulletin

Lancashire County Council's latest Winter stakeholder bulletin can be found [here](#).

Kendal ICC roundup

Kendal Integrated Care Community (ICC) has released its '12 days of Christmas' video.

You can view the video and the latest news from KICC [here](#).



COVID-19 and Crime

The Neighbourhood Watch Network is working with University College London to understand how COVID-19 has impacted upon people's routine and online activities, crime and their perceptions of it.

To help with this work, it is encouraging its supporters to participate in a short survey (surveymonkey.co.uk/r/9LGPHDL) which closes on **Wednesday 23 December**.

Find the latest advice for Lancashire

You can find the latest government advice for Lancashire, information about COVID-19 outbreaks and council services at <https://www.lancashire.gov.uk/health-and-social-care/your-health-and-wellbeing/coronavirus/>



Update on Cumbria Libraries services following end of lockdown period

Following a detailed assessment and taking into account the latest guidance from the government regarding the national tier system, Cumbria Libraries will continue to provide essential services following the end of the lockdown period on 2 December. Key services available including select and collect, online services and home delivery services. For digital access to services, we are asking customers to book in advance for access to computers to ensure the best and safest service possible. You can read more [here](#).

NWAS Stakeholder Winter update 2020

The North West Ambulance Service (NWAS) Winter update 2020 is out now. You can read the update [here](#).

ICS Suicide Prevention Programme shortlisted for two HSJ Awards

The Integrated Care System's (ICS) Real Time Surveillance System was shortlisted for a HSJ Connecting Services and Information Award, which recognises NHS initiatives where data sharing has made a real difference. Winners will be announced in March 2021.

Staying well this Winter

Cumbria County Council has launched a campaign to get Cumbria 'Winter Ready'. The campaign will support the residents of Cumbria and businesses during the coming months and will reflect the ongoing coronavirus public health information and guidance, as well as winter travel and weather preparations. You can read more about the campaign [here](#).

Lancashire County Council is offering advice to people in the county to help them stay safer, warm and well, cope with cold weather and COVID-19 this winter. You can access the advice page [here](#).

Cumbria Together (Time to have you say)

Cumbria Safeguarding Children Partnership would like to hear directly from families with young children about their lives and experience during 2020. As part of the Cumbria Early Years strategy, a survey has been launched.

Families of young children (aged 0-5 years) including parents, carers and extended family members can fill in the survey [here](#). More information can be found [here](#).

Find the latest advice for Cumbria

You can find the latest government advice for Cumbria, information about COVID-19 outbreaks and council services at <https://www.cumbria.gov.uk/>



Keep up to date

We are keeping staff, stakeholders and the public up to date in various ways, including a daily email bulletin for staff, this e-update for stakeholders and regular information for the public.

If you want to keep up to date, you can access recent news on our website:

www.healthierlsc.co.uk/morecambe-bay

Or social media:



Twitter: @MorecambeBHCP

Facebook: UHMBT



This newsletter has been created by the Bay Health and Care Partners:

University Hospitals of Morecambe Bay NHS Foundation Trust (UHMBT); Morecambe Bay Clinical Commissioning Group (MBCCG); Morecambe Bay Primary Care Collaborative; Lancashire and South Cumbria Care NHS Foundation Trust; Cumbria County Council; Lancashire County Council; North West Ambulance Service (NWS).