

Joint Localities Local Engagement Network**Open Forum Workshop: COPD****9 June 2016 at the Vale Centre for Health and Care**

The workshop began with a presentation by Val McIver (Senior Nurse) and Jamie Gillies (COPD Specialist Nurse) with the Health & Social Care Partnership.

There then followed a workshop discussion to address two key service issues:

- Methods to increase engagement with service users in the Clydebank area – a cohort with a younger age profile than has previously presented
- Methods to increase uptake of pulmonary rehabilitation services across both locality areas

This discussion highlighted the following:

Increasing Engagement

- Public awareness posters and leaflets in a range of key locations to raise awareness
- Information should be brief and direct – what, where, how to contact.
- Target some promotional activity specifically to potential areas of interest to the age group.
- Campaign on the council and health intranets and public information screens
- Look at opportunities to use engagement with schools as a means to have children inform parents and grandparents in inhaler use
- Acknowledge that denial, fear of unknown and stigma (self inflicted) may be key factors and target engagement accordingly
- Non attendance could be due to negative reasons (cant face attending) or 'false –positive' (I don't think I'm that bad yet).
- Queries around how the diagnosis is given – what is the key impact of the message?
- Is employment a factor? – A targeted information and engagement campaign with local employers may be useful

- Are caring responsibilities a factor in low engagement/uptake?

Uptake of Pulmonary Rehabilitation

- Is the level of general information in practices adequate?
- Has there been sufficient engagement with employers to raise awareness of the business benefits of allowing staff to attend sessions?
- Evening sessions could be provided
- Are the most convenient public venues being used?
- Families and carers should be encouraged to be more involved
- Consideration should be given to any caring responsibilities potential attendees may have – carers often put their own needs below others and may need respite/befriending supports to allow them to attend
- Information leaflets could be provided to community organisations/agencies who may engage with clients to allow them to raise awareness
- Short survey for those diagnosed with COPD/decliners to ask their views
- Give thought to life transition/trigger points and use those in promotional materials eg. birth of grandchildren, retirement etc
- Use case studies and peer support
- Look at how best circles of support (family and friends) could be used to support attendance
- Maximise awareness in community pharmacies
- Is there a link with low mood? Would a psychological input to the rehab sessions be useful

Main Feedback

Generally participants felt that there was a need to raise awareness of COPD in the local community, highlighting that it was not a disease of age and focussing on some clear targeted messages around value of pulmonary rehabilitation and proper use of inhalers.

The focus should be on:

- Targeting employer awareness (the local authority, NHS and third sector being the three largest local employers).

- Good clear information available widely in community venues
- Broadening the delivery options of pulmonary rehabilitation
- Use of case study and peer support options.