



Date: Wednesday 9th December 2020

Host: Online via Zoom

Chair: Ivan Annibal, Director of Operations, NCRHC

Learning Outcomes

- [Rural proofing for health toolkit](#), presentation by Brian Wilson, Chair of Rural England CIC who wrote the toolkit. The Toolkit is the result of a collaboration between [Rural England CIC](#), the [National Centre for Rural Health & Care](#) and the [Nuffield Trust](#). It has been created to help organisations working in the health and care sector to address the needs of their local rural populations when they develop or review strategies, initiatives and service delivery plans. It can also be used by non-statutory organisations who review or monitor health and care service provision.

There are six main themes and each of the theme sections in the toolkit includes case studies:

- Main hospital services
 - Primary and community health services
 - Mental health services
 - Public health and preventative services
 - Social care services
 - Workforce
- Ivan Annibal's presentation looked at the Wider Activities and Context of the NCRHC. In particular, how urban approaches to healthcare have masked access for rural areas, the ageing population in rural areas and the associated increased costs of healthcare and case studies.
 - Case Study – Covid Dash-Board presentation by Billy Palmer, Senior Fellow, Nuffield Trust. This presentation looked at the challenges for Rural Services with higher travel costs, recruitment and retention difficulties, scale of fixed costs etc.
 - Community Health Case Study presented by Rob Poole, Cornwall Rural Communities Charity looked at the health of seafaring communities which is just as applicable to other coastal communities and rural areas. This looked at providing a different approach to healthcare for a hard-to-reach sector because of their working lifestyle

e.g. health MOT's on the harbour side and bringing health professionals into the fishing communities for easier access.

4 Key Learning Points

- The importance of having a “bottom-up” approach to get local organisations and local people aware of the toolkit. This will ensure that people/communities/representatives ask at county and unitary authority level if they are using it and if not; why not as noted by Roger Huxstep.
- John Wynn-Jones commented that he had helped to develop the previous health toolkits and the challenge will be in ensuring that it will be used, that is easy to use and easy to identify issues.
- This Toolkit will be kept up-to-date and current.
- Dr Debbie Freake summed up that this is a challenge but that it is good for us to do this. We can offer support through the toolkit and challenge our local providers and national policy makers and ensure that rural is kept high up on the agenda.

Any Other Key Outcomes from the Seminar

- The toolkit is publicly available for use but if an organisation would like training in how to implement the toolkit contact Ivan Annibal directly on ivan.annibal@roseregeneration.co.uk
- The importance of asking for national endorsement to promote the Health Toolkit and not just at sub-regional level. Jonny Haseldine (Senior Parliamentary Assistant to Anne Marie Morris MP) noted that Anne Marie Morris MP would be very happy to promote the Health Toolkit in Parliament. The toolkit has also been emailed to all rural MPs, relevant Government Ministers and Peers.
- Aidan Campbell commented that Northern Ireland has a very similar toolkit. It is vital to raise the profile, have political champions from the outset and this will mitigate against people being in the mindset of only seeing this as a tick-box exercise. It also makes this an accountability tool.
- The WHO is also interested in the Health Toolkit and that it has resonated internationally as noted by John Wynn-Jones.
- The Levelling up Agenda would play a big part in raising the profile of the Toolkit and also linking it with other issues such as Transport, Housing and Broadband and better partnership working with ICS.
- The National Infrastructure Strategy, as detailed in the recent CSR, will now only receive £1.2bn instead of the manifesto promise of £5bn and this will have an impact in rural areas as the bulk of the deficiency will be there and not in urban areas in the roll out of fibre connectivity. Graham Biggs, RSN, is looking at the levelling up agenda to press this matter with Ministers.
- The Covid-dashboard will look to provide outcomes to help “lobby” with the levelling up agenda e.g., waiting times, fundamental resources – staffing etc and a breadth of measures.
- Using established networks from organisations at the meeting as a conduit for getting the message out about the toolkit.