

RSN Seminar: Rural Health & Care

Date: 26th May 2021

Subject: Rural Health & Care

Chair: [Kerry Booth](#) Assistant Chief Executive, Rural Services Network

Host: Online Event via Zoom

Speakers

Speaker 1: Patricia Miller, Chief Executive, Dorset NHS Trust

Speaker 2: Jonathan Corne, Postgraduate Dean East Midlands, Health Education England

Speaker 3: Nik Harwood, Chief Executive, Young Somerset

Learning Outcomes

3 Examples of Good Practice

- [65 High Street](#)¹ – a High Street Digital Health Hub based in Nailsea, North Somerset
- [Knowledge for Healthcare](#)² and responding to Covid-19 (CILIP and HEE)
- [Campus for Future Living](#)³ – Landmark Project in the Mablethorpe Town Deal

Key Learning Points

Key challenges facing rural communities in the context of rural health & social care

- **Dorset NHS Trust** has many access challenges for its communities to overcome due to its large rural geographical area. This is compounded by the coastal area of Portland which is on the national radar as having one of the highest levels of social deprivation.
- **Key challenges include:** an ageing population which is predicted to grow by 34% in the next 5-8 years, hard to reach, isolated communities, weak transport links, digital exclusion, lack of working age people so difficult to fill vacancies, financial pressures as working on smaller scale but costs are higher and working across multiple sites and locations.
- **Key Partner in Dorset ICS**⁴ working with Local authority organisations to improve local people's ability to live well, improve their overall health and ensure services are more responsive to their need and more accessible.
- Being an **Anchor Institution**⁵ in the local community is a vital role to enable the Trust to move forward on its social value commitments. These include procuring goods locally, supporting local businesses, employing locally, and investing in flexible, family friendly working. Supporting HE institutions to provide relevant courses, locally, and ensure education is based closer to home and long-term careers in NHS.

¹ <https://www.nailseatown.com/65-high-street/>

² <https://www.cilip.org.uk/news/521470/Knowledge-for-Healthcare-responding-to-Covid-19-htm>

³ <https://connectedcoast.co.uk/?p=867>

⁴ <https://ourdorset.nhs.uk/#challenge>

⁵ <https://www.health.org.uk/news-and-comment/charts-and-infographics/the-nhs-as-an-anchor-institution>

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- **Promoting Civic Partnerships** i.e., moving away from traditional approaches to delivering services. The needs of the community and citizen comes first and removing the barriers to living longer, healthier lives.
- **Recognising move towards digital platforms** and that not everyone has good access to broadband or the hardware. Partnered with local authority and successfully bid to improve broadband accessibility in Dorset. Also, in co-ordination with a local education supplier provided hardware support to local communities by recycling hospital laptops etc.
- Developed interim **health inequality strategy** to support the citizen first model until March 2022. This will inform longer-term health initiatives with Local Government. Think through democratic links Local Government already has and overlay a lens of “system thinking”.
- **Biggest challenge** is not how we engage, as health partners have been paternalistic in approach since 1948, but now we need a different relationship with the community and provide a wrap-around service. We need to listen and behave differently to improve health and look at what support/training and development do we need to do this.

The Generalism Project. A cure for rural ills?

- **A National project to change the way junior doctors are trained.** Health Education England is responsible for changing the secondary care training to “learning on the job”.
- **Why change** – with the increasing numbers of older people, the traditional method of training doctors does not work. Although it is advantageous to have specialist registrars and consultants, as people’s care needs become more complex the method of delivery becomes inefficient. Multiple clinic visits to see different specialist combined with the cost of appointments, non-attendance, time consuming leads to being ineffective. Doctors need some specialist knowledge but alongside broader knowledge. [The doctor of the future is a generalist](#) (21.07.20 – HEE).⁶
- **Traditionally, training given in a hospital setting.** These trainees are not seeing any other types of service delivery models or learning how to adapt them. On a broader note, they have a lack of role models. Doctors are good at diagnosis and treatment but fail to look at the social/economic factors that create the disease/illness. There will always be specialist centres, but it is envisaged that more will be developed nearer to people’s homes.
- **Need to focus on health inequalities** and how they can influence that. Some of the most deprived areas are in rural/remote areas.
- **How to bring in change** – provide a broader knowledge of disease, broader knowledge of delivery models and change the place where junior doctors train i.e., outreach clinics and community hospitals jointly run by GPs and secondary care.
- **Vital to learn about socio/economic challenges** and skills required to help address these.
- **Immersive Experience** – working with [Connected Coast](#)⁷, [Rural Action Derbyshire](#)⁸, [Sutton on Sea RA](#)⁹ and [Wonca](#)¹⁰ in Mablethorpe, East Lindsey to bring together community and patient advocates on a “campus for future living” – a health and technology hub. Getting to know the community, influencing how hospitals deliver services and working with policy makers to make changes. Widening trainees experience so that when

⁶ <https://www.hee.nhs.uk/news-blogs-events/news/doctor-future-generalist>

⁷ <https://connectedcoast.co.uk/>

⁸ <https://www.ruralactionderbyshire.org.uk/>

⁹ <https://www.suttonres.org.uk/>

¹⁰ <https://www.globalfamilydoctor.com/>

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they return to the hospital environment, they have more understanding of their local communities.

- **Being Aware** that the move towards health technologies risks widening health inequality. Need to develop digital literacy of community.
- **Role modelling** – very important to encourage a high quality of service and career progression in rural and challenging community groups.

Locked-up in Lockdown: young people - rural isolation, mental health and Covid-19

- **Young Somerset – a youth work charity.** Big focus on mental health issues and looking to the future since Covid-19. Takes time to build up a relationship with young people yet having to be very dynamic in changing the model of how the charity worked by moving services on-line in a matter of days.
- **Young people do not see themselves as vulnerable thereby making themselves more vulnerable.** Mental health/wellbeing issues are amplified with the rural filter.
- **Young people are not hard to reach** – it is the services that are hard to reach. Assumption is that older people are lonelier but in fact research has shown that younger people are three times as likely to say they are lonely. Issues with isolation, distance from services, loneliness, lack of transport etc.
- **Important to identify those most vulnerable at an early stage.** Early intervention is much better. To put into context, during lockdowns, anxiety levels reduced because schools were closed. However, big concern re county lines and the speed in which they moved into rural areas and changed their recruitment methods.
- **Impact of Covid-19** – greater appreciation of education, looking upwards and outwards, appreciating their rural area.
- **Set up shop** in Taunton. It is an Enterprise charity to help develop young people's skills, to sell goods they have made, access Farmers' Markets etc. It is not a charity shop.

Any Other Key Outcomes from the Seminar

RSN's Revitalising Rural Campaign Specific Policy Asks of the Government is for fairer distribution of national resources to rural areas and more nuanced national policies. There are 14 Chapters in the campaign and one looks at "[Access to Rural Health and Care Services](#)"¹¹. As new Government strategies are announced, RSN puts them through a "Rural Lens Review" which adds depth and texture to the Policy Asks. A fresh crosscut of the Revitalising document being worked on will look in more depth at younger and older people, working age families and businesses (includes agri.). It will also look at the impact of various issues on these groups of people and develop case studies (personal experiences) rather than dry policy discussions.

Analysis and Commentary pieces for Rural Services Network by Jessica Sellick, Researcher at Rose Regeneration: [Implications of Covid-19 and Brexit on post-millennial generation](#)¹² and [Oral Health](#).¹³

¹¹ <https://rsnonline.org.uk/images/revitalising-rural/access-to-health-and-care.pdf>

¹² <https://www.rsnonline.org.uk/what-are-the-implications-of-covid-19-and-brexit-for-the-post-millennial-generation>

¹³ <https://www.rsnonline.org.uk/if-oral-health-matters-how-can-we-prevent-rural-residents-pulling-their-teeth-out>

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May 2021 edition of Casebook, produced by Rural Health and Care Alliance and distributed to members by Rural Services Network. [Focus on impact of Covid-19 and lock down on mental health](#).¹⁴

RSN Member Insights produced by Dan Worth, Research & Performance Analyst, RSN. Please click on the link to access the [Health, Wellbeing, Social Services Insight](#).¹⁵

Attendance and Apologies

Attendance

Full Name	Organisation
Jane Adams	YMCA Lincolnshire
Bethan Aldridge	Rural Services Network
Cllr Paul Anstey	Fordingbridge Town Council
Cllr Jenny Bartlett	Leominster Town Council
Cllr Ann Bean	New Alresford Town Council
Jane Berni	YMCA Lincolnshire (Community Lincs)
Graham Biggs MBE	Rural Services Network
Penny Body	Devon Churches Rural Forum
Kerry Booth	Rural Services Network
Steve Broome	East Sussex County Council
Cllr Steph Brumby	Epworth Town Council
Cllr Sarah Carney	Bridport Town Council
Cllr Sue Cooper	South Oxfordshire District Council
Jonathan Corne	Health Education England NHS
Cllr Cheryl Creaser	Rye Town Council
Lois Dale	Shropshire Council
Cllr Judith Derbyshire	Eden District Council
Dan Dring	Lincolnshire Community Health Services NHS Trust
Andrea Durn	Wotton Under Edge Town Council
Cllr Kim Fletcher	Cranbrook and Sissinghurst Parish Council
Helen Flynn	Nidderdale Plus Community Hub
Cllr Virginia Gay	North Norfolk District Council
Cllr Jan Goffey	Okehampton Town Council
Cllr Graham Gooch	Lancashire County Council
Morgan Griffith-David	Alzheimer's Society
Jodie Hancock	Biddulph Town Council
Peter Harris	Health Education England
Nik Harwood	Young Somerset
Helen Headech	Uttoxeter Town Council
Cllr Sandra Hearne	North Somerset council

¹⁴ <https://www.rsonline.org.uk/may-2021-edition-of-casebook-from-the-rural-health-and-care-alliance>

¹⁵ <https://www.rsonline.org.uk/tag/health-wellbeing-social-services-insight>

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Cllr Steven Keys	New Waltham Parish Council
Cllr Antony Leech	West Devon Borough Council
Petrina Lees	Uttlesford District Council
Sian Lockwood	Community Catalysts CIC
Cllr Conrad Lynch	Kirkby Stephen Town Council
Cllr Colin Matthews	Lincolnshire County Council
Amy McCall	SP Energy Networks
Tracy McCranor	Lincolnshire Partnership NHS Foundation Trust
Patricia Miller	Dorset NHS Trust
David Moon	SWFTCS Ltd
Cllr Julie Najuk	Gedling Borough Council
Cllr Liz Parker	Cranbrook and Sissinghurst Parish Council
Simon Pearson	Dorset County Hospital
Amanda Phillips	United Utilities Water
Carole Quinn	United Utilities Water
Malcolm Rigler	Society of Local Council Clerks
Cllr Sue Sanderson	Cumbria County Council
Steven Scarrott	Midlands Connect
Ian Sherriff	University of Plymouth
Amy Thomas	Lincolnshire County Council
Cllr Michael Thompson	St Austell Town Council
Cllr Peter Thornton	Cumbria County Council
Cllr Sue Tucker	Scarborough Borough Council
Graham Whitehead	The Community Heartbeat Trust Charity
Cllr Mark Whittington	Lincolnshire County Council
Cllr Ann Wood	Okehampton Town Council
Cllr Julie Yelland	Okehampton Town Council

Apologies

Full Name	Organisation
Julie Holden	East Grinstead Town Council
Coralie Barrow	Cornwall Council
Cllr Susan Shelbourn-Barrow	Wincanton Town Council
Ursula Bennion	Trent & Dove Housing
Marc Brooks	Lincolnshire Coop
Toni Cook	Rural Media Charity
Nikki Cooke	LIVES
Vanessa Cookson	Bassetlaw District Council
Andrew Dickenson	Health Education England NHS
Cllr James Easter	South Norfolk Council
Susan Eldred	Flitwick Town Council
Melanie Francis	Soham Town Council
Cllr Catherine Gibbons	North Somerset Council

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Andy Haime	Lincolnshire Rural HA Ltd
Cllr Robert Heseltine	North Yorkshire County Council
Dr Cathy Jackson	University of Central Lancashire
Kirstie Kalonji	Alzheimer's Society
Nicola Kemp	Somerset West and Taunton
Revd Richard Kirlew	Agricultural Chaplains Association
Paul Leadbetter	Charnock Richard Parish Council
Jane Marshall	Lincolnshire Partnership NHS FT
Toby Matthews	Norfolk County Council
Brian Norris	Living Memories C.I.C
Bobbie Preston	SP Energy Networks
Lauren Rogers	Rural Media Charity
Cllr Chris Ryley	Burscough Parish Council
Dr Adrian Tams	Health Education England
Sasha Taylor	Worcestershire County Council
Cllr Brenda Weston	Somerset West and Taunton Council

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