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**Report to:** Board of Directors

**Date:** 26<sup>th</sup> October 2007

**Title:** Improving Lives Saving Lives

**Report of:** Chief Executive

**Report for:** Attention

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**SUMMARY:**

The East of England Strategic Health Authority has recently launched a consultation 'Improving Lives; Saving Lives' which aims to set out its vision for the next three years. Copies of the full document will be available at the public Board meeting. Attached is their press release from 10<sup>th</sup> September which summarises the contents of the consultation which runs to 30<sup>th</sup> November 2007.

The consultation document 'Improving Lives; Saving Lives' sets out pledges for the people of the east of England from the SHA and their partners.

Trusts are being asked to actively engage staff and partners in this consultation. Documents have been shared widely throughout the Trust, and our staff Governors will be completing a response following their recent Governors surgery.

**RECOMMENDATION:**

The Board of Directors is asked note the ongoing East of England consultation, and to agree any areas for further action for the Trust in response to this process.

**Embargo** – 00.01 Monday 10 September 2007

## ***East of England NHS makes 12 pledges for better patient care***

### ***Consultation launched on NHS priorities for next three years***

The NHS in the east of England is today announcing its plans to consult on its new vision for the NHS across the whole of the region for the next three years. This vision, entitled **Improving Lives; Saving Lives**, sets a series of measurable and challenging pledges to make health and health care better in our area.

The consultation will be an opportunity for everyone to have a say on what the NHS in our region should prioritise in the coming years. It will be a chance for patients, the public and NHS staff to comment on our pledges, make suggestions about changes and hold their local NHS to account for those priorities.

Our overarching aim is to add 5 million years of life to people in the east of England by 2011\*. We will do this by reducing unfairness in health; saving more lives; and promoting good health for everyone living in the region.

We want to make the NHS in the east of England more responsive to the needs of those who use it. By focusing resources into areas where we can make the biggest difference we hope to deliver real improvements for everyone who uses NHS services and make our local NHS the best in the country.

Our pledges have been developed with the help of senior doctors and nurses in the region, and have been signed up to by the NHS Chief Executives and Chairs from across the east of England. It is a collective expression of our commitment to improving people's health and delivering high quality services for patients for the next three years. The pledges we are consulting on are to:

1. Deliver year on year improvements in patient satisfaction
2. Extend quicker access to health services
3. Make it easier to see a GP at a more convenient time
4. Ensure NHS dentistry is available to all who want it
5. Ensure fewer people suffer from, or die from, heart disease, stroke and cancer
6. Make our healthcare system the safest in England
7. Improve the lives of those with long-term illnesses
8. Halve the difference in life expectancy between the poorest 20% of our communities and the rest of the east of England
9. Ensure healthcare is as available to marginalised groups as it is to the rest of the population
10. Cut the number of smokers by 140,000
11. Halt the rise in obese children and seek to reduce it

## 12. A pledge to staff to be suggested by those who respond

Neil McKay, Chief Executive of NHS East of England, said:

“We do not make these pledges lightly. They seek to build on areas where the NHS is already delivering well, but they also seek to draw a line in the sand in areas where improvement is needed. They are measurable. They are challenging. And I think they represent the best of why NHS staff work in the NHS, delivering high quality healthcare and public health programmes that improve lives and save lives.

I want as many people as possible to give us their views on these pledges, so that we can move forward together as a health service with the support of staff, patients, our partners and the public in delivering what we have collectively agreed to be our priorities.”

The public consultation is being launched on 10 September 2007, and will run until 30 November 2007. We want patients, the public, and NHS staff in the region to have their say on the challenges we set ourselves. The views expressed during the consultation will develop our vision and priorities for the NHS in the east of England.

ENDS

*Notes to Editors:*

In the east of England, 40 NHS bodies and around 109,000 staff provide healthcare to 5.4m people.

The consultation will run from 10 September to 30 November 2007.

The views given during the consultation period will be discussed at the NHS East of England's 13 December Board meeting, these will then be fed in to the Improving Lives; Saving Lives vision.

Local Primary Care Trusts and NHS Hospital Trusts will then use these pledges as the basis for agreeing and consulting on local plans.

Further information, including the consultation document, a technical analysis and a draft implementation plan along with feedback mechanisms can be found at [www.eoe.nhs.uk](http://www.eoe.nhs.uk)

\* If the NHS continues, along with its partners, to improve services in the way we have in recent years then average life expectancy in the east of England will rise by 3 months over each of the next three years. We will also target and improve those parts of our society who have lower life expectancy.

## **Further quotes**

### **Dr Paul Cosford, Director of Public Health, said:**

“The NHS is the jewel in England’s public service crown. We save more lives and improve more lives than the founders of the NHS 59 years ago could ever have dreamed of. But we could do more, especially in the area of public health and prevention programmes. I am delighted that this strategy puts what for too long has been the Cinderella service of the NHS into the front line where it belongs.”

### **Dr Paul Watson, Director of Commissioning, said:**

“Our GPs and our hospitals are the cutting edge of the NHS. The most recognised and used part of the service. That is why we are pledging to make them better and helping them work more effectively together to deliver the best possible care for patients. Whether it is easier access to GPs or stamping down on healthcare acquired infections, this strategy gives voice to the patient’s priorities.”

### **Lindsay Macintyre, Chief Nurse, said:**

“The services we provide to patients and the public are what our reputation as a service is based on. Understanding what patient’s experience, what they like and what they need is the core of delivering a high-class service day in day out. That is why the initial series of pledges in this document is patient focussed, but is it also why we are committing ourselves of testing opinion and experiences every year of this strategy.”

### **Stephen Welfare, Director of Workforce Development, said:**

“The NHS is not just about the best facilities, shiny new equipment and the latest drugs. Whilst these are important, they would be useless without the skills and talents of the staff that use them everyday. That is why we want this strategy to be about why we, as NHS staff, get up in the morning – delivering life saving and life changing healthcare to people who need it. And it is also why we have asked people to give us suggestions about what will make the lives of our staff easier and better, because without them the NHS would grind to a halt tomorrow.”

### **Steve Clarke, Director of Finance, said:**

“All of these pledges cost money. We need to prioritise them and resource them. That is why the financial discipline that we have shown across the regional NHS over the last two years is so important. We will be debt free next year, releasing millions of pounds that have been spent on debt repayments in previous years for investment in front line services. This strategy allows us to agree, together, where we should target that cash.”

### **Karen Livingstone, Director of Strategic Partnerships, said:**

“We as an NHS are not arrogant enough to think we can wave a magic wand and deliver all of these improvements ourselves. To increase fairness; cut deaths from heart disease; cut childhood obesity and help smokers quit are jobs that require partnerships across the public, voluntary and private sectors. We are confident that these pledges will chime with what our partners want to deliver, now comes to the task of working together to make these improvements happen.”