

Primary Care Strategy Implementation Plan

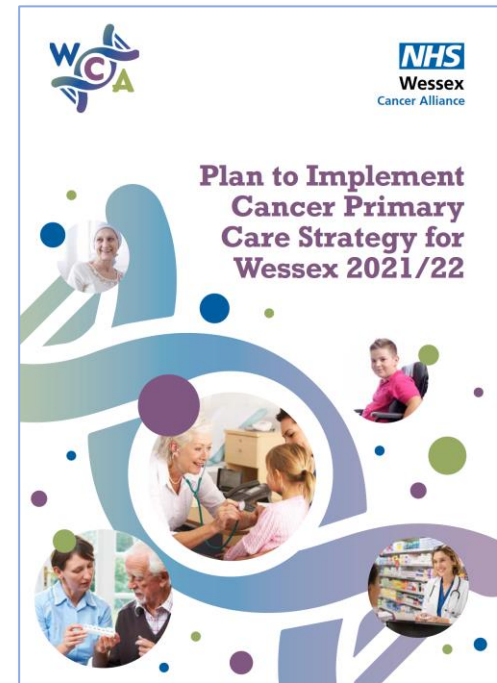
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Primary Care Strategy and Implementation Plan



- Primary Care Strategy produced to show the importance of primary care in the cancer pathway
- Implementation plan optimises the WCA primary care team and work focus
- 4 broad areas
 - Prevention
 - Earlier Diagnosis
 - Faster Diagnosis
 - Personalised Care





Outcome Targets and Progress to Date



Primary Care Strategy Target	Progress at 29.11.2021	Additional Actions
Local Improvement Scheme with PCNs		
50% of PCNs to sign up to the WCA Prevention and Earlier Diagnosis Local Improvement Scheme	Currently approaching PCN Clinical Directors in each of the localities in Wessex.	
Prevention		
100% of PCNs will have been offered staff training re delivering very brief advice	The VBA model has been promoted in the WCA Primary Care Newsletter with offer of training. A podcast has been recorded and there have been around 250 downloads	
20% of PCNs (12) will have taken up the offer of very brief advice training		prescribers. Create 10 top tips to help prevention cancer in the PCN population. Create link to the podcast on the social presc toolkit.
An infographic will have been disseminated to all NHS staff about cancer prevention	It is in the Primary Care Toolkit	Send out through the Primary Care Newsletter
100% of PCNs will have been given access to the Prevention and Earlier Diagnosis toolkit	Toolkit almost complete.	Publicising the toolkit through multiple routes
Earlier Diagnosis		
Local Improvement Scheme for Prevention and Earlier Diagnosis – aiming for 50% sign up by PCNs across Wessex.	Currently approaching PCN Clinical Directors in each of the localities in Wessex.	
Increasing screening uptake by 'levelling up' - aiming to reduce the screening gap for PCNs with lower screening rates by 50% eg a PCN with a cervical screening rate of 60% rather than the target of 80%, moves to 70%. This will be referenced with case studies	Difficulty in gathering timely data for HIOW	Get Dorset data
Increasing screening uptake for inequality groups including learning disability, serious mental illness and ethnic minorities by 'levelling up' aiming to reduce the screening gap by 25%. This will be referenced with case studies	Focus will be on case studies - HIOW section 7a screening facilitators Ardens work and Dorset work	
Increasing bowel screening uptake by 3%	Off the shelf QI project near completion to be distributed to Primary Care.	
Increasing the use of symptomatic FIT testing in primary care by 10%	LIS and new local GP guidance on use of FIT	Dorset trying to amend the ICE form to get a better understanding of how it is done.
Increasing the use of clinical decision support tools in primary care through 50% sign up to the Prevention and Earlier Diagnosis LIS.	Currently approaching PCN Clinical Directors in each of the localities in Wessex.	
Increasing the number of fast track referrals across Wessex by 7%		Get data
Decreasing the cancer conversion rate across Wessex by 0.5%	Analysing Dorset data for pandemic impact, some tumour sites showing near to 3% conversion rate, others remain higher and need focused attention'	Difficulty in gathering timely data for HIOW
Increasing the awareness of the heightened risk of prostate cancer in African and Caribbean men	Campaign has started and will continue across the year. Basingstoke focus for engagement and evaluation work starting December.	Pull metrics from targeted social media advertising across Wessex
Faster Diagnosis		
Increasing the number of referrals to the Rapid Investigation Service by 50%		Need to ask service manager for data
Personalised Care		
Resources offered to all PCNs to support holistic cancer care reviews	Guidance produced for primary care. Information also in the Primary Care Toolkit	Yes plan and resources through Jane's doc and the toolkit