

# bulletin

Issue 80 - August 2010

**bulletin** is a regular update for members on the work being carried out by the Welsh NHS Confederation on their behalf. It complements Interchange Alert, published by our London office, which gives members an overview of the Confederation's work at UK-wide level. If you have any queries about either publication, please contact [sian.owen@welshconfed.org](mailto:sian.owen@welshconfed.org)

## Summer Masterclasses

Our summer series of Masterclasses for board members continued in July with a session entitled *Working in the spotlight: Getting the media onside*. Former BBC Chief Reporter, Penny Roberts and former BBC Current Affairs Editor, Tony O'Shaughnessy, now joint owners of the independent media training company, Tower Media, led a lively discussion session on how to manage relationships with the media.

The next Masterclass will be held on September 14th and will focus on how to take a strategic approach to your workforce with Paul Kearns, HR strategy consultant and author.

Board members can book a place at this free event by contacting [sandra.cummings@welshconfed.org](mailto:sandra.cummings@welshconfed.org)

## Media training

Following on from the media masterclass, we have worked with Tower Media to build a bespoke programme of in-depth media training for Welsh NHS Confederation members. The sessions will provide intensive training to build skills and confidence in handling media interviews. Communication has been sent to members to book dates in the diary.

For more information, please contact [sian.owen@welshconfed.org](mailto:sian.owen@welshconfed.org)

## Annual Conference

Publicity material has been distributed for our joint annual conference in November, *Embracing the challenges: changing conditions*.



The conference is a collaboration between the Confederation, the Welsh Assembly Government, NLIH and Public Health Wales, and draws on the expertise of leading international experts on the topics of preventing illness, improving services and finding sustainable and affordable solutions for the future.

Speakers include Professor Chris Ham, Sir Ranulph Fiennes and Dr John Merenich of Kaiser Permanente.

Full information, including a brochure and booking form, are available to download from our website at:

[www.welshconfed.org/WelshAnnualConference2010.htm](http://www.welshconfed.org/WelshAnnualConference2010.htm)

## Jim Thompson

The Welsh NHS Confederation is pleased to welcome Jim Thompson, who will be carrying out project work with us on a part-time basis. Jim will be a valuable addition to the team, bringing a wealth of experience

and knowledge from his career in the NHS. Previously Director of Primary Care and Nursing Director for the Vale of Glamorgan LHB, Jim has held a number of senior management positions across the south east Wales health community. Jim will begin work with the Confederation in September.

## The Efficiency and Innovation Programme

As part of the ongoing work of the Efficiency and Innovation Programme, the Public Services Summit took place in early July, with a focus on health as its key theme. The Welsh NHS Confederation produced a publication for the event to demonstrate how the NHS is making substantial improvements to its efficiency and effectiveness through strategic change and partnership working.

The Welsh NHS Confederation is represented on the Efficiency and Innovation Board, and we are actively supporting the New Models of Service Delivery Workstream, led by chief executive of Aneurin Bevan LHB, Dr Andrew Goodall.

## Political update

We continue to have a wide range of productive meetings with AMs, MPs, Special Advisors and senior officials to ensure that the voice of NHS Wales is heard clearly in the right places.

Political issues that will have a high profile in the coming months include

- the White Paper on reorganisation in England
- the Barnett Formula and the Holtham review of funding in Wales
- Manifesto development for all four main parties ahead of the Assembly elections next May
- Finances

## Media work

We worked closely with national media in Wales on a number of recent stories on the challenges for public service finance.

In comments given to the Western Mail, BBC Wales News and the Daily Post, we focused on the key message of reducing demand for costly hospital services through strengthened community services. In our most recent Western Mail columns, we expanded upon the impact the financial constraints will have on traditional hospital services.

We also provided extensive comment to the media on the RCN's "Frontline First" campaign, highlighting the importance of strong leadership in the NHS, and a recent story about protected pay for displaced executive staff.

## Publications

We have issued a number of publications to members recently on various topical issues, including:

- *One step beyond: A new co-productive community relationship* – a look at the concept of co-production and its potential benefits for NHS Wales
- *Dealing with national debt: lessons from Canada and Sweden*
- *A guide to devolved government in Wales* – released to coincide with our Masterclass on political engagement
- *Efficiency, Innovation and Collaboration: How the NHS in Wales is meeting the challenge* - a publication produced for the Public Services Summit

We have also issued briefings summarising the main points of the following key documents:

- UK election manifestos
- White Paper on the NHS in England
- UK Emergency Budget 2010
- NHS Next Stage Review Final Report, High Quality Care for All.

All our publications are available to download from our website at [www.welshconfed.org/Publications.htm](http://www.welshconfed.org/Publications.htm)

## National Assembly Committees

The Confederation continues to provide a co-ordinating role in responding to a number of National Assem-

bly committee inquiries and evidence gathering sessions. We recently submitted a collaborative response from NHS Wales for the Assembly's cross-party group on Muscular Dystrophy.

We are currently co-ordinating responses to two Health, Wellbeing and Local Government Committee inquiries into post traumatic stress disorder treatment for service veterans, and secondly, orthodontic services in Wales.

We have also been invited to respond to the Constitutional Affairs Committee inquiry into the lessons learnt from three years of drafting Welsh Assembly Government measures.

## Joint working with local government

The Welsh Local Government Association has agreed to reconvene the Strategic Liaison Group with the Welsh NHS Confederation and representatives of the NHS and local government. Discussion with the WLGA is ongoing to identify next steps in establishing the groups.

## Northern Ireland Confederation

The new Director of the Northern Ireland Confederation for Health and Social Services, Heather Moorhead, visited Wales to meet with us, and discuss opportunities for joint working and sharing of information in the future. After meeting with our chair Win Griffiths, Heather Moorhead and Kate Watkins also met with Steve Thomas at the WLGA.

## Independent Member Networks

Building on the Confederation's board development activity and to further support board members, we are shortly due to begin providing support to a number of specific networks for independent members. The proposed networks will aim to provide

members with a range of opportunities for learning and development and information exchange.

## Future work

Ongoing projects due for publication in the coming months include:

- **Vertical integration** – a look at how the recent reform of NHS in Wales is enabling integration of services at ground level.
- **Systems Thinking** – what is it, how could it be applied, will it produce results.
- **From Rhondda to the Rockies** - where are we now
- **Chronic disease management briefing**
- **Mental health** – a briefing paper for independent board members new to mental health.
- **Communications** – a compendium of case studies and evidence to support the strategic direction of the NHS.
- **Masterclasses** – work is continuing on a Masterclass focusing on strategic workforce development in September.
- **Workshop** - the impact of the English White Paper.

### Workforce Bulletin

For an update on the work of the Welsh NHS Employers' Unit, please see the summer edition of Workforce Bulletin.

[Workforce Bulletin 3 – Summer 2010](#)