

COMMUNITY ALTERNATIVES TO A&E

Working with Community Champions and Wellbeing Coaches (WBC) in Westminster

AT A GLANCE




The Approach

- **Project aim:** 12 month pilot aiming to provide **community based alternatives** to patients attending A&E & UEC services to **reduce frequency of attendances** in the Biborough (Royal Borough of Kensington & Chelsea & North Westminster).
- **Cohort:** High Intensity Users (HIU) classified as having visited A&E or UEC departments **more than five times** in any recent 12 month period.
- **Personalised Care Team:** Team of Community Champion volunteers working collaboratively WBCs.
- **Referral:** Named GP receives alerts from Whole Systems Integrated Care (WSIC), Community Champions & other sources, and briefs WBC on patients who might benefit.
- **Who:** NHS Biborough Place Based Partnership in collaboration with Westminster resident & community organisations.

FUNDING

- Community Champions engaged through a funding pool jointly held with local authority & match funded by local NHS borough teams.
- WBCs funded through winter access funds.

THE CHALLENGE

- Unnecessary A&E visits cost **NHS £2.5Bn per year** (source: British Red Cross). 
- Prevalence of HIU residents correlates with deprivation in NWL boroughs: **over 75% of HIU residents** live in neighbourhoods of highest Index of Multiple Deprivation (IMD). 
- The highest concentration of HIU residents was found in the north of borough of Westminster. 

THE ACTION PLAN

- Built with **engagement with VCSE:** working with Community Champion projects in neighbourhoods in North Westminster under *Right Care Campaign*.
- A team of Community Champion volunteers working **preventatively with residents** to link in with local services to prevent default behaviour.
- WBCs are attached to selected practices, receive HIU referral, provide **one to one support** and refer onto community activities through engagement with Community Champions and other community resources.
- WBCs are supervised by a Lead GP attached to all participating practices.
- Community Champion volunteers are centrally trained by Community Champion project leads, and WBCs are trained & managed by One Westminster.
- Evaluation involves using a baseline survey at the start & end of intervention given by WBCs, and tracking specific prescription medications.

TIMELINE / NEXT STEPS

- The first two WBCs have been trained and deployed via One Westminster & are attached to Paddington Green Health Centre. WBCs started on their caseload in June 2022.
- The service was rolled out to a second practice Lisson Grove in mid Oct 2022 and it's in the pipeline to **scale** into other North Westminster practices.
- The project is continuing into a second year and under a new structure with a bigger scope: aiming for a total of **four practices in North Westminster** which will be covered by **two WBCs**.