

Promoting Physiotherapy in changing times

Cumbria branch of the CSP

Welcome

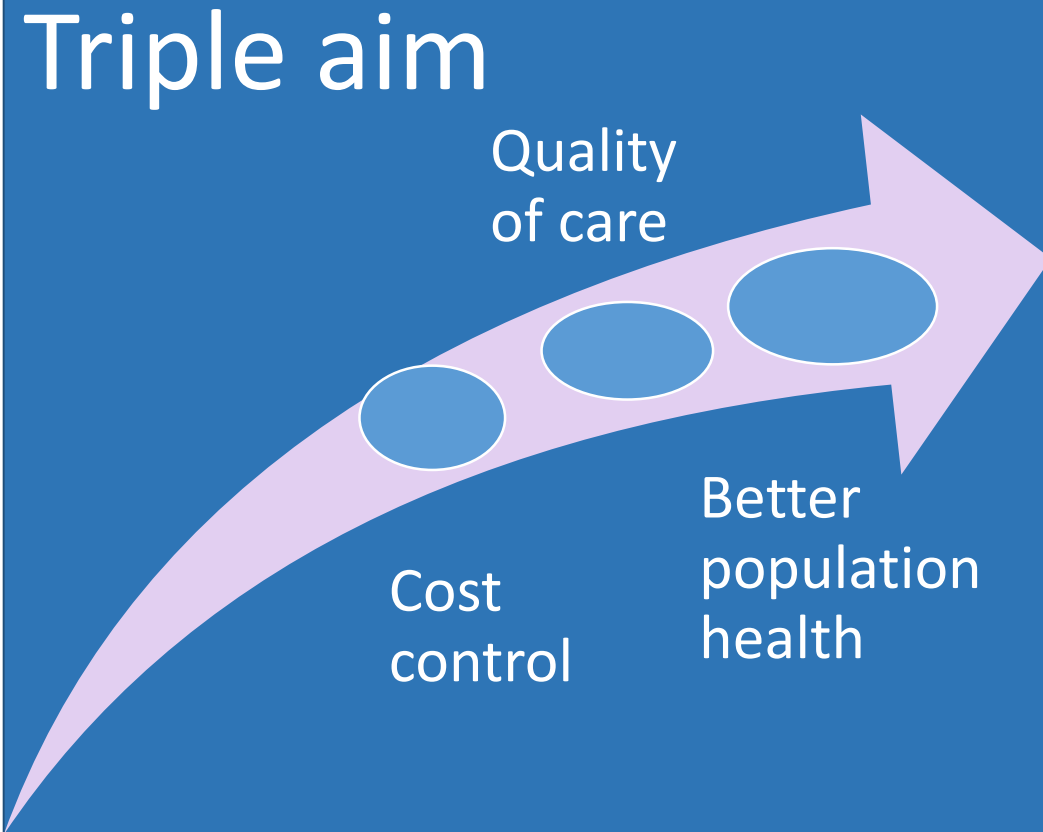




Rachel Newton, Head of Policy



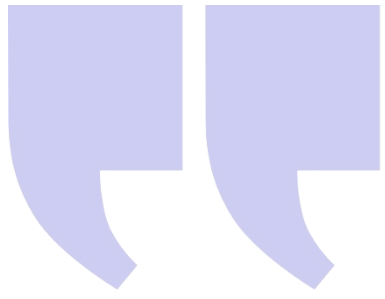
CHANGE



- # Themes of changes
- Expansion of the GP team
 - Moving outpatient services to community hubs
 - Reduction in bed capacity
 - Concentration of specialist services in fewer hospitals

↑ ↑ ↑ ↑ ↑

Integrated approach – removal of the boundaries between mental and physical health, primary and specialist services, health and social care

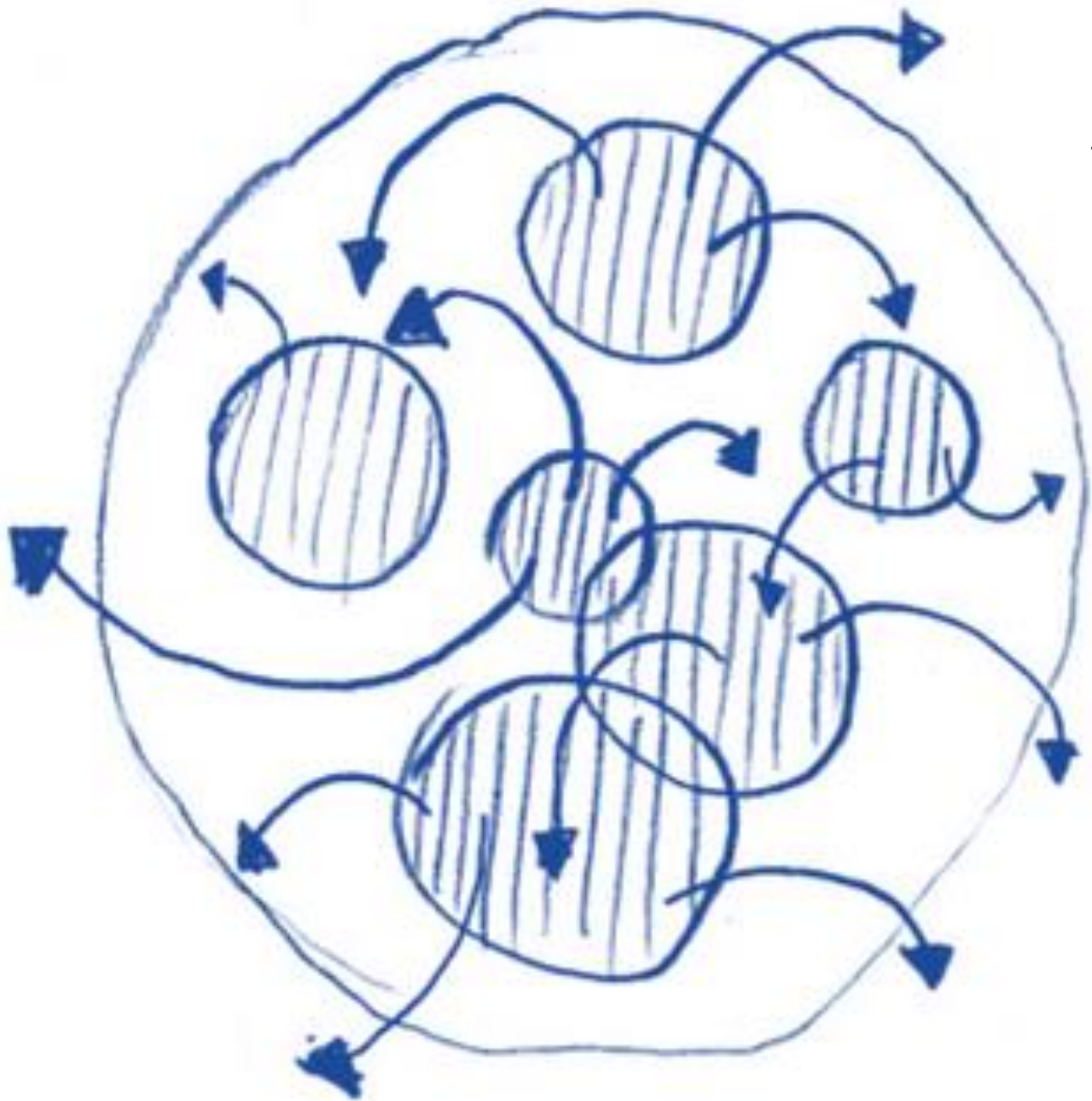


More resources must be invested in the parts of the system that rehabilitate, prevent health problems and support people to look after their wellbeing.

This is key to ensuring individuals don't suffer unnecessary disability and can improve their quality of life

Karen Middleton
Chief Executive Officer, CSP





What's driving change?

Funding policies

Policies of competition

Long-term population need



Physiotherapy can help address many of the challenges faced by the health service – in the short and long term

For example, First Contact Physios in General Practice are providing a more timely service, closer to patient's homes, as well as providing a solution to the problem of insufficient GP capacity.

Natalie Beswetherwick
Director of Practice Development, CSP



The image features four classical columns of varying heights, arranged in a row. Each column is topped with a decorative capital and rests on a base. The columns are light blue with a subtle gradient and are set against a white background. The text labels are centered on each column.

Quality of Care

Quality of employment

Workforce to deliver

Quality of engagement



Members have an important role to play in raising the profile of physiotherapy, promoting all that it has to offer

Rob Yeldham

Director of Strategy, Policy and Engagement, CSP

We know that when staff and unions are engaged from the earliest stage, resulting changes are of better quality, more supported and work because they are based on practical knowledge of the workplace

Claire Sullivan

Director of Employment Relations and Union Services, CSP





Coming soon...

Changes – a practical guide for CSP members responding to change in the NHS

Mindy Daubeny, CSP
Campaigns and Regional
Engagement Officer
@CSPMindy

CORPORATE STRATEGY 2017-20

Our **mission** for the CSP

To transform the health and wellbeing of individuals and communities by empowering our members and exerting our influence

Our **vision** for physiotherapy

To transform lives,
maximise
independence
and empower
populations

transform health and wellbeing

position

physiotherapy at the leading edge of transforming health and social care

champion

the evidence that physiotherapy is clinically and cost effective

empower

people to live long and live well, independently

CORPORATE STRATEGY 2017-20

transform
empower
influence



empower members and exert **influence**

represent

and support the interests of our members at work

organise

networks and communities to influence on behalf of the profession

build

life-long relationships with members

Campaigning – what you can do



Backpain Mythbusters – csp.org.uk/yourback



Rehab Matters – csp.org.uk/rehabmatters

**Falls prevention & exercise advice for
older people – csp.org.uk/opd**



**Think Physio for Primary Care – what
you can do**



CHARTERED
SOCIETY
OF
PHYSIOTHERAPY




**WHAT
YOU
CAN DO**

Have your say
about the proposals by taking
part in the CCG survey before
30 May:

www.southworcccg.nhs.uk

001349 SPED 3/16 777



**NO
PHYSIO
?
NO
WAY!**

Keep physiotherapy on the NHS





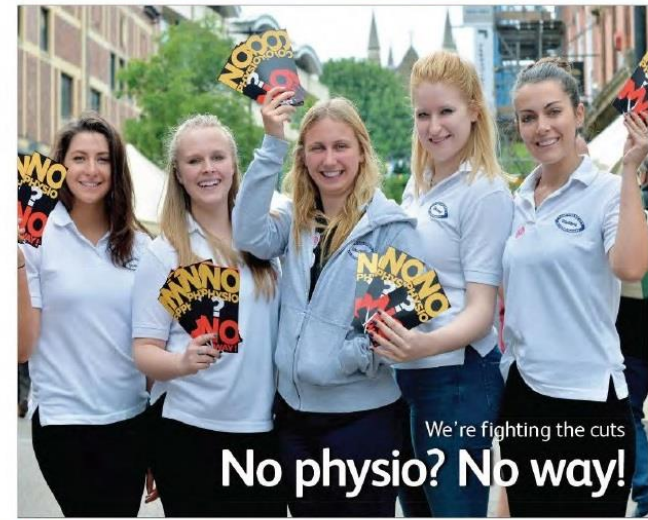
Worc



Frontline

THE PHYSIOTHERAPY MAGAZINE FOR CSP MEMBERS

1 June 2016
Volume 22
Issue 10



We're fighting the cuts
No physio? No way!

Inside: Jobs • Physio findings • Courses • In person

transform empower exert influence

What might you do locally? – Your choice but some options might include:

Influencing

- *CSP public health or Older People's Day event*
- *Offer talks to local groups / employers*
- *Contact your local MP about Rehab Matters*
- *Contact your local CCG and GPs about Think Physio for Primary Care*

Peer to peer support

- *Offer practice placements for local students*
- *Make use of social media and iCSP*
- *Volunteer comms link to feed local news to CSP and disseminate CSP info locally*

- **Communications advice & support**
 - **Signposting**
- **Development of resources (member guides, public information leaflets, website, social media)**

Mindy Daubeny, CSP
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@CSPMindy

Questions for the CSP team



Refreshments & Networking

The background features several decorative lines: a thick, light blue curved line that starts from the bottom left and curves towards the right; a thin, dark blue curved line that follows a similar path above the thick one; and two thin, orange diagonal lines that cross the scene from the bottom left towards the top right.

Finish

