

Arthritis Care, Asthma
UK, Diabetes UK, Hammersmith
and Fulham PCT

Nicola Kingston

Primary care

- Working in two GP surgeries
- Both in areas of high social deprivation
- One single handed GP
- One group practice

Challenges - I

- White City patients – 10% illiterate
- For many English is a second language
- Both practices situated on council estates
- 35% of households from BME communities

Challenges - II

- Both GP practices extremely busy
- Both want to support self-management
- Both want to reduce GP attendances
- Both would like to increase patient confidence in managing their condition

Challenges - III

- Focus groups tell us that patients want questions answered other than medical
- What can I do to help myself?
- Where can I get emotional support?
- How much will it cost?
- How much time off work will I need?

Our response

- Targeting health inequalities
- Using social marketing tools
- Working with community groups
- Using interpreters
- Peer group support

- Other experiences?