

What can we do now???

BRAINSTORM IDEAS:

- Approach a team to solve our problems?
 - Recruit a consultant special interest, i.e. telehealth
 - Approach UoC – Alison Marshall (telehealth) <https://www.cumbria.ac.uk/study/academic-staff/all-staff-members/cachet/alison-marshall-phd.php>
- Specific head-hunters
- Identify the key people in each department and schmooze them – tell them we really want them and their expertise to design the new model for remote and rural paediatric care
- The Guardian (maternity telehealth feature – exploit!)
- Create the new composite workforce
 - Help us design it? Seek out the people or the team that will want to create something new
- New medical school concept = UCLAN = come here and TEACH
 - A new way of training / not traditional teaching
- Refugee hub / Mediciens San Frontiers have WNE Cumbria as a rest and recuperation base.
- National policy – to learn collaboratively CLIC already does this and is one of the few doing it – come here if you are interested in continuous improvement
- Be part of community ‘everybody knows your name’ (Be a big deal in the community)
- Community as marketers
 - Social media grassroots noise
 - Share the good news
 - Drown out the unconstructive negativity
- Community schmoozers
 - At conference – ‘Cumbria expertise’
 - A ‘taste’ of Cumbria to draw people in
 - Identify in advance who will be there and warm them up to coming to us
- Boost our positive posts
 - Google rankings

- Reputation – Can we build on positivity? Sort out front of house problems – attitude / poor system etc
- Community – share positive stories
- WNWCH - the facebook group can the group develop to support and love the health service?
 - facilitate positive contribution to video
 - Little boy who sent the powerpoint
- Show “SOLD” – balance the urgent need with ‘you’ve missed this post’

Moving Forward (longer term)

‘Grow our own’

- School
- College
- Build some excitement and passion

‘WNE Cumbria is a different experience’ – remote and rural (USP)

‘Re-engage our own’ – Cumbrians working elsewhere? If we know them ask them to come back.

Poach the ‘best @ telehealth’ – to invent and develop. Sell our problems as a challenge.

Partner jobs – partnership working – linking across public and private sector and third sector.

Next steps:

- Ideas to be taken away and considered by NHS
- New recruitment website to go live soon – feedback from group please.
- People to consider practical next steps that the community can influence. These include:
 - A more positive name for the existing feedback group
 - Willing members of the community to take part in a video appealing for consultant paediatricians and how we can take this forward
- What will our next steps be and what should be the focus of the next Recruitment and Retention meeting and when should it be?
- Gillian Troughton to feed back to the next Working Together Steering Group on 14 Sept at Energus at 6pm.