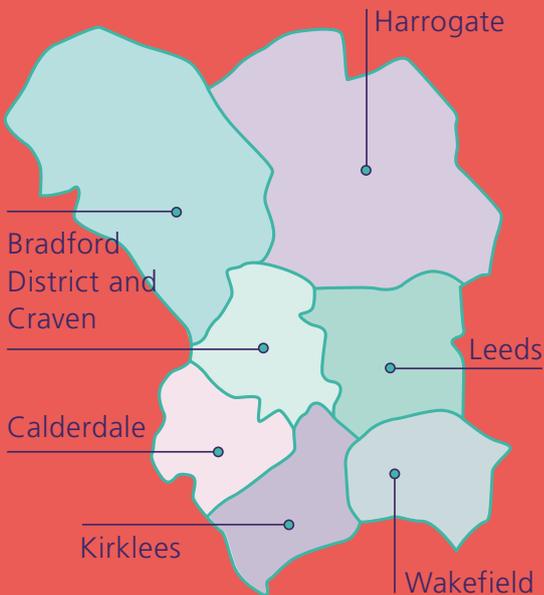


Telling our Partnership story



Proud to be the West Yorkshire and Harrogate Health and Care Partnership

Committed to improving the health and wellbeing of people living in:



- > Working to improve people's health with and for them
- > Improving people's experience of healthcare
- > Making every penny in the pound count
- > Working to keep people well and make life better for 2.6 million people living in West Yorkshire and Harrogate.



£1million pound for our health and social care workforce plans

Our ambition

We want to deliver high quality care to everyone. Our workforce plan is designed to make sure we have the right workforce to deliver this now and in the future. It's important we do this together so that we don't compete for scarce skills to address the recruitment and retention gaps we have in health and care - whether in a hospital, community or a care home.



What we are doing

A one million pound funding envelope from Health Education England and the Local Workforce Action Board has been made available to support a range of workforce programmes including suicide prevention training and support packages for young carers.



We developed a marketing campaign to recruit more operating department practitioners in partnership with Huddersfield University. We targeted people via social media and this was successfully piloted for two weeks in August – reaching approximately 67k people. 1,900 people engaged directly with the content (liked, shared, commented etc.) and 29 specific leads (potential students) were generated.

In the year ahead this campaign will be repeated but in partnership with programmes of school talks, attendance at career fairs and theatre open evenings. The early success of this model of working has resulted in the agreement to begin the development of three further campaigns, two of which will be focussed on mental health and nursing for disabled people.

What next?

We will:

- Roll out suicide prevention training across West Yorkshire Fire and Rescue Services
- Invest in peer support training for the mental health workforce, and roll out of the 'mental health first aider' programme
- Bring physical and mental health care closer together by piloting and evaluating the placement of clinical psychologists in GP surgeries
- Support staff with caring responsibilities
- Improve access to continued professional development for registered staff by working together across West Yorkshire and Harrogate to provide courses.

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A partnership made up of the NHS, local councils, care providers, Healthwatch, community and carers organisations.

September 2018

West Yorkshire and Harrogate
Health and Care Partnership

