

Welcome to our latest Deep End newsletter. Please share with all members of your practice team, we are keen to reach everyone working in Deep End practices.



## Deep End Wales Newsletter July 2024

### Deep End is here to stay.

We have demonstrated clearly that there is an appetite for Deep End in Wales. Practices see value in becoming part of Deep End: we are so much stronger together! The first 18-month phase of Deep End was funded by Welsh Government, which was a great endorsement and encouragement. The initial phase is now over, and the baton has passed to a new leadership team. They are doing this unpaid while we continue to negotiate productively with Welsh Government about extending their welcome funding support.

### National Safeguarding GP Peer Support: Safeguarding in the Deep End.

**Tuesday 23rd July 19.00- 20.30.**

On this session, Dr Rowena Christmas will give a 45-minute presentation covering the challenges of safeguarding in areas of deprivation, followed by a Q & A and a fully interactive discussion about complex safeguarding cases.

“We live in an unfair society within an unfair world, where unequal distribution of wealth contributes to dramatic inequalities in morbidity and mortality between those who have, those who have less and those who have not. There is potent inequality in Wales and poverty places strains on family life. Parents struggling to make ends meet can feel anger or guilt at the unfairness they see impacting their children. Most do a tremendous job of reducing the impact wherever they can, trying to ensure their children are well cared for and feel valued. However, poverty can be a factor in children being at risk of harm due to the stresses it creates in families increasing the risk of emotional or domestic abuse, of emotional health issues and the risk of substance misuse.”

The talk will cover:

- The link between deprivation and safeguarding concerns.
- Child safeguarding and poverty.
- Young carers.
- Deprivation, alcohol and substance misuse.
- Domestic violence and abuse.
- Fuel poverty.
- The benefits system.
- Trauma informed care.
- Physicians as advocates.
- \*\* This will count as two hours credits towards both adult and child safeguarding \*\*

For more details, see [XXX](#)

## Reminder of the New Deep End Leadership

From April, our new Deep End Chair is Dr Neil James. Mrs Joanna Watts-Jane is our Deputy Chair. Dr Jonny Currie has stepped down from being Co-Chair with Neil because of new work commitments but remains an active member of the steering group.

Neil and Joanna are very keen to get to know other Deep End practices. They have both worked in Deep End practices for many years and would love to share experience and solutions with colleagues across Wales. If you would like to speak or meet with them, please contact

[DeepEndWales@rcgp.org.uk](mailto:DeepEndWales@rcgp.org.uk)



### Joanna Watts-Jane

Joanna is the Practice Manager for The Rugby Surgery in Newport. This is an inner-city practice with a transient population, homelessness, refugees, language barriers, raised expectations and cultural differences. Joanna states that everyone has needs and that your postcode should not dictate your health, which is something she aims to redress to redress.



### Dr Neil James

Dr Neil James is a full-time general practitioner working in Meddygfa Cwm Rhymni in the Gwent Valleys. The practice has 18,000 patients in an area of extreme social deprivation. Over the past 20 years he and his GP colleagues have established a practice from a state of vacancy to a new collaborative partnership. The practice has continued to develop by merging with other smaller practices locally in the Rhymney Valley and building sustainability and quality along the way.

He is originally from Caerphilly but has worked as a general practitioner overseas and in different parts of the UK. He lives in Brecon with his family.

## Deep End Link Worker proposal

This is one of the ideas that emerged from Deep End Wales Round Tables and steering group meetings over the last few months.

We have organised two meetings open to anyone from Deep End practices, to work on this. The first workshop was held on July 3<sup>rd</sup> to consider whether we think its feasible, and if so, what should be the key elements, who are the target population, which stakeholders do we need to engage with and what evidence is there from elsewhere.

The second meeting will be held in early September to focus down on developing a proposal that could be shared with others and could be costed to enable seeking funding sources

If you are interested in joining this work, please contact [DeepEndWales@RCGP.org.uk](mailto:DeepEndWales@RCGP.org.uk) and/or [kathrin.thomas@nhs.net](mailto:kathrin.thomas@nhs.net)

## Steering Group

The steering group met online on June 20<sup>th</sup>. Most members wish to continue, and we welcomed several new members. We decided to establish a core group and also hold regular Fora open to anyone. Full details to follow. If you would like to join the Steering Group, please contact

[Neil.James2@wales.nhs.uk](mailto:Neil.James2@wales.nhs.uk) and [Joanna.Watts-Jane@wales.nhs.uk](mailto:Joanna.Watts-Jane@wales.nhs.uk).

## Deep End Manifesto

The steering group is keen to develop a Deep End Manifesto, aiming to complete this next year ahead of the next Senedd elections. We want to be bold and practical!

If you have ideas for this, please contact [jonny.currie2@wales.nhs.uk](mailto:jonny.currie2@wales.nhs.uk) and [DeepEndWales@rcgp.org.uk](mailto:DeepEndWales@rcgp.org.uk)

## Childhood vaccination challenges in Deep End practices

Bellevue Group Practice in Newport raised the issue that they were struggling to hit the 90% target for childhood immunisations at ages 2 and 5, in spite of huge efforts. As the rules were changed in June 2022 meaning persistent refusers cannot be removed from the payment targets, this has potentially lost them £36,000. We contacted Public Health Wales for help and advice. The Director of the Vaccine Preventable Diseases program in PHW and colleagues will now begin work with the practice as a "case study" deep dive into why, and to try out interventions that might be generalisable. We can learn from this to share across all Deep End and more widely and ultimately publish a Deep End research paper.

## Lunch and Learn on Teams

A reminder that you can see some of the one-hour lunchtime interactive webinars from the last few months:

[Population Health Approaches](#) with public health colleagues who are working very closely with some practices in Cwm Taf. There is a [slide set](#).

[Health Inequalities and General Practice](#) with Laura Neilson from Deep End Manchester

## Academic support

### Academic home

We are fortunate to have a formal home with the Cardiff University Division of Population Medicine, with Dr Harry Ahmed as our academic lead. We have had early conversations with General Practice researchers about how Deep End practices can become more research active, both increasing participation by Deep End patients and answering those questions that Deep End practitioners need.

### First Research Study

We partnered with Cardiff University to carry out a qualitative study of the perceptions of professionals working in Deep End Practices in Wales. Dr Louise Thompson, Academic Clinical Fellow, led on this with supervision from Professor Fiona Wood. Louise completed 17 interviews with practice staff across Wales to gain an understanding of their work in serving deprived communities.

The study will be published in a peer-reviewed journal and available for policy makers in Wales.

Thank you to all of you who participated and were interviewed by Louise.

### Research network.

There is now a new UK-wide network for Deep End researchers, some of whom have been going for many years. They are addressing the mismatch between the practitioner and research communities. Many of the questions that we have in Deep End are not a priority for researchers and many current research studies struggle to engage with Deep End participants, patients and health workers. There is a great potential to learn from successful research partnerships.

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The Deep End Wales vision is for NHS general practice to be at its best where it is needed most.

**If you have any queries, please contact**

**[DeepEndWales@rcgp.org.uk](mailto:DeepEndWales@rcgp.org.uk)**