

Launching CATCH in Knowsley - A Case Study for Providers

This case study provides an overview of the roll-out process of the CATCH (Common Approach to Children's Health) service, using the example of Knowsley, a borough in Merseyside.

IN BRIEF

Following commissioning of CATCH across Cheshire and Merseyside through the Cheshire and Merseyside Women's and Children's Vanguard (CMWCV), steps were taken to collaborate with Knowsley Council and CCG to launch CATCH in the area.

BACKGROUND

The NHS's Five Year Forward View called for a "radical upgrade in prevention and public health" by creating a future that empowers patients to hold more control over their health. With this in mind and to combat the issue of unnecessary A&E attendances in children under five, CATCH was developed in collaboration with Eastern Cheshire CCG, South Cheshire CCG and Cheshire East Council.

The aim of CATCH is to ease the sense of information overload which parents and carers can experience during pregnancy and a child's early years. It does this by providing articles from the NHS, national charities and organisations in one place together with details of local services and support. Everything in CATCH is approved by local clinicians so there's no worry that the information is not trusted and reliable.

Additionally, the CATCH app takes a proactive approach and delivers information to the parent's phone that is relevant to every stage of the child's development, as it happens.

Following its early success in Cheshire East, CATCH has since rolled out to five further CCGs, including Knowsley.

CHALLENGE

At time of deployment, Knowsley's A&E attendances for children under five were significantly higher than the national average, as were a number of other target health indicators, including: smoking at time of delivery; breastfeeding initiation and prevalence and children with one or more decayed, missing or filled teeth. Additionally, it felt important that the national problem of declining vaccination rates be addressed.

With the population of adults in possession of a smart phone increasing every year, it made sense that an app



could be helpful in reaching a good proportion of parents and carers in order to deliver relevant health information addressing these challenges.

As health professionals are often very busy individuals it was vital that any roll out not be invasive and fit in with existing roles.

SOLUTION AND IMPLEMENTATION

As CATCH already provided information across the aforementioned challenging areas, it felt like a good fit for Knowsley. Following discussions with Public Health, CATCH was launched in Knowsley in March 2018.

A multi-phased deployment process was identified as a result of CATCH's roll-out across Eastern Cheshire.

SYSTEM ENGAGEMENT

Phase One was to meet with both Public Health and the CCG to pinpoint relevant teams and boards through which to promote CATCH. A local GP, Dr. Victoria Hoyle, was also identified to approve Knowsley content via the CATCH "Article Viewer". Dr. Hoyle regularly approves content and finds the process simple.

CLINICIAN FEEDBACK

"The approval process for CATCH is very straightforward and easy to navigate. I'd describe my IT skills as "basic" but I found this really user-friendly. (...) I found the whole experience enjoyable and it's a good way to refresh clinical knowledge and increase CPD reading points." - Dr Victoria Hoyle, Knowsley GP

PROFESSIONAL ENGAGEMENT

Phase Two involved face to face engagement with local professionals and began in April 2018. Initial contact was made with Early Years and Children's Centres who were eager to recommend the app to parents. Children's Centres in Knowsley work with Health Visitors to provide sessions on managing minor illnesses in children and professionals saw CATCH as a useful tool to complement the service by allowing parents to look at relevant advice at home after sessions.

FEEDBACK FROM CHILDREN'S CENTRES

"CATCH is the perfect tool for supporting brief conversations, group sessions and targeted support for families as it is easy to use, free and has specific information for our area. Most importantly though, families can use the app at any time – day or night so we can feel confident that they have somewhere to turn if needed." - Lucy Marsden, Health Lead

The CATCH team also engaged with local leisure centres, hospital midwives and children's nurses, health visitors, therapists, family nurse partnership and libraries as well as the operational lead and quality matron for North West Boroughs Healthcare. All professionals received flyers and/ or CATCH business cards to support their recommendations to parents.

PUBLIC ENGAGEMENT

Finally, **Phase Three** consisted of target engagement across the area. CATCH held a presence at Knowsley's "Feel Good Festival", where a Health Promoter was able to answer any questions and hand out flyers to prospective users. This was an event well

attended by parents and grandparents and was useful for getting the word out directly to parents.

Additionally, a Health Promoter attended “Words and Pictures” sessions held in libraries for under fives and explained benefits of CATCH before sessions started. This enabled parents and carers to have the chance to ask questions and to see how CATCH could be used to help them.



Flyers have been distributed across Knowsley and CATCH presentations have also been submitted for display on information screens across surgeries and in libraries. Midwives have confirmed that flyers are being included in information packs to expecting mothers in Whiston Hospital.

CONTINUED DELIVERY

CATCH continues to grow in Knowsley, with support from not only health and social care professionals but also schools, Police and other local services. Steps continue to be taken to reach out to GPs, Practice Managers


and Practice Nurses as well as a wide range of other local services.


At only eight months, CATCH remains new to Knowsley. It is hoped that as it continues to be adopted by parents it will allow them to make informed, healthy decisions about their children’s health and wellbeing.

FURTHER INFORMATION

To find out more about CATCH:

 www.catchapp.co.uk

 support@catchapp.co.uk

 0151 324 0090

Search for ‘catch app’



Implementation of CATCH has been supported by the Innovation Agency:

“For me CATCH improves safety by helping parents know when to take their child to health services, i.e what to worry about. *It’s easy to set up in an area, and allows everyone delivering maternity and early years care to get involved.* And as a bonus for commissioners it reduces unnecessary A&E visits.” - Mandy Townsend, Associate Director for Patient Safety, Innovation Agency

