

# YORKSHIRE HEALTH CAMPAIGNS TOGETHER TO WIN

## ACTIONS ARISING FROM THE CONFERENCE 15.10.16

- 1. Set up networks of campaigners in each footprint to share info and co-ordinate action to put our boots all over their footprints.**

Campaigners within the West Yorkshire footprint ( Calderdale, Kirklees, Bradford, Airedale, Leeds, Wakefield, Harrogate and rural) who came together in a workshop agreed to meet early in November. **Suggestion:** Could people come to Leeds on Wed 9<sup>th</sup> November. Leeds KONP is due to meet at 6.30 in O'Neill's pub, Great George St. directly behind the Town Hall and would happily welcome others joining us for a session on the footprint 7- 8.30 if that was feasible.
- 2. Meanwhile there was a suggestion for action on 21<sup>st</sup> October ( this Friday!) when STPs should be completed, submitted and were expected to be made public until NHS England insisted they must not be published until they have put their prints all over them – or else! Time is tight for Friday but the earlier that we can expose the farcical notion that there is going to be any meaningful public engagement before contracts have to be signed on 23<sup>rd</sup> December the better so any publicity before publication – on or after 21st would be good.**
- 3. Try to organise Defend our NHS activities across the region on the weekend of 4<sup>th</sup> and 5<sup>th</sup> November.**

The NHS( Reinstatement Bill) is listed for another hearing in the Commons on Friday 4<sup>th</sup> although it is unlikely to be heard. However the STP plans should be breaking or about to break and Gunpowder plot is too good an opportunity to miss. Leeds will be having a candlelit vigil outside Leeds General Infirmary 5-6.30/7 on Friday 4<sup>th</sup> and a lively stall and/or little parade with a guy of Jeremy Hunt “wanted for plotting to wreck the NHS” at 11-12.30 on Sat. 5<sup>th</sup> in town outside Boots. It was suggested that Halloween with suitable ghosts offers other opportunities for publicity. .
- 4. Organise a region wide lively lobby/ protest at an official regional STP workshop in Leeds on Thursday 1<sup>st</sup> December** which is sponsored by Orion Health in partnership with Inspiring Change. Jo Keraghan , Project Director of the 5 Year Forward View, NHS England , Jim Mackey, Chief Exec NHS Improvement, Chris Ham from the Kings Fund et al are due to speak. The event is billed as an opportunity to ‘benchmark your plans against others and make sure you are ahead of the game!’
- 5. Build campaigns to both inform local councillors & MPs about the dangers in STPs and press them to resist and refuse to be incorporated into the process.** This to include all main parties including Conservatives, who are particularly vulnerable in marginal constituencies plus disseminate info re resistance from Local Authorities elsewhere in the country. ( Ealing and Hammersmith & Fulham have refused to sign up to an STP that would close important local hospitals.) Model letters can be circulated and used on street stalls and meetings with councillors set up. We could put any surplus funds from the Conference towards getting postcards printed to help generate opposition to STPs.
- 6. Inundate the local media and social media** (guest post on other blogs etc) Information about actual and potential rationing of treatment is powerful. Exposing talk of not providing treatment of “ limited clinical value” ie hips, knees and cataract ops , “only providing services to those that would benefit from them” ( smacks of the undeserving or just old!) and targeting areas of deprivation (might sound fair but means postcode lotteries) Actively gather personal stories as these hit home and attract media interest. People often happy to share experience but don't want to be identified. We can anonymise stories but still make them specific.
- 7. Jenny Shepherd, who is a journalist offered to provide a “flat pack” toolkit** with resources and templates not just for gathering stories but for writing press releases and involving press in activity. She is also happy to collate stories and send them out for others to use.

8. **Explore interest in getting together a group of about 6/7 people from different groups/ areas to write a communications strategy.**
9. **A campaigner from Ilkley expressed interest in making a 3min video.** It would be good if this could be focused on local issues and stories. Hoping Simon Watt might be interested in assisting with this as he has expressed previous interest in making a video.
10. **Get out and about addressing/ briefing as many political, community, trade union and trades council meetings** as possible and urging them to pass a motion calling for resistance to STPs.
11. **Consider organising a training session to help people build confidence and expertise in speaking.** Chris Brace in York will chase contacts.
12. **Set up better channels of communication between local trade unionists within the health service and local campaign groups** as it is often difficult for health workers to go public but they can give excellent information on re what is happening, which can be used without identifying the source. To work well this requires mutual respect which comes from joint campaigning and personal contact.
13. **Try to build up an informed, organised public presence at CCG, Health & Wellbeing, Scrutiny and other Boards.** Keep asking questions/ challenging what they are doing. Circulate guidance on legal rights re public participation on this e mail list so people are not so easily fobbed off. Share relevant information gleaned and any successful challenges locally, regionally and nationally.
14. **Share ideas and extend our repertoire of stalls, stunts and other events that get our messages across to the public simply and clearly and increase reach.** Traditional petitioning felt to be worthwhile but need lots of signatures and need to invite publicity for a handover event. Informal street ballots are a slightly different way of doing it and can be made visually interesting. Dewsbury manage to get a stall in the market and have done a great line in suitably decorated cakes. Dressing up can help grab attention, whether it be Halifax cleaners in overalls sweeping Ernst and Young out of the NHS, Leeds NHS flashbob choir in "olden days" gear insisting no return to pre- war days, medical students at Xmas dressed as elves dropping a banner in the indoor shopping centre saying " Save our National Elf Service" a puppet show in Kirklees, street theatre in York with Hunt as a devil, Festival in the Park at Huddersfield, comedy and music gigs, which might have more appeal to younger people. Mock theatre posters (Murder of the NHS) used in Huddersfield sounded good and murder /mystery theme could be particularly apt at the moment.
15. **Target the profiteers** : pickets and parades. Calderdale did a funeral procession ( RIP NHS) with musicians 2 years ago which they took round town targeting retailers who have been involved with the NHS. Leeds have focused mainly on Virgin and Boots and tried to highlight how they dodge UK taxes while skimming off taxpayers money " Boots Loots!) Look out for commissioner and providers meetings, workshops and seminars, where private companies are often touting for business. We discussed some tactics for disrupting meetings. Not sure people discussed possible disruption of trade and/or traffic although these might also be needed as the struggle intensifies.
16. **Organise another, Yorkshire march in Leeds, hopefully on 1<sup>st</sup> April 2017,** which is the 4<sup>th</sup> anniversary of the implementation of the Health and Social Care Act. We can make it huge!
17. **Support Dewsbury's march to save their hospital on 18<sup>th</sup> march 2017**
18. **There has also been a suggestion from Huddersfield Royal Infirmary campaigners** about pressing for a national demonstration/ protest on STPs early next year. I don't think this was discussed but can be taken up via Health Campaigns Together and other national networks.