

Bristol, North Somerset and South Gloucestershire CCG: Implementing a CCG-wide strategy across multiple leisure partners

ESCAPE-pain is a group rehabilitation programme for people with chronic joint pain that integrates educational self-management and coping strategies with an exercise regimen individualised for each participant.

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Bristol, North Somerset and South Gloucestershire CCG (BNSSG CCG) deliver healthcare services for more than one million people. Their mission is to make health better for local populations, reduce health inequalities and ensure health services are fit for the long term.

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How and why was ESCAPE-pain commissioned?

BNSSG CCG saw that ESCAPE-pain is a nationally recognised programme that could help people suffering with osteoarthritis to self-manage their problems, get people more active, improve their quality of life and reduce physiotherapy and GP appointments. In addition, it could be delivered outside of hospitals through local community and leisure centres, which fulfils an important aim of the NHS Long Term plan.

Programme implementation and delivery

BNSSG CCG successfully applied for local “Accelerator and Elective Recovery Funding” to deliver 40 ESCAPE-pain programmes in local gyms.

They approached leisure providers across their area to partner with them to deliver ESCAPE-pain, describing what the programme was, its benefits to the local population, the costs, administration, training and facilities necessary, and how it could enhance their health offer, generate revenue and fit in with their business models and plans.

To manage referrals, they created an electronic referral form that GPs could access and refer people directly to a leisure provider delivering the programme at the site nearest to them.

Initially, 5 providers delivered 76 ESCAPE-pain programmes at multiple sites across BNSSG CCG. They hope to secure more funding to enable the system to provide 65 ESCAPE-pain courses per year in gyms and leisure centres across BNSSG.

Key lesson learned

- ✓ Develop and maintain good communication with key stakeholders and leisure partners throughout the entire commissioning and implementation process.



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7 out of 10 found everyday
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Impact

For people with knee pain who completed an ESCAPE-pain programme:


- **4 out of 5** people said they had less knee pain (by 25% on average)
- **4 out of 5** people found doing everyday activities much easier (by 20%)
- **7 out of 10** people said their quality of life improved (by almost a third)

For people with hip pain who completed an ESCAPE-pain programme:

- **75%** of people said they had less hip pain (by 20% on average)
- **7 out of 10** found everyday activities much easier (by 20%)
- **Over 6 out of 10** said their quality of life improved (by over 25%)



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“It’s a nationally recognised resource which benefits systems... and we are helping our citizens across the board in a different way by getting them out into the community.”

Andy Conway, Project Manager, NHS Bristol, North Somerset and South Gloucestershire CCG