

# New Road Surgery

## Patient Participation Group

### Newsletter – Spring 2025

#### **Welcome to our first newsletter of 2025.**

In this issue we review our most recent talk, 'Cues for Changing Behaviour towards Achieving a Healthier Life'. This fascinating subject allows us to apply the 'tricks' used by supermarkets to influence our buying pattern when shopping and our choice of eating at home.

We also feature several Self-Referral options being offered by your surgery and other local organisations.

As usual, we provide news regarding your Surgery and healthcare in the wider Bromsgrove area.

*We hope that you will find it informative and interesting to read, if you have any questions, you can email us at:*

[newrdppg@gmail.com](mailto:newrdppg@gmail.com)

#### **New Road Surgery Medical Team**

New Road Surgery GP's are currently as follows:

##### Partners:

Dr Groves (M)

Dr Hyde (F)

Dr Laugharne (F)

Dr Raithatha (F)

##### Salaried GPs:

Dr Murray (M)

Dr Wallington (M)

Dr Bhogal (F)

Dr Syed (M)

##### Salaried GPs:

Dr Pandiyan (M)

Dr Densham (F)

## **New Road Surgery Medical Team - Continued**

We are pleased to welcome back Dr Hyde who has returned following maternity leave.

In the Nursing Department Sr Linda Clarke retired in March after 21 years, having worked for the surgery since 2004. We wish her a happy retirement in whatever she chooses to do.

### **Chronic Disease Annual Review**

The surgery has advised us that changes are planned to the way annual reviews are scheduled for patients with a chronic disease.

Currently, the surgery usually calls patients in for their annual review according to their date of birth. However, from April the surgery will begin to change the way they manage this process, which may result in some patients being called in earlier or later than their birth month.

The surgery is also aiming to start combining multiple health reviews into one appointment, thus preventing patients from having to attend several times for e.g. blood tests etc

Patients who have a chronic disease and require annual reviews will be contacted in the coming weeks with further updates about these changes.

### **Achieving a Healthier Lifestyle**

We were recently very pleased to welcome Dr Felix Why of Worcester University to deliver a talk entitled "Cues for Changing Behaviour towards Achieving a Healthier Lifestyle".

#### Introducing Terms:

Dr Why explained an emerging behavioural change technique known as 'NUDGE'. This can be applied in the workplace or at home. 'NUDGE' is considered 'thought-lite' (i.e. largely subconscious), relying less on self-regulation of will power and, if the person is aware of its presence, they are unaware of the intention of its presence.

# Achieving a Healthier Lifestyle (continued)

## Psychology of NUDGE

The idea behind 'NUDGE' is to influence shoppers to buy healthy food options (or eaters to choose healthy food options at home or at parties, for example). This can be done using a number of means: location/visibility in the supermarket or on the shelf (eye-level shelves are prime sites), sound (crunching of crisps/type of music playing), scent (cooking smell), related images (picture of cooked food on a plate), pairing/association ('Meal Deals'), default option (McDonalds gives fries with a Happy Meal but a swap to apple slices is available), portion size (smaller for unhealthy foods, larger for healthier foods) and interior décor and lighting (party venue, café, restaurant).

Dr Why defined healthy foods as those which are natural and high in fibre (e.g. fruit, veg.) and unhealthy foods as those which are highly refined/processed, high in sugars and fats (e.g. sausages, cakes, crisps, chocolate).

## Methodology:

There are 4 tools researchers use to investigate consumer food choices: store sales statistics, choosing from a fake or real buffet, choosing from shelf displays and virtual reality computer programmes.

Behavioural Change Strategies can be developed both at the Organisational Level (In a Café, Restaurant etc) and at the Individual Level (eg when shopping or at home)

## Behavioural Change Strategies

### 1. Organisational Level (Cafe, Restaurant, etc):

Organisations such as supermarkets can influence healthier purchasing through several strategies. For example:

- Placement: placing healthy options closer to the customer.

## ***Achieving a Healthier Lifestyle (continued)***

- Serving size: pre-served smaller portions for unhealthy foods, larger portions for healthy foods.
- Default option: have default healthy option rather than unhealthy option.
- Room layout: increase walking distance for unhealthy options.
- Interior décor: have pictures denoting fruit.
- Scents: automatic scent dispenser (e.g. citrus).

Be aware though, similar strategies can be used to influence the purchasing of non-healthy products! e.g. chocolate by the checkout!

### 2. Individual Level (e.g. when shopping and at home):

At home however, the same strategies can be applied to our everyday activities totally under our own control. As examples:

- Use a shopping list to avoid 'impulsive' buying.
- Have a discretionary budget: to limit impulse purchases by item or value.
- Prepared portions: pre-determine portion size if eating while distracted (e.g. watching television).
- Placement: place healthy options within easy reach, unhealthy options further away.
- Substitution: gradually replace unhealthy foods with healthy foods that have a high fibre content

Dr Why concluded his talk by answering questions from the audience.

## Self-Referral

More and more, local organisations are offering or signposting services for which you do not need to go through your local GP.

In October last year your Patient Participation Group hosted a talk given by Age-UK (Bromsgrove, Redditch and Wyre Forest).

Below we provide a summary of services presented during the talk together with other Self-Referral services within our area.

### Age-UK Talk - October 2024

The organisation was represented by Amanda Allen who introduced services available to all residents in our area.

Age-UK(BRWF) is an independent charity working across North Worcestershire providing services, generally to people over 50.

The services available from Age-UK(BRWF) include:

- Free Household Support Fund
- Free Home Energy Checks
- Warm Homes Discount
- Wills Service

In addition, other services from organisations operating within our area were described including:

- Help with everyday problems including:
  - Benefits
  - Housing
  - Debt
- Advice for unpaid carers
- Free Fire Safety Checks
- Free Home Energy Checks
- Foodbanks
- Help with:
  - Disabled Blue Badge
  - Scams
  - Reporting road or path issues
  - Council Tax
  - Food Banks

A full synopsis of the talk is available separately which includes further information regarding available services together with contact information.

Please email us at [newrdppg@gmail.com](mailto:newrdppg@gmail.com) for a copy.

## **Self Referral Via The Surgery**

Did you know that you can also self-refer for several conditions via the surgery meaning that you go directly to the supplier of the service rather than booking through the surgery. Examples of services available are:

- First Contact Service for New Musculoskeletal Problems
- Hearing Tests for over 50's
- Minor Eye Conditions Service

Other medical services are listed, some of which are available through our local Pharmacies.

The surgery website also provides several non-medical contacts for eg drug and alcohol support and help with financial worries, healthy living, loneliness etc. Further details will be found at:

<https://www.newroadsurgery.com/self-referral>

## **Bromsgrove Primary Care Network**

The Bromsgrove and District Primary Care Network (PCN) website also has details of self-referral services which may be of interest.

Services offered include not only those associated directly with general or mental health, but also some of the common causes of poor general or mental health such as money worries, employment issues, social isolation and loneliness, and general wellbeing.

Further details can be found at:

<https://www.bromsgrovedistrictpcn.co.uk/>