

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
REPORT TO THE
HEALTH SCRUTINY COMMITTEE

3rd April 2012

1. Phlebotomy Services and Publicity

Submitted by: Democratic Services Manager

Portfolio: Safer and Stronger Communities

Ward(s) affected: All

Purpose

To update the Committee on publicity regarding phlebotomy services in Newcastle under Lyme.

Recommendations

That the response from Tamsin Carr be noted.

That the situation continues to be kept under review.

At the previous meeting of this Committee the Chairman expressed the view that provision of phlebotomy services across the Borough had improved following a publicity campaign by the PCT. However, further publicity was required to raise awareness of the availability of the service at Bradwell Hospital. The situation has been kept under review and an update on the current publicity campaign is detailed below:

'We have got a communications campaign on the relocation of phlebotomy services which includes the following:

- Regular updates to all our GPs and Practice Managers in their weekly newsletter.
- An article in Our City with a photograph taken at Bradwell to be included – distributed in mid March.
- A leaflet which will include details of where the services will be available with maps and opening times is being produced which will be available at the path lab, the community settings and all GP practices.
- A poster is being produced which again will be displayed in the path labs and all GP practices
- A press release will be issued to all media in Stoke on Trent and North Staffordshire and we will be pushing get coverage on Radio Stoke, in Signal's news bulletins and the Sentinel.
- A two week campaign is planned to run on Signal One and Signal Two in the build up the closure of the path lab.'