

June 2014

NHS England launched [Improving eye health and reducing sight loss – a Call to Action](#) on 12 June 2014. The eye health Call to Action (CTA) follows the publication of [The NHS belongs to the people – A Call to Action](#), which was aimed at the general public, and specific CTAs on general practice, pharmacy and dentistry.

The CTA seeks the views of eye health stakeholders on the role that primary care services can play in tackling the wider challenges facing the NHS, including how the increased demand for NHS eye health services can be met against a backdrop of significant financial constraint. The responses will be used by NHS England to develop a strategy for future primary care services to help tackle the estimated £30 billion shortfall in health spending and the crisis the NHS is facing due to the demands of an ageing population.

The CTA is a huge opportunity for LOCs and optometrists and opticians to present the case to the NHS for the further development of local community eye health services and an increased utilisation of the skills of opticians and optometrists in primary care.

The results of the CTA will determine policy on future commissioning of community eye health services, and it is an opportunity we cannot afford to miss.

LOCSU and the Optical Confederation will submit a national response to the CTA with other stakeholders however it is vital that LOCs work with practices and practitioners to ensure that voice of optics is heard locally and that a strong and coherent response on the development of community eye health services is articulated to NHS England.

This LOCSU Briefing suggests actions that may be taken by LOCs between now and the close of the consultation on 12 September 2014.

What should happen at a local level?

Area Teams (ATs) will be facilitating local discussions on the eye health CTA during the consultation period. Through Local Eye Health Networks (LEHNs), ATs will discuss with local stakeholders what changes NHS England and CCGs need to make to meet the challenges faced by the NHS.

A number of ATs will host engagement events with stakeholders to discuss the CTA, and all ATs will feedback the response from their local stakeholders to NHS England. Details of local CTA engagement events will be posted at <http://www.locsu.co.uk/communications/calltoaction>.

What will LOCSU be doing?

LOCSU and the Optical Confederation will be submitting a detailed response to NHS England. We will need to submit examples of successful community eye health services as evidence to support our response. LOCs are asked to send examples of successful services and thoughts on the CTA to inform our response to LOCSU via our optical leads, board members or to jacquehudson@locsu.co.uk

LOCSU will produce guidance for LOCs on responding to the CTA by 30 June 2014.

LOCSU will host a number of meetings/webinars aimed at helping LOCs to make the most of the opportunity the CTA presents to community optics. The main objective of the meetings will be to discuss key points to include in responses to the CTA. The first of these webinars has been scheduled for **Tuesday 1 July at 6.30pm**. [To book a place, follow this link.](#)

NHS England is expected to hold a national stakeholder event on the CTA in September 2014, which LOCSU and the Optical Confederation will attend.

How should LOCs get involved?

1. Agree who will lead the work of the LOC on the CTA over the next three months
2. Discuss the approach to working with the AT with the other LOCs covered by the same AT
3. Discuss the CTA with your AT primary care team and the chair of the LEHN as soon as possible and suggest how you can help the AT to communicate with contractors and other local stakeholders
4. Offer the LOCs assistance to the AT to help organise a CTA stakeholder engagement event
5. Highlight the CTA and the importance of engaging with it to your contractors and performers via your newsletter, email network and website, and consider organising a meeting for contractors and performers. LOCSU is happy to provide a speaker for local events
6. Make sure an LOC representative attends one of the LOCSU meetings/webinars
7. Approach local patient groups, local Healthwatch, CCGs and other stakeholders from outside the eye health sector to highlight the CTA and encourage them to participate in local events and to submit their views to NHS England
8. Make sure the LOC is well represented at any local CTA engagement events organised by the AT/LEHN

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9. Draw attention to local examples of community eye health services that demonstrate how services delivered by optical practices can help the NHS provide better, more accessible patient care
10. Complete [the online questionnaire](#) by 12 September 2014 and/or submit a response to your AT, using the LOCSU guidance

If you have other ideas on actions LOCs can take, please email jacquehudson@locsu.co.uk so that they can be shared with other LOCs.

If you have any questions on this briefing please contact katrinavenerus@locsu.co.uk.