



NHS Humber and North Yorkshire
Integrated Care Board

Stakeholder Bulletin *10 March 2025*

Latest Updates

NHS showcases initiatives to improve women's health outcomes



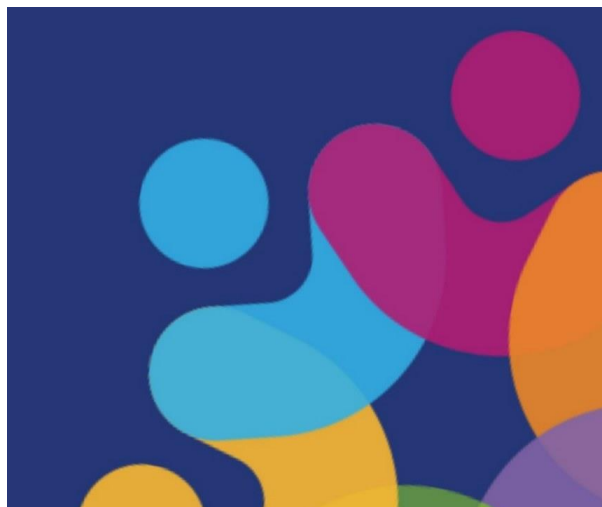
In recognition of International Women's Day (8 March 2025), the local NHS is proudly highlighting some of the significant efforts being made to enhance women's health services across Humber and North Yorkshire.

Through the **Women Living Well Longer programme**, twenty-four Primary Care Networks have become Women's Health Hubs, covering over half of the Primary Care Networks in the NHS Humber and North Yorkshire Integrated Care Board (ICB) geography. This is a significant achievement against a national NHS target of a single Women's Health Hub in each ICB area.

Through the development of the Hubs, an active network of Women's Health Champions has been created. This committed and enthusiastic community consists of GPs, practice nurses, clinical pharmacists, social prescribers and support staff to help undertake innovative improvement projects to improve patient access and quality of care.

[Click here](#) to read more.

Transforming post-surgical communication



Last week, NHS England hosted a [national webinar](#) to showcase an award-winning innovation developed at Harrogate and District NHS Foundation Trust (HDFT), which is now being piloted by Trusts across the country. This innovative Digital Personalised Video (DPV) model is transforming post-surgical communication, providing patients with tailored video messages from their surgeon via the NHS App.

By improving patient understanding, reducing unnecessary follow-up appointments, and freeing up clinical time, DPVs are already demonstrating significant benefits – including a 67% reduction in post-operative follow-ups and substantial efficiency and cost savings.

The webinar highlighted the success of the DPV model in Harrogate and other pilot sites across the North East and Yorkshire, shared insights from Trusts already using the innovation, and helped other organisations explore why they should adopt DPVs and what support is available to do so.

NHS Humber and North Yorkshire Integrated Care Board's Innovation, Research & Improvement System (IRIS) was proud to work with Health Innovation Yorkshire & Humber to evaluate the impact of DPVs, develop an adoption toolkit, and support the wider spread of this innovation.

With several Trusts in Humber and North Yorkshire already implementing DPVs, this is a fantastic example of how regional innovation is driving national transformation – enhancing efficiency, improving productivity, and delivering better patient experiences across the NHS.

[Click here](#) to learn more or access resources to support adoption.

Get Involved

Survey: Maternal Mental Health Service



Humber and North Yorkshire Health and Care Partnership is seeking the views of women and families living across the region (Hull, East Riding, North Lincolnshire, North East Lincolnshire, York and North Yorkshire) who have experienced baby loss either during pregnancy or within the first year following birth.

This feedback will be used to support the ongoing mobilisation and development of a new Maternal Mental Health Service, which aims to provide psychological support to women and families who experience moderate to severe and/or complex mental health difficulties directly relating to the loss of a baby.

The feedback provided is anonymous, please share as much or as little as you feel able to. We understand this is a sensitive subject for families, and a list of resources is included in the link should you require any support.

[Click here](#) to provide feedback. This survey will be open until **Monday 21 April 2025**.

News from Across the Partnership

Specialist team adopting futuristic technology to improve care



Imagine your care includes receiving personalised treatment in the comfort of your home while simultaneously exploring cities of the world or an adventure in space!

This is what the specialist palliative care team at the Friarage Hospital is doing as they are testing DR.VR, a virtual reality (VR) headset that aims to help patients reduce pain, breathlessness and anxiety and provide much-needed relaxation or new experiences.

The team, which provides care in the Hambleton and Richmondshire area, secured the futuristic device on a two-year lease period after receiving funding from Our Hospitals Charity, the fundraising arm of South Tees Hospitals NHS Foundation Trust.

Virtual reality is increasingly being adopted in the NHS as the technology can benefit patients by helping them manage pain and reduce anxiety while assisting staff in their training and medical surgeries.

[Click here](#) to read more.

Nurse still going strong after 61 years working for the NHS



Teresa Jackson always dreamed of becoming a nurse and 61 years after starting her career at Grimsby hospital she can still be found tirelessly caring for her patients.

She wanted to become a nurse from the age of nine and had a lot of experience in bandaging her dog and baby sister, although it was not always appreciated by them!

Fast forward to 2025, and the 77-year-old is still dedicating her life to caring for others and has no immediate plans to retire.

Born in North Hykeham, Lincoln, Teresa left school at 16 and started as a cadet nurse at Grimsby General Hospital living in the accommodation across the road. She started her nurse training in 1965 which was split between the Grimsby General Hospital and Scartho Road hospitals so she could experience all the specialties.

[Click here](#) to read more.

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