

Welcome to the fourth newsletter of the AntiCoagulation Self-Monitoring Alliance (ACSMA). We formed in September 2012 and comprise of four of the UK's leading charities and patient groups – AntiCoagulation Europe; the Children's Heart Federation; the Atrial Fibrillation Association; the Mechanical Heart Valve Support Group. The healthcare company Roche is also part of the alliance.

# Newsletter

November 2013

## ACSMA's achievements since September...

### Party Conferences

ACSMA recently attended the Labour Party Conference, this allowed ACSMA's campaign not only to gain momentum, but also to extend it to a wider audience. ACSMA had a number of notable MPs attend their stand, which included MPs with responsibility for health and social policies: the Rt. Hon. Andy Burnham MP (Shadow Health Secretary), Diane Abbott MP (former Shadow Public Health Minister) and Liz Kendall MP (Shadow Health Minister). Other high profile visitors were Baroness Janet Royall, (Leader of the Opposition), Gareth Thomas MP (Shadow Minister

Cabinet Office), Gloria De Piero MP (Shadow Minister Home Affairs), Harriet Harman MP (Deputy Leader of the Labour Party) and Justine Miliband. As well as MP visits to the stands, ACSMA had a large number of interactions with local councillors, members of council health scrutiny boards/committees, local HealthWatch organisations, as well as those representing Foundation Trusts and other social care initiatives.

A representative of ACSMA also attended Conservative Party Conference in Manchester, which facilitated a successful 1:1 meeting with James

Clappison MP and additionally an opportunity to spread ACSMA's message to other parliamentarians. Both conferences have given ACSMA a great deal of new cross party supporters and additionally highlighted that patient choice and technology are noted as important policy areas for both parties.



### Our Objective

We are campaigning for greater choice for patients on warfarin about how their condition should be managed. Our goal is to empower patients and we believe where possible they should have

the choice about whether to self-test or self-manage their treatment. We believe that this change would enable improved health outcomes and save time and money for both patients and the NHS.



## Meetings with Parliamentarians

We have had seventeen successful meetings since September with the following MPs:

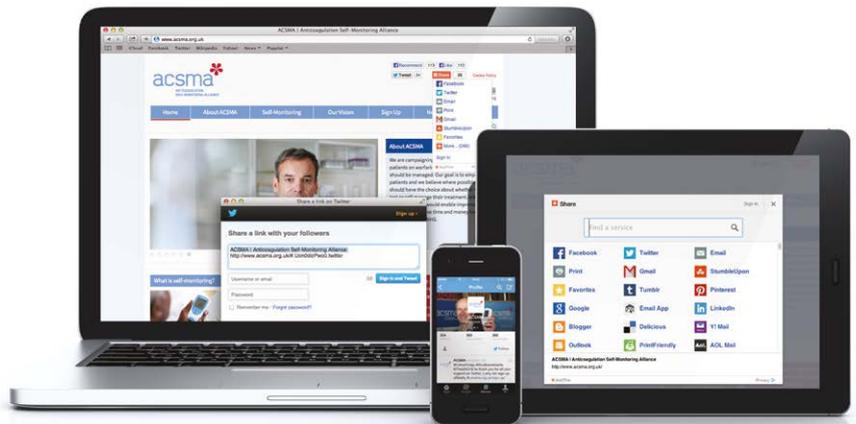
- Paul Uppal MP
- Mark Durkan MP
- Crispin Blunt MP
- Barry Sheerman MP
- Virendra Sharma MP
- James Clappison MP
- Grahame Morris MP
- Caroline Nokes MP
- Andrew Gwynne MP
- Steve McCabe MP
- Mike Crockart MP
- Nick de Bois MP
- Gisela Stuart MP
- Charlotte Leslie MP
- David Treddinick MP
- Fiona Bruce MP
- Glyn Davies MP

All MPs were very supportive of the campaign and have agreed to visit or write to their local Clinical Commissioning Group, write to the Rt. Hon Jeremy Hunt MP, or table parliamentary questions. In the coming months ACSMA are due to meet with Pauline Latham MP, Margaret Ritchie MP, Russell Brown MP and Stephen Whitehead ABPI Chief Executive.



## Public Affairs News Awards

ACSMA was absolutely delighted to be shortlisted as a finalist for the category of “Best Use of Social Media” for the Public Affairs News Awards this year. Unfortunately, ACSMA did not win on the awards night but we were thrilled to be finalists.



The awards take place once a year and they seek to recognise excellence across the public affairs sector. The category that we entered was for any person or organisation that has successfully used social media to support and further their campaign aims.

In our submission, we also had to demonstrate how ACSMA has utilised social media to engage with campaign members and stakeholders. Through Twitter and our website, social media has allowed ACSMA to engage with parliamentarians and medical professionals but also, most importantly, people on long-term warfarin. This has allowed us to spread our campaign message worldwide with followers as far afield as the USA, and the Maldives.

## Campaign Toolkit

ACSMA launched a campaign toolkit to give our supporters tips and information on how they can get involved in the campaign, to give greater choice to people on long-term warfarin and help change the lives of thousands of children, adults and their carers. The toolkit contains a variety of information and resources to help supporters join in with the campaign, featuring helpful resources such as:

- How to contact your local MP
- A myth buster on Anticoagulation and INR self-monitoring
- A template letter to your MP
- How you can engage with your local council

To download the toolkit visit:  
<http://www.acsma.org.uk/downloads/>



# ACSMA's next steps

## Parliamentary Activity

ACSMA will continue meeting with parliamentarians and leading clinicians over the next few coming months, to build momentum around our campaign. In light of our recent meeting with NHS England and our survey results, we are currently asking MPs to write to their local Clinical Commissioning Group so we can gather Clinical Commissioning Groups respective policies on anticoagulation therapy. At the beginning of next year, ACSMA will be holding another parliamentary reception, which Virendra Sharma MP has kindly agreed to sponsor.



## Regional Meeting in Manchester

ACSMA will be hosting the first of its regional meeting events in Manchester on the 24th of March 2014. The event, one of a series of regional events being held around the country, will bring together a wide range of stakeholders from across

Greater Manchester, Lancashire and the north-west with an interest in how local anticoagulation services can be developed as a model for self-care of long-term conditions: improving health outcomes, saving the NHS money, enhancing patient choice and experience.

The 'BBC Question Time'-style event will be chaired by Dr Matthew Fay, National Clinical Lead for Atrial Fibrillation for NHS Improvement Heart and a General Practitioner at Westcliffe Medical Practice, which has practices in Shipley, Thornton and Denholme in the Bradford area. A panel of expert speakers will give their thoughts and take questions from the audience.



## How can you get involved?

ACSMA now has 820 supporters. If you would like to pledge your support for our campaign, tell us how you would like to self-monitor but have been refused, tell us about living on

warfarin and the benefits of self-monitoring, or would just like to keep up to date with what we are doing please visit [www.acsma.org.uk](http://www.acsma.org.uk) or follow on Twitter: [@ACSMA\\_UK](https://twitter.com/ACSMA_UK)