



NEWSLETTER

East of England



**Caron
Sanders-Crook**



**Victoria
Hulstrom**

PROF. DEBORAH STURDY CBE CHIEF NURSE ASC

A MESSAGE FROM THE CHAIRS

As we move forward through another season of transformation in community nursing, this edition of our newsletter brings updates, insights, and inspiration from across the East of England. Your continued commitment to compassionate, community-centred care is the heartbeat of our region, and together, we're shaping a stronger, more responsive future for those we serve.

Let's take a moment to reflect, connect, and keep leading with purpose.



[We Are Social Care Nursing](#)

Dear Colleagues,

As summer is upon us there does not feel like much time to sit back and enjoy the sunshine. I wanted to share a few highlights.

I am working alongside Skills for Care colleagues and colleagues at the Council of Dean's on the first Social Care Nursing Strategy for undergraduates. We will be launching this next month. Our ambition is that we have a placement for every nurse in training in social care. I believe this is how we transform the future workforce by ensuring that by having an experience social care opens up possibilities of a different specialism to be pursued on graduation.

Professor Claire Pryor from Salford University is also leading work on creating the social care nursing research agenda and I hope you have seen the new opportunities for our first of five national cohorts to become research pioneers on the recently launched NIHR social care nursing research programmes funded for the next 5 years ! It feels like social care nursing is cemented in the centre of nursing for the first time and I am so pleased so many of you continue to champion, advocate and fly the flag high for social care.

Thank you for all you do and together there is no stopping us.

Deborah

MEDICINES SUSTAINABILITY

the best practice outlined in its medicines optimisation guideline in England would save 202 tonnes of greenhouse emissions, 0.3 million m3 of fresh water and 24 tonnes of waste

SCAN ME FOR MORE RESOURCES

At least 10% of the current volume of medicines may be overprescribed and unused medicine costs the NHS £300M yearly, with £110M returned to pharmacies and £90M stored at home.

Review medications in short supply and consider if still needed or appropriate.

Approximately 15% of the pharmaceutical carbon emissions are related to packaging?

REDUCING THE ENVIRONMENTAL IMPACT OF MEDICINES IN SOCIAL CARE SETTINGS

Separate cardboard, foil blister packs, and PIL paper for recycling

Remember to obscure any names on packaging to be recycled

Use the Food First approach for a nutrient-rich diet with household ingredients

Stop ONS if BMI is healthy, not tolerated, or medical condition changes

The NHS spends around £14 million monthly on ONS for older care home residents.

Inhaler emissions account for approximately 3% of the NHS carbon footprint, making them the single largest contributor of the NHS carbon emissions of any medicine?

Review inhaler use and technique in your care setting, and consider switching to a lower-carbon inhaler

Each year, 23 million insulin pens are discarded. Novo Nordisk's PenCycle recycles them into products like furniture and lamps.

You can recycle Novo Nordisk insulin pens.

Medicines have a hidden environmental cost. From insulin pens to inhalers, small changes in practice can reduce waste and carbon impact. This poster shares practical, sustainable actions for care settings. Created by Mike Slater, Shelly O'Farrell, and Helen Hill to support greener, safer healthcare without compromising patient care. A heartfelt thanks for all the work they have done. Launching soon!



WE ARE SOCIAL CARE NURSES AT CARE SHOW LONDON

Brilliant energy at the London Care Show with the SCNAC Chairs out in full force. The stand looked fantastic and attracted huge interest from social care nurses and leaders nationwide—over 100 people left their contact details to stay involved. We were honoured to be supported and visited by Professor Deborah Sturdy, Chief Nurse for Adult Social Care, alongside colleagues from QNI, RCN, RCN Foundation, Skills for Care, and FoNS. A powerful show of unity and momentum for nursing in social care. Exciting times ahead—thank you to everyone who stopped by. Let's keep building together.



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Sharon Crowle
Head of Professional
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Norfolk and Waveney
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(ICB)

ATTRACT AND RETAIN

Norfolk and Waveney ICB (N&W ICB) are delighted to have joined the Early Implementers for the pilot programme of the **National Multiprofessional Preceptorship Quality Mark in Social Care**. The Clinical Education Team at the N&W ICB (lead by Sharon Crowle, Head of Professional Training and Education) will be piloting this National Multiprofessional Preceptorship Quality Mark

Louise Harper, Clinical
Educator
Norfolk and Waveney
Integrated Care System
(ICB)



PRECEPTORSHIP - SOCIAL CARE

The preceptorship offering being developed by the team will be aligned to the National Multiprofessional Quality Mark Standards along with the [NMC Principles for Preceptorship \(2020\)](#), [HCPC Principles for Preceptorship \(November 2023\)](#), and the respective standards and frameworks such as the [National Preceptorship Framework for Nursing \(2022\)](#), [HEE Preceptorship Standards \(2015\)](#) and the [National AHP Preceptorship Standards and Framework \(November 2024\)](#).

The N&W Education team are keen to hear the voice of social care in the design of this preceptorship programme and welcome conversations with any social care colleagues, present and past. Your thoughts and experiences would be welcomed and appreciated as we are pulling this piece of work together. If you would like to know more, please contact s.crowle@nhs.net or l.harper12@nhs.net

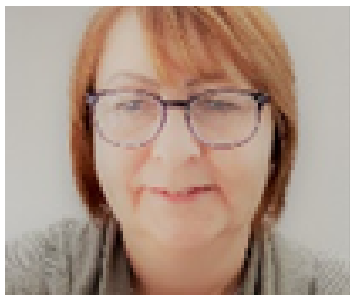


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Introducing Sarah Seeley



THE NEW RCN LEAD NURSE FOR INDEPENDENT HEALTH AND SOCIAL CARE IN THE EASTERN REGION

Hello,

I am delighted to introduce myself as the new RCN Lead Nurse for Independent Health and Social Care in the Eastern Region. My journey in nursing began over 42 years ago, and throughout this time, I have had the privilege of working across a variety of healthcare settings within both the NHS and the independent sector. Each experience has strengthened my passion for making a meaningful difference for nurses and the patients they care for.

In 2021, I joined the Royal College of Nursing (RCN) as a Senior RCN Officer—a role that allowed me to advocate for nurses and support them in times of need. I was fortunate to be seconded into the Nursing Department as a Professional Lead for the Professional Framework Programme. In that role, I focused on enhancing the structures that underpin our profession, ensuring they remain current, relevant, supportive, and empowering for nurses everywhere with the new definition of nursing outlining the four pillars of modern nursing now. And the safety critical profession nursing is.

As I step into this new role, my aim is to champion nurses working in the independent health and social care sector across the Eastern Region and nationally. These nurses are an essential part of our profession, and I am committed to understanding their experiences, challenges, and aspirations. My work will focus on promoting their voices, advocating for their needs, and ensuring they have access to the tools and resources they deserve to thrive in their roles.

My career has always been about driving positive change. Using my background in service innovation and development, I have had the opportunity to lead transformational initiatives and support nurses in delivering excellent care. I hope to bring this same drive and dedication to my new role, working alongside you to strengthen and celebrate the vital contributions of nurses in the independent and social care sector.

I look forward to meeting and working with many of you as we continue this journey together.

Warm regards,

Sarah Seeley

RCN Lead Nurse for Independent Health and Social Care, Eastern Region

 Sarah.Seeley@rcn.org.uk

We would love to learn more about our Council members and what they do. Inviting submissions for introductions or a 'deep dive' into project work you are undertaking with or for social care.

 Please reach out to 

 caron.east@scnac.co.uk

 victoria.east@scnac.co.uk

We are inviting nurses to join our council in the East of England



If you are any of the following working in social care:

- Nursing Associates
- Admiral Nurse
- Parkinson's Disease Nurse
- Palliative Care Nurse
- Learning Disability Nurse
- Global Majority / IEN



Research Programme for Social Care

The screenshot shows the NIHR website page for the Research Programme for Social Care (RPSC). The page title is 'Research Programme for Social Care (RPSC) - February 2025'. It includes a description: 'Our Research Programme for Social Care scheme is inviting applications on researcher-led topics, as well as those related to NICE and JLA.' It also lists the opening date as 26 February 2025 at 1:00 pm and the closing date as 25 June 2025 at 1:00 pm. The status is marked as 'Open'.

OTHER SOCIAL CARE NEWS

Resilience-based Clinical Supervision (RBCS) is a form of restorative clinical supervision which focuses on the 'emotional systems motivating the response to a situation' and includes elements of mindfulness-based exercises with a view to 'enhancing wellbeing, resilience and improving care'. It's free to nurses working in social care. Click on the link to find out about this and the Social Care Scholarship. [FoNs RBCS](#)

We are proud to announce the launch of our Social Care Impact Awards, which we have created to identify, recognise and reward small organisations doing exceptional work in social care.



[Social Care Impact Awards](#)

EAST OF ENGLAND QUARTERLY SCNAC MEETINGS:

Thursday 17th July 2025, 9.30am

Thursday 16th October 2025, 9.30am

Tuesday 27th January 2026, 9.30am



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