

Dr Lynn Craig PhD, MSc, Adv. Dip, PGCE, BSc (hons), Dip, RN, SCPHN, LPE, Fellow Higher Education Academy



I have 36 years' experience in nursing, education and, as a Senior Nurse and Service Manager in both provider and commissioning roles. I have also been a Subject Lead in Adult Nursing and Senior Lecturer, teaching on both undergraduate and masters nursing programmes.

Previous management roles have included the strategic management and leadership of a wide portfolio of operational community health services within Public Health and Urgent Care. These included Sexual Health Services, Drug and Alcohol services, Community Cardiology, Specialist Stop Smoking Service, Healthy Living Centres, NHS Walk-in Centres and Emergency Care Practitioners.

I am currently Assistant Director of Nursing (Quality) for the North ICB area and am part of the ICB strategic team under the Director of Nursing with a lead responsibility on safety and quality across Newcastle, Gateshead, North Tyneside, and Northumberland. I am representing the organisation at regional Quality Review Groups and am the chair for North Area Serious Incident Panels. An important aspect of the role is to manage, identify and assess the main priorities and risks associated with commissioning services and service delivery.

I have strategic leadership responsibility across a portfolio of commissioned health services and for Quality & Safety with the clinical teams. My portfolio contains LeDeR, IPC, community falls,

frailty, care homes, end of life and palliative care. I also have an interest and support workforce development, research, and education I work in conjunction with clinical directors, organisational leads, data analysts and providers to develop and support best practice. As a senior officer in the ICB, I sit on the Future Care, Living Well and Ageing Well Boards which include partners across the NHS Trust, Local authority, and voluntary/ third sector organisations.

I have a PhD in Nursing, with a focus on service improvement in healthcare. This stemmed from experiences in managing staff through complex changes and a desire to continually improve patient care in a safe and effective manner. PhD was within a large local NHS Trust, maintaining a focus on quality and service improvement in practice.

I am a Fellow of the Higher Education Academy (FHEA) and part of the European Cooperation in Science and Technology (COST) intergovernmental framework for "Professional and Patient safety Education and Research for Wellbeing".

Recent publications:

- Craig L. et al (2022) Frailty nurse and GP-led models of care in care homes: the role of contextual factors impacting Enhanced health in care homes framework implementation. *BMC Geriatrics* (2023) 23:69
- <https://doi.org/10.1186/s12877-023-03742-3>.
- Craig L. (2021) North Tyneside initiative to introduce a new nursing role in care homes. *British Journal of Nursing*.30(10).588-589
- Craig L. & Machin, A. (2020) Developing and sustaining nurses service improvement capability: a phenomenological study. *British Journal of Nursing*. 29(11). 618-626
- Craig L. (2020) Opportunities for nurses in primary care networks: time to take the reins. *British Journal of Nursing*. 31 (6). 262-265
- Craig L. (2019) The role of the registered nurse in supporting frailty in care homes. *British Journal of Nursing*, 28 (13). pp. 833-837. ISSN 0966-046
- Craig L., Senior, E & Michell, M. (2019) Public health: PART 4 Behaviour change tools. *British Journal of Nursing*, 28 (3). pp. 152-153. ISSN 0966-0461
- Craig L., Senior, E & Michell, M. (2019) Public health: PART 3 Behaviour change. *British Journal of Nursing*, 28 (2019). pp. 105-107. ISSN 0966-0461
- Craig L. & Senior, E. (2019) Public health: PART 2 Brief interventions. *British Journal of Nursing*, 28 (2018). pp. 20-21. ISSN 0966-0461
- Craig L. & Senior, E. (2018) Public health: PART 1 Making Every Contact Count. *British Journal of Nursing*, 27 (22). pp. 1318-1320. ISSN 0966-0461
- Craig L. (2018) Service improvement in health care: a literature review. *British Journal of Nursing*, 27 (15). pp. 893-896. ISSN 0966-0461