

Draft Preventing Demand Strategy 2014 - 2017

Improving through Integration and Innovation

Improvement Integration Innovation

Many of us are experiencing a swell in demand for our services at a time when budgets are receding. If the NHS continues with its current model of care for example, this will lead to a funding gap of around £30 billion between 2013/14 and 2020/21. At the same time the number of older people likely to require care is predicted to rise by over 60 per cent by 2030.

Locally, Nottingham City Council has an expected gap of £69 million in its budget up to 2015/16 whilst Nottinghamshire Police must save £40 million over the same period. Nottinghamshire County Council must reduce its budget by £154 million over the next 3 years. When considering these local examples alone, that's already a £263 million reduction in public service spend across Nottinghamshire over the next few years.

Commissioners increasingly see innovative systems of integrated partnership working as a catalyst to resolve budget deficits. In Nottinghamshire, local services make an estimated 50 million contacts per year with the public which emphasises the need to make every contact count to prevent demand.

Whilst we realise it is not sensible to seek to reduce services desperately needed by our local communities, we can take steps to reduce the need for services. Preventative partnership working can aid in the reduction of demand on public, private and third sector services. At the same time it can improve quality of life in our local communities by averting problems before they escalate into something more serious.

As far as we know, there is no other partnership in the country integrating to specifically prevent demand. Through our pioneering Preventing Demand Strategy we aim to build on the prevention work of our partners by ensuring it is joined-up and by identifying wider opportunities and innovative ways of working to prevent demand.

We have seen evidence of where partnership working aimed at prevention significantly reduces the demand on services – preventing fire emergencies, anti-social behaviour, and hospitalisation to name but a few.

Some services traditionally detect and respond to local problems. However, with new challenges a more radical approach is needed. The majority of services will always have a response component, but by being more proactive, collectively we can reduce the need for targeted specialist support which consumes a high level of resources. Furthermore, we must continue to ensure individuals are within the best service for them by getting the referral right first time.

We are currently seeing a shift of impetus towards prevention and early intervention across partners which the Preventing Demand Strategy aims to accelerate.

Focusing on preventing demand and early intervention reflects the existing priorities of Children, Young People & Adult Services, Safer Nottinghamshire Board, Public Health, Nottingham Crime & Drugs Partnership, Health and Wellbeing Board's, Nottinghamshire Police & Crime Commissioner along with numerous others.

Through our Preventing Demand Strategy we aim to co-ordinate local services to work in a cohesive way to build stronger, safer and healthier local communities.

Prevention is a cross-cutting theme which we can all be part of driving forward.

Primary approach:

Education is the foundation of prevention. Cascading knowledge through work with our schools and clear communication with our local communities is crucial. The Fire Authority in Nottinghamshire continues to run a significant education and awareness strategy, which along with advances in technology, has considerably reduced demand on its service.

Tackling the root-causes of problems in our local communities is also critical to prevent issues before they are able to develop.

Secondary approach:

Early intervention involves detecting and treating a problem before it becomes significant for the vulnerable person and others around them.

Workforce development amongst all frontline workers is fundamental to the Preventing Demand Strategy. Evidence shows joined-up working for those operating in our local communities can produce successful results. Specialist nurses are currently involved in a triage pilot with Nottinghamshire Police supporting referrals which involve cases of mental health. The Alzheimer's Society is also rolling out the Dementia Friendly Communities programme. It aims to develop staff in local organisations, businesses and community facilities so they understand how to assist with those suffering from dementia in our local communities.

Nottingham City Council, Nottinghamshire Police and local Faith Based Organisations are working in partnership to deliver the successful Street Pastors programme. Street Pastors are volunteers who patrol neighbourhoods with the aim of intervening in issues which could potentially escalate. The Street Pastors may support an individual who is highly intoxicated by assisting them to go home or by preventing them from committing a criminal offence. Benefiting not only the intoxicated individual, it also allows emergency services to concentrate on urgent responses.

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Tertiary approach:

An individual who has a problem which has become significant requires support to both prevent deterioration of the problem and begin to resolve it.

The Integrated Offender Management programme works with repeat offenders of crime on pathways which take the individual away from offending and towards an ordinary life.

The Multi-Agency Safeguarding Hub (MASH) is an information sharing unit across health, education, probation and the police in Nottinghamshire. Where safeguarding referrals require sensitive information to be shared, it is done so in confidence at the MASH hub. Similarly, we need brave new thinking around how we can share data for the benefit of preventing demand.



We all have a role to play to prevent, intervene early, and halt the deterioration of problems in our local communities. The following work streams are crucial in accomplishing the Preventing Demand Strategy:

➤ **Mental Health** – Ensure that suffers are referred to the right service, raise awareness in our local communities, training for community facing workers, education which tackles stereotypes around mental health

➤ **Children's Services** – Embed elements of preventative education in schools, focus on supporting the wellbeing and life skills of those in care, build on the present shift in emphasis towards early intervention

➤ **Young People** – Collaborate with young people forums to identify what young people feel would prevent problems in our local communities, recognise the importance of diversionary activities, build on targeted support approach



➤ **Older People** – Build on our understanding of the vulnerabilities of older people in our local communities, tackle social isolation

➤ **Crime and Safer Communities** – Map out existing preventative work to both make certain it is joined-up and ensure potential gaps are identified, prioritise partnership work on: Domestic Violence, Robbery, Hate Crime, ASB, and Road Traffic Collisions

➤ **Emergency Services** – Explore smarter referral systems, education around when it is appropriate to call 999, evaluate support given to emergency response workers

➤ **Integrating the Voluntary Sector** – Work consistently with voluntary and community organisations, explore links with the Skillsbank programme and other volunteer initiatives

➤ **Integrating Commercial Partners** – Mutual support around developments in technology, further integration with BID's on preventative work streams, focusing on identity fraud and security

➤ **Alcohol and Substance Misuse** – Consider root-causes with partner organisations, build on existing alcohol and drug strategies, focus on preventing the link between alcohol and Domestic Violence

➤ **Housing and Building Control** – Recognise the importance of built communities in preventing demand, investigate designing out local problems



Recognising that a significant number of these work streams are interlinked underpins the need for an integrated Preventing Demand Strategy. We want communities in Nottinghamshire to have access to the best services available.