

11th June 2018

Agenda Item: 13

REPORT OF THE DEPUTY CORPORATE DIRECTOR FOR ADULT SOCIAL CARE AND HEALTH

ADULT SOCIAL CARE AND PUBLIC HEALTH - EVENTS, ACTIVITIES AND COMMUNICATIONS

Purpose of the Report

1. To seek Committee approval to proceed with a range of events and activities within adult social care and public health and undertake promotional work to publicise activities as described in the report.

Information

2. Over the course of the year, the range of public events, publicity and promotional activities that may be undertaken by adult social care and public health are wide ranging and there are a variety of reasons for doing so, for example:
 - promotion of services to give information to people in need of social care and public health services and their carers
 - encouraging interest in recruitment campaigns for staff, carers and volunteers
 - engagement of communities with services in their locality
 - generation of income through public events.
3. Over the next quarter, adult social care and public health would like to undertake the events and activities detailed in **paragraphs 4 - 9**.

Events in Direct Services

4. The Council's direct services undertake a wide range of public events, publicity and promotional activities.
5. Over the next quarter, these services would like to undertake the following activities. None of these events would normally be publicly advertised. The cost of these events are generally met through donations, fundraising and grants.

June

19th Coffee Morning, Newark Day Service, Balderton

20th Drama Production, Bassetlaw Day Service, Worksop

July

- 6th Summer Fair, Shared Lives at Ollerton Scout and Guide Centre
- 7th Dog Show and Family Day, Brooke Farm, Linby
- 27th Beach Party, Broxtowe Day Service
- 27th Summer Fair, Gedling Day Service.

6. In addition to these events and activities there are likely to be other similar events for service users and families/carers arranged between July and September. The report requests approval from Committee for these events to be planned and take place.

Falls Prevention - Get Up and Go campaign events

7. Following the success of last autumn's 'Get Up and Go' events for older people, the Falls Prevention project is proposing to implement further partnership events across the County between 24th September and 5th October 2018 to coincide with International Older Person's Day on 1st October. Last year, 25 events were hosted in community centres, libraries, supermarkets, hospitals and leisure centres with coverage on local TV. The aims are to:
 - encourage more reluctant older citizens to engage in physical activity to remain active and independent
 - promote 'ENGAGE' - the new programme of 'strength & balance' classes that are targeted at older adults to help prevent falls
 - provide home safety advice to prevent falls related care and hospital admissions
 - provide information and advice to citizens through brief interventions on topics including healthy eating and ageing well.
8. As yet, the exact location and number of events have not been finalised, but the cost is anticipated to be less than £1,500 for room hire, exercise taster sessions and promotional activities.
9. A specific communications plan will be produced to underpin the proposed Get Up and Go events, as well as a range of activities. This includes media opportunities, using case studies, social media, videos, Facebook advertising and internal bus adverts as a strand of the approved two year Falls Prevention project costs.

Other Options Considered

10. To not undertake events, activities and publicity relevant to adult social care and public health would result in lack of awareness or understanding of services available, lack of engagement with local communities and loss of potential additional income.

Reason/s for Recommendation/s

11. To ensure that people in need of social care and public health services and their carers are aware of the range of services on offer; encourage engagement with local communities and increase income generation.

Statutory and Policy Implications

12. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

13. There are no additional costs attached to the events and activities planned at the day and employment services. A cost of up to £1,500 is identified for the Get Up and Go events and will be met by the Public Health budget.

RECOMMENDATION/S

- 1) That Committee approves the plan of events, activities and publicity set out in the report.

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Constitutional Comments (SLB 11/05/18)

14. Adult Social Care and Public Health Committee is the appropriate body to consider the content of this report.

Financial Comments (DM 22/05/18)

15. The financial implications are contained within paragraph 13 of the report.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

None.

Electoral Division(s) and Member(s) Affected

All.

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