

12<sup>th</sup> November 2018

Agenda Item: 10

## **REPORT OF THE TRANSFORMATION DIRECTOR, ADULT SOCIAL CARE AND HEALTH**

### **ADULT SOCIAL CARE STRATEGY TEAM BRIEFING TOOLKIT AND EMPLOYEE VIDEO**

#### **Purpose of the Report**

1. The purpose of this report is to:
  - a) provide an overview of the County Council's adult social care strategy team briefing toolkit and employee video prior to a viewing within the Committee meeting
  - b) seek approval for the toolkit launch and the sharing of the video with relevant stakeholders in wider meetings in order to promote the work of the Council's Adult Social Care and Public Health department.

#### **Information**

2. To support the Adult Social Care and Public Health Departmental Strategy, an updated Adult Social Care Strategy 'Supporting Adults in Nottinghamshire' was approved by Policy Committee on 20<sup>th</sup> December 2017.
3. It sets out the guiding principles for delivery of adult social care in Nottinghamshire to ensure it is effective, can meet the needs of people now and in the future, and is fully compliant with the Care Act 2014.
4. The updated Strategy focuses on promoting people's independence and wellbeing through three key stages:
  - 1) Helping people to help themselves
  - 2) Helping people when they need it
  - 3) Supporting people to maximise their independence and keeping their progress under review.
5. To fully embed the strategy's guiding principles across social care teams, an interactive resource for team managers and teams has been created.

6. The intention is to provide managers and staff with an internal briefing tool that can guide team discussions about the Adult Social Care Strategy and how it is / can be translated into practice.

### **Team Briefing Toolkit and Employee Video**

7. The combined resource will provide teams with an opportunity to:
  - gain a better understanding about the Strategy's focus on promoting independence and wellbeing and what that means for them
  - be clear about why the Council needs to work differently in difficult financial times so that people can live the best life they can and achieve the outcomes that matter to them
  - see some real examples of positive practice that are already making a difference to people
  - connect their hearts and minds to the Strategy and help them feel valued by the organisation.
8. The Toolkit contains:
  - an interactive team briefing presentation that can be used by teams or individuals
  - a short complementary video showing real examples of people's positive experiences of the Council's adult social care services.
9. The Toolkit can be used flexibly:
  - as a refresher; to ensure that teams are update
  - as a guide for discussion and reflection within meetings or supervisions
  - included in new starter inductions or employees return to work
  - as information for people who are not familiar with the Strategy and local care context.
10. The video shows:
  - positive but realistic examples of promoting independence and wellbeing
  - good outcomes for service users, carers and families as result of the positive relationships built with people
  - how adult social care is being collectively transformed
11. Video production:
  - the intention of the video is to highlight a focus on promoting independence and wellbeing as opposed to describing adult social care functions

- the video was commissioned by the Adult Social Care and Health department's Extended Leadership Team and approved by the Committee on 9<sup>th</sup> July 2018
  - the information has been developed with contributions from social care managers and staff, service users and carers
  - the film deliberately includes aerial footage of some of Nottinghamshire's well known county wide landmarks:
    - The Ranges, former Linby colliery site
    - Brinsley Headstocks and Nature Reserve
    - Poppy Fields Housing Complex, Mansfield.
12. The toolkit and video have been designed to allow all staff to have an opportunity to access the information and participate in the exercises. It is accessible to people with visual and auditory impairments.
13. Toolkit launch:
- a communication plan is in place to ensure all managers and relevant working groups are aware of the combined resource and its purpose in advance of the launch to teams and employees.
  - between 3<sup>rd</sup> September and 8<sup>th</sup> November 2018 the video was shared with:
    - the Leader of the Council
    - the Chairman of the Adult Social Care and Public Health Committee
    - Corporate Leadership Team
    - Adult Social Care Joint Consultative and Negotiating Panel.
  - on 10<sup>th</sup> September 2018, both the toolkit and video were shared with the Adult Social Care and Health department's Extended Leadership Team.
  - subject to approval of the communication plan, group managers will launch the resource and accompanying guidance materials in a targeted approach to team managers from 14<sup>th</sup> November 2018.
  - this will include an endorsement from the Adult Social Care and Health department's Senior Leadership Team to commend a proactive use across teams and working groups. Supporting information will also be included in the departmental online weekly bulletin and monthly Team Talk publication.
  - the combined resource will also be available to external partners and organisations to promote the Council's Adult Social Care and Health department.

### **Other Options Considered**

14. Given the importance of the Adult Social Care Strategy it was determined that a less structured approach would not guarantee consistency in messaging across

teams, would not reach staff with sufficient impact and have no reliable method of measuring the impact on practice and performance.

### **Reason/s for Recommendation/s**

15. This approach is the most effective way of ensuring the Adult Social Care Strategy is embedded in practice consistently across adult social care teams and underpins the delivery of the Adult Social Care and Public Health Departmental Strategy. It allows for an evaluation of the impact of the Strategy on staff practice.

### **Statutory and Policy Implications**

16. 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**

17. There are no financial implications arising from this report.

## **RECOMMENDATION/S**

That Members:

- 1) consider whether there are any further actions it requires in relation to the information on the Adult Social Care Strategy team briefing toolkit and employee video.
- 2) approve the launch of the toolkit and the sharing of the video with relevant stakeholders in wider meetings in order to promote the work of the Council's Adult Social Care and Public Health department.

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### **Constitutional Comments (LM 17/10/18)**

18. The Adult Social Care and Public Health Committee is the appropriate body to consider the contents of the report.

### **Financial Comments (OC 18/10/18)**

19. The financial implication is contained within the paragraph 17 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.

Updated Adult Social Care Strategy – report to Policy Committee on 20 December 2017

Adult Social Care and Public Health – events, activities and communications – report to Adult Social Care and Public Health Committee on 9 July 2018

### **Electoral Division(s) and Member(s) Affected**

All.

ASCPH595 final