



9<sup>th</sup> June 2014

Agenda Item: 11

## **REPORT OF THE DEPUTY DIRECTOR FOR ADULT SOCIAL CARE, HEALTH & PUBLIC PROTECTION**

### **INTRODUCTION TO THE ADULT SOCIAL CARE INFORMATION, ADVICE AND ADVOCACY STRATEGY**

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

To seek approval for the attached Adult Social Care, Information, Advice and Advocacy Strategy 2014 – 2015, note the work currently underway to implement and further develop the strategy in line with the Care Act and receive a progress report later in the year.

#### **Information and Advice**

1. The scope of the strategy (attached as Appendix) covers Adult Social Care Public Information, Advice and Advocacy directly available to individuals, as well as specific support services that help people to access information. Developing and implementing the strategy is a complex and on-going piece of work which requires a joint vision and commitment from many areas of the Council, both departmentally and corporately, as well as from partner and external organisations.
2. It is timely to review the strategy in order to incorporate the requirements of the Corporate channel shift initiative, which encourages people to help themselves where possible, as well as the Care Act; identifying where these can be met within existing resources and where further actions are needed to scope options for new areas. The detail of all the requirements of these are not yet confirmed, so the attached strategy provides a platform for this further work, outlining some important underpinning principles and outcomes, (4.1-4.2), as well as the direction of travel and priority areas of development. This provides the basis on which to consult further, identify and incorporate the best solutions to the new requirements from 2015.
3. The Care Act will contain new duties and responsibilities for local authorities about care and support for adults. Part of this requires local authorities to provide comprehensive information and advice about care and support services in their local area. This will enable people to understand how care and support services work locally, the care and funding options available and how to access services. Online systems can form the core offer, but other methods must also be available to people who are unable to access information electronically, or who require additional support. The Care Act specifically sets out that information must be provided on:

- what types of care and support are available: e.g. specialised dementia care, befriending services, reablement, personal assistance, residential care etc
  - the range of care and support services available to local people, e.g. which local providers offer certain types of services
  - what process local people need to use to get the care and support that is available
  - where local people can find independent financial advice about care and support, and help to access it
  - how people can raise concerns about the safety or wellbeing of someone who has care and support needs
4. The 2014 -15 strategy maps existing information and advice services funded wholly or in part by adult social care. Initial assessment of current information, advice and advocacy services against the Care Act indicates that we are well placed to meet these extended and new responsibilities. There is however, scope for improvement work this year to develop a clear, streamlined information pathway, make it easier for people to have one place to go to first and reduce duplication of information directories and sites. This work is currently being done, based on need, evidence of models that work and cost effectiveness.
  5. Further work is also required to review current signposting and access to independent financial advice. This will need to be available to people, including self funders, at the right time within the new assessment and financial processes that will be developed as part of implementing the Care Act.
  6. The basis of the attached strategy is that there should be one online site that individuals, as well as staff who may support them, can go to for information and advice. This may then signpost them to other places or to specialist face-to-face advisors. Up-dating information in one place is more economically efficient and likely to deliver up-to-date quality information, as well as offering better access to information for individuals. When providing information and advice, we need to take a holistic view of the lives of individuals and deliver content that cuts across traditional public sector boundaries, wherever and by whomever it is delivered, so that customers experience streamlined access to information and advice that is relevant and helpful to their current situation.
  7. It is acknowledged that not all citizens can access information electronically. However, online information is a good starting point and a resource for others to use, who will then be able to provide the information in different forms. The Council both provides directly and funds a number of services that offer either telephone advice or face-face consultations. Some services also take a proactive approach to seeking out people at times that they are most likely to need and benefit from advice. This is a further area to review, in order to ensure that positive outcomes are maximised through all relevant resources by ensuring information reaches people and their families at the time they are most likely to be able to benefit from it. Research has identified some key times, for example, when someone has just received a diagnosis of dementia, or bereavement of a partner for people aged over 65.
  8. Promoting the use of one online information source and directory will reduce the need for different providers to maintain the same information in different places. It also enables the information to easily be promoted to services whose prime aim is not information, but

where, according to user feedback, people go when seeking information; e.g. dementia cafes. Electronically centrally held information can be sent in e-mails or pdfs, printed out or offered in alternative formats as required for individual needs.

9. Some Councils are now using Integrated information systems. This allows information to flow between online assessment and support planning modules, financial systems, directories and information content pages. The benefits of this are that it can quickly take people into relevant sections as appropriate to their needs, avoid people and staff entering information more than once and reduce the need for manual data input. A priority action is therefore to undertake an appraisal of the benefits that purchasing a fully integrated system could offer, over and above developing or purchasing separate modules. Corporate web design and IT colleagues are involved in this work.

### **Other Options Considered**

10. The proposed strategy aligns existing resources into an information and advice pathway with increased targeting of services where can be most effective. It also includes some quick wins to improve services based on research and service user feedback.
11. The alternative approach is to continue with existing services as they currently are. However, this option would not at this stage:
  - provide a good foundation for a cohesive approach to the provision of information, advice and advocacy as outlined in Care Act
  - support prevention and early intervention in a cost-effective or efficient way
  - offer a cost effective way of meeting some of the new requirements of Care Act , for example, how to use electronic systems to manage increased numbers of assessments

### **Financial Information**

12. Funding up to March 2015 for the current adult social care online directory 'Choose My Support' ([www.choosemysupport.org.uk](http://www.choosemysupport.org.uk)) was agreed by Committee in October 2012. The future requirements for the directory are being scoped within wider work on options for a planned integrated online information service. This is being undertaken with the three neighbouring authorities who are current partners of the Choose My Support contract, as well as children's services who have recently developed a Special Educational Needs Directory as part of their requirements to deliver on their 'Local Offer' to provide relevant information in one place.
13. There is a possibility that the Council will receive money for Care Act implementation linked to information, advice and advocacy; however this settlement has not yet been confirmed. The work currently being undertaken to develop the detail of the strategy for 2015 onwards will be available to inform decisions regarding any future funds that may be made available.

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

14. The new Care Act duties will need to be implemented with effect from April 2015. There are potential financial implications for the Council arising from the new responsibilities and the

refreshed Information, Advice and Advocacy strategy provides a foundation for further more detailed work to deliver the requirements of the Bill.

## **Statutory and Policy Implications**

15. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the NHS Constitution (Public Health only), the public sector equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment and ways of working and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

### **Implications for Service Users**

16. The ability to access the right information at the right time is a key issue that both service users and carers continue to feed back through consultation. It was a key theme, for example, at the recent carers conference, which identified that positively, feedback such as the carer's survey shows that more carers can find the right information, there are still significant numbers who do not know what is available to them and if they do find information, are often unsure if it is the right information. The strategy and priority actions aim to improve information and its availability to all people living in Nottinghamshire, including targeted approaches for people and their carers who use, or may be at the point of using, social care services.

### **Implications for Sustainability and the Environment**

17. With a focus on using online systems unless alternatives are needed, the strategy reduces use of paper formats and therefore has a positive environmental impact.

## **RECOMMENDATION/S**

It is recommended that Committee:

- 1) Approve the attached Information, Advice and Advocacy Strategy 2014-15
- 2) Note the work currently underway to implement and further develop the strategy in order to meet the requirements of the Care Act
- 3) Receive a progress report later in the year.

**Jon Wilson**

**Deputy Director for Adult Social Care, Health and Public Protection**

**For any enquiries about this report please contact:**

Sue Batty, Group Manager, Strategic Commissioning

### **Constitutional Comments**

18. To follow

### **Financial Comments (KAS 20/05/14)**

19. The financial implications are contained within paragraphs 13 and 14 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.

- ASCH50 29<sup>th</sup> October 2012. 'Access to Good Information and Web based Information Directory'. Report of Service Director for Joint Commissioning, Quality and Business Change

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

- All