

9 July 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 and beyond, adult social care and public health would like to undertake the events and activities detailed in **paragraphs 4 to 18**.

Public mental health population awareness campaigns and events**World Health Organisation (WHO) World Suicide Prevention Day - 10 September 2018**

4. This is an international annual campaign to promote worldwide action to prevent suicides. The theme for 2018 is "Working together to prevent suicide" http://www.who.int/mental_health/prevention/suicide/wspd/en/. Public Health are the local leads and the campaign will consist of distribution of flyers and leaflets to raise awareness of suicide prevention. Awareness flyers and leaflets will include a leaflet called "It's safe to talk about suicide" which has been adapted for local use by Nottingham City and Nottinghamshire County Suicide Prevention Steering Group with the permission of Exeter University. The leaflet has been developed and evaluated for use by concerned family members and friends – the evaluation can be accessed via this

link: <http://journals.sagepub.com/doi/pdf/10.1177/0017896917706601>. The leaflet will be available on the Nottinghamshire Help Yourself website.

5. There will also be information highlighting sources of professional help and support. Internal and external distribution will be via Workforce Health Champions and the Council's intranet and social media with the support of the Council's communications team, plus a display stand near the reception area at County Hall. Wider circulation of leaflets will include to organisations e.g. Clinical Commissioning Groups (CCGs)/GPs, community health and mental health services, third sector and organisations and education establishments.

WHO World Mental Health Day - 10 October 2018

6. This is an annual campaign to raise awareness of mental health issues around the world and mobilise efforts in support of mental health. This year's theme set by the World Federation for Mental Health will focus on young people and mental health in a changing world: <https://wfmh.global/world-mental-health-day-2018/> .
7. Children's and Adult Public Health are the local leads and will work with CCG Children and Young People's Commissioning Hub colleagues, the Council's HR colleagues and Workforce Health Champions and the Communications team to distribute and signpost to information and resources to raise awareness of the issues that contribute to poor mental health in children and young people. This will include raising awareness of adverse childhood experiences and their impact on psychological and emotional distress and resilience during childhood and into adulthood. There will also be information highlighting sources of professional help and support and a display stand near the reception area at County Hall.

Independent financial information and advice

8. The Care Act 2014 gave local authorities a duty to provide all of their citizens with information and advice, not just those who are eligible for services. The Care Act guidance states that local authorities should "direct a person to a choice of advisors, regulated by the Financial Conduct Authority with appropriate qualifications and accreditation" (Care Act Guidance, 3.51).
9. It is estimated that approximately 8,200 people in Nottinghamshire are currently classed as self-funders. In June 2015 the Council commissioned an independent financial advice service. The contract was secured on a 2 year +1 basis by Age UK Nottingham and Nottinghamshire. During this period the service was utilised by 865 self-funders which represents approximately 9% of all self-funders within the County.
10. Following a review of the current service provision, outcomes and costs it has been agreed that the signposting and support service will be brought in-house, utilising more effectively the existing skills and capacity held within the Customer Service Centre, the Benefits Advice Team and NottsHelpYourself.
11. To support this it is proposed that £6,000 of the existing budget be used to fund an annual marketing campaign. In order to reduce expenditure, and tie together appropriate messages, it is proposed that these form part of a joint marketing campaign with NottsHelpYourself. The marketing campaign would be supplemented with additional free

mechanisms such as social media, press releases and articles in Council publications such as 'email me' as well as printed materials to supplement the advice given. This will represent a saving on current spend of approximately £24,000 per annum.

Adult Social Care Strategy

12. In December 2017 the Policy Committee approved an updated Adult Social Care Strategy. The rationale for updating the Strategy was to help all staff to see how they could apply the strategy in their role. Whilst the overall principles of the Strategy have remained the same it has been structured much more around the customer journey with a view to helping manage expectations and be clear about the social care offer. The Strategy includes the department's vision and purpose for social care as well setting out the three main stages of support - helping people to help themselves, help when you need it, maximising independence and then keeping progress under review.
13. The updated strategy was co-produced with staff, services users and carers, who also helped to develop a one page visual version, as an easy illustration of the offer.
14. To support the embedding of the strategy across the department, a managers' toolkit together with a complementary short video are now being produced as an internal staff resource. This resource will help to guide team discussions about the Strategy and how it is, and can be, translated into action. The resources will provide teams with an opportunity to:
 - gain an understanding about the strategy's new focus on promoting independence and wellbeing and what that means for them
 - be clear about why there is a need to work differently so that people can live the best life they can and achieve the outcomes that matter to them
 - see, via the video, some real examples of positive practice that are already making a difference to people's lives.
15. The toolkit will be used as a refresher to ensure that teams are up to date and as a guide for discussion and reflection against current practice within meetings or supervision sessions. It will also be included in new starter induction processes and employees returning to work, as well as information for other employees who are not familiar with the strategy and local care context.
16. Subject to Committee approval, the toolkit and complementary video will be available to managers and staff in July 2018. Costs for production of the video have been met from the Transformation Team budget.

Approval of poster submission at Occupational Therapy (OT) Show

17. The Committee is asked to approve the display of an academic poster by one of the Council's Occupational Therapists at an OT show in Birmingham in November 2018. The purpose of the poster submission is to link the professional role as Council Occupational Therapist in the Younger Adults Project Team with academic studies (MSc environmental psychology, University of Surrey). The poster will demonstrate the link between access to

natural environments in supported living accommodation and opportunities for service users to increase skills, confidence and independence as well as using environmental psychology theories to demonstrate the psychological, sensory and effect benefits of natural environments to the residents and carers.

18. The poster is for dialogue purposes, as opposed to dissemination of research. The target audience is academics and professionals. With the exception of travel costs to the venue, there are no costs attached to this request. The poster is still being designed.

Other Options Considered

19. 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 and lack of engagement with local communities.

Reason/s for Recommendation/s

20. 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, to encourage engagement with local communities and to share learning.
21. To enable the Local Authority to contribute to the public mental health and suicide prevention population and events described above. To build mental resilience in the community by raising mental health and suicide prevention awareness to support the prevention of ill health.

Statutory and Policy Implications

22. 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

23. The financial implications for the Public Mental Health promotion events will be met from the Public Health budget.
24. The Age UK Independent Financial Advice service was provided at a cost of £30,000 per annum. The proposed activity regarding independent financial advice for self-funders outlined above would utilise £6,000 of the existing budget to fund an annual marketing campaign. This would represent a saving on current spend of approximately £24,000 per annum.
25. There are no costs attached to the OT poster submission, other than staff travel costs.

26. The costs of production of the toolkit and video production to support the Adult Social Care Strategy will be met by the Transformation Team budget.

Human Resources Implications

27. There are no human resource implications.

Implications in relation to the NHS Constitution

28. The Public Mental Health and Suicide Prevention communications outlined above support the ethos of the NHS constitution to “...*improve our health and wellbeing, supporting us to keep mentally and physically well, to get better when we are ill and, when we cannot fully recover, to stay as well as we can to the end of our lives*”.

Public Sector Equality Duty implications

29. The aim of the campaigns described above is to educate the population around mental health and suicide prevention supports the principles of reducing stigma and discrimination.

RECOMMENDATION/S

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

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Constitutional Comments (LM 14/06/18)

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

Financial Comments (CT 21/06/18)

31. The financial implications are contained within paragraphs 23 to 26 of this 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

Electoral Division(s) and Member(s) Affected

All.

ASCPH569 final