

10th June 2019

Agenda Item: 10

REPORT OF THE 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 would like to undertake the events and activities detailed in **paragraphs 4 to 17**.

Independent Financial Information and Advice

4. The Care Act 2014 gave local authorities a duty to provide all 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).
5. 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.

6. Following a review, the sign-posting service for independent financial advice was brought in-house in June 2018, utilising more effectively the existing skills and capacity held within the Customer Service Centre, the Benefits Advice Team and NottsHelpYourself.
7. To support this a £6,000 budget was maintained to fund an annual marketing campaign. Work with Corporate Communications colleagues has indicated that social media campaigns could be an effective and measurable way to reach a targeted audience. It is advised that £200 is allocated to a Facebook advertising campaign. It is also proposed that press releases and printed materials are produced to promote the value of receiving independent financial advice and the importance of forward planning. Publications such as the local NG magazines may also prove to be valuable marketing avenues.

Autism awareness

8. The Autism Act and its accompanying statutory guidance places an obligation on local authorities in relation to people with Autism.
9. Locally there are an estimated 6382 adults living with Autism as identified in the recent Joint Strategic Needs Assessment (JSNA) and it is therefore vital that people can access local community resources and services.
10. It is proposed that a local social media campaign is produced to encourage individuals to undertake Autism Awareness training to raise awareness about the condition and the difficulties people may face in a bid to make the County more 'Autism Friendly'. The training is free and can be accessed via the NottsHelpYourself website.
11. Social media messages can be boosted to a larger audience and the proposal is to spend £25 doing this. This would also be accompanied by a press release outlining the benefits to both people with Autism and to businesses of being Autism Aware (including quotes from service users and leisure facility providers).

Falls Prevention - Get Up and Go campaign Autumn 2019 events

12. 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 in September and October 2019 to coincide with International Older Person's Day on 1st October.
13. Last year, 14 events were hosted in supermarkets and other community settings in conjunction with numerous healthcare providers. The aims are primarily to:
 - encourage more reluctant older citizens to engage in physical activity to remain active and independent
 - promote 'ENGAGE' - the 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.

14. As yet, the exact location and number of events have not been finalised, but the cost envelope is anticipated to be less than £1,000 for room hire, exercise taster sessions and promotional activities. The funds for this expenditure will be drawn from the existing project budget.
15. A specific communications plan will be produced to underpin the proposed events. This for instance will include media opportunities, using case studies, a free prize draw, social media, videos and Facebook advertising as a strand of the approved Falls Prevention project budget.

World Elder Abuse Awareness Day: 15th June 2019

16. There were over 2,500 safeguarding adult referrals for the over 65s in Nottinghamshire last year. As part of the Council's statutory role with the Nottinghamshire Safeguarding Adults Board (NSAB), the proposal is to raise awareness about adult abuse, what to look out for and how to report it and inform people how agencies are supporting those who may be at risk.
17. This year, World Elder Abuse Awareness Day takes place on 15th June. The recommendation is to use this day as a way of publicising the issue through the local media and social media and information stands. Any costs associated with this activity will be minimal and will be funded from the Strategic Safeguarding Team budget. This could also link with a social isolation campaign that NSAB is co-ordinating to encourage people to be good neighbours and look out for people who could be at risk of adult abuse.

Other Options Considered

18. 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

19. To ensure that people in need of adult social care and public health services and their carers are aware of the range of services on offer; encourage engagement with local communities, increase income generation and highlight and share good practice.

Statutory and Policy Implications

20. 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

21. The financial implications of the proposed activities in the report are identified in paragraphs 7, 11, 14 and 17.

RECOMMENDATION/S

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

Melanie Brooks

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Constitutional Comments (AK 15/05/19)

22. The recommendation falls within the remit of the Adult Social Care and Public Health Committee under its terms of reference.

Financial Comments (DG 15/05/19)

23. The following costs are to be funded through the departmental budgets. Estimates of costs are £6,000 financial information and advice, £25 Autism awareness, £1,000 Falls and minimal costs for World Elder Abuse Awareness.

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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