

16 April 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 and Advice

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 to 17**.

Notts Enabling Service Information and Awareness Raising

4. The Notts Enabling Service (NES) provides a 'reablement' service for younger adults with physical disabilities and learning disabilities, as well as younger people in transition from children's services. The service works with people to maximise their independence, and provides information and advice about services available. The team also works with people to develop new activities and groups in the community. By supporting people to regain, or increase, their independence, the service aims to facilitate reduction in the Council's costs of £775,000 by year end 2018/19.
5. A recent review of the Service highlighted challenges, including an inability to recruit staff and fewer referrals to the service than expected. Recent feedback from staff has also raised

the issue that many service users, and their families, are unaware of the benefits of NES. This can cause delays and reduce the positive impact the staff make.

6. The communication plan (**Appendix 1**) looks to address these challenges by providing clear information to service users, their families and professionals. It is proposed that case studies will be used to demonstrate the positive impact NES has on the people it works with, as well as some detail on how the service operates. It is recommended that a video is produced as this will be the most accessible to all target audience groups. It would also allow service users to explain the service, demonstrating more clearly to viewers the positive impact. If approval is given, a leaflet will also be produced to support the video.

Nottinghamshire Wellbeing at Work Workplace Health Award Scheme.

7. The Nottinghamshire Wellbeing at Work Workplace Health Award Scheme acts as an umbrella for a range of public health priorities, for example, supporting people to stop smoking, lose weight or be more physically active, across the adult working age population and their families and friends.
8. The scheme trains and supports people in the workplace to promote health and wellbeing using a toolkit which identifies evidence based ways to support people to enjoy healthy lifestyles. The adult working age population in workplaces signed up to this scheme will benefit from improved health and wellbeing and their organisations will benefit from a healthy, more productive workforce.
9. The scheme also brings together a large network of interested businesses and provides robust information on the importance of health and wellbeing, promoting local business as exemplary employers.
10. The Award Scheme has five attainment levels across five themed areas with a tiered approach as shown below:

Award Level	Intervention Tiers
Bronze	Health Promotion and Information
Silver	Health Development
Gold	Enabling and increasing access to local wellbeing services
Platinum	Policy changes and culture changes
Maintenance	Demonstrate continuous commitment to improvement and development of health and wellbeing in the workplace

11. The five key themes are:
 - 1) **Substance Use/Misuse:** tobacco use, alcohol and drugs/substances.
 - 2) **Mental Health and Wellbeing:** stress, anxiety, depression, spiritual and emotional wellbeing.

- 3) **Healthy Eating and Physical Activity:** healthy eating, physical activity, sport and weight management.
 - 4) **Protecting Health:** cancer, sexual health, health checks, domestic abuse and immunisations.
 - 5) **Making Every Contact Count (MECC):** making every contact count as an enabler for all the themes.
12. Organisations work through a programme for each level, guided by the toolkit. On successful completion of the programme organisations are presented with their award at an appropriate meeting or event. Presentation of the award is a very important aspect of the scheme as it recognises the achievements of the organisation and the hard work involved for many staff.
 13. The award ceremony, and accompanying communications from individual organisations, are an important celebration of the award and reflect the commitment of the organisation itself. The ceremony is also a flagship for the scheme which is run by Nottinghamshire County Council, delivered at organisational level, and promotes the Wellbeing@Work logo.
 14. The communication of these celebratory events is therefore integral to the prestige of the scheme itself and an opportunity to advertise the scheme and its benefits.

Activities in the Council's Direct Services

15. The department's day and employment services undertake a wide range of public events, publicity and promotional activities.
16. Over the next quarter, direct services would like to undertake the following activities:
 - 20th April Egyptian dance show, Newark Day Service, Balderton
 - 16th May Garden sale, Mansfield Day Service, and parents and carers open day, Broxtowe Day Service
 - 6th June Summer Fayre, Gedling Day Service
 - 26th June Drama Production, Ollerton Day Service.
17. These events and activities are publicised within the services and with families and carers. The cost of these events is generally met through donations, fundraising and grants.

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, lack of engagement with local communities and loss of potential additional income.
19. If it was not possible to carry out the Wellbeing at Work award ceremonies, with the accompanying communications, a key factor of the scheme would be lost, not only for the participants themselves, but also for future participation and recruitment which extends the benefits of the scheme across Nottinghamshire.

Reason/s for Recommendation/s

20. To ensure that organisations are able to advertise and celebrate their success in the Wellbeing at Work Workplace Health Award Scheme, reflecting the hard work of their staff and furthering the prestige of the scheme itself and its future rollout across further organisations. To ensure that the Notts Enabling Service is promoted with staff, service users and families to encourage greater use of the service, and to promote activities taking place in day services to service users and families/carers.

Statutory and Policy Implications

21. 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

22. The Wellbeing at Work scheme is funded by the Public Health Grant. The other activities and publicity are to be funded by the direct services and Adult Social Care Transformation Team budgets (for the Notts Enabling Service).

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 19/03/18)

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

Financial Comments (CT 22/03/18)

24. The financial implications are contained within paragraph 22 of this report.

Background Papers and Published Documents

None.

Electoral Division(s) and Member(s) Affected

All.

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