

14th May 2018**Agenda Item: 6****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, adult social care and public health would like to undertake the events and activities detailed in **paragraphs 4-9**.

Carers roadshows

4. For a number of years, the County Council has supported Carer Roadshows that take place across the County. The report requests approval for plans to support the roadshows in 2018. Through the Better Care Fund, the Council and health partners provide £3,000 to support the Roadshows. The events are also supported by the Nottinghamshire Carers Hub, which is commissioned by the Council and health partners to provide an information, advice and support service to carers, and also commissioned by Nottingham City Council to provide a similar service to carers of Nottingham City residents.
5. The Roadshows provide a 'marketplace' format where organisations operate stalls giving information and advice to carers. The events will take place in venues where members of the public are likely to be present. The aims of the events are to identify new carers and to

provide advice and support to all carers attending. Carers will be given the opportunity to register for support through the Nottinghamshire Carers Hub. The Roadshows are overseen by an unpaid carer, who is supported by the Nottinghamshire Carers Hub. The Council's Adult Access Team will attend events in the County, to provide advice and explain the role of the Customer Service Centre and the Carers Support Service. Events for 2018 are planned as follows:

- 15 May Mary Potter Health Centre, Nottingham
- 18 May Arnold Methodist Church
- 22 May Stapleford Care Centre
- 1 June Bulwell Riverside Health Centre, Nottingham
- 8 June Worksop Market Place
- 15 June Cornerstone Health Centre, Nottingham
- 29 June Newark Market Place
- 6 July Mansfield Market Place
- 13 July Valley Health Centre, Nottingham
- 26 July Retford Market Place
- 1 August Lark in the Park, West Bridgford
- 1 August Southglade Park Life Festival, Nottingham
- 9 August King's Mill Hospital
- 10 August Cornerstone Health Centre, Nottingham
- 14 August Mary Potter Health Centre, Nottingham
- 7 September Bulwell Riverside Health Centre, Nottingham
- 13 September King's Mill Hospital.

6. The service also seeks permission to raise awareness about National Carers Week (11 – 17 June 2018) through its existing channels at no cost.

Activities for Deaf Awareness Week

7. The Adult Deaf and Visual Impairment Service (ADVIS) is a multi-disciplinary team covering the whole of the County, working with visually impaired, deafblind and deaf adults. The team works with both older and younger adults, crossing the boundaries of mental health, learning disability and physical disability. The team includes Social Workers, Visual Impairment Rehabilitation Officers, Technical Officers for Deaf People and Dual Sensory Communicator guides. The ultimate aim of the service is to ensure people with sensory needs can live independently and safely at home by delivering rehabilitation and social care support.
8. Each year the UK Council on Deafness promotes Deaf Awareness Week - a unique campaign to enable different organisations to promote their work within the broad spectrum of deafness. Deaf Awareness Week this year runs from 14 – 20 May 2018 and the ADVIS team is seeking agreement to raise awareness of deafness and promote ADVIS services within the community during that week, as follows:
 - Wednesday 16th May 2018 – promotional stands at King's Mill Hospital and Bassetlaw Hospital
 - Friday 18th May 2018 – promotional stands at Four Seasons Shopping Centre, Mansfield and Portland Building, Nottingham University.

9. Team members intend to distribute information about deafness using Council approved publications. They will be able to demonstrate equipment provided as part of the Council's reablement service and staff will be available to take queries from members of the public. The cost of this promotional activity will be restricted to staff time and the cost of the printed materials, which will be covered by the Team's budget.

Other Options Considered

10. 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.

Reason/s for Recommendation/s

11. 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; encourage engagement with local communities and increase income generation.

Statutory and Policy Implications

12. 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

13. With regard to the carers roadshows, funding has been made available through the Better Care Fund, alongside health partners, as identified in **paragraph 4**. The cost of activities associated with Deaf Awareness Week will be covered by the budget of the Adult Deaf and Visual Impairment Service, as identified in **paragraph 9**.

RECOMMENDATION/S

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

Paul McKay

Deputy Corporate Director, Adult Social Care and Health

For any enquiries about this report please contact:

Paul McKay

Deputy Corporate Director, Adult Social Care and Health

T: 0115 9774116

E: paul.mckay@nottsc.gov.uk

Constitutional Comments (EP 20/04/18)

14. The recommendation falls within the remit of the Adult Social Care and Public Health Committee by virtue of its terms of reference.

Financial Comments (CT 26/04/18)

15. The financial implications are contained within paragraph 13 of the report.

Background Papers and Published Documents

None.

Electoral Division(s) and Member(s) Affected

All.

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