

Lewisham Council

Strategy for Information and Advice for people with Care and Support Needs

1. Strategic Context and Scope

- 1.1. The guidance for the Care Act 2014 asks local authorities to develop strategies for information and advice, and to report publicly on the improvements they are achieving.
- 1.2. Good public information and advice are priorities for Lewisham Council and CCG, as a key building block of the local care system.
- 1.3. Information and advice are now legal duties with guidance on how they should be delivered.
- 1.4. This gives Lewisham an opportunity to improve the quality, accessibility and coherence of information and advice as well as make the best use of available resources.
- 1.5. It is important to distinguish between
 - * **Information** – the communication of knowledge and facts regarding care and support, and
 - * **Advice** – helping a person identify choices, and/or providing an opinion or recommendation regarding a course of action.
- 1.6. The purpose of this strategy is to:
 - Ensure that good information and advice contribute to improvements in health and wellbeing
 - Ensure that the local authority and its partners achieve compliance with the relevant aspects of the Care Act 2014 and associated Guidance.
 - Take stock of current information and advice provision across the whole system
 - Set out an action plan that will improve people's experience through a better co-ordinated approach
- 1.7. This strategy is sponsored by the Adult Integrated Care Programme and led by the Director of Public Health.
- 1.8. We are co-producing the strategy with colleagues in the Council, including adult social care, public health and children's services; colleagues in the voluntary and provider sectors; service users and family carers.
- 1.9. The timetable is:
 - February 2015: Sign off strategy
 - April 2015: Begin roll out of new website
 - Autumn 2015: Plan commissioning and service redesign proposals
 - April 2016: All improvements are in place

2. Related strategies

- 2.1. This Information and Advice strategy will be relevant to the joint strategies and plans between the Council and CCG including the Adult Integrated Care Programme, Joint Commissioning Intentions and the Better Care Fund.
- 2.2. It also links to other local plans like the Council's Housing Strategy and the Special Education Needs and Disabilities plans.
- 2.3. These strategies can be supported by:
 - Joining up activity between partners to make the most effective use of our limited capacity and resources
 - Filling gaps and removing duplications in the provision of advice and information
 - Helping people support themselves and others more effectively
 - Working together to intervene earlier
- 2.4. We have also taken into account developments that are already under way or planned:
 - A merged 'first contact' service for the Council's Adult social care and Lewisham and Greenwich NHS Trust's District Nursing service
 - The 'neighbourhood model' of adult social care connected to health services, such as clusters of GP practice
 - Reductions in public funding, particularly in local government

3. Where are we now?

3.1. Sources of information

- Residents or professionals can currently go to a number of local and national online platforms in order to access information on services and keeping well (e.g. www.nhs.uk).
- The Council website has basic information about Adult Social Care services, alongside standard information about accessing benefits plus targeted campaigns, such as 'Be Active' (www.lewisham.gov.uk)
- In addition to this, the Lewisham 'My Life My Choice' website (www.lewishammylifemychoice.org.uk) has a range of detailed sections where residents and professionals can access information about social care services.
- The Social Care Advice and Information Team (SCAIT) are currently the main point of contact for residents and professionals that have queries about social care needs.

- SCAIT provide general advice and signposting whilst also undertaking initial assessments of clients.
- In addition, residents can get information from a range of face to face provision (e.g. at the Council's [Lifestyle Hubs](#)).
- Lewisham also has a large and diverse voluntary sector, with lots of sources of advice and information, some of which relate to adult social care and support, such as [Age UK Lewisham and Southwark](#), [Community Connections](#) or [Carers Lewisham](#).

3.2. Local people's experience

- From what we have found out about local people's experience of getting information and advice, we know:
 - * People seek advice and information from a wide range of sources – which creates a risk that people will get different advice depending on where they go
 - * People with care and support needs may have very different requirements and use different methods from each other, and from their carers
 - * Many older or disabled people do not use computers or the internet; though many do
 - * NHS services are a key place where people pick up information
- The My Life My Choice site is not well known, and information has not been kept up to date, but it is quite well used. The most popular pages relate to getting information, rather than accessing specific services.
- Lewisham Healthwatch gathered the views of local people in 2013/14, which included requests for more information on
 - * how to access services and activities, including how to access them out of hours or at weekends;
 - * how services are performing against standards
 - * how to do more self-care and manage their own care
 - * their medication and discharge information
 - * how to get involved in community activities
- Lewisham residents strongly supported joined up health and social care, specifically improving the coordination between district nurses, care workers and other agencies

3.3. From our analysis of population needs (including self-funders), our key target groups are:

- Family carers, including those living out of borough
- People with long term or other health conditions and at risk of needing care in future

- Differentiated approaches for women and men – in services, women are over-represented; men under-represented
- People with ongoing health and social care packages
- NHS professionals
- Professionals in the third or private sectors

3.4. Quality

- The Care Act 2014 gives us a responsibility to ensure that local information and advice is high quality. (For example, it should be clear, comprehensive, consistent, accurate and up-to-date).
- From our assessment, we believe that much good quality information is available to local people, but we have the following challenges:
 - * Information has slipped out of date quickly in the past – we will need to identify long term ownership in order to keep the information accurate and up to date.
 - * The expertise of our partners and residents has not always been used to keep the information current and comprehensive [we could “crowd-source” content from our local system]
 - * Advice services are often grant funded, meaning that the Council has less direction over their quality and performance.

3.5. Integration

- The Care Act 2014 gives us a responsibility to help join up information and advice so that it forms a coherent ‘service’.
- We have already established some good links between agencies, and introduced better ways of working including:
 - * Joining together the contact centres for district nursing and adult social care
 - * Interface meetings between GP surgeries and neighbourhood social care teams
 - * Community Connections bringing voluntary sector advice and outreach alongside Council and NHS services
- There is still scope to create stronger links between services and to improve signposting and information sharing between organisations.

3.6. Efficiency

- In the current climate, public services have a responsibility to be as efficient as we can and get value for money.
- Using the existing Council website as the main platform not only rationalises the number of places information is held, but reduces costs of sever hosting, web design and web content management.

- There is short term funding to set up the new website arrangements and there will need to be long term funding for ongoing management and ownership of its content.
- This could lead to disinvestment in other areas, creating a net saving, if there are ways to reduce duplication or improve productivity through this role.
- Reviewing external commissioned / funded services in Lewisham may identify other ways of reducing duplication, for example making more use of online resources, combining back-office processes or making better use of people's skills.

4. Where do we need to get to?

4.1. Our Vision

- Lewisham's vision as set out in the Better Care Fund is to deliver joined up and co-ordinated health and social care to all adults in the borough and so to achieve
 - * **Better Health** – to make choosing healthy living easier - providing people with the right advice, support and care, in the right place, at the right time to improve their health and wellbeing.
 - * **Better Care** - to provide the most effective personalised care and support where and when it is most needed - giving all adults control of their own care and supporting them to meet their individual needs.
 - * **Stronger Communities** – to build engaged, resilient and self-directing communities, enabling and assisting local people and neighbourhoods to do more for themselves and one another.
- The vision for this strategy is that Information and Advice for people in Lewisham is arranged and provided in a way that helps to achieve these objectives as much as possible.
- The Joint Commissioning Intentions set out information and advice priorities to do this: -
 - * Better information to support people to have greater confidence to make choices and take control of the management of their own care.
 - * Better information and advice which is personalised to enable individuals to look after themselves more and be willing to self-manage their health and wellbeing.
 - * Better co-ordination and joined up health and care services which includes the voluntary sector.
- The action plan in the next section sets the actions needed for these priorities and the benefits we expect to see.

5. Action Plan

Priority Commissioning Intention	Key Actions	Benefits and Outcomes
<p>1. Better information to support people to have greater confidence to make choices and take control of the management of their own care</p>	<p>Develop the Council's website into an online resource for staff, partners and the public with significantly better content, design and functionality</p> <p>Ensure that the content can be easily accessed, downloaded, printed or shared with people so that everyone is accessing the same resources</p> <p>Provide effective and up to date resources for staff in all organisations so they can convey accurate information and give quality advice</p> <p>Improve the 'first point of contact' centre for health and social care queries so people get quality information quickly</p> <p>Achieve call centre standard performance in terms of call waiting times and call pick up rates.</p>	<p>Information and advice resolves issues at an early stage and helps people to plan ahead</p> <p>I find it easy to understand how the social care system works</p> <p>It is easy to understand how social care is funded and what my contribution will be</p> <p>Information is accessible, comprehensive and of good quality</p>
<p>2. Better information and advice which is personalised to enable individuals to look after themselves more and be willing to self-manage their health and wellbeing</p>	<p>Explain how the health and social care systems work and give people self-service tools or self-care guides wherever possible</p> <p>Improve access to the internet in our community, and develop citizens' skills in this area</p> <p>Make information accessible, usable and useful enough that a typical resident could read it and explain it to someone else</p>	<p>Have a range of queries addressed without being passed from pillar to post</p> <p>Residents, the public and other residents can navigate care and support issues on their terms with the minimum of intervention and steps</p> <p>Local people and communities have control over their health and wellbeing</p>

Priority Commissioning Intention	Key Actions	Benefits and Outcomes
	<p>Test on-line access to case records and 'self service' options to learn what works and how to increase uptake</p> <p>Tailor the search results for each individual searching on the Council's website</p>	<p>The person is at the heart of their care</p>
<p>3. Better co-ordination and joined up health and care services which includes the voluntary sector.</p>	<p>Work with partners like SLAM and LGTT to link high quality information and advice across health and social care locally.</p> <p>Review information and advice provision in the independent sectors (and develop commissioning plans if required) to test if they are, or can be,</p> <ul style="list-style-type: none"> • Part of an integrated system of working together • Fair, accurate, independent and impartial • Personalised • Efficient • Clear and accessible to the public <p>Continue to harness the Community Connections model</p> <p>Improve interfaces between organisations, e.g.</p> <ul style="list-style-type: none"> • telephone transfer arrangements between agencies • on-line referrals and on-line purchasing • shared assessment/referral tools 	<p>Supportive environments that help people to make positive changes</p> <p>We recognise the health implications in everything we do</p> <p>Promoting integration and community based care</p> <p>I tell my story once</p>