

Personalisation 'PUTTING PEOPLE FIRST'



Information, advice and advocacy for all

User-led organisations

Volunteers

Neighbours

Community groups

Putting **People First**
Transforming Adult Social Care



Low level services

Early intervention

Self-assessment

Self-directed support

Personal budgets



Putting People First – what is it?

- **Putting People First** is the cornerstone of the cross Government Concordat designed to improve Adult Health and Social Care in England
- An agreement between central and local government and other key organisations about the direction for adult social care for the next 10 years and beyond.
- It sets out the shared aims and values which will guide the transformation of adult social care and radically improve people's experience of local support and services.
- It supports partnership working between central and local government, social care professionals, providers and builds on the 2006 White Paper 'Our Health, Our Care, Our Say'.



Putting People First

- **The Government has provided money specifically to help councils to make these changes**
- Social Care Reform Grant:
 - Worth £85m in 2008/09
 - Worth £195m in 2009/10
 - Worth £240m in 2010/11
- Joint Improvement Partnerships (JIPs) and Regional Improvement & Efficiency Programmes (RIEPs)—£2m top-sliced from Social Care Reform Grant



Putting People First

- Around 11m adults in England are disabled
- The population of elderly people is predicted to increase by 70% over the next thirty years
- Demography means an increasing number of people are living longer, but with more complex conditions such as dementia and chronic illnesses.
- By 2022, 20% of the English population will be over 65.
- By 2027, the number of over 85 year-olds will have increased by 60 %.

Putting People First

People want and have a right to expect services with dignity and respect at their heart and equality of citizenship

- In future organisations will be expected to put citizens at the centre of the centre of the new systems
- **Therefore, organisations need to be able to agree shared outcomes which ensure people, irrespective of illness or disability are supported to:**
 - live independently
 - stay healthy and recover quickly from illness
 - exercise maximum control over their own life
 - sustain a family unit which avoids children being required to take on inappropriate caring roles
 - participate as active and equal citizens, both economically and socially
 - have the best possible quality of life, irrespective of illness or disability
 - retain maximum dignity and respect.



Putting People First – how?

We need to develop and promote Self directed support. This means we must provide or facilitate:

- access to information and advice
- services available to meet people's needs and those of their carers and families
- support for brokerage and advocacy
- opportunities for building Social Capital
- peer, family or community support



What is Personalisation?

- Personalisation means thinking about care and support services in an entirely different way. This means starting with the person as an individual with strengths, preferences and aspirations and putting them at the centre of the process of identifying their needs and making choices about how and when they are supported to live their lives.
- It requires a significant transformation of adult social care so that all systems, processes, staff and services are geared up to put people first. The traditional service-led approach has often meant that people have not received the right help at the right time and have been unable to shape the kind of support they need.
- Personalisation is about giving people much more choice and control over their lives goes well beyond simply giving personal budgets to people eligible for council funding.



What is Personalisation

- Personalisation means addressing the needs and aspirations of whole communities to ensure everyone has access to the right information, advice and advocacy to make good decisions about the support they need.
- It means ensuring that people have wider choice in how their needs are met and are able to access universal services such as transport, leisure and education, housing, health and opportunities for employment regardless of age or disability.



Personalisation Implications

- Radical thinking required!
- Build open, co-productive relationships with the people using the service, commissioners, local authority care managers and the wider community
- Agree a 'personalisation statement' for your service with everyone involved, including frontline staff, people who use services and carers, and using this to evaluate current delivery and identify areas for improvement
- Ensure that all staff training and development is informed by the principles of personalisation and promotes person-centred and relationship-based working.

What are the implications providers?

- Be prepared to think about what support is available to people who use the service currently, how it is delivered and what difference it makes to their lives.
- It means harnessing the energies, goodwill and talents of everyone involved, particularly individuals who use the service, staff, families, friends and carers, volunteers, care managers and the wider community, in order to create vibrant networks of support and a shared approach to providing support and opportunities for social inclusion.



Tips for Providers...

- Be clear about what personalisation means, so that everyone in your organisation has a shared understanding of the principles and practice.
- Develop, with people using the service, their carers, families and friends, staff and advocates, an explicit ‘personalisation vision statement’ – describing what a personalised service would look like and how it would work in practice.

Tips for Providers...

- Review the existing service against the agreed personalised vision statement, being clear where the service is currently and where it needs to get to.
- Support staff to review their roles and their current approach to service delivery in the light of this statement, identifying what attitudes, practices and/or systems may need to change, or new ones be developed. Particular attention should be paid to quality monitoring systems.
- Ask people using the service to carry out this review for/with you, along with independent expert support if necessary.



Tips for Providers...

- Review how people who use the service and their supporters (personal assistants, advocates etc), are involved in staff recruitment, their deployment, and wider decision making about how the service operates. (The use of independent advocates, peer support, and training for service users in selecting staff can assist this process).
- Ensure all staff development is firmly underpinned by the principles of personalisation. A learning environment with the aim of continuous service improvement needs to be systematically planned, promoted and evaluated.



Tips for Providers...

- Ensure management systems and financial processes reinforce and promote personalisation, whether in the form of person centred planning, quality monitoring or back office functions, including costing exercises and fee negotiations. (Service user and carer participation in evaluation, governance and decision making needs to be central to and embedded in policies, structures and attitudes as a fundamental part of continuous service improvement).
- Develop outcome driven service improvement plans, based on user feedback with clear targets, milestones and success measures and regularly monitor. (Ensure everyone's experience counts and use this feedback to evaluate how you are doing. Regularly discuss progress with all stakeholders, including the regulator).

Any Questions?

