

Health and Wellbeing Board

18 January 2017

Report of the Head of Commissioning (Early Intervention, Prevention and Community Development)

York Information and Advice Strategy

Summary

1. The report provides an overview of the review of Information and Advice services in York and development of a new Information and Advice Strategy (Annex A refers), informed by the 'Just Works' consultants report. The Health and Wellbeing Board are asked to receive a presentation (Annex B refers) and consider the prioritised action plan (Annex C) and how it might be effectively delivered, reflecting partnership governance arrangements and organisational resources.

Background

2. It is widely recognised that for people with health and social care needs, good information and advice is:
 - At the heart of personalised care
 - Critical to promoting wellbeing and helping people manage their own health
 - Helps people to access informal sources of support and optimise use of community assets
 - Gives people better access to services which prevent and / or delay need for more expensive forms of care
 - Promotes choice
 - Requires ownership and coordination across all sectors.
3. Building on these points, the Council commissioned 'Just Works' Consultants to help inform the development of a York Information and Advice Strategy. This included carrying out a review of the effectiveness of the current approach to Information and Advice across the city and its future requirements.

4. It is recognised that the new operating model for Adult Social Care will include the provision of high quality information and advice through a range of channels which supports people living safely, healthily and independently. As such we are currently creating an advice, information and guidance strategy which can be deployed through the new operating model – ‘the Just Works’ reports, attached as a series of appendices, informs this thinking.

Main/Key Issues to be considered

5. ‘Just Works’ have produced a comprehensive report, summary report and detailed action plan. The following key themes were identified from the commissioned project:
 - What people want;
 - Effective delivery of Information and Advice across York requires a focus on;
 - Joined up approaches and products across York;
 - Finding Information and Advice in York;
 - Delivering Information and Advice to the people of York;
 - Quality and satisfaction;
6. An assessment was made of the current model operating in York, which has the following component parts;
 - A range of websites.
 - People to people provision across statutory organisations and contracted providers e.g. The City of York Council, Vale of York Clinical Commissioning Group, North Yorkshire Police, community venues.
 - Peers offering support to one another e.g. Lives Unlimited.
7. However, from the experience of respondents to this project, they have suggested each of these component parts is provided separately, with no real connectivity. It was agreed with ‘Just Works’ that a future model for Information and Advice in York, should reflect design principles associated with personalisation, prevention, asset based approaches, being joined up, quality and efficiency as the basis for the project;

What needs to exist is

- An effective website that is current and trusted that delivers the information people require and signposts to other places where that exists, this can then become the 'go to' place for the people living in York.
 - An effective local authority website that focuses on the information people need and want rather than what the authority believes it is important for people to know and understand. Including information designed to keep people healthy, safe, well and connected.
 - Collaborative approach to providing information across the statutory organisations in the city, local authority health and the police. Where the resources that each organisation has are able to focus on providing the wider links to other services.
 - Joined up use of the community facilitators, social prescribers, Local Area Co-ordinators and health champions.
 - Better use of libraries and community hubs to provide information and advice and build community assets across the area, including volunteering.
 - Effective use of the community venues to provide information on a local basis to the people of that area. Each organisation providing information and support in a way that works for them and the citizens they support.
 - Effective peer support structure to help those people who are happy to help others and be a point of contact as someone with lived experience.
8. This model builds on the skills and assets across the city as well as providing an online resource as a key source for those able to use the internet. This approach utilises connections across all parts of the system. This is demonstrated in the diagram below;

Information and Advice – Future State



9. **What York needs to do:** In order to achieve this model, the report suggests a number of solutions that require the local authority and its partners to come together to complete a range of actions. These fourteen solutions and relevant actions are presented within an action plan, under the headings that created the key themes from this project.

Consultation

10. To understand the effectiveness of the current approach to Information and Advice across the City of York and the future requirements, 'Just Works' utilised a range of different methodologies to consult and engage with stakeholders. These included:
- A review of literature and key local documents
 - Data collection including a variety of qualitative and quantitative methodologies
 - Data validation including 8 focus groups
 - On line survey sent out via York CVS
 - Thematic analysis of all data collected to identify themes.

Options

11. The draft York Health and Wellbeing Strategy recognises the importance of Information and Advice Strategy in supporting individuals and communities to achieve positive health and wellbeing. It is therefore recommended that the report from 'Just Works' be welcomed and the prioritised action plan be taken forward through a Task and Finish Group reporting to the HWB Integration and Transformation Board.
12. The Health and Wellbeing Board may alternatively wish to consider the establishment of operational sub-groups to deliver strategic group priorities across the four themes of the Joint Health and Wellbeing Strategy
13. Continuing with the current uncoordinated approach to provision will not ensure effective navigation between the different organisations and the information that they provide for citizens. The prevention agenda is important not just to social care but to all public facing services, including the police and third sector.

Therefore, working together to ensure that people can access the information that they need, when they need it and in a form that they can understand and use is a common goal.

14. An effective governance infrastructure across the partnership will ensure there is a systematic approach to how this is managed and factored into the wider information and advice approach. In addition, an established governance structure would help to manage the delivery of the model and the associated pieces of work that will be required to ensure that York's information system is Care Act compliant.

Strategic/Operational Plans

15. The provision of information and advice is a key building block within the Council's Corporate Plan, 'community operating model' and is further reflected within the Care Act (2014) which places new duties on councils to ensure the coherence and availability of information and advice in each local area and encourages the development of integrated strategies with health. The Integrated Personal Commissioning Programme (IPC NHS England 2016) is supporting health and social care to join funding together for people with complex needs so they are able to direct how the money is used to pay for their support. One aim of the programme is to improve outcomes for individuals through having robust information and advice in an area. In order to ensure that this model is embedded and delivers positive results an effective partnership between health, social care and the VCS is essential.
16. The provision of accessible information and advice will also cut across the four key themes identified within the new Joint Health and Wellbeing strategy; Mental Health and Wellbeing, Starting and Growing Well, Living and Working Well, and finally Ageing Well. Through focussing on early intervention, prevention and asset based approaches, the provision of universal information and advice will avoid the use of high cost services, and support citizens and communities to build resilience and stay strong within their homes and neighbourhoods.
17. 'Building up community based support' is a key 'enabler' identified within the strategy and this is complemented within the action plan through the desire to build 'community hubs' and maximising the use of local assets.

The recognition of 'volunteering' as a tangible health and wellbeing outcome within the Care Act, further complements the remit of asset based workers within the action plan, the aim to collaborate more effectively for delivery of outcomes and desire to scale up volunteering and social action within the city, reflecting the new Volunteering Strategy.

Implications

18. At this stage in the process the Information and Advice Strategy Action Plan is being brought to the attention of the Health and Wellbeing Board for consideration, in terms of governance structures and responsibility for operational delivery through respective board sub-groups. As such there are no 'legal implications' to consider outside of the 'Care Act' that have not already been referenced.
19. Therefore, there are no legal implications regarding; Financial, Human Resources (HR), Equalities, Legal, Crime and Disorder, Information Technology (IT), Property.

Risk Management

20. The key risk associated with the provision of information and advice in York appears to be that if partners do not agree to collaborate more effectively regarding joining up provision, that the current picture of disjointed information will be maintained, and York's information system will not be Care Act compliant.
21. Throughout both the interviews, workshops, meetings and the surveys people described significant issues with the connectivity of the information that is available across the city. These particularly focussed upon the lack of connection between the different elements of the information and advice provision and the connectivity between people and their community infrastructure.
22. A key issue when accessing health and social care information is knowing where to find the information, effective signposting is therefore critical for statutory organisations. Failure to address this can leave even the best information provision underperforming. This challenge is also a consequence of the fragmentation of the current system with too many people being unaware of the many directories that exist in York. There was also a lack of knowledge and understanding about the Connect to Support website and its role in information provision.

23. This situation highlights the need for York to invest in an enabling infrastructure that can become the 'go to place' to identify where a persons' need may best be met. A number of people also articulated the need to provide a one-stop shop facility to assist people with knowing where to go for help.

Recommendations

The Health and Wellbeing Board are asked to consider:

- i. The prioritised action plan and how it might be effectively delivered, reflecting partnership governance arrangements and organisational resources.
- ii. An operational task and finish group, reporting to the Integration and Transformation Board, is convened to progress the delivery of the action plan.

Reason: To keep the Health and Wellbeing Board up to date on progress against this work stream.

Contact Details

Author:

Joe Micheli
Head of Commissioning
(Early Intervention,
Prevention & Community
Development)
Adult Social Care
City of York Council
554477
joe.micheli@york.gov.uk

Chief Officer Responsible for the report:

Martin Farran
Corporate Director Health, Housing &
Adult Social Care
City of York Council
554045

**Report
Approved**



Date 09.01.2017

Wards Affected:

All

For further information please contact the author of the report

Background Papers:

York Information and Advice Strategy Full Report

Annexes

Annex A - York Information and Advice Strategy Executive Summary

Annex B - York Information and Advice Strategy presentation

Annex C - York Information and Advice Strategy Action Plan