North Somerset

Adult Care, Health and Housing Information and Advice Strategy

Providing access to quality information and advice to enable choice and control around care and support needs for adults and older people living in North Somerset.

2011-2013

Sarah Walker
Early Intervention and Prevention Manager
Adult Social Services & Housing
North Somerset Council

Apr 2012 Revised Strategy V4
1. **Introduction and Context**

1.1 This Information and Advice Strategy refines the initial 2010 strategy for North Somerset. It defines how North Somerset Council Adult Social Services and Housing Directorate, working in partnership with NHS North Somerset, will ensure that people have access to good quality information and advice about services and options available for their care and support. It has been produced in response to locally identified needs and in line with national guidance supporting the transformation of Adult Social Care. Transformation aims to empower and enable people to have more choice and control in meeting their care and support needs.

1.2 This strategy has been developed in an increasingly stringent financial context aimed at reducing the national deficit. Local authorities are experiencing significant reduction in funding. North Somerset Council is addressing a reduction in Government funding of 32% which equates to £47.3M for 2011-15. It is vital therefore, that people are clearly informed of the options available to them to meet their care and support needs. This includes information to enable people to maintain their wellbeing and independence and alternatives to statutory support where appropriate. The provision of timely, comprehensive and clear information and advice is essential in avoiding unnecessary crisis and premature admissions to residential care settings.

1.3 Information, advice and guidance are key enablers for early intervention and prevention, to support the whole population to meet their care and support needs. As the statutory services offer becomes more focussed it is imperative that communities become better informed and engaged in planning for and addressing their own needs. The Council and health commissioners recognise that their role is to develop this area at a pace and a scale not considered previously.

1.4 The vision for this Information and Advice Strategy is to provide quality information and advice to promote choice and control for adults and older people in North Somerset with support needs. There is an emphasis on the needs of our increasing ageing population and in developing our approach to a ‘universal offer’. That is, promote information, advice and guidance to all people of North Somerset including those outside the criteria for statutory services and those who have the resources to meet their own needs. The challenge is to ensure that anyone with a social care need – regardless of their level of need and their financial status - can find the information and advice required to meet their need.
2. Definition of Information and advice

2.1 For the purposes of this strategy the following definitions\(^1\) are used.

**Information:** The open and accessible supply of material deemed to be of interest to a particular population. This can be either passively available or actively distributed.

**Advice:** Offers guidance and direction on a particular course of action which needs to be undertaken in order to realise a need, access a service or realise individual entitlements.

2.2 The role of advocacy has not been included in this plan. Advocacy is defined as:

“the provision of support and encouragement, or representation of individuals' views, needs or rights. It is fundamental that advocacy recognises the centrality of the service user”.

However, advice and advocacy are not always entirely distinct, and there may be a natural progression across the information – advice – advocacy spectrum. In North Somerset advocacy is commissioned as a specific service which may also provide information and advice. These services are listed in Appendix 4.

2.3 This strategy is built on three key dimensions set out in the report “Transforming Adult Social Care: Access to Information, Advice and Advocacy” (IDeA, 2009). This recognises there is an abundance of knowledge and information already available but that it is management, co-ordination and awareness that is required. This strategy is, therefore, built around these three distinct but inter-related dimensions:

1. **Managing and Organising information:**
Identifying the key topics and content and how it is presented, structured and stored. Ownership, updating and quality assurance are also covered in this dimension.

---

\(^1\) Margiotta, P. et al. (2003) *Are you listening? Current practice in information, advice and advocacy services for older people.* (York: Joseph Rowntree Foundation)
2. Enhancing awareness and knowledge of where to access information and advice:
A range of co-ordinated activities need to happen to ensure that all parts of the population, including contact centre staff, care managers, statutory and voluntary partners, community groups and organisations and the public, are all informed about how to find what.

3. Delivery mechanisms:
Information and advice is provided and actively promoted in a range of formats via a range of different organisations. These will include websites, call centres, one stop shops, care managers, Citizen Advice Bureau, libraries and outreach services.

3. Vision and Aims

3.1 The vision for this strategy is:
To provide access to good quality, information and advice, to enable choice and control around care and support needs for adults living in North Somerset.

3.2 The aims of the strategy are:

Managing and Organising information:

1. Ensure information is available in accessible formats and is easy to understand.

   Measure: Information is available in a range of accessible formats, can be accessed through a range of routes and is passed by a local user reading group.

2. Ensure information is of good quality, accurate, up to date and consistent.

   Measure: Mechanisms are established to quality assure information created and available.

3. Ensure we have measures in place to evaluate the effectiveness of the information and advice available in meeting the needs of our population.
Measure: Annual evaluation of population information needs and satisfaction is undertaken.

Enhancing awareness and knowledge of where to access information and advice:

4. To increase **awareness** of services and choices available for people with care and support needs living in North Somerset.

Measure: People report satisfaction with information and advice services. More people are aware of how to access a wide range of services (against current baseline of people supported through information services).

5. To embed **self care** in the approach to working with individuals to enable them to take control and maximise their independence and well-being.

Measure: The ‘self care’ approach is embedded in care pathways for people with long term conditions.

Delivery mechanisms:

6. To ensure **access** to information and advice for all regardless of level of need and financial position.

Measure: Information services provided and developing are universally accessible.

7. To develop a **proactive**, **preventative** and **partnership** approach to information and advice provision.

Measure: There is a partnership approach established to support information and advice provision through out North Somerset.

8. To ensure information services that are developed are **sustainable**.

Measure: Services continue.

4. **Background and Policy Direction**

4.1 There are a number of key policies and service developments that set the direction for the Information and Advice strategy. These are at both a national and local level.
National Direction

4.2 The national guidance Putting People First (PPF, DH 2008) outlined the ambition for this strategy:

“All citizens should be able to easily find locally relevant quality information and advice about their care and support needs in order to enable control and inform choice. Information should be available in a range of formats and through channels to make it accessible to all groups. Provision of information, advice and guidance should move from being largely developed from separate initiatives to a single coherent service strategy”.

4.3 At a national level the Government’s strategy is to create a shift of resources to early intervention and prevention services, drive for personalised services allowing individual choice and control and empower communities and individuals to be self supporting. Further development with the ‘Vision for Social Care’ (LAC(DH) 2010 (7)) and ‘Think Local Act Personal’ (PPF Consortium 2011) have reinforced this approach; moving towards enablement of individuals and communities to prevent premature and unnecessary dependency on statutory services.

4.4 High quality, well-structured, accessible, universal information and advice services underpin this approach: knowing what services are available and how to access them enables people to take appropriate action at an early stage to maintain health, wellbeing and independence and exert control and choice over daily living.

4.5 The national direction is also set out in a number of policies and strategies, the details of which can be found at Appendix 3.

Local Direction

4.6 The delivery of good quality information and advice supports a number of key local strategies and developments. These include:

- **North Somerset Partnership.** The partnership has developed and implements a vision and plan that will lead to better opportunities and quality of life for all residents in North Somerset. The vision and plan are set out in its Sustainable Community Strategy 2008 - 2026. The vision is: "Sustainable, inclusive, safe, healthy, prosperous communities thriving in a quality environment". To achieve this vision six shared priorities have been developed. These are:
1. Tackling disadvantage and promoting equality of opportunity.
2. Developing strong inclusive communities.
3. Ensuring safer communities.
4. Improving health and wellbeing.
5. Developing a prosperous economy and enterprising community.
6. Living within environmental limits.

- **North Somerset Partnership (NSP) Older People's Strategy.** The NSP Older People's strategy has been developed to provide a vision for the future and a framework for the delivery of services for older people across North Somerset. The Older People's Strategy is to deliver the aims and aspirations in the Sustainable Community Strategy that are specifically aimed at or relevant to older people.

- **Joint Strategic Needs Assessment (JSNA).** The JSNA identifies the current and future health and well being needs of the North Somerset population. It provides an understanding of the health and social care needs in the short term (3 to 5 years) and the longer term (5 to 10 years). It involves local agencies jointly identifying and analysing current and future health and wellbeing needs. This information informs health and wellbeing priorities. A refresh of the JSNA is currently underway and a revised JSNA will be published in the autumn of 2011.

- **Joint Older People's Commissioning Strategy.** The Joint Older People's Commissioning strategy commits health and social care services to work together for better integrated services for older people. It aims to ensure community based and prevention based services will be available that will enable older people to lead full, active and healthy lives. This includes ensuring people are fully informed about support options.

- **Early Intervention and Prevention Strategy.** The Early Intervention and Prevention strategy recognises the role of quality and accessible information and advice in helping maintain independence and wellbeing. An action point of the strategy is to develop a coherent information and advice strategy to ensure universal access to information and advice.

- **Budget Reduction Programme.** Following the Coalition Government Spending Review, a principal outcome for North Somerset was the significant reduction in central government's
funding of local government over the next four years. The Budget Reduction Programme is leading on the delivery of the cross-council savings and requires Directorates to demonstrate agreed savings year on year. The role of information and advice is crucial in helping people to help themselves and access necessary information readily, thereby reducing unnecessary demand on statutory services.

- **Reablement.** There are a number of emerging service developments for health and social care, to promote and maximising independence and wellbeing for the population. Reablement is one development. It ensures that people are given the opportunity to maximise their abilities following a decline in health. This strategy complements the service developments to enable people to be informed of their options to improve and maximise their independence and well-being.

- **North Somerset Council Customer Care Charter.** The Council has committed to standards of customer care service through its charter. This includes striving to make services as accessible as possible and using clear, ‘jargon free language.

**Information and Advice Needs Analysis**

4.7 The need for access to accurate and appropriate information and advice is at the heart of achieving the transformation of social care within North Somerset. People can only exercise choice and make good decisions if they are fully informed of the options available.

4.8 The need for improved access to and provision of information and advice has been a recurring theme in many consultations within North Somerset. This has been highlighted in feedback on the Older People strategy and the Carers’ strategy. Improving access to information has been identified as a key objective within the action plan for reducing health inequalities. In summary, the following observations of local need are made:

- Demographic changes show that information for older people will be an increasingly high priority,
- Internet use in the older population is currently low; however it is expected to increase as the population of internet users ages,
- There are a high and increasing number of people funding their own care and support.
• There is a significant proportion of the population in dispersed locations who are potentially isolated from standard information sources,
• Information needs to be available in a range of formats, with a high value placed upon ‘someone to explain it’,
• Information should be quality checked to ensure plain and easily understood,
• The option of contacting a “named central contact point” is valued,
• The importance of links to housing and employment information and advice,
• Families, carers and other representatives are key audiences,
• There are existing established community structures (neighbourhood schemes and parish councils) that could be used to build information and advice service on,
• All indications are that need for information is likely to increase and that there should be a strategy for ongoing communication of services available,
• There is a need to identify the audience and agree what messages to deliver and how.

5. Information and Advice Services - Current Position

5.1 There is a significant investment in a wide range of services which support the provision of information and advice. The detail of the NSC Investment is at Appendix 4. However, it is recognised that there are many more agencies providing advice and information that are not formally commissioned. The challenge is to bring some coordination to this and the wider advice network, to ensure continuous quality and accuracy of information. A range of information provision is outlined below but this list is not exhaustive.

5.2 North Somerset Council (NSC) is responsible for providing information and advice to citizens covering a wide range of areas and has developed a range of information portals including planning, business development and library services. NSC has a network of gateways provided to ensure customers have improved access to information about council services and partner organisations. Currently over 80% of council enquiries are resolved at gateways.

5.3 There is increased access to health information, advice and support through the new Health Shop in Weston-super-Mare and libraries now hold an expanded range of books and information that support people to understand and manage their long term health conditions.
5.4 NSC produces an award-winning magazine, North Somerset Life, which is circulated monthly to all households in the district and contains information about what is going on in the district, information about services and other council news. In addition the Council website is dedicated to providing information to residents in North Somerset.

5.5 Information is available in a variety of formats to improve accessibility, including in large print, Braille, and in other languages.

5.6 For health and social care information and advice, Care Connect was set up in 2004 to be the first point of contact for all social care enquiries. This service was further developed in 2009 to support access to North Somerset community health services and local advice. This service guides callers in the right direction for support and can refer them to services provided by voluntary, statutory or private sector organisations.

5.7 We are continuing to develop our network of Community Cafes and coffee mornings throughout North Somerset. These provide local opportunities for people to discuss everyday issues and find out more about available services.

5.8 Age UK Somerset and Somerset Racial Equality Council support the Community Connect service which includes local Community Agents. The Community Agents link with people on an individual basis to reduce isolation, improve independence, wellbeing and quality of life. Community Agents assist people with referrals and signpost to relevant community services.

5.9 The Home from Hospital Partnership has developed to support people needing help on discharge from hospital. The partners are from a range of services and each have agreed to identify a wider range of needs and help make sure people are supported effectively.

5.10 The development of the gateway for supporting people will help improve access to housing related support services.

5.11 The Patient Advice and Liaison Service (PALS) offers a free and confidential advice service to NHS patients, their families and carers. It provides information on NHS services and talking to staff, management and other organisations on behalf of the patient.

5.12 The Financial Assessment and Benefits (FAB) team provide information and advice to vulnerable people who are receiving a social care
(chargeable) service to ensure they understand about social care charges and are accessing the correct benefits.

5.13 Liberata administer housing and council tax benefit on behalf of North Somerset Council. They offer information and advice in relation to this service.

5.14 The Direct Payment Support Service provides information and advice about direct payments and can help people using a direct payment for social care support with the practical things such as paperwork and recruitment of personal assistants.

5.15 A summary of the types of information and advice available is outlined in the table below.

<table>
<thead>
<tr>
<th>Contact Type</th>
<th>Who</th>
</tr>
</thead>
</table>
| Internet     | Council Website  
               | NHS North Somerset Website  
               | Links to Specialist Agencies  
               | Links to National websites  
               | Parish Councils  
               | Supporting People Gateway |
| Telephone    | Care Connect  
               | Housing Gateway  
               | Individual Advice Agencies (local and national)  
               | Individual Specialist Agencies (local and national)  
               | Care Navigators  
               | Liberata  
               | PALS |
| Face to Face | Individual Advice and Specialist Agencies (local)  
               | Community Agents  
               | Social Care Teams  
               | Housing Gateway  
               | GPs / Health Teams / Health Centres  
               | Hospitals  
               | Home from Hospital Partnership  
               | Housing Advisors / Officers  
               | Care providers  
               | Supporting People providers  
               | FAB  
               | Care Navigators  
               | Library Staff  
               | Home Front  
<pre><code>           | Health Shops (Health Central) |
</code></pre>
<table>
<thead>
<tr>
<th>Contact Type</th>
<th>Who</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written - Leaflets and documents</td>
<td>Specialist Agencies <em>(e.g. Age UK, Mind, Mencap, Alzheimer Society, Crossroads)</em></td>
</tr>
<tr>
<td></td>
<td>Council - Individual Services / Initiatives</td>
</tr>
<tr>
<td></td>
<td>Health - Individual Services / Initiatives</td>
</tr>
<tr>
<td></td>
<td>Commissioned Services - advertising their services</td>
</tr>
<tr>
<td></td>
<td>Commercial Companies</td>
</tr>
<tr>
<td></td>
<td>Charities</td>
</tr>
</tbody>
</table>

**Current Information Management and Delivery Arrangements**

5.16 Work has started to introduce “Community Connect” branding (shown below) for local the community based information and advice services. It is hoped this will become associated with reliable information and advice and information providers, providing confidence in the quality of information accessed through the branded outlets.

5.17 In addition it is still necessary to bring further coordination to the wide range of information and advice services available, to ensure that there is a coherent and comprehensive approach to the provision of information, including:

- organisations updated of any changes in relation to services,
- information consistently meets quality standards and meets needs
- all agencies are working together to keep people informed of wider options
- developing a culture of one contact point for all services “no door the wrong door” and
- active case finding for early intervention and prevention services
Progress to date

5.18 The initial Information and Advice Strategy in 2010 began to address the information needs of the local population, recognising the role of information and advice plays in enabling people to maintain their independence health and wellbeing. The progress against the initial actions is outlined below.

5.19 Of the actions in the initial plan, 6 have been completed with 12 partially met with developments ongoing. The 6 tasks completed include improving access to information, improving the quality of information provision and reviewing position and planning developments. Improving access was supported through:

- ensuring use of access points (libraries, gateways etc)
- continuing effective service through Care Connect following outsourcing
- developing a community single contact number and
- developing a branding for literature and displays and services providing information and advice in the community - Community Connect.

Improving the quality of information was supported through implementation of accreditation of commissioned services. The review of progress made and future plans were incorporated into the strategy review and culminating in a refreshed and developed action plan.

5.20 The 12 partially met actions are all ongoing and have been included into the refreshed action plan at Appendix 1. A number of reasons underpin the delay in completing actions including capacity and changing work priorities, external dependencies and need to coordinate and consolidate actions i.e. web site development.

5.21 Actions which have not been progressed and will be developed through the revised action plan, these are:

- the communication strategy for staff and service users - to be developed though this strategy with the development of an ASS&H directorate information and communication approach for staff and a separate marketing strategy for public information.
- the development of a central register of service providers and personal assistants has been limited by wider developments. This action has been included with a revised timescale.
5.22 New actions have also been added, with some previous actions amalgamated to make best use of resources in the current financial climate.


6.1 The action plan provides a mechanism to coordinate the approach to and monitor the progress of information and advice service development in North Somerset. The action plan has been refreshed with help from key individuals and organisations, to support further development to 2013. The refreshed action plan is included at Appendix 1. It is anticipated that the action plan and strategy will be revised by September 2013 with the advent of new Clinical Commissioning Groups.

6.2 The new actions respond to emerging strategies and developments including:

- Reablement and mainstreaming the early intervention and prevention agenda - to support independence and wellbeing for the population
- Hospital Discharges - Improving the experience for people leaving hospital and ensuring they are fully informed of their options for the future and available support
- Integrated Care – closer working for health and social care services and links with the wider community to ensure effective, coordinated and holistic support for people.
- Telecare – developing assistive technology for independent living

The actions seek to adopt a partnership approach to developments and coordinate use of existing resources where possible.

7. **Governance and Monitoring**

**Transformation and Commissioning Board**

7.1 The delivery of this strategy will be monitored and managed by the Transformation and Commissioning Board. The board will consider investment in information and advice developments. The Transformation and Commissioning Board reports to the People and Communities Strategic Partnership (previously in part, the Health and Wellbeing Board) which is one of the delivery partnerships within the North Somerset Partnership, responsible for overseeing implementation
of the health and wellbeing chapter of the Sustainable Communities Strategy.

**Improving Outcomes for Older People Group**

7.2 The Improving Outcomes for Older People Group consists of representatives from a wider partnership including health (commissioner and provider), mental health, hospitals, 3rd Sector organisations, NSC elected members, lay representatives for carers and older people, LINk, WAHT Board, NHS North Somerset Board and Senior Citizens Forums. This group will hold delegated responsibility from the Transformation and Commissioning Board for the implementation of the Information and Advice Strategy. Progress will be monitored through quarterly reports against the action plan. There will be update reports on specific areas as requested.

8. **Engagement**

**Engaging Older People**

8.1 The council and PCT have a number of ways of engaging with older people. These structures and processes assist in developing this strategy. Further consultation is undertaken with the wider population, parishes and community services of North Somerset as part of the strategy development.

**Senior Community Link**

8.2 The primary engagement method with older people is through Senior Community Links (SCL). These are four geographical and one Black and Minority Ethnic specific forums for older people. They developed from panels set up using POPP funding. During the four years they have existed they have engaged with many different council and NHS officers over a range of issues and service developments.

**Older People’s Champions group**

8.3 To enable the SCL to have direct engagement with Councillors and senior managers, the council established the Older People Champions Group. This group is made up of Councillors from each of the Council's scrutiny panels, senior managers from NHS North Somerset and the Council Adult Social Services and Housing directorate and representatives from each of the SCL.

8.4 The Older People’s Champions Group proactively supports the agenda for early intervention and has a key role in reviewing the direction and progress of this Information and Advice strategy. An annual summary report on progress against the action plan implementation will be
provided to this group. There will be update reports on specific areas as requested.

**Joint Planning Group**

8.5 The Council and NHS North Somerset support a number of Joint Planning Groups. One of these is focused on older people. It brings together older people, carers, voluntary sector organisations and key health and social care representatives to explore service developments and encourage joint working and planning. There are also joint planning groups for carers and people with mental health issues, and both these groups often consider issues relating to older people.

8.6 The Joint Planning Group for older people is the body responsible overseeing the development of this strategy and monitoring its implementation. There will be six-monthly progress reports to the group.
### Appendix 1: Action Plan for Delivery 2011-2013

<table>
<thead>
<tr>
<th>Ref</th>
<th>ACTION</th>
<th>LEAD (TBD)</th>
<th>By When</th>
<th>OUTCOMES</th>
<th>Resource Implication</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Managing Information &amp; Quality Assurance</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Establish mechanism and protocol to ensure quality assurance and version control of information and a database of information available.</td>
<td></td>
<td>Mar 2013</td>
<td>All information is quality checked, up-to-date and reviewed regularly.</td>
<td>Within Existing Resources</td>
</tr>
<tr>
<td>2</td>
<td>Deliver version and change control for Adult Care Staff to ensure they are informed of developments and changes.</td>
<td></td>
<td>Sep 2012</td>
<td>Staff have access to consistent up-to-date information.</td>
<td>Within Existing Resources</td>
</tr>
<tr>
<td>3</td>
<td>Establish ongoing process to assess and identify population information needs to inform information and advice developments</td>
<td></td>
<td>Mar 2013</td>
<td>Mechanism in place to identify and respond to information needs.</td>
<td>Within Existing Resources</td>
</tr>
<tr>
<td>4</td>
<td>Ensure a comprehensive information resource for people needing to access health, housing and social care services (including links to national resources i.e. counsel and care). To include: telecare, community resources, self care, health promotion, practical help, housing, care homes and agencies, Carelink, assistive equipment, carer support, long term conditions.</td>
<td></td>
<td>Mar 2013</td>
<td>Full range of information available with comprehensive links to national websites.</td>
<td>Within Existing Resources</td>
</tr>
<tr>
<td>5</td>
<td>Develop an information partnership to coordinate the sharing and provision of quality, accessible information and advice to support independent living (to include SCLs) throughout North Somerset.</td>
<td></td>
<td>Dec 2012</td>
<td>Partnership operating and providing consistent quality information.</td>
<td>Within Existing Resources</td>
</tr>
<tr>
<td>Ref</td>
<td>ACTION</td>
<td>LEAD (TBD)</td>
<td>By When</td>
<td>OUTCOMES</td>
<td>Resource Implication</td>
</tr>
<tr>
<td>-----</td>
<td>---------</td>
<td>------------</td>
<td>---------</td>
<td>----------</td>
<td>----------------------</td>
</tr>
<tr>
<td>6</td>
<td>Develop the use of a reading group to undertake quality testing of information and advice.</td>
<td></td>
<td>Sep 2012</td>
<td>Information is clear and understandable to members of the local population.</td>
<td>None identified</td>
</tr>
<tr>
<td>7</td>
<td>Develop key information and advice for people wanting to arrange support to help themselves (including reablement and use of Care Navigator resource).</td>
<td></td>
<td>Sep 2012</td>
<td>Information and advice available for self service.</td>
<td>Within Existing Resources</td>
</tr>
<tr>
<td>8</td>
<td>Implement accreditation of community information providers – community connect information partner.</td>
<td></td>
<td>Apr 2013</td>
<td>High quality and accurate information delivered through the wider community services as people require it.</td>
<td>Accreditation signage, marketing, information access/packs</td>
</tr>
<tr>
<td>9</td>
<td>Develop a clearly branded information signposting resource for use by advice workers, adult care and health staff and the general public in seeking information.</td>
<td></td>
<td>Jun 2012</td>
<td>Signposting booklet available to all for use.</td>
<td>Within Existing Resources</td>
</tr>
<tr>
<td>10</td>
<td>Develop a coherent marketing strategy for public needing to access information and advice i.e. a single contact number as the place to start for information. Information on services available.</td>
<td></td>
<td>Sep 2012</td>
<td>Marketing in place. Increased awareness of services and how to access information.</td>
<td>May have £ implications for campaign</td>
</tr>
<tr>
<td>11</td>
<td>Develop a comprehensive universal network for face to face advice and support throughout North Somerset (under the Community Connect partnership) to include information gateways, local networks, park home sites, parish councils, libraries, gypsy and traveller sites, BME groups, commissioned services, Faithnet, SCLs, volunteers etc) – No door the wrong door approach.</td>
<td></td>
<td>Mar 2013</td>
<td>Good Information and advice is delivered to isolated, hard to reach groups and is available throughout North Somerset.</td>
<td>Within Existing Resources</td>
</tr>
<tr>
<td>Ref</td>
<td>ACTION</td>
<td>LEAD (TBD)</td>
<td>By When</td>
<td>OUTCOMES</td>
<td>Resource Implication</td>
</tr>
<tr>
<td>-----</td>
<td>------------------------------------------------------------------------</td>
<td>------------</td>
<td>---------</td>
<td>--------------------------------------------------------------------------</td>
<td>----------------------</td>
</tr>
<tr>
<td>12</td>
<td>Trial ‘Check and Connect’ – first contact style approach to proactively deliver information and advice.</td>
<td></td>
<td>May 2012</td>
<td>Check and Connect used to signpost more people to services by partners</td>
<td>Within Existing Resources</td>
</tr>
<tr>
<td>13</td>
<td>Develop ‘Check and Connect’ approach for wider use to include wider community network, self assessment, electronic access.</td>
<td></td>
<td>Dec 2012</td>
<td>Check and Connect used to signpost more people to services by wider partnership and self service</td>
<td>Within Existing Resources</td>
</tr>
<tr>
<td>14</td>
<td>Develop Community Connect Website for access to community information and services throughout North Somerset.</td>
<td></td>
<td>Dec 2012</td>
<td>Webpage available and accessed.</td>
<td>Within Existing Identified Resources</td>
</tr>
<tr>
<td>15</td>
<td>Explore options for combining “Clear as Mud” and Community Connect web resource.</td>
<td></td>
<td>Jun 2012</td>
<td>Exploration complete – clear as mud sustained or combined.</td>
<td>Might have £ implication</td>
</tr>
<tr>
<td>16</td>
<td>Ensure sustainability of community connect web resource.</td>
<td></td>
<td>Mar 2013</td>
<td>Web resource sustained and maintained.</td>
<td>Within Existing Resources</td>
</tr>
<tr>
<td>17</td>
<td>Trial Action Area approach with partners for targeted information and advice in communities including park home sites.</td>
<td></td>
<td>Oct 2012</td>
<td>Action Area Trial undertaken and evaluated. More people reached with information and advice.</td>
<td>Within Existing Resources</td>
</tr>
<tr>
<td>18</td>
<td>Develop pathway &amp; mechanisms for access to assessment advice and information for people wanting to access social care support to help themselves.</td>
<td></td>
<td>Oct 2012</td>
<td>People are enabled to arrange their own care provision. Reduced demand for Adult Social Care Services.</td>
<td>Within Existing Resources</td>
</tr>
<tr>
<td>Ref</td>
<td>ACTION</td>
<td>LEAD (TBD)</td>
<td>By When</td>
<td>OUTCOMES</td>
<td>Resource Implication</td>
</tr>
<tr>
<td>-----</td>
<td>---------</td>
<td>------------</td>
<td>---------</td>
<td>----------</td>
<td>---------------------</td>
</tr>
<tr>
<td>19</td>
<td>Develop a coordinated ASS&amp;H information and advice pathway for people needing placement support, including developing the Out of Hours information, advice and support for people leaving hospital.</td>
<td></td>
<td>Oct 2012</td>
<td>People are supported to access self funded placements outside normal office hours. People are empowered to make timely and appropriate decisions on residential/nursing placements, especially on discharge from hospital.</td>
<td>Might have £ implication</td>
</tr>
<tr>
<td>20</td>
<td>Develop information to support a self care pathway for people with long term conditions</td>
<td></td>
<td>Mar 2013</td>
<td>People with long term conditions have access to timely and quality information to manage their own health needs.</td>
<td>Might have £ implication</td>
</tr>
<tr>
<td>21</td>
<td>Develop an integrated approach with local health services for provision of information and advice including: community health providers, hospitals, mental health services, public health.</td>
<td></td>
<td>Mar 2013</td>
<td>There is an integrated health and social care network for effective information and advice provision.</td>
<td>Might have £ implication</td>
</tr>
<tr>
<td>22</td>
<td>Facilitate the development of a central register of service providers and personal assistants along with details of availability to assist those responsible for arranging their own care. This will also need to accommodate non-web based users.</td>
<td></td>
<td>Sep 2013</td>
<td>People are able to independently source own care support to meet needs</td>
<td>Might have £ implication</td>
</tr>
<tr>
<td>23</td>
<td>Introduce web based self assessment that supports people in sorting their own care and support, rather than it leading automatically to social care services</td>
<td></td>
<td>Apr 2013</td>
<td>Evidence is available to demonstrate the number of people accessing support services independently</td>
<td>Funding of My Support</td>
</tr>
<tr>
<td>24</td>
<td>Develop My Support for people to access information about their own care services</td>
<td></td>
<td>Mar 2013</td>
<td>In use for self service for service users providing improved control over care.</td>
<td>Funding of My Support</td>
</tr>
<tr>
<td>25</td>
<td>Define core information to be provided by Adult Social Care Services and mechanism for accessing additional information.</td>
<td></td>
<td>Dec 2012</td>
<td>Determined and in use. Service Users receive consistent information and additional</td>
<td>Within Existing Resources</td>
</tr>
<tr>
<td>Ref</td>
<td>ACTION</td>
<td>LEAD (TBD)</td>
<td>By When</td>
<td>OUTCOMES</td>
<td>Resource Implication</td>
</tr>
<tr>
<td>-----</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>------------</td>
<td>---------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>----------------------</td>
</tr>
<tr>
<td>26</td>
<td>Embed the Home from Hospital partnership working model within commissioned service contracts for more coordinated and consistent community information services.</td>
<td></td>
<td>Apr 2013</td>
<td>Included within ASS&amp;H commissioned contracts.</td>
<td>Within Existing Resources</td>
</tr>
<tr>
<td>27</td>
<td>Develop access to ‘Move on’ advice and support for people needing to move to more suitable housing.</td>
<td></td>
<td>Oct 2012</td>
<td>People are living independently, in more appropriate housing for longer.</td>
<td>Within Existing Resources</td>
</tr>
<tr>
<td>28</td>
<td>Develop universal access Demonstration Centre for access to information and advice on assistive equipment including telecare</td>
<td></td>
<td>Apr 2013</td>
<td>In use and accessed for timely information and advice.</td>
<td>Within Identified Resources</td>
</tr>
<tr>
<td>29</td>
<td>Evaluate the effectiveness of information and advice provision including availability and accessibility of information i.e. use of online feedback, surveys</td>
<td></td>
<td>Dec 2012</td>
<td>Effective information provision is evaluated and managed. People can access information they need readily and make informed decisions about the health and social care.</td>
<td>Within Existing Resources</td>
</tr>
<tr>
<td>30</td>
<td>Review Action plan</td>
<td></td>
<td>Oct 2013</td>
<td>Review undertaken and action plan in place to 2015.</td>
<td>Within Existing Resources</td>
</tr>
</tbody>
</table>
Appendix 2: National Policies and Strategies relevant to the Information and Advice Agenda

Vision for Adult Social Care: Capable Communities and Active Citizens (LAC(DH)2010 (7))

The Vision for Social Care sets a new direction for adult social care, it is focussed on delivering services which are more personalised, more preventative and deliver the best outcomes for those who use them. It encourages care and support to be delivered in a partnership between individuals, communities, the voluntary sector, the NHS and councils - including wider support services, such as housing.

The vision sets out a new agenda for adult social care based on a power shift from the state to the citizen, by committing to:

- Extend the rollout of personal budgets
- Increase preventative action in local communities,
- Keeping people independent and helping to build the Big Society
- Break down barriers between health and social care funding
- Encouraging care and support to be delivered in a partnership between individuals, communities, the voluntary sector, the NHS and councils - including wider support services, such as housing.

Councils are to provide personal budgets for everyone who is eligible by April 2013 and social care has a role in help development of the Big Society, with more local preventative activity to support people’s independence. Information about care and support is available for all local people, regardless of whether or not they fund their own care.

Think Local, Act Personal (TLAP) (PPF Consortium 2011)

TLAP is a sector-wide commitment to moving forward with personalisation and community-based support. The agreement underlines the necessary connection between preventative, community-based approaches and personalised care and support and provides a general framework for action. Access to information and advice underpin the development of this approach.

Healthy lives, healthy people: our strategy for public health in England (DH 2010)

This White Paper sets out the Government’s long-term vision for the future of public health in England. The aim is to create a ‘wellness’ service (Public Health England) and to strengthen both national and local leadership. This White Paper outlines commitment to protecting the population from serious
health threats; helping people live longer, healthier and more fulfilling lives; and improving the health of the poorest, fastest.

It responds to Professor Sir Michael Marmot’s Fair Society, Healthy Lives report (2010). It complements A Vision for Adult Social Care: Capable Communities and Active Citizens in emphasising more personalised, preventive services that are focused on delivering the best outcomes for citizens and that help to build the Big Society. Empowering people to support their own wellness is underpinned by effective communication and accessible information.

**Equity and Excellence - Liberating the NHS (2010)**

Published in July 2010 the white paper sets out the Government’s plans for a new direction for the NHS. It upholds the values and principles of the NHS: of a comprehensive service, available to all, free at the point of use and based on clinical need, not the ability to pay. The focal areas include:

- Putting patients and public first – putting patients at the heart of the NHS through providing information, greater choice and control,
- Improving health outcomes – delivering world class healthcare outcomes, reducing mortality and morbidity, increasing safety, improving experience and outcomes for all,
- Autonomy, accountability and democratic legitimacy – empowering professionals and providers and making them accountable for the results they achieve,
- Cutting bureaucracy and improving efficiency – achievement of unprecedented efficiency gains with savings reinvested in frontline services.

**Transforming Community Services (TCS) (2010)**

TCS supports commissioners and providers of community services to effect changes to ensure better health outcomes for patients, families and communities and to become more efficient; by providing modern, personalised, and responsive care of a consistently high quality that is accessible to all. Community services play an important part in changing the way in which the health system works as a whole, to enable truly integrated working between all services, and ensure seamless care and advice with the most effective outcomes. TCS is key to the Quality Innovation, Productivity and Prevention (QIPP) agenda, which is crucial to achieving the efficiency savings set out in the White Paper, whilst continuing to innovate, deliver high quality and increase the focus on prevention and supported self care.

**Recognised, Valued, Supported – next steps for the Carers’ Strategy**
The Government recognises and values the contribution of carers. This Carers’ Strategy sets an ambitious agenda of change over the coming decade. The Government is prioritising action to ensure the best possible outcomes for carers and those they support. Carers will be universally recognised and valued as being fundamental to strong families and stable communities. Support will be tailored to meet individuals’ needs, promoting carers’ health and wellbeing and enabling carers to maintain a balance between their caring responsibilities and a life outside caring, whilst maintaining the person they support as a full and equal citizen.

Big Society (2010)
The Big Society is the Government agenda to create a climate that empowers local people and communities, building a big society that will 'take power away from politicians and give it to people'.

The main themes are:
- Devolving power to communities and local government
- A greater role in public services for voluntary and community organisations and civil society organisations
- Supporting the voluntary and community sector

Transforming Social Care Local Authority Circular (LAC DH 2008) and Putting People First (2007)
Making a strategic shift towards prevention and early intervention is one of the central objectives of “Putting People First, a shared vision and commitment to the transformation of adult social care”. “Putting People First” and the Local Authority Circular “Transforming Social Care (2008)” emphasise the need for a wide-ranging strategic shift in order to deliver this service transformation.

The vision for adult social care for the next decade and beyond in “Putting People First” is driven by four key themes:
- Facilitating access to universal services
- Building social capital within local communities
- Making a strategic shift to prevention and early intervention
- Ensuring people have greater choice and control over meeting their needs

The overall vision being that the state should empower citizens to shape their own lives and the services they receive. Everyone who receives social care support, regardless of their level of need whether from statutory services, the third and community or private sector or by funding it themselves, will have choice and control over how that support is delivered. People are empowered to live their own lives as they wish, confident that services available are of
high quality, are safe and promote their own individual requirements for independence, well-being and dignity.

**NHS Next Stage Review: Our Vision for Primary and Community Care (DH July 2008)**
The NHS Next Stage Review: Our Vision for Primary and Community Care (DH July 2008) sets out a vision for the NHS of a modern, accessible and responsive community service which offers consistently high quality care. 90% of health care already takes place in the community; the vision anticipates even more health care being delivered outside of the acute sector and closer to the patient’s home. People will need to be fully informed about the community services which may be less visible than a hospital service.

**Our Health, Our Care, Our Say (2006)**
“We must set out a new direction for health and social care services to meet the future demographic challenges we face. We must re-orientate our health and social care services to focus together on prevention and health promotion. This means a shift in the centre of gravity of spending.”

The White Paper recognises how NHS and social care services work together and identify how the delivery of these services could adapt to provide individuals with the health and social care services they need closer to their homes.

The proposals in the White Paper, Our health, our care, our say: a new direction for community services, aim to:
- change the way these services are provided in communities and make them as flexible as possible
- provide a more personal service that is tailored to the specific health or social care needs of individuals
- give patients and service users more control over the treatment they receive
- work with health and social care professionals and services to get the most appropriate treatment or care for their needs.

The White Paper states that
‘A greater focus should be placed on preventative services through the wider wellbeing agenda and through better targeted early interventions that prevent or defer the need for more costly intensive support’
and recognise that
‘Prevention measures involving a range of local authority services such as housing, transport, leisure and community safety in addition to social care can achieve significant improvements in wellbeing’.
Awareness of and access to these services is a need which underpins the provision of the Information and advice strategy.

“The NHS.... will increasingly become a health improvement and prevention service, supporting individuals in the healthy informed choices that they make”.

This public health white paper set out a commitment to reduce health inequalities and better tailor health and care services to meet individual needs. It set out action that individuals and organisations could take to make this a reality. It focuses on health improvement and outlines the actions the Government will take to address growing health inequalities and to promote healthier lifestyles. The paper identifies prevention as one of the biggest levers of driving down differences in health and well-being.

The ‘Wanless reports’ (DH, 2002, and 2004, Kings Fund, 2006)
Three Wanless reports showed that the cost to the public purse is greater when services are focussed on intensive interventions to manage complex health and social care need. It is cost effective to shift the focus to prevention and the promotion of good health, supporting people in the community and reducing reliance on residential and acute hospital care. Together with evaluations of LinkAge Plus and the national evaluation of the Partnerships for Older People Projects (POPP), this provides the evidence base for commissioning for prevention. This in turn provides measureable impacts on the following measures:
• Reduced emergency bed usage
• Validated outcome measures relating improved quality of life and satisfaction measures
• Reduced social isolation
• Improvements in social capital
## APPENDIX 3: Information and Advice Commissioned Services - North Somerset Council

<table>
<thead>
<tr>
<th>Section</th>
<th>Name</th>
<th>Location by ward</th>
<th>Description of service</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASS&amp;H</td>
<td>Alzheimer’s Society</td>
<td>South Worle Districtwide</td>
<td>Carers’ and relatives’ support and information. Home visits, support groups, befriending and social activities.</td>
</tr>
<tr>
<td>ASS&amp;H</td>
<td>Citizens’ Advice Bureau (CAB)</td>
<td>WsM West Districtwide</td>
<td>Tribunals and advocacy services</td>
</tr>
<tr>
<td>ASS&amp;H</td>
<td>CAB Mental Health Service</td>
<td>WsM West Districtwide</td>
<td>Welfare rights information and advice</td>
</tr>
<tr>
<td>ASS&amp;H</td>
<td>Care Forum (IMCAS)</td>
<td>Bristol Districtwide</td>
<td>Independent mental capacity advocate service</td>
</tr>
<tr>
<td>ASS&amp;H</td>
<td>Care Forum (DOLS)</td>
<td>Bristol Districtwide</td>
<td>Independent mental capacity advocate service</td>
</tr>
<tr>
<td>ASS&amp;H</td>
<td>Crossroads Carers Scheme</td>
<td>WsM Central Districtwide</td>
<td>Information, advice and support, consultation and involvement network</td>
</tr>
<tr>
<td>ASS&amp;H</td>
<td>Crossroads Carer Support Service</td>
<td>WsM Central Districtwide</td>
<td>Information, advice and support, consultation and involvement network</td>
</tr>
<tr>
<td>ASS&amp;H</td>
<td>Living - Bristol</td>
<td>Bristol</td>
<td>Disabled Living Centre – Vassell Centre</td>
</tr>
<tr>
<td>ASS&amp;H</td>
<td>FRIEND – Accommodation Support</td>
<td>WsM Central Districtwide</td>
<td>Independent advocacy and support and information service</td>
</tr>
<tr>
<td>ASS&amp;H</td>
<td>FRIEND – Advocacy Service</td>
<td>WsM Central Districtwide</td>
<td>Independent advocacy and support and information service</td>
</tr>
<tr>
<td>ASS&amp;H</td>
<td>FRIEND – Touchstone Outreach Service</td>
<td>WsM Central Districtwide</td>
<td>Independent advocacy and support and information service</td>
</tr>
<tr>
<td>ASS&amp;H</td>
<td>FRIEND – Advocacy Service for PSI</td>
<td>WsM Central Districtwide</td>
<td>Independent advocacy and support and information service</td>
</tr>
<tr>
<td>ASS&amp;H</td>
<td>People First</td>
<td>WsM West Districtwide</td>
<td>Promoting self-advocacy</td>
</tr>
<tr>
<td>ASS&amp;H</td>
<td>Voice Your Views</td>
<td>WsM Central</td>
<td>Support to participate in consultations and meetings and to lobby for improved services</td>
</tr>
<tr>
<td>ASS&amp;H</td>
<td>Woodspring Talking News</td>
<td>WsM West Districtwide</td>
<td>Talking books, news etc</td>
</tr>
<tr>
<td>ASS&amp;H</td>
<td>Citizen’s Advice Bureau</td>
<td>WsM West Districtwide</td>
<td>Universal access service for Independent Advice and Information service.</td>
</tr>
<tr>
<td>Section</td>
<td>Name</td>
<td>Location by ward</td>
<td>Description of service</td>
</tr>
<tr>
<td>------------</td>
<td>-------------------------------------------</td>
<td>------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>ASS&amp;H</td>
<td>Somerset Racial Equalities Commission –</td>
<td>WsM West</td>
<td>Identification and engagement of adults with disabilities and older people from the local black and minority ethnic population, offering advice, information and support to access services to meet needs, reduce isolation and improve quality of life.</td>
</tr>
<tr>
<td></td>
<td>Community Connect</td>
<td>Districtwide</td>
<td></td>
</tr>
<tr>
<td>ASS&amp;H</td>
<td>Age UK Somerset – Community Connect</td>
<td>WsM Central</td>
<td>Identification and engagement of older people offering advice, information and support to access services to meet needs, reduce isolation and improve quality of life. Information, advice and advocacy support.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Districtwide</td>
<td></td>
</tr>
<tr>
<td>D&amp;E</td>
<td>Community Action</td>
<td>Wraxall and Long</td>
<td>Community Action provides specialist information and advice on a range of rural services support to communities as well as supporting village halls, on funding advice to voluntary &amp; community groups &amp; represents rural issues at meetings &amp; events.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ashton Districtwide</td>
<td></td>
</tr>
<tr>
<td>Corporate</td>
<td>Avon &amp; Bristol Law Centre</td>
<td>Bristol</td>
<td>Provision of specialist legal advice and representation in employment and discrimination law, provision of specialist legal advice and advocacy in immigration and asylum law and related welfare benefits and housing law. General legal advice and information and specialist debt advice.</td>
</tr>
<tr>
<td>Services</td>
<td></td>
<td>Districtwide</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North Somerset Citizens Advice Bureau</td>
<td>WsM West</td>
<td>Core funding the general advice service staffed by trained volunteers, offering advice from a number of locations throughout N. Somerset covering all aspects of social welfare law, referring where appropriate to CAB specialists in benefits, debt, housing &amp; mental health &amp; employment law.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Districtwide</td>
<td></td>
</tr>
<tr>
<td>Corporate</td>
<td>Voluntary Action North Somerset</td>
<td>WsM West</td>
<td>Give information and advice on volunteering opportunities and match volunteers with voluntary groups Build capacity of local voluntary and community groups through advice, support and training</td>
</tr>
<tr>
<td>Services</td>
<td></td>
<td>Districtwide</td>
<td></td>
</tr>
<tr>
<td>D&amp;E</td>
<td>Community Action - Transport</td>
<td>Wraxall and Long</td>
<td>Provides an information, advice &amp; support service to local communities and transport providers.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ashton Districtwide</td>
<td></td>
</tr>
</tbody>
</table>