

Birmingham City Council
Adults and Communities Directorate
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Birmingham Policy Commission Presentation

Healthy Ageing in the 21st Century

21.05.13



Making it Real

Think Local, Act Personal - over 395 organisations, including 66 councils signed up to change adult social care for the better through personalisation and community based support.

Personalisation and support in the community:

- People having choice and control over their support
- Making sure the support is right for the individual
- Support with the things that are important to the person
- Having support from family, friends, being part of local community

What is Making it Real?

A way of checking on how things are going

A checklist to help councils and organisations they work with:



1. Look at what they're doing at the moment and check to see how well they're doing it

2. See which areas need to be better and come up with plans for action

3. Let others know how they're doing – especially their local community and the people that use their services





26 'I' statements

Checklist

26 "I..." statements that say what people want to see and experience

6 Themes:

1. **Information and advice**: having the information I need, when I need it.
2. **Active and supportive communities**: keeping friends, family and place.
3. **Flexible and integrated support**: my support, my own way.
4. **Workforce**: my support staff.
5. **Risk enablement**: feeling in control and safe.
6. **Personal Budgets and self-funding**: my money.

Making it real process

1. Where are we now?

Views from service users / carers / staff

2. Where do we want to get to?

The vision

3. How will we get there?

Action planning

4. Has anything changed?

Review – evaluation – further action planning

Three priority “I” statements

Priority 1: Information and Advice - Having the information you need, when you need it:

“I have access to easy to understand information about care and support which is consistent, accurate, accessible and up-to-date”.

Priority 2: Active and supportive communities

“I have access to a pool of people, advice on how to employ them and the opportunity to get advice from my peers”.

Priority 3: Workforce – my support staff

“I have access to a range of support that helps me live the life I want and remain a contributing member of my community”.



1. “I have access to easy-to-understand information about care and support which is consistent, accurate, accessible and up to date”.

What helps?

- Radio / TV adverts - 5 min. community TV programmes
- Written information – Free newspapers / Birmingham Post / Evening Mail - in libraries, railway stations, supermarkets, clubs,
- Birmingham City Council website and others - Health
- Use the communication channels we already have - include messages on other council communications to citizens eg Council tax letter, Benefits letter.
- Word of mouth.
- People want phone numbers – not just websites
- Information on website needs to be easy to find – easy to get lost trying to find the information.
- Face to face
- Access to the internet and skills to use it
- Information when we need it
- Plain language / no jargon / Easy read
- Customer profiling is needed to know what information to give us



1. **“I have access to easy-to-understand information about care and support which is consistent, accurate, accessible and up to date”.**

What hinders?

- Communication not targeted to the right people, in the right places, in the right format.
- Information is often out of date.
- Customer expectations not managed – leads to frustration.
- Can't judge quality if no standards set or shared.
- Lack of knowledge / confusion about who to go to for what / how to get the support that is needed.
- People don't know what's available.
- When you have to repeat the same information time and again to different people.
- 0845 numbers and waiting in a queue costs



2. “I have access to a range of support that helps me to live the life I want and remain a contributing member of my community”.

What helps?

- Well trained staff - Dignity and respect.
- Support to tell my story, share my experience of my past, likes and dislikes, wishes for the future (Person centred planning)
- Opportunities to keep active and get involved – to give something back
- Lots of volunteering opportunities.
- Being able to choose what I do and when I do it.
- Lots of opportunities in Birmingham – theatre, music, cinemas, museums, art galleries, exhibitions, canals, green spaces, parks and allotments, leisure clubs, adult education, cricket, football, sports centres, concerts, clubs, societies, places of worship, faith groups.
- Having the money to afford it. Free classes, concerts, talks, drop in sessions, support groups.
- Good public transport - Free bus passes – reduced rail fares



2. “I have access to a range of support that helps me to live the life I want and remain a contributing member of my community”.

What helps?

- When my experience is valued – Experts by Experience to help others
- Support for Carers – support groups, respite care eg Drop in session Sat mornings enable carers to shop, time off from caring, holidays, training, feeling valued.
- Health support – GP Health checks including Carers, support to live with conditions eg arthritis injections, mental health recovery programmes, dementia awareness; routine health checks. Preventative support – falls prevention.
- Keep fit sessions – Stroke & heart attack support groups, keeping active mentally and physically, Healthy eating
- Being able to choose my carers – continuity of staff – trust
- Feeling safe
- Equipment that works and doesn't cost a lot to buy or service



3. “I have access to a pool of people, advice on how to employ them and the opportunity to get advice from my peers”.

What helps?

- Advice around employing Personal Assistants – legal guidance
- Promoting Direct Payments
- List organisations that can support people to manage Direct Payments / employing people
- Having a pool of people who are flexible and will cover emergencies

What hinders

- Difficult to find staff with experience of complex needs
- Direct Payment amount stays the same so can't pay assistants a wage rise

Some other comments....

Financial considerations

Financial pressures - 'Bedroom tax'

Reducing financial benefits threatens health and wellbeing

Maximising income

Planning ahead: Making preparations for when we die – making a will – peace of mind that things have been sorted – financial planning for future

Physical environment

Dropped kerbs / kneeling buses / housing adapted eg 'Dementia friendly'

Assistive technology – Telecare

Reduced

mobility, risk of falls causes anxiety

Social aspects

Social isolation, depression, feeling unsafe at home and / or when out

Encouraging people to form their own groups – lunch clubs, social events

Social capacity

Some other comments....

- Jobs for 65 -75 year olds
- Lack of specific provision for older adults with learning disabilities
- Parents with learning disabilities need support
- Dementia – growing number – need earlier diagnosis – maximise individuals taking control as early as possible
- Someway of encouraging people to find interests / be active before they are bereaved – whilst they are still relatively healthy
- Get ready for retirement

Quality assurance and governance

Co-production – the right to be involved, have a voice, influence the design, delivery, monitoring and evaluation of the service. Minimum standards. Share best practice.

Ensures we hear what is important to people who use services, carers and citizens *from their perspective*.

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