

BDP Prevention and Early Intervention Review (September 2017) Appendix 4

Best Practice Case Studies from Outside of Bradford

Case Study 1

Older Persons Integrated Care Pathway

Peopletoo were commissioned to design and support the delivery of an integrated pathway for people in Newport. The pathway is a partnership between Aneurin Bevan Health Board (ABHB), Newport City Council (NCC) and the Third Sector. The primary objectives include:

- To keep people living safely and independently in their own homes.
- A reduction in non-elective hospital admissions and A&E attendances
- To avoid unnecessary admission into institutionalised care.
- To develop effective anticipatory care planning with care wrapped around the individual.
- To develop a continuum of multi-agency provision, deploying the right resources at the right time in a holistic manner.

The Pathway is a move away from a 'demand' to an 'intelligence' based model in which a locally developed risk stratification tool is used in GP practices to identify those with a risk score of 3-7%. Based on data and published case studies, these are a group of people that, if they were to endure a crisis, were likely to be forced over the 'tipping point' into the category of a service user with high needs (top 1-3%) requiring regular access to services. This differs from the majority of risk stratification tools used elsewhere, which typically identify and proactively manage the care needs of those individuals in the top 2%.

A Care Facilitator (a bespoke role developed in partnership with Age Cymru) is based in GP practices and visits eligible patients to develop a 'Stay Well Plan'. These plans are co-produced alongside individuals and their family/ carers using motivational interviewing techniques to establish the things that matter to the individual and develop positive behavioural change. What is critical is that, rather than being an assessment of need, the SWP takes a holistic view of needs and encourages individuals to take control of their own health and wellbeing to enhance resilience and reduce dependency on statutory services.

The 'Stay Well Plan' document was developed through co-production and contains clear headings under which objectives and desired outcomes can be recorded. A copy of the plan is left with the individual, allowing them to continue to support themselves. A reference group has been set up to ensure that citizens continue to be at the heart of all change.

A novel approach to evaluation has been adopted by developing a linked data set of individual level data across multiple Health and Social Services systems. This comprehensive dataset enables monitoring of how often the target cohort are accessing formal services and allows for a comparison between those that participated, those that opted out and the general over 75 population.

Initial evaluation data has shown:

- A significant reduction in attendances at A&E following a SWP in those that had a SWP compared to those that opted out. In real terms, 22 A&E attendances are avoided per 100 people with a SWP.
- A significant reduction in emergency admissions following a SWP in those that had a SWP compared to those that opted out with 15 admissions being avoided per 100 people with a SWP.
- A significant reduction Frailty (CRT) episodes following a SWP in those that had a SWP compared to those that opted out with 11 episodes avoided per 100 people with a SWP.
- Fewer people that participated in the programme accessing Social Care services than people that opted out of the programme, with no admissions to residential care in the SWP cohort.
- Increased access to benefits such as attendance allowance following participation in the programme to allow people to access community activities and support independently.

Due to the innovative approach and positive outcomes, the pathway has received positive feedback locally and interest from other local authorities and Welsh Government in relation to further roll out.

Case Study 2

Care Closer to Home Integrated Workforce Development Plan

Peopletoo were commissioned to design and support the delivery of a Care Closer to Home programme for older people in Newport. In particular through the Community Well Being Network workstream, the primary objective was to bind together the Health and Social Care integration agenda with some consistent principles of practice, including:

- No “wrong front door”, so that wherever a service user presents, they would get the same high level advice and appropriate signposting.
- Have the right conversation at the right time - embed the principle of the ‘What Matters Conversation’, hence giving practitioners the skills to get beyond an immediate presenting need to get to the heart of what was really going on for that individual

- Simplifying access to Advice and Guidance, making digital solutions accessible in public places to make it easier for people to navigate the system and identify the most appropriate service to meet their needs.
- Creating an Integrated 'network' of community support for early intervention and prevention, increasing communication and reducing handoffs/duplication.

The programme involved 5 Local Authorities in Wales. One overarching framework and strategy covered all 5 authorities in terms of key priorities, from which each authority devised their own local plan which detailed how they implement these appropriately in their localities. However, a further objective for the programme was an Integrated Workforce Development Plan, which would draw together all of the key principles that one would wish the health and social care workforce to practice in terms of community resilience, self care and prevention, and detail how this would be achieved.

Case Study 3

Safe Families for Children

Source: Safe Families for Children at www.safefamiliesforchildren.com/

Through Peopletoo's work with Harrow Council, we learnt about an innovative, community focused approach taken by Safe Families for Children. Established in the UK by Durham-based philanthropist Sir Peter Vardy in 2012, the Safe Families model originated in Chicago where it began in 2003.

Safe Families for Children has proven highly effective in stabilising families at times of crisis, preventing child neglect and abuse, and has contributed to reductions of up to 50% in the numbers of children entering the foster care system in some American states. Safe Families has now spread across the UK to Mersey, Manchester, the Midlands, the South Coast, Scotland and Wales. Safe Families partners with local authorities across England to give children and families better outcomes.

Many local authorities are already seeing a reduction in flow of children into care as a result of the Safe Families approach to early intervention.

The approach enlists community volunteers to support families in crisis to help provide mentoring support to families and alleviate the pressures that may otherwise result in children coming into care. It is not dissimilar in concept to foster caring, except that these families are on the edge of care rather than in the care system, but it this involves a foster care approach to the whole family and attracts those that may have the desire to help children and families but not be able to offer the commitment that traditional foster care requires.

Mentoring support can be offered in the following ways, and some of these roles could be adopted as stand alone initiatives and not necessarily part of a whole package:

- Host Families offer short term respite to the children while the child's parents/carers resolve short-term crises Host Family volunteers can have a powerful impact in the lives of struggling families, especially when the family doesn't have a network of family and friends to whom they can turn.
- A "Family Friend" can help parents/carers to increase the stability of their lives, their home environment and their parenting, in order to improve the wellbeing of their children. The Family Friend role is very flexible and enables someone to offer support according to your skills, interests and availability. Support can involve:
 - **Moral support** and encouragement to parents/carers in difficulty
 - **Parenting support** and development of parenting strengths for struggling parents/carers
 - **Practical help**, such as babysitting or providing transport either in direct contact with the parents/carers in difficulty or as support for Host Families
 - **Sharing** helpful information about parenting or supporting parents/carers in accessing services that they need
 - **Advocating** with/for families if they need help voicing their concerns or needs to other agencies.
- The role of the Family Coach is to ensure the smooth arranging of, and progress through, Safe Families for Children involvement for a family. The Family Coach supports and oversees the help a Host Family or Family Friend gives to children and parents/carers, ensuring that it is working in the best interests of each child. The Family Coach also supports the parents/carers, connecting them with needed services or resources both within Safe Families and in the wider community. A Family Coach will facilitate the initial contact between families and volunteers and will maintain contact throughout the support process to ensure everyone involved has a friend close by. This network provides reassurance for everyone involved with Safe Families and offers the ability to quickly change support arrangements, should circumstances change for volunteers or families.
- For those who wish to contribute to making a difference, but are unavailable or unable to be a Host Family or a Family Friend alongside parents/carers, Safe Families provides a number of opportunities to offer other resources and skills. A Resource Friend does not have contact with the family in crisis but demonstrates their compassion through donating much needed resources including cots, toys, nappies, furniture or clothing, through to kitchen appliances, food and pots of paint A Resource Friend may also have skills such as gardening or carpentry which could also be very significant for families in reducing their stress.

Further information is available at <https://www.safefamiliesforchildren.com/>

Case Study 4

A Social Marketing Approach to Promoting Public Behaviour Change

Source: Leicestershire County Council

Through our work with Leicestershire County Council, Peopletoo learnt about a targeted “social marketing” approach to changing public behaviour in how they saw their role in relation to public services.

Over the last seven years, Leicestershire County Council’s Communications Strategy has included a range of social marketing campaigns which support the Council’s aims to reduce demand on services and empower communities.

The council uses an audience-led approach, grouping its marketing activity by target audience and identifying the most effective methods of engaging with each group. For several years, campaigns have been targeted at a range of audiences including:

- Parents and carers
- Older people, adult social care services users, carers and families
- People who could be healthier
- Engaged citizens and communities

This work supported the council’s key objectives, including:

- Development of community-managed libraries, leading to the successful transfer of 30 smaller libraries to voluntary groups
- Recruitment of volunteers – to run waste prevention campaigns, country park maintenance
- Support for carers, to reduce increasing demand for social care support
- Campaigns to promote safety at home to prevent falls, to reduce social isolation, and to promote healthier lifestyles and self care
- Winter campaigns – focusing on keeping homes warm, guarding against flu and how to get about safely

Campaigns are fully **researched** – using the latest available customer insight to inform activity. **Objectives** for the campaigns are carefully considered to align with the service’s aims. A **strategy** is defined, outlining the approach that the campaign will follow, before an **implementation** schedule specifies a timetable of activity. Finally, each campaign is **evaluated** using metrics for awareness, action and feedback.

Various tactics are deployed including media relations, digital and social media, advertising, face-to-face events and outreach activity, stakeholder communications and internal engagement.

Case Study 5

Old People's Home for 4 Year Olds

Source: Carehome.co.uk

A recent series on Channel 4 brought together a group of care home residents and pre-school children over several weeks to assess the impact on their health, wellbeing and life expectancy.

Made by CPL Productions, the two-part series 'Old People's Home for 4 Year Olds', was shown on 1 and 2 August 2017.

Based on an existing American scheme, 11 St Monica Trust residents and ten children from local Bristol pre-schools have been selected for the two-part programme with filming taking place at the Trust's Cote Lane retirement community.

The children and older people followed the same timetable, whilst a team of scientists - a gerontologist, a geriatrician and a physiotherapist - measured and analysed the older group's physical and mental progress throughout.

At the end of the six-week experiment they hope to prove scientifically that bringing the two generations – divided by almost a lifetime – together, can transform the physical, social and emotional wellbeing of the older people for the better.

The Trust's residents who took part in the experiment spoke openly about the issues facing older people including their struggles with depression, lack of mobility and loneliness. However, the experiment shows the transformative power that simply being around the children has for the older people, seeing a number of improvements in the residents' mental and physical health including 80-year-old Linda, whose mobility is affected by osteoporosis.

Described as "very down" when she first joined the experiment, Linda's blossoming friendship with four-year-old Amiya finally sees the two of them running across the croquet lawn hand-in-hand during a sports day.

David Williams, chief executive of the St Monica Trust, said: "Everyone at the St Monica Trust is extremely proud of our residents for the bravery they have shown in discussing so honestly the issues that affect older people.

"Seeing the benefits of this ground-breaking project has only strengthened the Trust's desire to create open communities that actively encourage contact across different generations.

Further References

Source: Age UK – Promising Approaches to Reducing Loneliness and Isolation in Later Life – 2015

The above report contains 28 case studies that focus on innovative approaches to reducing loneliness and isolation in older people.

Source: Early Intervention and Prevention with Children and Families: Institute of Public Care - Getting the Most from Team Around the Family Systems 2012.