

ADULT SERVICES SCRUTINY COMMITTEE – 26 OCTOBER 2010

TRANSFORMING ADULT SOCIAL CARE – UPDATE ON PROGRESS

Report by Director for Social & Community Services

Headlines for this update:

- Over 700 people will have a personal budget by the end of October 2010
- Go Live for self directed support for all new clients 4th October 2010
- Moving all existing clients receiving long term community services to receiving a personal budget has started
- New locality teams taking shape to meet start date of 6th December 2010
- New Independent Support Brokerage Service started 4th October 2010
- Information Events taking place during November and December 2010

Introduction

1. This report summarises the key developments in implementing the Transforming Adult Social Care (TASC) change programme since the last update in September and will have a particular focus on the Information part of the programme.

Key Developments

2. **Key Developments since last months update are summarised below:**
 - Self directed support for all new eligible clients started on 4th October 2010. All Care management teams have now been trained.
 - Transition of all existing clients receiving long term support in the community to self directed support has started with an expected completion date of March 2011.
 - Recruitment of staff to the new locality teams will be completed by the end of October 2010.
 - Getting the new locality teams fit for purpose for the 6th December 2010
 - Public Information Days set up for 5th November in Banbury, 19th November in Oxford, 26th November in Witney and 10th December in Didcot.
 - Policy for the operation of Personal Budgets for Adult Social Care approved at Council on the 14th September 2010 subject to the ongoing monitoring of both the benefits and the potential risk and the importance of involving all service users.
 - Capital Funding of £166,000 has been released for 2010/11 to support the interim and immediate ICT arrangements required to support the implementation of self directed support, Brokerage and Information provision.
 - New approach to prevention and early intervention is being developed including the development of reablement and turnaround.

- Sustainability and handover to business as usual plan developed.
- The Oxfordshire LINK has completed its research into self directed support and a separate response from S&CS will be available at the meeting.
- The self assessment update for progress against the Putting People First milestones is due to be completed and returned to the Department of Health and the Association of Directors of Adult Social Services by 15th October 2010. Copies of this report will be available to Councillors prior to the meeting.

Milestone 4 – Information and Advice

3. The outcomes to be delivered by the information and advice project were defined as:
 - Improved business process for the provision of information
 - Focused and targeted distribution of information based upon priorities, complexity and cost
 - Increase in awareness of services provided by the directorate
4. The outputs to be delivered were defined as:
 - A Strategic approach to information management and distribution across all partners
 - To reduce the number of leaflets and brochures available by bringing together similar information in one single publication where appropriate
 - To improve access to information by identifying suitable, additional channels for information provision – e.g. libraries, designated OCC offices, third party locations.
 - To increase awareness of available information by advertising a single phone number (i.e. the Access Team) and locations where information can be found (libraries and offices, web sites, etc.)
 - To ensure information is accessible for people with specific needs – e.g., Braille, language needs, large print, etc.
 - To ensure there is support in place for people to interpret information and what it means for individuals and to support the delivery of key messages about choice and the potential that available services have to help
 - To rationalise the process by which information is made available
 - To ensure that the information and advice is provided in as a creative and accessible way for the target audience to understand and engage with
5. A Public Information and Advice Strategy for adult social care was approved by the Transforming Adult Social Care Programme Board in April 2010. This has 30 recommendations for improvement. These have since been refined into the following areas to be developed before April 2011.

Information Management

Managing Content

- Recruitment of an information specialist
- Document Library of existing information regarding adult social care supported by a plan to ensure sustainability

Managing Presentation of Content

- Restructuring of Web Content
- Key content available in accessible and modern formats
- Training for key stakeholders on editing content
- Procurement and implementation of an information hub
- Implementation of Looking Local in Social & Community Services

Information Standard

- Contents checklist for information in any standard and links to third party sources
- All information produced adheres to the information standard
- Agreed minimum standards for all content

Marketing and Raising Awareness

- Design and resource a marketing plan
- Develop an annual calendar of marketing activities
- Develop a regular public presence promoting adult social care
- Increased use of library services to promote information delivery

Liaison with Key Stakeholders

- Key Stakeholder network established to support information development and delivery
- Joint information sharing sessions and training
- Support for outreach / community workers
- Testing & Evaluation with Key Stakeholders.
- Delivery of ongoing mechanism for testing and evaluating the information approach

6. Upcoming key dates for the programme:

October 2010

All eligible new service users with a personal budget from 4th October
New Support Brokerage service started
Recruitment of staff for new Locality Teams
Support with Confidence extended to brokers
Revised Approach to Prevention and Early Intervention

November 2010

Start of public Information Events
Training and Development of Locality Team members
Revised Approach to Community Building
Refresh of Putting People First priorities expected

December 2010

Public Information Event
Adult Locality Teams starting
Looking Local and Information Hub developed

January 2011

Improvements to Social Care Internet web pages

April 2011

Existing and new eligible people with a personal budget

Close of the Programme and handover to business as usual completed

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Background Papers: Nil

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