



# Voices 4 Wellbeing

Rochdale Borough Local Involvement Network

Tel: 01706 510 845

[www.voices4wellbeing.co.uk](http://www.voices4wellbeing.co.uk)

## Have Your Say on Personalisation!



### Event and Focus Group Report

March 2011

Julie Harris Development Officer

[jules@voices4wellbeing.co.uk](mailto:jules@voices4wellbeing.co.uk)

In Partnership with



Heywood, Middleton and Rochdale

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## Introduction

Voices 4 Wellbeing is Rochdale Borough's Local Involvement Network (LINK). Established 1<sup>st</sup> April 2008 by the Department of Health, LINKs were set up to enable organisations, community groups and individuals (anyone with an interest in improving health and social care services), to have a say about how health and social care services could or should be improved at local level.

Further information can be found at [www.voices4wellbeing.co.uk](http://www.voices4wellbeing.co.uk)

In 2009 Voices 4 Wellbeing carried out engagement work within the Rochdale Borough. The Personalisation agenda was highlighted as a major concern on many occasions. As a result it was agreed to put this on Voices 4 Wellbeing's Workplan.

In April 2010 Voices 4 Wellbeing held an event, jointly with Rochdale and District Disability Action Group (RADDAG). A copy of the report can be made available by request. It was agreed that as the Personalisation Agenda is ongoing, so too would be our work. It was decided to hold a follow up event. The event entitled *Have your say on Personalisation* took place on the 16<sup>th</sup> February 2011 at the Castelmere Community Centre in Rochdale. Additionally a focus group was held on the 2<sup>nd</sup> March 2011.

All work carried out has been documented in this report and following collaborative analysis of all the findings, a list of recommendations can be found on page 16 of this report.

Voices 4 Wellbeing worked in partnership with a number of organisations in the planning of this work and therefore would like to acknowledge and thank Rochdale and District Disability Action Group (RADDAG), Rochdale Boroughwide User Forum, Mind, Advocacy in Mind, Partnership for Older People's Project (POPPs), Alzheimer's Society, Rochdale Carer's Association, NHS Heywood, Middleton & Rochdale Primary Care Trust and Rochdale Metropolitan Borough Council.

*Many thanks for all of your support*

*Julie Harris*

*Development Officer*

*&*

*The Voices 4 Wellbeing Team*

## Executive Summary

Having worked in partnership with Rochdale and District Disability Action Group (RADDAG), Rochdale Boroughwide User Forum, Mind, Advocacy in Mind, Partnership for Older People's Project (POPPs), Alzheimer's Society, Rochdale Carer's Association, NHS Heywood, Middleton & Rochdale Primary Care Trust and Rochdale Metropolitan Borough Council, Voices 4 Wellbeing planned an event to engage with the public on issues in relation to personalisation. The event *Have Your Say on Personalisation* took place on the 16<sup>th</sup> February 2011. A focus group also took place on the 2<sup>nd</sup> March to discuss the issues raised at the event in more detail. This report details the findings.

The key findings can be found on pages 7-14 of this report and the recommendations made can be found on page 16. In the main those engaged with at the event and during the focus group felt that:

- Much more information is needed around personalisation - who it is for and how it can be accessed
- Personalisation needs to be easily accessible
- Provided in a variety of ways
- Support should be made available for vulnerable people, particularly around money management and identifying needs
- More engagement and consultation work should be carried out to help ensure that personalisation meets the needs of individuals living in the Rochdale Borough

A copy of this report will be sent to relevant health and social care commissioners with a cover letter requesting a response to the recommendations made in this report. Voices 4 Wellbeing will continue to help support organisations and individuals in highlighting issues and concerns about personalisation alongside its development.

## The Event: Have your Say on Personalisation

As stated in the introduction, Voices 4 Wellbeing's *Have your say on Personalisation* event took place at the Castlemere Community Centre on the 16<sup>th</sup> February 2011. Approximately 40 people attended the event.

Following a registration and refreshment period, the event was opened by Voices 4 Wellbeing's manager Saeed Anwar who gave an explanation as to what was planned during the event, followed by an overview of Local Involvement Networks (Voices 4 Wellbeing). Voices 4 Wellbeing's Development Officer, Julie Harris then spoke about why the event was being held and explained that the event was a follow up to work carried out previously in partnership with Rochdale and District Disability Action Group (RADDAG) back in April 2010. Colin Foster: Director of Older People & Physical Disabilities RMBC and Jane Ashton: Head of Access & Enablement RMBC were then invited to give their presentation '*Putting People First*'.

The presentation included Rochdale Metropolitan Boroughs Councils (RMBC's) vision for adult care services, the personalisation of adult care services, the progress that the council has made so far and targets for 2011. The audience were then invited to ask questions. Some extracts taken from the presentation can be found on pages 5-6.

The next stage of the event was an interactive survey session. This was carried out using electronic '*Ask the Audience*' equipment kindly loaned to Voices 4 Wellbeing by NHS Heywood, Middleton and Rochdale Primary Care Trust. The questions and the results can be found on pages 7-14 of this report. It was explained that a report would be produced following the event making formal recommendations for improvements as a result of the interactive survey and would be sent to relevant health and social care commissioners.

Some evaluation questions followed: 100% said that they found the *Have your say on Personalisation* event interesting, 87% said that they found the event useful and 97% said that they would like to attend more events such as this.

### **Additional Focus Group Work**

Following the *Have Your Say on Personalisation* event, Voices 4 Wellbeing decided to hold a small focus group session to discuss the interactive survey results further. This took place on the 1st March 2011. The information gained from the focus group can be found on the survey result pages of this report in the 'focus' boxes. A big thank you to Rochdale Boroughwide User Forum (RBUF) for their support with the focus group work.

## Putting People First



Extracts from Putting People First Presentation, presented at Voices 4 Wellbeing's

### *Have Your Say on Personalisation*

#### **Putting People First Values:**

- Ensure older people, people with chronic conditions, disabled people and people with mental health problems have the **best quality of life**
- Equality of **independent living** is fundamental to a socially just society
- The state and statutory agencies will have a different not lesser role – more **active and enabling**, less controlling

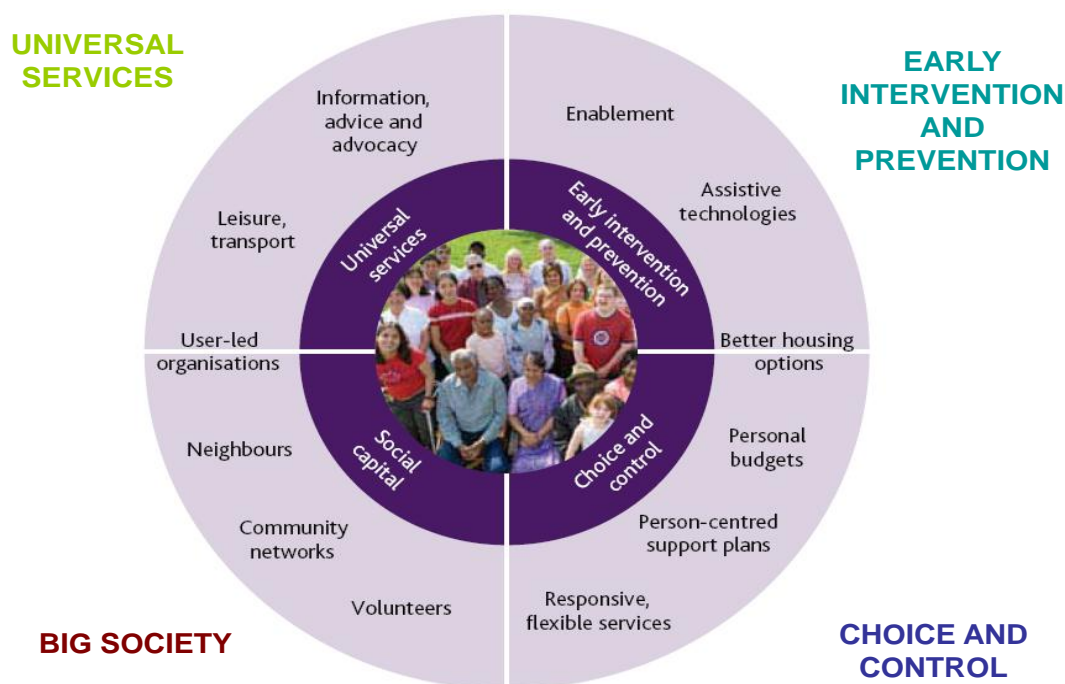
#### **A personalised Adult Care Service:**

Partnership working between the Local Authorities, NHS, third and private sector providers, users and carers and the wider local community to create a new high quality care system which is fair, accessible and responsive to the needs of individuals who use services (HM Gov – PPF)

**Agreed shared outcomes which should ensure people regardless of illness or disability are support to:-**

1. Live independently
2. Stay health and recover quickly from illness
3. Exercise maximum control over their lives
4. Sustain a family unit which avoids children taking on inappropriate caring roles
5. Participate as active and equal citizens
6. Have the best quality of life irrespective of illness or disability
7. Retain maximum dignity and respect

## What does Personalisation Look like?



(Rochdale Metropolitan Council 2010/11)

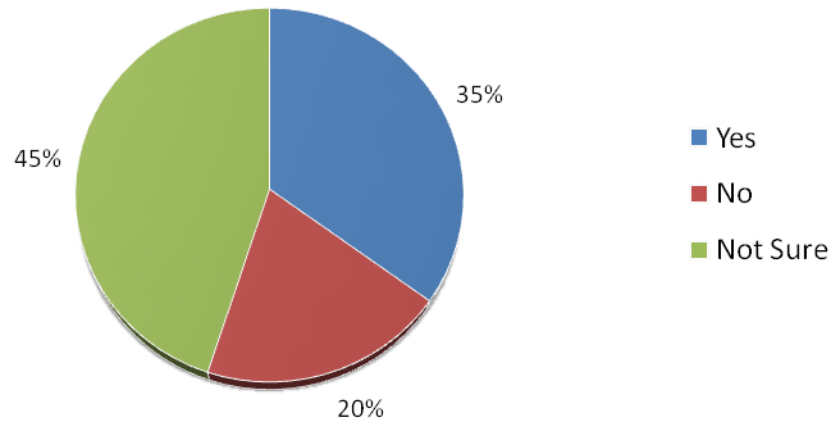
### Key Milestone

Rochdale Metropolitan Borough Council have designed a web based information service called **Quickheart**. Access to Quickheart is for anyone, service users, carers, GP's and practitioners who may need information and advice regarding services in the borough.

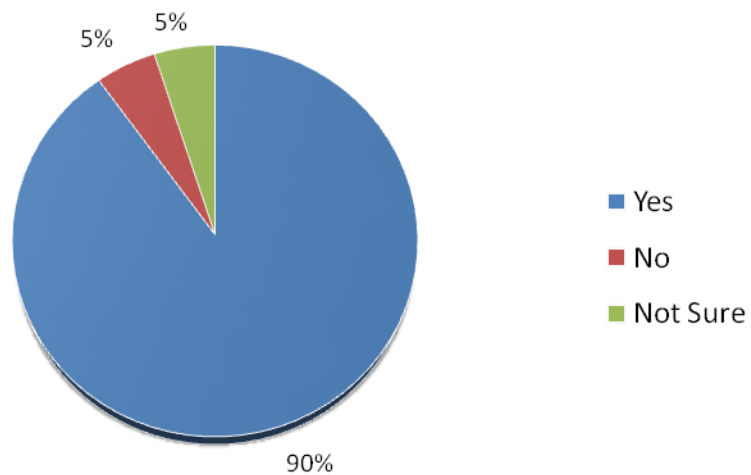
In addition, a joint *Intermediate Care Strategy* has been agreed with Health Partners.

## The Event: Interactive Survey Results

**1. Following today's presentations, do you feel you better understand what Personalisation is and how it will affect you?**

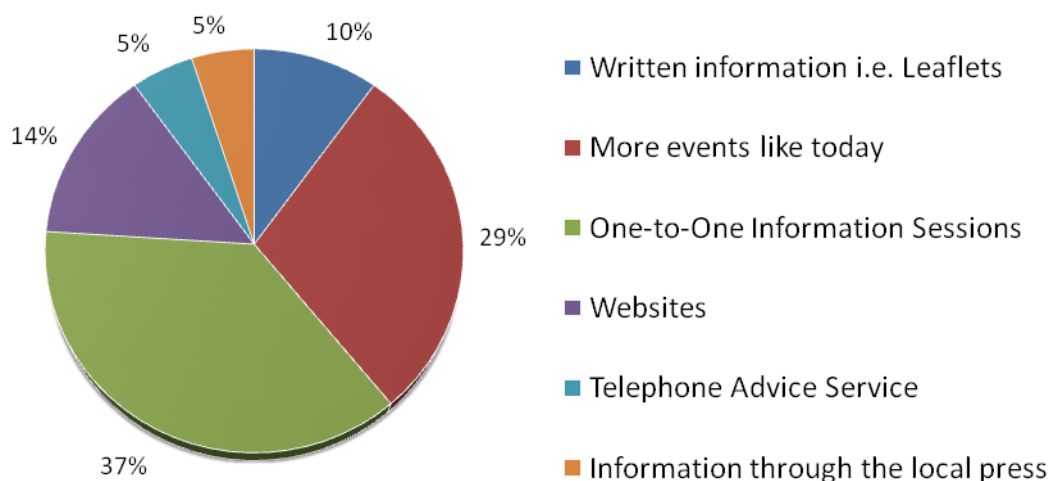


**2. Do you think people need more information around Personalisation?**



## The Event: Survey Results

**2a. If yes to question 2, what type of information do you think would be useful?**



The focus group were asked in relation to Question 2a

### Can anything be added?

The group said:

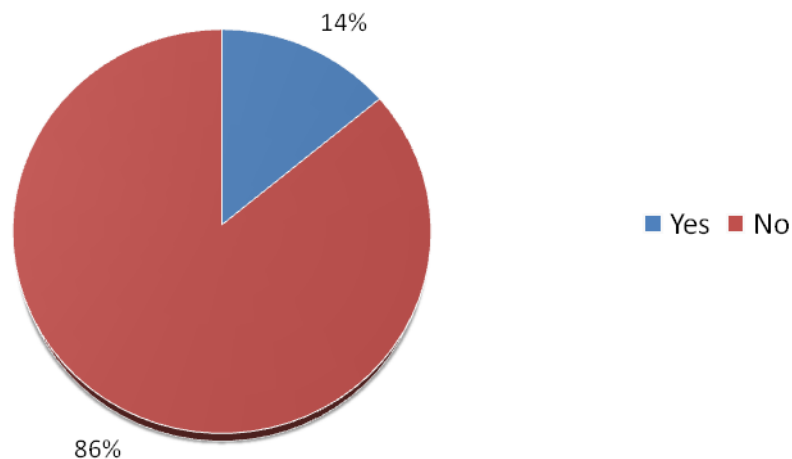
- All are important
- Television
- Radio
- Via health & social care professionals

Further comments were made about the quality and the amount of information available. The focus group participants felt that much more information should be available, up-to-date alongside explanations of any changes occurring and why changes have occurred.

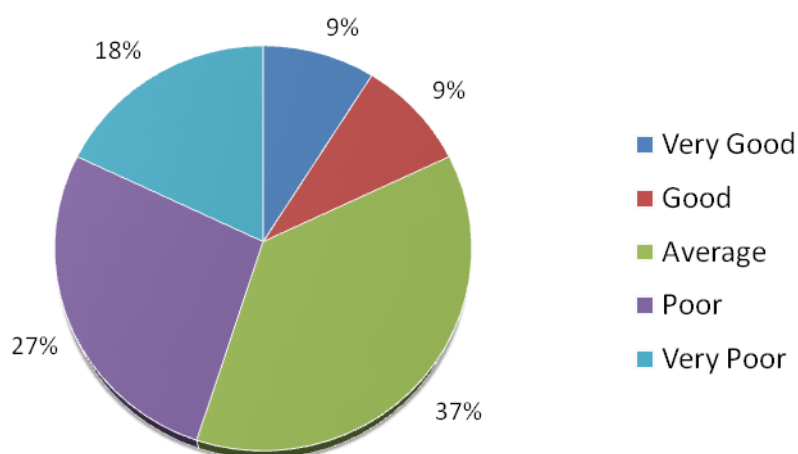
**The Question was asked** *'How is information currently being provided and who is responsible, Local Authorities or Central Government?'*

## The Event: Survey Results

### 3. Do you have direct experience of Personalisation?



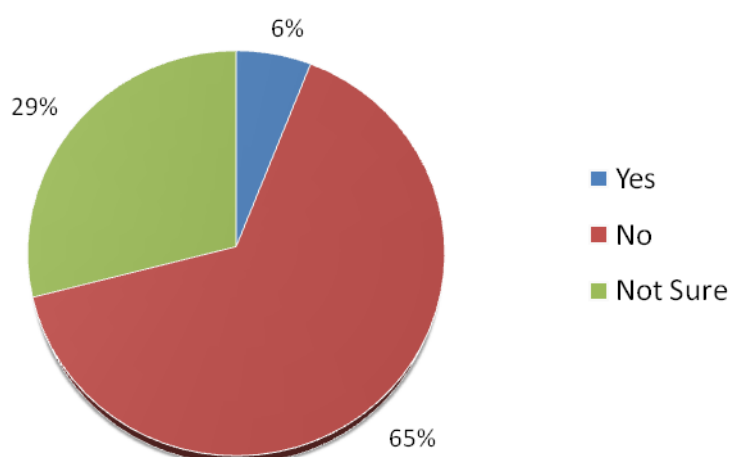
### 4. If yes to question 3, how would you rate your experience of Personalisation Services?



The focus group participants felt that little could be said about questions 3 & 4 due to the lack of experience of personalisation i.e. few have received the service across the borough as yet as Personalisation is still being 'rolled out'.

## The Event: Survey Results

**5. Do you feel enough support is available for vulnerable groups to access their right to a personal budget?**



The focus group were asked in relation to Question 5

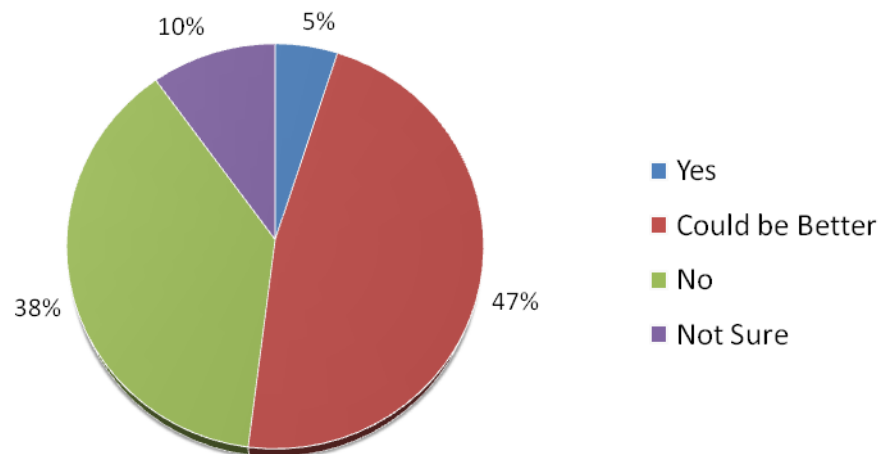
### **What support should be available?**

The group said:

- Help with identifying needs
- Time to consider needs i.e. not having to fill a form in, in one session
- Money and debt management support – financial advice
- Via health & social care professionals

## The Event: Survey Results

### 6. Is information easily accessible when approaching services for the first time?



The focus group were asked in relation to Question 6

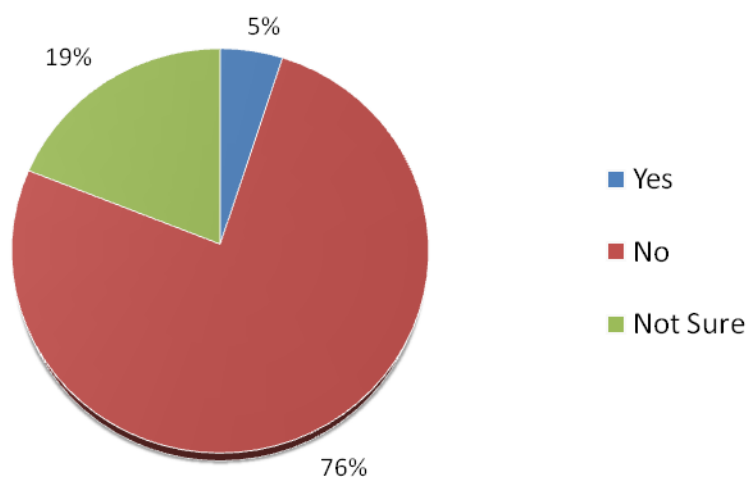
#### How could information be made more accessible?

The group said:

- Information should be made available at the first point of call, whilst recognising that GP surgeries are not always the first point of call
- Information points in GP surgeries along with the promotion that these exist
- A clear service map

## The Event: Survey Results

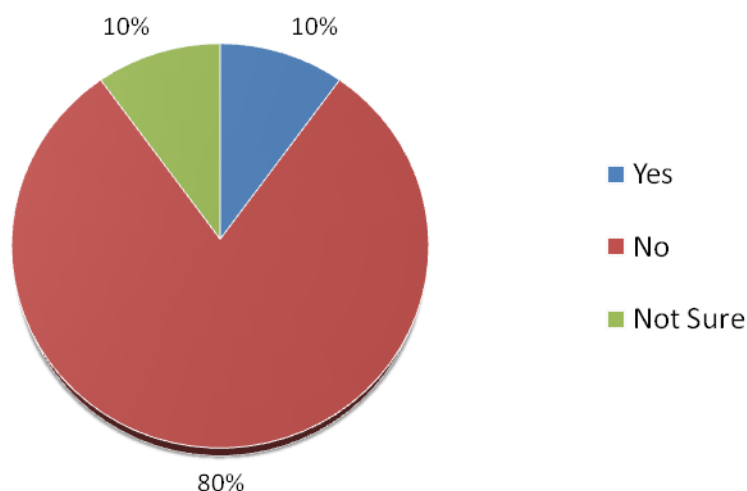
**7. Do you feel that enough progress has been made to date? (For example, around Self-Directed Support and Personal budgets)**



**No focus group notes**

## The Event: Survey Results

**8. Do you feel that the people of the Rochdale Borough have been consulted/involved enough in the changes being brought about by the Personalisation agenda?**



The focus group were asked in relation to Question 8

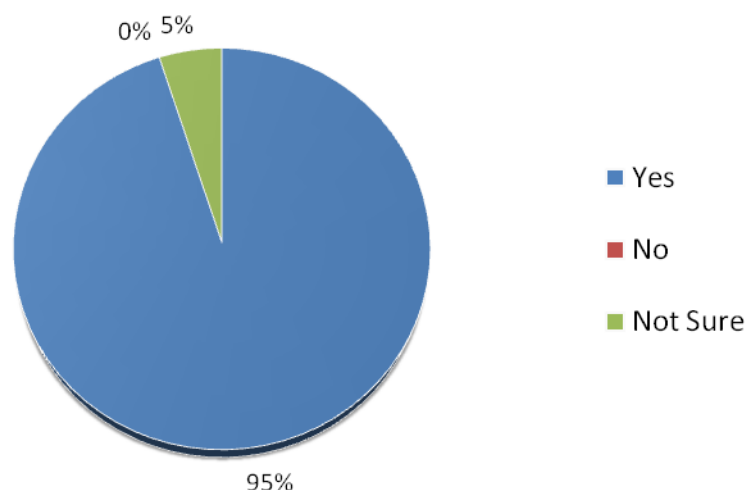
### **What could be done better?**

The group said:

- Show a clear flowchart/map of how personalisation is/will be structured and ask service users whether they think this would work
- Use consultation groups/ patient and public involvement groups such as Voices 4 Wellbeing, but not exclusively. Local Authorities & National Government should be more responsible for this, using patient and public involvement groups to support engagement and consultation

## The Event: Survey Results

**9. Do you feel that more use could be made of public involvement organisations such as Voices 4 Wellbeing to help consult the public around issues such as Personalisation?**



The focus group were asked

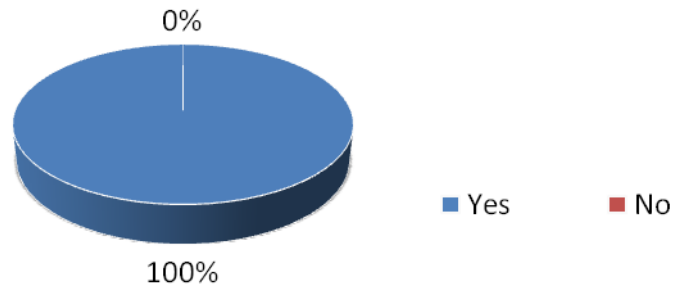
**What should be the next steps?**

The group said:

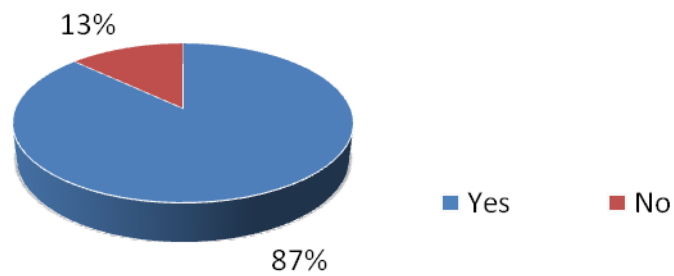
- No need to reinvent the wheel. Keep vital, successful services.
- Identify who should be telling whom what, how, when, and why
- When consulting service users, recognise that they are not just moaning, they are offering constructive criticism. Don't just contact them with problems, they can be involved when the services are getting it right too.
- Consider accessibility across the board i.e. information formats, information location and also importantly transport budgets.
- Get patients/carers to ask their GP about personalisation and how it would/could work for them.

## Evaluation Questions

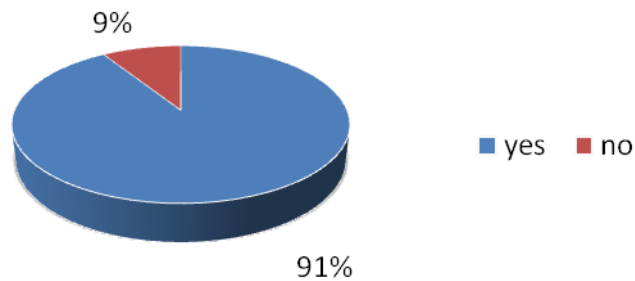
### 1. Have you found this event interesting?



### 2. Has the event been useful?



### 3. Would you like to attend more events like this in the future?



## Recommendations

### **1. Much more information about personalisation is needed**

- Awareness promotion around personalisation, what it is and who it is for?
- Awareness of how to access personalisation service
- Training for frontline health and social care professionals so that information can be passed on directly to patients/service users
- Information also needs to be up-to-date and any changes to the agenda clearly explained and promoted

### **2. Recommended that a team of people be the main point of contact for advice and support with regards to personal budgets**

- Team able to provide information about basic rights and give all the relevant advice and information
- Better accountability – Are people being successfully told what their rights are and what is available to them?

### **3. Recommended that a clear service map is produced, possibly in the form of a flow chart showing how to access personalisation**

- There needs to be an initial information point i.e. GP surgeries

### **4. More consultation and public engagement is needed from the Local Authority alongside the work of other patient and public involvement organisations**

- When consulting service users, recognise that they are not just moaning about services but rather that they are offering constructive criticism – don't just consult when there are potential problems with services, users should be involved when services are getting things right, something to build on

## Conclusion & Next Steps

It is clear from this report that more engagement and consultation work will be essential to the successfulness of the Personalisation Agenda. In the main, the people Voices 4 Wellbeing engaged with in carrying out this work on personalisation, felt that much more information is needed about personalisation, what it is, who it is for and how to access it. Personalisation should also be more easily accessible.

Voices 4 Wellbeing is planning some follow-up work around personalisation and will continue to work in partnership with other local organisations to involve and engage with hard to reach groups.

In the meantime a copy of this report will be sent to relevant health and social care commissioners with a cover letter requesting a response to the recommendations made in this report.

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