

Next Stage Integration Communications Plan – June 2013

Background

The council currently commissions Wye Valley NHS Trust and 2gether Foundation Trust to manage and provide a range of adult social care services on its behalf. Staff within adult social care are currently seconded from the council to both organisations, although the majority of these are to Wye Valley NHS Trust (approximately 300 fte).

The arrangements with Wye Valley NHS Trust are about to come to an end as the contract with the council finishes on 13th September. As a result of budgetary pressures, growing demand for services and a need to take account of the Care and Support Bill, the council needs to transform the way adult social care is delivered. Working with the Clinical Commissioning Group, the plan is to build on greater integration for social work services and look at different ways of delivering some of the other services.

Services affected

Two significant pieces of work are being undertaken to achieve this transformation:

1. Organisational restructure

The following services are to be restructured between June and September:

- Assessment and care management
- Community equipment store
- Adult placement scheme
- Norfolk house sheltered accommodation
- Reablement services
- Day opportunities

The restructure will make the services more efficient and ensure functions and skills are focussed in the right areas.

2. Once the restructure is completed, the assessment and care management services will remain with the council and alternative providers will be sought to deliver the other five services. The plan is to provide more choice and control for service users. To

do this we need to find out what people want and need, grow the market to meet these wants and needs and then promote personalisation to enhance choice and control.

Communications objectives

To make sure that stakeholders are fully engaged with the process of change i.e.,

- that they understand what we are doing and why we are doing it
- that they are able to ask questions and receive answers quickly to prevent misinformation being delivered to service users and carers

To encourage members of the public and providers to respond to online surveys to help us understand what people want, what the market is able to provide and what the council can do to support growth in the market to meet customer need.

To pull together the different strands of engagement and communications required for different audiences so that information release is planned and co-ordinated.

Stakeholders

Organisational restructure (internal)	Transforming adult social care (external)
Seconded staff Wye Valley NHS Trust Service users Carers Trade Unions Health and Wellbeing Board Clinical Commissioning Group Staff (council, Hoople) Management Board Children’s Commissioning Service	Seconded staff Wye Valley NHS Trust Service users Carers Health and Wellbeing Board General public Strategic partners Providers Staff HC Management Board

Key Messages (from the coms strategy)

- We want to encourage and support people to live independently and stay healthy for as long as possible.
- Looking after adults at risk is everyone's business and we will encourage local residents to look out for elderly neighbours and get involved in providing support in the local community.
- The council will make sure that those who are assessed as vulnerable will receive all the help and support they need. They will also be regularly reassessed to make sure their needs continue to be met appropriately.
- We want to help people access universal services and encourage the local community to become involved in providing these services.
- Where services change, we will work with providers to make sure sound transition arrangements are in place that cause minimal disturbance or distress to service users and their families.
- To ensure proper use of resources, our focus has to be on services that provide value for money and deliver good outcomes for our residents. We may have to change the way we do things in order to achieve this.
- We need to encourage people to take responsibility and control of their own support.
- All organisations involved in supporting adults will work together to make sure we have a comprehensive, accurate source of information.

Activity	When	Stakeholders	Coms outputs	Who	Key messages
Staff consultation begins on organisational restructure	6 June 6 June	Seconded staff WVNHST	Letter Drop-in session	Andy	We have to change the way we do things to make sure we can continue to meet people's needs now and in the future. There are opportunities for staff to become involved in providing new services.
Transforming ASC - public consultation and engagement begins* *See Public Engagement Strategy	7 June 6 June	General public Staff Service users* Carers* Providers* Local members	Press Release Core brief Online survey FAQ Members brief Letter to service users Letter to providers Pen Pictures Easy read version of letter for people with LD	Carla Carla Richard Richard Carla All Procurement Amy Laura Ferguson	Need to restructure and do things differently Want to capture needs and aspirations, see what's already being provided, and facilitate growth in the market place to bridge gaps Encourage people to get involved and have a say. ASC affects all of us at some stage in our lives.
Recommendations to cabinet (25 July) following end of public engagement and staff consultation	17 July (report published)	General public Staff Seconded staff Service users Carers	Press release Core brief Briefing Letters and briefings to	Carla Carla ? All	Pre-Cabinet, outline what is being proposed. Post-cabinet, publish decision and let service users know what happens next.

		Providers	providers and service users FAQ web site Social media, pointing to PR and FAQ	Carla	
New organisational structure begins	September 2013	Staff	Core brief	Carla	
Tendering process begins	September 2013	General public Providers and potential providers Local businesses staff	Press release Social media EnCore	Carla Carla Carla	Council encourages local businesses to get involved in providing activities and services for older people. Tweet to PR and point to procurement portal. Consider case study for EnCore promoting staff setting up businesses