

| PEOPLE SCRUTINY COMMITTEE REVIEW OF THE CHANGING CARE MARKET: INFORMATION AND SIGNPOSTING – ACTION PLAN | | | | |
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| SCRUTINY RECOMMENDATION | | DIRECTOR'S RESPONSE AND ACTION PLAN | TIMESCALE | UPDATE: NOVEMBER 2019 |
| R1 | Adult Social Care (ASC) should undertake additional engagement, ideally in partnership with an independent organisation, to gain a better insight into how well-informed people in East Sussex feel about social care support and funding arrangements. The engagement should include people who are not existing ASC clients and the findings should be used to inform ongoing ASC communications and information provision. | The department welcomes the opportunity to gain further insight into how people access information about ASC support and funding arrangements and will commission an independent organisation to undertake public engagement on this issue. | Apr – Oct 2019 | The specification for this piece of work has been drafted and is being progressed as part of a wider programme linking it into Channel Shift and Health Integration programmes. |

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| R2 | <p>The Council's response to the anticipated Adult Social Care Green Paper should highlight the need for a national awareness campaign to improve the public's understanding of social care services and funding. In particular, how modern social care services work and how people can help themselves to stay independent and plan ahead for their future social care needs.</p> | <p>ASC uses every opportunity to highlight the need for a national awareness campaign to improve the public's understanding of social care services and funding.</p> <p>Last year, in response to the Communities and Local Government and Health Committees inquiry into the long-term funding of adult social care, we suggested that Government should create greater public awareness and understanding of the importance of adult social care, how it is paid for and that funding for long-term care is means tested.</p> <p>Our response to the LGA Green Paper consultation also included recommendations that Government must create increased public understanding of social care, the way it is funded and the need to plan for the future and that a public conversation is needed about expectations and the role and responsibilities of individuals, families and communities in relation to supporting and improving people's health and wellbeing.</p> <p>We will use the Adult Social Care Green Paper consultation to reinforce these points.</p> | <p>In accordance with publication of the Green Paper – expected 'early 2019'</p> | <p>The social care Green Paper was originally due to be published in "summer 2017". The latest position, stated in September 2019, is that it will be published "in due course".</p> |

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| R3 | ASC should publish information on standard local authority rates paid for care in East Sussex to help individuals and families make informed choices about care. | ASC will upload published rates information on the ESCC webpages. | May 2019 | We have developed draft new ESCC ASC financial information pages which are due to be user tested prior to going live. These pages include published rates. |
| R4 | ASC should review the information on sources of financial advice provided online and in factsheets and consider whether signposting to accredited independent financial advisors could be improved. | A forthcoming customer insight report into financial information and advice should highlight where online content and paper publications can be strengthened. Two other factors should also aid signposting in this area; firstly, the recent creation by NHS Choices of an online social care section, which contains links to national sources of independent financial advice; and secondly, a new information architecture for the website which encourages greater usage of our online directories East Sussex 1Space and ESCIS, which both contain multiple listings of locally-based independent financial advisors who are accredited through the Society of Later Life Advisors (SOLLA). | Sept 2019 | <p>The customer insight report published in March 2019 included a number of recommendations for the web improvement project and financial services to follow. These include looking at the language used on our web pages (this came about as a result of user testing); a new arrangement of financial information in the redesigned web information architecture; a draft homepage that pushes users to source advice from East Sussex 1Space and ESCIS; a completely rewritten information leaflet (IL02) on financial information; and greater prominence given to the savings and assets threshold above which clients pay the whole cost of their care contribution, on both letters and the website.</p> <p>All of these actions have either been implemented or are in the course of being signed off by service managers.</p> |

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| R5 | ASC should ensure that the new digital content, particularly the availability of enhanced online self-assessment tools, is promoted to key groups who can support wider communication, for example voluntary and community sector organisations and county councillors. | ASC engaged early on with many groups within the voluntary and community sector about plans for the web project. As such, we are committed to 'closing the communication loop' as the project progresses. We will do this as important milestones are met as opposed to waiting until the conclusion of the project. In addition, one of the project's actions is to engage VCS organisations and contracted partners in a 'best practice' information sharing session, at which new content and self-assessment tools will be promoted. | Dec 2019 | As per the action plan, the ASC web improvement project is co-hosting a VCSE digital workshop alongside our partners in the NHS in November 2019. The agenda includes plans to share best practice, promote both organisations' self-service digital tools and discuss with VCSEs what could be done further to assist their work with clients. |
| R6 | Within the digital project particular attention should be given to the interface between the ESCC and NHS websites to ensure this is clear and seamless for users and minimises the risk of confusion. | When we design new ASC sections of the ESCC website we will pay particular attention to sections where we either link to, synchronize with or copy information from the NHS choices website to ensure that the information is clear and relevant to East Sussex residents. We will put in place a schedule of user testing of the new pages. | Ongoing | The web improvement project has sought to use NHS Choices content as a source of authoritative information where possible. However, some technical issues, plus content that is too generic, means that there are occasions where this isn't possible. We are working with local CCGs to link up our digital offers, i.e. their usage of ESCC digital directories on both the online GP consultation and Primary Care Network social prescribing system projects. |

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| R7 | ASC should check that leaflets are circulated to all community run libraries, as well as ESCC libraries. | Community libraries have been added to the distribution list for leaflets. The whole distribution list will be reviewed prior to the next annual delivery of leaflets. This is scheduled to take place at the end of May once the user testing of the new draft leaflet is complete. | June 2019 | All ESCC libraries and community libraries have been added to our distribution lists. |
| R8 | ASC should engage with GP Practice Locality Groups and Patient Participation Group networks to promote the new digital offer, particularly self-assessment tools, and to refresh knowledge of Health and Social Care Connect. GPs should be encouraged to share this information with their practice staff. | There is a firm commitment from the ASC web transformation project manager to engage with both GP Practice Locality Groups and Patient Participation Groups. Engaging with GPs and patients is recognised as critical in order to effect the kind of channel shift towards self-assessment tools that the project seeks to foreground. | Sept 2019 | The web improvement project worked with GPs in the development of the online information on services covering mental health in East Sussex. The information on services is pulled through from ES1Space. The CCG Acting Head of Primary Care Digital is a member of the directories working group, which has enabled a link to be established with the development of the GP online consultation project and the Primary Care Network's social prescribing initiatives. Opportunities to engage with both GP Practice Locality Groups and Patient Participation Groups will be taken as they arise. |

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| R9 | Opportunities to align ESCIS and 1Space within available resources should be fully explored, for example co-locating links to the databases on the ESCC website. Opportunities to improve the way the directories are updated should also be explored. | A working group has been established between ES1Space and ESCIS managers to explore alignment of the directories. A scoping exercise is underway to establish user requirements for the directories which will inform how best to develop the databases. | Sept 2019 | This working group now comprises of managers from 1Space, ESCIS, Support with Confidence, NHS CCGs and Children's Services. The scoping exercise is completed and a technical comparison between 1Space and ESCIS is near completion. We are working closely with the East Sussex Social Prescribing Project to provide a database solution for the primary care recording system it aims to establish. As of October 2019, there has also been a signal that Children's Services are seeking to use 1Space for their own social care / Local Offer services, which could see both ASC&H and CS pool resources to continue to pay for licencing and hosting costs. |
| R10 | All councillors should encourage local groups and organisations to ensure their entries on ESCIS are kept up to date. Councillors should also make use of the online reporting facility to flag out of date information relating to local organisations within their division. | The department welcomes councillors using their local knowledge and networks to contribute to updating ESCIS. To support this, the updated ASC guide for councillors (see R12) will include links to ESCIS and details of how updates can be submitted by local groups or by councillors themselves. | Ongoing | This has been included in the redrafted departmental guidance. (See recommendation 12). |

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| R11 | The People Scrutiny Committee should further examine the role of social prescribing and how it is developing in East Sussex within the planned scrutiny review of community resilience and loneliness. | The People Scrutiny Committee has accepted this recommendation and the department notes that the committee intends to further examine the role of social prescribing within the planned scrutiny review. ASC will provide appropriate information to support the committee's review. | Oct 2019-Mar 2020 (planned timescale for scrutiny review) | As per previous update. This will be included in the scrutiny review into community resilience and loneliness. |
| R12 | The ASC departmental guide for councillors should be updated to include links to useful information sources and to reflect the new digital offer. A briefing session for councillors should also be arranged to accompany the updated guide. | ASC will work with Member Services to update and enhance the departmental guide for councillors, with particular reference to the new digital offer, and to organise a briefing session to support this. | Aug 2019 | The ASC departmental guide has been redrafted and includes the additional information suggested. Final editing is being undertaken prior to publication. A councillor briefing will be arranged upon publication. |