



worcestershire
county council

Adults Prevention and Early Intervention Strategy 2023-2028



Contents



Introduction from the Strategic Director of Adult Social Care	3
Strategic context	4
What is prevention?	5
Prevention approach	6
Services by tier	7
Prevention services for carers	8
The way we work	9
Working together	10
Evidence base	11
What is wellbeing?	12
Why do we need to focus on prevention?	13
Our priorities	14
Priority 1-Reducing social isolation and loneliness	15
Priority 2-Ageing well	20
Priority 3-Advice, guidance and information	25
From strategy to action	30
Making sure this happens	32
With thanks	33

An Introduction from Mark Fitton,

Strategic Director for People (Director of Adult Social Services)



We are responding to the rapidly changing context of health and social care and therefore, this five-year strategy is underpinned by our vision of 'supporting individuals to live the lives they choose, in a place they call home, connected to people, places and opportunities that are meaningful to them'.

When the Care Act 2014 came into force, section 1 (1) placed a general duty on local authorities to:

- Promote wellbeing
- Provide preventive services and;
- Prevent or delay the needs for formal or informal care and support and reduce needs that already exist.



To effectively deliver our statutory duties, this strategy has two key aspirations:

- To work proactively to build on residents skills and resilience and;
- Make positive and sustainable change in the community.

To achieve this, we will:

- Identify prevention services already available in the local area and the extent to which we involve or make use of them;
- Consider how we identify people in the area with needs for care and support which are not being met (by the Local Authority or otherwise) and;
- Bring these elements together to provide a robust plan for delivery over the next five years.



To make this work, we will have to think differently, work collaboratively, and encourage innovative solutions to challenges which already exist or may arise. We know that demand is increasing, and prevention activity provides better outcomes for individuals, we are clear that this activity will not drive savings but deliver more personalised and joined up services.

Strategic Context



This strategy is central to the People Directorate and outlines the preventative work in place and in development for adults in accordance with our duties set out in the Care Act 2014. It supports the overarching Health and Wellbeing Strategy which brings greater emphasis to prevention activity being 'everybody's business' and builds upon key strategies detailed below:

Shaping Worcestershire's Future is our five-year corporate plan for change. Our plan for Worcestershire, sets our clear objectives to transform services, deliver better outcomes for residents and achieve financial sustainability.



A whole council approach is far more likely to maximise impact than if we acted in isolation. Our corporate plan contains four priorities for a sustainable Council, of which prevention runs throughout.

Worcestershire Joint Local Health and Wellbeing Strategy

2022-2032



The Health and Wellbeing Board brings together the organisations responsible for improving health and wellbeing and reducing health inequalities across Worcestershire. A 10-year strategy has been developed in which the Health and Wellbeing Board identified good mental health and wellbeing as the main priority, supported by action in areas that we all need to 'Be Well in Worcestershire'.

The Herefordshire and Worcestershire Integrated Care Partnership Assembly has brought together a wide range of representatives supporting our local residents to develop the Integrated Care Strategy.



The Strategy presents eight commitments which describe what we want for local people, and how we are going to work together to take action and build on existing strategies and plans that improve health and healthcare outcomes for all.

Prevention occurs in many areas. The Worcestershire Joint Local Health and Wellbeing Strategy ties together prevention elements of many initiatives. By working together across Worcestershire to focus on prevention, we will be able to achieve the vision of the Care Act 2014 and provide better outcomes for people.

Links to strategies: [Shaping Worcestershire Future 2022-2027](#), [Worcestershire Joint Local Health and Wellbeing Strategy](#), [Integrated Care Strategy](#) (Integrated Care Partnership Assembly 2023-2033).

What do we mean by Prevention?



In its broadest sense, prevention is the action taken to stop something happening that usually has a negative impact.

Skills for Care carried out research in 2019 and found that most adult social care employers define prevention in four main areas:



- Supporting people to live as healthily as possible, both mentally and physically
- Reducing the use of health services, including primary care, emergency services and hospitals
- Preventing or reducing the escalation of health issues and
- Supporting people to remain as independent as possible.

When considering our prevention approach, we recognise that:

- Prevention isn't a standalone principle, but one which links closely with wellbeing, empowerment, and partnership
- It should be an ongoing consideration, rather than something that happens only once before people develop more significant needs and,
- The duty to prevent needs from developing or increasing is distinct from the duty to meet eligible needs.



Our responsibility to prevent needs from developing applies to all adults living in Worcestershire.

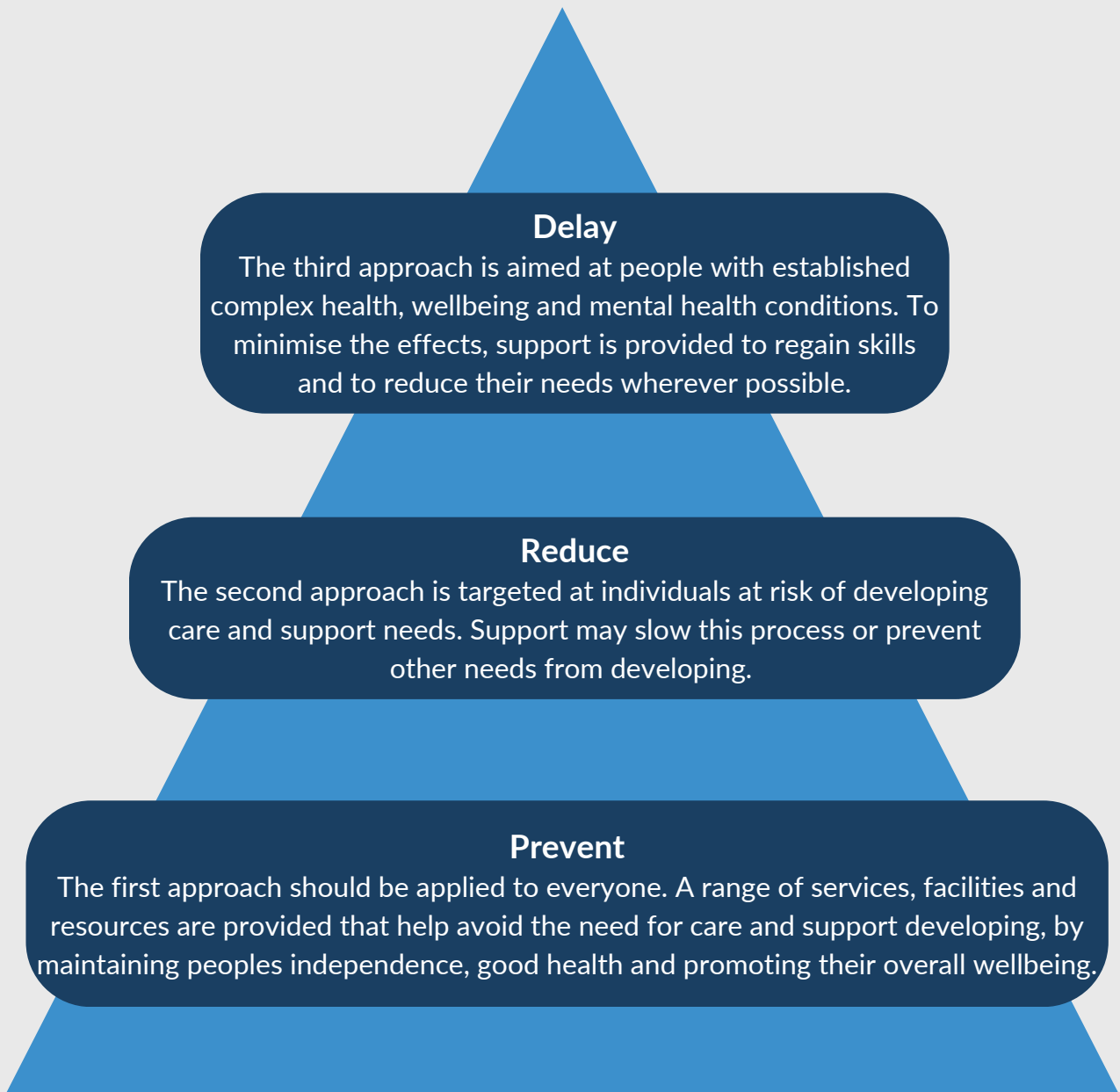
It is separate from our legal duties under the Care Act to meet the needs for care and support of eligible adults and to provide support for carers.

Link to documents: [Prevention in Social Care, 2019-Skills for Care.](#)

Prevention approach



Prevention approaches can be divided into three categories, prevent, reduce and delay as shown in the triangle below. This approach ensures a process which both reduces and delays need.



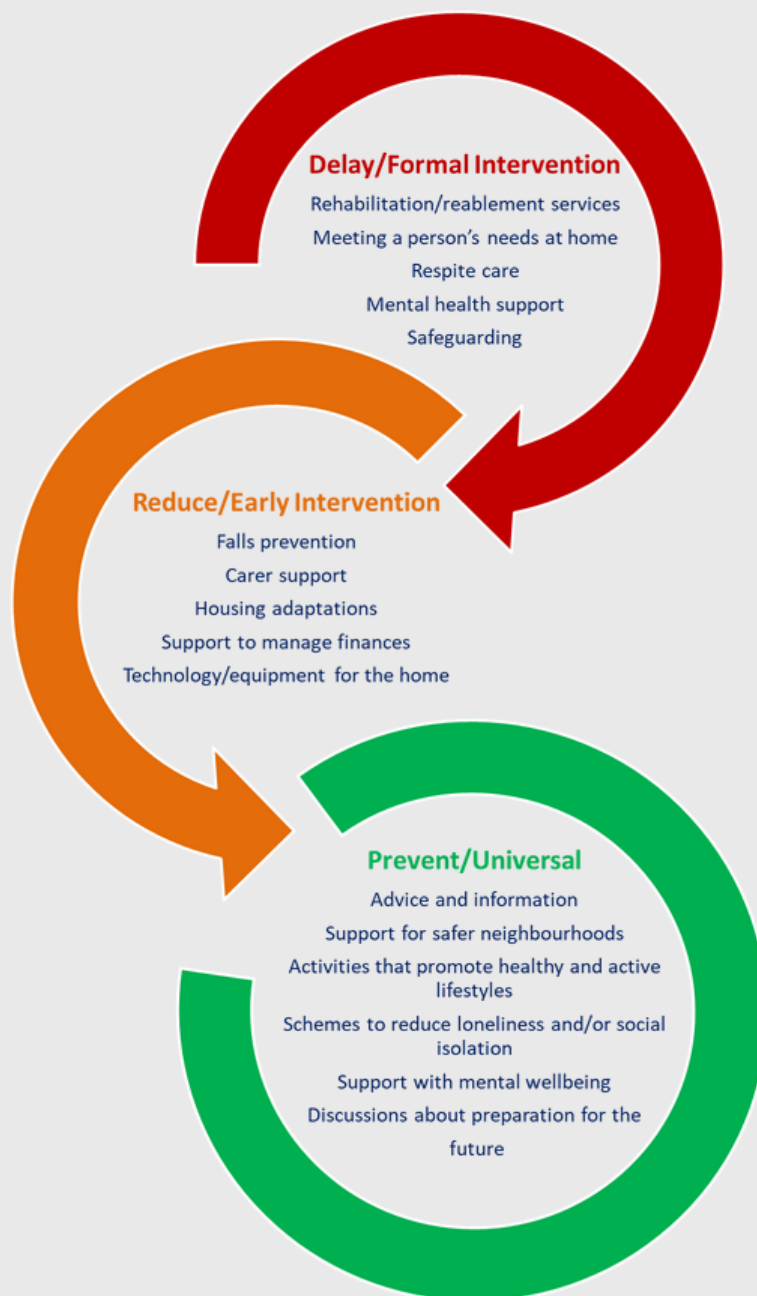
Through preventative work, we aspire to promote peoples overall wellbeing, skills, and confidence. We want to support people to live their best life and have choice and control over what that looks like.

Link to documents: [Prevention in Social Care, 2021-Social Care Institute for Excellence](#)

What service may be provided in each category ?



Within the approaches to prevention, a range of support is available which covers universal, early intervention and formal services. Some of these include:



Most people contacting our service will be in touch via our 'Front door'. After discussions with staff, people will be signposted accordingly and given choice, information and advice to promote their independence and wellbeing.

[Link to documents: Worcestershire County Council Support Levels Guidance 2023.](#)

Prevention Services for Carers



A carer is someone who provides unpaid support and care to an adult (18 or over) who may be a relative, partner or friend who is ill, frail, disabled or has mental ill-health or substance misuse problems. A carer may provide emotional support, medical care, personal care, physical care and/or domestic tasks.

The number of carers identified in Worcestershire was 63,685 in the last census in 2011. Of this figure 60,195 are adult carers and 3,490 are young carers and young adult carers. We recognise how a preventative approach can support people who are caring for others and currently offer the below support:



True prevention and carer identification should occur in every contact, in whatever form it takes. This may be people accessing universal services and community groups, initial requests for information and advice, assessments, support planning, and reviews.

Link to documents: [The Worcestershire County Council Joint Strategic Needs Assessment](#)

The way we work



At the heart of this strategy are the voices of people who access care and support or may require information and advice. Together with their carers and the organisations who support them, their experience and knowledge will shape what we do and how we do it, developing a collective vision of our aspirations for Worcestershire.

This strategy is underpinned by our core standards. These are our commitments to the residents of Worcestershire based on what people have told us is important to them. We have used information from the public consultation for the Health and Wellbeing strategy to inform this strategy. Within this document, you will see our commitments described as 'We will'.



**BETTER
TOGETHER**

We recognise that we have more work to do to involve people with decisions that shape our services. Our recently developed 'Building Together' forum brings residents together to co-produce work to help us understand and hear what they want and need from us. We have shared our ambitions with the forum and represented the voices of people in Worcestershire as 'I' statements within this document.

People Directorate
Guiding Principles

Partnership	Listening to and engaging with people, communities and partner organisations
Enabling	Empowering people to have control over their lives
Accountable	Being accountable and transparent in the service we provide
Respectful	Respecting diversity in our communities and workplace
Strengths	Working with people's strengths and assets to determine outcomes

Worcestershire is famous for many things, one of which is its black pear trees which form part of our County's coat of arms.

In keeping with this theme, our staff have developed a set of guiding principles on how we work with people who use our services. These principles are embedded into our practice and puts the individual at the heart of everything we do.

Link to documents: [Worcestershire Joint Local Health and Wellbeing Strategy](#), [Integrated Care Strategy](#), [People Directorate Guiding Principles](#).

Working together



Integrated care is about giving people the support they need, coordinated across local councils, the NHS, and other partners. It removes traditional barriers between hospitals and family doctors (primary care) , between physical and mental health, and between NHS and council services. In the past, these barriers have meant that too many people experienced disjointed care.

Integrated Care Systems (ICSs) are new partnerships between the organisations that meet health and care needs across an area, to coordinate services and to plan in a way that improves the health of the population and reduces health inequalities. Health inequalities are unfair and avoidable differences in health across the population and between different groups within society. These include how long people are likely to live, the health conditions they may experience and the care that is available to them.

An ICS has been formed across Herefordshire and Worcestershire. Working together is key to improve the care and support people receive. The vision and key priorities of our ICS and how we will work together are detailed below:

Our Vision:
Working together to enable better health, fulfilment and safety in our residents lives

1. To ensure **healthier, well connected and more resilient communities** with targeted support to **reduce health inequalities** and inequities, preventing ill health.
2. To provide **high quality services** through improving access to clinically effective treatments.
3. To make the **best use of resources, being exemplar employers** and strengthening the local economy by employing local people, and investing in local businesses wherever possible.
4. To promote a **healthier physical environment**; reducing our carbon footprint through positive action around our buildings, working practices and **digital transformation**.

Worcestershire County Council is a key partner providing social care and public health functions for local people. Working together with our NHS colleagues, Primary Care Networks and the Voluntary Sector enables us to focus on what really matters for the people of Worcestershire.

Link to documents: [Herefordshire and Worcestershire Integrated Care System.](#)

Evidence Base



There are several published reports which provide strong evidence to support investment in preventative services. It is important to remember that when reviewing preventative approaches, the impact needs to be measured over several years to assess the medium and long-term effect of early intervention.

Marmot Review

In 2010, the Marmot review and report was published after examining the impact of health inequalities upon life chances and expectancies in England. The review stated that if the conditions in which people are born, grow, live, work and age are favourable and more equitably distributed, then individuals will have more control over their lives, influencing their own health and health behaviours and those of their families. A key highlight of the report was that 'in England, the many people who are dying prematurely each year as a result of health inequalities would otherwise have enjoyed, in total, between 1.3 and 2.5 million extra years of life'. This supports the Kings Fund statement of 85% of what determines our health is contributed by non-healthcare factors.

Prevention-A Shared Commitment

In 2019, the Local Government Association (LGA) published 'Prevention - A Shared Commitment' which highlights the unsustainable nature of approaches to 'cure' social care and health services. Instead, it emphasises the need for preventative strategies which provide better outcomes for individuals whilst reducing the need for costly reactive interventions. Their rationale for this recommendation is that the delivery of local upfront prevention services stops challenges arising in the first instance and reduces the escalation of difficulties which are more complicated, lengthy and costly to address. The LGA highlights that service delivery and transformation is difficult and to effectively achieve this, organisations need to ensure care planning, good leadership and a skilled workforce are all in place.

Link to documents: [The Marmot Review 2010](#), [Prevention-A Shared Commitment, 2019](#).

What is wellbeing?



The following factors in the picture below contribute to a person's wellbeing. None is more or less important than another.



The Council must always consider how what it does, and the decisions it takes, effects a person's wellbeing. Promoting wellbeing is a key principle of the Care Act 2014.

Why do we need to focus on Prevention?



Worcestershire has an adult population of 354,064. Our population is older than the national average with 1.39% of the adult population receiving support from Adult Services. The population is growing and more of us can expect to live longer. It is therefore important that we encourage people to be more proactive about their health and wellbeing to reduce or delay the need for care and support services in the future.

Non-Health Care Factors

It is estimated by the Kings Fund that up to 85% of what determines our health is contributed by non-healthcare factors such as social circumstances, environmental exposure, and health behaviour patterns. Working in partnership across services, sectors and communities at local, regional and national levels will enable us to collectively tackle these factors to make a positive difference to people's health and wellbeing.



Demand for Adult Social Care is growing

The number of adults (aged 18-64) requiring care is forecast to increase by 29% by 2038. For people over 65 years predictions are even higher at a 57% increase in people who may require care and support. With the rising demand, it is important that we support people to maintain their independence for as long as possible. This can be achieved through collaborative working with our partners such as Public Health, Communities, Voluntary Community Social Enterprise (VCSE), Primary Care and NHS. By providing information, advice, guidance and technology we believe we will support people to age well.



Costs are Rising

We know that the costs of delivering care and support are rising. Currently £16.5bn is spent by Local Authorities across the country and all are seeing increasing demand and complexity of needs within their population. Worcestershire County Council currently spends a gross £270m on Adult Social Care (ASC) services and a £162m after grants, income and contributions. Without earlier intervention to reduce the need for care and support services, the total spend on our services would not only exceed the council budget but compromise our already stretched service provision. Embedding a prevention approach will help us to achieve a sustainable model and provide better outcomes for our residents.



Prevention Priorities



We have talked to our staff and partners, reviewed the areas residents said were important to them during the public consultation for the Health and Wellbeing strategy and analysed data which shows the level of demand and need for care and support across Worcestershire. This has enabled us to identify three key areas which we believe will support our residents to maintain their independence, offer support where required and prevent, reduce and delay the need for care and support services whilst delivering our statutory duties.

The table below highlights the areas and themes of focus within this strategy.

Reducing Social Isolation and Loneliness	
Offering connections and creating opportunities for social interaction for residents across Worcestershire.	Providing education and training to enable the workforce to identify social isolation and loneliness and offer support to people in the community as required.
Ageing Well	
Working closely with District Councils, Public Health and the VCSE to offer opportunities to improve the physical health of individuals from young adults into later life.	Providing education and information to encourage and enable people to age healthily and well.
Advice, Guidance and Information	
Enabling people to make informed choices about their needs.	Promoting choice and control to prevent or delay the need for care and support.

Link to documents: [Worcestershire Joint Local Health and Wellbeing Strategy](#).

Key Priority 1

Reducing Social Isolation and Loneliness



Creating a sense of connection through inclusive communities and improving the quality of life of Worcestershire residents is important to reduce social isolation and loneliness. Below are areas we want to focus on:

Social Connections

Working with district councils and the VCSE to promote and provide inclusive spaces within the community to offer social connections.

Understanding the needs of residents in rural communities and those requiring specialist provision.

Championing the 5 ways to wellbeing through our community offer to improve the quality of life for Worcestershire residents.

Providing Support

Enabling people to access a wide range of activities and support through the broad network of our community assets.

Supporting people through key life changes and events.

Working together with our key partners (district councils, communities, public health, primary care networks, NHS and the Integrated Care Board) to strengthen our ambitions and combine our efforts to tackle and reduce social isolation and loneliness.



Research suggests there are 5 ways of wellbeing which help improve mental health and wellbeing, these are connect, be active, take notice, keep learning and give.

Link to documents: [Connected Communities Strategy \(Malvern Hills\)](#)

Key Priority 1

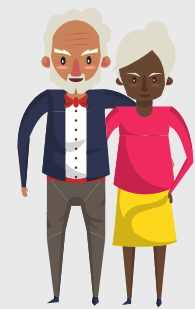
Why do we need to focus on reducing social isolation and loneliness?



This priority is relevant for all adults and aims to bring people together to promote a sense of inclusion to improve the overall quality of life, through the reduction of social isolation and loneliness.

Loneliness and social isolation can affect everyone. Older people are particularly vulnerable after the loss of friends and family, reduced mobility or limited income.

It is estimated that among those aged over 65, between 5 and 16 per cent report loneliness and 12 per cent feel isolated.



Studies show that acute loneliness and social isolation can significantly impact on wellbeing and quality of life.

Being lonely has a substantial and lasting negative effect on blood pressure. It is also associated with depression (either as a cause or as a consequence) and higher rates of mortality.



The Care Act 2014 highlights prevention as one of seven key responsibilities for local authorities, with a close link to the principle of promoting wellbeing.

Social isolation and loneliness present barriers to people's social wellbeing, contribution to society, and relationships and therefore action to reduce loneliness and social isolation is a requirement in law for local authorities.



As the UK's population rapidly ages, the issue of acute loneliness and social isolation is one of the biggest challenges facing our society.

Health issues arising from loneliness and isolation add pressure on statutory health and social care services. Through early intervention and prevention, we can improve people's quality of life, while limiting dependence on more costly services.



Key linked strategies include: [Health and Wellbeing Strategy](#), Adult Social Care Strategy, Information and Advice Strategy for care and support.

Key Priority 1

Where are we now?



Tackling loneliness and social isolation is a key priority in Worcestershire. Below are examples of the great work already in place:



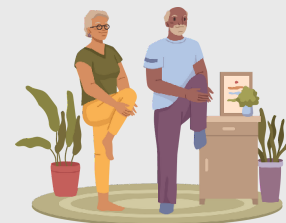
An established 'Tackling Loneliness Partnership Group' where over 35 organisations attend and have created a 'Stay Connected Pledge'.

A wealth of online resources to support people with their mental wellbeing which may be impacted upon due to social isolation and loneliness. Examples include 'Now we're talking' for Healthy Minds.



Fantastic community spaces across Worcestershire to help people make social connections and have a sense of purpose and belonging.

The 'Living Well for Longer Programme' which actively embeds the 5 ways of wellbeing to improve the overall health and wellbeing of residents.



Our community assets such as libraries and museums, offer opportunities for people to connect through the promotion of arts, culture and nature.

We offer fantastic opportunities for residents to volunteer to enable learning, develop new skills, have meaningful interactions and meet new people.



Key linked documents include: Stay connected pledge, Now we're talking- <https://www.healthybrains.whct.nhs.uk/>, Living well for longer-Worcestershire.

Key Priority 1

What outcomes do we want to achieve?



Working together with our partners across Worcestershire, we want to provide a joined up approach to tackle loneliness and isolation. When listening to our residents, they were clear about what they wanted. They said...

A central illustration featuring a diverse group of people: an elderly couple, a woman in a wheelchair, a young man, a woman in a hijab, a woman with a baby in a carrier, a woman with a cane, and a man and woman with a baby on the floor. Five speech bubbles of various colors (green, pink, blue, yellow) are placed around them, each containing a specific need or desire.

I want to be able to get to community spaces across the county using local transport.

I want support to help develop relationships with friends, family and neighbours to keep me connected.

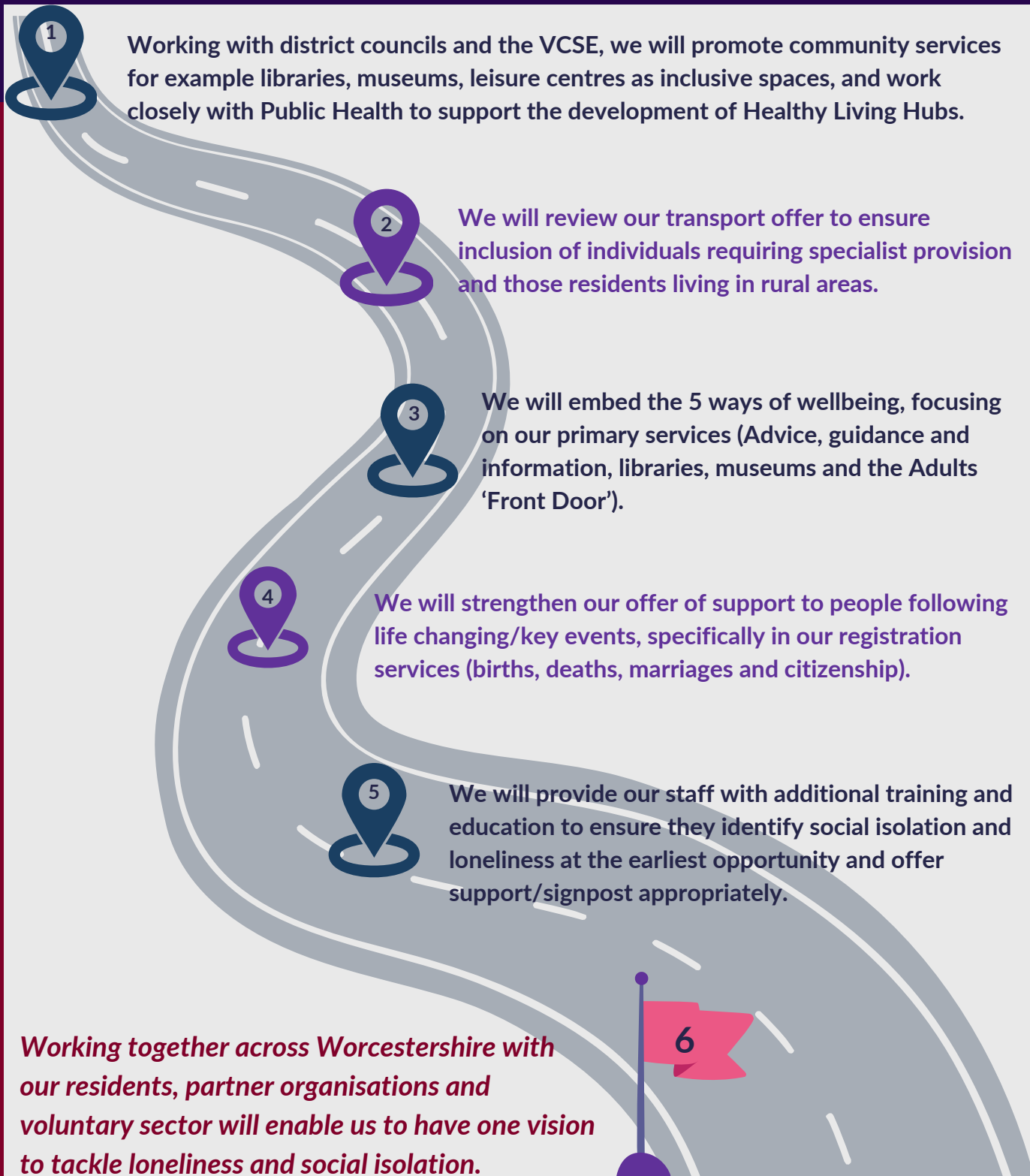
I want to find inclusive activities for all ages and abilities which helps keep me active, healthy and well.

I want to automatically be signposted for support after key life changes and/or events.

I want staff to recognise and ask me if I am isolated or lonely.

Key Priority 1

How will we get there?



Key linked documents include: [The 5 ways to wellbeing-NHS](#).

Key Priority 2

Ageing Well



Creating a culture and fostering behaviours where being active becomes the norm in everyday life will help support good physical health in later life and maintain independence. Below are areas we want to focus on:

Education and Awareness

Increasing awareness of the importance and impact of maintaining strength throughout our life.

For the workforce to identify the risk of falls at the earliest opportunity.

To provide greater awareness and education to people about the importance of being physically active to help maintain daily living activities. This is most important when people have been 'inactive' for a period of time, for example following a hospital stay or an illness/injury.

Physical Activity and Access

Increased access to a range of classes which support strength and balance across the county.

Increased access to a range of equipment at the right time to prevent a decline in people's physical health.

Working closely with our district councils who play a significant role in prevention such as ensuring there is appropriate and adequate housing to meet the changing needs throughout life, planning for adaptations to homes, providing advice and support regarding benefits, the provision of leisure services and green spaces in our local communities.

Key linked documents include: [Raising the bar on strength and balance-Centre for Ageing Better](#), [Worcestershire Housing Strategy 2021-2040](#)

Key Priority 2

Why do we need to focus on Ageing Well?



This priority is relevant for all adults and refers to a change in culture and approach to physical activity to help us age well.

Regular physical activity provides important health and wellbeing benefits to prevent ill-health in later life, these include: reducing the risk of developing dementia and depression, improved bone health, a lower risk of heart disease, stroke, type 2 diabetes and 8 types of cancer developing, a reduction of the risk of weight gain and it reduces the risk of falls through improved balance and coordination.



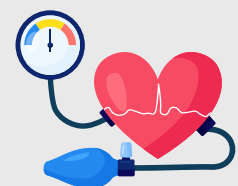
30% of people aged 65 and over will fall at least once a year. For those aged 80 and over it is 50%. Falls are the number one reason older people are taken to the emergency department in hospital. In around 5% of cases, a fall leads to a fracture and hospitalisation.



After experiencing an injury, a significant period of inactivity or with any chronic disease, it is common to experience 'deconditioning'. This can affect nearly all systems of the body which may include difficulty breathing, pressure ulcers and a physical and/or psychological decline in our ability to carry out day-to-day tasks.



A single session of physical activity has immediate benefits with a person's health and wellbeing which include: improved sleep quality, a reduction of feeling anxious/experiencing anxiety and lowered blood pressure.



Keeping active helps people stay independent and maintain their health and wellbeing. Physical activity that includes both strength and balance components help the reduction of falls, especially as we approach later life. Muscle weakness and poor balance in later life are the most common preventable risk factors for falls.



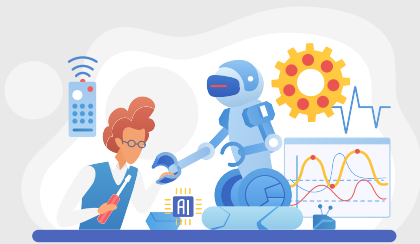
Making small changes to our lifestyle in earlier life can have positive benefits on our ability to walk, engage in leisure activities, work and keep our independence. Therefore, it is important to enable people to maintain their level of physical activity and wellbeing to age well.

Key Priority 2

Where are we now?

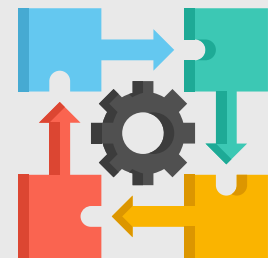


Ageing Well is a key priority in Worcestershire. Below are examples of the great work already in place:



We champion the use of digital technology and provide Assistive Technology to enable people to maximise their independence and reduce reliance on services.

The Integrated Care Board have developed a Falls Prevention Group, where organisations across Worcestershire come together and have drafted an integrated Frailty Strategy.



We have a Community Reablement Service to support individuals at home to avoid unnecessary hospital admissions/deterioration in their independence.

Our Community Services, VCSE and Public Health colleagues actively promote physical activity, through initiatives such as Worcestershire Health Walks and Living Well for Longer.



We have a reablement Service to support individuals who have been discharged home from hospital following an acute illness.

We employ a number of therapy staff to ensure we have the right skills and expertise to support our Ageing Well priorities.



Key Priority 2

What outcomes do we want to achieve?



Working together with our partners across Worcestershire, we want to create a culture where being active becomes the norm in everyday life to help us age well. When listening to our residents, they were clear about what they wanted, they said...

A central illustration of a diverse group of people. On the left, an elderly couple stands with a woman in a wheelchair. In the center, a young man, a young woman, and a woman in a hijab stand together. On the right, a woman with sunglasses and a cane stands next to a woman carrying a baby in a sling. At the bottom left, an elderly man with a cane and a woman stand together. At the bottom right, a man, a woman, and a baby are shown.

I want to access equipment and assistive technology without waiting a long time to help keep me independent.

I want to be confident that there are services which can help me with benefits, housing, leisure and activities throughout the different stages of my life.

I want to access a range of local services which are fun and inclusive to help keep me physically active.

I want to know how to be prepared for later life to help maintain my independence.

I want staff to identify any early risks that I might fall and to provide me with advice/guidance before it happens.

Key Priority 2

How will we get there?



Working closely with Public Health, Communities, District Councils and the VCSE, we will promote the importance of maintaining strength throughout our lives. We will utilise our community assets (libraries, museums, leisure centres, community halls) and take opportunities to educate people on ageing well.



When people contact us or use our services we will consider whether they may be at risk of falling, so we can offer early help, advice or support.



We will offer access to strengthening programmes and signpost people to the Healthy Worcestershire Programme to support with their health and wellbeing.

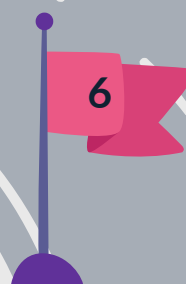


We will work closely with District Councils, NHS Colleagues and PCNs to reduce the barriers to access equipment and assistive technology, to ensure people receive this when they need it.



We will work closely with housing colleagues and support the implementation of the the Housing Strategy to ensure that there is suitable and local housing available for people as their health and wellbeing needs evolve.

Working with District Councils and the VCSE, we will explore the Making Every Contact Count approach to help people think about how wider determinants such as debt management, housing and welfare rights advice can improve the health and wellbeing of our population to support with ageing well.



Key linked documents include: [Worcestershire Housing Strategy 2021-2040](#), [Worcestershire Works Well-WCC](#), [Making Every Contact Count Plus \(MECC\) NHS](#)

Key Priority 3

Advice, Guidance and Information



Enabling individuals to be healthy and well, and make informed decisions about their future, promotes choice and control and independence over day to day life. Below are areas we want to focus on:

Self-Management

Strengthen our offer to carers and the support available.

Listen to individuals and analyse trends/data to co-produce and shape future service provision.

Provide a broad range of information which is inclusive and caters to the diverse needs of our residents.

Choice and Control

Emphasize individuals strengths which consider all aspects of their life and jointly agree goals to promote wellbeing.

Ensure that a prevention approach regarding health and wellbeing is embedded across all areas of the Local Authority to maximise an individual's independence.

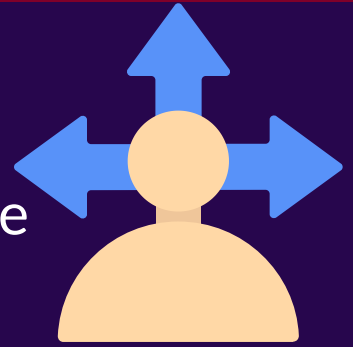
Provide high quality advice, guidance, and information which is easy for people to find, enabling people to maintain control and exercise choice at whatever point they are in their lives.

The Information and Advice duty of the Care Act 2014, applies to everyone in a Local Authority area, not just those people with care and support needs, or carers with support needs. This means that information and advice must be provided to people regardless of their eligibility for other services from Adult Care and Support.

We recognise that not everyone is able to use the internet, so a wide range of ways to find advice, information and guidance will always be available.

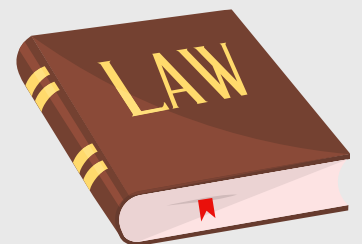
Key Priority 3

Why do we need to focus on Advice, Guidance and Information?



The Local Authority must be proactive and identify opportunities to offer information and advice at all stages of Adult Care and Support processes, regardless of whether the person (or carer) is already receiving a care and/or support service.

The Care Act 2014 states that local councils must provide or arrange services that help prevent people from developing a need for care and support, or delay people deteriorating to the point where they will need long-term care and support. The Care Act says that councils must provide information and advice on how people can lead healthier and more active lives and what care and support will be available to them should the need arise.



The Care Act 2014 recognises that people are happier and have a better quality of life if they are healthy and can stay independent and in control of what they do. If people do need help because of health or care needs or a disability, then their experience of receiving care and support is more positive if they have choice over how they are supported and can stay in control of their lives as much as possible.



Providing a Community Directory and having one place to go for information, advice and guidance (our Adults Front Door), helps us identify and signpost people to the support available from other organisations and within the local community, promoting choice and independence for people in Worcestershire.



Information, advice and guidance are important factors to help promote a person's health and wellbeing. Looking at the person's strengths and considering their individual needs is important to ensure that people have the advice, information and guidance to think through and decide what will work best for them.



Key linked documents include: Worcestershire Advice, Guidance and Information Strategy 2023.

Key Priority 3

Where are we now?



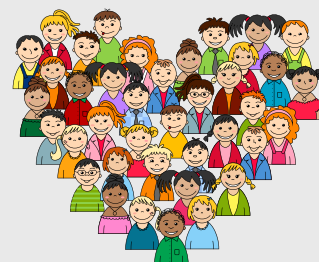
Providing Advice, Guidance and Information is a key priority in Worcestershire. Below are examples of the great work already in place:

We have recently reviewed and made changes to how people first access our services-known as the 'Adults Front Door', this has improved people's experience and outcomes.



We are updating our Community Services Directory to provide up to date information and ensure people are able to find services and support more easily.

We have an established Special Educational Needs and Disabilities Information, Advice and Support Service and the Worcestershire Safeguarding Adults Board website to support parents, carers, children and young people with specialist advice and information.



We have dedicated Health and Wellbeing advisors working in libraries to support young people with a range of needs including education and employment.

We commission Worcestershire Association of Carers who provide information, advice and support to carers and have an active carers hub.



Worcestershire libraries provide a front door in the community for information and advice. They signpost and provide support to find information online and access digital/online services.

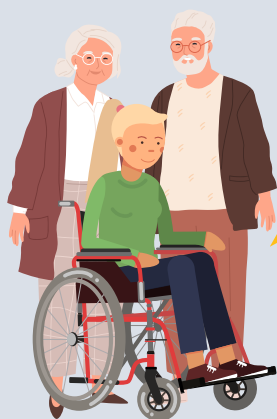
Key linked documents include: [Worcestershire Community Directory](#), [Worcestershire Association of Carers](#).

Key Priority 3



What outcomes do we want to achieve?

Providing residents with high quality advice, guidance and information will offer choice, control and independence. When listening to our residents, they were clear about what they wanted, they said...



I want to be confident that the voice of carers is equally heard and services are tailored as appropriate.

I want you to listen to me and change services based on my feedback and experience.



I want advice, guidance and information personalised to my needs which promotes my wellbeing.



I want to access information that is up to date and easy to find my way around.



I want you to talk to me about my health and wellbeing so I don't need services in a crisis.



Key Priority 3



How will we get there?



We will relaunch our community directory as a central point for people to access information about organisations, communities and the voluntary sector to support with health and wellbeing.



Through our newly designed 'Front Door', we will collect data when people make contact with us, to help better understand the needs of the local population and ensure we have the right services available to meet these needs and target inequalities.



We will ensure that we have information available in a range of formats, which is easy to find, being mindful that not everyone can use/has access to the internet. We will work with the 'Building Together' Forum to ensure that our communication is inclusive and accessible.



We will offer residents up to 12 weeks personalised support for those without a care and support need to promote independence, health and wellbeing through our newly developed Targeted Adults Support Team.



We will continue to work closely with the Worcestershire Association of Carers to ensure we provide the right support, at the right time and at the right place for those with caring responsibilities.

We will work closely with the VCSE and District Collaboratives to have a joined up approach to advice, guidance and information and ensure that we have a targeted plan to engage and support the people of Worcestershire.



From strategy to action...



To achieve our ambitions over the next 5 years, we will need to work differently with the residents of Worcestershire and our key partners. We will know this strategy is successful when:

People make the best possible choices about their health and care.



People know how to age well and are proactive in their approach to minimise the need for services.

People have a sense of independence and a connection to their community.



Key partners (NHS, PCNs, District Councils, VCSE) work together to embed preventative approaches to provide the best outcomes for people.



Alongside our statutory duty, it is important that this Strategy going forward is informed by people's views and experiences. We are committed to ongoing engagement, co-production and community-led approaches with the people of Worcestershire.

We will achieve this through...



Making sure this work happens



It is important that we have good governance around our ambitions and plans. Governance means the way in which we manage the business and how we achieve our stated commitments. To ensure successful implementation of this strategy....

We have developed a work/action plan to support the delivery of this strategy.



We will monitor progress at our ASC working group, and report to the Performance, Quality and Practice Strategic Board.

Representatives from our Building Together Forum will be invited to attend our Board bi-annually to offer challenge and review our progress.



We will review our success and priorities with people or groups who have an interest in what we do and who are affected by our decisions.

Additional scrutiny will be provided by CQC who will review our assurance and auditing systems and processes. We must demonstrate that we assess, monitor and drive improvement in the quality and safety of the services we provide including risk management systems.

With thanks...



We recognise that prevention cannot be delivered in isolation and also acknowledge the local authority's statutory duties set out in The Act regarding prevention. Successful delivery of this strategy will only be achieved through collaborative working to provide a joined up approach for the residents of Worcestershire.

In developing this strategy, we have shared our aspirations with many key stakeholders to understand their thoughts and hear their feedback. This has helped shape our areas of focus which we feel will have the greatest impact and improve outcomes for the people of Worcestershire.

We would therefore like to extend our thanks to our following partners who have contributed and acted as a critical friend in the development of this strategy.



Glossary



Word/ Abbreviation	Meaning
Assets	Assets in the context of this strategy are things we have near by and consider strengths. Examples of this would be community relationships and social networks, community and neighbourhood services, activities and facilities.
ASC	Adult Social Care.
Building together	Service users, their families and carers, are given the opportunity to improve Adult Social Care across the County by contributing their experience, skills, and influence on the design, development and delivery of our services through our Building Together Forum.
Commissioner	A person or organisation that assess, develop, contract and monitor the services on behalf of the people living in the area that the commissioner covers. This may be for a population as a whole, or for individuals who need specific care, treatment and support.
Co-production	'Co-production' describes working in partnership by sharing power between people who draw on care and support, carers, families and citizens.
CQC	The Care Quality Commission is the independent regulator for care within England. This includes the care provided by the local authorities, independent providers, the NHS and voluntary organisations in registered settings.
Culture	Learned attitudes, beliefs and values that define a group or groups of people.
Effective	By effective, we mean that people's care, treatment and support achieves good outcomes, promotes a good quality of life and is based on the best available evidence.
Independence	Freedom from the control or influence of others.
ICB	An Integrated Care Board is a statutory NHS organisation which is responsible for developing a plan for meeting the health needs of the population, managing the NHS budget and arranging for the provision of health services in a geographical area.
ICS	Integrated Care System (as described on page 7).
People who use services	The legislation uses the term "service user", which means a person who receives services from a provider as they carry on a regulated activity.
PCN	A Primary Care Network is a group of GP practices working closely together, aligned to other health and social care staff and organisations, providing integrated services to their local population.
Provider	An individual person, partnership or organisation who is commissioned by Worcestershire County Council to carry on one or more regulated activities.
Resources	The things needed to carry out a task or piece of work. Resources can include appropriately qualified staff, finances, suitable buildings and sufficient equipment.
Safeguarding	Ensuring that people live free from harm, abuse and neglect and, in doing so, protecting their health, wellbeing and human rights.
Stakeholder	People or groups who have an interest in what an organisation does, and who are affected by its decisions and actions.
VCSE	VCSE means an incorporated voluntary, community or social enterprise organisation which serves communities. They are usually registered charities or not-for-profit organisations.