

Improving information and advice in adult social care

Webinar 6: Co-producing communication

Interactive webinar 13 March 2024

The **Local Government Association** and **Association of Directors of Adult Social Services** are **Partners in Care and Health** (PCH) working with well-respected organisations.

PCH helps councils to improve the way they deliver adult social care and public health services and helps Government understand the challenges faced by the sector.

The programme is a trusted network for developing and sharing best practice, developing tools and techniques, providing support and building connections.

It is funded by Government and offered to councils without charge.

www.local.gov.uk/PCH



Agenda

- 2.00pm Intros
- 2.05pm Co-production and the lived experience perspective
- 2.20pm Breakout discussions
- 2.40pm Open feedback/questions from breakouts
- 2.45pm Summary of learning from Curators of Change
- 2.50pm Update from Socitm Advisory



Information, Advice and Signposting

Webinar 13th March 2024



**CURATORS
OF CHANGE**

directors of
adass
adult social services
eastern region
connecting innovating improving



AN INVITATION TO BRAVE SPACE
MICKY SCOTTBEY JONES

Together we will create brave space. Because there is no such
thing as a "safe space" -

We exist in the real world.

We all carry scars and we have all caused wounds.

In this space

We seek to turn down the volume of the outside world,

We amplify voices that fight to be heard elsewhere,

We call each other to more truth and love.

We have the right to start somewhere and continue to grow.

We have the responsibility to examine what we think we know.

We will not be perfect.

This space will not be perfect.

It will not always be what we wish it to be.

But

It will be our brave space together,

and

We will work on it side by side.

Listen to the story and note down on the Flinga board or in the chat:

- **How it makes you feel...**
- **What resonates...**
- **Any learnings...**

Warwickshire and Coventry – Info, advice and signposting. Click link below:

<https://communityreporter.net/story/experience-information-and-advice-relation-social-care-warwickshire-resident-2024-03>

Over a Brew Time



- Time in small groups of **3-4 people**
- Nominate someone with a timer
- 3 minutes to listen to each other
- After everyone has had their time then reflect openly

To be alongside one another and listen and reflect.

Prompt questions:

CURATORS
OF CHANGE

How are you feeling about I&A right now?

What is working well in relation to I&A locally?

What are the challenges you are facing locally?

What are you taking away from today's webinar?

INFUSED WITH THE CAMERADOS PRINCIPLES

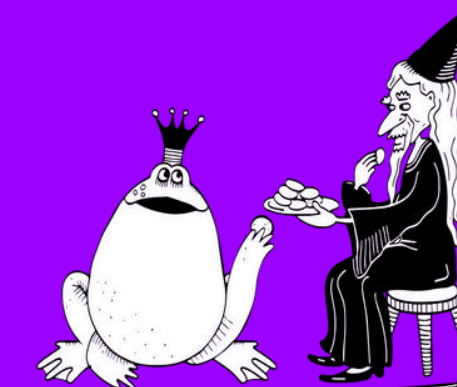
MIX WITH PEOPLE WHO
ARE NOT LIKE YOU



ASK SOMEONE WHO IS
STRUGGLING TO HELP YOU



NO FIXING - JUST BE
ALONGSIDE ONE ANOTHER



IT'S OK TO DISAGREE
RESPECTFULLY



IT'S OKAY TO BE A BIT
RUBBISH SOMETIMES



TO BE SILLY IS TO
BE HUMAN





**OVER
A
BREW**


Guide

Grab a brew



Once you have your brew, ask someone to be the timer

Reflect



Each person has time to think about the questions for **ONE** minute

Have your say



Each take it in turns to say your response
(TWO mins each)



Use the rest of the time to reflect on what's been said
(no fixing)

Still got some time?



Talk about:
What's not been said?
What are your lasting thoughts?

WHAT WE EXPLORED DURING THE OAB ON INFORMATION AND SIGNPOSTING IN JULY 23:

31 people attended the session to share ideas, insights and views... Over a Brew



1
Benefits of signposting

2
'Feelings' that being signposted inspire

3
Pitfalls and Challenges

4
Action ideas that might help improve signposting

What we have heard so far...

The challenges

- **Most councils feel they have a way to go before they can say they are co-producing information and advice. (And they were very honest with us about this).**
- **Information and advice isn't about doing it once – it's also about having the time and resources to keep things up to date and continuously co-producing.**
- **What works for one group of people or a neighbourhood won't work for all. You may need multiple co-production groups. Stay aware of the need to make sure you are not in conversation with a small group of 'the same' people all the time.**
- **Neighbourhoods are a big theme for councils at the moment – how local can you go?**
- **Being honest about when you are co-producing and when you are engaging. It's ok to do both if you are honest.**
- **Equality and diversity – of voices, experiences and good and bad perspectives is important.**
- **Online isn't always the answer.**
- **How do we get to the seldom heard voices?**

The opportunities

- **People want to co-produce and want to do it well.**
- **People are already working across lots of communities.**
- **We have data that gives a good picture of what might be happening and what might be needed.**
- **We know getting co-production right isn't a quick fix – and it's good that we know that.**
- **Some of us have appointed or are appointing someone who can just focus on co-production.**
- **There are lots of stories out there we can use to help us with co-producing information and advice.**

Information and Advice

Jerry Hall

13th March 2024

Partners in Care and Health

PCH Improving Information & Advice.....so far



- 100+ organisations
- 90+ Community of Practice (CoP) members
- 12 councils – direct support
- 6 Webinars
- 3 CoP meetings

Themes and challenges

- Making It Real “We” statements
- Improving your information base
- Directory functionality
- Knowing your user communities
- The online user experience
- The offline user experience
- The user journey
- Engagement with other council services
- Engagement with external partners
- Strategic management

- CQC inspection and Care Act duties
- Capacity
 - People
 - Skills
 - Funding
- Other priorities

What next

- Complete the Direct Support
 - Prepare a report for PCH
 - CoP meeting 14th March 2024
 - Funding for project agreed for a further 3 months
 - Next steps planning in progress
-
- If you have any questions about next steps or the ongoing development of this programme, please get in touch at WwP@local.gov.uk

- Find out more about the project and future webinars by visiting the PCH Improving Information and Advice website -
<https://www.local.gov.uk/out-support/partners-care-and-health/working-people/improving-information-and-advice-adult-social>
- Join the Community of Practice (CoP) by visiting the Knowledge Hub website -
<https://khub.net/group/improving-adult-social-care-information-and-advice>

Listen to the story and note down on the Flinga board or in the chat:

- **How it makes you feel...**
- **What resonates...**
- **Any learnings...**

Over A Brew – ADASS East – Info, advice and signposting. The link takes you to the Over A Brew webpage. The video that relates to the following feedback slides is the second one down. *People from the East Region share their experiences of information and advice, and how it feels to be ‘signposted’:*

<https://adasseast.org.uk/co-production/over-a-brew-virtual-coffee-sessions>

The rest of the slides are included for information and are the summary feedback report from the Over A Brew – also available on the Over A Brew ADASS East Resources page.

Feedback from the Over A Brew

Information, Advice and Signposting



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Benefits of signposting

- Signposting can potentially provide benefits when carried out effectively. We heard that it can:
 - Support with holistic assessment
 - Help people connect the dots
 - Create opportunity for learning and connection making
 - Minimise people being unnecessarily drawn into service
 - With early Information and Advice, support people before crises occur



A benefit of signposting is helping people connect the dots – seeing what’s available in terms of advice and guidance for folks. The more you know, the best you can choose.

Benefits are to support with holistic assessment and support and improve independence and wellbeing

Signposting minimizes people being unnecessarily drawn into services

Signposting creates the opportunity for learning and connections

One benefit of early I&A and signposting is that it can support people before crises happen

Benefit of signposting – sometimes can mean that we meet other people, potential allies, living in similar circumstances

The piece of signposting that worked really well for me was being told about the Partners in Policymaking programme – life-changing in terms of building confidence and connections

2

Feelings that signposting can inspire

- Poor signposting elicited a wide range of feelings that might not be obvious:
 - Hopelessness
 - Helplessness
 - 'Done to me'
 - 'Dropped in a maze'



My confidence levels have been totally shattered and messed around with my local authority which is not how it should be

Something that is done to me!

Like being dropped into a maze but with a list of Ikea instructions

A bit hopeless

Sense of feeling helpless – not being able to help people.

I also have EDS and CPTSD as well as the Autism and signposting is a nightmare

The impact of receiving poor information and advice is sobering.

Weirdly taking advantage of people when they are at their lowest – shocking

For me has been useless, for the system I suppose it saves money

Desperate to make a difference for people – this needs to come through to make practice changes.

3

Pitfalls and challenges of signposting

- Signposting can inspire negative feelings for both people seeking support and the workforce.
- Structural and system issues can add extra layers to problems:
 - User unfriendly websites
 - Reliance on scripts
 - Unintended consequences of 'prevent and delay' policy
 - Poor communication in and across large organisations and systems
 - Complex hierarchy within organisations

I sometimes suspect its 'Prevent and Delay' (services take up) approach – which is seen as a good thing... rather than finding the right support, early

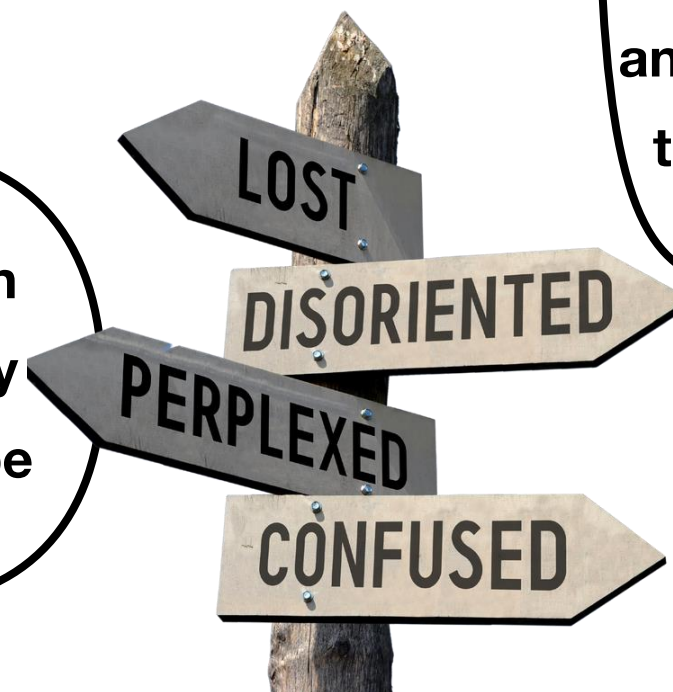
Hierarchy in the organisations doesn't help – and sometimes the only way to cut through is going down the route of formal complaint! Think of the time we could save if we didn't do that!

Unless people giving information have great knowledge of local resources they often rely on scripts which identify trigger words - as if every person with a learning disability only wants to be connected to learning disability services.

It is frustrating for people in services signposting as the services being signposted to are over subscribed, not taking people, not helpful – and feeling helpless at not being able to help someone! Trying to fit the signposting to the person rather than the person to the signposting!

Websites are so difficult to address. These are usually managed corporately and it's hard to get change made.

One of the things that really resonated was talking about the size of big organisations like Local Authorities – like labyrinths! Inside those orgs it's hard to communicate and get things sorted – never mind if outside, if you don't have the skills and time – BUT are we really here for the people who need the support?



4

Actions and Ideas

- The group had a diverse range of ideas that could improve the process of signposting:
 - Improved feedback loops
 - Co-produced commissioning and cross pollination of ideas across organisations
 - More 'human' thinking across workforce, planning and training
 - Workforce Plans need to incorporate time for SWs to carry out roles on a deeper level / conscious practice

Love the idea of putting "relationships" into specifications written by commissioners and submissions written by providers. Don't often see the word "curious" in documents.

There are ways we can be more human in relation to this and connect with people.

As part of our council we regularly do ask for feedback from people we support and we could ask for feedback from people about signposting as an action from today

Principle of not drawing people into services is the right one – and signposting has its place – but it shouldn't be 'one size fits all'. How can we make the process more person focussed – not digital by default? How can we support communities to support each other better – more informally!

If people understood the impact on people they would be more motivated to improve

Trying to ask more about what is important to you

Commissioning perspective – honesty in relationships – making sure we are being transparent and the communication is equal between you. Trying to imagine what it would be like to specify as a commissioner doing the signposting as to what difference that signposting actually made.



Actions and ideas continued...

Do we need to change the process? I wonder if we need to use more community-based staff to build interpersonal relationships and then where Social Worker professional roles are needed, that's when they come in in collaboration with the Community Worker.

Need better cross pollination of ideas in the organisations

Workforce Plans need to incorporate 'time' for SWs to carry out their roles on a deeper level, rather than be so timebound (which could lead to poor information/listening/support)

Commissioning should also be co produced to make things better

SW consideration of what is 'being shared' and the capacity for the person to act on that information. Move to 'conscious practice'

Importance of checking in with a person on how the experience of signposting feels – this is key to getting better approaches!

Signposting is ok but it isn't 'job done'. A good approach would be for the person signposting to go back and say, 'So, did that place/resource work? What feedback do you have for me?' That way it becomes more of a feedback loop.

FINAL REFLECTIONS

Signposting is a commonly commissioned part of service provision underpinned by belief/assumption and feedback that people often don't know where and how to get the help and support they need.

While true – this surface story also helps to uncover deeper questions:

- How effective is current signposting?
 - What does 'quality signposting' look and feel like?
 - Are services just too complex for people to understand and access?
- What can services do to provide more and different information, awareness and education about what they offer and to who?
- How can services and intermediaries better reach and support people and groups least likely to gain the access they need?
- What can be learned from great examples?



Examples (e.g., FLAG in Stockport – no longer in operation)

<https://www.thinklocalactpersonal.org.uk/Browse/Informationandadvice/Informationandadvicecasestudies/Stockport-FLAG-Stockport-Council/>

<https://connectassist.co.uk/blog/the-importance-of-signposting-getting-your-service-users-to-the-right-place-at-the-right-time/>