

# SERVICE SPECIFICATION FOR THE PURCHASE OF

## 24/7 Telephone and Online Support Service

This document defines the 24/7 telephone and online support service for individuals experiencing mental health distress for Kent & Medway residents

To commence on 1<sup>st</sup> April 2018



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## 1) Introduction

Mental health is the largest single cause of disability and represents 23% of the national disease burden in the UK. Mental illness and wellbeing costs the UK economy £70–£100 billion per year; and only 25% of people with mental illness are receiving treatment. There is an unacceptably large 'premature mortality gap' resulting in huge health inequalities - People with serious mental illness die on average 15 to 20 years earlier than those without, often from avoidable causes.

Approximately one in four people will have a common mental illness during their lifetime and one in six people in England has a mental health and wellbeing issue at any given time. One in seven people will have two or more mental health and wellbeing issues at any point in time.

The population of Kent and Medway is 1,791,900

- **250,866 (14%) will have a common mental health and wellbeing issue in their lifetime such as anxiety or depression**
- **89,595 (5%) will have longer term and more complex mental health issues in their lifetime**
- **125,433 (7%) will have mental health issues associated with their physical health needs**

This specification sets out the requirements for the independent market to deliver, an online and telephone counselling support service targeted at those aged 16 years and over. These services will be commissioned for individuals living in the Kent and Medway geographical area.

In entering into a sub contracted arrangement with Kent County Council (KCC), 8 CCG's and Medway Council, via a strategic partner, the provider will need to comply with the law, KCC Terms and Conditions and this specification.

The duration of the sub contract will be for a period of three years with an option to extend for a further period of two years, solely at the Council's discretion.

The sub contract will commence on 1 April 2018

## 2) Key Drivers for Change:

The Mental Health Taskforce recommendations in the 'Five Year Forward View for Mental Health' (FYFV) (Feb 2016) focuses on key priority areas which are reflected in local sustainability and transformation plans (STPs), these include:

- Access to high quality services close to home
- Equal priority given to mental and physical health (parity of esteem)
- Co-production with those affected by mental health issues and their carers
- Early intervention

- Improved care for people in crisis
- Improved experiences and outcomes
- Greater integration across universal services; primary care and secondary care

This specification has been developed to promote innovative solutions to online services and telephone support line service requirements and support for adults with mental health and wellbeing needs, in the context of the system wide integration agenda, exemplified by the Your Life Your Well-being (YLYWB) Transformation Programme and the Kent and Medway Sustainability and Transformation Plan (STP).

The current sphere of operational planning is increasingly being influenced by the Sustainability and the Transformation Plan which has been mandated by NHS England as the delivery vehicle for the Five Year Forward View. The subsequent Five Year Forward View for Mental Health (FYFVMH) will be even more instrumental for the development of mental health and wellbeing services. Amongst other recommendations, the FYFVMH promotes the 'integration of care spanning people's physical health, mental health and social care needs achieved through partnership working across NHS, public health, voluntary, local authority, housing providers, education and youth justices', this is across universal services, primary and secondary care.

## **2.1 Kent's Adult Social Care Vision**

Kent County Council (KCC) has developed a vision for adult social care for the next five years. Demand for adult social care is increasing and finances are under pressure. Expectations of adult social care are changing; people want a life, not a service. KCC's vision is to help people to improve or maintain their well-being and to live as independently as possible.

KCC's strategy approach to adult social care has three themes that cover the whole range of services provided for people with social care and support needs and their carers:

- Promoting well-being – supporting and encouraging people to look after their health and well-being to avoid or delay them needing adult social care
- Promoting independence – providing short-term support so that people are then able to carry on with their lives as independently as possible
- Supporting independence – for people who need ongoing social care support, helping them to live the life they want to live, in their own homes where possible, and do as much for themselves as they can.

The strategy also explains the building blocks that underpin what KCC must have in place in order to achieve the vision – namely, effective protection (safeguarding), a flexible workforce, smarter commissioning and improved partnership working. It also includes a set of values and principles that will guide everything KCC do to provide care and support.

## **2.2 Medway Adult Social Care Strategy: 'Getting Better Together'**

Medway's Adult Social Care Strategy states "We will support the people of Medway to live full, active lives; to live independently for as long as possible, and to play a full part in their local communities." Priorities identified within the strategy are:

- Prevention of care and support need escalating by intervening early
- Participation & Partnerships. The service will use callers experience to develop the service
- Personalisation: The service will provide support tailored to the persons individual need at that time and signpost to the services that are appropriate
- Integration: This service will be integrated with other services locally
- Innovation: Promote the use of technology
- Safeguarding: Keeping people safe, by de-escalating from crisis

### **2.3 Children's Mental Health**

Children's mental health is driven locally by the Children and Young People's Emotional Wellbeing Strategy 2015. As services move towards a life span approach this will have implications for adult mental health services with some resource moving to children's services to meet the needs of individuals aged between 17 – 25 years.

There are two separate types of services for children and young people in Kent. The first service includes universal provision, which promotes positive emotional wellbeing and provides a lower level service in universal settings such as schools. This provision is commissioned by KCC. The second service provides Targeted and Specialist Mental Health Services for Children and Young People; this provision is commissioned by the seven Kent CCGs.

### **2.4 The Care Act 2014**

The aims of the Care Act are:

- Wellbeing: The principle of individual wellbeing underpins the Act.
- Prevention: Local authorities and their partners will undertake steps to prevent, reduce or delay the need for care and support.
- Integration: The Act includes a statutory requirement for local authorities to collaborate, co-operate and integrate with other public authorities.
- Information, advice and advocacy: Local authorities have a duty to ensure that information and advice on care and support is available to all, this includes independent advocacy.
- Diverse care markets: There must be diversity and quality in the market of care providers so that there are enough high quality services for people to choose from.
- Safeguarding: A new statutory framework protects adults from neglect and abuse.
- Assessment and eligibility: Anybody, including a carer, who appears to need care or support is entitled to an assessment.
- Charging and financial assessment: If the type of care being considered is chargeable, then the local authority must carry out a financial assessment.
- Care and support planning: A local authority must help a person decide appropriate resources. The assessment, which includes how their eligible needs will met through the preparation of a care and support plan or support plan for carers, and review it regularly.

- Personal budgets and direct payments: A personal budget will form part of the care and support plan or support plan.

## **2.5 The Kent Joint Health and Well-being Strategy 2014 - 2017**

Within the Joint Health and Well-being strategy, Mental Health has its own outcome – Outcome 4: People with mental health issues are supported to Live Well. There are 4 priority areas within this outcome.

- Priority 1 - Tackle areas where Kent is performing worse than the English average.
- Priority 2 - Tackle the health inequalities related to people who have mental health conditions.
- Priority 3 - Tackle the gaps in provision and quality.
- Priority 4 - Transform services to improve outcomes, patient experience and value for money.

## **2.6 Medway Three Conversations Model:**

Medway Council is using an innovative new way of working called “Three conversations model”. This model replaces the status quo ‘operating model’ in social care with one based on assets and strengths, and collaboration. It works through a evidence base. It works in integrated environments to improve both the health and wellbeing of people. It generates evidence from people and families that it is better for them. It generates evidence from the workforce that satisfaction, effectiveness and productivity can significantly rise. The support line will align to these principles; promote personalised service in an integrated environment.

## **2.7 Kent and Medway Multi-Agency Suicide Prevention Strategy 2015-2020**

Kent and Medway Multi-Agency Suicide Prevention Strategy states:

- Reduce the risk of suicide in key high-risk groups
- Tailor approaches to improve mental health and wellbeing in Kent and Medway
- Reduce access to the means of suicide
- Provide better information and support to those bereaved or affected by suicide
- Support the media in delivering sensitive approaches to suicide and suicidal behaviour
- Support research, data collection and monitoring

## **2.8 NHS England Suicide Prevention Targets**

The Five Year Forward View for Mental Health, sets out the ambition that the number of people taking their own lives will be reduced by 10% nationally compared to 2016/17 levels. All CCGs will be monitored against this target. In 2015 there were 172 suicides in Kent and Medway.

## **2.10 Kent and Medway Crisis Care Concordat 2015**

The Kent and Medway Crisis Care Concordat 2015, committed to ensuring that all health and social care projects related to urgent and crisis care are connected. That systems are also

are also connected together to identify interdependencies of actions and impact on: A&E, Unplanned admissions, reduced ambulance conveyancing and admissions under S136.

## **2.11 Time to Change**

Time to Change is a national campaign by MIND and Rethink Mental Illness. Time to Change aims to:

- Improve public attitudes and behaviour towards people with mental health and wellbeing issues.
- Reduce the amount of discrimination that people with mental health and wellbeing issues problems report in their personal relationships, their social lives and at work.
- Make sure even more people with mental health and wellbeing issues can take action to challenge stigma and discrimination in their communities, in workplaces, in schools and online.
- Create a sustainable campaign that will continue long into the future.

## **2.12 Release the Pressure**

Kent County Council's Public Health Department has developed the "Release the Pressure" campaign was developed after research with focus groups explored the pressures that men are under and in-depth interviews with individual men who shared their experiences and feelings that led them to contemplate suicide. The campaign urges people to seek help by calling the support line where support is available from trained and experienced staff 24 hours a day 365 days a year. During the first year of the campaign there has been a 76 per cent increase in the number of male callers to the helpline.

## **3) Executive Summary**

The 24/7 telephone and online support service for the Kent and Medway population, offers information and support to people experiencing wellbeing and mental health distress.

2016 / 2017 there were 17,973 calls into the service with an average of 1,630 calls per month which was over 3,000 hours of call time

Calls can also be from people who are suicidal, or need an ambulance, or are referred from duty GPs, or referred from out of hour's teams including the Crisis Resolution Home treatment Teams, Approved Mental Health Professionals. The lines are to be operated 24 hours including weekends and bank holidays.

The provider will provide a responsive call back service over a period of 4 days for people who have been admitted to a Section 136 Suite and are not formally admitted to hospital. This document will describe the service commissioned, how it should be delivered, and how it will be monitored.

The provider will work with local initiatives in crisis care which include but are not limited to Kent Police and the Mental Health crisis services, alternative places of safety to provide additional support to those who have experienced mental distress. This work and reporting will be agreed with the provider and commissioners over the length of the contract.

The provider will provide a web chat facility in addition to the support line. This service will also be available 24 hrs a day.

The provider will also deliver a variety of campaigns in conjunction with commissioners including Public Health, Social Care or Clinical Commissioning Groups. This specification has been produced with the individuals accessing the service, provider organisations as well as commissioners. We wish to thank all those who have contributed to this service specification.

Additional elements may be added to the delivery of this contract during the lifetime of this contract. This would be agreed by all parties and may carry a different contract term.

#### **4) Key Principles of the Service**

- To provide a 24 hour, 365 days per year telephone support line and online support using (using social media/technology) for people with mental health needs from across Kent and Medway
- The service will be for adults aged 16 years and over who are, or may, need to access emotional support, guidance or information to prevent, reduce and/or de-escalate mental distress
- The service will link with providers of mental health support for those aged 16+ onwards in Kent and Medway, this includes children and young person's mental health providers
- The service will be available to people who are registered with a GP or reside in Kent and Medway regardless of race, disability, religious belief, gender, sexual orientation or marital status.
- Support will be provided for those individuals experiencing mental health distress (such as self-harm, suicidal ideation or a psychotic episode).
- Carers of people experiencing mental health distress will also be supported
- The service will be required to support up to 20,000 average calls per annum
- Webchats will be developed and be more accessible providing short-term support for people who are overwhelmed and having difficulty coping or staying safe. It will use real time 'chat' technology to provide confidential one-to-one online crisis support service
- Web service will be marketed and promoted
- Section 136 calls up to 2,000 per year; this will be reviewed at monthly then 3 months and 6 months, captured on CCG area basis, in line with the agreed protocol these are in addition to the 20,000 calls per annum
- Street Triage follow up calls up to 1,000 per year this will be reviewed at monthly, 3 months and 6 months, captured on CCG area basis, in line with the agreed protocol
- The service will provide a response call back service over a period of four days for people who are admitted to an alternative place of safety, if required
- The service will build on individuals existing capabilities strengths and assets
- Wellbeing calls can also be booked in over the weekend and evening to help support people in distress
- The service will signpost and link into the Live Well Kent service



- The provider will be required to achieve Helpline Partnership accreditation standards throughout the lifetime of the contract.

## 5) Outcome Based Services

This specification responds to the developments in social policy regarding a shift in focus from service inputs to the outcomes they achieve, and as such this specification primarily focuses on the outcomes of the service required.

Kent County Council, Medway Council and the CCG's are confident that provider organisation has the ability and skills to organise their resources in the best way possible to achieve the outcomes specified.

The provider is encouraged to operate flexibly, be innovative and 'try new ways of delivering services and outcomes', and learn and improve what they do. As such Kent County Council, Medway Council and the CCG's welcome innovative approaches that add value and maintain and improve people's wellbeing.

### 5.1 Outcomes of the Service

Outcome focused services are fundamentally person-centred in approach, recognising that each person is unique and will have different requirements. Outcomes can be defined as the intended impact or consequence or as a result of a service on the lives of individuals and communities. An outcomes focused service aim is to achieve the aspirations, goals and priorities as defined by the person accessing the service.

Kent County Council, Medway Council and the CCGs are specifying the outcomes which the providers are to achieve by working with universal services, primary care, health and social care partners the service will:

- Early Intervention: Increased numbers of people accessing mental wellbeing support including information, advice, self-help and sign posting
- Improve mental wellbeing and self-help knowledge and skills amongst people using the service
- Provide support to individuals who have been in contact with the crisis support services, to be defined and agreed over the length of the contract
- People supported to achieve emotional and mental wellbeing
- Fewer people experiencing feelings of loneliness and isolation
- Reduce stigma and discrimination
- Improve outcomes for families and carers
- To promote and support suicide prevention and anti-stigma campaigns
- Client satisfaction with the service is monitored
- Signpost people into their own postcode to receive support in their own community opening the circle of support

### 5.2 Personal Outcomes

As a direct result of the service more people will report they;

- I feel equipped to cope with mental health crisis

- I was listened to and heard
- I feel supported
- I can talk through what is going on in my head without judgement
- I feel connected into local support networks
- I feel less isolated and alone
- I can contact someone whenever I need to, day or night
- I feel understood in my crisis
- I feel empowered after speaking to you

### **5.3 System Outcomes**

- Connect to their communities and feel less lonely and socially isolated
- Have choice, control, and feel empowered
- Report and optimise physical and emotional wellbeing
- Live safely and independently and optimise recovery
- Feel satisfied with service delivery and service outcomes
- Be appropriately supported to manage their recovery

## **6) Contract Management**

The strategic partner will manage the invoicing and financial arrangement for the service. The performance management of the contract will be managed by Kent County Council, Medway Council, 8 CCGs and Public Health quarterly unless otherwise agreed.

## **7) Performance Monitoring and Key Performance Indicators**

Performance monitoring is essential to ensure the effectiveness of the service. The performance management of the contract will be managed by Kent County Council, Medway Council, 8 CCGs and Public Health. The performance management will ensure the service is meeting the Specification and that all Outcomes are being achieved. The service will be reviewed through performance monitoring and an effective partnership approach. The Service will be required to report to the Commissioners on the performance of the service.

KPIs are a way of demonstrating that an outcome has been achieved, or that progress has been made against an outcome.

- Information on number of calls, the duration of calls, per location per month to be submitted every quarter
- Information on the reason for calls per location per month to be submitted every quarter
- Information on referrals into service, where available e.g. GPs, Self-referral, Street Triage per month to be submitted every quarter
- Information on number and duration of online activity per location per month to be submitted every quarter

- What services callers were signposted or what support information they receive, where applicable per month to be submitted every quarter
- Number of answer phone messages per month to be submitted every quarter
- Proportion of service users who after the service report a) increased mental wellbeing coping strategies and skills b) increased emotional wellbeing or c) a reduction in isolation or loneliness per month to be submitted every quarter
- Demographic and ethnic data to also be reported where possible per month to be submitted every quarter
- S136 data to be submitted monthly until service is established and then quarterly with agreement from the commissioners
- Crisis support data to be submitted in agreement with the commissioner when the service is established.
- Additional data to support campaigns and strategic work may be required on an ad hoc basis, these additional data sets will be mutually agreed
- At least one case study per month should be reported
- Kent and Medway data reported separately

These reports are to be submitted quarterly report to Kent County Council, Medway Council, 8 CCGs and Public Health in line with the performance framework unless otherwise agreed.

Kent County Council, Medway Council and the CCGs reserve the right to vary and update the KPI's during the life of the contract to support delivery of outcomes to people.

The responsibility of the strategic partner is to receive invoices from the provider a six monthly basis and to subsequently invoice Kent County Council for the amounts owed.

**Invoice Address:**

**TBC**

**Contract and Performance Management Address:**

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**TO BE ADDED TO A SCHEDULE BY SUE**

**Finance**

The annual sum of the sub contract is £171,991.00 and this will be paid in two equal sums of £85995.50 on the 1 April and 1 September for the duration of the contract via an invoice to a strategic partner.

## Appendix 1: Definitions

<b>Business Continuity</b>	A process that identifies potential threats to an organisation, the impacts to business operations that those threats, if realised, might cause, and which provide a framework for building organisational resilience with effective response that safeguards the interests of its key stakeholders.
<b>Disaster Recovery Plan</b>	A disaster recovery plan is a documented process or set of procedures to recover and protect a business in the event of a disaster, such a plan, ordinarily documented in written form, specifies procedures an organization is to follow in the event of a disaster. It is "a comprehensive statement of consistent actions to be taken before, during and after a disaster".
<b>NHS Talking Therapies</b>	Improving Access to Psychological Therapies - Talking therapies, sometimes known as psychological therapies, can help people cope with: <ul style="list-style-type: none"> <li>• stress</li> <li>• anxiety</li> <li>• depression</li> <li>• emotional problems</li> <li>• relationship problems</li> <li>• troublesome habits like OCD (Obsessive Compulsive Disorder)</li> <li>• phobias</li> <li>• other problems, such as hearing voices and Post Traumatic Stress Disorder</li> <li>• anger management</li> </ul> bereavement
<b>Performance Indicators</b>	Indicators are ways of knowing that an outcome has been achieved, or show progress against an outcome. The key indicators set out for this contract are provided in Appendix 3 Performance Framework.
<b>Information Governance</b>	Information governance (IG) is a framework that brings together all the requirements, standards and best practice that apply to the handling of information to ensure compliance with the law, including <a href="#">The Data Protection Act 1998 (DPA)</a> , <a href="#">Freedom of Information Act 2000 (FOI)</a> and <a href="#">Environmental Information Regulations 2004 (EIR)</a> . The framework is designed to assist with the application of rules concerning confidentiality, privacy, data security, consent, disclosure and access to records.
<b>Mental Health</b>	Mental Health is defined <b>as a state of well-being</b> in which every individual realises his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community (WHO 2003).
<b>Outcomes</b>	Conditions of wellbeing for children, adults, families, communities or the environment. They can be described as the end state or how we want people to be better off as a result of our activity. For example individuals have improved wellbeing.
<b>Telephone Helpline Standards</b>	The Helplines Standard is a nationally recognised quality standard which defines and accredits best practice in helpline work. For more go to: <a href="https://helplines.org/services/quality-standard/">https://helplines.org/services/quality-standard/</a>