

# Making a difference every day

## Our strategy for Adult Social Care 2022 to 2027

Draft revised document



# Our strategy

This strategy sets out our vision for how we plan to make changes working with people in Kent and all our partners. We have worked with people we support and their carers to develop our new 'Making a difference every day' strategy, as the bedrock for turning our ambitions into reality.

Specific action plans will be developed to support the delivery of the outcomes of the Adult Social Care Strategy. A Carers' Strategy has been developed alongside this, as one of the supporting strategies linked to this document.

This Strategy should be read alongside other strategic plans such as, Kent County Council's Interim Strategic Plan and 5-year Plan, Kent and Medway Integrated Care System's Five-year Plan and the national health and care integration policies. These can be found on our website.

## Our vision driving what we do

We have agreed an overall vision for adult social care, which will guide and help us achieve the ambitions of our 'Making a difference every day' approach which is described in this strategy

Adult Social Care is about social work, personal care and practical support for younger and older adults over 18 with a physical disability, learning disability, physical or mental illness. It also includes safeguarding for those at risk of harm and abuse, as well as support for unpaid carers. For more detail, visit [www.kent.gov.uk/localaccount..](http://www.kent.gov.uk/localaccount..)

# Our vision for adult social care in Kent

**"Making a positive difference every day, supporting you to live as full and safe a life as possible and make informed choices."**



# Our core purpose and vision



Our core purpose is supporting people to lead the lives they want to live, and in a place they call home, by putting people at the heart of everything we do.

This means carrying out and complying with the duties of Kent County Council's adult social care responsibilities that are described in several laws and regulations. This includes promoting individual's well-being, preventing, reducing or delaying the development of the need for care and support. Our role as adult social care has not changed – but you will start to see that we will be working differently during the lifetime of this strategy, with the changes delivered within the allocated budget for adult social care.

# How we can achieve this

We can achieve our ambitions if we work together with the people we support, and carers differently, this means:



**Putting the person first** – always starting our conversation with the voice of the person, focusing on what the person can do and keeping them at the heart of everything we do; developing working relationships people can trust and helping them to achieve outcomes that are important to them.



**Improving all the time** – finding innovative ways of helping people and making sure that any support offer is tailored to the individual; learning from feedback from the people we support and building continuous improvements together.



**Measuring what matters** – understanding how we are making a difference to the life of the person we support by working with them, our staff and partners.

# What will it feel like for the people we support?

The way we want to work, shown in the diagram opposite will mean that, people we support including carers, will make more informed choices about what support is right for them. Our support will be more personalised, easy to access, more joined-up and consistent for the people we support, improving their overall outcomes and experience of adult social care and how we link with our partner organisations. The voices of the people we support will be heard as individuals, making sure we focus on equality, diversity and inclusion as we work with people, as a guide towards continuous improvement.

We will work with communities early on to help people feel empowered, resilient and develop their independence and access trusted support - this could mean informal support arranged by the person, or support that is arranged by the voluntary sector or adult social care. To do this, we will need to have the support of our workforce, both within the council and in the wider care sector.

People will experience more flexible ways of arranging support, promoting a balance of choice for the people we support, quality and value.



These examples, based on our social care model, give an idea of how our strategy should make a difference in people's lives in the future.

## Community

Working with communities to help people earlier. Empowering people to find trusted help and support locally from a range of sources.

**Amanda**, is a carer for her husband who has multiple sclerosis and feels isolated.

Amanda found information about local community support on the adult social care website. Amanda now attends a local carers group with her husband, and is aware of carer support and entitlements.

"I feel stronger as I have access to a range of local support that is helping me to live the life I want"



## Initial contact

People experience personal and person-centred conversations which build on what they can do and develop support with them.

**Derek**, lives alone. He recently experienced a fall which has affected his confidence.

After making a full physical recovery he spoke about his goals and what he felt he needed to be supported. Derek accessed an enablement service to rebuild his confidence, and a community volunteer connected him with a local choir as he is a keen singer.

"I feel reassured I can speak to someone, but also have access to online information about the options available to me"



## Our support

People experience more joined-up support because of effective communication and coordination between providers and partner organisations.

**Cameron**, struggles with mental health issues which he manages alongside his GP. His GP referred him when he began to struggle with everyday tasks. Cameron now receives a better co-ordinated therapy service from both health and social care. Joined up working has meant Cameron is connected to the right support for his personal circumstances.

"I feel safer, my strengths are recognised to help me make my own choices and have greater control to achieve my goals."



## Positive support

People experience positive person-centred support which is simple for them, allowing time to build relationships and offer innovative solutions.

**David**, has moved from children's to adult social care. He was referred by a medical specialist after he developed a health condition which will affect his ability to be fully independent.

"I feel confident in social care and trust them because they know all about me. I only had to tell my story once. My support is coordinated, the staff work well together and I'm involved in decisions."



## Commissioning

People experience flexible and creative ways of arranging support which enable a balance between choice for the person we support, quality and value.

**Lynn**, has multiple conditions that affect her vision and movement, and this can change from day to day. She enjoys music and has a passion for social history.

"I feel in control because I can decide the kind of help I need and when, where and how to receive it. I know how this is funded and that my views and feedback shape how support is provided."



# Your voice



## Why not sign up to our Your voice network?

You can join one of our focus groups or our larger virtual involvement group, take part in upcoming surveys, be part of one of our interview panels or get involved in new innovations in adult social care.

How much or how little you get involved with will always be your choice, so if you are interested in helping to shape what adult social care does, please do get in touch.

Visit [www.kent.gov.uk/yourvoice](http://www.kent.gov.uk/yourvoice) to find out more, register to receive our latest updates and hear about opportunities to share your views with us and our partners in Kent.

# Working on our strategy together

This strategy has been developed with input from people we support, carers and the public. To deliver our plans, we will need to continue to find innovative ways to improve our services, respond to change and work with and listen to people in Kent. Our plans for delivering the strategy are shown below:



# Outcomes from this strategy

These outcomes will help us monitor our progress in making a difference. Here's what we expect to see when we get things right.

## Our core purpose and vision

1. There is a positive relationship with the people we support, carers and partners organisations.
2. How we work, and our practice model are implemented successfully.
3. Kent County Council's adult social care responsibilities are met.

## Putting the person first

1. Making a difference to the lives of the people we support and to carers.
2. The people we support feel listened to and able to shape what we do and how we do it.
3. People at risk of abuse or harm are protected at the right time.

## Improving all the time

1. There is proof that we are learning all the time.
2. Innovation is part of the day-to-day approach of what we do.
3. Kent County Council enthusiastically embraces digital and adopts technology that enables us to improve upon our service delivery.

## Measuring what matters

1. Feedback from the people we support, carers, staff, providers, and partners is a key part of improving what we do.
2. How well we are doing to support people compares positively with other local authorities.
3. There is good quality information and evidence of the cycle of continuous improvement.

# Get in touch with Kent Adult Social Care and Health

## **Telephone our contact centre**

For non-urgent telephone calls, please contact us Monday to Friday between 8.30am and 5.00pm. The contact centre is based in Maidstone and is open for business 24 hours a day, 7 days a week.  
Telephone: 03000 41 61 61

## **Text relay**

A text relay service is available for Deaf, hard of hearing and speech impaired customers and is available 24 hours a day, 7 days a week.  
Text Relay: 18001 03000 41 61 61

## **Out of hours service**

Not every crisis occurs during office hours. Kent and Medway Social Services provide for these times with our out of hours service that can offer advice, support and help to ensure that vulnerable people are not left at risk.  
Telephone 03000 41 91 91

Calls from landlines are typically charged between 2p and 10p per minute; calls from mobile typically cost between 10p and 40p per minute.

## **Email and website**

You can email us with queries or questions about any of our services or information.  
Email: [social.services@kent.gov.uk](mailto:social.services@kent.gov.uk) or see our website at:  
[www.kent.gov.uk/careandsupport](http://www.kent.gov.uk/careandsupport)

This booklet is available in alternative formats and can be explained in other languages.

Telephone: 03000 41 61 61 or  
Text Relay: 18001 03000 41 61 61