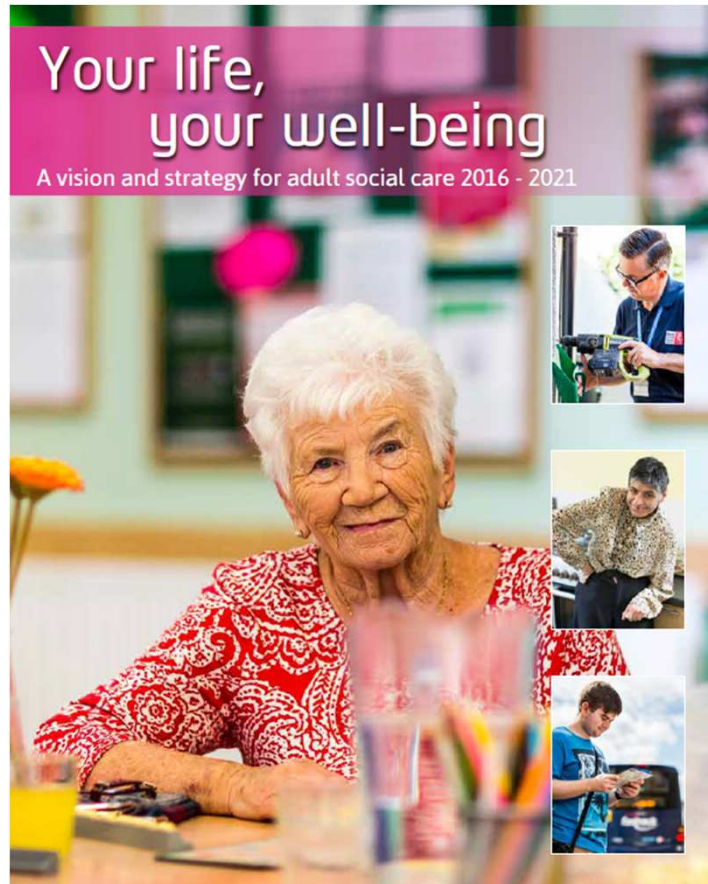
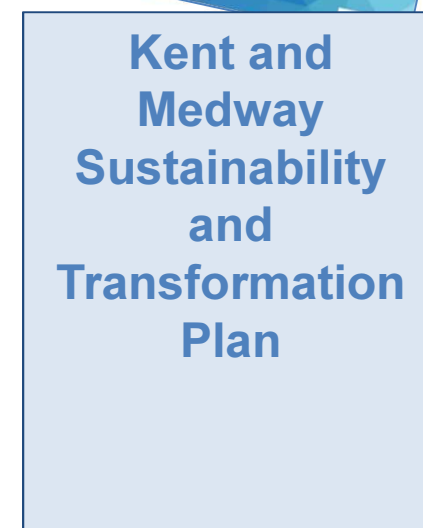
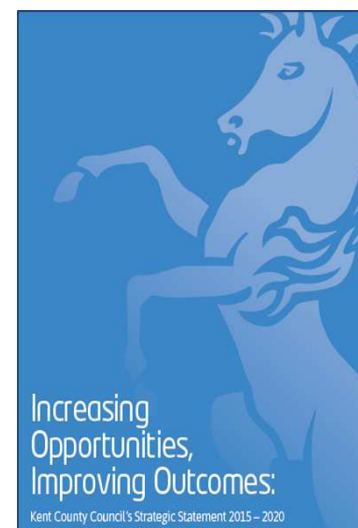
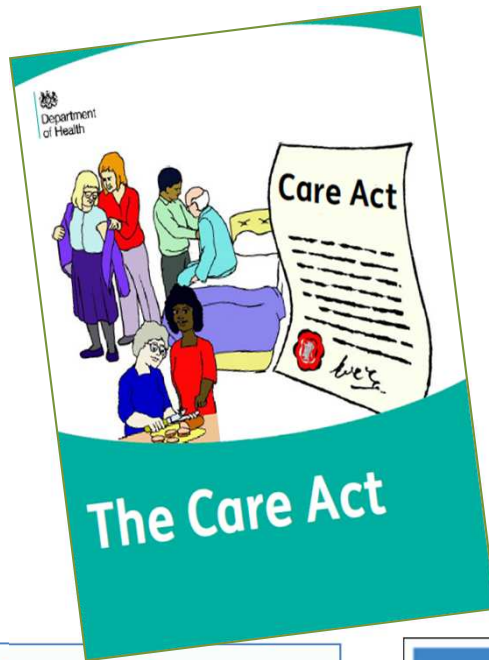


Your life, your well-being

A vision and strategy for adult social care 2016-2021



Context



Why do we need a new vision and strategy?

Three main reasons:

1. Core purpose of adult social care

- Care Act 2014 – focus on wellbeing, market shaping
- Strategic backdrop to Transformation phase 3
- ‘A life not a service’ – changing expectations

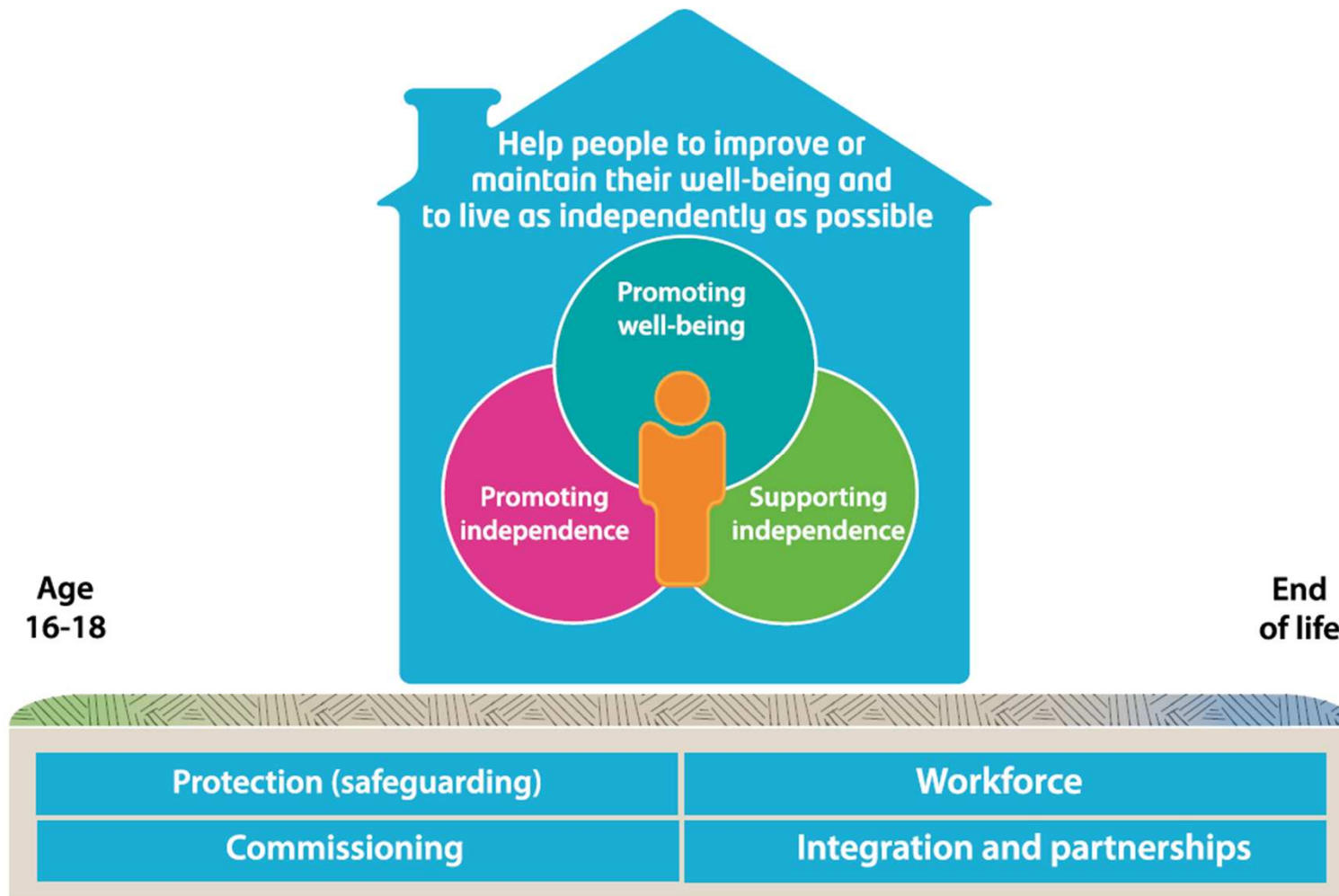
2. Financial challenge

- Budget pressures, commissioning authority
- Demand increasing and complex of needs

3. Integration / partnership

- Integration by 2020
- Delivery plan (STP) for NHS 5 Year Forward View
- Need to be clear about our vision and identity is even more critical

The vision



Supporting KCC's strategic outcome: older and vulnerable residents are safe and supported with choices to live independently

Consultation findings

Pre-consultation feedback

Issues highlighted included:

- Loneliness and isolation, the particular vulnerability of people who live alone
- The importance of all providers of services having an understanding of what is available locally to prevent duplication
- A concern that the focus on independence could lead to the possible withdrawal of help too soon
- Locational equity of services
- The importance of service flexibility, particularly when talking about accommodation
- The need to increase the visibility of carers

Core values: Dignity, Trust, Respect, Communication, Power, Control, Diversity

Testing and building the case studies



Consultation findings

KCC run groups, LD x3 and older people's forum (Tonbridge)

- The vision was in the main seen as clear and positive
- That the core values should be included within the Easy Read version
- That the most important core value is around getting the right support for you, because if this is done other values fall into place.
- The distinction between themes could be hard to understand.
- Issues around confidence were highlighted – and the importance of gaining confidence to be able to interact with the community
- Consultees highlighted the importance of recognising that carers come from different age brackets including children and older people – and the limitations which carers have in terms of needing to look after their own health needs/ employment.



Consultation findings

Online responses

- 119 responses to the consultation survey and 23 Easy Read
- Overall, over half of the respondents felt that the whole document was easy to understand, and 29% felt that most of the document was easy to understand, 33% did not understand something
- Core values were broadly agreed with, however some further values were highlighted as key
- While the key themes were broadly agreed, people were concerned by how these could be achieved, and that in some cases independence could be forced on people



Consultation findings

Focus groups (staff and partners)

- The strategy is aspirational, and would require significant change across NHS and KCC staff to achieve
- Concern expressed around the cost of implementation
- That the document used some terminology which is harder for the general public to access
- More could be done to emphasis the role of the community, and the responsibilities of individuals
- Clarification required around the definition of Community Hubs, and how these would work



You said, we did

Changes include:

- Including an Executive Summary to increase accessibility and working with Plain English to gain the Crystal Mark.
- Revised the core values to include dignity, respect, diversity and choice.
- Increased the emphasis on working with the community and civil society as well as highlighting personal responsibility
- Amended the definition of community hubs
- Reflected on some of the feedback we've had on the case studies and made amendments
- Recognised the changing needs of carers and the support which they might need



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