






# INFORMATION PRESCRIPTIONS PILOT PROPOSAL



<p><b>PROPOSED PILOT SITE</b></p>	<p>Adult Services Isle of Wight Council</p>
<p><b>Title and address</b></p> <p><b>Contact name, telephone, e-mail and fax number</b></p>	<p>Sarah Mitchell Director of Adult &amp; Community Services County Hall High Street Newport Isle of Wight PO30 1UD</p> <p>Tel: 01983 821000 E-mail: sarah.mitchell@iow.gov.uk</p>
<p><b>Please outline proposals for introducing information prescriptions and areas that you are proposing to cover (see section 9 of criteria document)</b></p>	<p>The Information Prescription Project provides us with an exciting opportunity to make radical changes to our present delivery of information to older people with mental health problems, by the statutory services. Once established, the Information Prescriptions Project will be rolled out to all older people and then onto all service users. This project offers a springboard to further develop cross-agency working with the local voluntary sector by building on their expertise in developing flexible, innovative solutions, delivering information that enables people to remain in control of their lives and aid decision making. Most importantly, it underlines the value of older people being included in the development and delivery of this project ensuring that it finds person centred solutions to meet individual information requirements.</p> <p><b>Main aims:</b></p> <ul style="list-style-type: none"> <li> Production of a health and social care directory of services provided by the statutory, private and voluntary/community sectors, supported by expert and personal advice and where required, guidance. This will enable individuals to make informed choices about their care needs.</li> <li> Develop innovative methods of information delivery that will maximise accessibility for the Island's diverse population needs. The directory will relate to mental health and well-being, linking directly to the appropriate care pathway eg Dementia Care Pathway. The directory will also support the identification of gaps in services.</li> <li> Creation of a culture of person centred delivery of information via an information prescription which facilitates informed choice, personal autonomy and responsibility enabling older people to live independently for longer.</li> <li> Address the needs of local carers to enable them to make informed decisions about caring and become involved in service provision and review.</li> </ul> <p><b>Key Outcomes for Older People</b></p> <p>Improved health and emotional well-being through:</p> <ul style="list-style-type: none"> <li> Improved quality and consistency of information on relevant services for older people with mental health problems and dementia, including the provision of advice and guidance to increase awareness and accessibility.</li> </ul>

Choice and control through:

- ✚ Providing up to date accessible information, empowering older people by increasing knowledge and awareness of services and community support available.

### Background

Information on local health and well-being services and activities is available via a myriad of systems, formats and outlets. Due to a lack of co-ordination and up-to-date knowledge, once found, information is often out-of-date or fails to answer all of the enquirer's questions.

Indeed, at a recent consultation event, one of the key issues raised by older people and carers was about the time expended trying to access information relating to specific needs for support. It was felt that a 'one-stop-shop' approach was badly needed to reduce stress and anxiety.

### Gap in present services

The gap in our present service lies in proactively providing education, advice, emotional support and practical assistance for those people and their carers at the very early stages of dementia, often pre-diagnosis. At this stage the person will be aware that their memory is slipping and that they are more regularly forgetting everyday things – this may then lead onto anxiety and depression as people stop going out due to low confidence and self esteem.

#### Consultation – 17.10.06

"We need to be 'allowed' to make our own decisions through informed choice, therefore we need greater information and options."

### Project element

For information to be consistently used, valued and to make a difference, it must be easy to find, easy to understand and easy to utilise. Responding to identified need, one of the driving forces behind this project is to set up a comprehensive and accessible public website to capture all the information that the Knowledge Co-ordinator will accumulate over the life of the project.

The website will assist those with reading or hearing difficulties as the Council's website is Browsealoud enabled. Larger print can also be accessed on screen as required and an easy-read version for people with Learning Disabilities will be available. In the longer term, this will be updated by the individual groups and uploaded via the Adult & Community Services' Development & Implementation Team.



















#### Consultation – 17.10.06

"The directory of services needs to have a feedback mechanism and we need a free phone number, with a person to talk to and give advice, not just an answer phone."

Once available through a web-accessible database, other innovative solutions will be sought to make the information accessible. Additionally, voluntary organisations, eg Age Concern IW and CAB, will have access to the information to be able to provide the advice and guidance identified through the consultation process.
























































The Knowledge Co-ordinator, as part of the Development & Implementation Team, will be responsible for this development of the required database and the Information Prescription database and delivery.




	<p><b>Key objectives and benefits</b></p> <ul style="list-style-type: none"> <li>✚ The promotion of services and activities to support health and well-being, including broader quality of life services provided in a high quality, up-to-date, co-ordinated and accessible way to the whole community. Thereby ensuring that individuals, carers and professionals have access to correct, up-to-date knowledge and contacts. This will empower older people with mental health problems and dementia to make informed choices and so keep control of their lives.</li> <li>✚ Develop information in a variety of formats and consider innovative methods of dissemination to ensure availability through a number of outlets, including IW Council Information Centres, libraries, Age Concern IW (including the mobile information vehicle to reach out to more isolated communities), rural post offices, etc.</li> <li>✚ Provide a 'Search, Press and Print' facility to all cross sector professional and voluntary agencies ensuring that the Information Prescription is tailored to the individual, is freely available to the older person and delivered in a timely, user friendly manner.</li> </ul>
<p>Please give an overview of the project governance arrangements. Include clear identification of Project Management arrangements.</p>	<p><b>ISLE OF WIGHT GOVERNANCE ARRANGEMENTS</b></p> <p>The Knowledge Co-ordinator will be part of the Adult &amp; Community services Development &amp; Implementation Team and report to the Development &amp; Implementation Manager, who will be directly accountable to the Isle of Wight Council lead officer.</p> <p>An Isle of Wight Information Prescription Project Steering Group will be established and comprise of the key stakeholders including older people, carers and voluntary sector. The Development &amp; Implementation Manager will report directly to this group on a bi-monthly basis, providing detailed accounts of project delivery, risk management, updated project plans and Communication Strategies etc, as necessary.</p> <p>On behalf of the Steering Group, the Development &amp; Implementation Manager will work with the Evaluation Team providing data, regular progress reports and participate in meetings, sharing experience and information.</p> <p>The Older Person Strategic Partnership Forum and the Older Persons Network will also receive regular updates. Another avenue of continued involvement with older people will be to disseminate this information down to the consultation network once this has been set up by Older Voices and Age Concern. The Older Persons festival will provide, amongst others, the opportunity for the wider public to meet the team and discuss information in a wider context.</p> <p><b>PROJECT DELIVERY PLAN AND TIMETABLE</b></p> <p>The project plan has four phases, in summary each stage will address the following.</p> <p><b>Phase 1</b></p> <ul style="list-style-type: none"> <li>✚ Announcement of successful Information Prescription Pilot projects applicants.</li> <li>✚ Formation of 'Information Prescription Project' Steering Group with representation from Health, Joint Commissioning, Adult &amp; Community Services, Older Voices, Information Technology, Carers UK, Older Persons Network and Older Persons Mental Health Team.</li> <li>✚ Commence raising awareness of project and start to build relationships across agencies and within the local community.</li> <li>✚ Preparation for recruitment of Knowledge Co-ordinator</li> <li>✚ Contractual Arrangements.</li> </ul>

	<ul style="list-style-type: none"> <li> Project Planning.</li> <li> Implementation Plan lodged with Department of Health.</li> <li> Funding received from Department of Health.</li> <li> Commencement of Knowledge Co-ordinator.</li> </ul> <p><b>Phase 2</b></p> <ul style="list-style-type: none"> <li> Operationalise the project and agree targets.</li> <li> Project Manager to review and update proposed project plan, communication strategy and exit strategy as required in consultation with Steering Group.</li> <li> Undertake review of present experience of older people.</li> <li> Update and expand baseline data with regard to how information is disseminated at present and the quality of that information.</li> <li> Establish baseline with Steering Group.</li> </ul> <p><b>Phase 3</b></p> <ul style="list-style-type: none"> <li> Build Information Prescription database – comprehensive directory of services.</li> <li> Develop search engines and link information to appropriate field on the Information Prescription database.</li> <li> Roll out to Care Managers, GPs, voluntary agencies.</li> <li> Implement e-prescription – whereby the Information Prescription can be e-mailed to the older person so that all website links are available on the older persons computer on arrival home.</li> <li> Implement exit strategy.</li> </ul> <p><b>Phase 4 – Exit Strategy</b></p> <ul style="list-style-type: none"> <li> Training in use of Information Prescription database.</li> <li> Identify senior managers responsibility in continuing maintenance and enhancement of database.</li> <li> Steering Group handover to Older Persons Network.</li> </ul>
<p>Please indicate proposals for providing data to the national evaluation organisation (including ethical clearance)</p>	<p><b>PROJECT EVALUATION</b></p> <p><b>Older people as evaluators</b>  A key element in successful delivery of this project will be the full inclusion of older people in its evaluation. The IW Council regularly administers a ‘Residents Survey’ on a range of issues, the results of which will be fed into the evaluation of the Information Prescription Project, with the results of future surveys being used to measure progress.</p> <p>The project review will look at outcomes, the quality, quantity and timeliness of information provided to older people and how the project has improved their experience. The Steering Group will work in gathering together and agreeing baseline evidence from which the project will be measured.</p> <p>The project review will be a person centred approach to evaluation, whereby the team (supported by advocates if required) will visit a sample of older people. By talking and listening to their views about all aspects of their information requirements, the review will provide in-depth analysis of what is considered important to older people with regard to information on health and well-being issues. The outcomes of the review will inform the Steering Group via action plans, which will then be measured against.</p> <p><b>Establishing a baseline</b></p> <ul style="list-style-type: none"> <li> Knowledge Co-ordinator will utilise the outcome of a survey being conducted by the IW Council library service in the spring of 2007 looking at how the library service is contributing to people’s health and well-being. The information gathered will also cover how people access information and this will inform the Knowledge Co-ordinator on which formats collated project information should take.</li> </ul>



	<p>ensuring that individuals, carers and professionals have access to correct, up-to-date knowledge and contacts. This will empower older people to make informed choices and so keep control of their lives.</p> <ul style="list-style-type: none"> <li>✚ Develop information in a variety of formats and consider innovative methods of dissemination to ensure availability through a number of outlets, including IW Council Information Centres, libraries, Age Concern IW (including the mobile information vehicle to reach out to more isolated communities), rural post offices, etc.</li> </ul>
	<ul style="list-style-type: none"> <li>✚ Tailoring the information to the individual via an Information Prescription.</li> </ul> <p><b>Knowledge Co-ordinator key responsibilities</b></p> <ul style="list-style-type: none"> <li>✚ As each information strand develops, to build an accessible web page on an integrated health and social care site. As the knowledge bank increases, the Co-ordinator will be responsible for linking the activities and services available with the identified Mental Health Care Pathway, working in conjunction with Community Psychiatric Nurses and building on the valuable work already undertaken by Carers UK and the Older Persons Mental Health Team.</li> <li>✚ To work with younger people at the IW College in the design of the website.</li> <li>✚ The Knowledge Co-ordinator will link directly with statutory and voluntary organisations developing in-depth knowledge of local community facilities.</li> <li>✚ Build a database and a search engine that is able to produce tailored information with regard to health, social care and voluntary support, alongside local and national information on support groups, signposting to other relevant sources of information.</li> </ul> <div style="background-color: #800040; color: white; padding: 5px; text-align: center; margin: 10px 0;"> <p><b>Consultation – 17.10.06</b></p> </div> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p>“The directory of services needs to have a feedback mechanism and we need a free phone number, with a person to talk to and give advice, not just an answer phone.”</p> </div> <p><b>Future involvement of older people and excluded groups</b></p> <p>People with depression and/or memory problems are frequently excluded and often exclude themselves from their local community due to diminishing self esteem and confidence. The Information Prescription Project Steering Group will try and canvas opinion from this group either directly or indirectly through carers or other professionals. Other traditionally ‘excluded’ or ‘hard to reach’ groups of older people will also be targeted over the life of the project in the following ways:</p> <ul style="list-style-type: none"> <li>✚ Holding open discussion groups with older people who attend the ABC, Memory and Recall Groups in reviewing this project and planning each stage.</li> <li>✚ Attending the Carers Forum to receive feedback.</li> <li>✚ Consulting with Diversity Champions to include the views of BME groups.</li> <li>✚ Holding an accessible 2 hour workshop for older people with a learning disability, their carers and all those interested in future well-being and care services.</li> <li>✚ Representation at the ‘Celebrating life – the challenge of age’ festival – Age Concern IW, seeking views and opinions from the public generally.</li> </ul>

	<ul style="list-style-type: none"> <li> Individual feedback to gauge effectiveness.</li> <li> Feedback from partner agencies and our wider partners.</li> <li> Year end full consultation in a variety of formats, eg postal surveys, face to face consultation via a third party, etc.</li> </ul>																
	<ul style="list-style-type: none"> <li> Inclusion of older people on the Steering Group along with representatives from the voluntary sector, Older Persons Network and Dementia Collaborative.</li> <li> Assist/support Age Concern IW, Older Voices and the Older Persons Network in setting up a system of consultation networks whereby proposals can be discussed at venues where older people already meet, eg WI, thereby reaching far more people to enable them to participate and influence decisions.</li> <li> Set up working group of older people with memory problems and their carers to assist the Knowledge Co-ordinator with website design as older people must be able to easily access and navigate website.</li> <li> Drop in/open days.</li> </ul> <p><b>Partnership arrangements</b></p> <p>The Isle of Wight is in the unique position of having health and social care services that are coterminous, where a well established relationship exists between health, social care and the voluntary sector. The uniqueness of the Isle of Wight has been recognised by the Department of Health, who agreed to the creation of a unified health organisation which contains Acute, Mental Health, Ambulance and the Primary Care Trust. The new NHS Primary Care Trust came into operation on 1<sup>st</sup> October this year.</p> <p>The IW Council is also committed to integrated working between Adult &amp; Community Services and the NHS Primary Care Trust once all the necessary internal criteria have been met. This demonstrates our continuing commitment to eradicate silo working, bridge gaps between staff groups, departments and agencies to the benefit of service users and the community as a whole. The need to implement a holistic whole system approach to information dissemination to service users is vital to help tackle the environmental, health, nutrition, social, psychological and cultural factors which lead to admissions to hospital and the dependence on long term care is supported by the NHS Primary Care Trust.</p> <p>The Older Persons Mental Health services will work in partnership with the Knowledge Co-ordinator to ensure that all advice, support and assistance offered via the Information Prescription is in line with current medical advice and guidance.</p> <p><b>Wider partnerships</b></p> <p>This project has been enthusiastically welcomed by a wide variety of partner agencies involved in the project namely:</p> <table border="0"> <tr> <td> Alzheimer's Society</td> <td> DIAL</td> </tr> <tr> <td> Alzheimer's Society Support Group</td> <td> MIND</td> </tr> <tr> <td> Parkinson's Disease Society</td> <td> Telecare</td> </tr> <tr> <td> Age Concern IW</td> <td> Carers UK</td> </tr> <tr> <td> Anchor Staying Put</td> <td> Older Voices</td> </tr> <tr> <td> Riverside Centre</td> <td> Sight Concern</td> </tr> <tr> <td> Sound Advice</td> <td> Rural Community Council</td> </tr> <tr> <td> Dementia Collaborative</td> <td> Older Persons Network</td> </tr> </table>	 Alzheimer's Society	 DIAL	 Alzheimer's Society Support Group	 MIND	 Parkinson's Disease Society	 Telecare	 Age Concern IW	 Carers UK	 Anchor Staying Put	 Older Voices	 Riverside Centre	 Sight Concern	 Sound Advice	 Rural Community Council	 Dementia Collaborative	 Older Persons Network
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	 Wightcare Alarm  Safer Communities
	<p>The project's wider partners will provide experience and knowledge of present care services, criteria and access routes. They will share knowledge of the challenges and risks that living with depression and/or memory problems can present. This information will be channelled through (but not exclusively) the Knowledge Co-ordinator to the service recipient and fellow professionals, providing a single point of access with which older people can easily access information, support and advice with regard to well-being and care issues/services.</p> <p>Our wider partners will also be key in monitoring and evaluation – measuring progress of the project in meeting our target outcomes.</p>
When do you anticipate that work will start?	Project will commence two months after funding secured from Department of Health with appointment of the Knowledge Co-ordinator.
<p><b>Signatures:</b></p>  <p>Director of Adult &amp; Community Services – designated lead for the CSSR with administering authority for the application.  IW Council  Date: 13<sup>th</sup> December 2006</p>	