

INFORMATION PRESCRIPTIONS PILOT PROPOSAL	
PROPOSED PILOT SITE	Manchester City Council and Manchester Primary Care Trust.
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Please outline proposals for introducing information prescriptions and areas that you are proposing to cover (see section 9 of criteria document)	<p>The Manchester proposal is to pilot the use of Information Prescriptions particularly for people with long term conditions in a partnership between social care, health services and voluntary organisations.</p> <p>The aim of the information prescriptions pilots is to develop a</p>

systematic approach to information prescriptions that ensures anyone with a long-term condition or social care need and their carers can access information for their well-being, health and care. Building on results of the pilot's information prescriptions will be rolled out across England in 2008.

The main partners will be

Manchester PC T (including Community Pharmacy Services)

Manchester Library Services

Manchester Royal Infirmary Neuro Outreach Team

Manchester Advice Services

Voluntary agencies e.g. Multiple Sclerosis Society,

Parkinson's Society etc

Manchester City Council

The Government is seeking to develop information prescriptions that

- **Direct people with a long term condition or social care need to relevant and timely information about care, services and health**
- **Are offered to people and their carers who have a long-term condition or care need.**
- **Are given to people in both health, social care setting and can be accessed directly by the person themselves.**
- **Contain key national sources of information and local information about things that matter to people including services outside of health and social care, like benefits information.**
- **To help people to access information when they need it and in ways they prefer, for example either through the Internet, phoning Help lines or face to face.**
- **Give anyone with a long-term condition or care need information on where to get advice, where to get support and where to network with others with a similar condition.**
- **Ensure that people get the information they need at key points in the persons journey including diagnosis, discharge planning,**

at the point of assessment, support planning and reviews.

- Are in formats that are easy to use and understand and support people least likely to access information and services independently
- Will be seamless and integrated into care process and make provision more transparent.
- Will be person centred
- All information prescriptions need to be integrated into general practice by the end of the pilot (2008) .We aim to mainstream information prescriptions as part of general support planning for each individual level. Giving each individual greater control of the situation, condition and life plan

A Citywide Long-term Conditions steering group has been meeting since 2005 inter agency working across health and social care. The existing remit of the group is to design and implement services development for the NSF. It is delivered in partnership between Manchester City Council Adult Social Care, Manchester PCT, Neuro Rehabilitation Outreach Team Manchester three acute hospitals, voluntary organisations and people who use services.

The proposal for Information Prescriptions is seen as a natural extension of the NSF consultation work completed in June 2006 via a conference concentrating on information, advice and navigation for preventative low level support services, including local support community groups, activities, housing information, and welfare and benefits advice.

The proposal is to develop a number of information prescriptions specific to each service user. The intention is also to focus and train a range of health and social care staff to ready this for 2008.

There is a wealth of general information that currently exists across the sectors. However the mechanisms for its provision need to be drawn together to ensure its relevance and accessibility to those who need the information in order to exercise informed choice and control over the health, social care and benefits services that they receive. The

challenge is to make these prescriptions person centred.

The flexibility of the community pharmacy contract would enable information to be delivered at a point of contact when a patient / carer collect their regular drug prescription for their long-term condition. Facets of the new contract include public health information, sign posting and providing information on long-term conditions such as cardio-vascular disease and diabetes. All the community pharmacists in Manchester have received the relevant documentation and training to provide this information.

The pilot in Manchester will seek to establish processes for joining up these elements of information provision, together with a model for tailoring the information to an individual's needs. It will also explore the various possible triggers for an information prescription:

- Client or carer request**
- Request from a social care or health professional**
- Automated request arising from a trigger event**
- Automated request arising from the elapse of time**

The pilot will examine the essential elements of information required to form a template for an Information Prescription, for example, how to self-manage conditions, diet and healthy eating, drug information and sources of support and services available. In addition we will establish, the mechanisms for agreeing standards and quality assurance of information in conjunction with all partners but particularly with people who use services, their carers and families and voluntary organisations, which represent them.

Manchester is made up of many diverse communities The pilot will use Manchester City Council and Manchester PCT services which have expertise in producing information in accessible formats, including translation services, Braille, large print and easy words / pictures to consider the necessary support required to ensure that isolated and hard to reach groups can access information. The City Council's Library and Link Worker Services are already committed to supporting this

	<p>initiative. Both in Libraries across the city and at all Manchester Advice outlets.</p> <p>Manchester PCT has developed two DVDs for Osteoporosis and Chronic Obstructive Pulmonary Disease (COPD); the later will be available in six languages.</p> <p>The various options for delivering the information prescription will be examined, including the extent to which face-to-face delivery is desirable and practicable and the potential contribution made by the use of technology by older people or their carers. The impact of these models on patients, social care users, professionals and carers will be evaluated.</p>
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<p>Please give an overview of the project governance arrangements. Include clear identification of Project Management arrangements.</p>	<p>The Information Prescription Project Manager would be employed by Adult Social care to establish a pilot to ensure joined up provision of information and support to people with long-term conditions. In this way this pilot work will tie in with, and add value to the existing National Service Framework programme and research work into long-term conditions.</p> <p>The Project Manager will report to a project board for long-term conditions -which is multi agency group and has representatives of people using services and voluntary organisations.</p> <p>The appropriate professional groups (medical staff, nursing therapy and pharmacy) Will be represented on the board to ensure the information prescriptions are developed in line with appropriate clinical pathway for individuals.</p> <p>Within Manchester City Council Adult Social Care Department a Programme Board is established under the leadership of the Director of Adult Social Care to provide direction and clear governance of improvement and service transformation projects. This will provide governance to the development of this project. Manchester City Council has an established track record of successful project</p>
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	<p>management, through a recognised methodology based upon Prince 2 principles.</p> <p>Further consultation will occur with Manchester City Council’s Adult Social Care - Partnership Board - for people with a physical Disability and the PCT h- Patient Forums and - Expert Patient Programme. The Project will also provide regular reports to these two groups advising of risks and progress.</p> <p>The Neuro Rehabilitation outreach team based in Central Manchester sector of the Manchester PCT will provide day-to-day clinical governance for the project group. A research assistant is being employed by Manchester University to ensure demographic evaluation is completed for NSF.</p> <p>Project SRO - Diane Eaton Project Board - Mike Kelloway-Manchester PCT (Central) Helen Culshawe - Manchester PCT (South) Mary Christie (Manchester PCT – North) - Associate Director for Clinical Governance Bevy Hopcutt - Manchester Royal Infirmary Neuro Outreach Team Neela Moody – Manchester Advice Services Karen O’Brien – Manchester PCT Community Pharmacy Dean Cooper – Representative of people using services Jenny Morris - Health Matters Project Manchester Library Service</p>
<p>Please indicate proposals for providing data to the national evaluation organisation (including ethical clearance)</p>	<p>Evaluation of the data arising from the information prescription will take advantage of a jointly funded Professor of Adult Social Care post (appointed jointly by Manchester City Council Adult Social Care Department and Manchester Metropolitan University). The professor is overseeing the Research Associate (jointly funded by Manchester City Council and the PCT) undertaking. This is also part of the demographic profiling and evaluation of people with LTC’s in Manchester.</p>

investment to ensure that they are fit for this purpose. We will established relationships with providers of Geographical Information Systems to enable the provision of information on available services for people with long term conditions to be tailored to locations and give information on “where is my nearest...?”. This is a publicly available (online) source of information and with further enhancement to enable its wider accessibility by the public, will be a basis for developing a database and information management system that can deliver individually responsive information prescriptions to older people.

Work to identify the necessary support arrangements for people receiving information prescriptions will be an important element of this pilot to ensure that the full benefits are realised, and that the information can have a positive impact on people with long term conditions. Support for individuals may be provided through working alongside Health Trainers, and can also be developed through links to the Adult Social Care programme’s commissioning work to invest in the necessary low-level services that prevent or delay the need for more intensive social care and health services.

Identify the content for information prescriptions

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The content of information prescriptions will be developed through working with stakeholder groups in health, social care, the voluntary

	<p>sector and including links with library services to provide a comprehensive set of information sources. These sources can include information on:</p> <ul style="list-style-type: none"> • Self management of conditions • Healthy diets and activities • Available support services in communities • Medication management • Social care services and options (including individual budgets)
<p>When do you anticipate that work will start?</p>	<p>Some development work can start on notification of successful application, however the bulk of the work is dependent on appointment of key staff (notably project manager and development worker) we anticipate that recruitment can be achieved within 2 months of receipt of funds or earlier if a suitable secondment is identified.</p>
<p>Signatures:</p> <p>Chief Executive</p>	