

INFORMATION PRESCRIPTIONS PILOT PROPOSAL	
PROPOSED PILOT SITE	South Staffordshire Healthcare NHS Foundation Trust
Title and address Contact name, telephone, e-mail and fax number	<p>South Staffordshire Healthcare NHS Foundation Trust St. Georges Hospital Corporation Street Stafford ST16 3AG</p> <p>Steve Gregory, Deputy Clinical Director, Mental Health St Chads House, Corporation St. Stafford ST16 AG 01785 257888 steve.gregory@ssh-tr.nhs.uk fax: 01785 221382</p>
Please outline proposals for introducing information prescriptions and areas that you are proposing to cover (see section 9 of criteria document)	<p>South Staffordshire Healthcare NHS Foundation Trust (SSCHFT) will incorporate the Information on Prescription project into the Young Peoples Centre project, renamed "That Place" after consultation with young people.</p> <p>SSCHFT are proposing to cover the following:</p> <p>Settings - "That Place" is a community based project that will generate contact with secondary mental health services, voluntary sector, social care agencies, youth agencies, substance misuse agencies and statutory authorities such as the Police, Education Authority and Social Services.</p> <p>Content – The process to identify and assure the content and standard of the Information Prescription.</p> <ul style="list-style-type: none"> • The information will be available in a variety of media and formats to meet the needs of this client group. The media will include electronic, "credit cards", easy read, questionnaires, information sheets etc • The content of the information packages will be dependant upon the needs of the client (and carer) and will be available at identified points in the care pathways. • Quality assurance of the content will be through monitoring by the "South Staffordshire Information Hub", the Project Steering Group and through ongoing service user and carer feedback, captured through surveys (written and verbal) about the validity and effectiveness of the content. • Quality assurance of the services signposted will be through the ongoing monitoring of the implementation of quality standards. All services included in the signposting will sign up to a Partnership Agreement which will incorporate the quality standards for inclusion in the project.

Process - The process for issuing the “prescription for information” is crucial at every point on the young person’s journey of recovery. To most benefit from information prescriptions young people need to be able to access immediate, accurate, and evidence based information which is relevant to the particular point in the pathway that they are at...

Access to the services provided by “That Place” can be through self or family referral, health professional, other agencies (statutory and non-statutory) e.g. social care, education and MIND.

The process for issuing Information Prescriptions will be at identified points (choice points) in the care pathway. A variety of models and methodologies will be included in the pilot and be subjected to rigorous evaluation with particular emphasis on the benefits to the service users.

Information packages will look to include resources which will enable service users and carers to make choices about identifying sources of support and help signposting to the relevant agencies, also resources which enable recovery and promote emotional well being.

Currently, a group of young people are consulted about each step of “That Place” and will evaluate the effectiveness of Information Prescriptions. Locally ongoing engagement with young people has made us aware of the need to avoid medical “jargon”. It is therefore envisaged that locally, the word “prescription” may be changed as this has medical and ill health connotations which is not in keeping with social inclusion and recovery.

The area of East Staffordshire where “That Place” is housed has both deprivation and Black and Ethnic minority requirements. Young people with needs of emotional well being are acknowledged as a “hard to reach” group due to stigma, social and cultural issues. See also Performance Management of That Place at Annex B.

The effective use of Information Management and Technology will be key in the delivery of this project. Young people in particular are avid users of the internet and technology therefore approaches which incorporate this media will be particularly appropriate such as computerised CBT, specialist “chat rooms” and signposting to critically appraised sources of information. IM&T will also be used to enable access to the services

e.g. Choose and Book from primary care.

Information will also be available in other media to ensure those who are not able to use electronic resources are not disadvantaged. These media will include “credit cards” of key information sources/services, information sheets, workbooks, questionnaires and will be developed according to the needs of the service users and carers. These resources will also be available in easy read and other languages as necessary

The pilot will build on links already established through other programmes such as:

- a) MHIP (Mental Health Improvement Partnership Programme) access to information workstream which resulted in the setting up of South Staffordshire Health Information Network and the creation of the mental health sub group of this network.
- b) INSPIRE – a national programme linking public, health and higher education libraries to the benefit of local communities.
- c) Public Library development work including books on prescription scheme in conjunction with Cannock Chase PCT and Cannock public library.
- d) West Midlands South Working Group on Information Prescriptions co-opted the Trust Library Services Manager to work on “Bibliotherapy: A Summary of Evidence and Recommendations from Articles and Projects”
- e) CAMHS Choice Programme – identification of existing pathways through services for children and young people with mental health needs.

Conditions – The Young People who will be involved with this Information on Prescription pilot will present with complex needs predominantly arising from experiencing poor emotional well-being but often exacerbated by issues relating to social, physical, intellectual and spiritual needs. The pilot will be taking a holistic approach to this client group but with a primary focus on mental ill health and emotional well-being.

Delivery – Delivery of the project will be based on developing and testing out of a variety of delivery options and formats such as “easy read”. The underpinning process will be the establishment of care pathways which reflect the journey through the services involved. These pathways will have identified choice points at which decisions and reviews will take place. It is assumed that the most appropriate points at which to test out the

delivery of Information Prescriptions will be at these choice points.

The project will also take a “hub and spoke” approach to the availability of the information prescriptions. Quality assurance will be monitored through the hub but the availability will be through the development of spokes which promote social inclusion. These spokes may include public libraries, schools and youth centres as well as primary care all of whom will be required to sign up to partnering agreements to ensure adherence to quality standards.

At each stage of development the points and prescriptions will be tested out for validity and effectiveness through strong governance arrangements which will be heavily influenced by the young people and their carers

Impact – The impact of the Information Prescription will be assessed for Young People and those that are supporting them. Expected outcomes of the project will include:

- a) Improved health outcomes will be through specific standardised assessments.
- b) Earlier, targeted interventions will lead to a reduction in referrals to secondary mental health services which in turn should reduce the stigma of being engaged with mental health services. 2 years of baseline data are currently available and will continue to be collected to measure changes during the pilot.
- c) Better information for service users and carers will lead to improved service user and carer satisfaction with their care. This will be measured through the use of surveys as well as monitoring of PALS and complaints.
- d) Improved social inclusion through increased use of existing community resources such as public libraries, youth clubs and sports facilities. Each service involved will measure increase in usage and user satisfaction reporting these measures to the project steering group.
- e) Reduction in prescription of medication to this age group from GP’s. It is envisaged that GP’s will use the information prescription as a first course of intervention prior to medication. The data for this will be collected from primary care in qualitative and quantitative measures.

	<p>Support – The support for the hard to reach group – The project lead will work with existing community services including:</p> <ul style="list-style-type: none"> • Primary care/GP’s – through East Staffs Primary care mental health lead • Education – through School based CAMHS services • Hard to reach groups – through community leaders • Youth centres – through Connexions • Criminal Justice services – through YOT’s <p>These services will be supported to promote the project through the use of user friendly materials such as credit cards and bookmarks highlighting key websites and telephone numbers. These resources will be made widely available including in areas most often frequented by the target group such as youth clubs, libraries, sports centres and schools.</p>
<p>Please give an overview of the project governance arrangements. Include clear identification of Project Management arrangements.</p>	<p>The governance of the Information Prescription project will be assured through the “That Place” Project Steering Group. This group will review its terms of reference to incorporate the Information Prescription Project and ensure its delivery against milestones within the allocated resources. Incorporation in to the existing Steering Group will ensure alignment of the project to the development of “That Place” and will address the need for multi-agency ownership of the project since they are already represented on the existing Steering Group. Any agencies identified in the stakeholder analysis for the Information Prescription Project who are not currently involved in “That Place” will be invited to become members of the “That Place” Steering Group.</p> <p>The project management of the Information Prescription project will be lead by the project lead (to be appointed) using an adapted Prince2 approach. This will include monthly highlight reports of delivery against milestones also incorporate the learning and risk management process. The project director will be Steve Gregory, Deputy Clinical Director, Mental Health. Support will also be provided to the project lead through the Trust’s Performance Development Team who have significant experience in leading national improvement programmes (see “process”, page 3).</p> <p>The project lead will also work closely with the national evaluation team to ensure progress and alignment to the national objectives of the programme. The programme lead will also work with the other pilot sites to share learning.</p>
<p>Please indicate proposals for providing data to</p>	<p>Upon agreement of delivery of the project by the national review panel, the project lead will develop an application for ethical approval which will be reviewed by the Trust</p>

<p>the national evaluation organisation (including ethical clearance)</p>	<p>ethics committee before submission (if necessary) to LREC.</p> <p>Data for evidence of delivery will be both qualitative and quantitative establishing:</p> <ul style="list-style-type: none"> • what worked? • what didn't work? • how it helped? • Key points for delivering information prescriptions • Effective contents for information prescriptions <p>Evidence will be collected from key stakeholders including primary care, service users and carers, education, non-statutory services, secondary care and any others involved in the project.</p> <p>Other data collected will include client group information such as age, gender, source of initial contact with services, signposting information as well as demand and capacity monitoring.</p> <p>The detail of this information will be contained in the project initiation document but may be subject to change (through the agreement of the external evaluation group and the local steering group) as the programme evolves.</p> <p>Emphasis will be placed upon no duplication of information and will therefore be subject to negotiation with the external evaluation group.</p>
<p>Please provide a brief description of your proposals to:</p> <p>Work with stakeholders and partners</p>	<p>'That Place' will open in January 2007. It is a safe place where young people aged between 14 -19 years can access help and support. It has a multi-agency remit and its success relies not only the accessibility by young people but also all agencies working together to address the requirements of young people.</p> <p>A full list of existing stakeholders can be seen at Annex A of the Project Initiation Document. Key stakeholders in this project include:</p> <ul style="list-style-type: none"> • Primary care/GP's – additional support through East Staffs Primary care mental health lead • Education – additional support through School based CAMHS services • Hard to reach groups – support will be given by the project lead and REC through community leaders • Youth centres – additional support through Connexions

<p>Develop a system for delivering information prescriptions in your area</p>	<ul style="list-style-type: none"> • Criminal Justice services – additional support through YOT’s <p>“That Place” will be staffed by trained people from multiple agencies including service users and carers, who can engage with young people and sign post them to immediate effective help and support. ‘That Place’ will act as an information hub, providing information, self help materials, internet access, group work, skilled staff providing direction, counselling, practical advice and support.</p> <p>The Project will develop a systematic approach to information prescriptions that is able to be subjected to rigour. This will apply to everyone who comes into contact with “That Place” – young people, families, professionals and other agencies.</p>
<p>Identify the content for information prescriptions</p>	<p>Project Objectives</p> <p>To develop information prescriptions that reflect</p> <ol style="list-style-type: none"> i. Content – decide which information content young people and those supporting the young person should be given and pointed to. ii. Process - the process by which a personalised information prescription is created which will contain evidence based information at a specific items listed in the directory for a specific point on a care pathway. iii. Delivery - the process and format by which the information prescription is issued to the young person or person supporting the young person. iv. Partnership working – with young people, those supporting the young person and IT departments, libraries, statutory and non-statutory agencies to develop information prescriptions. <ol style="list-style-type: none"> 2. Work with other pilot sites and the evaluation team to share learning and contribute to problem solving. Participate in regular meetings convened by the evaluation team. 3. Answer the questions identified in the Specification to assist in the evaluation of the pilot. 4. Access to other websites and providing links – sports centres etc <p>Project Deliverables</p> <ol style="list-style-type: none"> 2. An information prescription template will be developed, tested and evaluated. 3. A system of the effective utilisation of existing directories and resources which enable improved emotional well being in young people and their carers will be established which demonstrate the compilation of the repository of links which point to the content

	<p>(e.g. telephone numbers, web addresses) which will contain specific items listed in the directory for a specific point on a care pathway.</p> <p>4. The establishment of “That Place” as the information hub for young people in this area with emotional well being needs.</p>														
<p>When do you anticipate that work will start?</p>	<p>December 2006</p> <p>Outline Project Plan</p> <table border="1" data-bbox="523 669 1356 1783"> <tr> <td data-bbox="523 669 914 855">Start Pilot work with steering group to identify high level pathway with key information/choice points</td> <td data-bbox="914 669 1356 855">December 2006</td> </tr> <tr> <td data-bbox="523 855 914 1003">“That Place” opens Development of pilot multi-agency access information templates</td> <td data-bbox="914 855 1356 1003">January 2007</td> </tr> <tr> <td data-bbox="523 1003 914 1189">Evaluation of effectiveness of access information templates and adapt in response to evaluation</td> <td data-bbox="914 1003 1356 1189">March 2007</td> </tr> <tr> <td data-bbox="523 1189 914 1375">Development of Information Prescription templates for 2 further identified information/choice points</td> <td data-bbox="914 1189 1356 1375">May 2007</td> </tr> <tr> <td data-bbox="523 1375 914 1561">Evaluation of effectiveness of information templates and adapt in response to evaluation</td> <td data-bbox="914 1375 1356 1561">August 2007</td> </tr> <tr> <td data-bbox="523 1561 914 1709">Final 2 Information templates with evaluation of previous templates and learning.</td> <td data-bbox="914 1561 1356 1709">October 2007</td> </tr> <tr> <td data-bbox="523 1709 914 1783">Evaluation of pilot project</td> <td data-bbox="914 1709 1356 1783">December 2007</td> </tr> </table>	Start Pilot work with steering group to identify high level pathway with key information/choice points	December 2006	“That Place” opens Development of pilot multi-agency access information templates	January 2007	Evaluation of effectiveness of access information templates and adapt in response to evaluation	March 2007	Development of Information Prescription templates for 2 further identified information/choice points	May 2007	Evaluation of effectiveness of information templates and adapt in response to evaluation	August 2007	Final 2 Information templates with evaluation of previous templates and learning.	October 2007	Evaluation of pilot project	December 2007
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