

















**Information Prescription Pilot – Delivery Plan  
Adult Services, Isle of Wight Council**

	<b>Pilot Site</b>	<b>Activity</b>	<b>Timescales</b>
1	<b>Key objective and desired outcome</b>	<p><b>Key Objectives:</b></p> <ul style="list-style-type: none"> <li> Production of a health and social care directory of services for older people with mental health problems e.g. Dementia and Depression. The directory will describe the services provided by the statutory, private and voluntary/community sectors, be supported by mental health expert advice and where required, guidance. This will enable individuals to make informed choices about their care needs.</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> 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 with mental health problems to live independently for longer.</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><b>Desired 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 e.g. dementia, including the provision of advice and guidance to increase awareness and accessibility.</li> </ul> <p>Choice and control through:</p> <ul style="list-style-type: none"> <li> Providing up to date accessible information, empowering older people by increasing knowledge and awareness of services and community support available.</li> <li> Developing a person centred self help approach that keeps the person in control for longer by</li> </ul>	

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	<b>Key milestones</b>	<ul style="list-style-type: none"> <li>maintaining their self esteem and confidence</li> <li> Successful recruitment of Development Worker</li> <li> Completion of consultation with older people on design of system and content</li> <li> Design and delivery of web based information system that offers agreed information that is accessible, in a variety of formats and is delivered at the appropriate time, in line with care pathway.</li> <li> Design and delivery of 'Search, Press and Print' facility in GP surgeries producing the initial Information prescription (linked to directory via IWight.com)</li> <li> Design and delivery of accessible DVD / audio tapes.</li> <li> Design and delivery of a self help booklet</li> <li> Design and delivery of appropriate training / awareness raising.</li> <li> Whole island marketing of new system</li> <li> Evaluation</li> </ul>	<p><b>1<sup>st</sup> May 2007</b>  <b>31<sup>st</sup> May 2007</b>  <b>June / July 2007</b></p> <p><b>June / July 2007</b></p> <p><b>August 2007</b>  <b>September 2007</b>  <b>July / August 2007</b>  <b>July / August 2007</b>  <b>January / February 2008</b></p>
<b>2</b>	<b>Project management arrangements</b>	<p>The Information Prescription Project officer (to be appointed) will be a member of the IW Community Services Development &amp; Implementation Team and report to the Development &amp; Implementation Manager – Jackie Raven, who will be directly accountable to the Isle of Wight Council Head of Service for Older People – Claire Foremen.</p> <p>The Older Person Network will act as the Information Prescription Project Steering Group. This group comprises 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. This group will act as the decision making body for this project.</p> <p>On behalf of the Steering Group, the Development &amp; Implementation Manager will work with the Reference Group, who will provide information and guidance with regard to project delivery, be supportively critical if required and advocate for the main stakeholder to ensure that the project remains on target to meet objectives.</p> <p>The local Dementia Carers Group and other appropriate support groups will also be consulted with regard to content of the Information Prescription, self help booklet and best methods of delivery, receiving monthly progress reports.</p>	

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	<p><b>Stakeholder engagement &amp; ongoing support</b></p>	<p><b>Stakeholder Engagement and ongoing support</b></p> <ul style="list-style-type: none"> <li>✚ Hold open discussion groups with older people who attend the ABC, Memory and Recall Groups in reviewing this project and planning each stage, this will include any groups supporting those with depression and other mental health problems.</li> <li>✚ Older Persons Service's re-configuration group</li> <li>✚ Consult with the National Alzheimer's Society</li> <li>✚ Attend the Carers Group to receive feedback – invite older people / carers to take a lead advisory role in the delivery of this project.</li> <li>✚ Consult with Diversity Champions to include the views of BME groups.</li> <li>✚ Hold an accessible 2-hour workshop for older people with a learning disability, their carers and all those interested in Information Prescription Project.</li> <li>✚ Provide representation at the 'Celebrating life – the challenge of age' festival – Age Concern IW, seeking views and opinions from the public generally.</li> <li>✚ Develop a system to capture individual feedback that gauges the effectiveness of the project.</li> <li>✚ Capture feedback from partner agencies and our wider partners primarily channelled through the Older Person Network.</li> <li>✚ Year-end full consultation in a variety of formats via OPM.</li> </ul> <p><b>Marketing Options</b></p> <p>Marketing of the project and information prescription to be undertaken by the IW Council Communications and Design Team via the following methods: -</p> <ul style="list-style-type: none"> <li>✚ Local Press articles</li> <li>✚ Article in the Council magazine – One Island</li> <li>✚ Mail2U – NHS PCT Trust internal staff magazine</li> <li>✚ Word of mouth</li> <li>✚ Raised awareness of Councillors and employees of the statutory and voluntary sector via internal mail shot - so that agencies and groups are able to signpost people to the new service.</li> <li>✚ Local Radio</li> <li>✚ Posters</li> <li>✚ Village Notice Boards</li> <li>✚ Libraries</li> <li>✚ Information centres</li> <li>✚ Age Concern mobile information service</li> <li>✚ Presentation to local groups</li> </ul>	<p><b>Completed by 31<sup>st</sup> May 2007</b></p>

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		<ul style="list-style-type: none"> <li>✚ Mail shot to all voluntary agencies and charities, local community groups.</li> <li>✚ Website publicity.</li> </ul> <p><b>Training</b> Training in using the web-based element of the information prescription project will be provided by the IW Council Web team technicians in the first instance. The Development Worker will then undertake a series of training events for staff and service users in a variety of venues. It is envisaged that usage of the web-based system will cascade down throughout the community as more people become aware of this service.</p>	<b>July /August 2007</b>
<b>3</b>	<b>Coverage</b>	<p>This project will concentrate on improving access to timely and accurate information available using a variety of mechanisms which will include an information directory of services accessed via the IW Council website – iwight.com. This website will also be accessed from all GP surgeries and they will be able to produce a person centred prescription of no more than two sides of A4 containing: -</p> <ul style="list-style-type: none"> <li>✚ general information with regard to the health or social care need;</li> <li>✚ description and contact details of appropriate local statutory agencies;</li> <li>✚ description and contact details of local and national support groups;</li> <li>✚ list of other information contact routes.</li> </ul> <p>Content is dependent on consultation with older people with mental health problems and their carers and is therefore subject to change.</p> <p>The project will also produce an accessible 'self help' booklet for older people and those with learning disability, interactive DVD and audio tapes.</p> <p>All information will be linked to the care pathways for memory problems / dementia and depression.</p> <p>The project will focus on the information required at pre-diagnosis and at diagnosis stages.</p> <p>Face to face visits will be undertaken by health and social care professionals to follow up each prescription dispensed. Referral mechanisms for alerting the appropriate professional or voluntary agency will need to be designed and agreed. Capacity issues within these teams will also be taken into consideration. This will provide the person with immediate support, provide the opportunity to seek initial feedback and to request permission for that person to be involved in any consultation exercise later in the year.</p> <p>The number of prescriptions issued will be in the region of 20 – 30 per week rising as the island older person population increases.</p>	

	<b>Pilot Site</b>	<b>Activity</b>	<b>Timescales</b>
<b>4</b>	<b>Baseline of current position by 1 April 2007</b>	<p>This pilot will investigate and statement how information is signposted, what information is presently offered, in what format and when is it available to older people and their carers at the pre-diagnose and at diagnosis stages of Dementia and Depression.</p> <p>Completion of a comprehensive description of present training and access to information to support professional and volunteers alike.</p> <p>Explore the possibility with OPM of undertaking a baseline satisfaction survey of present methods of information giving.</p> <p>Link to IW Library 'Does your library make you feel better?' – this survey explores whether or not peoples local library contributes to their health and well-being.</p>	<p><b>1<sup>st</sup> May 2007</b></p> <p><b>Mid March</b></p>
<b>5</b>	<b>Identify content and establish how accessible directories will be designed by 1 April 2007</b>	<p>Baseline description of present information available will be the starting point in identifying the content of the new directory. Consultation with service users and carers will be undertaken as stated above. During these sessions the project lead will offer a range of options to encourage debate. Content and design of the new directory will be developed in line with the outcome of these informal consultation exercises.</p> <p>The Development Worker will also work with younger people at the IW College in the design of the website and in the production of a DVD.</p> <p>The care pathways for memory problems / Dementia and Depression will also inform the directory, links will be built into the website to ensure that the user can easily navigate between information sites both locally and nationally.</p>	<b>Completion by June / July 2007</b>



	<b>Pilot Site</b>	<b>Activity</b>	<b>Timescales</b>
	<p><b>Agree design of dispensing process by 1 April 2007</b></p>	<p>– navigate the system via the internet or a professional can access the system on their behalf and produce a printed copy. Initially this system will be targeted at those older people with mental health problems attending GP surgeries, rolling out to Care Managers and other professional, voluntary organisations as soon as possible.</p> <p>The preparation of the individual prescription should take a minute or two at most. GP's / Care Managers will receive training with handy sized flowcharts for reference and that includes a contact number to phone for support. One aim will be that the offer of an information prescription and whether this was accepted or not, will be recorded in the patient records. Information Prescriptions will not be electronically linked to patients' records at this stage – however the design element of this project will need to consider how to keep this option open for the future.</p> <p>Funding available will cover the additional costs of producing the DVD's and Audio tapes, self-help booklets.</p> <p>Training will be offered in short 1-2 hour sessions across the GP's surgeries / care manager teams on the inception of the system, with follow up sessions being available 3 weeks into the implementation of the project and continuing with support sessions on an ad hoc basis thereafter.</p> <p>'Hits' to the site will be recorded, as would the number of times a particular piece of information was requested. Health and social care professionals will not be able to see the information provided unless the service user chooses to share the hard copy. Work will be undertaken on how the system could re produce the Information Prescription in cases where the hard copies were lost.</p>	<p><b>Completed by June / July 2007</b></p>

	<b>Pilot Site</b>	<b>Activity</b>	<b>Timescales</b>
<b>6</b>	<b>Introduce information prescriptions by 1 May 2007</b>	<p>Each element of the project (as described above) will be delivered in accordance to a detailed and comprehensive project plan. The reference and steering groups will ensure that the project remains on target and delivers on the original brief.</p> <p>However, it highly UNLIKELY that the project will be fully delivering information prescriptions by 1<sup>st</sup> May 2007 as there has been an unavoidable delay in recruiting a Development Worker to take this project forward.</p> <p>The project calls for full, open and meaningful consultation to take place particularly when involving hard to reach groups, this will require an investment of time and resources if it to be an integral part of the project.</p> <p>Operational start date for the commencement of the on line system / Information prescriptions will be July 2007</p>	<b>July 2007</b>
<b>7</b>	<b>Monitor and assess progress to integrate information prescriptions into care pathways</b>  <b>Refine methods used in light of findings</b>	<p>An Isle of Wight Information Prescription Project Steering Group will be the Isle of Wight Older Person Network and comprises 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>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>Feedback received from stakeholders and other interested parties will be analyses and factored into the delivery of the internet ' Information Prescription' system and the DVD, audio tape, self help booklets will be developed according. It is anticipated that the second edition will be more user friendly and provide greater information then the first.</p> <p>The internet site can be updated within 24hrs of any agreement being finalised. The DVD / self help booklet and audio tape will need to be produced in smaller quantities and trailed, with amendments being made before going to a full print run. These will then be updated yearly, principle due to printing and distribution costs</p>	<b>November / December 2007</b>

	<b>Pilot Site</b>	<b>Activity</b>	<b>Timescales</b>
<b>8</b>	<b>Engage with The Consortium and other Information Prescription Pilots</b>	<ul style="list-style-type: none"> <li>✚ Exchange of templates and methodology will be an important aspect.</li> <li>✚ Information on how systems are linked to service users records.</li> <li>✚ Sharing the problems experienced and the solutions found</li> </ul> <p>Access to other pilot sites project managers via face-to-face meetings / workshops looking at the different aspects of delivering the projects. E-mail / telephone contact Commitment from the Project managers that these relationships are seen in the longer term rather than terminating at the close of the pilot projects.</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>	
<b>9</b>	<b>Contribute to local patient information delivery</b>	<p>The IW Council alongside the NHS Primary Care Trust has developed a memorandum of understanding with regard to joined up working. This will underpin the 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 Development Worker to ensure that all advice, support and assistance offered via the Information Prescription is in line with current medical advice and guidance.</p>	
<b>10</b>	<b>Contribute to developing national policy</b>	<p>This proposal is compliant in and supports a range of National and local strategic initiatives including:</p> <ul style="list-style-type: none"> <li>✚ The Promoting Independence Agenda</li> <li>✚ Everybody's Business – Older Persons Mental Health</li> <li>✚ Carers Strategy</li> <li>✚ New Ambition for Old Age</li> <li>✚ Living Well later in Life</li> <li>✚ Our health, Our care, Our say</li> <li>✚ National Service framework – Older People</li> </ul>	