

## NORTH YORKSHIRE COUNTY COUNCIL

### CARE & INDEPENDENCE OVERVIEW & SCRUTINY COMMITTEE

11 February 2010

#### Annual Report of the Older People's Champion

#### 1.0 Introduction:

- 1.1 This is the tenth annual report of the Older People's Champion to the Care and Independence Overview and Scrutiny Committee. Previous reports have linked to the older people's national service framework, and more recently to the Department of Health's initiatives of *Dignity in Care* (in all settings where care or treatment is delivered) and *Let's Respect* (older people with mental health needs) across all health and social care services, but have relevance to the improvement of all public services.
- 1.2 Today's report will contain an update of my work on the dignity agenda but also on other areas of influence on the national agenda, in which I have been able to use the North Yorkshire experience such as the national older people's strategy and the Elbourne report on how government of all tiers should seek to engage with older people in future.
- 1.3 This report also includes the annual social care update from the Adult & Community Services Directorate on the areas of safeguarding adults, personalisation, pathways to employment, dementia services and work with partners among others.
- 1.4 The NYCC Champion's role specification, approved by the Executive in 2007, requires me to seek to present this report, with local social care updates at Area Committees, as a vehicle to seeking the local dimension on the issues and concerns affecting older people, i.e. those aged 50 and over.

#### 2.0 Putting dignity on your agenda.

- 2.1 The DH guidance on the role of dignity champion specifies six main activities to promote the ten key principles (attached at Appendix 1) and my report reflects briefly on my activity in each area.
- 2.2 *Raise awareness of the Dignity campaign – roll out across the region.*

I have continued to work on this during the last 12 months. The subsequent paragraphs describe this work.

- 2.3 *Encourage as many as possible to sign up to the campaign.*

I have attended three locality events in Yorkshire & Humber (one in York for NY & City of York organised by Yorkshire & Humber Improvement Partnership, YHIP, (formerly Care Services Improvement Partnership) to raise awareness and

encouraging attendees to join. Workshops were organised to help attendees 'think' dignity.

2.4 *Set up local networks – focussing on how members can take forward the agenda.*

At a regional level, from the 22 local authorities in Yorkshire & Humber I have set up a local authority network for older people's champions which includes Dignity. The meetings are held quarterly and at each meeting we have a speaker from organisations which work with older people in some way in the community. We also offer an opportunity for members to talk about best practice in their LA.

2.5 *Encourage editors or write your own articles about Dignity for local media/newspapers.*

I personally invited Michael Parkinson to visit and speak at a regional event to raise the profile of Dignity and capture the attention of the media. He attended a fully subscribed event on July 1<sup>st</sup> in Leeds which I helped to organise. The event also used theatre to illustrate the bad examples in the community and hospitals. The latter was based on someone's experience in a Yorkshire Hospital.

2.6 *Take personal responsibility for challenging services that do not respect dignity.*

I challenged my local hospital based on one person's experience when terminally ill. As a result the hospital published their Dignity Policy and Action Plan in June 2009. I was consulted on the Policy and Action Plan. Three issues resulting from the plan are worthy of note. The hospital planned to recruit two lots of volunteers, one group for going onto the wards and helping patients to eat who had difficulty feeding themselves; the other group to use a questionnaire to ask patients about their experience in hospital. It is well known that patients admitted to hospital through A & E e.g. with a broken hip, who also have dementia are usually only treated for the trauma. Now at my local DGH if it is known a patient is suffering from dementia, a butterfly is put above the bed so that consultants and doctors know the patient's condition.

2.7 *Make a change to your working practices or those of your organisation.*

I was invited to join a small group which included the Centre for Public Scrutiny Public and the IDeA, with officers from DH, YHIP and NWIP to write a document for use by Scrutiny committees in local government. This document will be used as a tool to change working practices, where needed, in all LAs in England. It was published under the heading of “**Walk a mile in my shoes**” Scrutiny of dignity and respect for individuals in health and social care services: a guide in September 2009 .....I am looking forward to doing some of this scrutiny work in my capacity as a member of the NHS Overview & Scrutiny Committee. Please note, it isn't just for NHS OSC it is for all Scrutiny committees.

2.8 *Include respect for dignity in all job descriptions. Work into objectives, inductions & performance appraisals. Develop training and awareness sessions.*

I welcome an update from Adult & Community Services, ACS, that all job descriptions are being amended to include Dignity and Respect as part of core

values. A pilot is taking place to monitor the use of special questions devised by ACS to explore a social care worker candidate's understanding of Dignity at recruitment and can these also be used in teambuilding exercises.

The new draft Quality Assurance Framework, to be used across all provider services by QA staff and the new lay assessors in the contracts unit, includes Dignity as well as standards applicable to services for people with dementia.

Similarly, the Workforce Development Unit is actively reviewing how it uses the 10 key elements of the Dignity Challenge, as it extends its role across the whole social care sector. More information on all the ACS activities is included in the later section of this report.

## 2.9 My job description as NY OPC challenges me to keep up with new Government initiatives concerning older people.

I was involved in the Elbourne Review. Better Government for Older People (BGOP) North Yorkshire expressed concerns to me that issues of concern to older people which they were reporting to the Regional BGOP were not reaching the national level and thus through to Government Ministers. I was invited to meet with the DWP in London to discuss this. As a result John Elbourne was commissioned by the DWP to examine the ways Govt. engages with older people.

I wrote a lengthy response on behalf of North Yorkshire and in my capacity as Chair of the Y & H Regional Forum on Ageing. Subsequently the DWP published in February 2009, "Empowering engagement: a stronger voice for older people", the Government's response to John Elbourne's review. There were seven recommendations.

These included the setting up of 11 regional forums (eight in England and the three devolved nations) based on the work I have developed in Y & H through Future Years, Regional Forum on Ageing; and a UK Advisory Forum on Ageing, chaired by two Government Ministers, at present Phil Hope MP (DH) and Angela Eagle MP. The DWP carry out the administration and it meets quarterly in London. I was invited to be a member of the National Forum.

Future Years has reviewed its terms of reference, governance and membership to reflect its new key role in ensuring that all LAs have processes in place to meaningfully engage with older people. Our membership of the Future Years will include eight older people nominated/elected by the sub regional 50s Forums.

BGOP has 'disappeared' and transitional funding has been agreed for the Older People's Advisory Group, OPAG, to organise a regional structure under the title of 'Change Agents'. BGOP NY is now called the North Yorkshire Forum for Older People.

## 2.10 *Continue to attend the monthly meetings, where possible of the NYFOP.*

As the Craven Area Champion, I chair the Craven Older People's Reference Group, one of two groups in Craven which enable the voices of older people to be

heard. I report on the work of this group at the six monthly meetings of NYCC Older People's Champions' Reference Group.

- 2.12 A strategy for Older People was promised throughout the early months of 2009 and was finally published as "**Building a society of All Ages**" at the end of July. I attended the Regional consultation event in York and I also had the opportunity to report directly to Ministers some of the responses made by older people themselves to this document. There were 10 questions to address. *A formal Government response to the consultation will be published later in January.*
- 2.13 I have supported the work of North Yorkshire and York's **Affordable Warmth Group** and fronted a press release in December. The numbers of excess winter deaths in Yorkshire and Humber were the highest of all the regions in 2008/9. It is an issue which continues to trouble me.
- 2.14 A new **National Dementia Strategy** was published early in 2009 – I was invited to be a member of the Regional Planning Group to oversee the implementation of the Dementia Strategy across the NHS and ACS in Yorkshire and Humber.
- 2.15 I have worked tirelessly on Age and Rural Proofing through my membership of the Council for Ageing, Rural Affairs Committee. Issues of concern for older people are similar if not identical to those who live in remote rural areas (access to all services, transport etc.). The Commission for Rural Communities (CRC) has been granted approval for an officer of the CRC to work in three government departments looking at the effect of developing government policies on those who live in rural areas. I have asked the new Chief Executive of the CRC that this includes older people's issues. Sarah McAdam has agreed.
- 2.16 I continue to attend events and conferences connecting to older people's issues:
- Launch of One Voice – The official merging of Age Concern and Help the Aged;
  - Well-being – Early Intervention and Prevention.- 20 March in Manchester;
  - The Bradford Beacon Event – engaging with older people;
  - DH Age Equality Event - 3 February 2010;
  - Regional 'Forum to Forum' Conference – 25 February; gathering the views of older people for the General Election manifestos (all Parties);
  - Speaker at the Agenda for Later Life Conference in London - 18 March;
  - I organised the six monthly Rural Affairs Forum solely on older people's issues;
  - Rural Health National Conference in Shrewsbury 17 March.

Shelagh Marshall  
1 February 2010

**Dignity in Care / Dignity & Respect**

High quality care services that respect people's dignity should:

- have a zero tolerance of all forms of abuse;
- support people with the same respect you would want for yourself or a member of your family;
- treat each person as an individual by offering a personalised service;
- enable people to maintain the maximum possible level of independence, choice and control;
- listen and support people to express their needs and wants;
- respect people's right to privacy;
- ensure people feel able to complain without fear of retribution;
- engage with family members and carers as care partners;
- assist people to maintain confidence and a positive self-esteem;
- act to alleviate people's loneliness and isolation.

*DoH March 2007*

## Directorate Update – Adult and Community Services 2009/10

### Dignity and Respect

#### 1. Introduction

- 1.1 This report provides an update on the range of activities across the Adult and Community Services Directorate which are linked to the broad theme of Dignity and Respect, which applies to all groups of people in need of services and in particular to older people in our communities.
- 1.2 The report will link personalisation, extra care, telecare, safeguarding and keeping people safe in communities, pathways to employment; work with partners, dementia service and end of life care to the dignity and respect campaign.

#### 2. Background

- 2.1 The Department of Health campaign to promote dignity for older people in the health and social care sectors has resulted in the issue of dignity featuring prominently in the new frameworks for health and social care services. The Department of Health's Green Paper, *Independence, well-being and choice (2005)* and subsequent White Paper, *Our health, our care, our say (2006)*, are set around seven key outcomes identified by people who use services, one of which is personal dignity and respect.
- 2.2 Since our report of last year the Department of Health had a national campaign to engage people in what it called: the 'Big Care Debate'. This recognised that the future funding of social care would be insufficient to meet the demands presented by the rise in the demographics and in particular the numbers of people with dementia. A regional report speaks of a 68% rise across North Yorkshire which is among the highest rises in the country.
- 2.3 North Yorkshire faced major challenges this past year in trying to meet demand and at the same time manage its budget. Our Care Quality Commission rating suggested we managed very well in the circumstances and we were rated as being an excellent authority making good use of resources. However there was within the praise a challenge for us to avoid further efforts to avoid making placements for older people in services rated less than good

#### 3. Personalisation and Dignity and Respect

- 3.1 Autonomy is about having control and choice over one's life. Being supported to continue with routine daily tasks such as shopping, walking a dog or going to a social club can be instrumental in maintaining a person's autonomy. Autonomy is particularly at risk where a person needs help with their most basic and private

needs, as may happen in hospital or residential care, or when impairment affects their ability to communicate.

- 3.2 Personal budgets are a means of enabling people who require social care support to manage their own care through a notional budget, without having to go as far as managing a Direct Payment.
- 3.3 From last years report readers will recall the Directorate appointed a Head of Service for Self-Directed Care & Transformation in Adult Social Care Operations to drive forward the personalisation agenda. With a small team she has since been driving hard on the agenda
- 3.5 The Directorate has invested a lot of time and effort in retraining all staff involved in assessments. New simpler paper work has been introduced which gives the person themselves a big say in their own assessment. The assessment of need leads to the allocation of an indicative personal budget and as of Jan 2009 all new people going through the new process, know up front what their indicative budget is and now can help lead on how they would want that money spent in a way which best meets their needs. Having choice and control are the critical ingredients to being treated with dignity and respect. The personalisation of social care supports this agenda.

#### **4. Safeguarding and Keeping People Safe in Communities**

- 4.1 Libraries in North Yorkshire play a key role in the broader sense of keeping people safe and well. A fuller report on libraries is available. Summarising just some of the activities since the last report we see libraries across the County have done work on the themes of healthy lifestyles and the promotion of good physical and mental health, including Alzheimer's information and mind and body displays (part of National Year of Reading). Where libraries are situated near to doctors' surgeries, coffee mornings have been held to attract those attending for flu jabs to visit the library and see the range of health and other information available. IT sessions specifically for carers have been held in partnership with Scarborough and Ryedale Carers Resource, providing safe access to relevant information and an opportunity to meet other carers.
- 4.2 Libraries, in partnership with Age Concern, are supporting and promoting the ADAM (Activities Designed Around Men) Project to encourage single men over 50 to find out about social activities and to learn about healthier lifestyles. It is hoped to extend this to men of all ages across the authority. 178 smart energy monitors have been purchased and are available for loan from libraries free of charge for 3 weeks. The aim is to allow people to monitor own electricity consumption and make changes to reduce their bills and benefit the environment. They also help people understand where energy is being used or wasted so helping people to understand how they can best use resources to keep themselves warm and well.
- 4.3 The Housebound Library Service continues to increase the numbers served as does the number of agencies using this service to reach this vulnerable group, for example, information on funding to help with heating bills. In conjunction with North Yorkshire Police Safer Neighbourhood Team, libraries will be developed as Hate Crime Reporting Centres, enabling people who would rather not report a hate

crime, including racial abuse, directly to the police to visit a library and complete a form with help from library staff. Libraries continue to be a social hub in a wide range of settings including some of the more rural areas of North Yorkshire. Events are held regularly for older people with speakers on a range of topics including author visits and learning sessions.

- 4.4 North Yorkshire Safeguarding Adults Board, established in November 2008, following the disaggregation of joint board with York, is making good progress in strategic leadership, whilst ensuring that practice across all the agencies is sound. It has good senior level sign up and a clear reporting structure. Local safeguarding adults groups report to the Board and provide a local practice focus on safeguarding with partners and for linking to community safety initiatives.
- 4.5 A Safeguarding Team has been put in place within ACS which has improved the consistency of response and quality of advice to staff from NYCC and partner agencies. The team promotes safeguarding procedures which emphasise the importance of ensuring that the wishes of vulnerable people are taken fully into account. Good practice in regulated settings is being actively promoted and a multi-agency protocol for safeguarding people in collective care settings is being produced.
- 4.6 Increased levels of training for staff working with vulnerable adults in NYCC and independent care services has led to increased awareness, more consistent reporting of abuse and improved decision making.
- 4.7 More information is now available for the public, with the publication of the Keeping Safe leaflet and improvements to the NYCC website. Plasma screens in four libraries will result in rollout of safeguarding messages to the public, including material from other safeguarding partners, e.g. doorstep crime and domestic violence.

## **5. Work with Partners**

- 5.1 The Directorate continues to work with NHS North Yorkshire and York on seeking ways to better deliver a seamless service to people needing our joint support. People are less concerned about who delivers a service but they are concerned if matters are not joined up and one agency is not aware of another presence. So now both the PCT and adult social care services have common locality structures allowing local practice base commissioning groups, social care commissioners and strategic managers of commissioning to work together in the same geographical areas.
- 5.2 Work is underway to map out the common areas of service provision and fill in gaps in services within areas. So there is joint work on re-ablement and intermediate care and rapid response services. The result will be more progress in front line services working more closely together to work to keeping people independent and well in communities.
- 5.3 There have been a series of workshops and a formal dialogue with the many third sector/voluntary organisations across North Yorkshire on how best to take locality approaches and again pull together to secure the future of the third sector. The



question at the heart of this is how we can use our collective resources to best serve people at a time when public funding is going to be so tight.

- 5.4 The Contracting, Procurement and Quality Assurance unit, working with the Market Development Board and the Independent Care Group, are introducing a Quality Assurance Framework for care providers in 2010. The framework will allow providers to audit themselves and for the Directorate via the Contracting, Procurement and Quality Assurance unit to undertake Quality Assurance visits. The long term plan is for the outcome of these visits to be made available to the general public. The framework will contain reference to the national Dignity In Care Charter and discussions are ongoing with the Independent Care Group regarding the development of a North Yorkshire Dignity In Care Charter.
- 5.5 At the time of writing a similar approach and dialogue is happening with the independent sector. This sector provides a high volume of care in the form of residential and nursing home care and personal care through their home help agencies. Increasingly more personalised approaches and more creative services are being offered through this sector.
- 5.6 Libraries continue to offer a wide range of events, activities and information in partnership with district councils and other agencies. These include advice on benefits, energy saving and Credit Union banking facilities. The Action for the Blind information bus has co-ordinated visits with the mobile libraries to reach a wider audience. The Harrogate Lottery project partnership board includes representatives from Age Concern and the Older Peoples Forum, inputting not only to future management of the library but also the provision of suitable equipment and furniture. The new Catterick Garrison library operates in partnership with the MOD, adjacent to the Leisure Centre, where the award of a third 'Their Past Your Future' grant (NYCC being the only authority to receive this three years running) led to a successful project featured on local TV and radio. Libraries in Kirkbymoorside and Helmsley now have extended opening hours through partnership with Ryedale District Council and shared staffing.
- 5.7 Volunteers from U3A and other local groups help with archive cataloguing for the County Record Office.
- 5.8 Joined up approaches to ensuring we maximise our efforts to better support our communities in partnership with district councils can be seen in the work of the Local Strategic Partnerships; the common approach taken at the Adult Strategic Partnership Board, the joined up work in delivering telecare solutions and in the development of extra care developments.

## **6. Telecare**

- 6.1 North Yorkshire is a leading authority in the use of telecare technology and has gained much national attention for its efforts in this area. There are 13,000 people benefitting from it and nearly 600 have been using it for over a year to remain in their own homes. Life alarms and individually tailored assistive technology kits give people assurance and access to assistance as and when needed. The partnership approach with district councils and providers means 'call out' support is available to the individual as and when needed. This non-intrusive service

prevents the need for higher levels of care, gives the person greater autonomy, maintains their dignity and is a demonstrably more cost effective means of supporting people in most instances. There have been great outcomes for carers too, giving peace of mind and reassurance. Our four telecare coordinators are making sure the community is aware of the benefits assisted by demonstration houses across the county. We are also using telecare to best effect in residential care to give dignity and respect as well as working with the independent sector to make sure that their residents are benefitting.

- 6.2 Focussing on dignity and respect can also be a means to delivering efficiency. Why should we be surprised? Other industries have long known that getting it right for the customer first time round can be most cost effective.

## **7. Dementia Services**

- 7.1 Since our last report we have seen the development of a national strategy for dementia supported by a regional structure but no additional finance for authorities.
- 7.2 Adult and Community Services in North Yorkshire, together with our partners in NHS North Yorkshire and York have produced, with support from Members of Care & Independence Overview & Scrutiny Committee, a commissioning and action plan to support the implementation of the national dementia strategy. A dementia network has been established and we will hopefully see a refresh of local groups to work on this programme.
- 7.3 A regional peer exercise looked at what is going well in North Yorkshire and spoke of our joint commitment to improve services for people; it said that once in the system people get a good service and there is excellent involvement of the third sector. In terms of what needs improving we were challenged to create a better whole system care pathway, needed to deliver greater integration of services, and tackle what was seen as some of the inequity of provision across the county. The latter is now being addressed in a mapping and gapping exercise and in the agreed action plan.

## **8. Extra Care**

- 8.1 The directorate has been instrumental in developing seven extra care facilities to date in partnership with district councils and RSLs. At the time of writing a new extra care facility is about to open in Northallerton, work has started on one in Tadcaster and work will begin shortly in Richmond. There is a proposal in place for a development in Craven and consultation on this is starting.
- 8.2 As we stated before, critical to maintaining dignity is ensuring the person maintains a sense of identity as this is the key to retaining self-esteem and a good quality of life. Person-centred care will support it. People feel that they want to be useful and most importantly of all have their private space. Extra care offers all the opportunities of independence while having care at hand.

## **9. Pathways to Employment**

- 9.1 Adult and Community Services recently reviewed their Supported Employment Service and adjusted its operational arrangements to ensure it would effectively respond to carers and individuals with mental health problems and with a physical disability and/or a sensory impairment. Supported employment is also subject of a review by this committee, which is seeking to improve the way NYCC facilitates the employment of people with a disability.

## **10. Conclusion**

- 10.1 Once again hopefully committees see that dignity and respect, like personalisation are themes running through much of the activity of North Yorkshire's Adult and Community Services. It is not a separate theme but core to the delivery of quality services as required by the community of North Yorkshire.

## **11. Recommendations**

- 11.1 The Committee is asked to note the critical importance of the dignity and respect campaign and the focus it receives in much of the Directorate's work.

### **Author**

Seamus Breen

Assistant Director, Commissioning and Partnerships