

## Transformation of Adult Social Care

### Social Care, Health and Wellbeing – Community Support Market Position Statement

We have been thinking differently about how we deliver our services in order to make the most of every penny we spend. We have been exploring how and why some people enter the social care system and others do not, and it is clear that some people could be supported for longer in their own communities if there were community wellbeing based support that helped them maintain their independence at home.

The strapline of our transformation is **‘a life not a service’**; this is based on consistent feedback that support needs to be more personalised to enable people to achieve the outcomes that matter most to them.



This illustration shows our approach, which is to put the individual at the centre of all we do, looking for ways to support their lifestyle and keep them engaged and connected to the things that matter to them. This reflects a new requirement that the Care Act 2014 has placed on local authorities to ensure that services are available to people which prevent, reduce or delay entry into social care. People using services and their carers have high expectations and rightly want to lead full and rewarding lives, but we

know that poor health and social isolation are factors that lead people to require ongoing health and social care services. We need to work with individuals, their families and providers to consider not only the support people need for a particular stage of their life, but how their needs might change throughout the course of their life, so that care becomes more responsive to emerging needs.

At the same time, we understand the power and strength that lies within the communities that people live in, and as well as empowering individuals to take more responsibility for their own health and wellbeing, we need to empower and build capacity within communities to support the vulnerable adults living in them through developing social capital, utilising community assets and harnessing the goodwill, resilience and drive of individuals.

We are working closely with Public Health, the Clinical Commissioning Groups, and other partners, sharing and refining our vision for the future and will seek to commission more integrated services in the future developing ways to support

people to better manage multiple long term conditions such as dementia, diabetes and chronic obstructive pulmonary disease.

KCC wants to be transparent about its intentions to strategically commission care services and so has developed this Market Position Statement to set out how community based services are being considered. We will develop an integrated health and social care model which incorporates a broad range of person centred and outcome focussed interventions, encompassing prevention, early intervention, primary and community health services, social care, home care, residential and nursing care and in reach to acute health care.

### Our aim is to:

- Improve people's experience and promote their health and wellbeing
- Put an end to the current crisis driven model of care
- Create a value driven and outcome focussed culture that nurtures creativity and innovation in meeting people's needs
- Support people to access good quality advice and information that enable them to self-care/manage
- Create the right conditions which enable people to find solutions that support their wellbeing outside of a tradition medical or service driven models of care and support
- Encourage community development and increase volunteering, befriending and good neighbour schemes
- Support carers in their vital role through the provision of advice and individually tailored support
- Provide flexible and proactive models of care and support that can increase and decrease according to need
- Free professionals up from the rules and bureaucracy; to do the **right thing** and provide person centred holistic support that promotes wellbeing
- Provide responsive models of long term care that can flex up or down according to people needs
- Bring services together to ensure better communication and better use of resources and create a better experience for people

Our model is described through three groups of interventions, Promoting Wellbeing, Promoting Independence and Supporting and Maintaining Independence and has strong links across to the Accommodation Strategy. It must be noted this is just a means of describing differing types of interventions, but all support will be fully integrated, silos will be avoided and people will be able to access '**the right care at the right time**' in order to be as independent and well as possible at all times.