

Devon County Council Adult & Community Services Putting People First Public Information Strategy

- Full strategy agreed by the Putting People First Programme Board (Strategic Management Group) on 5 May 2010

1. Introduction – about this Strategy

This strategy has been written for agreement at the Putting People First Universal Services Theme Board and overall Programme Board (SMG). When agreed, it will be published on the Adult & Community Services (ACS) public web pages for consultation.

This Strategy covers three types of activity:

- Changes to our existing social care information provision which can be undertaken by the ACS Public Information & Communication Section, such as simplifying our on-line fact-sheets. These will form part of the Section's 2010-11 Work Plan.
- Proposed changes to improve the presence of social care public information within Devon County Council's corporate information provision. These have been discussed with DCC's Acting Head of Communication and will form joint work packages for ACS staff and corporate colleagues.
- Changes to our capacity to give advice and our community presence, which will require longer-term planning in terms of the overall development of Care Direct and Care Direct Plus and our use of Libraries as a public face for social care. These will be subject to the wider development of the ACS care management system, Care Direct within the Customer Service Centre, and the Library Service, with projects agreed by the Universal Services Theme Board and aligned to other relevant governance structures.

This Strategy enables us to get on with implementing the first type of change, to work corporately on the second type and to feed the third into our wider Putting People First programme.

Recommendations in brief:

- Enable Care Direct to act as a single point of contact for all social care calls, adjust its branding accordingly and market the service along with our basic public information.
- Revise our printed public information to reflect focus group findings.
- Revise our web site information in line with focus group findings.
- Start using libraries as outlets for social care information.
- Ensure the third sector can act as effective providers of social care information.
- Complete development of the public-facing Community Directory.
- Develop Care Direct's capacity to offer non-FACS-eligible services – this recommendation is wider than just information and advice covered by this Strategy and will be subject to other strategic decisions.

A note about Advocacy

Our information and advice services should also signpost people to advocacy services and indicate the eligibility criteria for advocacy. The ACS advocacy contracts and services were reviewed last year and the new Devon Advocacy Consortium has been formed, funded for three years under a new contract from 1 April 2010.

One of the requirements of the new advocacy contract is the development of a single point of contact for advocacy services, with Living Options Devon acting as the lead agency within the consortium.

2. National Context – Putting People First Vision

Putting People First (PPF) provides a cross party and agency vision for the future of social care services and clearly identifies the need for:

‘A universal information, advice and advocacy service for people needing services and their carers irrespective of their eligibility for public funding. A ‘first stop shop’, which could be accessed by phone, letter, e-mail, internet or at accessible community locations. Key strategic partners to be the Pensions Agency and relevant voluntary organisations. The Link Age Plus pilots are providing strong evidence of the benefits for older people of this approach.’

This translates into a simple vision: people should know where to get information and advice which is wider than traditional social care services and they should be able to access that information with ease, regardless of whether they qualify for social care funding.

This vision supports the ADASS (Association of Directors of Adult Social Services) Putting People First Milestones:

- **April 2010** - That every council has a strategy in place to create universal information and advice services.
- **October 2010** - That the council has put in place arrangements for universal access to information and advice.
- **April 2011** - That the public are informed about where they can go to get the best information and advice about their care and support needs

The first elements of this project are concerned with scoping that strategy, to define ...

- **What** information and advice would the public like to receive
- **How** that information and advice is best delivered to the community
- **Who** is best placed to do that, and what changes to our current service do we need to make to improve

3. Local Context – Developments in Devon

In Devon, we believe we are relatively well-placed for PPF Universal services information provision. This is because Care Direct was one of the eight Link Age Plus pilots and we have retained our operational links with the Department for Work & Pensions, and use Care Direct as the single point of contact for most social care inquiries.

We have also successfully moved from a large number of printed leaflets, which were difficult to sustain, to a comprehensive range of on-line fact-sheets, many of which are developed with or signpost the voluntary sector.

Likewise, we already have an on-line Community Directory of local organisations spanning the voluntary sector and the social care market.

Our operational links with the ‘third’ sector enable us to use them as outlets for social care information and they are a source of referrals to Care Direct.

Our library service has recently become part of the ACS Directorate which will help promote our community presence, and the libraries development programme includes provision of more ‘community space’ in larger sites. For example, libraries are already part of the learning disability ‘safe place’ scheme.

4. Our Current Public Information and Advice provision

Devon currently provides social care information to the public in a number of ways ...

4.1 Telephone-based information and advice:

- The Care Direct Team within the My Devon Customer Service Centre (CSC), described as “Information and help for older people, vulnerable adults, and their carers” on the Care Direct postcard and our web site. Care Direct receives an average of about 9,000 calls a month, of which around 11% are referred on to the ACS Care Direct Plus social care teams.
- The Disability Information Service, alongside Care Direct in the CSC.
- Seven published local numbers for Learning Disability services.

- There is one published number for Mental Health under 65 with calls-handled by Devon Doctors On-Call, which takes messages for the Devon Partnership Trust. Older Person's Mental Health calls are routed via Care Direct.
- The Westbank League of Friends number is published on our Carers contact card and our web site, although Care Direct also provide information and advice to carers.
- The Independent Living Centre advice service telephone number is published on a contact card we produce for this service and on our web site.
- Three area numbers for the Sensory Team are in the public domain, even though most of their calls now go to Care Direct.
- The Emergency Duty Team number, advertised as an out-of-hours emergency service only, when Care Direct is not in operation.

4.2 Printed published information:

- Leaflets – we have one main leaflet in the public domain, 'Social Care for Adults Explained', along with 'Compliments, Comments and Complaints', our statutory complaints leaflet. Our main leaflet is distributed widely, and is available online and via Customer Service Centre.
- Booklets – we publish 'Seeing Sense' for people with visual disabilities and our 'Devon Cares' carers information booklet, both of which are available on request once someone has been in touch with us.
- Magazines and newsletters in the public domain – we publish Devon Link magazine, 'ACE – Advocacy and Communication for Everyone' learning disability newsletter, and the Devon Care Training independent social care providers newsletter,
- Fact-sheets – we produce 55 social care fact-sheets, maintained on-line and printed out at home, by local staff who display the most popular ones, and by the Care Direct staff who post them out on demand. The fact-sheet series is divided into the following categories: Housing & accommodation; Help at home; Help with mobility problems; Safety in the home and personal safety; Services for carers; Applying for or renewing a Blue Badge; Financial support; and Other information.
- Promotional postcards – we publish cards promoting Care Direct, the Disability Information Service, Carers Link and the Independent Living Centre. These are distributed to a wide range of public places, such a GP surgeries, health centres, hospitals, and the voluntary sector.
- Posters – we produce posters advertising all of the above postcards which are sent out with the cards.
- Campaign materials – all of the above products are maintained and updated, but we also produce short-term campaign materials from time-to-time, such as the 'I care, but who cares?' countywide carers registration campaign. The 'Getting the most out of life' booklet giving holistic advice for older people was published as part of the 'My Life, My Choice' project and is currently still in the public domain, and available in the form of an on-line booklet, but there are no plans to reprint the booklet when the remaining 2,500 stock runs out.

4.3 DCC web pages:

- Adult social care web-pages explaining policies and services.
- On-line versions of all of our publications.
- All of our fact-sheets (see above) are all maintained on-line.
- The Health & Social Care Learning Disability Partnership easy-read web pages.

4.4 On-line search facilities:

- Devon Community Directory – containing thousands of local organisations and community services
- Links to other agencies' search facilities - such as Care Quality Commission, Better Caring, grouped together on our 'Search 4 Services' web page.

4.5 Alternative formats:

- Our main leaflet 'Social Care for Adults Explained' is maintained in the following formats: large print; easy-read; as an audio file which can be downloaded or sent out on disc; in ten languages as well as English; and as a British Sign Language (BSL) online DVD.

- Our complaints leaflet is also maintained in those formats, with the exception of the BSL version (on the advice of Deaf community consultation).
- Our fact-sheets are all maintained as large print and easy-read documents.
- We also make use of the national Language Line and local Multi-Lingua interpreting and translation services.

5. Public Information Consultation – Focus Groups and Reviews

We reviewed our public information and advice provision in three ways.

We set up three focus groups to enable detailed discussions of our work: with one group of older people, one of people of working age and one of service users and carers. We also conducted an internal audit of our publishing and information channels, and we held a workshop with Care Direct and Care Direct Plus staff.

The working age focus group participants were recruited by the Local Involvement Network (LINK Devon); the older people from by the Senior Council for Devon and the service users and carers from the Putting People First Service User and Carer Reference Group.

We also conducted an internal audit of our publishing and information channels, and we held a workshop with Care Direct and Care Direct Plus staff.

The timing of this review also enabled us to consider the future of the Disability Information Service and Devon Link magazine, both of which were under serious financial constraint.

5.1 Public Information Focus Groups

At each group we carried out the following exercise:

- We explained the Putting People First agenda, the personalisation of social care and the importance of information and advice in helping people to exercise personal choice and maintain their independence for as long as possible, rather than being ‘processed’ by our system.
- We asked participants to consider information they have needed in the past, where they have found it, how easy it was to find, and how useful it was.
- We tested their awareness of our current information and advice provision.
- We received their views on our printed information, which was sent to them in advance and also discussed in each group.
- We showed them our current public web site, including how we feature on ‘Google’ searches and navigation to social care from DCC’s home page.
- We tested our Community Directory with them, trying searches and asking for views on the user-friendliness of the directory.
- We discussed the Department of Health’s new national Information Standard with them.

As well as these focus groups, Senior Council for Devon members have volunteered to work with us to help produce our fact-sheets and our information in specialist formats already follows consultation with relevant organisations: Living Options Devon and the Deafinite sign language interpreters.

5.2 Public information audit

Our internal audit of our publishing and information channels resulted in the overview listed above. This has highlighted some inconsistencies in the way in which our information provision has evolved, but in general terms we have managed to maintain fairly comprehensive social care information in accessible formats, as noted by the Care Quality Commission.

5.3 Care Direct and Care Direct Plus Workshop

Representatives from the Care Direct and Care Direct Plus staff groups discussed the type of information and advice they provide, the sources they use for that information and the problems they face in finding and maintaining appropriate information. Their comments

demonstrated the importance of having one information system on which advice-giving was based.

Care Direct advisers use a 'knowledge base' system which 'crawls' relevant web-sites and helps to achieve information-consistency within the team. This has been developed by the Customer Service Centre. The Public-Facing Community Directory project is aware of 'knowledge base' and the need for it to work alongside any new directory in a compatible way.

Care Direct Plus staff do not make proper use of the internal Devon Care Directory contract information, nor of the current public Community Directory, instead relying on individually held lists of local resources. The two phases of the Community Directory project will provide one **or two** on-line resource which contains both internal contract information and public-facing information about a wide range of relevant organisations.

5.4 Disability Information Service

The funding stream for the Disability Information Service (DIS) based at the CSC was ending in April 2010 with no prospect of any new investment.

We therefore conducted a review of the service to see what level of information provision could be maintained by fully integrating it with the Care Direct Team, as the services already shared a manager and Care Direct were covering a portion of its calls. A series of workshops were held involving members of the DIS Steering Group (including Living Options Devon representatives), DIS staff and Care Direct staff, and Living Options conducted a 'mystery shopping' exercise.

5.5 Devon Link magazine

Likewise, the advertising revenue required to publish Devon Link, the magazine for people with physical and sensory disabilities, has drastically declined over the past three years and the publication is no longer sustainable.

We therefore included a review of the magazine as part of our wider review of the involvement contract with Living Options Devon for people with physical and sensory disabilities.

6. Focus Group and Review Findings

Our three focus groups were the most important aspect of our review of public information, as they gave us the chance to test our long-held assumptions about what works and hold in-depth discussions of what people actually want to see and hear from us.

The headline findings of the groups complement our information provision audit and the Care Direct and Care Direct Plus staff workshop, and give us a clear direction for the future.

6.1 Care Direct/Telephone Access

- Care Direct was nowhere near as well-recognised as we thought it would be. However, when people were told about the service they thought it was a great idea, and those who had used it were extremely complimentary. We rang Care Direct with two test queries, one about personal care and one about residential care, and the response was excellent.
- Most people who had used Care Direct had been told about the service by relatives or third sector organisations they were already in touch with, rather than finding it for themselves or seeing our publicity material.
- The 'My Devon' Customer Service Centre branding was even less widely recognised than the Care Direct brand.
- Focus group members liked the name Care Direct as a description of what the service offers, just felt that the brand had not been marketed well enough.
- There was a strong call for one single number for **all** social care inquiries, regardless of service or client group.
- Ideally, people wanted one number for all public services, but they also understood how difficult that would be to organise and thought that just having one social care number would be a massive improvement.
- Focus group members raised strong objections to DCC's use of 0845 numbers, as the local rate offered by such numbers only applies if you are a BT subscriber and many people no longer use BT.

- Focus group members did not understand the distinction between County Council and District Council services and saw it as our responsibility to make sure they got the right information regardless of which authority provided a particular service.

6.2 Printed Information

- 'Social Care for Adults Explained' leaflet – focus group members understood the logic and value of having one main public leaflet backed up by a series of fact-sheets. There were, however, plenty of detailed comments and criticisms on the user-friendliness, plain English and currency of the leaflet, in particular a demand for an improved list of our fact-sheet categories and key contact details for other agencies.
- Our postcards advertising Care Direct, the Disability Information Service, Carers registration and the Independent Living Centre were all welcomed as easy to distribute and keep - and some group members actually had our cards by their telephone. It was however, universally felt that these cards need much wider distribution throughout the community, with extensive, sustainable and periodic marketing activity to raise the profile and public awareness of these services. Suggested examples included; posters, bus shelter adverts, radio ads, transfers on buses and on DCC liveried or sponsored vehicles.
- The range of social care fact-sheets was welcomed as a good idea, but some of the content was often seen as over-complicated, pitched at the more 'sophisticated reader' (the average reading ability of a UK adult currently equates to that of a 12 year old) and the text contained too much jargon.
- Publishing in alternative formats was welcomed and seen as useful, in particular the easy-read and large-print versions of our leaflets and fact-sheets.

6.3 On-line Information and Web site

- The focus groups all wanted to see a prominent social care presence and the Care Direct number directly on the Devon County Council home page, rather than just a link to them. In fact, one group felt very strongly that all of the Customer Service Centre numbers should be prominently displayed on the home page.
- The amount of information contained on the social care section of the web site was seen as useful and welcomed, but it was felt that much of it was too complicated. They wanted to see simple introductions to themes on short, separate pages, with links to other pages on which the more detailed information was published.
- The focus groups wanted to see our leaflets and fact-sheets web page re-designed to include clearer titles, more sub-headings and, where possible, illustrations.
- They felt it was important that someone at home should see the same information as a Care Direct adviser in the Customer Service centre who was offering help over the telephone.
- The concept of an on-line self-assessment to see what someone was eligible for was generally welcomed as a useful function for some people, but all groups agreed that any outcomes should be **it** verified by telephone.
- The DCC home page was not well-regarded by any of the groups, who felt its content and layout to be confusing and irrelevant to most people.
- There were nowhere near enough social care entries on the DCC 'A to Z' facility.
- Likewise, searches conducted using the 'search Devon.gov.uk' field did not work at all well for social care issues.
- The Health and Social Care Learning Disability Partnership web pages were generally well-regarded as a specialist information source signposted from our main site.

6.4 Devon Community Directory

- The Community Directory was generally received positively by all three focus groups as a potentially very useful tool. They saw the value of being able to search for local organisations too small to have their own web-sites who would therefore not **by** found by Google-type searches and thought there was value in having a wide range of community organisations and social care providers listed in one place.
- The groups also valued the idea of people at home being able to speak to staff who would be using exactly the same information source.
- All three focus groups were very critical of the dated look of the current system and wondered why it was not branded as a DCC resource (it is on the multi-agency portal site

as Torbay records were originally maintained on the system but now only DCC populates it).

- Focus group members wanted to see and 'filter-as-you search' options, the ability to print records and a means of emailing search results on to others. In fact, one group felt such features were essential these days.
- All three groups welcomed the idea of having both information about contracted services and wider community information on the same search facility, and the notion of eventually having prices and availability of services as part of the system. Some group members went as far as calling for user reviews and star-ratings of services.
- The importance of having information gathered locally was emphasised by everyone, which was seen as the real strength of the system, that is enabling people to search for information they simply would not find on Google or other national searches.
- It was felt that Directory was important enough to be sited on the DCC home page.

6.5 Community Presence

- All three focus groups felt strongly that we should put much more of our social care public information in the public domain.
- In particular, all three groups felt our basic information for the public should be available in supermarkets, churches, parish councils, libraries (including mobile ones) and leisure centres as the usual social care outlets such as GP surgeries, hospitals and health centres.
- Libraries were perceived as key outlets for social care information and all three groups welcomed Libraries becoming part of the ACS Directorate.
- Some focus group members had experienced our presence at local events such as Care Direct benefit talks, Senior Council for Devon information fairs, Local Involvement Network events and disability exhibitions. It was felt that we should do a lot more of this, either staffing such events ourselves or by ensuring our partner agencies had our information. It was felt that the voluntary sector had a much greater role to play in signposting social care services and, in particular, helping to publicise the Care Direct number.

6.6 The Information Standard

The Department of Health recently established an Information Standard for Health & Social Care, essentially a 'kite-mark' awarded to providers of information to put on their publications following independent audit of their information production process.

The focus groups felt that they already trusted information from local authorities and the NHS and the addition of the kite-mark would not add value from their perspective. However, they could see the value to the authority of an independent audit of its processes, especially when that process was explained to them and the relatively low cost of around £3,000 for a three year period put this issues into perspective.

6.7 Disability Information Service Review

It was found that the service was receiving a very small number of calls relative to Care Direct but was very well regarded by those callers who did use it (350 DIS calls a month, around 11,000 Care Direct calls a month). In order to benefit from Customer Service Centre's evening and Saturday morning opening times, DIS calls were already being covered by Care Direct advisers and the review found that that 54% of calls to the DIS could be dealt with effectively by Care Direct staff.

Work was then undertaken to identify signposting routes for the other 46% of calls and this has informed a work package which will complete the integration of the service into Care Direct but enable the discrete DIS branding to be maintained.

6.8 Devon Link magazine

With inadequate advertising revenue to sustain DCC's publication of Devon Link magazine and Torbay Council's decision to withdraw funding for the magazine, it was felt that the best chance of publishing a new journal for people with physical and sensory disabilities would be by Living Options Devon. This third sector organisation would have access to more grants than the local authority and a revised publication would form one part of new arrangements

for communication, consultation and involvement of disabled people as part of a User-Led Organisation required by the new ACS, NHS Devon and CYPS Joint Engagement Strategy.

7. Strategic Recommendations

This section of the strategy contains all the strategic recommendations listed out in the format of the scope of the review. Some of those recommendations are relatively straightforward and implementation can begin almost immediately. Others, however, will require deeper changes to the way we work and collaboration with other parts of the County Council, hence the three types of activity described at the start of this document.

Each recommendation identifies the lead officer for the required work package. Many of the work packages will form part of the ACS Public Information & Communication 2010-11 Work Plan and will be resourced as part of that Section's ongoing work programme. Some work packages, such as the Care Direct marketing campaign, will require investment of Putting People First Programme resources, and amounts have been identified where possible.

7.1 Care Direct/Telephone Access recommendations

7.1.1 Maintain the Care Direct name but enable the service to extend it to cover calls from all social care client groups, giving one adult social care number for older people, people with physical and sensory disabilities, people with learning disabilities and people with mental health problems. In practice, Care Direct already handles some calls from all of these groups, but the service description and marketing strap-line does not reflect this. **Delivery:** Establish project team to enable expansion of call-handling and signposting, revising scripts and adviser training, in liaison with Operational services. **Lead:** Paul Giblin, ACS Head of Public Information & Communication to establish performance monitoring system for Care Direct including regular mystery shopping exercises.

7.1.2 Clarify the role of Care Direct in the context of the overall care pathway review, in particular whether its scope is extended beyond information and advice into turning on non-FACS-eligible services. **Delivery:** Ensure Care Direct role is reviewed as part of the wider review of the care pathway.

7.1.3 Implement integration of Disability Information Services into Care Direct and review the need for discrete DIS identity if Care Direct becomes the single adult social care number. **Delivery:** Work already underway, now requires Ex-DIS adviser to be employed part-time in Care Direct to add disability information to their knowledge-base, funded by Putting People First programme. **Lead:** Roger Jenkins, CSC Manager.

7.1.4 Undertake wide ranging and sustained marketing campaign of modified Care Direct brand. When we have widened Care Direct to cover all adult social care calls, we will need to tell the public and target the voluntary sector and as many community outlets as possible. **Delivery:** ACS Public Information Section will produce a comprehensive marketing plan and bid for resources to invest in marketing materials. **Lead:** Sarah Avery, Senior Public Information & Communication Officer.

7.1.5 Give feedback on the lack of awareness of the My Devon Customer Service Centre to DCC Corporate Communication Team. More effective marketing of My Devon will enable the Care Direct marketing to take place within a wider overall promotion of the MyDevon Service Centre numbers. **Delivery:** Feedback has already been given to DCC's Acting Head of Communication so it can be factored into the future development of DCC's Customer Service Centre marketing. **Lead:** Paul Giblin.

7.2 Printed Information recommendations

7.2.1 'Social Care for Adults Explained' leaflet to be revised to reflect Putting People First concepts and processes. The leaflet's content to be simplified and plain English re-applied to it. More fact-sheets to be listed in the leaflet, along with more sign-posting to other information sources. **Delivery:** ACS Public Information Section will review the leaflet with staff and service users as part of their Work Plan. **Lead:** Sarah Avery.

7.2.2 Much wider distribution of our post cards, posters and main leaflet. This will ensure the public know how to access social care information and advice. **Delivery:** ACS Public information Section will review distribution as part of their Work Plan. **Lead:** Sarah Avery.

7.2.3 Plain English audit of our fact-sheets. This will ensure they have more explicit titles, less jargon-based content and are organised into more user-friendly categories. **Delivery:** ACS Public Information Section will review fact-sheets in partnership with staff and service users as part of their Work Plan. **Lead:** Karen Wilson, Public Information & Communication Officer.

7.2.4 Maintain our range of alternative formats. To ensure basic information is as accessible as possible. **Delivery:** ACS Public Information Section ongoing work, covered in Work Plan. **Lead:** Sarah Avery.

7.2.5 Support Living Options Devon in setting up successor to Devon Link magazine. **Delivery:** Living Options Devon project as part of wider physical and sensory disability engagement network development.

7.3 On-line Information and Web-site

7.3.1 Seek a greater social care presence, including Care Direct number, on the DCC web site homepage. **Delivery:** Feedback has already been given to the Acting Head of Communications, ACS Public Information staff will pursue changes as part of the Corporate Communication web site strategy. **Lead:** Matthew Down, Senior Public Information & Communication Officer.

7.3.2 Simplify ACS web pages. Where possible, feature a simple introduction to each subject area followed by links to more detailed information sources. **Delivery:** ACS Public Information Section to undertake review with staff and service users as part of Work Plan. **Lead:** Matthew Down.

7.3.4 Review the design of our leaflet and fact-sheet web-page. Make the titles and content easier to understand and break down the fact-sheet list into more user-friendly categories. **Delivery:** ACS Public Information Section to undertake review with staff and service users as part of Work Plan. **Lead:** Matthew Down.

7.3.5 Ensure the public have the same access to on-line information as Care Direct advisors. There is a lot of signposting information on the Care Direct intranet which could be in the public domain. **Delivery:** ACS Public Information Section to work with Care Direct on web changes as part of Work Plan. **Lead:** Matthew Down.

7.3.6 Ensure access to an on-line self-assessment process. When personal budgets have been implemented, an on-line self-assessment process should be made available to the public and aligned to the process used for telephone assessment. **Delivery:** The ACS web pages need to be linked to the OLM 'care portal' in a user-friendly way. **Lead:** Matthew Down.

7.3.7 Improve way in which people can search for social care information on the DCC web site. Increase the number of social care entries in the DCC A to Z listing and improve the DCC search facility in terms of social care. **Delivery:** This has already been raised with the Acting Head of Communications and ACS Public Information Section will seek the cooperation and help of corporate staff to improve the situation. **Lead:** Matthew Down.

7.3.8 Ensure effective links and signposting to and from our NHS partners websites. Links to and from NHS Devon, Devon NHS Partnership Trust and Northern Devon Healthcare Trust must be improved to ensure people go straight to correct partnership information which avoids duplication. **Delivery:** ACS Public Information Section to work with web site officers in partner agencies as part of their Work Plan. **Lead:** Matthew Down.

Please note that Matthew has priced out the above work in a separate plan.

7.4 Devon Community Directory

Please note: Development of the Community Directory is already covered by a two-phase project reporting to the Putting People First Universal Services Theme Board, so this Strategy is informing that project's work...

Phase one: Devon Care Directory – ensuring that the database of information on contracted social care providers is fit-for-purpose for use by social care staff.

Phase two: join the internal Devon Care Directory with the wider public-facing Community Directory and the Care Direct 'knowledge-base'.

This Public Information strategy is concerned with the eventual development of the public-facing directory...

- Improve look and user-friendliness of the final public-facing directory. Add DCC branding and search facilities similar to web-sites like Google, improve printing of records and add ability to email search results to others.
- Work with service user and carer representatives to determine level of service provider information held on the system. This could include contract information, prices and capacity, and possible user reviews and ratings.
- Review the methods for gathering local information to feed into the on-line community directory. The importance of this to sustain the system cannot be under-estimated.
- Arrange for the final directory to be sited in the DCC home page. Subject to negotiations with the corporate Communication team.
- Ensure the database of User Led Organisations being mapped by Living Options Devon is added to the Community Directory.

7.5 Community Presence

7.5.1 Review the distribution of social care literature. Ensure we have resources in place to enable us to get our leaflets and contacts cards to a wider range of community outlets, e.g. supermarkets, churches, leisure centres etc. **Delivery:** ACS Public Information Section to cost-out new distribution plan and bid for PPF programme resources. **Lead:** Sarah Avery.

7.5.2 Ensure voluntary sector organisations act as social care information providers. Build on relationships with LINK, Senior Council for Devon and other organisations to maximise health and social care publicity and presence at local information events and fairs. **Delivery:** ACS Public Information Section to work with the third sector as part of Work Plan. **Lead:** Stephanie Cheesman, Public Information & Communication Officer.

7.5.3 Develop a social care information presence in libraries. Engage library service to work out what sort of social care presence can be put in place throughout their establishments (both static and mobile libraries). **Delivery:** Set up project team with Libraries and ACS membership. **Lead:** Joanne White and Rebecca Bond

7.6 Self-funders and advocacy

7.6.1 Develop and publish clear ACS policy on support available to self-funders.

Delivery: Paul Grimsey, Policy Manager.

7.6.2 Produce clear eligibility criteria and access arrangements for advocacy support, so this can be published as part of our information service. **Delivery:** Geoff King, Policy Manager.

7.7 Information Standard

7.7.1 Adoption of the national Information Standard was raised at the South-west Regional Communication Forum and whilst it was agreed that there was value in adopting the standard for audit purposes, there has been a very low take-up nationally. We recommend that ACS waits to see what take-up and credibility the scheme develops. **Delivery:** Paul Giblin.