

## The Way Ahead

### A strategic framework for health and social care

#### Interim consultation outline report

May 2008

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## 1. Introduction

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This consultation started following publication of 'The Way Ahead' in March 2008. The aim, was to reach a range of key stakeholders and members of the public to gather feedback on the contents of the strategic framework by asking people to consider the following key questions:

- Do you agree with the direction of travel?
- Is it ambitious enough?
- What is good about it?
- What is a cause for concern?
- What are your ideas for taking this forward?

The full consultation ends on 31<sup>st</sup> May 2008. The purpose of this interim report is to provide an early indication of the nature and extent of consultation as well as the main themes of the feedback gathered to date.

### Background

The joint strategic review was one of the first tasks agreed between the new Devon Primary Care Trust and Devon County Council, in order to develop the health and social care direction and priorities for the next five years.

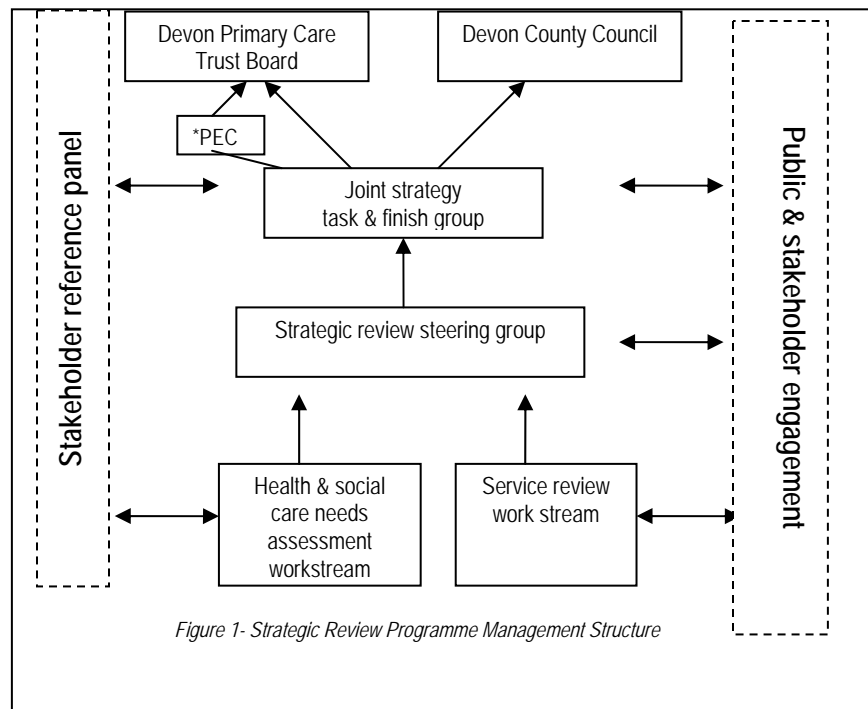
The strategic review set out to gather information relevant to future health and social care planning. This included:

- Current and projected population
- Health needs and an understanding of inequalities across Devon
- New and emerging technologies and treatments
- Existing service and strategy stock take
- Key themes from recent reviews and consultation exercises
- Extensive dialogue with public and other stakeholders

A launch event in June 2007 started a large scale programme of engagement and discussion across Devon. This included public conversation events, focused meetings and workshops, special interest and particular service user groups and meetings with staff within and across services. This has been overseen throughout by the joint strategic partnership working group called 'the

stakeholder reference panel'. This panel was established to support and assure the public and other stakeholders of the continued openness and quality of the engagement process.

Regular reports to senior clinical, executive and board meetings of the organisations, have also ensured positive communications have been in place. (See figure1 – strategic review programme management structure)



\*PEC - Professional Executive Committee

Those who attended the initial launch, in June 2007 were later invited to a joint strategic review follow-up event on 30 November to consider the clinical priorities and core themes that formed the basis of 'The Way Ahead' draft document. Delegates were invited to comment on the conclusions drawn from our analysis of contributions from stakeholders during the engagement period. This information helped to shape the 'The way ahead' document published in March this year.

Since publication, a structured consultation has been underway. This paper provides an interim outline of the consultation actions and feedback up to 25<sup>th</sup> May 2008, prior to a full report being prepared and circulated at the end of the consultation period.

## 2. Consultation on 'The Way Ahead – progress to date

### The consultation

For the consultation the aim was to involve a range of stakeholder groups and organisations and a wide cross section of service users, carers and the public across Devon, this included:

Publicity	News releases attracted considerable media coverage and were supported by leaflets, questionnaires, response sheets, newsletters, and offers of specialist information for particular aspects of health and social care. A dedicated website, hosted by Devon Council Council, is also under development.
Document circulation	<p>More than 6,000 copies of 'The Way Ahead' have been sent to named individuals or organisations inviting comment and feedback. The booklets and flyers were also made available in key places such as libraries and handed out at stakeholder meetings</p> <p>A dedicated web link was also set up with information on how to comment on the web.</p> <p>Adapted versions were produced or offered, in Braille, large print or in other languages by request.</p> <p>A DVD showing an outline of many of the areas of the review has been produced and shared at recent meetings and events.</p>
Stakeholder meetings	<p>Managers from the Devon Primary Care Trust and Devon County Council presented the strategic framework both formally and informally at meetings across Devon, including existing forums.</p> <p>Great effort was made to present at established local health and social care group meetings.</p>
Planned events	<p>Six events were specially arranged with over 1000 invitations sent to all voluntary sector organisations, via the local C.V.S. (community voluntary service) across Devon</p> <p>In addition, invitations were sent to over 300 parish councils and other representative groups such as the</p>

	<p>Senior Council for Devon, Devon Strategic Partnerships and local carers groups.</p> <p>These events took place in Exeter, Barnstaple and Newton Abbott and were been attended by over 380 people whom over three quarters were from outside the primary care or the county council. These events gave the opportunity to test views against each theme of the strategic framework, the way ahead, in more depth.</p>
Overview & Scrutiny Committees	Ongoing reviews and updates have been provided to the Devon adult and children’s Health Overview and Scrutiny Committees. This ensured a good level of scrutiny and advice for the review.
E-mail and telephone contact	Details have been made widely available. The uptake has been consistent but relatively small through these routes.

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### 3. Initial analysis – key messages and themes

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Overall there has been very positive support for the aims of the joint strategic review and some examples of comments from feedback forms include the following:

“what you told us is good about the strategy is...”

“Helping people to make better choices in their own locality. We all need to keep as healthy as possible.”

“The framework for health and social care is aspirational. If fully implemented it will provide a service to be proud of, in particular, the emphasis on joined up services is a welcome new direction.”

“Pretty comprehensive coverage of issues. Well laid out, contains statistics, not too much jargon or spin.”

Comments from participants at the Exeter Public Discussion Event 23<sup>rd</sup> April 2008

“Encouraging Devon residents to take more responsibility for their health care in the community”

“ It is starting the joined up process for health and social care”

“ You are talking to us”

Comments from participants at the North Devon Public Discussion Event 8<sup>th</sup> May 2008

“Strategic intentions are clearly stated”

“Putting people first. If programme comes into being. Cutting out wasted journeys”

“Setting the direction, working in partnership and specifying aims.

“Bring treatment back to local hospitals”

“Meeting others and hearing other problems from their point of view”

Comments from participants at the South Devon Public Discussion Event 16<sup>th</sup> May 2008

Comments from other forms of engagement...

*“...the strategic plan seems excellent and comprehensive”*

*“...people in Devon are enthusiastic and there is a positive attitude to these well thought through proposals”*

*“...the aspirations are laudable”*

In relation to the events, key messages have been consistent with those received during the initial engagement period:

- Overall support for the six aims identified for health and social care
- A desire for explicit joined up working across agencies and for increased links and collaboration with the voluntary sector
- The importance of prevention and health promotion as an area for development
- The value of local services and their key role for the future
- The fundamental value of good information
- The importance of carer support for them and family support.

There were many other comments, which have been recorded.

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#### **4. Areas for further work**

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There has been a positive response to 'The Way Ahead' document so far with a sense of cautious optimism. Some have observed that the document has too great a bias towards health rather than social care. The Local Area Agreement, is a shared agenda for the next 3 years. This is about a pooling of public resources within the DCC area. It has been suggested that by making sure we reflect the LAA objectives more prominently and put more emphasis on, for example, the needs of carers (see below) will help put this right in the final edition. There is more information on the LAA at [www.devonsp.org.uk](http://www.devonsp.org.uk)

The following areas have been strongly emphasised as needing inclusion and/or a greater priority in 'The Way Ahead'.

### **The needs of carers**

We know that informal caring plays a huge role in preserving independence and reducing the use of statutory services. Feedback has indicated this needs to be given much more prominence as we take forward service development over the coming year.

### **Transport**

Many have raised a need for the effective provision of transport and how we ensure that transport is provided for people with a medical need. It has been requested that we include this in the final document.

### **Children**

Although children and young people have already had particular inclusion in 'The Way Ahead' document, many have asked that this should feature as an area for increased action and prominence into the future. It has been stated that special consideration must be given to 'looked after' children who can often experience longer term social care needs and health inequalities.

### **Reaching the 'hard to reach'**

There has been much reference throughout the consultation process and in recent consultation events to the importance of meeting the needs of hard to reach groups and clearly including this in the work programme and priorities for health and social care.

### **Health inequalities**

Many comments have been made concerning the relationship between health and poverty and deprivation. The wide variation in life expectancy within Devon has given a strong message that concerted action is needed.

### **Public and patient involvement**

Changes to patient and public involvement arrangements due to the introduction of the new Devon Local involvement Network (LINK) service have been seen as important to mention, for us to note in 'The Way Ahead'. Feedback has also emphasised the importance of LINKs in all priority areas for health and social care.

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## **5. Onward Journey**

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We have already reached a large audience and we are continuing to reach out to more people.

Once the information gathering is completed we will review all comments and produce a full consultation report and use this to update and finalise 'The Way

Ahead' strategy and five year action plan. The independently chaired stakeholder reference panel will play a key role in this.

Communication through organised and informal processes will ensure the passage of work remains live and active across all bodies of stakeholder groups and public forums.

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## **6. Summary**

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This is the interim consultation outline report. The consultation closes on 31 May 2008. The final strategic framework will be revised as a result of the consultation.

An implementation plan will accompany the revised strategic framework with year one priorities already agreed in the Devon Primary Care Trust Board 2008/09 Operational Plan and in Devon County Council's 2008/2009 business plan.