New Challenges for Care Homes

The personalisation challenge – How care homes can deliver personalised care

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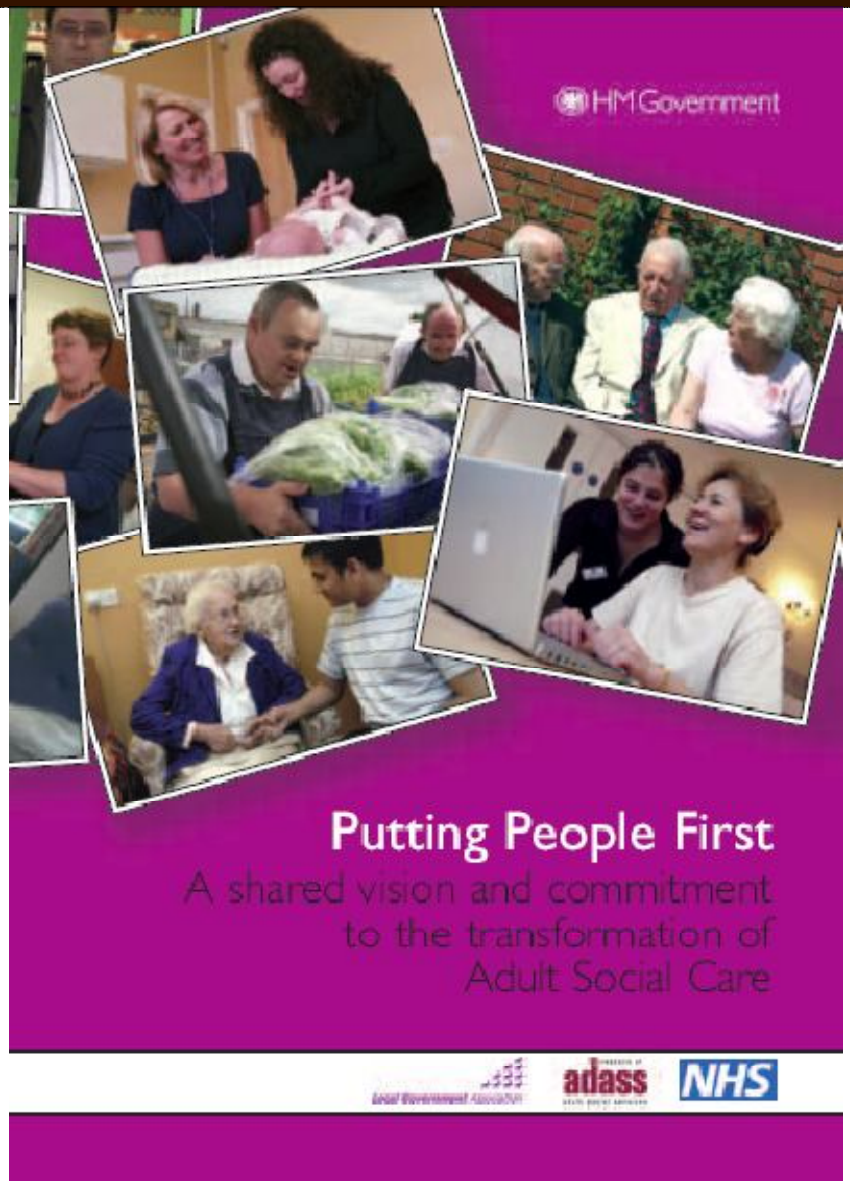
Social Care – a changing system



Starting with the person

‘Personalisation means thinking about public services and social care in an entirely different way – starting with the person rather than the service. It will require the transformation of adult social care.’

Julie Jones, Chief Executive, SCIE

‘I just want to control my own life … I like to socialise with other people and meet new friends. I just want to enjoy my freedom. I don’t want people to control my life for me I want to control it myself. That’s what my Mum brought me up for to control my own life.’

(‘Maria’ in Taylor and others, 2007, p 92)

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What is personalisation ?

- begins with the person, not the service
- recognises the individual's strengths, preferences, networks of support, friendship etc
- individual is best placed to make decisions about their life
- with access to information, advice
- irrespective of whether 'self' funded or publicly funded
- about giving people choice and control over their lives

What personalisation is *not*

- a completely new idea
- just about giving people individual budgets
- only for people eligible for Council funding
- or those needing traditional services only

'Importantly, the ability to make choices about how people live their lives should not be restricted to those who live in their own homes. It is about better support, more tailored to individual choices and preferences in all care settings.'

(DH, 2008a, p 5).

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‘Personalisation: a rough guide’

- the role of social workers
- the role of social care staff
- third sector organisations
- private sector providers
- user-led organisations
- commissioning
- regulation
- key issues for the whole social care sector

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Messages from SCIE seminar

- Expert seminar – 27 February
- Involved a range of residential care, nursing home and homecare providers and others
- Will highlight some of the key messages for providers
- To be published in due course

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Messages – main challenges for providers

- Getting inside the tent at an early stage to participate in planning change
- The variable approaches of different local authorities
- Recruitment and retention of quality staff, able to meet the personalisation challenge
- Uncertainty about way in which future markets will develop

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Messages – Changes required in:

- Marketing, management and delivery
- Need for new-style regulation which encourages flexibility and creativity
- Tackle the effects of low pay and status on the social care market
- Improve access to information for prospective users

Messages – Opportunities for providers from personalisation

- Scope to respond more effectively to what users want – and to increase staff satisfaction
- Developing enablement services and tackling health/social care relations
- Care sector - commissioners *and* providers – must speak with one voice
- Help Govt. and public see value of investing in the sector
- Big opportunity to identify common objectives

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SCIE resources

- SCIE determined to do more to support improvement by providers and comissioners
- As well as “Rough Guide”, producing tailored versions for different audiences
- Other relevant resources, eg practice guide on dignity in care and Research Briefing on co-production
- Much else at Social Care Online – www.scie.org.uk

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