opaaluk Real Choice, Voice and Control for Older People.

Advocacy and Personalisation

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Presentation content

- Policy background to personalisation.
- What is personalisation.
- Choice and Control – 7 Steps.
- What personalisation means.
- Why advocacy and personalisation.
- Advocacy – definition, effective advocacy and different roles.
- Commissioners expectations.
- Questions for delegates.

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What is personalisation?

- Personalisation is intended to ensure that every person who receives support has **choice and control** over how that support is shaped for them in all care settings.

Dunning: Speaking up to Safeguard. OPAAL 2009

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What does personalisation mean?

- New ways of working in partnership producing a wide range of services for people to choose from.
- Tailoring support to meet people's individual needs and wants.
- Recognising + supporting carer's in their role, whilst enabling them to maintain a life beyond caring.
- Total system response – universal services available for all.
- Early intervention and prevention so people are supported in a way which is right for them.

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Why Advocacy and personalisation?

- ensure [care] service-users understand and receive their entitlements
- ensure people get support from unresponsive services
- support for those who find the power of choice hard to exercise
- support for decision-making
- counter a trend towards inequality

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Small group discussions

1. What impact will personalisation have on family carers?

2. What needs to change in professional relationships to increase the impact of advocacy?

3. How should local commissioners respond to the challenges?

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