

REPORT TO: Health Policy & Performance Board
DATE: 8 June 2010
REPORTING OFFICER: Strategic Director, Adults & Community
SUBJECT: Putting People First – Halton’s Universal Information and Advice (& Advocacy) Strategy

1.0 **PURPOSE OF REPORT**

1.1 To present the “Putting People First”, Halton’s Universal Information and Advice (& Advocacy) Strategy for comment.

2.0 **RECOMMENDATION**

That members of the Health Policy & Performance Board comment upon the draft Strategy (Appendix 1)

3.0 **SUPPORTING INFORMATION**

3.1 Members will recall that every Council has to have in place a Personalisation programme and a framework has been circulated to all Councils as a guide.

3.2 The Putting People First programme has a number of key milestones:

- i. By April 2010 “That every council has a strategy in place to create universal information and advice services”.
- i. By October 2010, “That the council has put in place arrangements for universal access to information and advice
- i. By 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”.

3.3 The Putting People First programme and various I&DeA documents relating to it include advocacy, along with information and advice, as a subject to be addressed to transform Adult Social Care.

3.4 The format of the draft Halton strategy reflects the Transforming Adult Social Care framework suggested as part of the work to support local authorities in developing the information and advice dimensions of Putting People First. The guidance offers some useful advice about content and development of the strategy, in particular:

- ***“Information and Advice, or more?”***

The milestones relate to Information and Advice. As part of the preparation of this framework, we asked local authorities whether they would like to have sections on advocacy included as additional options. Two authorities preferred not to have Advocacy included, three definitely wanted it included, one wanted it dealt with as a stand alone section and one felt that they probably wouldn't include it but thought it should be an option for others. Therefore, Advocacy is included in this framework as an option, should individual local authorities wish to include it, together with links to other interpersonal support functions including help to plan, choose, arrange and manage services and support.

- **Work in Progress**

It is important to note that whilst there is an enormous amount of information, a lot of advice and some advocacy available in this country, this hasn't to date been planned and managed strategically. Therefore, this framework strategy prompts local authorities to analyse what they do have and to plan for how they develop both these services and indeed the service itself. For example, few, if any, have comprehensive analysis of the information and advice (and advocacy) needs of their populations and the strategy may well then be to develop this over the next year or so. In that context, some Local Authorities may wish to build in review and revision to the strategy”.

3.5 The draft strategy currently reflects recognition of the advocacy agenda along with an intention to review how it is provided locally. Given the preceding advice it is optional whether to include or omit it at this stage.

4.0 **POLICY IMPLICATIONS**

4.1 The Universal Information and Advice Strategy is key to the delivery of the Putting People First milestones referred to in 3.2.

5.0 **FINANCIAL/RESOURCE IMPLICATIONS**

5.1 Delivery of the strategy is likely to have some minor financial and resource implications and will be subject to further reports once they have been further assessed.

6.0 **OTHER IMPLICATIONS**

6.1 None.

7.0 **RISK ANALYSIS**

7.1 Failure of adopting an Information and Advice Strategy would fail

the first milestone in the Putting People First programme.

8.0 **EQUALITY AND DIVERSITY ISSUES**

- 8.1 “Information and Advice are essential for all adults and their relatives and carers who need, or may need, services and support in order to lead their lives”. (*I&DeA – Transforming adult social care: access to information, advice and advocacy*)”