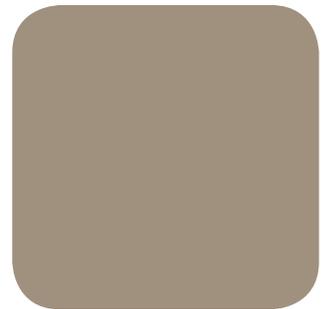
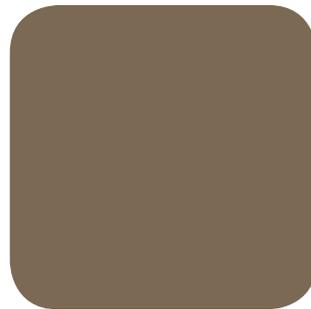


# Sustainable social care and personalisation: a guide for community engagement



# Introduction



This guide will help commissioners and providers of adult social care, as well as community groups, to engage with citizens to develop responsive, personalised and environmentally sustainable services.

Personalisation continues to be a challenging concept for many, despite the benefits it offers. People who use services and their carers may have concerns about service closures or may not realise that they can receive very different kinds of support. Our materials show how exploring people's experiences of where they live, the places and activities they enjoy, how they get around, what they like and what they would like to see changed, can open up creative discussions about the future of care - for themselves, for those they care for, and for friends and family. The ideas generated are often simple and low-cost, and of benefit to the wider community as well. They are likely to promote independent living and care which is community-based.

The guide was developed as part of SCIE's Sustainable Social Care programme, and is based on a mixture of academic research identifying good practice around

the country, issues raised in a learning network for local authorities, and fieldwork in Bristol. Further information about the programme and a case study of Bristol's approach to sustainable social care is available on SCIE's website [here](#).

Overall, the Sustainable Social Care programme is concerned with social, economic *and* environmental sustainability, often known as "sustainable development". It also includes a particular focus on climate change and its relevance to care services and service users. This is both about reducing the carbon emissions of services to mitigate global warming and adapting services to the negative impacts of climate change such as severe weather events (flooding and heatwaves, for example). A benefit of a sustainable development approach to personalisation is that it promotes social care which is right for the individual and at the same time brings social, economic and environmental benefits for all.

# How to use this guide

The guide is made up of a number of activities which can be used together or separately in workshop or community engagement settings. Click on the links indicated in the text to download

- an introductory presentation
- templates to support specific activities
- worked examples of completed templates
- additional resources and links to further information or guidance.

1

Introduce the concepts

2

Identify and understand whom to engage

3

Design ways to engage citizens in conversation

4

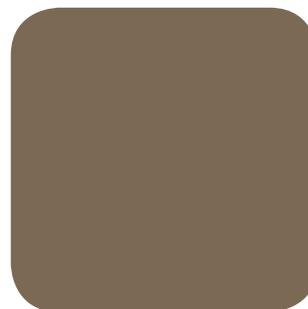
Facilitate discussion

5

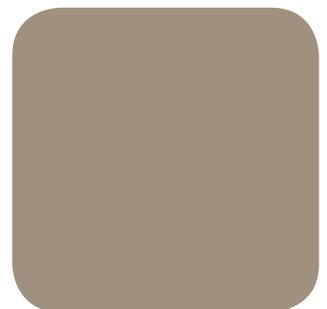
Make the most of what you find out

6

Take action



Resources



Tips

# Activities

1

## Introduce the concepts

‘Development that delivers a strong, healthy and just society within environmental limits through the means of a sustainable economy, good governance and sound science.’

*Securing the future* (DEFRA, 2005)

Participants bring different knowledge, experience and perspectives on social care, personalisation, sustainability and climate change. An introductory session can set the scene and stimulate thinking about the relationship between these topics, as well as uncover different viewpoints and assumptions. Themes may include the contribution of green space and the natural environment to wellbeing, the importance of accessible transport to independent living or the impact of severe weather on people in vulnerable circumstances.

The *Sustainable social care presentation* provides: some definitions of sustainable development; information about climate change and its effects on health; social, economic and environmental issues for social care; and examples of local responses.

Download the *Sustainable social care presentation* [here](#).

2

## Identify and understand whom to engage

It is important to have a clear idea of who it is you want to engage in conversations about social care and to build a profile of that person and how they live their life.

Ideally, the profile will be developed through direct contact with citizens over time. This could be as a friend or neighbour or as a service provider.

In a workshop setting, use a profile template to build up a picture of an individual, using headings such as ‘motivations’, ‘priorities’ and ‘interests’. Involving a range of participants with different roles and experiences will help avoid stereotyping when creating this picture. Download the profile template [here](#).

To see a worked example, download [here](#) a profile of ‘Dave’. Dave is a 67-year-old man who has recently retired and lives with his wife and a son recently back home from university. His primary motivation is to keep occupied and feel useful.

# Activities

3

## Design ways to engage citizens in conversation

Once you know who it is you want to engage with and have developed a profile, use this information to design effective methods for engaging them in conversation. Consider making use of peer-to-peer engagement, working with community leaders and partnering with local businesses and charities.

Remember, the starting point is people's interests and experience of the local area. It is not an interrogation about care needs or a consultation about specific services.

Capture all your ideas on idea sheets which you can download [here](#).

See **Resources** for 'brand cards' showing how well-known retailers approach customer engagement.

You can download [here](#) some ideas generated in a stakeholder workshop in Bristol. Many of these are in public settings and so conversations would have to be approached sensitively. However, they do provide opportunities for individual or group discussions about topics of community interest such as access to amenities.

4

## Facilitate discussion

To understand and experience how the principles and approaches of sustainable development can be used to open discussion on the future of care, work with colleagues – and any peer researchers you have recruited - to develop a set of discussion questions based on topics of local interest. The questions should span social, economic and environmental issues. For example: the range of local community groups, the quality of parks and open spaces, public transport, the numbers of small businesses. These questions can, in turn, lead to more targeted discussion about care needs based on an understanding about opportunities and constraints with respect to independent living and personalisation policies.

Some sample questions and follow up 'prompts' can be found [here](#) and a discussion guide template [here](#).

An example of a short preliminary discussion guide for talking to 'Dave' can be found [here](#). It was devised in a workshop in Bristol and asks questions about his lifestyle and, specifically, his use of transport.

See **Resources** for guidance and techniques for 'open questioning' which helps avoid one word (yes/no) answers from interviewees.

# Activities

5

Make the most of what you find out

It is relatively easy to consult people, but not always so easy to find solutions from the information gathered. Generating fresh ideas for service improvement requires creativity and openness to lateral thinking. Be willing to think big and only then move on to what is practical.

These two examples were generated at a stakeholder workshop hosted by Bristol City Council:

## Create a community asset map

The map idea brings together suggestions made about skills development, inter-generational contact and nurturing an asset-based as opposed to needs-based mindset. In this instance, older people help younger people with knitting, a 'retro-skill' which has become fashionable. Local people are invited to knit a section of the map which illustrates something they know or value about their area. The finished map provides a collective picture of what the area has to offer. A collage version would also work.

## Set up a Living Library

This idea was stimulated by observations about the value of peer learning and how this could offset fear and misconceptions about personalisation. The Living Library gives people direct access to another person's experience in the form of a short conversation or 'loan'. The concept could be developed to enable current and prospective service users, carers, commissioners and providers of services to improve their understanding of how personalisation can function in practice.

See **Resources** for more information about the Living Library concept and a sample discussion protocol to help stimulate creative thinking.

6

Take action

Finally, you will need to identify next steps and also consider any problems you foresee in putting the ideas generated into action. As a group, discuss how to overcome these problems and identify the first steps that need to be taken.

One way to ensure those involved take action and follow up on ideas generated is to make pledges, for which you can download a template [here](#).

Some examples of pledges made at a Sustainable Social Care workshop in Bristol can be found [here](#).

An excellent illustration of successfully engaging older people in identifying both problems and solutions is the LinkAge initiative in Bristol. This has generated citizen-led activities and services supporting health, learning and social contact, often with an environmental angle. Follow the links to see

- [LinkAge overview including a short video](#)
- [Greater Bedminster toilets and benches map](#)
- [Walks, gardening groups and activities at Windmill Hill City Farm.](#)

# Resources to support specific activities

3

## Brand cards

Try approaching this activity as if you work for a well known organisation, such as John Lewis, Ikea, B&Q or Channel 4. These organisations have clear brand images and values which shape all their customer engagement and service development. Thinking about how John Lewis would engage with 'Dave' could stimulate fresh approaches to care services.

Download some 'brand cards' [here](#).

4

## Interviews and open questioning

Useful guidance can be found on the following websites:

- **University of the West of England's Research Observatory:** research methods.
- **Wikipedia:** closed-ended questions.
- **Wikihow:** open-ended questions.

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## Living Library

The Living Library concept originated in Australia and has been developed further with public libraries in the U.K.

- Kevin Harris and Linda Constable's **Like a light going on** (2008) is a report on how the Living Library was used for community development.
- **Taken as read** is a short article from the Guardian newspaper about a Living Library project in Bournemouth where 'loans' included a hijab-wearing Muslim woman, a visually impaired woman and a Baptist minister.

## Discussion protocol

The following principles will help participants make the most of their findings. You may want to agree these or similar as a discussion protocol:

- Collaborate (view the findings with as many different eyes as possible).
- Present the information as clearly as possible to make it as easy to navigate as possible (use 'post-its' and flip chart paper to display information clearly or graphically).
- No idea is a bad idea - encourage the creation of lots of ideas, perhaps by 'brainstorming'.
- Big ideas to feasible ideas - once many ideas have been generated, work together to make them feasible.

# Tips for facilitating the activities as part of a one day workshop

These are some general facilitation techniques which helped make a one-day Sustainable Social Care workshop successful.

## Arrival and registration

Provide a large registration sheet on a wall for participants, instead of an ordinary list. Ask for name, role and contact details plus an icebreaker question. For example 'What did you want to be when you grew up?' Visibly showing who is there, and having a light hearted question is good for introductions and networking. Encouraging people to pick up pens, write on large sheets of paper and start interacting from the outset are all ways to set the tone.

## Welcome and introduction

Speed networking provides an interesting and motivating method to introduce facilitators and participants to each other, as well as introduce the workshop topic:

1. Arrange chairs in two rows.
2. Ask participants to sit opposite someone they do not know or know well.
3. Ask the participants to introduce themselves to the person opposite and to answer topical questions, which should be prepared in advance. For example, what is the most/least sustainable thing you will do today?
4. Give participants three minutes to answer the question.
5. Ask one row of participants to move one chair to their right.
6. Repeat steps 3-5 with a new question.
7. Repeat three to four times, depending on the size of the group.

## Idea capture sheets

Have a series of large sheets, with headings such as: 'Risks or challenges', 'Opportunities', 'Ideas for good questions to ask' and 'People to talk to & contribute to ongoing work' Position these sheets up on the walls so participants can contribute thoughts throughout the session and as they occur to them. Ask a facilitator to be responsible for reminding people to write their comments, or else to help record interesting and relevant ideas and issues which emerge via the activities. Acknowledging a participant's thought or opinion and documenting it can help the workshop activities and discussions stay on track.

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