

# Getting to Know You

## Create a profile

### Video 1 - The value of one-page profiles

#### Transcript

[Helen Sanderson and Andrew Cozens are sitting on a sofa discussing one-page profiles.]

**Andrew Cozens:** You're very passionate about these; tell me where your enthusiasm comes from.

**Helen Sanderson:** Because I think that they're the foundation of personalisation, I don't think we can really offer personalised services unless we know who the person is and what matters to them.

**Andrew Cozens:** How do you get around the confidentiality bit, so is it on the basis that you have the power to control the editing?

**Helen Sanderson:** They are built around conversations. A one-page profile is simply a record of that conversation but being really focused under the headings of what really matters to you and how to support you. But because you have the final say on what goes into the one-page profile, then obviously you are deciding who you are sharing it with.

**Andrew Cozens:** What I like about it is the whole team sense because one of the problems, with hospitals in particular, is the sense that some people are employed by different people so are they part of the caring team or are they part of some sort of support team. But from the way you describe it, it connects everybody, which is really powerful.

**Helen Sanderson:** It does and it doesn't matter what your role is, what matters to you and how to support you will be individual to you.

**Andrew Cozens:** Does it replace any paperwork do you think? Could you do less paperwork as a result of it?

**Helen Sanderson:** It's a key part in the way a lot of local authorities are doing support planning; I think it's fundamental to personal health budgets as well. It's starting to become a part of the 0–25 single education health and care

plan. I've been asked to review different organisations, paperwork and at minimum I'd expect the one-page profile to be on the top because it's the executive summary of who the person is. So, if you ever have agency staff, that's the bit that you have to read before you stand a chance of supporting somebody in the way they want to be.

**Andrew Cozens:** How does this help change the dynamic of social care and the staff relationship with the person they are supporting?

**Helen Sanderson:** One of the big differences, as I understand it, is recognising that the person is the expert in their life and what a one-page profile does is capture the person's expertise in terms of what matters to them and how they want their support to be delivered. Now of course that could then be the basis of discussions with health professionals and other professionals about how that gets delivered but you have to start with the person's own understanding about what they want, in terms of how they want to be supported and what matters to them, to make sure support is delivered in a way that makes sense.

**Andrew Cozens:** Do you think it helps with oppressive management culture if you are doing that sort of thing because you can't be bullying in this?

**Helen Sanderson:** No, it's not a magic bullet that will create a person-centred culture but I think it's a fundamental part of seeing each other as individuals. I think it helps to bring the whole person to work. So some of the work we are doing in Bruce Lodge is matching what individuals want to do, with staff who share the same interests.

**Andrew Cozens:** One of the problems with initiatives in social care is that they get boxed in as being about welfare and not about life, so it's really important.

**Helen Sanderson:** I know quite a few people with long-term conditions are using it, there are lots of people that I know with cancer who have found this really helpful in terms of sharing with their health professionals about what matters to them, so they are then not just seen as their cancer diagnosis. And right through to end of life as well.

**Andrew Cozens:** I was going to ask you about end of life, because presumably a personal profile about someone with personal illness has got a different flavour.

**Helen Sanderson:** Yes, and that means that it needs to be regularly updated, as with all one-page profiles. But you can make sure as you are coming to the end of your life, you are still being supported in what matters to you. And again, that you don't just become a collection of symptoms or somebody who's dying, but staying that person right to the end.