

This is a presentation template which can be used and adapted to communicate key introductory messages and stimulate discussion about the personalisation agenda in adult social care. It is designed to be used in conjunction with the SCIE publication – Personalisation: A Rough Guide.

It can be used and adapted freely providing that this source is acknowledged.

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here if appropriate)

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(event details)

Personalisation: an introduction

Insert presenter's name,

Date 2008

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Introduction

(presenter can tailor this page to individual requirements e.g.

purpose of event

presenter's background etc

audience

outcomes sought)

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Social Care – a changing system



HM Government

Putting People First
A shared vision and commitment
to the transformation of
Adult Social Care

The case for change – Why England needs
a new care and support 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

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Starting with the person

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 person's strengths, preferences, networks of support, friendship etc
- individual is best placed to make decisions about their life

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What is personalisation?

- with access to information, advice
- irrespective of whether 'self' funded or publicly funded
- about giving people choice and control over their lives

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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

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What personalisation is *not*

‘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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What it *does* mean

- finding new collaborative ways of working and developing local partnerships, which produce a range of services for people to choose from and opportunities for social inclusion
- tailoring support to people's individual needs
- recognising and supporting carers in their role, while enabling them to maintain a life beyond their caring responsibilities

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What it *does* mean

- access to universal community services and resources - a total system response
- early intervention and prevention so that people are supported early on and in a way that's right for them

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Some common terms

- person-centred planning
- person-centred care
- person-centred support
- independent living
- self-directed support

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What is:

a Direct Payment ?

- a means-tested cash payment made in the place of regular social service provision to an individual who has been assessed as needing support
- following a financial assessment, those eligible can choose to take a direct payment and arrange for their own support instead
- applies only to social care services

an Individual Budget ?

- sets an overall budget for a range of services
- can be taken as cash or services or mixture of both
- combines resources from different funding streams

(sometimes referred to as a personal budget)

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Where has personalisation come from?

- social work values (individual self-determination)
- government policy
 - Public service reform
 - 'Putting People First' protocol
 - Carers Strategy
- community care reforms in early 1990s

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Where has personalisation come from?

- experience of direct payments
- independent living movement & social model of disability
- the work of 'in Control'
- policy ideas and thinking

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What does personalisation mean for

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

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local page 1

(material relevant to your organisation, setting, sector etc can be inserted in this and subsequent slides. For example, this might include:

- specific implications for the particular audience you are addressing
 - local projects and examples
 - local action plans and responses
 - contact details)

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local page 2

(insert as required)

(insert organisation's logo
here if appropriate)

local page 3

(insert as required)

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To find out more

The Social Care Institute for Excellence:

www.scie.org.uk

www.scie-socialcareonline.org.uk

Department of Health personalisation web pages

www.dh.gov.uk/en/SocialCare/Socialcarereform/Personalisation/index.htm

In-Control:

www.in-control.org.uk

The IBSEN project – National evaluation of the Individual Budgets Pilot Projects

<http://php.york.ac.uk/inst/spru/research/summs/ibsen.php>

Care Services Improvement Partnership personalisation toolkit

www.integratedcarenetwork.gov.uk/Personalisation/PersonalisationToolkit

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Thank you

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The logo for the Social Care Institute for Excellence (SCIE). It consists of the lowercase letters 'scie' in a white, sans-serif font, positioned inside a blue rounded square.