



SELF-CARE WEEK 2015
OPTIONS PAPER - EXECUTIVE SUMMARY
June 2015

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INTRODUCTION

Prevention is taking action to reduce the incidence of disease and health problems within the population, either through universal measures that reduce lifestyle risks and their causes or by targeting high-risk groups. Self-Care is enabling people to choose healthy behaviours and manage minor ailments.

The Care Act 2014 requires local authorities including Bracknell Forest to ensure the provision or arrangement of services, facilities and resources to help prevent, delay or reduce the development of needs for acute care and support. The prevention duty extends to all people in a local authority's area, including carers, regardless of whether they have eligible needs for care and support.

A key element of individuals being engaged with the Prevention and Self-Care agenda in Bracknell Forest is through Self-Care Week, which will take place nationally on 16th-22nd November 2015. This will build on the successes of the previous three Self-Care Weeks held in Bracknell Forest to encourage a wider number of people to take control of their own health and wellbeing.

SELF-CARE IN BRACKNELL FOREST

The aim of the Self-Care Week 2015 is to encourage everyone in Bracknell Forest to learn about and participate in activities that will maintain their long-term wellbeing and independence in their own homes. Improved wellbeing of individuals will reduce the number of preventable acute hospital admissions and nursing placements, improve outcomes for people and reduce the burden on public services.

Self-Care Week 2014 activities received engagement and support from all Council departments as well as partners and stakeholders. Events included: A presence in Princess Square and Shopmobility with workshops and 30 organisations providing information stands. Information points about Self-Care were placed in nearly 100 community locations including children's centres, libraries, GP surgeries and community pharmacists. Free physical activity classes included Tai-Chi, Boxercise and Zumba.

People were given information about healthy eating, physical activity, physical and mental wellbeing and best use of services.

In terms of engaging the public, Self-Care Week 2014 was a success. Over 1929 surveys completed, up from 938 in 2013. This level of response from the public gave us a wealth of data to analyse and use to improve and inform future support, services and information provision.

REVIEW OF SELF-CARE PROVISION

Bracknell Forest leads the way nationally in terms of Self-Care public engagement. Every effort should be made to ensure that this continues to happen.

There are many ways we can continue to improve Self-Care in Bracknell Forest, including:

- Continued publicity to help people understand the most appropriate health and social service to access and when
- Working to learn from negative feedback and reflect the positive
- Working to mitigate against the barriers to Self-Care

- Shifting people's self-reported health up the spectrum towards "Excellent"
- Ensuring people are supported and motivated to continue Self-Caring
- Treat mental health support equally with physical health support

Consultation Summary

Self-Care Week 2014 found most people were interested in all elements of Self-Care but were not motivated and did not have the necessary knowledge. Undertaking work to engage people and providing knowledge could shift these people into the interested, motivated and knowledge group.

There are still a high number of individuals visiting their GP and A&E with preventable conditions. Healthwatch Bracknell Forest's "Alternative to A&E" campaign provides information and guidance as to which service should be approached in different circumstances such as using NHS 111 and local Pharmacies, before then going to the Urgent Care Centre at Bracknell Healthspace, out of hours GP or Accident & Emergency departments.

Issues relating to arranging and attending an appointment with a GP can be resolved if individuals engaged in activities increasing their wellbeing and letting conditions deteriorate to the point where acute care is needed. These activities would be promoted during Self-Care Week 2015.

Time was reported as the biggest barrier to people looking after themselves in Self-Care Week 2014. Work/School and Health are the next nearest barriers with Motivation, Lifestyle and Family further down the list. 2013's results showed Time was the predominant barrier. Self-Care Week 2015 would address these barriers by providing individuals with Self-Care activities that would include quick and inexpensive options.

SELF-CARE WEEK 2015 PLAN & COSTS

The Model

A project team similar to previous project teams consisting of a similar variety of stakeholders would assume responsibility for planning and implementing Self-Care Week 2015. Feedback and analysis from previous events, national guidelines and identified needs of the local population would steer the agenda and types of events provisioned.

Strengths

- Continuity of successful project model from previous Self-Care Weeks.
- Momentum from previous Self-Care Week successes and continued learning.
- Increased promotion and visibility of Self-Care events around Bracknell Forest.
- Wards with previous low Self-Care Week participation to be targeted.
- Already an established schedule of events.

Weaknesses

- The town centre development and new commercial activities have made some locations used in previous Self-Care Weeks not suitable for use or footfall has reduced.
- Relationships with local businesses need to be stronger before they engage with Self-Care Week.

Key Performance Indicators (Prevention and Self-Care):

- More people using services like NHS 111 and pharmacies before using A&E and GP appointments for preventative conditions.
- Increased male participation in activities across the borough.
- Engagement in wards that have previously shown a low turnout to Self-Care events to be targeted and increased.
- Reduction of total emergency admissions to hospital and institutionalised care in line with BCF targets.

Costs

Description	Annual £	Notes
Materials	£5,500	For example: locations, running cost of events, equipment costs.
Promotion	£4,500	For example: classic forms of promotion: radio, television, posters and flyers as well as the social media budget and MJOG messages.
Total	£10,000	

GENERAL CONSIDERATIONS

Alternative option

Prevention & Self-Care activities are happening across the Council and CCG. These could take place in an uncoordinated way. This is likely to be less efficient and activity would be less likely to be aligned to common organisational goals or outcome frameworks, including those of the Better Care Fund. Self-Care Week 2015 would bring together these activities.

The risk of not implementing Self-Care Week 2015 as part of the Programme Plan for Prevention & Self-Care is that care costs and health and social care service demand continues on the current, unsustainable trajectory, resulting in an increasingly unhealthy population and unstable care and support sector.

Previous Self-Care Weeks have forged strong working relationships between partners and garnered momentum in delivering the Self-Care agenda in Bracknell Forest. Not implementing Self-Care Week 2015 could lose this momentum in encouraging individuals to take control of their own health and wellbeing as well as potentially weakening the bonds between partners.

Prevention itself is a fundamental part of the Care Act 2014 and introduces duties around it. Self-Care Week 2015 is an opportunity to reach individuals in Bracknell Forest to meet these duties.

Recommendations

The Better Care Fund Programme Board agrees £10,000 from the Better Care Fund to fund Self-Care Week 2015.