

MARKET POSITION STATEMENT 2022-2025



Prevention
and Wellbeing





Prevention and Wellbeing

Introduction

As the adult social care sector navigates services beyond COVID-19 towards recovery, sector leaders agree it is the time to place preventative approaches at the centre of social care reform. Locally the Bury 'Let's Do It' strategy has a strong focus on prevention and wellbeing, putting a strengths-based approach front and centre. Victoria Wood said "I have stayed true to that first idea that people can have a day in their lives that is very important and if they can reconnect with that day, reconnect with the people they were then, they can suddenly revive their emotions". A day of importance, happiness and hope is the way a person can reconnect and aid their wellbeing.

The Adult Social Care White Paper puts a strong emphasis on the benefits of prevention and often the missed opportunity of not focussing on prevention, it writes 'focusing on prevention and health promotion to support people to live healthier lives for longer. We want people to live healthy, independent lives. Prevention in social care is about encouraging people to be more proactive about their health and wellbeing. We must make prevention and early intervention a much stronger element of our model of support and of care pathways as part of a decisive focus towards improving population health'. The government is launching its new innovative model of care programme which provide funding for local areas to come together to trial and embed ambitious new services and one prevention is one of the four priorities. [People at the Heart of Care: adult social care reform white paper - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/consultations/people-at-the-heart-of-care-adult-social-care-reform-white-paper)

The Health and Care Act 2022 'A bill to make provision about health and social care'. [Health and Care Act 2022 - Parliamentary Bills](https://www.parliament.uk/bills/2022/health-and-care-act-2022) sets out measures to drive forward joined-up decision-making across health and care systems, of which prevention is a key part.

The [NHS Long Term Plan](https://www.nhs.uk/longtermplan) has a strong focus on the treatment and prevention of illness by supporting patients to adopt improved healthy behaviours. This will both help people to live longer, maintain healthier lives, and reduce the demand for and delays in treatment and care.



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Let's Do It!

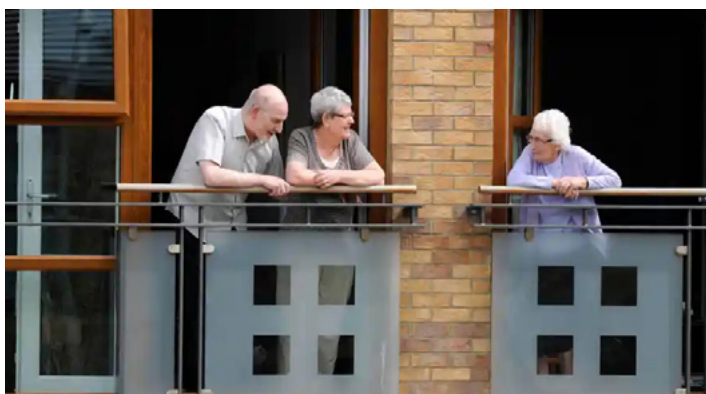
Locally our strengths-based approach means focusing on individuals' strengths and not their weaknesses. This includes personal resilience, capabilities, including current and potential social and community network. It puts the emphasis on achieving outcomes, not focusing on processes and services, and means everyone works together to get results. By focusing our efforts in this way, will prevent the need for formal health and care services. A shift from treating illness to helping people to stay well is something we aspire in Bury.

What do we mean by wellbeing?

The Care Act (2018) defines wellbeing in terms of the following principles:

- Personal dignity.
- Physical and mental health and emotional wellbeing.
- Protection from abuse and neglect.
- Control by the individual over day to day life.
- Participation in work, education, recreation etc.
- Social and Economic wellbeing.
- Domestic, family, and personal relationships.
- Suitability of living accommodation.
- Contribution to society.

All of these principles must be considered when thinking about the wellbeing of a person, group of people or the population.



What do we mean by prevention?

Prevention, as defined in the Care Act (2018), is about the care and support system actively promoting independence and wellbeing. Intervening early to support individuals, helping people retain their skills and confidence, and preventing need or delaying deterioration wherever possible.

However, recent analysis of the state of prevention in social care suggests that there is still a lack of common understanding and consistency in the approach to prevention and wellbeing within the social care sector (Skills for Care 2019; Tew et al. 2019; Marczak et al. 2019).

This is perhaps in part because, as the statutory guidance notes, 'There is no single definition for what constitutes preventative activity'. It ranges from whole-population measures to promote health, to targeted individual interventions to improve functioning for one person.

Research carried out by Skills for Care in 2019 found that adult social care employers define prevention in four main areas:

- Supporting people to live as healthily as possible, both mentally and physically.
- Reducing the use of health services, including primary care, emergency services and hospitals.
- Preventing or reducing the escalation of health issues.
- Supporting people to remain as independent as possible.

The main outcomes for the individual from prevention might include but not limited to:

- Increased independence, including navigation of prevention and community services and effective self-care.
- Improved quality of life and wellbeing for people who need care and support and carers.
- Reduced social isolation and loneliness.
- Delayed and/or reduced need for care and support.



“These examples are used to illustrate what type of services and resources could be considered as part of a prevention service”

Prevention approaches

Commissioners and Practitioners need to understand the three approaches to prevention:

Prevent – primary prevention/promoting wellbeing

This approach should be applied to everyone, encompassing a range of services, facilities and resources that will help avoid the need for care and support developing. It could include information and advice, promoting healthy and active lifestyles, and reducing loneliness and isolation.

Reduce – secondary prevention/early intervention

This approach is targeted at individuals at risk of developing needs where support may slow this process or prevent other needs from developing. These types of interventions may be appropriate regardless of whether the person is already accessing social care and can be relevant to adults and carers. It could include carer support, falls prevention, housing adaptations, technology enabled care or support to manage money.

Delay – tertiary prevention/formal intervention

The third approach is aimed at people with established complex health conditions, to minimise the effects, support them to regain skills and to reduce their needs wherever possible. This could include rehabilitation/reablement services, rehabilitation of people with loss of vision or severe vision impairment, meeting a person’s needs at home, and providing respite care, peer support, emotional support and stress management for carers.

These examples are used to illustrate what type of services and resources could be considered as part of a prevention service and are not limited to any particular approach. Prevention should be seen as an ongoing factor through all we do and not a single intervention.

Prevention in an integrated system

There are distinct roles for commissioners and practitioners, if the local authority is to take an effective approach to prevention, there are also shared responsibilities. The below illustrates the joined-up approach to prevention that needs to be taken locally and the role of each partner in an effective system.



Our key priorities

- **A single sustainable system** – working together, leading the change, and using our resources in the most effective way.
- **Prioritising prevention** – supporting people to be healthy, independent, and resilient throughout life. We'll offer help early to prevent and reduce demand for specialist services.
- **Tackling inequalities in communities** – providing support for those who are most in need and address wider factors that impact on wellbeing.
- **Integrating ways of working** – collaborating in the delivery of person-centered care to make sure services are joined-up, consistent and make sense to those who use them.
- **Developing an adults prevention and early help approach that** - enable a reduction in Adult Social Service demand; by preventing, reducing and delaying the need for formal care.
- **Working hand in hand with our VCSE colleagues** - recognising the significant role our VCSE colleagues undertake in the promotion of health and wellbeing and preventing the need for formal care is key to driving forward the agenda.

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Workforce

The Council is very aware that in Bury, as other areas, there are recruitment and retention challenges; with factors such as Real Living Wage, other changes to employment law and changes in the workforce post -BREXIT impacting on Providers. We will:

- Provide strategic leadership around workforce planning and development, to support Providers.
- Promote and increase partnership between health and social care Providers.
- Support providers to develop a workforce with the capacity and capability to meet current and future support needs.

We expect to see an increased focus on prevention across the system and its workforce, increasing awareness of preventative and complimentary services available to residents in the borough. There is an expectation staff across the health and social care system actively share information with residents/patients about resources and support available in the local community, including voluntary, user led, and disabled people's organisations. Services should actively signpost to the Bury Directory, hand out leaflets or website information on peer support groups, social prescribing, community assets and other mechanisms to encourage self-care/management and provide opportunity to help prevent the need for formal services.



Social value

We will look to Providers to demonstrate the social value of their services to the wider community. A widely used definition of Social Value is: 'A process whereby organisations meet their needs for goods, services, works and utilities in a way that achieves value for money on a whole life basis in terms of generating benefits to society and the economy, whilst minimising damage to the environment.', i.e., how a service is delivered is taken into account along with what is delivered. Providers can use social benefits to bring long-term good to the people of Bury by for example:

- Creating skills and training opportunities (e.g., apprenticeships or on the job training).
- Creating employment opportunities for the long-term unemployed or NEETs (those not in education, employment, or training).
- Offering curriculum support to schools, with contractors sharing knowledge and expertise about their discipline.
- Providing additional opportunities for individuals or groups facing greater social or economic barriers.
- Creating supply chain opportunities for social enterprises.
- Creating opportunities to develop third sector organisations.
- Encouraging community engagement.

Co-production & engagement

Co-production and engagement with people are important to us in Bury and therefore we want to work with partners who are willing to work openly and transparently with a range of stakeholders to enable greater inclusion in the development and delivery of services.



What has been achieved

Bury Council has a number of specific strategies, forums, initiatives, support or services concerned with the promotion of wellbeing and prevention. Some of the key existing aspects are outlined below:

- The development of the Bury Let's Do It! Strategy - [Bury Council](#)
- Strategic Lead for Integrated Commissioning with responsibility for prevention has been appointed.
- Ethnographic training has been rolled out across our Adult Social Care teams, empowering colleagues to work and think differently.
- Health & Wellbeing Hub - This online area provides useful information, advice and details of services that can help you look after your physical and emotional wellbeing. [Health & Wellbeing Digital Hub](#) | [The Bury Directory](#)
- Establishment of the Bury Voluntary Community and Faith Alliance (VCFA) an infrastructure to support our VCSE sector. [Bury VCFA – Enhancing the Quality of Life of local residents](#)

- State of the Sector Survey, A realist Evaluation of the state of the Bury Voluntary Community and social Enterprise Sector 2021 report headline figures show there is over 1,249 voluntary organisations, community groups and social enterprises making a difference in Bury. [Bury-Interactive-SOS-report.pdf \(buryvcfa.org.uk\)](https://www.buryvcfa.org.uk/Bury-Interactive-SOS-report.pdf)
- The Beacon Service; Social Prescribing Service. – The Social Prescribing Service has been set up in Bury and works alongside our social care health and primary care teams and colleagues. The service helps people access a range of non-medical services, support and help in the local community that can help them improve their health and wellbeing. <https://theburydirectory.co.uk/services/beacon-service-social-prescribing>
- Numerous grants have been distributed to voluntary, community and faith services and groups to deliver preventative services across the Bury footprint. The impact of those grants will be measured and reviewed.
- A system refresh is underway that will enable our social care workforce to tap into available community assets and signpost/ connect clients supported with voluntary, community and faith services when suitable, helping people to achieve the things that are important to them in the best way.
- Community equipment provision- The Bury Integrated Community Equipment Service provides an equipment service to the people of Bury to support independent living.
- Community Hubs – The Community Hubs are based in each of the Five Bury Neighbourhoods, that provide support to any resident in Bury. They provide support to 11,000 residents in the Borough that are defined as clinically extremely vulnerable. This group of people of varying ages need to take extra care because they are at very high risk of severe illness from COVID-19. Bury Community Hubs also provide support to residents that do not have anyone else to turn to for support, including people having to self isolate.
- Bury continues to take an active approach to prevent people becoming homeless, especially for adults and households who present with additional support needs and require interventions to break negative cycles of behaviour. This is by commissioning services that deliver structured support packages and accommodation to help develop independent living skills and improve quality of life.



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- Bury is driving forward a digital first approach, widening the plethora of technology enabled care options available to our residents. Utilising technology enabled care to help people live independently, complimenting care and helping better understand people's needs. Technology enabled care ranges from alert systems, medicine prompts, falls alarms for when people fall out of bed, reminders to drink, technology that monitors blood pressure, levels of oxygen and any behaviour change, through to reminders for residents to put on a coat or lock the door behind them and GPS tracking devices or apps that help clients develop coping strategies.
- Bury has a Loneliness & Isolation Strategy and action plan developed and monitored by representatives from a range of sectors and services [Appendix 1 - Loneliness Strategy on a page V3.pdf \(bury.gov.uk\)](#)
- Shared Lives Schemes offer an alternative living option for people, preventing the need for more formal housing type care models.
- The Thriving in Bury framework, an all aged approach to providing good mental health and wellbeing support. The Bury Mental Health Market Position Statement contains further details of key services to mental health provision.
- NHS Health Checks commitment in Bury. A health check up for adults in England aged 40 to 74. It's designed to spot early signs of stroke, kidney disease, heart disease, type 2 diabetes, or dementia. As we get older, we have a higher risk of developing one of these conditions. An NHS Health Check helps find ways to lower this risk.
- Intermediate care services providing support for a short time to help recover and increase independence delivered in care setting or in a person's home. This support also helps prevent the risk or readmission to hospital.
- Bury Rapid Response Service -is provided by a multi-disciplinary team of health and social care staff. The focus is on preventing avoidable admission to acute hospital or residential care.
- Reablement service - Is a short term support service, available for up to six weeks, and its aim is to work with people, supporting them to manage as many everyday tasks as possible on their own and in their own home and ultimately regain their independence.
- Bury Live Well service – a team providing free personalised support. Working towards a healthier community where everyone can start well, live well and age well; promoting healthy and active living, and helping people to make positive changes to their lifestyle. Helping people to keep well and stay independent for longer; take control of their own health and wellbeing. Reducing people's risk of ill-health e.g., managing long term conditions such as high blood pressure, heart disease, type 2 diabetes etc [Bury Live Well Service - Bury Council](#)
- Early intervention and rehabilitation services for adults with loss of vision and vision impairment provided by Bury Blind Society [Bury Society for Blind and Partially Sighted People \(buryblindsociety.org\)](#)



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- The Bury Carers Hub - Bury Carers’ Hub provides a single point of access for all adult carers (18+) supporting another adult living in Bury. The Hub exists to ensure that carers have access to information, advice, and a wide range of support services, preventing carer breakdown and supporting cares for as long as they chose to be a carer [Bury Carers’ Hub | n-compass](#)
- One Community Bury – An online community focused engagement site www.onecommunitybury.co.uk
- The Bury Directory –an online platform which is a resource for both professionals and the general public. The Bury Directory is Burys’ one stop shop for information and advice, support, services, activities. It showcases information that is available to support people to live a happier and healthier life [The Bury Directory - Activities, Services & Events in Bury](#)
- Volunteering – during the pandemic the VCFA supported over 7,000 willing volunteers and continue to support significant numbers of volunteers engage in various activities, support and groups across the borough.

Our commissioning intentions

- Improve our information, advice, guidance and support available online (such as The Bury Directory) and in various formats for people. We hope this will help people and Providers navigate the system and understand how they can help themselves and each other, when needed access the right services at the right time.
- Commissioners and practitioners need a shared understanding of the scope of prevention, the different approaches, and the likely opportunities to prevent, reduce or delay need.
- Proactively understand local needs and provision, and to work collaboratively with a wide range of partners.
- Understand why people make first contact (our ‘front door’): streamlining our processes and ways into our Adult Care Connect and Direct Hub, building stronger links with voluntary, community and faith networks.
- Work creatively to support and sustain the longer-term infrastructure and investment offer to support voluntary, community and faith activity linked to prevention, social prescribing and reducing social isolation and loneliness.

- Ensure a broader linkage between prevention and the wider community support offer.
- Support people to take charge of their health, care and lives.
- Gaining social value from council contracts to support local people, enable preventative services and our voluntary, community and faith networks.
- Establish a Technology Enabled Care provision in borough to enable people to live independently at home for as long as possible. preventing the need for alternative formal health and social care.
- Explore a VCSE home from hospital model that will help support timely and safer discharge from our hospital, prevent risk of readmission and potentially prevent admissions in the first place.

MARKET OPPORTUNITIES

We want to:

- Work with our partners across the wider system- re-shape and refocus our approach to supporting people upon their initial contact with Adult Social Services (Adult Care Connect and Direct Hub).
- Stronger links with local voluntary, community and faith organisations- expand interventions that support prevention and early help, delivered through a network of community connectors and local organisations, who are supported by up-to-date resources such as the Bury Directory.
- Work with Providers to review effectiveness of commissioned services- drive opportunities to refresh service scope and delivery, reduce duplication and release capacity to reach more people who need help.