



# Our Vision

*To create a sustainable health and care economy that supports people to be healthy, well and independent for Bradford District and Craven. There will be a systematic approach to self care and prevention across Bradford District and Craven, with a commitment from all partners to put self care and prevention at the forefront of policy and practice. Self care and prevention will be embedded into every commissioned pathway and service.*

# A Bit of History...

- Self Care Project initially part of the Integrated Care for Adults Programme in 2012
- Initially managed by a steering group made up of partners across health, social care and third sector (now the Expert Reference Group)
- Developed a set of tools (key messages/self care packs/signposting service)
- Successful Self Care Week of events and activities in 2013 and 2014 (2014 week used as example of good practice with Self Care national Forum)
- In May, Self Care and Prevention Programme was highlighted as one of the Integration and Change Board Programmes (now have a formal programme board)
- Programme moved to Adult and Community Services in August

# Programme Overview:

**Main priorities for the programme have been identified...***(developed and shaped by all stakeholders)*

## **Self Care**

*Promoting health, wellbeing and independence in all, helping people to remain well and when necessary manage and recover from acute episodes of ill health, including minor ailments.*

## **Self Management**

*Promoting health, wellbeing and independence for people with long term conditions or care and support needs, preventing deterioration, delaying dependence and supporting recovery.*

## **Integrated Prevention Plan Implementation**

*Once developed and approved in SD&MS*

## **Overarching Strategic Offer**

*Linking with health and social care areas of work in a designed offer of support services to support.*

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# What are we doing – Public Engagement...



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# Some public views of self care...

- They have a right to statutory services
- They have paid into the current system so should get that back
- Self care is about saving money
- It is about making it harder for people to access services
- It is about making it easy for staff
- What's in it for them?

# Joint working between staff and the public...

- Some staff think the same as the public
- Many think they are already doing it but this can be used as a starter in an asset based approach
- Change requires training, support and different tools and systems
- There are no magic instructions but guiding principles
- Self Care cannot be separated from a person centred approach (*The Kings Fund House of Care*)
- It will take time to change the culture

# Partnership Working – arghhhh!



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# Partnership Working – Our challenges...

- Partnership working – hard work!
- Differing organisational priorities
- Medical model Vs social model
- Differing financial positions
- Bumps along the road, not smooth sailing - young Board – need to be realistic/manage expectations

# Opportunities and Solutions...

- We have dedicated 'self care leads' across Council and CCG's
- Keep it real - Co-Chair arrangement with Independent Lay Chair (Lead Chair) for the Board and Co-Chair Director of Public Health (mentoring relationship)
- Building in regular development sessions for the Board
- Look for opportunities - engagement/training/clinical commissioning
- Keep communication open – we talk, particularly around difficult conversations
- We want to be a legacy for how to work in partnership to make real transformational change

# Creative Partnership Working!!



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# Any questions...



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*“Research has shown that it takes 31 days of conscious effort to make or break a habit. That means, if one practices something consistently for 31 days, on the 32nd day it does become a habit. Information has been internalised into behaviour change, which is called transformation.”*

- Shiv Khera

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