Self Care and Prevention Programme

Working jointly to support people to ‘Self Care for Life’
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.
What are we doing –
Public Engagement...
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 – arghhhhh!
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!!
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