

# Active living in Cumbria – a prevention strategy

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together  
we can



## Contents

<b>Introduction</b>	<b>3</b>
<b>Living in Cumbria</b>	<b>5</b>
<b>Strategic positioning</b>	<b>6</b>
<b>Developing a person-centred, outcome focused prevention strategy</b>	<b>8</b>
<b>Where are we now?</b>	<b>10</b>
<b>Where do we want to be?</b>	<b>12</b>
<b>How do we get there?</b>	<b>15</b>
<b>Taking the model forward</b>	<b>18</b>
<b>What will implementation of this strategy achieve?</b>	<b>19</b>

## Foreword

The Active Living in Cumbria - a prevention strategy, has been developed in partnership with social care, health, housing and the Third Sector through the Prevention Programme Board. The board is representative of service users, carers and potential service users in Cumbria.

The strategy builds upon the existing strengths of the Prevention and Early Intervention Services which are either in place or being developed in Cumbria.

This strategy aims to develop an outcomes based action plan, which will continue to deliver and develop Prevention and community based services that meet the needs of our local communities and achieve the core objectives in:

- ensuring people are well informed about the range of options available to them through advice and information, when forced with potential support needs; and
- through joined up early intervention services, more people are helped to avoid outcomes that could result in unnecessary admissions to hospital or long term care.

The Strategy and Outcomes Action Plan will be delivered within the Cumbria County Council's Equality and Diversity Policy Statement.

**Richard Parry**

**Corporate Director - Adult and Local Services**

# Introduction

## Purpose of strategy

To embed a Preventative ethos in partnership with the Third Sector, local business sectors and public services in Cumbria focusing on enabling people to stay actively independent in their own homes for as long as possible.

Transforming a health and social care workforce working with parties in the Third Sector and business communities, to be person centred and outcome focussed, and genuinely build services and influence local community support around people in their communities rather than institutions outwith their communities.

## Overview

The White Paper *“Our Health, Our Care, Our Say”* January 2006 signalled the Government’s intention to shift the emphasis of Health and Social Care from acute and intensive services towards prevention, health promotion and community services. It encourages investment in Prevention to improve people’s wellbeing and wherever possible, to prevent hospital admissions and the use of institutional care. It recognises the importance of an expansion of Telecare and other home and community based services. This has far reaching implications for the way all council services are delivered. Councils will have to evidence that cashable savings have been realised as a result of the preventative strategies, and that overall, social care has delivered a minimum of 3% cashable savings by April 2011. Likewise, for health services it sets a target of 5% shift to resources from the acute sector to community support, and requests PCTs develop community based preventative services. The Putting People First milestone self – improvement framework January 2010 states that every council needs to have a clear strategy, jointly with health, for how it

will shift some investment from reactive provision, towards preventative and enabling/rehabilitative interventions for 2010/11. The imperative for NHS and Local Authority Services to work together to achieve better health and well-being outcomes for their local population is clear.

Prevention and Early Intervention are at the very heart of the vision for Social Care. This is clearly set out in *“Putting People First”*, and fully endorsed by the *“Care and Support”* Green Paper.

*“Putting People First states that there needs to be “a locally agreed approach...utilising all relevant community resources, especially the voluntary sector, so that Prevention and Early Intervention and Enablement become the norm.”*

Success in achieving these aims in Cumbria will be measured against the key outcomes first outlined in *“Independence, Well-Being and Choice – Our Vision for Adult Social Care”* the Government’s Green Paper which preceded the White Paper, and Local Area Agreement.

## Equality and diversity policy statement

The County Council is committed to achieving equality for everyone who lives and works in Cumbria. For this reason we have signed up to the Equalities Review’s vision for an Equal Society:

*‘An equal society protects and promotes equal, real freedom and substantive opportunity to live in ways people value and would choose, so that everyone can flourish. An equal society recognises people’s different needs, situations and goals, and removes the barriers that limit what people can do and can be.’*

Fairness and Freedom: The Equalities Review  
(February 2007)

## **So what do we mean by equality and diversity?**

### *Equality*

Equality is about everyone having the same chances in life and getting the same access to the services they need.

### *Diversity*

Diversity is about recognising and understanding people's different experiences. We cannot achieve equality without addressing diversity.

Equality is **not** about treating everyone the same.

## Living in Cumbria

Life Expectancy has increased in all areas of the county. Many people born with severe disabilities survive into adult life. Due to medical improvements many people with chronic illnesses survive a lot longer. People with disabilities and health issues now receive better services to live valued lives as “normal” citizens. Older people are becoming much older and there are fewer young people to support them.

The Government paper, “*Working Together For Older People in Rural Areas*” published July 2009, demonstrates how important these facts are to Cumbria. Cumbria is the second largest County in England but less than 500,000 people live here. (496,900 mid-year population estimates, 2007 ONS.) Over 51% of these people live in rural communities compared with 19% in England, bringing with it, diverse and unique challenges. Cumbria has 24 specific communities that are in the 10% most deprived areas in England and Wales, of which 7 are in the worst 3%. This means that approximately 16% of the Cumbrian population lives in areas which are officially rated as the most deprived in the Country.

The Public Health Annual Report – Health in Cumbria, shows that in the most recent population projections, by 2031 Cumbria’s population will have grown by 13% to 560,200. Projections show that the County will have an increase of 69,800 people aged 65 years and over and a decrease of 5,600 in those below 65 years. Of this decrease, there will be 3,700 fewer younger people aged 19 years or under in contrast to increases nationally in under 19 year olds.

The County has a population of 489,000 people, 220,000 of whom are in employment. Although the rates of unemployment are low, the inactivity rates are high in Barrow and West Cumbria.

This data, combined with low-wage/low-skilled jobs means that many aspirant and well-qualified young people leave the County to find better employment and lifestyle opportunities elsewhere, and do not return, unless it is to bring up their own young families; an issue increased by an ageing workforce. The outward migration of younger people affects all of our abilities to access the services and support we need locally as the local capacity to support ourselves diminishes.

There is no doubt that Cumbria is a world class tourism destination based around the Lake District, and one of the most beautiful and unique landscapes anywhere in the world. Visitors come to the county not just to view the beautiful landscape but to enjoy active and interesting experiences and often to retire. Many people come not as volunteers, and not expecting to get any of the illnesses associated with ageing, but can find themselves without family, community or transport links. Many come to buy properties to use as Holiday Homes, increasing the costs of the local market to a rate that is not affordable to the younger generation thus forcing them out of the communities within which they have grown up.

A key conclusion is that the current pattern of service delivery is unsustainable, as it will not meet the expectations of future service users. The workforce requirements and costs of increased demand for residential and home care cannot be achieved or afforded.

A work programme under the Branding “*Active Living in Cumbria*” has been identified as part of the solution for the future.

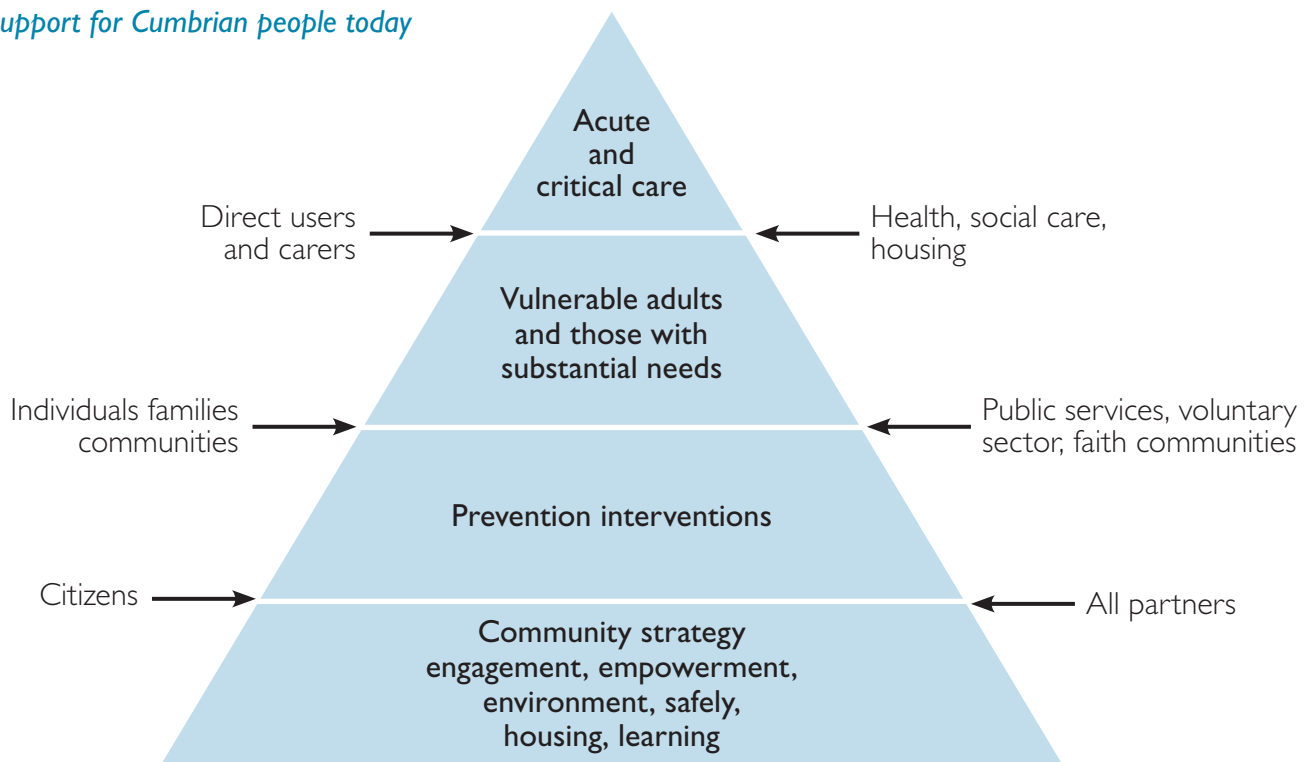
## Strategic positioning

Historically in Cumbria as elsewhere, limited attention had been given to evaluation and the assessment of the impact of service provision. Although there is national evidence and an intuitive sense that the approach to Prevention is appropriate, the question is, “how do we make it work in Cumbria?”

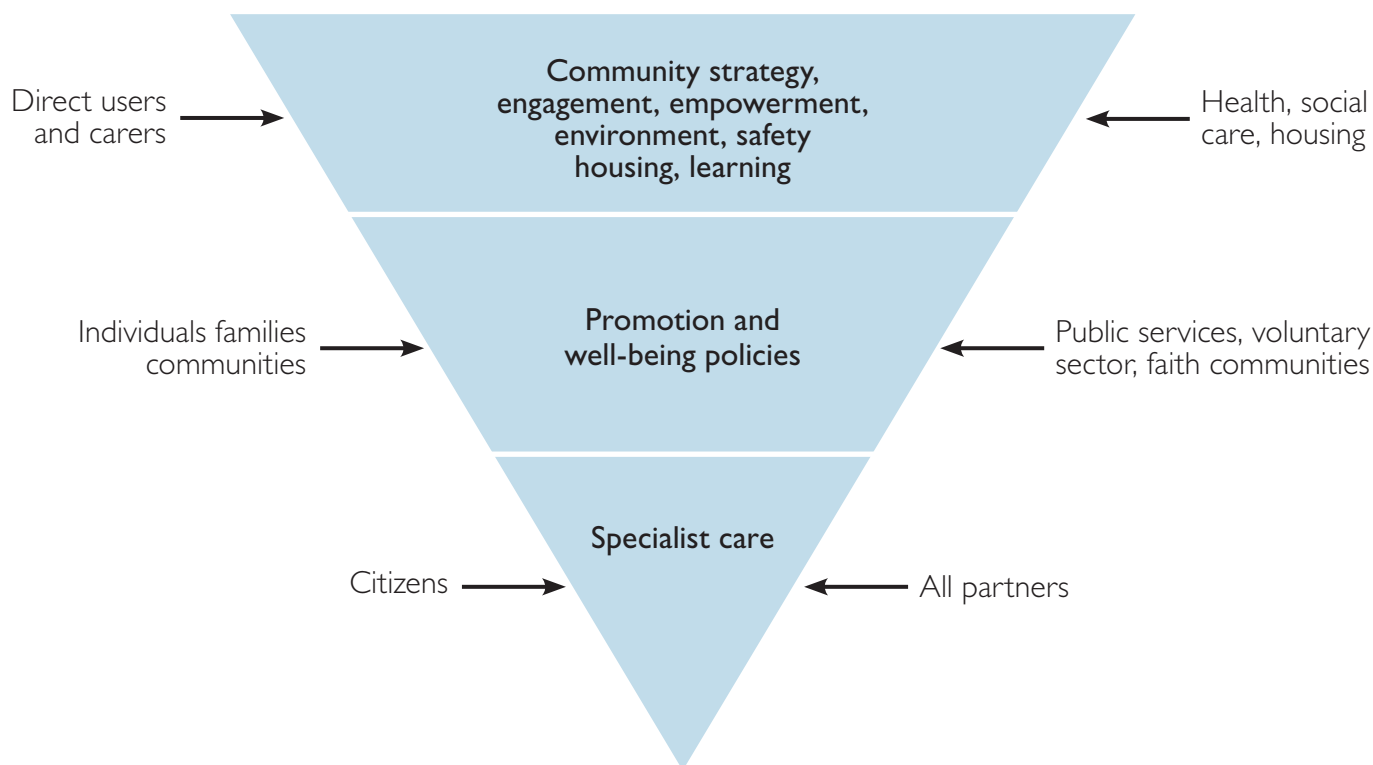
The *Active living in Cumbria - a prevention strategy* will adopt a person-centred and community based approach, ensuring vulnerable adults' needs are considered holistically to support active living through easy access to services and building safer, stronger communities.

Evidence suggests that vulnerable adults' want to be able to live in their own homes for as long as possible, to feel safe and live a full and active life. Previously, services have tended to focus on a relatively small group of vulnerable adults, who have needed intensive support. *The Active living in Cumbria - a prevention strategy* vision's approach has been described as “inverting the triangle of care”.

### Support for Cumbrian people today



*Support for Cumbrian people tomorrow*



By inverting the triangle we enable people to help themselves rather than becoming dependent at an early stage on the statutory and health services via:

- Mobilise local communities via community engagement to increase social inclusion and capacity to enable people to lead a full and active life for as long as possible.
- Value our employees, and promote positive attributes and healthy aspirations through our workforce, partnerships and through our contact with the citizens of Cumbria.
- Support such community capacity with targeted, evidence based prevention services that demonstrate a positive impact upon a person's general health and well-being.
- Work to improve the existing housing stock, encourage people to prepare for old age by bringing their homes up to 'lifetime homes' standards and ensuring that new developments take account of the needs of an ageing society.
- Improve fuel efficiency measures across the housing stock and target affordable warmth to the most vulnerable, particularly those in fuel poverty.

## Developing a person-centred, outcome focused prevention strategy

This strategy will complement the following documents :

- Prevention Works Commissioning model 2008
- Prevention Works document
- Health and Well-being Strategy and Action Plan
- NHS Strategic Plan 2010
- Supporting People Strategy
- Safer and Stronger Communities
- Building Community Cohesion in Cumbria
- Public Health Annual Report 2009
- Arts Engagement Plan 2008–2011
- Domestic Violence Strategic Management Board Business Plan
- Local Area Agreement (LAA)
- Cumbria Community Strategy
- Cumbria Housing Strategy
- Cumbria Third Sector Strategy

As well as the above, there are also current commissioning strategies within Health and Social Care (including Carers strategy), and the LAA targets.

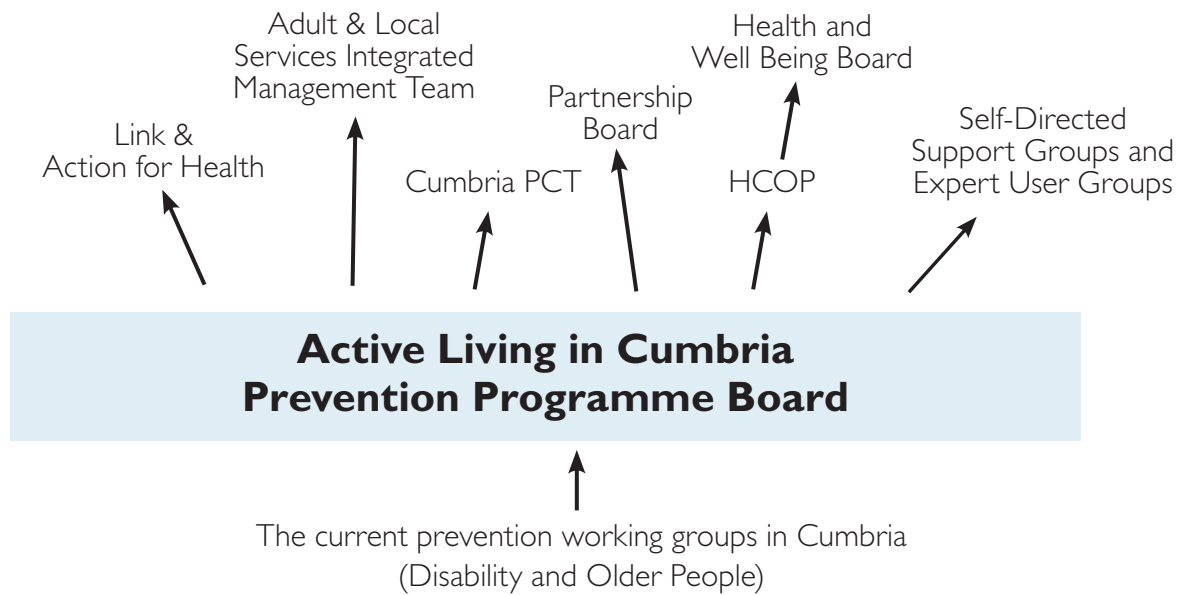
Cumbria Adult and Local Services have been working closely with partners in both the Statutory and Voluntary Sectors to develop a more strategic and co-ordinated approach to the promotion of “*Active Living in Cumbria*” through the Prevention Programme Board, using preventative measures and engagement and enabling mechanisms for adults across the County.

Within Adult and Local Services and Health Services there are many individual initiatives which form part of the prevention agenda. This strategy does not seek to replicate the detailed work that can be found in other strategy documents, but rather to identify from within them the key objectives for Cumbria’s Prevention agenda, and to

ensure that actions and policies are delivered. The strategy will be delivered through the Prevention Programme Board with the aim of highlighting the need for the Local Authority and Health to work better across all its services as well as improving engagement with external community groups and other organisations to deliver joint initiatives in order to support people in their communities.

Good examples where this can be seen to be working are:

- Development of a user led organisation based on the existing Centre for Independent Living model.
- ‘A once in a thousand year event’ - the recent floods in Cumbria have demonstrated how resilient Cumbria’s communities are and how citizens of Cumbria pull together in devastating circumstances. The response to the floods show how effective a lead Cumbria County Council has taken in partnership with the NHS, housing, churches, Third Sector and private sector in supporting people to re-build their communities and reconnect with each other with positive outcomes for stronger community links.
- Promoting Independence and Prevention Project.
- An information and resource service.
- Brokerage Assessment via trained workers who assist people with a whole range of information, activities and services.
- Bridge Building – offers re-engagement with communities and supports people to reduce social isolation.
- The Community Development project for older people affected by cancer and living in Cumbria – End of Life Strategy.
- Demonstrator Site for people with dementia – Dementia Strategy.



**The key drivers in Cumbria for this strategy are :**

- The projected population increase across Cumbria in particular for 50+. Without different approaches there will be increased pressures on health and social care services.
- The numbers of young people leaving the County, resulting in an ageing workforce and no investment in supporting communities
- The geography, topography and rural nature of Cumbria make access to services extremely difficult.
- Lack of easy access to information and advice.
- Causes of ill health including smoking, alcohol and drug misuse, obesity and worklessness.

**Key actions needed to address the key drivers:**

- Targeting of social and health care on those people at greatest need and risk, and developing new approaches to support people not eligible for care such as effective signposting.

- Developing healthier, more active and independent lives for adults' which reflect the wishes and aspirations of people living in Cumbria.
- Developing employment or volunteering opportunities – work, paid or unpaid is generally good for people's health and being in good health helps you stay in work.
- Creating positive partnerships through the Local Area Agreement to deliver the prevention agenda i.e. Healthier Communities and Older People – HCOP targets.
- Utilising existing and developing new cost effective prevention interventions within local communities, which leave people less isolated, whilst reducing the demand for social care and health services.
- Ensuring people have access to information and advice regarding how to identify and access options available in their communities which meet their care and support needs.
- Implement the Health and Well-Being Action Plan to tackle the causes of ill health, promoting positive attitudes and healthy aspirations within our workforce.

## Where are we now?

The current provision of services in Adult and Local Services is focused up on providing intensive, costly services as many service users are in crises. We therefore need to shift the emphasis from responding to people by giving them services, which can often create dependency to developing more early intervention and preventative services in the community that enable people to remain independent for longer.

We need to continue to work in partnership to:

- develop community cohesion to increase awareness of people who although do not feel at risk of losing their independence may well be.
- provide lower level services to those people at risk of losing their independence to reduce, delay or prevent them from becoming socially excluded and moving into needing more intensive, costly support from social and health care services.
- where people have reached a crisis point in their life which is critical to their health and well-being, we need strong effective rehabilitative and enabling type services to prevent people developing chronic ongoing needs.
- enable people to live independently. Many will need an adaptation to their home. In 2009 750 homes, the majority the properties of older people, were adapted to enable them to continue to live in them safely.
- improve Cumbria's housing stock. Housing is not suitable for people when, for example, they can no longer get up the stairs to their bedroom. A stairlift, can provide a solution to this, and people will need access to good information to help them adapt to their own homes.

If we get the balance right to help people to live at home, this will mean there will be fewer intensive services needed in the future which will be more cost effective, and services can be targeted at those most in need.

The success of this approach has been clearly demonstrated with the Promoting Independence and Prevention Project (PIPPS).

The two diagram on page 11 show how preventative services can improve peoples' life chances when they have a critical incident in their life and a transformation from being healthy and well, to being at risk of losing independence and onto having a substantial or critical need.

The second diagram shows the economic benefits of increasing participation. This strategy promotes a model of service based upon a commitment to active citizenship so that Adults of any age or disability are able to fully participate in community activity and can exert real influence upon the services provided currently by Cumbria's Public Sector.

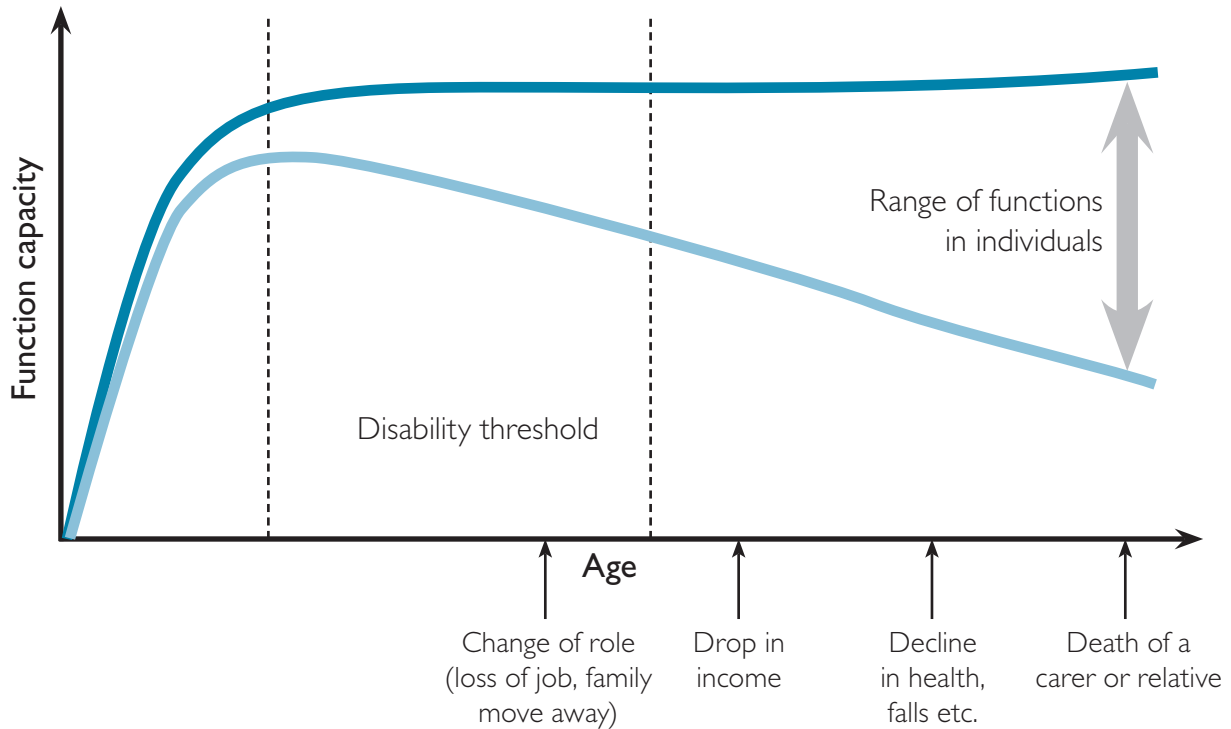
The Stakeholders signed up to the strategy will work together to forge links and address a whole range of issues, policies and activities that impact upon the lives, health and well-being of citizens of Cumbria – income, transport, housing, information, social relationships, leisure, and life long learning.

This will require services at all levels designed to promote active living and clear accessible systems to enable people to find out about them when they are needed.

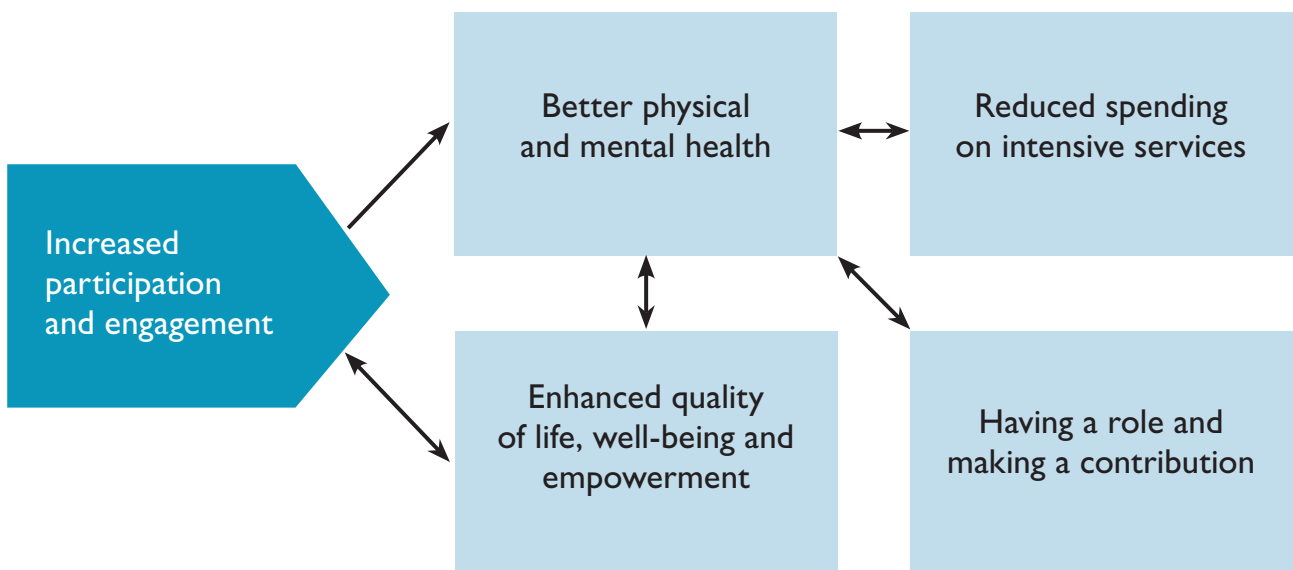
To achieve long term sustainability it is crucial that the model designed involves delivery organisations from the local community. *“It is essential that councils work with the NHS, other statutory agencies, the third and private sectors*

*and their local communities to ensure a strategic balance of investment in prevention and approaches to promote independence and providing intensive care and support for those with high – level complex needs, transforming social care.”*

**Improving life chances through preventative services**



**The economic benefits of increasing participation**

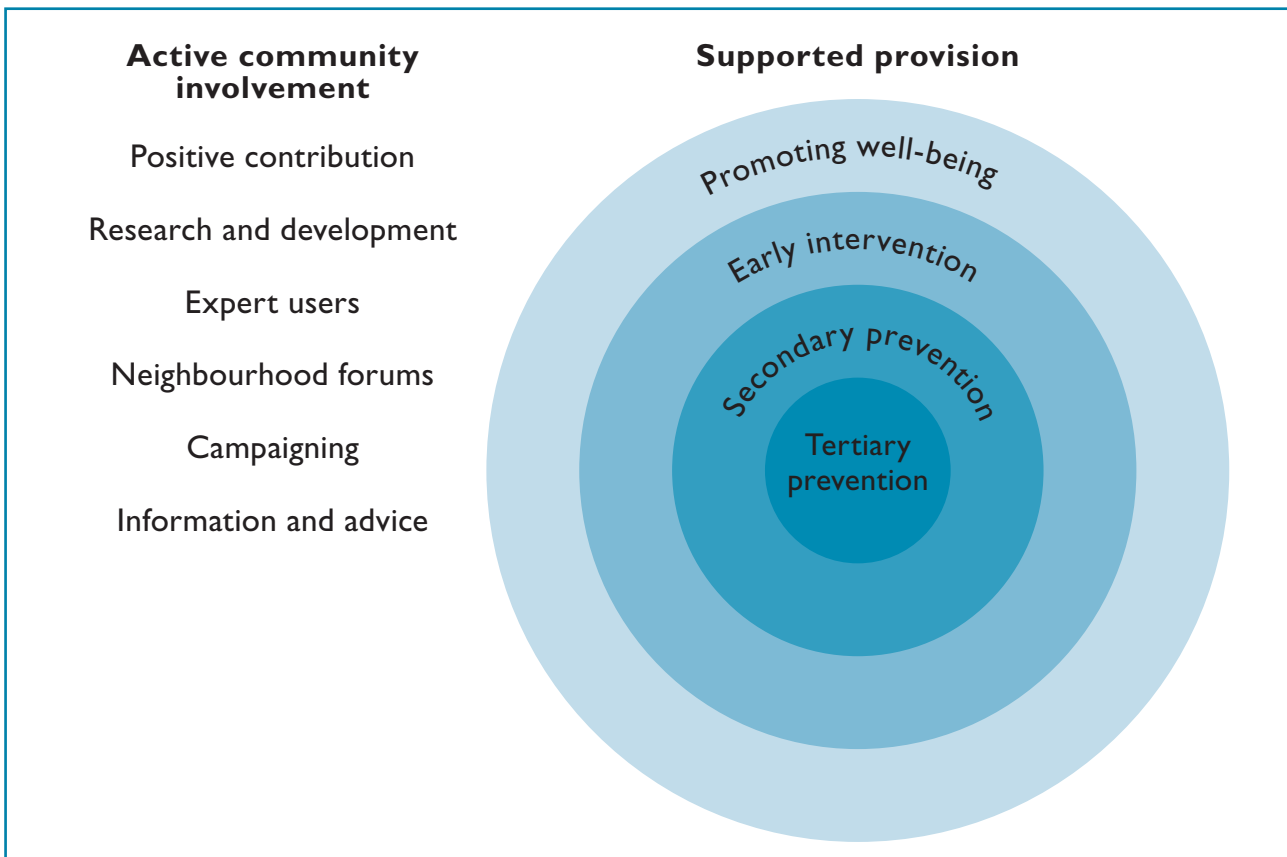


## Where do we want to be?

### Active Living in Cumbria Prevention Model

The key message is that interventions are required across the whole spectrum of need. The Service model below demonstrates how we will achieve this in Cumbria.

The model demonstrates the importance of facilitating active involvement in Cumbria's communities and how this can influence by supporting different levels of provision.



### Promoting well-being

This is aimed at people who have no particular social care needs or symptoms of illness. The focus is therefore upon maintaining independence, promoting healthy and active lifestyles, supporting safer neighbourhoods and providing universal access to good quality information.

We have called this “Community and Leisure Activities” and “Keeping Safe in Your Own Home”.

### Early intervention

This is aimed at identifying people at risk and to halt or slow down any deterioration, and actively seek to improve their situation. Interventions include health education and screening and case finding to identify individuals at risk of specific health conditions e.g. a smoker with asthma, or people at risk of falls needing low level pieces of equipment.

We have called this “Keeping Healthy and Well”

## Secondary prevention

This is aimed at identifying people at risk of losing their independence. This could be due to becoming socially isolated through a significant event in their life e.g. loss of a loved one or an unmanaged health condition e.g. diabetes. Preventing unplanned hospital admission by taking a preventative approach using measures in the community will be key to creating sustainable health services within the resources we have available.

We have called this “*Positively Managing Life Changes*”

## Tertiary prevention

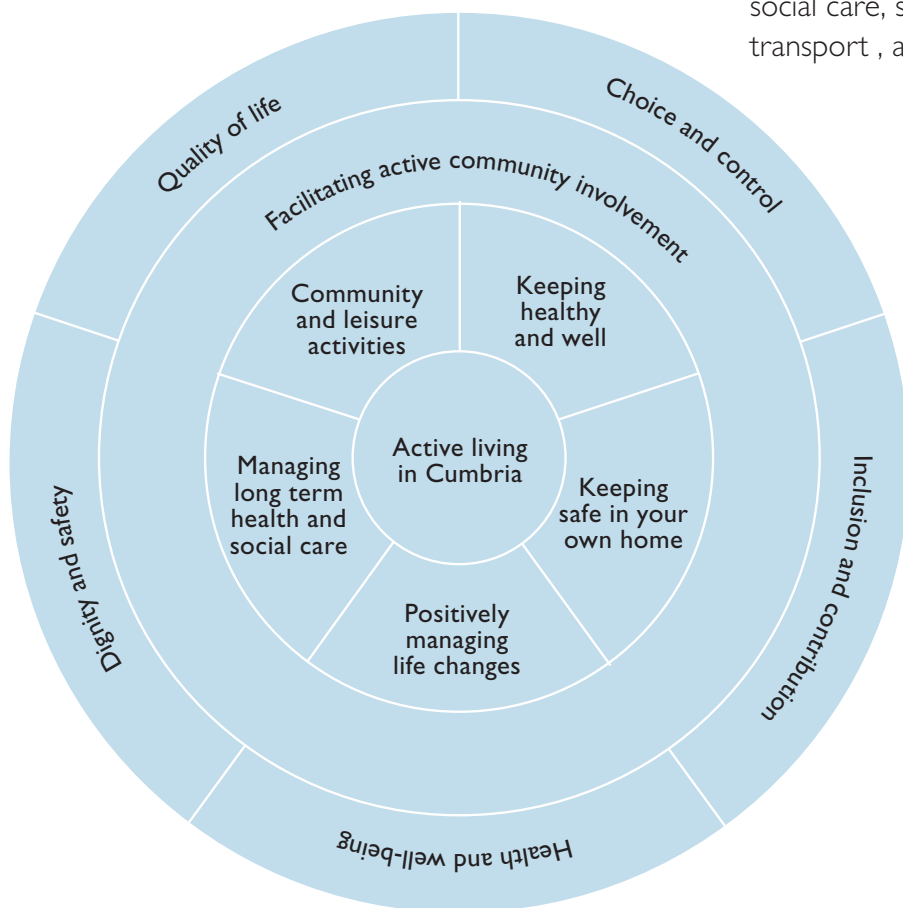
This is aimed at minimising disability or deterioration from established health conditions or complex social care needs. The focus here is upon maximising people’s functioning and independence through interventions such as rehabilitation / enablement services and joint case management of people with complex needs.

We have called this “*Managing Long Term Health and Social Care Conditions*”

This model is not static and people can move in and out at all levels. For example, even those people with substantial or complex needs will continue to make use of other interventions such as social and community activities.

The *Active Living in Cumbria Hub* can be used in several ways:

- A directory of resources detailing what is available in each of the districts in Cumbria.
- A general information handbook not intended as a directory of services, but to offer ideas and information about the kind of care, activities and well-being services that are available for adults living in or visiting Cumbria.
- An *Active Living in Cumbria Hub* website, which allows you to click into any of the sections of the Hub providing a one-stop solution for online signposting of care services for adults which cross the boundaries of social care, such as housing, benefits, leisure, transport , and health services.



*Keeping active in your community –  
Healthy happy citizens are  
active citizens*

<p><b>Facilitating Active Community Involvement</b></p> <ul style="list-style-type: none"> <li>• Volunteering</li> <li>• Learning</li> <li>• Research</li> <li>• Campaigns</li> <li>• Neighbourhood Forums</li> <li>• Employment</li> <li>• CILs</li> </ul>	<p><b>Carers</b></p> <ul style="list-style-type: none"> <li>• Carers Associations</li> <li>• Emergency Carers</li> <li>• Carers Support Groups</li> <li>• Young Carers</li> </ul>	<p><b>Facilitating Active Involvement in Cumbria's communities</b></p> <ul style="list-style-type: none"> <li>• Choice and Control</li> <li>• Inclusion and Contribution</li> <li>• Health and Well-Being</li> <li>• Dignity and Safety</li> <li>• Quality of Life</li> </ul>
<p><b>Keeping safe in your own home</b></p> <ul style="list-style-type: none"> <li>• Housing and home maintenance</li> <li>• Shopping - home delivery services</li> <li>• Cleaning services</li> <li>• Gardeners</li> <li>• Handy person services</li> <li>• Home security</li> <li>• Assistive technology</li> <li>• Energy efficiency</li> <li>• Fire &amp; prevention</li> <li>• Decorators</li> <li>• Plumbers</li> <li>• Electricians</li> <li>• Supporting people services</li> <li>• Low level equipment</li> </ul>	<p><b>Community and leisure activities</b></p> <ul style="list-style-type: none"> <li>• Swimming and sports centres</li> <li>• Theatres</li> <li>• Luncheon clubs</li> <li>• Travelling libraries</li> <li>• Transport</li> <li>• Learning opportunities</li> <li>• Dance classes</li> <li>• Volunteering opportunities</li> <li>• Churches</li> <li>• Advice and information</li> </ul>	<p><b>Positively managing life changes</b></p> <ul style="list-style-type: none"> <li>• Retiring</li> <li>• Befriending/bridgebuilding</li> <li>• Bereavement and loss</li> <li>• Becoming a carer</li> <li>• Loss of independence through mental or physical health</li> <li>• Volunteering</li> </ul>
	<p><b>Keeping healthy and well</b></p> <ul style="list-style-type: none"> <li>• Health promotion for smoking</li> <li>• Alcohol</li> <li>• Drugs</li> <li>• Diet</li> <li>• Chiropody</li> <li>• Nail cutting</li> <li>• Health clinics</li> <li>• Benefits advice</li> </ul>	<p><b>Managing long term health and social care needs</b></p> <ul style="list-style-type: none"> <li>• Stroke</li> <li>• Dementia</li> <li>• Arthritis</li> <li>• Cancer</li> <li>• MS</li> <li>• MND</li> <li>• Adult Social Care</li> <li>• Health centres</li> <li>• Pharmacies</li> <li>• Domiciliary care providers</li> <li>• Residential homes</li> <li>• Extra care housing</li> </ul>

## Positive contribution

To facilitate active community involvement individuals need to feel they are making a positive contribution. This may be by encouraging, promoting and valuing citizenship and

volunteering but also involving older and disabled people as contributors to society. To facilitate Active Involvement in Cumbria's communities we need to develop a sustainable community

outcome. Cumbria is developing a Sustainable Community Strategy which will focus, amongst other things upon reducing Health inequalities. We know that there are wide differences in health outcomes between different areas of Cumbria. Learning what works for people whose outcomes are amongst the best, will help us foster other communities so their life chances and choices are raised. Encouraging an aspirational culture in those communities will also support improvements and change.

## How do we get there?

### **Outcomes and partnership working**

This strategy is for all adults – older people, people with physical disabilities and sensory impairments, learning disabilities and mental illness and carers. To deliver on the strategy, we need to develop an outcome focused action plan based around the outcomes in the White Paper “*Our Health, Our Care, Our Say*” January 2006

### **Outcomes as defined in the White Paper**

#### ***Improved quality of life***

Improving people’s health and emotional well-being by enabling them to live as independently as possible. Examples might include activities to address social isolation or sustain family support for carers in their caring role such as befriending, healthy living advice, physical recreation and leisure pursuits.

#### ***Exercise choice and control***

Ensuring information is available for all to support decision-making over their own care. Universal services work best when everyone can get the information, advice and support they need to be able to access them at the right time and in the right way.

#### ***Inclusion and contribution***

Supporting people to be able to participate as active and equal citizens economically and socially. The Care and Support Green Paper places a high level of emphasis on access to the right information and advice to help people know what they are entitled to and what support is available in their local area. Examples might include healthy living advice, employment advice and support, opportunities for volunteering.

#### ***Health and well-being***

Supporting people to maintain their well-being and independence within their local community. Examples might include targeted interventions to identify and support people at risk of specific health conditions or those with existing low level social or physical care needs. Targeted interventions might include information and advice to support people in making decisions and access to advocacy and brokerage to assess care options, or trusted assessors for low level equipment.

#### ***Dignity and safety***

Providing quality care which promotes dignity, is safe, effective and available when people need it. Early evidence suggests that re-enablement services (or closely connected with housing services), such as supporting people interventions, can reduce the numbers of people requiring ongoing social care support. Examples might be Telecare, which provides opportunities to promote independence and improve the quality of life of service users and carers.

An outcome as defined by Simon Metcalf “*Making outcomes count*” June 2009 is a condition of general wellbeing, something achieved for an individual or a community as a result of a particular activity or combination of activities. It is not the activity itself but rather the lasting impact.

We could measure the outcomes to demonstrate improvement and added value by using a Balanced Score Card approach covering four quadrants in terms of where outcomes occur.

*Balanced score card –  
“Active Living in Cumbria”*

Service outcome	Population outcome
Individual organisation	Health and social care

*If we take Cumbria County Council’s Health and Well-being Strategy as an example as it aims to give Cumbrian people the opportunity to play a full and active part in their community.*

- **A service outcome – the impact of a service on a user.**  
Having increased choice in day opportunities results in a Parkinsons Disease sufferer joining a dance class for sufferers of the Disease. The impact results in a feeling of inclusion, choice and control and therefore an improved sense of health and well-being.
- **A population outcome – the broader impact of a combination of factors on the wider community is assessed.**  
Implementing the Arts Engagement Plan, resulting in an increase in usage of existing community facilities for local people, the Parkinsons Disease dance class, and therefore a feeling of inclusion and contribution.
- **Individual Organisation – Assess the outcomes for each organisation.**  
Increasing the number of people helped to stay healthy and well, for those sufferers with Parkinsons Disease but also volunteering opportunities and developing the skills of those volunteers and utilizing those skills, resulting in an increase in sharing of volunteer resources across groups.

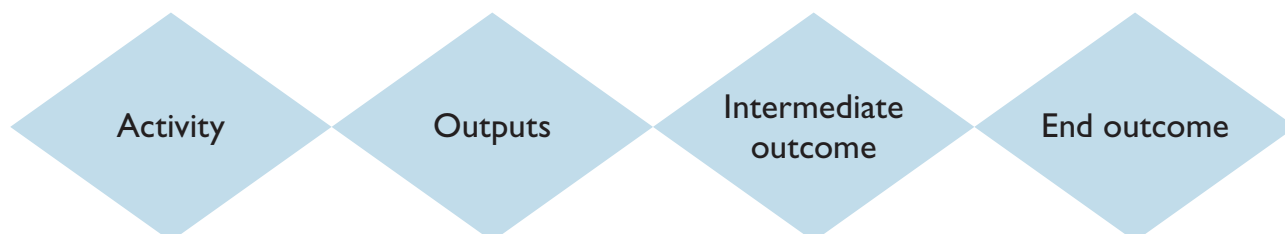
- **Health and Social Care System – Assess the collaborative impact that the Active Living in Cumbria programme will have across the health and social care system.**

People feel more supported in their communities with increased community cohesion, resulting in improved health and well-being which may result in diverting admissions to hospital and prevent or delay the point at which people require residential care.

There are several benefits to Cumbria adopting an outcomes based approach:

- A focus on outcomes should mean a better service for all adults.
- It will help to focus upon exactly what it wants Third Sector Organisations and other Voluntary Groups to achieve for people and why.
- It should encourage a knowledge driven approach as both Cumbria County Council and Service Providers will need to know and understand the rationale behind each outcome and identify methods of practice that will achieve demonstrable results.
- It will provide on-going feedback that can be used to improve the quality of programmes/ services
- Achieving outcomes can be motivating for staff and organisations.

A useful approach to determining the outcomes with which to populate the Balanced Scorecard would be to consider a results chain that can be applied to the quadrant.



An example of a service user outcome could be:

**Activity:**  
Befriending Service

**Outputs:**  
Visits to person, social events in community

**Intermediate outcome:**  
Reduction in day care and number of home care hours required

**End outcome:**  
Improved independence, choice and control

For each outcome identified an indicator needs to be established that can be used to measure the extent to which an outcome has been achieved. These should be both quantitative and qualitative. We will also have to consider the methods for collection.

## Taking the model forward

This strategy has identified the outcomes that can be achieved to facilitate active involvement in Cumbria's communities. The outcomes are not independent of each other but rather interdependent.

An Outcomes based framework will provide a systematic approach to assessing the impact of "Active Living in Cumbria". It cannot however be achieved or populated in isolation, and a process of engagement is required for this. It will require the engagement of Cumbria's Health, Adult and Local Services and Third Sector Organisations to start to think through what model we need to use to measure the desired outcomes identified and what indicators each organisation needs to use to measure the extent the outcomes have been achieved.

The outcome based performance framework then needs to be incorporated into an "Active Living in Cumbria" hub where all prevention services commissioned through Adult Social Care or through a HAF Agreement can be monitored for effectiveness in terms of both quantitative and qualitative data via the Active Living in Cumbria Programme Board. The Board will then have a holistic overview of the delivery of services to vulnerable adults and groups within our communities.

These services will need to meet one or more of the following objectives:

- Provide support to adults who are at risk of losing independence to enable them to remain in their own homes.
- Provide information and signposting to enable people to access services in the voluntary and statutory sectors.
- Provide a direct service to older or disabled adults or adults with a mental health problem or learning disability who require assistance in maintaining their independence, or that supports carers.
- Provide support to prevent deterioration or an increase in needs, which could result in the need for higher levels of services including residential or nursing care or homelessness.
- Promote integration of adults within their communities, involving those of different race, culture and religion.
- Ensure that measures are taken to improve the housing on offer in Cumbria, to provide homes that are suitable for the growing older people population and enough affordable homes to enable young people to remain in Cumbria in their local communities.

In addition:

- Provide value for money, this may involve comparison with other similar services, and complement other services.
- Not duplicate other services that are better provided by other commissioned voluntary organisations.
- Meet standards set for quality and quantity as required in the commissioning contract.
- Provide monitoring information in accordance with this strategy.

## What will implementation of this strategy achieve?

An Integrated Active Living in Cumbria – Prevention Action Plan which will capture outcomes and shared performance information that tracks the successes of existing Prevention Interventions and avoids duplication of benefits. The analysis and modelling will happen at a prediction and outcomes level, rather than driven from within each service.

The implementation of the Action Plan will give local evidence and confidence that Prevention and the investment of money in Prevention Services has a clear and demonstrable impact upon the efficiency agenda within health and social care.

Cumbrian citizens will have access to information and advice regarding how to identify and access options available within their communities to meet their cultural, health, social care and support needs.

Service users and patients will experience a broadening of choice and improvement in quality of care and support services built upon involvement of Key stakeholders – Cumbria County Council, Cumbria Health, Third Sector Organisations, District Councils, Planning Authorities, Housing Associations, Private Sector, Providers, Service users – that can meet the aspirations of all local people whether council or self funded wanting to procure social care services.

### Abbreviations

ABG	Area Based Grant	JIP	Joint Improvement Partnership
ADL	Activities of Daily Living	JSNA	Joint Strategic Needs Assessment
A&E	Accident & Emergency	LDNPA	Lake District National Parks Authority
A&LS	Adult and Local Services	NHS	National Health Service
ASC	Adult Social Care	NI & PI	National Indicator - Performance Indicator
CCC	Cumbria County Council	NW	North West
CDN	Cumbria Disability Network	OA	Older Adults
CIL	Centre for Independent Living	OT	Occupational Therapy
CM	County Manager	PCT	Primary Care Trust
CQC	Care Quality Commission	PDSI	Physical Disability and Sensory Impairment
DH	Department of Health	PIPP	Promoting Independence Prevention Partnership
DMT	Directorate Management Team	POPM	
DV	Domestic Violence	RSLs	Registered Social Landlords
GP	General Practitioner	SL	South Lakes
HAF	Health Act Flexibilities	SLAs	Service Level Agreements
HCOP	Healthier Communities Older people	SP	Supporting People
HIA	Home Improvement Agency	TBC	To Be Confirmed
IMT	Integrated Management Team		

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