

Personalised social care for older people in rural areas?



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Source

www.cyberburbia.org/forums/showthread.php?t=15355

Introduction

- What is rural?
- What is personalisation?
- Personal budgets
- Rural implications of personalisation (research)
- Implementation and other emerging issues
- Conclusions



Rural – Urban



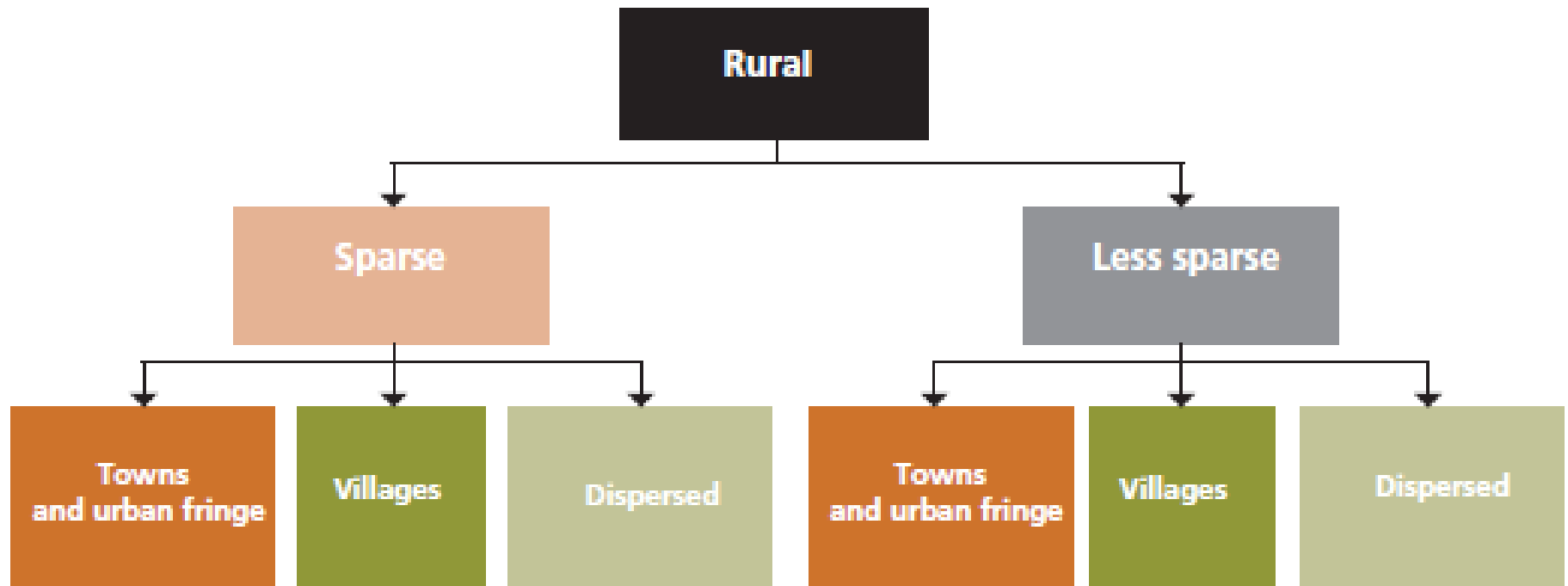
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What is rural?

- The new rural definition consists of two parts:
 - the settlement morphology comprising all places under 10,000 population comprising small ('rural') towns, villages and scattered dwellings; and
 - the wider geographic context in which individual settlements are located i.e. whether the wider area is defined as being 'sparsely' populated or not

Rural definition

Figure 3: The new classification of rural areas



Rural issues - demand

- Similar needs across urban and rural
- Increase in population – ‘Counter urbanisation’
- Increase population of older people
- Distance from family and social networks
- Closer communities?
- Rural poverty – complexity
- Lower proportions of older people in rural areas with social care needs
- Numbers with social care needs increasing faster in rural areas

See Oxford Consultants for Social Inclusion (OCSI) 2009

Rural population

Figures show that over the next 25 years the numbers of those aged over 75 will increase by 90% in rural areas, compared to just 47% in urban areas'

Rt. Hon Mike O'Brien, Minister of State for Pensions Reform, 27 March 2008,

<http://www.dwp.gov.uk/aboutus/2008/27-03-08.asp>

Rural issues - supply

- Access to health and social care services
- Transport
- Availability of universal services
- Availability of specialist services
- Workforce constraints
- Increased costs?

(See Manthorpe et al 2008, Manthorpe and Livsey 2009 amongst others)

What is Personalisation?

Content Optimisation?

Content Targeting?

Customisation?

Tailored Sales Process?

Dynamic Delivery Adaptation?

Collaborative Filtering?

www.boxuk.com/server/show/ConWebDoc.362/Personalisation-and-the-Tailored-Sales-Process.html

What is personalisation?

Personalisation is the process by which services are tailored to the needs and preferences of citizens. The overall vision is that the state should empower citizens to shape their own lives and the services they receive.

Building on Progress: Public Services (Cabinet Office 2007) p33

A strategic shift towards early intervention and prevention, the cornerstone of public services. In social care, this means every person across the spectrum of need, having choice and control over the shape of his or her support, in the most appropriate setting.

Local Authority Circular : LAC (DH) (2008) 1:
Transforming Social Care, p2

Policy focus on personalisation

- Improving the life chances of disabled people- HMG 2005
- Independence, Wellbeing and Choice – Green Paper, DH 2005
- Our Health Our Care Our Say – White paper, DH 2006
- Putting People First – DH 2007
- Local Authority Circular : LAC (DH) (2008) 1: Transforming Social Care,
- Building the National Care Service – HMG 2010?

What does this mean?

- Local authority leading social care in partnership with NHS and others
- Agreed and shared outcomes
- System wide transformation developed and owned by local partners
- Transformation grants
- Increasing numbers on personal budgets

Specific priorities

- ‘Personalised care and support, through a personal budget’ (HMG 2010)
- The development of first stop shops—providing information, advice and advocacy, available to people paying for their own social care
- Tackling loneliness and isolation promoting intergenerational activities Investment in new technologies
- Prevention of disability and early intervention to address problems that may be helped by timely support.
- However little focus on the implications for rural areas

Critiques of personalisation

- Over individualistic at the expense of collective provision and development (Ferguson 2007 Newman et al.2008)
- Ignores impact of cultural responses to disability and difference (Burton and Kagan 2006)
- Potentially increases in inequality
- Does not fully reflect public nature of choice
- Ignores importance of power relationships
(Clarke et al 2007)

Personal Budgets

- Transparency over the amount of resource available for social (and possibly health) care
- Resources allocated in relation to need
- Varieties of ways of managing money
- More outcome focused use of resources

Rural implications of personalisation

- Individual Budgets piloted 13 areas
- A set of interviews with key stakeholders
 - Local authority IB leads
 - Community groups of/for older people
 - For and not for profit providers of services
- Funded by the Commission for Rural Communities

Possible benefits

- More choice
- More social inclusion
- More flexibility
- More variety
- More appropriate (and local?) carers

Potential benefits

“I think Individual Budgets (IBs) will be great for people in rural areas because of their flexibility. People don’t want to have to travel many miles for a service like a day centre when actually getting together with a few others in someone’s front room would be infinitely preferable...IBs should make it possible for people to get their personal support needs met locally without the expense of having to pay large amounts for travel... It’s win win mostly”.

(Manager of Direct Payments scheme)

Benefits and problems

May help to foster stronger community links or to maintain these. For example, Mrs B has had help in the past from the girl down the road, a mum at home looking after her children, Mrs B is now able to chose and pay her on a regular basis, which would benefit both of them...

Mental health worker

Older people do not like to admit failings, and would be embarrassed about every one knowing, so they might not want known persons caring for them’.

Community group leader

On the other hand, if people are buying in 'unregulated' care, how is this going to be monitored and could this leave people more open to abuse?’

Mental health worker

More benefits and problems

‘I hope that people will be able to buy more care, buy more support, buy quality care but it will be dependent on the availability of staff in the locality’

Older persons peer group coordinator

Obstacles

- Increased risk
- Increased costs
 - Individualised services
 - Usual rural issues (e.g. transport)
- Continuation of mainstream services
- What happens to those not wishing to take up IBs
- Availability of services and workers in rural areas

Source CRC research interviews

Implementation issues

- Good contingency planning
- Focus on monitoring
- Paying for transport costs and staff time
- Information and advice about advocacy schemes, practical services and charges
- Careful preparation to support people to engage in the new support planning processes
- Workforce development

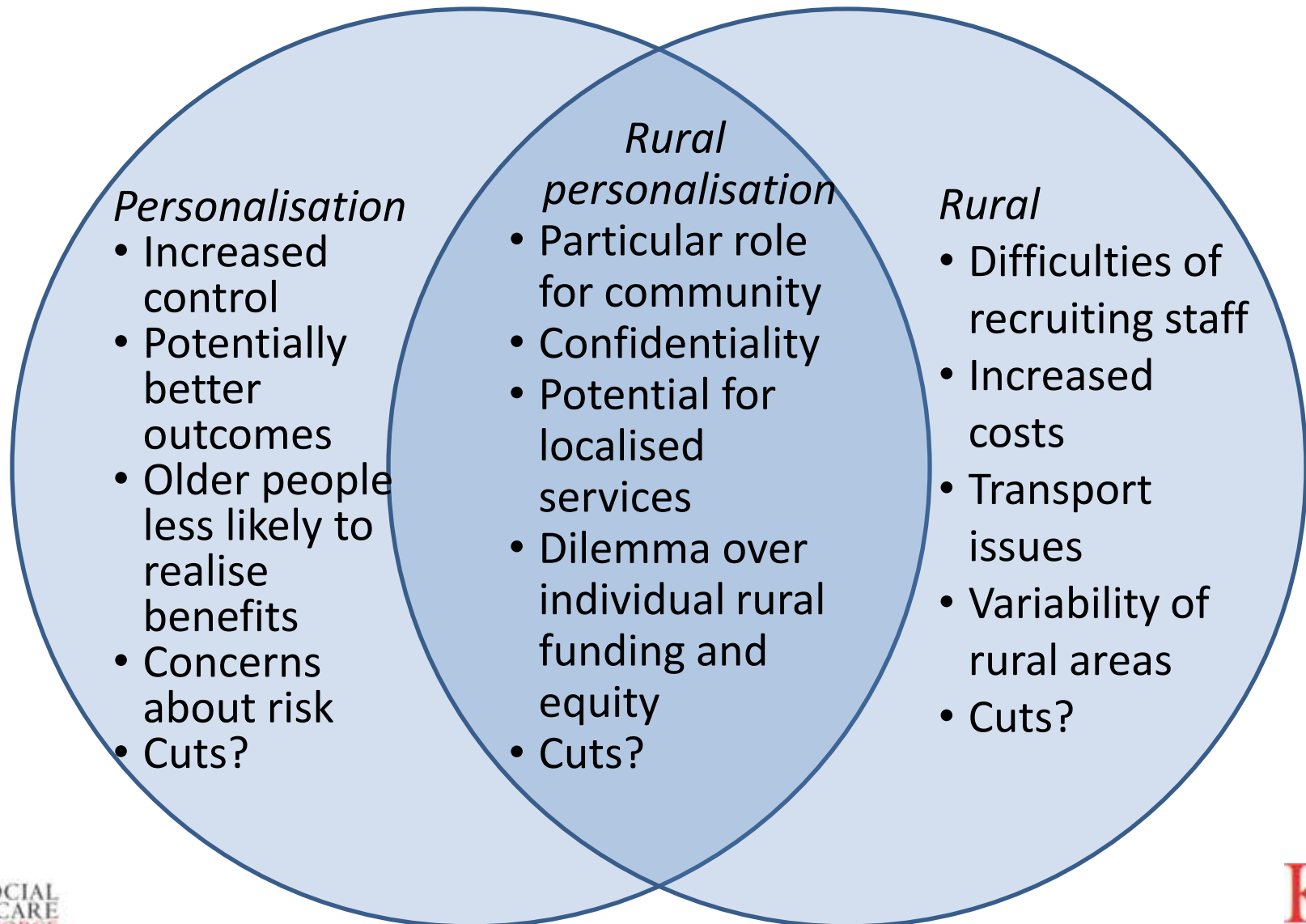
Source CRC research interviews

Emerging issues

- Developing different ways of managing personal budgets
- Supporting people through the process
- New roles for social workers
- New roles for community groups
- Market development
- Balancing choice and risk
- Balancing individualism and society's interest in maintaining service infrastructures

IB leads and interviews with stakeholders

Conclusion



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