

Personalisation: A Journey of Discovery



Direct payments, Individual Budgets, Personal Budgets: what's it all about?

Personalisation Conference
CoolTan Arts, 25th September 2009

Robin Murray-Neill, DH Putting People First team: mental health and personalisation

Personalisation – some key characteristics

- A new relationship between citizens and the publicly funded services they use
- Public services working together around the individual rather than individuals navigating their way through a maze of publicly-funded services
- People using resources in new ways so support fits into their life rather than their life being shaped by the support available
- Focussing far more on what the person finds valuable and meaningful in life rather than on professionally defined objectives
- Based on rights and social justice, not on 'pity' or 'charity'

It's about...a new direction for community services

- a sustained realignment of the whole health and social care system.
- services will be integrated and built round the needs of individuals and not service providers.

Secretary of State for Health (2006) *Our health, our care, our say: a new direction for community services* CM6737 London: Department of Health

It's about...Social Inclusion

- "Our vision is of a future where people with mental health problems have the same opportunities to work and participate in the community as any other citizen..."
- people receiving the support they need *before* they reach crisis point
- people having genuine choices and a real say about what they do and the support they receive in order to fulfil their potential
- people keeping their jobs longer and returning to employment faster, with real opportunities for career progression
- recognition of the fundamental importance of people's relationships, family and caring responsibilities, a decent home, and participation in social and leisure activities



Social Exclusion Unit (2004) *Mental Health and Social Exclusion: Social Exclusion Unit Report* June 2004. London: Office of the Deputy Prime Minister



It's about...Recovery

What does recovery mean for a system designed to provide support to people?

- Enabling and supporting self-management, promoting autonomy and, as a result, decreasing the need for people to rely on formal services and professional supports.

NIMHE Guiding Statement on Recovery (January 2005)

It's about...Independent Living

- *“Independent Living is about the Empowerment of disabled people and their ability to control their own lives. It is not the name of a particular service or provision but should be the objective of services and provisions and the furtherance of Disabled People’s human and civil rights... a concept that is relevant to all disabled people, whatever their impairment/s...the whole range of practical solutions to disabled peoples’ inclusion in mainstream society”*

(Coventry Independent Living Group in Barnes et. al., 1996:10)



Vivien Lindow

- *“The idea that those who oppose current methods of psychiatric “treatment” do not acknowledge the need for services is strange and fantastic to most of us whose experiences have led us to traditional psychiatry. What is different is the existence of choice and freedom in meeting our needs.”*

Lindow, V. (1994) *Self-help alternatives to mental health services*. London: MIND





A clear goal!

- “...to set out and support the Government’s commitment to **independent living for all adults.**”

HM Government (2007) *Putting People First: A shared vision and commitment to the transformation of Adult Social Care.*



Putting People First

- “Ensuring older people, people with chronic conditions, disabled people and people with mental health problems have the best possible quality of life and the equality of independent living is fundamental to a socially just society.”

HM Government (2007) *Putting People First: A shared vision and commitment to the transformation of Adult Social Care.*



‘Outcomes’ rather than ‘Activity’: concerning ourselves more with the right result than with the ‘right’ way of getting to it!

- *“As a general principle, local councils should aim to leave choice in the hands of the individual by allowing people to address their own needs as they consider best, whilst satisfying themselves that the agreed outcomes are being achieved.”*

Direct Payments Guidance: Community Care, Services for Carers and Children’s Services (Direct Payments) Guidance England 2003 Department of Health




Direct payments have shown how differently people might do things

- Buying a dog
- Purchase of a mobile phone/artists materials
- Driving lessons/buying a car
- Playing in a violin group
- Employing personal assistants during crisis to avoid hospital admission
- Joining a dating agency
- Renting a workshop (two people together)
- Hiring an art teacher (four people together)
- Employing someone to manage a small enterprise (six people together)
- Participating and running an independent leisure, sport and social group (twenty people together)
- Paying for travelling to stay with relative for a break



DH Department of Health
Voices
Ambulance ARTS
Putting People First
Transforming Adult Social Care




An holistic approach

- Social care and wider local government services need to work with the NHS, the voluntary, community and independent sector **to harness the capacity of the whole system**. It needs to **shift the focus of care and support, across the spectrum of need, away from intervention at the point of crisis to a more proactive and preventative model** centred on improved wellbeing, with greater choice and control for individuals.

DH (2008) *Transforming Social Care* LAC (DH) (2008) 1

DH Department of Health
Voices
Ambulance ARTS
Putting People First
Transforming Adult Social Care



Self directed support – key steps...


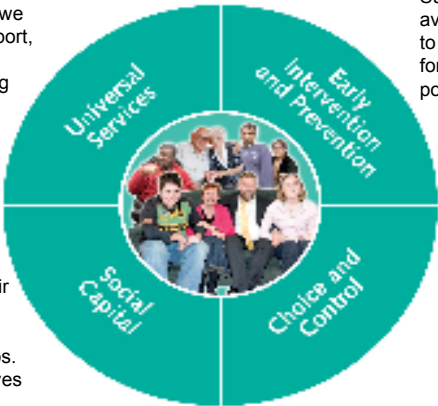
Direct payments dp up 2007
 1997 www.directpayments.csip.org.uk
www.ncil.org.uk

in Control
 2003 www.in-control.org.uk

Individual Budget pilots
 2006 www.personalisation.org.uk

DH Department of Health
Voices
Ambulance ARTS
Putting People First
Transforming Adult Social Care

Personalisation – 4 elements

Community facilities and services that we all use, e.g. transport, leisure, health, education, housing and access to information and advice


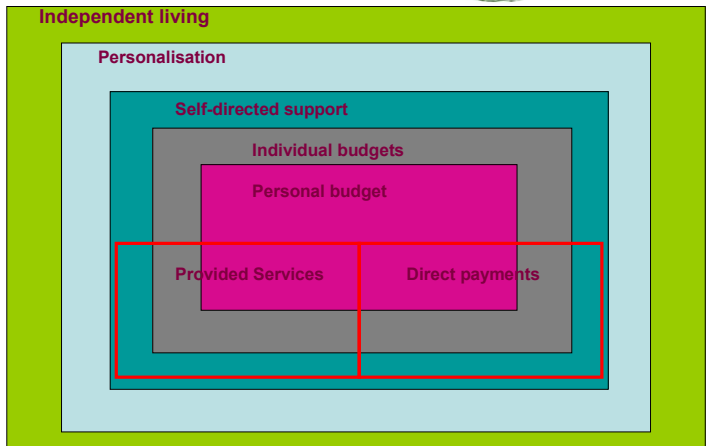
Support that's available for people to stay independent for as long as possible,

People as participants in their communities, friendships and family relationships. Individuals with lives and relationships.

people choosing who provides their support and what form that support takes, and controlling when and where those services are provided, rather than being expected to fit in with what's already on offer.

DH Department of Health
Voices
Ambulance ARTS
Putting People First
Transforming Adult Social Care

Understanding the different terms used

Independent living

Personalisation





Self-directed support

Individual budgets

Personal budget

Provided Services

Direct payments

“better outcomes at roughly an equivalent cost”

- Cost-effectiveness evidence in support of IBs is strongest for *mental health service users*, on both the outcome measures examined here (Social care and psychological wellbeing). Actual costs were very similar (£149pw IB; £152pw comparison group)
- the costs of care management of people with mental health problems and learning disabilities from earlier research are very similar to the reported costs of the IB group
- people with a mental health problem (71 per cent) or a physical disability (69 per cent) were significantly more likely to opt for the choice of having their IBs transferred into their personal bank account

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_089505

Glendinning et al. (2008) *Evaluation of the Individual Budgets Pilot Programme: Final Report*. York: IBSEN c/o Social Policy Research Unit, University of York











Self directed support – more key steps...

Personal Budgets www.personalisation.org.uk
 2007 


www.in-control.org.uk **Staying in Control**
 2008 

personalhealthbudgets@dh.gsi.gov.uk **Personal Health Budget pilots**
 2009 


Personal Health Budgets

- “...in 2009, we will start piloting personal health budgets, as a way of giving patients greater control over the services they receive and the providers from which they receive services.”
- “those with long term conditions, those receiving NHS Continuing Healthcare and users of mental health services might be well placed to benefit.”



http://www.dh.gov.uk/en/Healthcare/Highqualitycareforall/DH_090018

DH (2008) *Personal Health Budgets Initial information sheet*






Latest developments

- DH Personal Health Budget pilot sites: 70 applications received – about a third included mental health
- ‘Paths to Personalisation’ document in development
- ‘Personalising mental health services’ DVD being filmed
- ‘Risk enablement’ papers to be published
- DH National Mental Health Development Unit – personalisation lead, Kevin Lewis
- Rapidly increasing number of mh and personalisation events in 2009
- ‘New Horizons’ consultation started July 23rd 2009

www.dh.gov.uk/mentalhealth

The right to control

- Contained within the Welfare Reform Bill, requiring public authorities to:
 - tell people how much money is available to them;
 - plan with them how best to use this money to meet their needs;
 - enable people to choose the degree of control over the support they receive:
 - receive a direct payment,
 - continue to allow the public authority to arrange their support, or
 - use a mixed approach

<http://www.officefordisability.gov.uk/working/right-to-control.php>

The right to control recognises that disabled adults are the experts in their own lives

Non-statutory organisations can play a key role in helping to make individual/personal budgets work

- Information about personal budgets
- Support to think about how to use a personal budget
- Support with self-assessment
- Advocacy
- Providing support to plan and/or manage a personal budget
- Acting as an agency employer of staff
- Offering services for people to buy with their personal budgets



This will be a challenge...but it's worth it!

- A lot of work has been done, but there is no one 'solution': will take time to develop
- The values are paramount: vital they don't get lost in bureaucracy
- Many people have limited experience of working on solutions to their particular difficulties which ask them to provide the direction for their support, so good support is essential
- This is not just about 'social care': health and social factors are interrelated and this is about a holistic, not a twin track approach

Direct Payments

- The mechanism that enables public authorities to pay money to people as a means of them accessing the support they require
 - A duty on local councils in most cases where a person is eligible to receive **social care** support
 - It is intended that a permission will be established for PCTs in respect of people involved in the piloting of **Personal Health Budgets**
 - The piloting of the right to control for disabled people from 2010 will introduce direct payments for **Access to Work; Independent Living Funds; Specialist Employment Programmes;** and other areas to be determined by consultation



Individual Budgets

- “Helping disabled people to achieve **independent living** by moving progressively to **individual budgets** for disabled people, **drawing together the services** to which they are entitled and giving them **greater choice over the mix of support** they receive in the form of cash and/or direct provision of services.”

Prime Minister's Strategy Unit, DWP, DH, DfES, ODPM (2005) Improving the Life Chances of Disabled People – January London: Cabinet Office



Personal Budget

- The amount of money that a person is entitled to use to meet their needs for social care support
- This may be one element in a larger Individual Budget
- For most people it may be:
 - taken entirely as a direct payment,
 - spent entirely on the person's behalf by the local authority or other nominated body, or
 - any mixture of the two.



Individual/Personal Budgets

- Require a system which promotes the flexibility intended by the introduction of direct payments irrespective of whether a person chooses to receive a direct payment or not:
 - People are clear how much money they have to spend
 - The focus shifts from what services should be provided towards enabling people to utilise their resources to achieve the best result for them in a way that suits them
 - The system is based on equal rights and equality of access to opportunities and activities rather than traditional notions of 'caring for those less fortunate' and 'helping people make the best of their lot in life', etc.....



Personalisation: a rough guide (SCIE 2008)

Personalisation means starting with the individual as a person with strengths and preferences who may have a network of support and resources, which can include family and friends. They may have their own funding sources or be eligible for state funding. Personalisation reinforces the idea the individual is best placed to know what they need and how those needs can be best met. It means that people can be responsible for themselves and can make their own decisions about what they require, but that they should also have information and support to enable them to do so.



Personalisation

- It is not about modifying existing services, but changing whole systems and the way people work together.

• Carr S. with Dittrich, R. (2008) *Personalisation: a rough guide* London:SCIE



DH Putting People First – mental health and personalisation

Robin Murray-Neill

- Eastern Development Centre, 654 The Crescent, Colchester Business Park, COLCHESTER, Essex. CO4 9YQ
- 01206 287588
- 07747 536067
- robin.murray-neill@dhsocialcareprogrammes.org.uk