Improving information and advice in adult social care

Webinar 4:
Digital inclusion as an enabler for information and advice

24 January 2024

The **Local Government Association** and **Association of Directors of Adult Social Services** are **Partners in Care and Health** (PCH) working with well-respected organisations.

PCH helps councils to improve the way they deliver adult social care and public health services and helps Government understand the challenges faced by the sector.

The programme is a trusted network for developing and sharing best practice, developing tools and techniques, providing support and building connections.

It is funded by Government and offered to councils without charge.

www.local.gov.uk/PCH

Ground rules

- Keep video switched off to improve connectivity during presentations
- Hold questions to the Q&A – but capture them in the chat bar on the right of the screen as we go along.
- When speaking please give name and organisation
- We will be recording the meeting
- Q&As, slides and materials will be shared following the meetings

Welcome

- Fourth webinar in our series focused on <u>improving adult social care information and advice</u>

- Broad programme involving webinars, guidance, <u>community of practice (CoP)</u> and direct support

- Part of our support for <u>Working with people</u>

Agenda

Time	Topic
2pm – 2.05pm	Introduction and overview Edmund Willis, Lead Adviser, Partners in Care and Health
2.05pm – 2.15pm	Digital inclusion as an element of information and advice Ben Bennetts, Senior Consultant, Socitm Advisory
2.15pm – 2.35pm	Digital inclusion as an enabler Gail Harvey, Digital Inclusion Strategy Programme Manager, Norfolk County Council
2.35pm – 2.55pm	Lessons from Leeds Jason Tutin, Head of 100% Digital Leeds
2.55pm – 3pm	Thanks and close

Digital inclusion – a key element of information and advice

Ben Bennetts, Senior Consultant

Socitm Advisory

ImprovingIA@socitmadvisory

22 January 2024

- How does your information and advice service promote the **digital inclusion support** on offer in your area?

- How does your council's digital inclusion activity help people to **foster their wellbeing** and their ability to live independently – to live "**a gloriously ordinary life**", as the Social Care Futures movement puts it?

- How are you meeting the information and advice needs of people who **choose not to go online**?

What is information and advice about?

- Encouraging independent living

- Preventing, reducing and/or delaying care and support needs

- Enabling personal choice

"We all want to live in the place we call home, with the people and things that we love, in communities where we look out for one another, doing the things that matter to us"

#SocialCareFuture

"What would it take for everyone to have Gloriously Ordinary Lives?"

Tricia Nicoll, Expert by Experience

Promoting wellbeing

- Personal dignity

- Physical and mental health and emotional well-being

- Protection from abuse and neglect

- Control by the individual over day-to-day life

- Participation in work, education, training or recreation

- Social and economic well-being

- Domestic, family and personal relationships

- Suitability of living accommodation

- The individual's contribution to society

The problem

- The information and advice available from different sources can be inconsistent.

- GPs only have 10 mins per appointment – not long enough to find and share the right information and advice. They tend not to have (or not to use) the most effective tools for finding the most appropriate I&A to offer.

- I&A is often not accessible to people with specific needs, e.g. learning disabilities.

- Language barriers, including reading ability vs speaking ability. Multiple dialects mean that written translations aren't always helpful.

- GPs commented that culture/ethnicity has a big impact on how people respond to I&A.

- I&A not always available in the places people are going to – it needs to be designed around people's behaviours.

- VCSE sector can be unclear about when they can refer to ASC and for what.

- For some people, online or written info isn't what they need – they want to chat and be part of a group.

- Some people are struggling with the shift online post-Covid.

- People get stuck in an "endless cycle of signposting".

Source: London Borough of Redbridge

age UK

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What we're calling for

✔ All public services, including the NHS, council services and other nationally-provided public services, should be legally required to offer and promote an affordable, easy to access, offline way of reaching and using them.

✔ The Government must make sure local Governments receive enough funding to provide offline services.

✔ There needs to be much more funding and support to enable people who are not computer users, but who would like to be, to get online.

✔ The Government should lead on the development of a long-term, fully-funded national Digital Inclusion Strategy, to support people of all ages who want to go online to do so (the last such strategy was produced in 2014).

✔ Banks must accelerate the roll-out of Shared Banking Hubs to meet the high and continuing demand for face-to-face banking services.

Offline and Overlooked

Everyone should have fair and equal access to services.

Age UK is campaigning to make sure everyone can access the services they need – so that being offline doesn't mean being overlooked.

In a recent Age UK survey, **51%** of over 16,700 respondents said they wanted to be able to do tasks like paying bills or booking GP appointments **without needing to use the internet**.

During lockdown, some older people were **reluctant to rely on friends and family** to go online to discuss their care and support needs, as they **didn't want them having access to this information** – as a result may people didn't receive the care and support they needed

Why are people digitally excluded?

Cost; Connectivity; Health, disability and/or language barriers

This stops me from using the internet
This causes me major problems in using the internet
This causes me some problems in using the internet
This causes me minor problems in using the internet
This causes me no problems in using the internet

Cost

Connectivity

Skills and confidence

Interest and motivation

Health, disability and/or language barriers
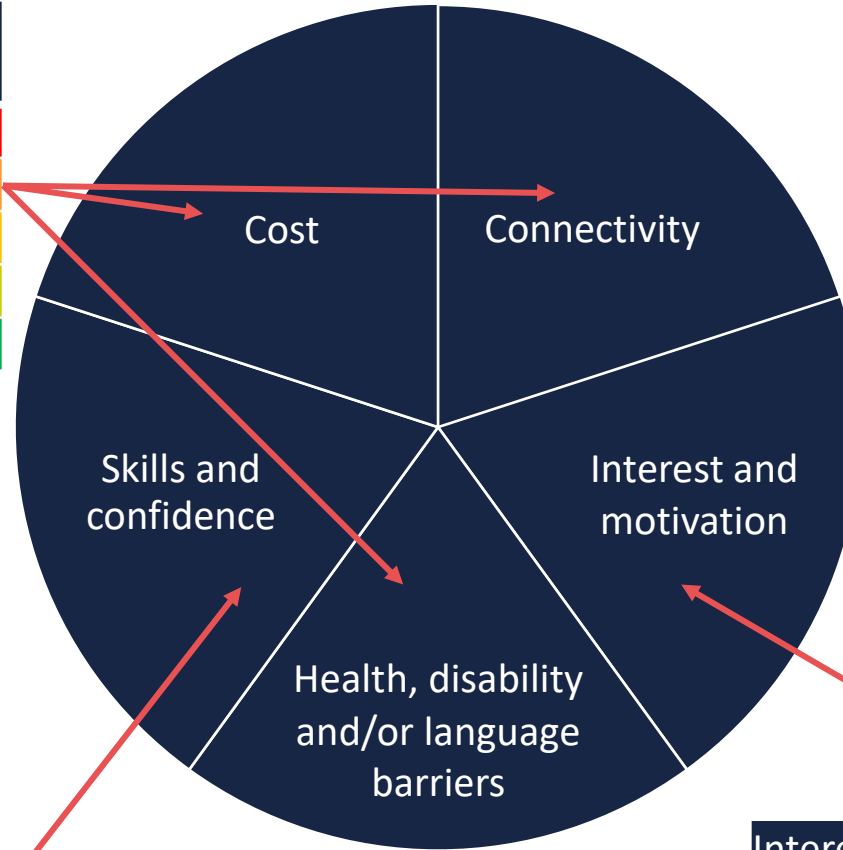
Skills and confidence

I have no ability
I'm cautious/reluctant to do anything without help
I'm willing to give it a go, but may need help
I'm confident doing it for myself
I could teach others

Interest and motivation

I'm not interested in doing this
I'm unlikely to do this regularly
I may or may not do this regularly
I'm likely to do this regularly
I'll definitely do this regularly

Extract from the draft I&A Maturity Assessment

- **We have a clear and detailed understanding of our local communities' demographics and their information and advice needs**

- We have designed our offline user journeys and know how offline residents can readily access everything in the information base

- We have conducted and acted on user research to gather feedback on our information base from offline users

- We promote digital inclusion support as part of our I&A service, to enable and encourage digital access for all those wanting it

- Our directory allows intermediaries to collate and print content to send out to offline users

- We have a range of community hubs/locations across the authority where people can be supported to access I&A

- Staff in ASC, Customer Services and other public-facing roles are trained to support a range of needs to provide the same I&A offer by phone/in person

- Offline I&A materials are regularly reviewed to ensure they are up to date

- We use a range of innovative and interactive approaches to deliver our Information and Advice service to our users, instead of relying only on traditional methods like leaflets

- We publish phone numbers for organisations who accept referrals, not just email addresses/online contact forms

- **We have ensured that newcomers to our I&A service can access the I&A they need quickly and easily at a time of crisis**

Digital Inclusion as an enabler - Overview of Norfolk County Council's Digital Inclusion Strategy Programme and Tech Skills for Life West Norfolk pilot –20240123

Gail Harvey – Norfolk County Council - Digital Inclusion Strategy Programme Manager

Context

➢ Norfolk County Council is committed to reducing Digital Exclusion and this is reflected in its [Digital Inclusion Strategy](#)

➢ [Norfolk's Digital Strategy and Roadmap](#) for the 2020s incorporates Digital Inclusion work.

➢ The council's approach is a County wide, place-based approach, not just the councils.

➢ The Digital Inclusion Programme was set up to implement the council's strategy. It's sponsored by Geoff Connell – Director of Digital Services & Sarah Rank – Head of Digital Business Partnering, led by Gail Harvey – Digital Inclusion Strategy Programme Manager & accountable to elected members and the Corporate Select Committee.

➢ Various colleagues from the NHS, Voluntary Sector and local councils have collaborated with us helping to deliver the strategy and programme.

➢ The following slides provide further information on the programme, and highlights some of its achievements over the last 20 months or so.

➢ This includes over 5,000 laptops to school children during Covid as part of Every Child Online & has been sustained ever since

➢ A significant funding bid for & won last year through the Norfolk Investment Framework enabled a proof-of-concept pilot to bring all elements of the strategy together in a community-based approach.

Norfolk County Council

The council's Digital Inclusion Strategy – refreshed December 2021

"Every Norfolk resident is provided with the appropriate digital access opportunities to meet their needs and enable them to be digitally included in all aspects of their lives"

Working in partnership to target activity and make best use of resources

Enabling universal access to connectivity in the county

Supporting access to devices and equipment

Increasing digital skills and confidence in key cohorts

Developing the skills of our staff to understand how to support residents to access and use technology to improve their lives

Norfolk County Council

What is digital exclusion?

"The inability to interact with the online world fully, when where and how an individual needs to".

Digital Poverty Alliance

- ➢ Anybody of any age can be digitally excluded to some extent or another.
- ➢ If a person lacks:
  - ➢ appropriate access to devices or an internet connection, it's difficult to study or apply for jobs if you don't have a laptop or tablet yet alone access services and interact with society
  - ➢ the required digital skills to engage in different settings whether education, work or life as defined by the Department of Education
  - ➢ the ability to get online more than once a week due to physical space, lack of confidence or motivation (e.g. no safe space in the case of a child) or
  - ➢ the financial means to afford devices and broadband/mobile connections.
- ➢ A person can also go in and out of digital exclusion at various points in their life due to other factors such as finance or health.

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Digital Inclusion Strategy Programme

Working in Partnership
- Single picture of digital exclusion
- Maximise funding opportunities and inward investment to Norfolk
- Clear communicated pathway of support
- Joint working with partners to promote digital inclusion

Enabling universal access to connectivity
- Extend broadband and mobile availability to 100% of Norfolk properties
- Enhance connectivity in Norfolk through strategic relationships with providers

Support access to devices and equipment and increase digital skills and confidence in the community
- Refurbish and Distribute devices, provide subsidised and free connectivity including loaning MiFi dongles
- Implement a loan device suite that can be borrowed from libraries and schools
- Develop and embed a range of opportunities to build digital skills learning opportunities –
- Build on offer of range of community approaches for digital services. Digital programmes of learning include info about purchasing and understanding broadband
- Influence young people on the use of creative digital technologies
- Promote and educate on scams awareness
- Provide advice and guidance on the landline telephone switchover to digital and the 3G switch off for citizens and staff
- Simple to access support from Business Intellectual Property Centres

Developing the digital skills of all staff in Norfolk County Council, NHS, Local Councils and the Voluntary Sector enabling them to better support local citizens with their digital needs
- Develop and implement a basic digital skills new starter training
- Enhanced digital skills training for all staff
- Develop and embed Digital Champions in the council
- Simple to find digital support in Norfolk Community Directory
- Digital technologies are accessible for disabled staff and service users

Communications
- Targeted communications and engagement plan

All outcomes
- NALC to provide support to town and parish council staff who can support residents
- Digital Web content is accessible
- Provide support to voluntary sector – all workstreams
- Recruitment of volunteers

Programme Management
- RAIDD log, Milestone plan, stakeholder and communications plan, highlight reporting

Some of our achievements to date [1]

➢ Collaborative bid for Norfolk Investment Funding for the pilot - £238k which along with investment from Ofcom brings a total of £272,834 this financial year alone. Previous years external investment was £15,800 that's a 1,627% increase so far!

➢ Target for enhanced connectivity was 96% currently 97.22% (December 2023), Project Gigabit - £114m for Norfolk aiming to install gigabit capable broadband to at least 85% of county by 2025.

➢ Over 1000 devices refurbished and distributed this financial year so far. The annual target is 1000 so already surpassed this! Devices go to a large range of individuals and groups such as:- schools, voluntary sector, Ukrainian refugees, Norman Lamb Coalition, Tech Skills for Life Customers and individuals. Good Things Foundation have used Norfolk as an exemplar in their recent report regarding our approach to refurbishing devices.

➢ Expanding successful schools' pilot and starting up afterschool digital clubs for children and parents supported by Digital Services, Adult Learning and Libraries.

➢ Over 500 residents supported with free or subsidised connectivity through Client Hardship Service or the libraries.

➢ Currently working with Digital Cabinet Office, Aviva, District Councils, Norfolk and Suffolk NHS Foundation Trust, Norse Group to increase supply of devices and equipment.

➢ Digifest – 112 events held, 719 attendees in February, double the previous year, in total over 1000 young people have benefitted from attending digital technology events.

Norfolk County Council

Some of our achievements to date [2]

➢ Libraries Lending scheme rolled out August 2023 throughout Norfolk loaning laptops and tablets to residents, 614 loans, 239 borrowers of which 62% are returning users, average age of 38 - January 2024.

➢ Over 3300 learners have been supported with digital skills courses over the last 2 years.

➢ Nearly 800 businesses have been supported through the Go Digital Project plus over 900 supported through the Business Intellectual Property Centres at Libraries as well as Adult Learning courses focussing on business skills.

➢ Launched an ambitious staff training and development plan for improving our staff's basic digital skills, induction of new starters successfully started August 2023, over 300 people trained to date. Work underway on improving our existing staff's digital skills through training and a digital champions scheme to support our staff and encourage use of technologies to drive better more efficient practice utilising the technology and software we already have available.

➢ Accessibility built into our digital technologies – hardware and software.

➢ Working with our Corporate Parenting team to put in place wraparound digital support for Care Leavers as part of the wider support package.

➢ Digital Web content Silktide WCAG 2.1 AA compliance score has increased to 98.5% target was 95%.

➢ Tech Skills for Life - West Norfolk successfully launched providing wraparound support to help residents use technology and improve their digital skills.

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Tech Skills for Life – West Norfolk

Online assessment as part of overall assessment or conversation

Digital personas & customer journeys

Inputs/Requirements

Could do multiple pilots focussing on different types of people and needs?

Online assistance required

Support offers

Assistive technology

Training – technical and knowledge from L&D
Funding – NIF
Access and inclusion
Communication of offer in local community and also to staff and partners across pilot area

Adult learning

Social prescriber /Community Connectors or GP. Other Health staff

Tech Skills for Life West Norfolk – Community Tech Coach - offers coordinated regional support/triage signposting and 1:1 support evaluation and feedback

Devices and equipment – gift or loan IMT/Libraries

Borough/Town or Parish Council

Nourishing Norfolk/Food Hubs – Food Banks

Connectivity and data

Schools, Further Education

VCSE/ Faith groups/ community centres/sports clubs/ community clubs i.e. W.I

VCSE support

Care Homes/Day Care Centres/Carers

Client Hardship Service

Trusted person in a trusted place provides support to help get someone online
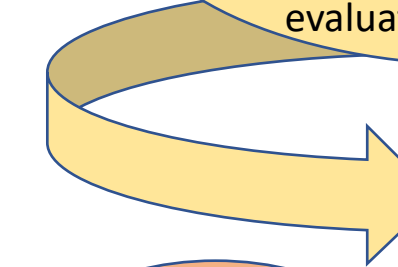
ASC or CS staff i.e. Development/Social Worker, CSA, LAC,NFR, Libraries (mobile), RVS, Adult Learning, Fire Service, Constabulary, DWP, NCAB

Scam awareness and online exploitation awareness

Shops, supermarkets, cafes, Post Office, Banks, Fish and chip shops, Job Centre, takeaways, hairdressers, barbers, pubs etc

Tech Skills for Life West Norfolk [1]

➢ Went live 10 July 2023

➢ Up to the 22 January we have engaged and supported 2671 people in West Norfolk with information, devices, data and tech skills, this includes 578 individual referrals which are mostly assisted. These are often multiple sessions, so 745 actual 1:1 sessions so far.

➢ Word of mouth is most likely way customers are hearing about the service.

➢ Referrals predominantly assisted (not self-referrals) and come in from a variety of organisations: tenancy support, DWP, Shaw Trust, NCC i.e. Family Hubs, Libraries, CSC, Household Support Fund etc.

➢ Demographic ranges from 5 – 92, young people, parents, unemployed, bereaved people, those with a disability, older people, carers.

➢ Highest proportion are those identifying as retired followed closely by those who are looking for work.

➢ Just over 40% of people are identifying as having a disability and about the same have a "Mr" salutation.

➢ Early indications are showing that confidence levels are improving.

➢ 450 devices have been provided, mainly laptops and tablets but also sims, mi-fi dongles etc .

➢ 105 people have attended a short- course by Adult Learning, recently started a short 4-week course at Love Downham – Food Hub.

➢ Drop-in sessions occurring at food hubs, DWP, Food Hubs, Community Fridges, Salvation Army, Shaw Trust, Mind, Family Hubs, Libraries, Village Halls, Beat the Bills Roadshows, Churches and Faith Groups, Freshers week, pop up coffee mornings – Barton Bendish, GP's surgeries, REST hubs.

Tech Skills for Life West Norfolk [2]

➤ Community events such as "Tea, Talk and Tech" being organised and held with partners such as U3A, Borough Council, Hunstanton Town Hall, Lily, Careline, VCSE etc

➤ Working with Barclays Digital Eagles and Duke of Edinburgh to pilot an innovative volunteering scheme which should start in Downham Market and King's Lynn in January 2024

➤ Collaborating with Chris Lewis and SimPal charity, process agreed, and phones and sims now being received for residents in West Norfolk.

➤ External communication commenced September via radio and social media

➤ Raising profile internally via newsletters, blogs, Directorate meetings, video compilation as part of wider business case etc.

➤ Picking up with schools, after-school clubs, etc. in the autumn/winter with colleagues in ICT Solutions, Adult Learning, Digital Services and Libraries. First one in Heacham has just completed and being evaluated, several other schools are already interested.

➤ Started to work with local GPs, Social Prescribers (Vida Healthcare) around encouraging sign up to NHS app and use of online services, also building relationships with midwives, health visitors and the Queen Elizabeth Hospital.

➤ Giving information, advice and guidance and signposting to other council services, as well as our health, VCSE and District partners.

➤ Working with council colleagues to support customers with use of the portal roll out with the Older People with Physical Disabilities team (OPPD) in West Norfolk.

➤ Linking in with Falls prevention work and Social Care Self Service project in West Norfolk.

Tech Skills for Life West Norfolk [3]

➢ Below is an unlisted YouTube video showing the impact of Tech Skills for Life West Norfolk on some of its customers.

➢ https://www.youtube.com/watch?v=Tk53OADvTdE
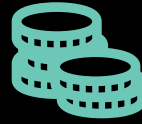
Any questions?

The scale of potential digital exclusion in Leeds

Digital inclusion/exclusion cannot be defined or measured, but we can look at figures that indicate which people are more likely to be digitally excluded.

178,630 people in Leeds are living in poverty.

14,400 people of working age in Leeds are unemployed.

89,833 people in Leeds are aged 70 or over.

135,681 people in Leeds have a disability.

46% of people living in deprived areas of Leeds have multiple long-term conditions.

The 100% Digital Leeds ambition

100% Digital Leeds

Everyone in Leeds has equal opportunity to use digital tools, technology and services in the right way for them.

Objectives:

- Build a coordinated and connected digital inclusion ecosystem across Leeds.
- Increase the capacity of organisations across the city to deliver digital inclusion in a sustainable way.
- Increase awareness and understanding of the digital inclusion agenda and influence systems-level change across the city.

Outcomes:

- **For communities:** Ensuring better digital access to support people's independence and ability to make informed choices.
- **For partners:** Enhancing service offers and improving efficiencies.
- **For the city:** Enabling the delivery of council/city/regional/national priorities and strategies.

Support available from 100% Digital Leeds

100% Digital Leeds

Asset-based community development to support digital inclusion.

Advising on and supporting the development of partners' digital inclusion offers.

Supporting partners to access funding and resources.

Supporting partners to develop their digital skills and confidence so they can support others.

Supporting partners to understand digital inclusion and have positive conversations.

Forming strategic cross-sector partnerships to address specific digital inclusion issues.

Supporting digital inclusion to be embedded across council, city, and regional strategies.

Forming cross-sector partnerships to support digital inclusion for particular communities of interest

- We work with organisations supporting a particular community of interest who share the same barriers to digital inclusion.
- Organisations supporting the same community of interest tend to have the same aims and objectives.
- We bring organisations together to form partnerships, sharing resource and learning, and working to shared priorities.

Care settings

Children and families

Financial resilience

Housing and homelessness

Long term conditions

Prison leavers

Refugees and asylum seekers

More digital inclusion support is available in the community.

Every year, 100% Digital Leeds increases the capacity of hundreds of community organisations to support digital inclusion.

220 teams, services and organisations as partners.

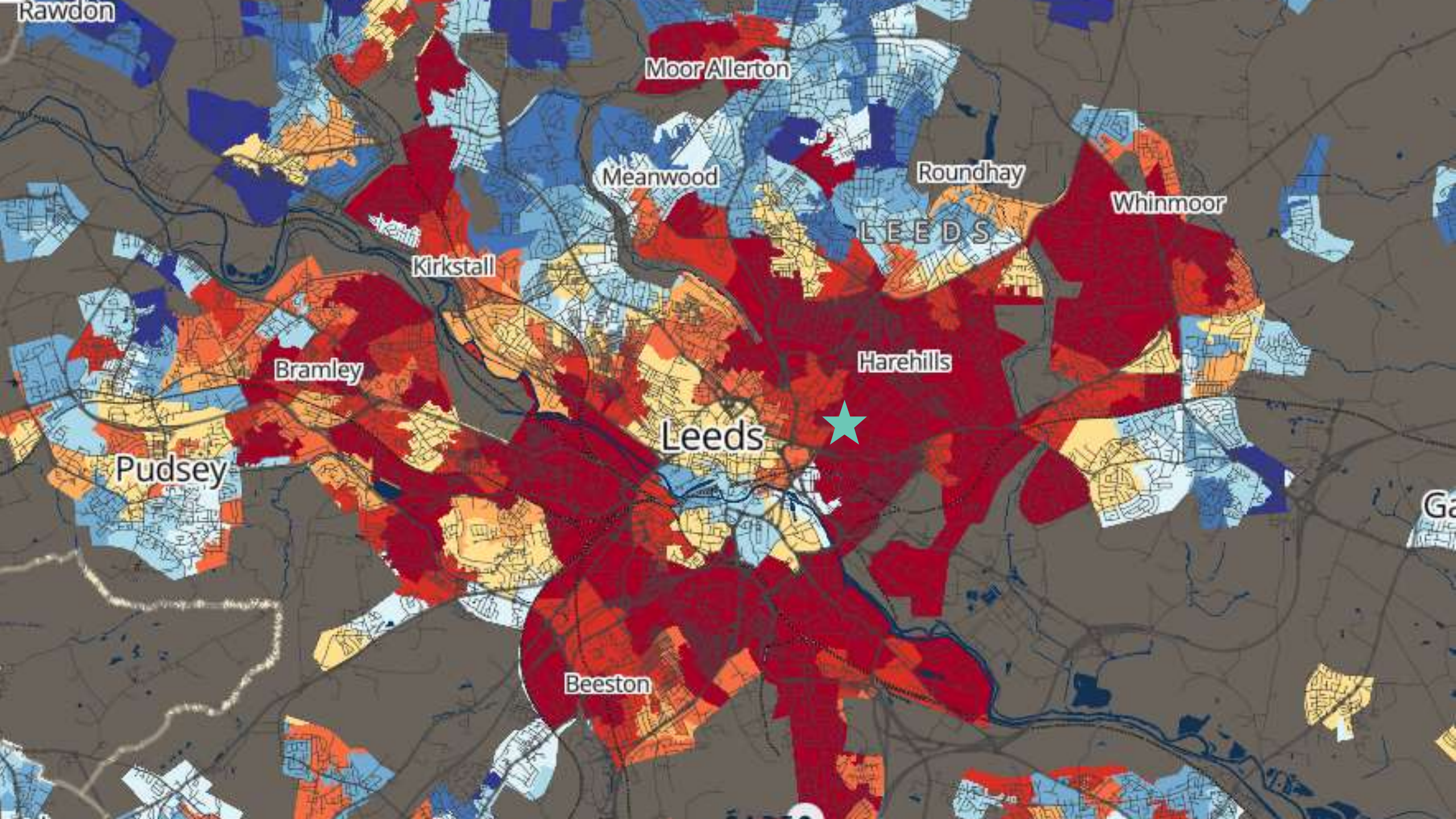**319 professionals trained in Digital Inclusion Awareness.**

713 people attended 100% Digital Leeds events.

2,381 subscribers to the 100% Digital Leeds newsletter.
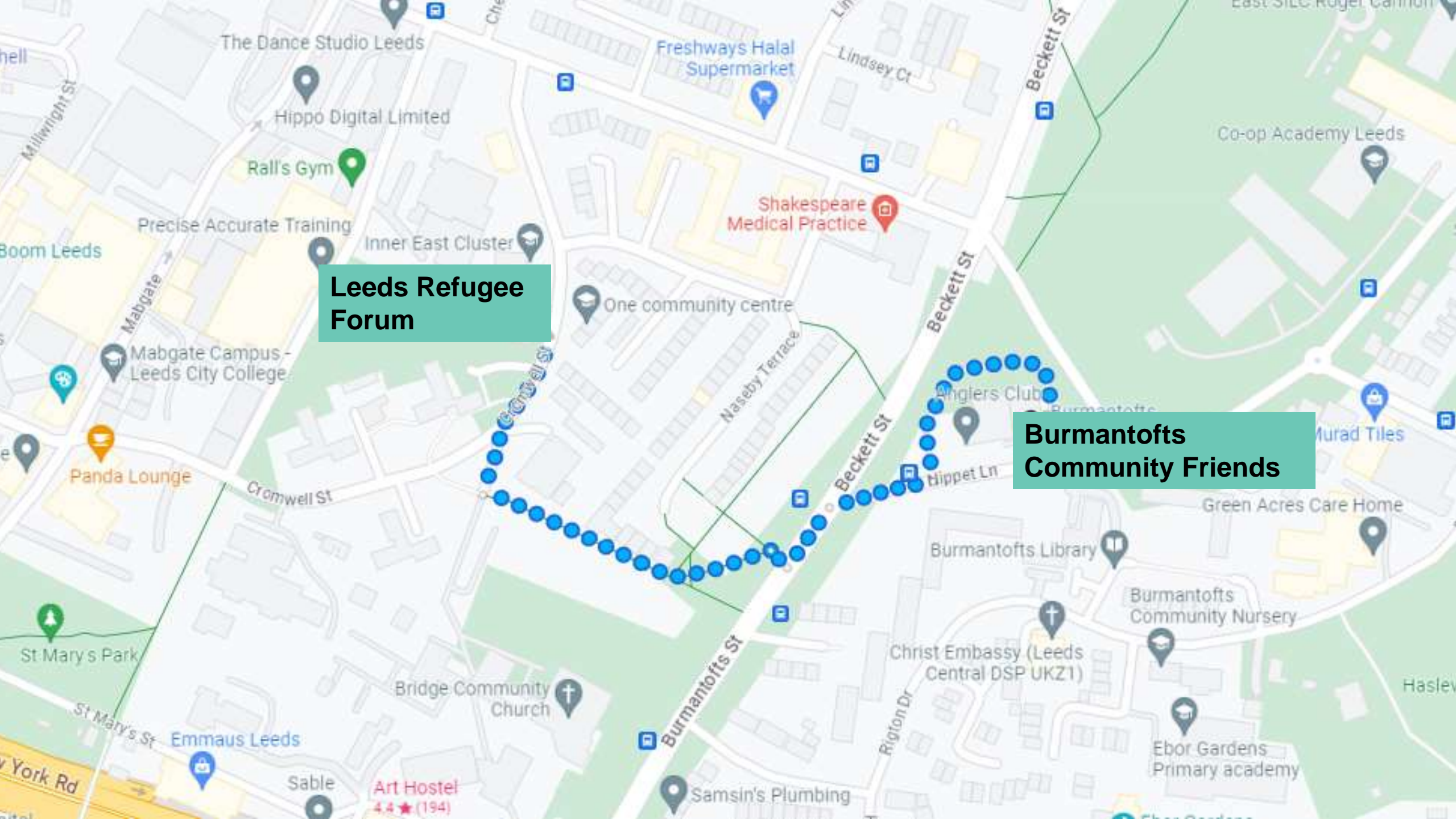
£1,005,312 funding secured for community organisations.

Leeds Refugee Forum

Burmantofts Community Friends

Burmantofts Community Friends

Improving the quality of older people's lives by helping them to live independently in their own homes, reduce social isolation and loneliness, and assist with individual support such as benefits, housing, and health.

Embedded digital
Including digital content across their whole offer.

Digital skills provision
'Breakfast and Browsers' group supports transferable digital skills in fun and creative ways.

Equipment provision
Lending and gifting tablets and smartphones.

Connectivity provision
Gifting SIM cards and free wifi to use on site.

Leeds Refugee Forum

Supporting integration for refugees and asylum seekers as they begin new lives in Leeds, offering practical support through education, social activities and advice.

Bilingual Advocacy
Support with digital, form filling, navigating services.

Digital skills provision
Twice-weekly digital skills drop-in sessions.

Equipment provision
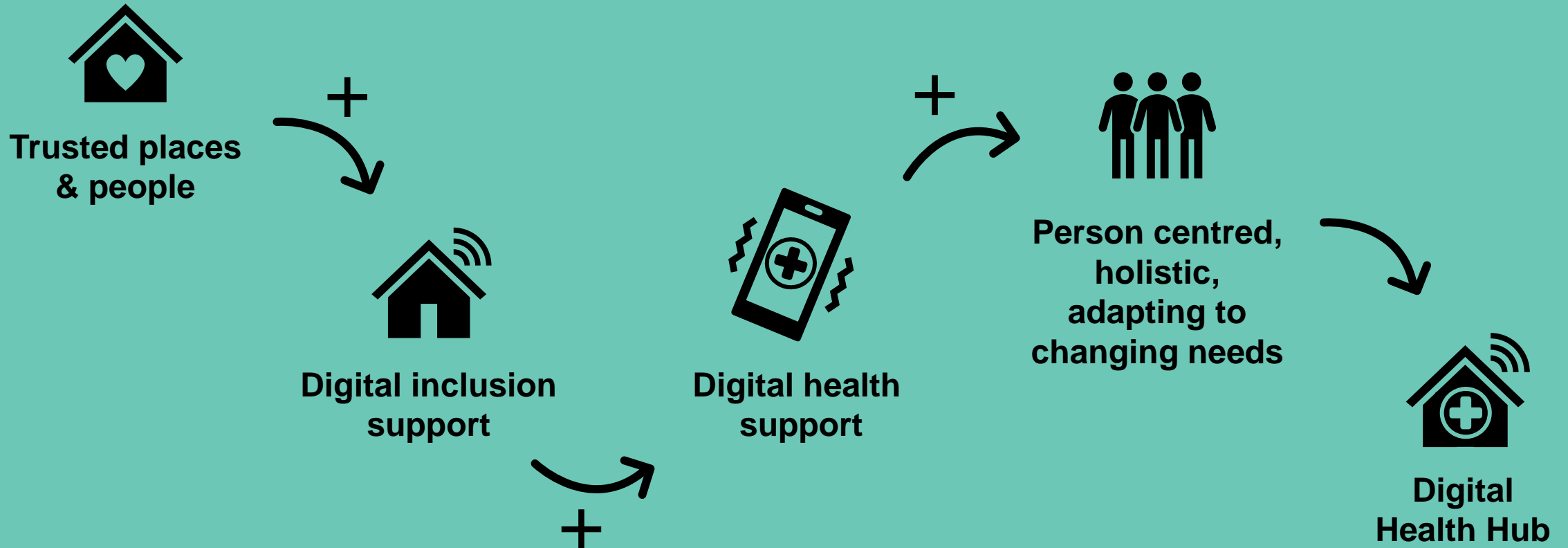Equipment for use on site and tablet lending.

Connectivity provision
Gifting SIM cards and free wifi to use on site.
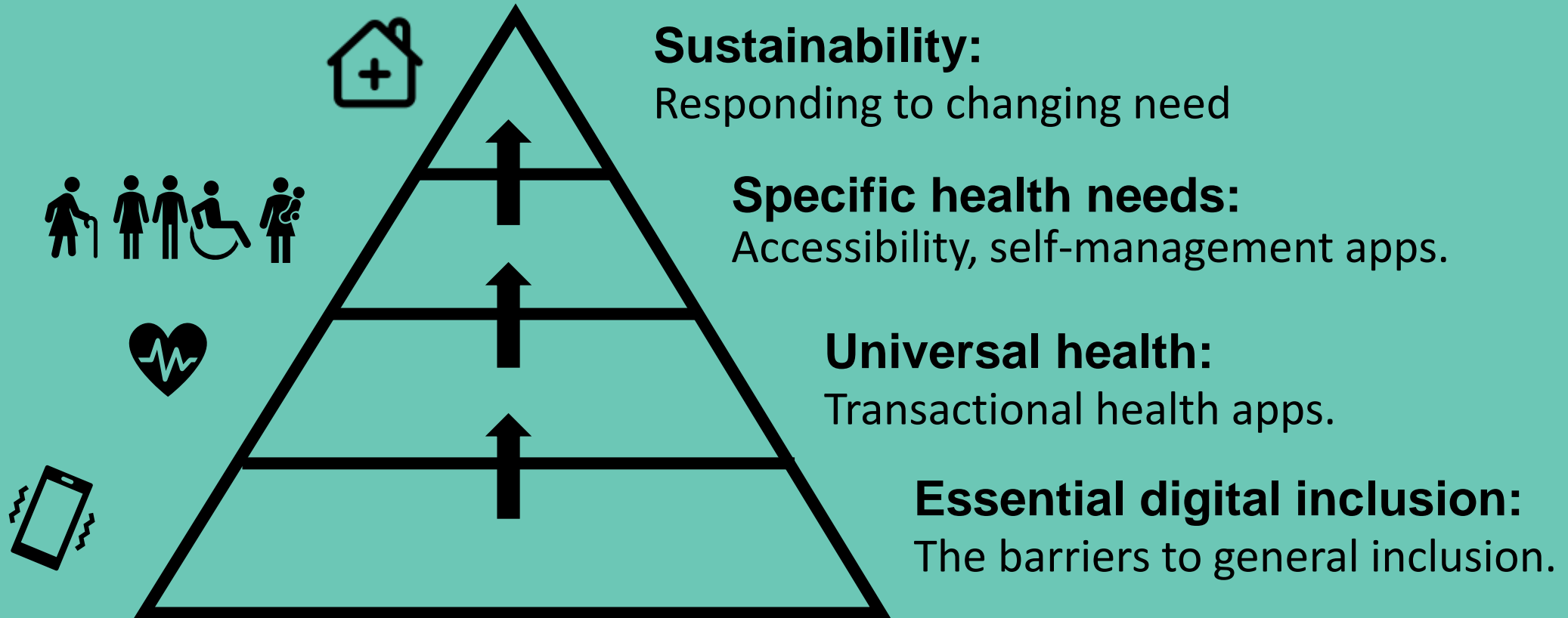
Comprehensive Personalised Care Model
All age, whole population approach to Personalised Care

NHS England

TARGET POPULATIONS

INTERVENTIONS

OUTCOMES

Specialist
Integrated Personal Commissioning, including proactive case finding, and personalised care and support planning through multidisciplinary teams, personal health budgets and integrated personal budgets.

Plus Universal and Targeted interventions

Targeted
Proactive case finding and personalised care and support planning through General Practice. Support to self manage by increasing patient activation through access to health coaching, peer support and self management education.

Plus Universal interventions

Universal
Shared Decision Making.
Enabling choice (e.g. in maternity, elective and end of life care).
Social prescribing and link worker roles.
Community-based support.

INCREASING COMPLEXITY

PEOPLE MOVE AS THEIR HEALTH AND WELLBEING CHANGES

People with complex needs 5%

People with long term physical and mental health conditions 30%

Whole population 100%

Empowering people, integrating care and reducing unplanned service use.

Supporting people to build knowledge, skills and confidence and to live well with their health conditions.

Supporting people to stay well and building community resilience, enabling people to make informed decisions and choices when their health changes.

Digital inclusion in care settings

100% Digital Leeds is working with care providers across the city to improve outcomes for staff and residents, in partnership with Adults and Health, Care Delivery Service, commissioners and contract managers, third sector organisations.

Embedded digital
Building digital into existing services and activities.

Improving outcomes
Care recipients making use of digital technology to support their wellbeing, independence, engagement, cognitive stimulation, and increase social connection.

Digital solutions
Supporting efficient digital solutions such as NHS mail, DSPT systems, proxy ordering, Digital Social Care Record.

Person-centred, holistic and meaningful.

Activity Coordinator at a care setting in Leeds.

"We were able to support one family whose loved one was at the end of her life, to stay in touch with daily video calls. They were able to say the Lord's Prayer together and have quality conversations where they could see each other in her last days."

Contact

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