



Knowsley Council

Using Behavioural Insights to Maximise the use of Assistive Technology

**Local Government Association Annual Conference
4th July 2018**

**Julie Moss – Executive Director, Health & Wellbeing
Jenny Rollinson – Service Manager, Early Intervention & Prevention**

Session Overview

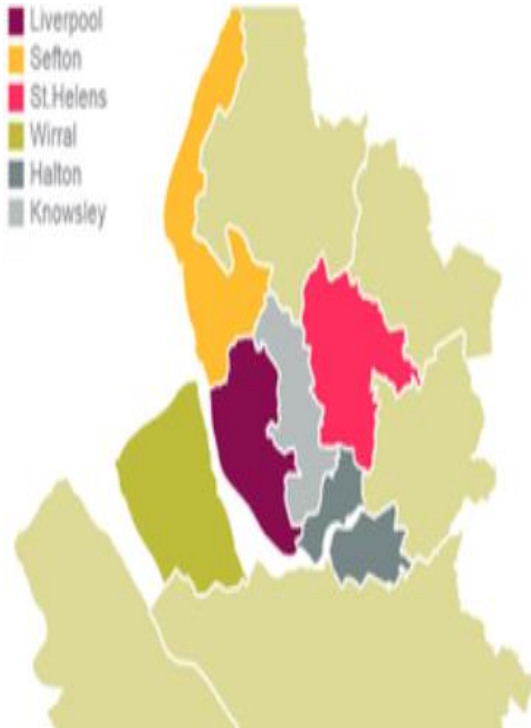
- A **bit** about Assistive Technology
- A **bit** about Knowsley
- A **bit** about our successes
- A **bit** about our challenges
- A **bit** about the problem
- A **bit** about the LGA bid
- A **bit** about **BIT**
- A **bit** about our work with **BIT**
- A **bit** about the anticipated outcomes and next steps

A bit about Assistive Technology

- Evidence based, cost effective alternative
- Broader than telecare and lifeline pendants
- Vast array of uses – health, self care, reassurance, community access, security, jobs / training, safety at home, hazard management, analytical tools
- Key to achieving Early Intervention & Prevention and reducing demand
- Knowsley Council commitment and investment - £1.077m 2016-19
- Stakeholder buy-in and consumer input key



A bit about Knowsley



A bit about our successes

Telecare connections

- **January 2015** – 1,952
- **January 2016** – 2,143
- **January 2017** – 2,385
- **January 2018** – 2,784



A bit about our challenges

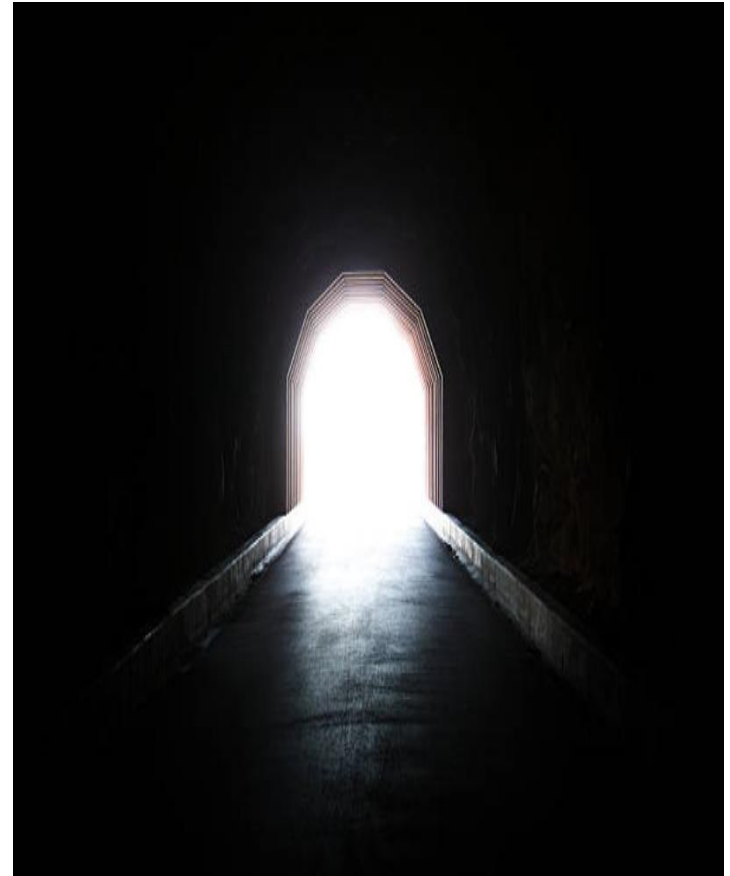


A bit about the problem



A bit about the LGA bid

- Help when we needed it!
- November 2017 – LGA Behavioural Insights Programme
- Knowsley had some experience of using BI through our Public Health team
- Successful bid (£25k match funding)
- BI would help us to get to the root cause of the problem and find out what works and what doesn't in communicating our offer
- Behavioural Insights Team (BIT) appointed January 2018



A bit about BIT

A bit about our work with BIT

We outlined:

- The policy context
- Our efforts locally, including outcomes
- The potential role of assistive technology in supporting to reduce pressure on public services
- The possibilities based on advancements in and mainstreaming of technology
- The benefits of technology as opposed to traditional care interventions
- The barriers – anecdotal

We wanted:

- To gain a deeper understanding of the reasons why assistive technology solutions are not more widely taken-up within the community
- Advice on how to tailor our communications and target our efforts more
- Role of staff, partners, communities and people themselves
- An approach broader than eligible / not eligible and broader than the traditional Assistive Technology offer



A bit more about our work with BIT

Approach:

- Contract set-up
- Data, data, data – the offer, the contract, performance, take-up, promotions, geographic profile, policies, procedures
- Research, interviews and fieldwork - staff, partners, communities
- Fortnightly conference calls and site visits
- Regular reviews with the LGA – further help and support

Scope:

- Initial scoping meeting - our aspirations, the problem, and the project objectives and timescales
- Initial scoping document produced and submitted
- Consideration of interventions, target groups and touch points
- Areas with greatest potential recommended – hospital discharge, existing adult social care clients, assisted bin communications
- Design interventions

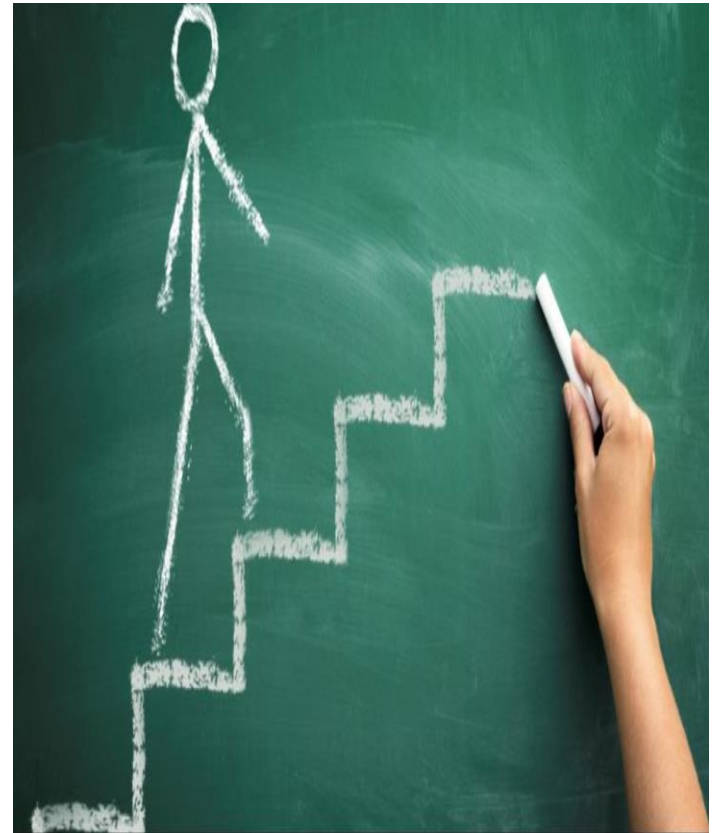
BIT in action

A bit about the outcomes anticipated



A bit about next steps

- Interventions to commence August 2018
- Continual reporting and feedback process through to March 2019
- Learning to be gathered and shared – updates posted via LGA website along with learning from other current and past studies
- Wider application as part of demand management agenda – tools and techniques transferable





Julie Moss – julie.moss@knowsley.gov.uk
Jenny Rollinson – jenny.rollinson@knowsley.gov.uk