

## Local Investment Programme

# London Borough of Hackney – Identifying residents for Digital CBT Tool

## **CASE STUDY**

April 2018

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Local Investment Programme is overseen by the Local Government Association on behalf of the funders NHS Digital

OPM Group and the Bayswater Institute were commissioned to evaluate the Local Investment Programme producing an interim evaluation report and case studies.

**London Borough of Hackney** was one of 19 local authorities to be funded in 2017/18 under the theme – **promoting independence and wellbeing through the use of digital services and technology**

The Local Investment Programme full interim evaluation can be found at [www.local.gov.uk/scdip](http://www.local.gov.uk/scdip)



Synopsis

Challenge & solution

The impact

Sustainability

Lessons learned

**Project Summary:** Linking council, health and VCS datasets to identify residents with specific long term conditions to generate uptake in a new digital CBT tool

**Partners:** Silvercloud and NHS Hackney CCG

**Outcomes:** Better behavioural insights intelligence and more eligible residents signed up to the digital CBT tool

**Projected Savings:** Not projected but likely reduction in service reliance for users

- This project aims to test how linking council, CCG and VCS datasets that identify patients with specific long term conditions can be used to generate uptake in a digital CBT tool, 'SilverCloud', that enhances self-management and promotes local support services.
- It plans to do this by creating a standard that allows LAs, CCGs and VCS groups to pool data about residents receiving care and then to use this data to promote a digital service to residents with long term conditions (LTCs). The project will test different communications approaches using behavioural insights and expertise to understand the most effective ways of influencing residents to take up the offer.
- SilverCloud offers secure, immediate access to online supported CBT programmes, tailored to an individual's specific needs. The programmes consist of seven to eight modules – completed at their own pace, with fortnightly contacts from a dedicated supporter. Users can select programmes designed to address stress, anxiety, depression, or positive self image. SilverCloud has been procured by Homerton Hospital's Primary Care Psychology service, and 500 licences have been made available for residents through this project.
- Project partners include the City and Hackney CCG the borough-wide GP Confederation, and local VCS health organisations.

## The Challenge

- How to encourage people with long term conditions to enhance self-management of care and mental wellbeing.
- Determining how supported residents currently feel to manage their conditions themselves and how informed they feel about the local services that can help them.
- Identifying the most effective ways to communicate, including which statutory services are best placed to promote support and what channels work best for vulnerable residents

## The Solution

- Work collaboratively with City and Hackney CCG to share data and find out who would most benefit from using a digital self-care tool.
- Offer an online CBT tool with information and digital support and target those to whom this would be most beneficial.
- Survey residents who register with the digital tool and track their progress through mechanisms built into the site.

## **Impact for patients:**

- The SilverCloud service has proven to reduce people's reliance on medication, increase confidence of living with a long term condition.

## **Cost savings:**

- SilverCloud has been commissioned locally to operate alongside traditional IAPT services, and this project brings a preventative aspect that identifies people who could benefit before they reach out for help.

This project started later than many of the other projects. Sustainability will be looked at in 2018/19 once the impact of the project has been measured.

### Anticipated lessons:

- How best to share patient-level data across NHS, local authority and voluntary sector.
- Can digital uptake be increased through identifying potential users through various data sets and targeting those relevant?
- Which LTCs and user groups will gain the most from digital CBT?

### Challenges to delivery:

- Digital literacy of service users and engagement with the tool. Using GPs and care workers to target individuals may help mitigate.
- Keeping users engaged in the tool. Design and personalisation will improve engagement.
- The impact of GDPR is being reviewed by the IG lead.



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The final evaluation report will be published by March 2019

