

Adults' Health
and Care

Connect to Support Hampshire

Your online one-stop shop for information, advice and services to help you manage your care, stay independent and connect to your community

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Care

Setting the scene

- Hampshire County Council is one of the largest local authorities in the country with a population of around 1.3 million
- Care Act 2014 placed legal duty on local authorities responsible for adult social care to provide information and advice on care and support to all
- Adult Services and Public Health merged in 2017 to form the Adults' Health and Care directorate
- Information and Advice Team is within the directorate – responsible for providing all public facing information such as publications, leaflets and online information and advice. The team also keep the Connect to Support Hampshire website up to date

A strategic approach to achieving our aspirations

**Connect to
Support
Hampshire**

- To provide good quality information and advice to enable people to make informed choices about their own care and support
- Creating a bespoke tool for all, including supporting self-funders, helping individuals navigate the care and support options available across the county
- Empowering residents to make their own choices to remain well and independent at home – by providing a one stop shop to help individuals with their care and support needs
- To help with demand management and prevention – allowing residents to find information for themselves, helping them to keep independent for longer, and avoiding or delaying the need to contact us.

Connect to Support Hampshire

A website, commissioned by Hampshire County Council, that connects people to support and places within communities to help keep them independent for longer



Where it all began

Why we developed **Connect to Support Hampshire** and **who** is using it

Legal – Obligation under the Care Act 2014 to provide information and advice to all residents

Quality information online – building on the success and reputation of our previous printed guides

Empowering – Supporting people with care and support needs to find their own solutions

Choice – Information on services and activities gathered from across the county – still evolving

Primarily for Hampshire Residents (18+) – self-service, search for local services, meet health and wellbeing aspirations using information and advice online

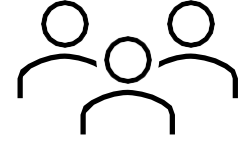
Adults' Health and Care practitioners – to support in delivering a strengths based approach

Our contact centre (front door) – to advise using authoritative sources, to support channel shift to online

Members and council colleagues – to support them in their roles

Partners – to signpost to information and advice and service directories e.g. GPs, Social Prescribers, Hospital Teams, Libraries, District and Borough Councils, Community and Voluntary Sector organisations and groups.

Where it all began



How we developed it

- **20 years of printed guides** - Feedback from them had always been overwhelmingly positive from our own staff, the public and stakeholders – the information was well received.
- **Building a digital offer** using the printed guides as a foundation was key whilst fulfilling our legal requirements under the Care Act.
- **Stakeholder involvement from the beginning** - We held workshops with and sought out self-funders, so they could explain and test how they would search for information. We undertook surveys and shared mock-designs too.
- Ensured it met **web accessibility standards and guidelines**, and we sought support from the Southampton University who provided more advice on how to make it even more accessible, especially for individuals with different cognitive impairments.
- Worked with **NHS colleagues so their DoS (Directory of Services)** system could ‘talk’ to Connect to Support Hampshire – linking through to key pages and directory entries.
- **Language used on website** has the resident in mind - i.e. lonely and not social isolation – but it is still great that our practitioners and other stakeholders use it.
- **Videos and animations integrated** into website as another way for people to digest information.

What is on the website?

- **Information and advice** on all aspects of care and wellbeing
- **Community Directory** signposting to low-cost community activities and services across Hampshire
- **Marketplace** signposting to care homes and care providers and other paid services
- **Information Finder** – ideal if you're not sure where to start – which searches key topics
- *Printed guide also available*



Marketplace



I want to find care homes, care providers and other paid services

Information Finder



I'm not sure what to look for! Help me find relevant advice and services

Information and Advice



I'm looking for information and advice about services and support

Community Directory



I want to find free and low-cost groups, activities and support

Example information and advice page



Money matters

Cost of living and money worries

Paying for care

Benefits

Concessions and discounts

Financial support for carers

Paying for Care

Who pays for care?

How much does care at home cost?

How much does a care home or nursing home cost?

What if I am paying my care home or nursing home fees myself?

When will my local authority pay for my care?

When will the NHS pay for my care?

Can I avoid paying for care?

Connect to
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Hampshire



Example of the directory categories

Community Directory

Advice

Community support/ activities

Education, Employment and Volunteering

Equipment

Housing/ Accommodation

Specific Needs

Support for carers

Transport

- o Befriending services
- o Churches and religious groups
- o Community centres
- o Counselling/ support
- o Day opportunities
- o Entertainment and leisure
- o House or garden help
- o Lunch clubs
- o Social groups
- o Sport/ exercise

Marketplace

Accommodation

Respite / Short breaks

Day care and outreach support

Health and wellbeing

Home support

Money

Personal assistants

Transport

Home care agencies

Nursing care agencies

Live-in care agencies

Care homes

Nursing homes

- o Dementia
- o Learning disabilities
- o Mental health conditions
- o Old age
- o Past or present alcohol dependence
- o Past or present drug dependence
- o Physical disabilities
- o Sensory impairment

Marketing and engagement

Connect to Support Hampshire growth since 2018

- **71,427** visits to the website in **2018**
- **256,439** visits to the website in **2022** (an increase of **259%**)

A continued marketing and engagement drive

Google Analytics

Top ten information page views 2021/2022

2021

1. Carers support
2. Equipment and adaptations
3. Coronavirus resource page
4. Mental health
5. Council services
6. Money worries
7. News and events
8. Paying for care
9. Looking after yourself
10. Staying independent

2022

1. [Cost of living and money worries](#)
2. [Carers support](#)
3. [Paying for care](#)
4. [Equipment / TEC](#)
5. [Mental health](#)
6. [Looking after yourself](#)
7. [Council services](#)
8. [Staying independent](#)
9. [House, garden and pet care](#)
10. [Buying care at home](#)



Connect to Support Hampshire Champions

- Over **260** champion representing various external partners and Hampshire County Councilors
- Keeping others informed of any new services, organisations or groups that are added to the site, along with hints and tips linking you to topical information, through our monthly e-newsletter



Informing others through marketing and engagement

- Over 2,000 followers on Facebook
- Sharing relevant Public Health and Hampshire County Council Facebook posts



Website feedback



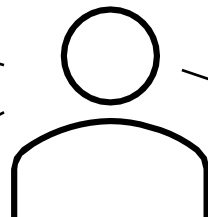
4.58 Average Rating

“It is an impressive platform, it’s amazing what you can do [on the website]” – Social Prescriber

“The website is looking great, and the section on support for carers is brilliant” – local voluntary organisation

“ The information on CTSH and the guides are very useful for patients, especially at the point where they need to access ongoing support” – Nurse at local hospital

“I have been using the links on the website a lot and passed on to patients also” - Social Prescriber



“Just to let you know that I have been finding the Connect to Support website very useful over the last few weeks. We have had lots of different enquiries, request and needs from current and potential clients so it is great to have a 'go to' website” – voluntary organisation supporting people in their own homes

“We need more of these sites. Properly set out with easy-to-follow advice“ – member of the public

“all the items listed on the connect to support website are going to be extremely useful for someone like me who when visiting tenants in a different capacity to my colleagues will help furnish further info” – local borough council

**Connect to
Support
Hampshire**



Looking ahead

- A journey of **continuous improvement** – involving stakeholders, including our Champions, on any future improvements and developments to the website – e.g. recent surveys with stakeholders and feedback from engagement is being woven into upcoming plans for the website
- Driving even **more visitors to the website** through our ongoing engagement and marketing campaign – a recognised brand
- **Mindfully exploring digital technology** including artificial intelligence (AI)– resulting in new ways to search information and advice.



Thank you for listening

Contact details

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