

# Prevention Strategy

2024 - 2027



## Foreword

Prevention is a crucial part of our adult social care offer here in Redcar and Cleveland. Many of our services are focused on preventing the development of care needs, delaying the onset of needs, or giving people the support they need to regain their independence. This document sets out our strategic approach for prevention in adult social care over the next three years.

Adult social care services are facing tighter local government budgets; an ageing population with increased care needs; workforce shortages; and cost of living pressures. These pressures make it harder to provide services, but I am proud that we have maintained and expanded our preventative offer despite a difficult background. Prevention plays an important long-term role in managing these pressures, allowing us to minimise or delay significant care costs.

We are committed to continuous learning and improvement. This strategy builds on our work to date and places the people we serve at its heart. It is not a static document. It will be built upon over its lifetime, based on consultation and co-production with the adults and unpaid carers we support.

I am confident that this strategy speaks to our ambitions for preventive support in the borough, delivering on our corporate priority to make Redcar and Cleveland a place where people can live well and age well.



**Patrick Rice**  
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## Our Borough

Redcar and Cleveland is a beautiful and diverse area on the North Yorkshire coast, with proud people, strong communities, outstanding landscapes. We are also home to one of the largest industrial complexes in the country and have the UK's largest freeport. We have an exciting future ahead of us.

Home to approximately 137,000 people, we are one of the smallest local authorities in the North East region. The communities of our borough are diverse like its geography; although some towns and villages in Redcar and Cleveland are thriving, some are experiencing extreme levels of deprivation with low housing demand, high levels of crime and unemployment, poor health, and low educational attainment.

Like other areas in the region, we face a number of public health and social challenges, including above national average rates for various health conditions, an ageing population, and the intersection between poverty and deprivation and worse health outcomes.

As such we need to work together with our partners to ensure we provide a range of accessible preventative services that target both generic and specific resident populations, who have their own distinct needs, identities, cultures and lived experiences.

The following figures provide a glimpse into some key public health features of our population.



**68.5%** of adults are classified as **overweight or obese**, higher than the national average of 63.5%.



The mortality rate for adults under 75 from liver disease is **31.3 per 100,000**, higher than the national average of **20.6 (2020)**



The mortality rate for adults under 75 from respiratory disease is **38.5 per 100,000**, higher than the national average of **29.4**.



The mortality rate for adults under 75 from all cardiovascular diseases is **70.5 per 100,000** lower than the national average of **73.8**.



**26%** of people locally have a **long-term musculoskeletal problem**, compared to **18%** across England.



**65.3%** of adults in the borough are **physically active**, slightly below the national figure of **67.3%**



**Healthy life expectancy** is below the national average for both men (**56.9 years**) and women (**58.5 years**)

## Informed by the national context

All our services sit within a broader context, underpinned by national legislation, policies, and funding decisions. This context informs our strategy, while our commitments are tailored to our specific local needs in Redcar and Cleveland.

The **Care Act 2014** underpins all our adult care services. It makes prevention the responsibility of local authorities, requiring us to provide and arrange services that prevent or delay the onset of care needs. This includes reaching out to people whose needs may not be being met and supporting carers as well as the adults we care for.

The Government's 2021 white paper **People at the Heart of Care** builds on the Care Act and sets three core objectives: people have choice, control, and support to live independent lives; can access quality and tailored care; and find adult care accessible. Prevention intersects with each of these themes.

Prevention is not only a matter for our adult social care services. Care needs are complex: some are largely unavoidable for some people (although they can be delayed and mitigated), while others represent the culmination of a lifetime's exposure to different risk factors. Prevention requires a whole council, and whole borough, approach; with the actions in this strategy setting out the adult social care component of that approach.

### People at the Heart of Care

Prevention is an important part of the People at the Heart of Care white paper, published by the Department for Health and Social Care in 2021.

Prevention is interwoven into its three objectives.

Supporting adults to live independent lives includes giving them the support required to maintain and prolong independence; quality and tailored care includes preventative care; and it is vital that preventative care is accessible to all adults and carers, without unnecessary barriers, to best support them.



We will have **2,600 more people aged over 80** in the borough **by 2030**, placing increased demand on all our services. Prevention can help us manage this challenge.

Prevention generally has significant long-term returns on investment. **Spending a small amount today can prevent or delay significantly more spending in the future.**



# Our vision and commitments

## Our vision for adult social care

We will help you live safe and well, in the place you call home, with the people and things you love, connected to your community, doing the things that matter to you.

## Our commitments to adults with learning disabilities

### We will:

- Listen to you, so you shape your own support.
- Provide you with information and advice when you need it.
- Enable you to regain your wellbeing and independence.
- Ensure you have quality care that is value for money.

Redcar and Cleveland Borough Council is committed to our corporate vision for a clean, tidy, flourishing, and prosperous borough where people start life, live, and age well.

Our corporate vision shapes all that the council does, including providing our adult social care services. These commitments are central to our way of working and fundamental to the strategic direction of our services.



# Our preventative offer in Redcar and Cleveland

## What do we do?

Redcar and Cleveland Borough Council offers a range of preventative care and support for adults and unpaid carers as part of our wider adult social care service. Prevention is part of many of our services, including giving information and advice, our safeguarding and assessment processes, and the provision of care and support services themselves.



Adults and unpaid carers contact our Access Team as the first point of contact, who offer tailored advice to the situation and needs of the adult and carer. This can include signposting to relevant universal services or referring them for an assessment to determine if Care Act support would be beneficial.



We want to keep people safe from abuse and neglect and have a legal responsibility to safeguard adults with care and support needs. We work with teams across the council and external organisations to address concerns. Anybody can share information with us and we will always take it seriously.



Assessments allow us to identify and provide the best package of care and support, based on the needs, strengths, and desires of the adult or unpaid carer. Our assessment process can also consider whether a person's needs are likely to increase over time and highlight potential preventative approaches.



Some of our services, including preventative services, are delivered directly by the council. This includes our Handypersons and Housing Adaptations team, Intermediate Care Service at the Meadowgate Centre, Community Reablement and Rapid Response service, and Stepping Stones for adults with learning disabilities to gain skills and confidence to live independently.

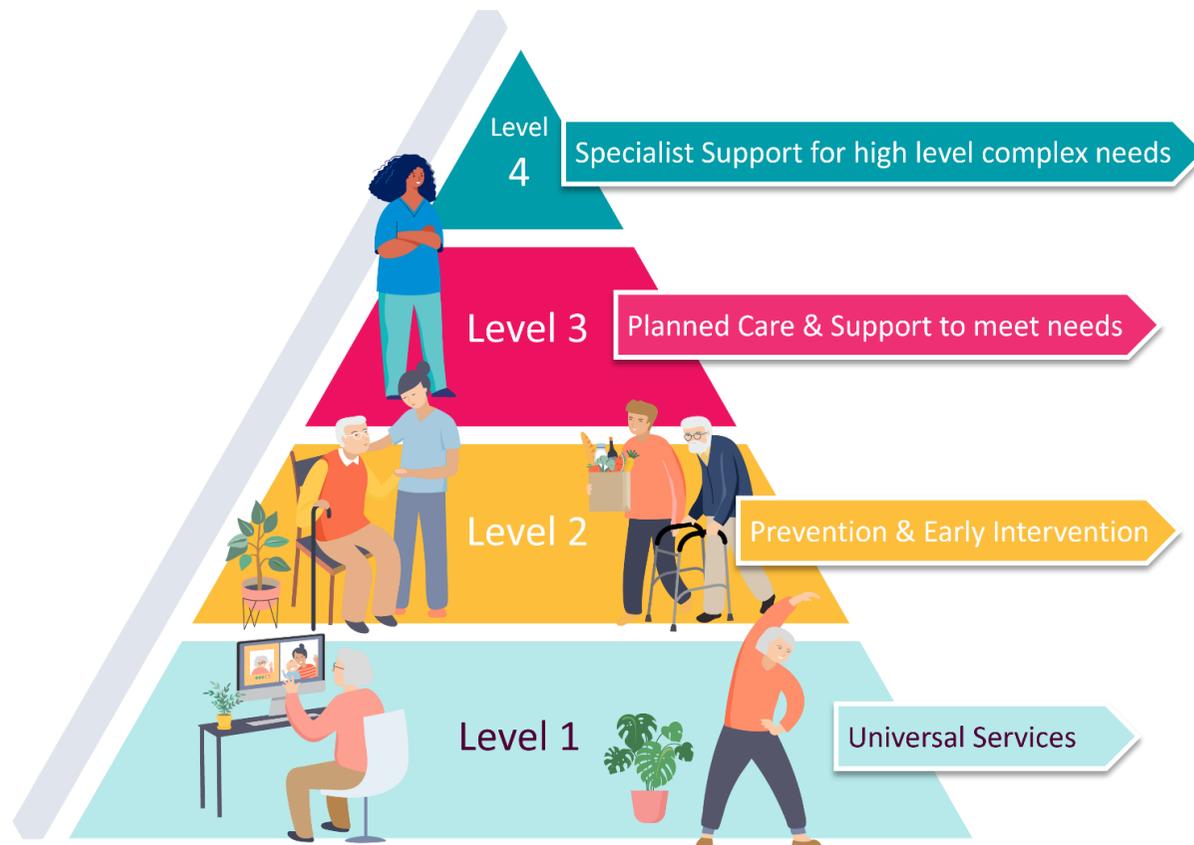


We also work with partner organisations to provide a wider range of services for adults and their unpaid carers. We commission services including residential care, home care, extra care, supported living, and additional specialist support services, such as assistive technologies, to address specific needs.

# Managing demand with the right services

Prevention is about having the right care available to people at the right time and in the right place. Unsuitable or delayed care will not meet adults or unpaid carers' needs effectively and will likely lead to needs becoming more acute and complex. It also means supporting reablement, allowing adults to increase and/or regain their skills, confidence and independence.

Our step-up, step-down model allows us to meet peoples' needs at the most suitable level. It allows us to provide short-term support at a higher level before returning to a lower level when appropriate, supporting prevention, reablement, and independence.



# Managing demand with the right services

## Level 1: Universal Services

**Universal services** are available to everyone in our communities and can be accessed directly. These services promote a good quality of life provide opportunities to keep active, stay healthy, and be part of a local community. They include sport and recreation facilities, libraries and learning opportunities, and volunteering options.



**Prevention and early intervention** services can prevent or delay the onset of health or social problems. Some of these services can be accessed by anybody, such as sheltered housing or community alarms; while others are made available after adults agree a support plan with the council, including some housing adaptations or support for unpaid carers such as sitting services.

## Level 2: Prevention & Early Intervention

## Level 3: Planned Care & Support to meet needs

**Planned care and support** is for people who have been assessed as having eligible needs under the Care Act. Practitioners will work with adults and unpaid carers to develop a support plan after their assessment. These are focused on supporting people to retain or regain independence and can include day opportunities, home care, supported living, community or residential intermediate care, and support for unpaid carers such as respite care.

**Specialist support** is offered to support those with high-level needs, often to respond to complex long-term health conditions or serious safeguarding concerns. Level 4 support will promote independence as far as possible, acknowledging the adult cannot manage without specialist care and support. These services include residential or nursing care for 24-hour support.

## Level 4: Specialist Support for high level complex needs



## Who we support and the ways we support them

Prevention involves supporting a range of people across our borough. This means providing a number of services that meet individuals needs, supporting them to live independent and fulfilling lives.



We completed 3,463 minor adaptations and 215 major adaptations to people homes in 2022/23, enabling these people to live in their own homes for longer.



Our community reablement team supported over 500 adults, to regain skills, confidence and independence after serious illness or a hospital stay.



Specialist intermediate care was provided to approximately 300 adults at The Meadowgate Centre during 2022/23.



We supported 754 unpaid carers, allowing them to continue fulfilling their important caring role for longer.

Our preventative offer is wide and varied, including universal services and services tailored to adults and carers' specific needs. We have a range of services available, which include the following:

Our Housing Adaptations team can adapt properties to best meet people's needs. These include minor adaptations, such as grabrails, as well as more extensive adaptations such as level access showers.

Reablement support in people's own home is provided through our Community Reablement Team, providing short-term support to support people to regain skills and return home to retain their independence.

We have 40 beds available at The Meadowgate Intermediate Centre, which has a multi-disciplinary therapy-led team to support people, to return home to their community after serious illness or a hospital stay.

We provide respite services for unpaid carers. This includes providing short-term support for the people they care for, allowing unpaid carers to take a short break to refresh before returning to their caring role.

## Listen to you, so you shape your own support

Each of the adults and unpaid carers that we support are individuals. They have their own interests, aspirations, and support needs. Providing suitable support involves listening to them and matching our offer to their desires.

This is particularly important for preventative services and care. Our practitioners are skilled professionals who can identify solutions and suitable packages of care, and effective prevention requires buy-in and support from the adult or unpaid carer themselves.

We are committed to treating people as the unique individuals they are, including listening to them and allowing them to shape the support they receive. This includes listening to people before they contact adult social care services, reacting to community feedback to ensure that our universal services offer continues to be suitable and effective.

The actions on this page set out how we will continue to improve our services, embedding a culture of listening to adults and unpaid carers and discussing how we can apply prevention to their situation.

We will undertake work internally to increase the visibility of adaptation options to assessors, allowing it to be routinely considered and discussed as part of the needs assessment process.

We will build and embed a culture of proactively asking adults and unpaid carers about their aspirations and discussing preventative options with them on an ongoing basis to give them genuine input into their support plans.

We will work with our colleagues in public health and communities to review uptake of our universal services offer, including seeking to identify any demographic groups that are underrepresented.

*I need some support, but I value retaining and prolonging my independence for as long as possible. My needs assessment discussed what would be the best options for me, including some minor adaptations to my home, as well as a discussion about other options. I was told about a range of services available in the community. I'm planning to get involved in some volunteering to keep me involved in the community and stay busy.*



## Provide you with information and advice when you need it

Supporting adults and unpaid carers includes providing high-quality information and advice at the right time. Few people are likely to start their journey in adult social care fully aware of all the options open to them; it is our responsibility to make sure they are informed.

We want our adults and unpaid carers to be able to make fully informed decisions, based on their own desires and preferences. This requires us to provide high-quality information and advice to a range of people.

Reaching people before they make formal contact with adult social care services is especially important for prevention. This is especially true for services that do not require a formal needs assessment: we want key information to be accessible online to allow anybody to understand their options.

The main steps we will take to improve the information and advice we offer are set out on this page. We will monitor its effectiveness and build on it over time.

We plan to review our online materials, working in conjunction with adults and unpaid carers to understand their lived experience. We will use this to adapt and update our resources, making them clear and including accessible options such as easy read and large print. We will also investigate developing online self-assessment tools.

We will proactively share information on support services with unpaid carers to ensure they are fully informed about their options. We will work hard to reach those who do not think of themselves as unpaid carers.

Technological advances offer new options to help people maintain independence and control. We will share information with our workforce to support more informed conversations with adults and unpaid carers.

*I didn't know much about social care when my dad started to need support. I was able to find a range of useful information on the council's website, including some large print versions I could share with him. This allowed us to get him support at the right time, rather than waiting for his condition to get worse.*



## Enable you to regain your wellbeing and independence

Enabling people to retain, regain, and extend their wellbeing and independence is at the very core of prevention. Building a borough where people can live and age well means incorporating a preventative agenda throughout our services.

This will mean different things for different people, based on their own care needs. Some people will be able to avoid the need for intensive adult social care services their whole life, others may be able to delay it until much later, while some will have lifelong needs with the potential to increase their independence gradually.

Prevention means understanding people's needs and capabilities and working with them to achieve what is possible. It requires us to find the right care and support for people at the right time, encouraging them to make use of support, and monitoring progress so we know whether or not it is successful for them.

This approach, combined with the actions on this page, will support us to build a borough where people can live well and age well.

We plan to work with our health colleagues to improve hospital discharge arrangements, including reducing delays and allowing us to better join up hospital and reablement care.

We will aim to maintain high occupancy levels at The Meadowgate Centre, ensuring as many people as possible can benefit from reablement to regain their independence.

We will continue to prioritise independent living for people where possible, including making use of technological solutions to support people where this is suitable.

*Leaving hospital after a long stay was a worrying time. I did not know what I would still be able to do and what support I would need. I was discharged from hospital quickly once I was ready and was able to go to the council's Meadowgate Centre for some short-term support. This helped me to get some of my independence and confidence back and meant that I was able to manage with less extensive care than I first thought.*



## Ensure you have quality care that is value for money

Our ambition will always be to provide high-quality care to the adults and unpaid carers that we support. This is particularly important for prevention: we know that high-quality preventative care is the key to preventing, delaying, and mitigating more substantial needs in the future.

We equally recognise the importance of value for money – both for the local authority and adults themselves, particularly given significant pressures on household finances and local authority budgets. Preventative services will usually deliver long-term value for money, as well as significant personal benefits, but it is also important they delivered in a way that maximises short-term value for money so we can support as many people as possible within our budget constraints.

Our services are already familiar with the importance of value for money alongside quality care. The actions on this page set out how we will reinforce and build upon this ethos, ultimately delivering the best outcomes for the adults and unpaid carers we serve.

We plan to review our day opportunities offer across all sites, ensuring that it meets our adults needs and considering any potential improvements.

We will review our in-house reablement offer to further develop our community and bed-based services, based on feedback from adults and unpaid carers.

We will continue to promote a range of minor home adaptations to adults, such as grabrails, and produce a guide outlining the types of adaptation, indicative costs, and funding sources. We will also be clearer on our criteria to fund major adaptations, such as stair lifts.

*Our adaptations offer has always been a great resource to help people to keep living independently in their own home. Some people I supported in the past did not know how much some adaptations would cost or whether they could get support. Updating our online information and sharing a guide about the types of adaptations and how they can be funded – including what adaptations the council can fund – has helped people.*



## Measuring what matters and tracking our progress

Measuring what matters and using evidence to track our progress is an important part of everything we do. Data allows us to see what is working well, monitor the impact of our plans, make adjustments as necessary, and share key metrics with our stakeholders so they know how local services are performing.

The nature of preventative services makes it harder to measure outcomes. We can track participation in universal services, monitor how many adaptations we've been able to install, and look at discharge times, but we cannot be sure about the preventative impact of these services from data.

Measuring preventative outcomes requires a different approach. This will include listening to qualitative feedback from our staff, unpaid carers, and adults themselves, to understand whether they feel that our preventative offer has helped them prevent, delay, or reduce the onset of care needs, or enable them to regain their skills, confidence and independence.

This page shows some of the high-level outcomes measures that may, when combined with qualitative feedback, indicate a successful approach. These are more expansive than prevention alone but can serve as useful indicators.

### Related indicators and our performance in 2022/23

Our average social care 'quality of life' score (measuring the impact of services) was 19.5 (out of 24). This is in line with both the regional and national averages.

82.3% of adults say they feel they "have control over their daily life". This was above the national average of 79.4%

67% of adults said it was easy to find information about services. This is slightly lower than the national average and an area identified for improvement.

85.3% of adults aged over 65 were still at home 91 days after being discharged from hospital to home an increase of 7.9% from the previous year and higher than the English average of 82.4%.

Short-term support allowed 89.5% of recipients to progress onto either no ongoing support or support at a lower level. This was around 15% above the national average.

**“We will help you live safe and well, in the place you call home, with the people and things you love, connected to your community, doing the things that matter to you.”**

## **Our Commitment to Adults and Unpaid Carers**

- **Listen** *I am listened to and shape my own support*
- **Advise** *I am given information and advice when I need it*
- **Enable** *I am enabled to regain my wellbeing and independence*
- **Support** *I am provided with quality care that is value for money*

