



Norfolk County Council
Adult Social Services



Conversations
Matter



Promoting Independence

Conversations Matter - tell us what adult social care in Norfolk means to you

VI June 2023

Supporting people to be independent, well, and able to deal with life's challenges.

Adult Social Care covers a wide range of activities to enable people to live independently, stay well and safe.

Promoting Independence is the term Norfolk County Council uses to describe our vision for social care. We want to support people to be independent, well and able to deal with life's challenges, and we want to talk to you about how we do this.

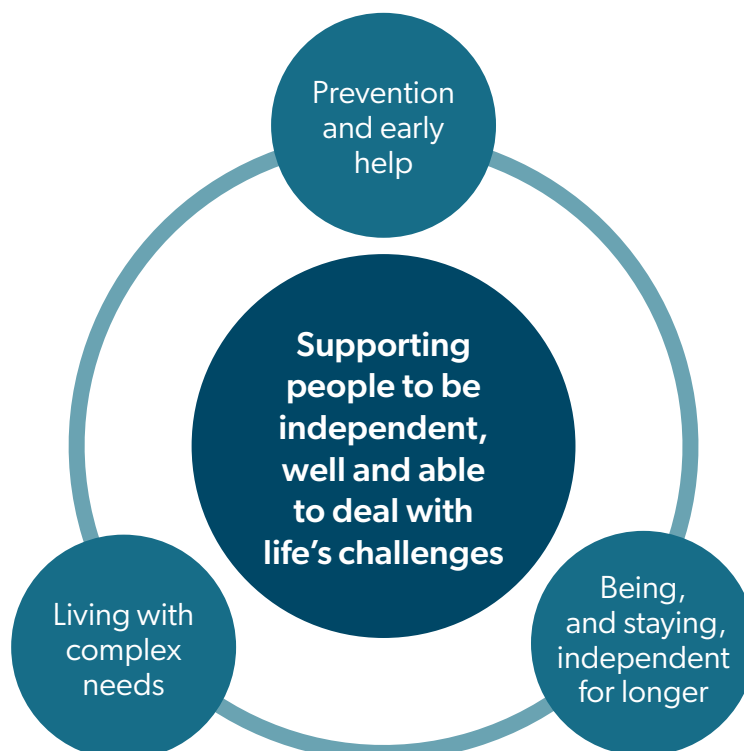
You may have heard about Adult Social Care in the news, and some of the challenges it faces. Norfolk has a changing and growing population and we must plan for our services to be long-lasting and financially stable.

With your help, we want to update our strategy for Adult Social Care in Norfolk. We'd like to invite you to take part in our 'Conversations Matter' programme during summer 2023, so as many people as possible can get involved with shaping the strategy.

Our vision for Adult Social Care in Norfolk:

'Supporting people to be independent, well and able to deal with life's challenges'

We aim to do this by focussing on three aims: prevention and early help; being, and staying independent for longer, and living with complex needs.



Theme 1 – Prevention and early help

This means how we help people stay well and independent in the place you call home.

You can expect:

- Easy-to-find information about your health and wellbeing, finances, and housing to help you to plan for your future
- To be connected to help and support that enables you to stay active and well – everything from gardening to residential care, stop smoking support or befriending
- As a carer, help to improve your health and wellbeing and to have a break when you need it
- Help to access housing, social activities and employment if you have a disability

Theme 2 – Being, and staying, independent

This means how provide effective, timely support for people to develop independent living skills, avoid losing independence and, where possible, gain independence back.

You can expect:

- A range of housing options, including for those of working-age to help prepare you for living independently, or whatever solution best meets your needs
- Community and voluntary groups who can keep you connected to people and reduce isolation and loneliness
- Help for you to re-gain confidence and independence after a fall or being ill
- As a carer, support with your health, including help to access medical appointments
- Adaptions and equipment in your home so you can continue to live at home if you want to
- The use of gadgets and technology to make your home safer
- Help arranged in your home – if you need it

Theme 3 – Living with complex needs

This means we recognise that some people need a long-term, high level of support with many aspects of their daily life.

You can expect:

- To be given the chance to organise and arrange your own care (funded by us), employing personal assistant
- To be given the chance to live in specially adapted homes – with care and support nearby
- As a carer, reliable respite so you can have a break
- Advocacy (support from another person to help you express your views and wishes) for people who need it, so you can tell us what matters to you
- Access to good quality residential care if it is needed

Please give us your views. We warmly invite all Norfolk residents to contribute their views about adult social care. We really need to know what you think about adult social services in our county.

How to take part:

- Complete our questionnaire.
 - Pick up a paper copy in your library (large print and easy read versions also available, please call or email - see details below)
 - Fill in the survey online: **www.norfolk.gov.uk/conversationsmatter**
- Join a discussion group - see page 20 for dates and times.

Do you work with a group that could help us with our survey? If you would like to run a discussion group for us as part of one of your usual sessions over summer, please read through our discussion pack. The pack contains useful hints and tips for how to start the conversation, plus feedback forms which you can complete and send in. You can also download an easy read version of the questions online at **www.norfolk.gov.uk/conversationsmatter**

Questions?

Call us: 0344 800 8020 or email your questions to us at **haveyoursay@norfolk.gov.uk**

We look forward to hearing what you have to say so we can create a robust strategy that will best serve residents and stand the test of time.



Norfolk County Council
Adult Social Services



Conversations
Matter



Discussion Pack

Conversations Matter – we want to know
what Social Care means to you

VI June 2023

Thank you for your interest in running your own discussion as part of Adult Social Services 'Conversations Matter'. It is important that we hear from as many people as possible. You can help us to achieve this by running events designed to get people talking and give us valuable feedback.

This toolkit has been written and designed to help groups and organisations to hold their own local conversations.

It includes the following information:

Conversation Starter & brief guide to Adult Social Services	p6 - 7
How to get involved	p8
Conversation prompts	p9 - 10
Recording your conversations	p12
Feedback Forms	p13 -19
Drop-in session dates	p20

A Conversation Starter

Adult social care covers a wide range of activities to help people who are older or living with disability or physical or mental illness live independently and stay well and safe.

Living independently means many things to different people, which is why it's important to have plenty of conversations and get feedback from as many people as possible.

Promoting Independence is the term we use to describe Norfolk County Council's vision for social care. We want to support people to be independent, well, and able to deal with life's challenges and we want to talk to you about how we do this.

You may have heard about Adult Social Care in the news, and some of the challenges it faces. The good news is we are all living for longer.

Norfolk has a changing and growing population so we must plan for our services to be long-lasting and financially stable. We want people to be involved in this important conversation.

We have three principles, based on what residents and people who use our services have told us.

To help shape these and ensure they are right for Norfolk, we want to find out what you think. We are calling this listening exercise 'Conversations Matter'.

Our three principles we would like to develop with your feedback and help include:

- Prevention and early help
- Being, and staying independent
- Living with complex needs

Adult Social Care in Norfolk: a brief guide

Adult social care covers a wide range of services to help people who are older or who are living with a disability, physical or mental illness to live independently, and stay safe and well.

As you get older, or if your health changes, you may find it becomes harder to do everyday things, to get out and about, or that your home environment is less suitable. You can often make small changes, or access support from us or other organisations to help you stay safely in your own home and continue to be independent. There are also options to move to a more suitable home.

Some of the services and support Adult Social Services offer includes:

- Support for people with physical or learning disabilities, autism, serious mental health issues and sensory loss
- Assessments for care & support needs, equipment & fall prevention
- Access to assistive technology and equipment
- Independent & supported living schemes, care & nursing homes
- Help with urgent unplanned care needs
- Support with getting you back on your feet after illness or injury, including occupational therapy
- Support with travel including guidance for older drivers, blue badges & disability travel passes
- Support with living costs including help with financial hardship and budgeting
- Support for people who need at-home care, support for carers and families
- Safeguarding
- Support with immigration advice, modern slavery, human trafficking & forced marriage

Most people have to pay a contribution towards some of the support services that we offer. Some people are eligible for financial support towards care costs. Find out more at www.norfolk.gov.uk/carecosts. How much you pay and how much you receive depends on how much money you have in savings and capital. If you have more than £23,250 in savings and capital (not including the value of your house if you need care at home) it's unlikely you will be eligible for help towards the cost of care, however not all circumstances are the same and each person is assessed on an individual basis. To find out more about the services we provide and how we can support you to live independently and well, find information online at www.norfolk.gov.uk, or call **0344 800 8020**.

You can access our text relay service for people with hearing or speech impairments by calling **18001 0344 800 8020**.

Our libraries operate as community hubs with groups for adults to attend, and we commission services to help adults with loneliness. We work with Carers Voice to help us shape and deliver our services with carers, and Carers Matter Norfolk to support unpaid carers with topics from financial advice, helping to arrange respite care, to connecting you with others to share knowledge and experience. Find more online at www.carersmatternorfolk.org.uk or call on **0800 083 1148**.

Adult Social Services also works with a number of organisations offering information and advice via the online Norfolk Community Directory www.communitydirectory.norfolk.gov.uk

How to get involved and create conversations

You can help us by holding your own discussion involving your group, organisation or community and finding out what ideas from local people in your area have.

How you run your own local discussion is totally up to you. You might want to run:

- One to one conversation with people in your group or community ·
- A group discussion, for example, putting a discussion on the agenda of a meeting or event that you have already planned
- An event or workshop – putting together an event just for your organisation, group or community to look at the ideas in our survey document.

As far as possible, we would like you to use the suggested approaches to help create conversations and capture the feedback. This will help us collate everyone's views quickly and consistently. If you are holding a meeting, you may wish to invite your County Councillor along, and you can find out who represents your area on www.norfolk.gov.uk/councillors

If you want to do this, please give them as much notice as possible, as they are likely to be approached by many groups and organisations and won't be able to attend all the meetings they are invited to.

Some tips for your meeting or event

Before your event:

- Give people plenty of notice to prepare themselves for taking part in the event.
- Once you have told people what is expected of them and/or made an arrangement, try not to change this without good reason.
- Let people know who they should contact with queries or for more information and what to do if that person is unavailable.
- Make sure that any facilitators are familiar with the materials.
- During the discussions use clear and accessible language - do not use complicated words, abbreviations, or jargon.
- Make sure that everyone understands what is being discussed.
- The facilitator should summarise key points from time to time to make sure everyone understands.
- You might like to write complicated points on a flipchart to help people focus. Make it clear when you want people to contribute. This might mean asking a question and then getting each person to take it in turns to respond.
- Have a clear agenda, making it clear when each question is finished and the next is about to begin. It may help to summarise your discussion from time to time or to write up complex points on a flipchart to help people focus.
- Easy read versions of the questions are available for you to download online at www.norfolk.gov.uk/conversationsmatter

Conversation Prompts

We have included some conversation prompts and background information for the topics and questions for which we would like your feedback. We suggest you discuss them one by one.

Depending on the number of people you have attending and what they are interested in, you might like to adapt the information.

Below is a suggested guide to having a conversation.

Welcome

Welcome people/the person and thank them for taking part in this engagement.

Give a brief overview of what adult social care is.

- Adult social care covers a wide range of activities to help people who are older or living with disability or physical or mental illness live independently and stay well and safe.
- It can include 'personal care', such as support for washing, dressing and getting out of bed in the morning, as well as wider support to help people stay active and engaged in their communities.
- Social care includes support in people's own homes (home care or 'domiciliary care'); support in day centres; care provided by care homes and nursing homes ('residential care'); 'reablement' services to help people regain independence; providing aids and adaptations for people's homes; providing information and advice; and providing support for family carers.

Introduction to Conversations Matters

Explain that we are having a summer of engagement to collect the views and experiences of adult social care from people across Norfolk. This feedback will help us plan and shape our services in the future.

Ask people to be honest in their response, even if this is negative. We really want to understand how people feel and how we can best meet the needs of residents. The information they give is anonymous as we won't know the names of the people you speak to.

Starting the conversation

Ask people to give their name and the organisation they are associated with. Please advise them that you will only pass on the name of their organisation, not their names. We will ask you for details about when the discussion took place and with how many people.

Explain that the purpose of Conversations Matter is to gather feedback on the three themes of Norfolk County Council's overall vision for Adult Social Care.

This vision – to support people to be independent, well, and able to deal with life's challenges – is what we want for everyone across Norfolk. The three themes help us to achieve this vision.

They are:

- Prevention and early help;
- Being, and staying, independent; and
- Living with complex needs.

We think you should expect to see certain things from Norfolk County Council under each of these themes, and this is where we'd like your feedback.

How to have a conversation around the questions

Questions A, B, and C are about the three themes of our vision.

For each of the questions, go through the bullet points of what people should expect to see from us.

To help prompt the conversation, you might want to think about the below:

1. Do the bullet points seem right?
2. Would you be happy seeing these things from our service?
3. Is there anything missing?

Questions D and E are asking for more general views around independence and prevention.

To help prompt the conversation, you might want to think about the below:

1. What do you think 'independence' means in relation to social care?
2. What aspects of your independence is most important to you?
3. How important is prevention when talking about adult social care?
4. Have you ever thought about preventing ill health in your own life?

Question F asks what a 'good' adult social care service might look like. We have provided a case study example in case this is helpful.

To help prompt the conversation, you might want to think about the below:

1. What does 'good' mean in relation to care and support?
2. What is the most important starting point when you think about deciding what care and support you might need?
3. When should you start thinking about adult social care?

Wrapping up the conversation

The final question (Question G) asks if there is anything else people would like to tell us. Encourage any final feedback or thoughts.

Thank everyone for their input and explain that you will be collecting all the feedback and sending it back to us to analyse. We will get in touch to let you know how we used their feedback.

Share the details of future drop-in sessions (timetable included in this pack) where they can speak to us directly, and how they can take part in the questionnaire.

Feeding back

Write down the key points people say in a notebook or on a piece of paper. Once you have finished the conversation, summarise what was talked about and write that in the feedback form under each of the questions.

Capturing your Conversations

Once you have held your discussion, please feed back the main points of your conversations either, by:

- Summarising the main points, thoughts and issues in an email and sending to:
haveyoursay@norfolk.gov.uk
- Completing the feedback forms (feel free to continue on an extra sheet of paper if there is not enough room in the boxes), and then scanning or taking photographs of the sheets so you can email them to **haveyoursay@norfolk.gov.uk**
- Posting the feedback form (pages 13 to 19) with a stamp to
Norfolk County Council Customer Service Centre
North Wing, County Hall
Martineau Lane
Norwich
NR1 2DH

Please send in your response by 1st September 2023

Conversations Matter feedback form

Thank you for contributing to Adult Social Care Conversation Matters. Please use this template to record what you discussed. We want to know what is important to you as an organisation, as a group and/or as an individual.

- Please complete one feedback form for each group discussion.
- Make a note of points where there was agreement in the group, and where there were differences of opinion.
- Everyone who takes part in a group activity or conversation can also complete an individual questionnaire

Organiser contact details

Name of organisation:

About your discussion

1. When was the discussion held?
2. How many people took part?
3. Who did you involve in your discussion? For example, local people, members of your organisation etc

We have three themes that describe how we approach Adult Social Care and Promoting Independence in Norfolk

Question A – Theme 1: Prevention and early help

This theme is about how we help people stay well and independent in the place they call home.

You can expect:

- Easy-to-find information about your health and wellbeing, finances, and housing to help you to plan for your future
- To be connected to help and support that enables you to stay active and well – everything from gardening to residential care, stop smoking support or befriending
- As a carer, help to improve your health and wellbeing and to have a break when you need it
- Help to access housing, social activities and employment if you have a disability

Do you think there is anything missing?

Question B – Theme 2: Being, and staying, independent

This theme is about being effective and providing timely support for people to develop independent living skills, avoid losing independence, and where possible gain it back.

You can expect to see:

- A range of housing options, including for those of working-age to help prepare you for living independently, or whatever solution best meets your needs.
- Community and voluntary groups who can keep you connected to people and reduce isolation and loneliness.
- Helping you re-gain confidence and independence after a fall or being ill.
- Supporting you as a carer with your health, including putting in support so you can access medical appointments.
- Adaptions and equipment in your home so you can stay living there, if you want to.
- Using gadgets and technology to make your home safer.
- Arrange help in your home – if you need it.

Do you think there is anything missing?

Question C – Theme 3: Living with complex needs

This means we recognise that some people need a long-term high level of support with many aspects of their daily life.

You can expect to see:

- To be given the chance to organise and arrange your own care (funded by us), employing personal assistants.
- To be given the chance to live in specially adapted homes – with care and support nearby
- As a carer, reliable respite so you can have a break
- Advocacy (support from another person to help you express your views and wishes) for people who need it, so you can tell us what matters to you.
- Access to good quality residential care when it is needed

Do you think there is anything missing?

Question D – What does independence mean to you?

We think that Adult Social Care covers a wide range of activities to help people who are 18 or older, living with disability or physical or mental illness, live independently and stay well and safe.

We use the overarching term ‘Promoting Independence’ to describe our vision for social care. This means we want to support people to be independent, well and able to deal with life’s challenges.

We talk a lot about helping people be as independent as possible.

What does independence look like to you and why do you think it is important?

Please tell us what you think below:

Question E – The Principle of Prevention

The principle of preventing long-term formal care is really important to us in Adult Social Care. We want to help people to be as independent as possible for as long as possible.

What would a good prevention service look or feel like and how important do you think it is in ensuring people live happy lives?

Please tell us what you think below.

(Please continue on a separate sheet if not enough room)

Question F – How can we make Adult Social Care in Norfolk better?

We want to provide a good service and we would like to know what does a 'good' service look like to you?

You may prefer to use a short case study to support your thinking:

'Jon is 86 and he lives with his wife as her main carer after she fell ill with cancer. He enjoys going to church. Jon calls our phone line asking for support for his wife. He is scared to leave his wife alone and no longer socialises and is struggling to cope. Jon is finding his caring role more difficult and asks us to take on more caring duties'

What would a good service look like for Jon and his wife?'

Please tell us what you think below

(Please continue on a separate sheet if not enough room)

Question G - Is there anything missing?

Now you have heard what Social Care is in Norfolk and given your feedback on the principles of prevention and independence, is there anything else you would like us to consider, or you would like to share?

Make a note of points where there was agreement in the group, and where there were differences of opinion.

Once completed please send your feedback form back, either by:

- Emailing an electronic version (please scan the pages or take a photograph of each page using your mobile phone or tablet) to **haveyoursay@norfolk.gov.uk** or
- Posting the feedback forms (pages 13 to 19), with a stamp to
**Norfolk County Council Customer Service Centre, North Wing, County Hall,
Martineau Lane, Norwich NR1 2DH**

What will happen once we have your views?

We want to use your feedback to shape our principles and priorities for the next 3 to 5 years. We are really interested in hearing what you have to tell us about your experiences of Social Care in Norfolk and how you think care in Norfolk will, or should, look like in the future.

Will your information be safe?

All the information collected during 'Conversations Matter' will be anonymised before being used.

Our drop in sessions

Date	Time	Location
Wednesday 28 June	10:00 - 18:00	Norfolk Show – Norfolk County Council marquee
Thursday 29 June	10:00 - 18:00	Norfolk Show – Norfolk County Council marquee
Friday 7 July	10:00 - 16:00	Millennium Library - The Forum
Tuesday 11 July	10:00 - 15:00	Downham Market Library
Friday 14 July	10:00 - 16:00	Millennium Library - The Forum
Saturday 15 July	10:30 - 13:00	Kings Lynn Library
Monday 17 July	13:00 - 16:00	North Walsham Library
Wednesday 19 July	10:00 - 14:00	Dereham Library
Friday 21 July	12:00 - 16:00	Downham Market Library
Monday 24 July	10:00 - 16:00	Aylsham Library
Wednesday 26 July	10:00 - 16:00	Great Yarmouth Library
Saturday 29 July	10:00 - 16:00	Norwich Pride – The Forum
Friday 4 August	10:00 - 16:00	Millennium Library - The Forum
Thursday 10 August	10:00 - 16:00	Kings Lynn Library
Friday 11 August	10:00 - 16:00	Downham Market Library
Wednesday 16 August	10:00 - 14:00	Dereham Library
Friday 18 August	10:00 - 15:00	Diss Library
Saturday 19 August	9:00 - 18:00	Kings Lynn Pride
Monday 21 August	10:00 - 15:00	North Walsham Library
Monday 28 August	10:00 - 16:00	Aylsham Library
Wednesday 30 August	12:30 - 15:00	Great Yarmouth Library