

GETTING STARTED

Key Issues:

- **The Care Act 2014 (and associated Guidance) encourages local authorities to develop local strategies for information and advice, and to report publically on the improvements they are achieving¹.**
- **Good public information and advice are relevant to the strategic agendas of both local authorities and CCGs, and are a key building block in system transformation².**
- **The scope of an information and advice strategy will vary from one place to the next, depending on the current shape of local provision and the degree to which it meets Care Act requirements.**

You may already have checked your council's readiness to implement the Care Act 2014.

In this context, you may have found that relevant initiatives are already under way in your council area. For example:

- your local authority will be implementing a Council Digital Strategy;
- it may be changing its initial access arrangements, and/or discussing the potential for shared access, with health partners;
- you may be planning relevant initiatives in the context of the Better Care Fund.
- the Adult Social Care department will be aiming to help more people to direct their own care and support. It may have commissioned an online directory of services (and/or "e-market place");
- the Public Health unit will already be involved in public information campaigns;
- the role of GPs, and the provision of information and advice in GP practices, may be changing;
- both the council and CCG may already fund bespoke information and advice services in the community; these may or may not have been subject to a recent re-commissioning exercise;
- your key voluntary sector colleagues may be implementing strategic changes such as improving people's access to online resources and self-help tools.

It is possible that aspects of your information and advice strategy could overlap with some related strategies and plans. On the other hand, **this is a major opportunity to make sense of all the work that is going on in relation to information and advice across the health and care sectors, achieve coherence for the public, and make best use of available resources (including development capacity).**

This template on the "Strategic Context" encourages you to identify related local workstreams and agree how you will complement these, link up to them and plug gaps.

- ⇒ **The "scope" of your strategy will depend on the outcome of your early discussions, and you can use the remainder of this toolkit flexibly to support your own local approach.**

¹ A Summary of the key requirements can be accessed earlier in this toolkit, under the heading: **"Understanding the requirements of the Care Act 2014"**.

² A Summary of how information and advice can contribute to a council's wider strategic goals can be accessed earlier in this toolkit, under the heading: **"Understanding the importance of information and advice"**.

INFORMATION AND ADVICE STRATEGY

1. Strategic context and scope

Organisational arrangements

Our Information and Advice strategy is being sponsored by: *(Name of Board or strategic forum)*

The **senior responsible officer** is: *(Name/position)*

The **project lead** is: *(Name/position)*

The **steering group** members are: *(Names/organisations – if applicable)*

We are **co-producing** the strategy with: *(Names/organisations – if applicable)*

The **timetable** is:

- *Milestone 1:*
- *Milestone 2:*
- *Milestone 3:*
- *Sign-off date:*

Purpose

The purpose of this strategy will be:

Illustrations

- *To ensure that the local authority and its partners achieve compliance with the relevant aspects of the Care Act 2014 and associated Guidance.*
- *To take stock of current information and advice provision across the whole system.*
- *To recommend required improvements.*
- *To develop an action plan that will improve citizens' experience of finding out about care and support, deliver a more co-ordinated approach across agencies, and ensure that good information and advice contributes to improvements in people's health and wellbeing.*

Related strategies

Our Information and Advice strategy will be relevant to the following **high-level strategies and plans**:

Illustrations:

- *Prevention Strategy*
- *Carers strategy*
- *Better Care Fund plan*
- *ASC Transformation Programme (including personalisation)*
- *Council Digital Strategy*
- *Council website development*
- *etc*

Key Strategic Partners

In delivering our information and advice strategy, we will work in partnership with a range of statutory and independent sector partners. Our key statutory partners will be:

Illustrations:

- *CCG*
- *Healthwatch*
- *Public Health*
- *Housing*
- *Children's services*
- *Initial contact services/Gateway*
etc

Consultation and engagement

In developing our information and advice strategy, we have made use of the following available consultation feedback:

- *ASCOF user survey (date/details)*
- *ASCOF carers' survey (date/details)*
- *Other (date/details)*
etc

We are proposing to initiate additional consultation and engagement, as follows *(describe)*. The first phase of this engagement work will be completed by *(date)*.