

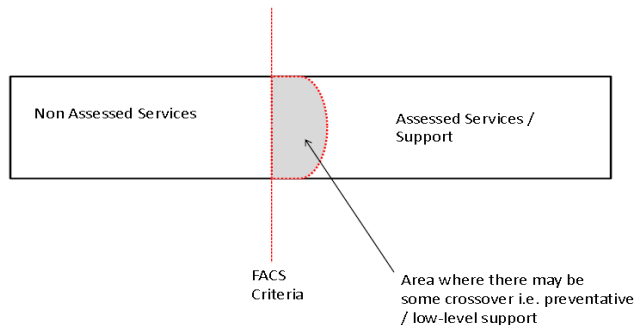
A step by step guide to understanding the services that you provide which prevent ill-health and promote well-being.



The current drive to invest in prevention and well-being services can place significant pressures on existing service budgets and it is often perceived that new monies must be made available to support this approach. However, in practice it is often the case that there is already significant funding from across a range of partners, with no central co-ordination or picture of what this market looks like. This can lead to over provision of certain types of support, poor outcomes for users, service gaps and duplication. If these services can be identified and be better coordinated then the opportunities for delivering better outcomes at a lower cost become a real opportunity. Below we present an overview of our four step approach to understanding your current provision and how this may be improved to better suit local need and budget constraints.

1 Creating a common understanding of 'prevention' and 'well-being' across partners.

A 'preventative' element can be found in most service provision in the sense that the intervention solves 'an Issue' that otherwise left untreated would deteriorate. It is necessary to define this scope and identify a clear cut-off point. For example, is it provision that delays people entering the 'system', or is characterised as discretionary spend?

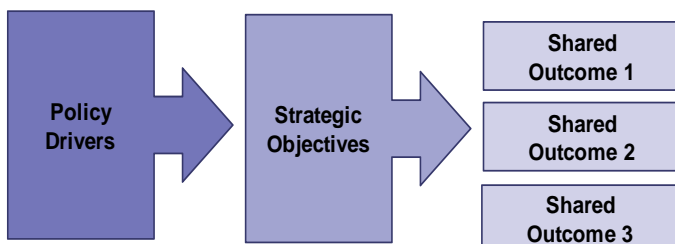


CPC Insight

There a number of ways of understanding 'prevention'. For example, the NHS often refer to the tiers of prevention activity (Primary, Secondary and Tertiary), which have a clinical focus (referencing 'disease' and 'disorder'), whereas social care tends to characterise prevention as reducing dependency upon the state for services. These tend to be pre the Fair Access to Care Services (FACS); however, they can include short term interventions which will prevent further deterioration or loss of independence.

2 Creating a common framework and a shared understanding of purpose.

In order to understand the purpose of the provision and its strategic impact it is necessary to create a framework against which services can be mapped. This means that spending can be co-ordinated and contribution to objectives can be traced. A shared understanding of objectives may help to facilitate 'buy-in' to the current investment and also identify better opportunities for joined up working and improved outcomes.



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CPC designed a framework which articulated both social care outcomes and health risk factors, thus supporting both organisational agendas, whilst providing a common understanding across the two systems.

3 Understanding the current offer

Locality	Overall Spend	Overall - % of focus	LA - % of focus	NHS - % of focus	2009 population*
non-specific	£11,870,495	n/a	n/a	n/a	n/a
North West	£7,175,504	42%	48%	14%	18%
North East	£5,269,439	30%	34%	15%	12%
Central West	£7,522,101	43%	39%	53%	20%
Central East	£7,826,580	37%	37%	55%	16%
South	£6,111,157	21%	36%	63%	17%
Wythenshaw	£8,992,438	31%	34%	53%	16%

Organisations individually may understand their preventative offer. However, as a collective partnership this information tends not to be collected and analysed. This is an essential first step towards effective market management and ensuring better outcomes for your population. The types of data you may have access to as a partnership will inform the level of detail you will have in your area on current provision.

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CPC's work has provided analysis on a range of factors and has confidence levels assigned to each of the data sets. In our experience of this activity commissioners have been surprised at the allocation of spend as a complete picture.

Risk factors	Spend	Overall	LA - % of spend	NHS - % of spend
Smoking	£4,330,173	7%	2%	98%
Poor diet (obesity)	£7,100,000	11%	3%	71%
Lack of activity	£6,558,791	13%	8%	27%
Substance abuse	£8,943,453	14%	12%	23%
Sexual Health	£9,422,000	16%	2%	43%
Physical Environment	£27,920,655	71%	93%	6%
Economic Environment	£14,112,434	23%	25%	21%
Stress / Social Isolation	£50,175,000	83%	67%	27%

4 Reconfigure spend to deliver an effective service

Understanding the current service offer in the context of demand for services, population health, changing customer preferences and demographic trends should form the bedrock of strategic planning and commissioning. Understanding what is delivered, by which organisations and who are the recipients of this will help to identify areas of over and under provision. This knowledge will, in turn, inform commissioning across a whole area to be more efficient and focused on need rather than 'silos'.

CPC Insight

CPC identified Service X which had 4 funding streams. Recommendations were made as to how commissioning could be made more efficient across the partners and this included joint commissioning arrangements. This reduced the amount of administration associated with each of the report structures, minimised the likelihood of double counting of outcomes and improved the quality of the service through clear priorities for delivery through the streamlining of agendas.

Org	Carers	LD	OP	PD	MH	SP	Public Health	NHS
Service X			31600		14000	90000	65000	
Service Y	27840			5000	66000			514750
Service Z	24000				34500			98000

For more information on CPC's approach to understanding your current service offer or any other service offerings please contact: John Campbell at CPC Manchester, 0161 830 2139 or email: john.campbell@cpcltd.com

