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Trafford's Integrated Care Demonstrator Bid



Context

- Trafford Council is on a journey to ‘**re-shape**’
- Significant **savings challenge** to 2018, increasing demand and GM devolution
- Whole system change required:
 - Processes
 - Policy
 - Systems
 - **Workforce**

Context cont'd

- The i-Care project will bring capacity to implement a **partner wide change programme** to allow us to:
 - **accelerate** the implementation of our **integration plans**
 - ensure we have a robust, considered and **tailored** approach to **workforce development**
- Nationally, there are only a few similar models to learn from

Drivers for Change

- **Reshaping Trafford Council**
- **New legislation ie Care Act, Children and Families Act**
- **GM Devolution - All Age Health and Social Care Integration**
- **Funding**

We focussed on 3 project strands:



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1. *Workforce development in the context of shaping demand/need and change management*
2. *Support to bring different commissioning cultures together to enable a cohesive approach to integrated commissioning*
3. *As part of Troubled Families, family based assessment training across multi-agency professionals and their organisations, to achieve a common and robust approach, and consistent quality*



i-Care Project Strand #1

Purpose:

Workforce development in the context of shaping demand/need and change management across Children, Families and Wellbeing (CFW) Directorate

Reshaping Trafford

- Our vision is to have a **new organisational model** by 2017/18
- The Council will be smaller, with a core made up of leaders, strategic commissioning and contract and performance management staff
- Trafford will continue to play a **‘shaping’ role** and ensure that the services directly funded are robust and monitored for quality and performance



Underpinned by:

- A **clear, shared vision** with partners
- A **greater understanding** of our communities
- More effective **managing demand** and **customer expectations**
- **Keeping things simple** for customers, providers and staff
- **Supporting residents** to take more responsibility for themselves and their communities
- Working as **one team** in Trafford, for Trafford



The Heart of Reshaping and Independence



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- ‘Reshaping Care’ is **changing our thinking** and our approach to deliver care
- Our ambition is to **maintain independence** for residents to **live long, healthy lives** within families and communities
- **Sign posting** to non-Council/Health services, exploring adaptations, equipment and technology etc
- **Community** health and social work teams are at the **heart of this transformation**, training, developing and equipping them for the future
- Practice that **liberates, motivates** and **supports** service users and optimises contact time and minimises non-value adding activity

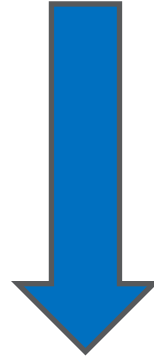


What are we doing?

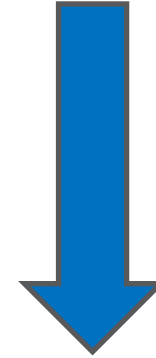
Change Management and Engagement Strategy



**Staff
engagement/
involvement**



**Preparation and
support for
change**



**Starting with
directorates wide
briefings to c.
1000 staff**

Build on our previous work

Provide skills development sessions, covering:

**Focus on the future –
the context for change**

**Managing the stretch
and strain –
developing resilience**

**Creating a climate for
change – empowering
others**

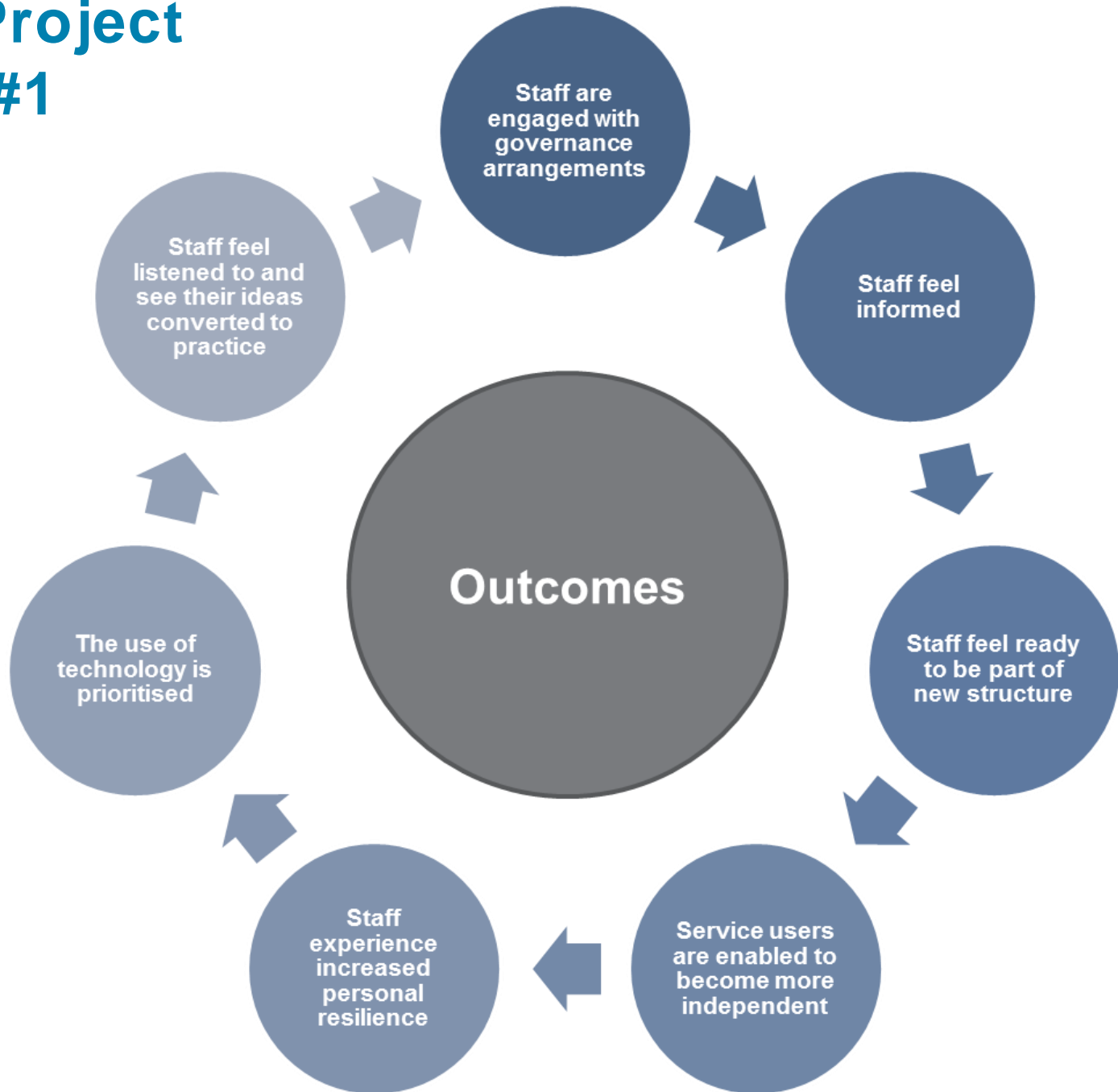
**Measures for success
– focus on outcomes
and financial impact**

**The sessions will be
available to c. 180
‘supervisor’ level health
and social care employees
in Nov, Dec & Jan**

**Additional option -
Strengths based
conversations**

i-Care Project

Strand #1



i-Care Project Strand #2

Purpose:

Support to bring different commissioning cultures together to enable a cohesive approach to integrated commissioning

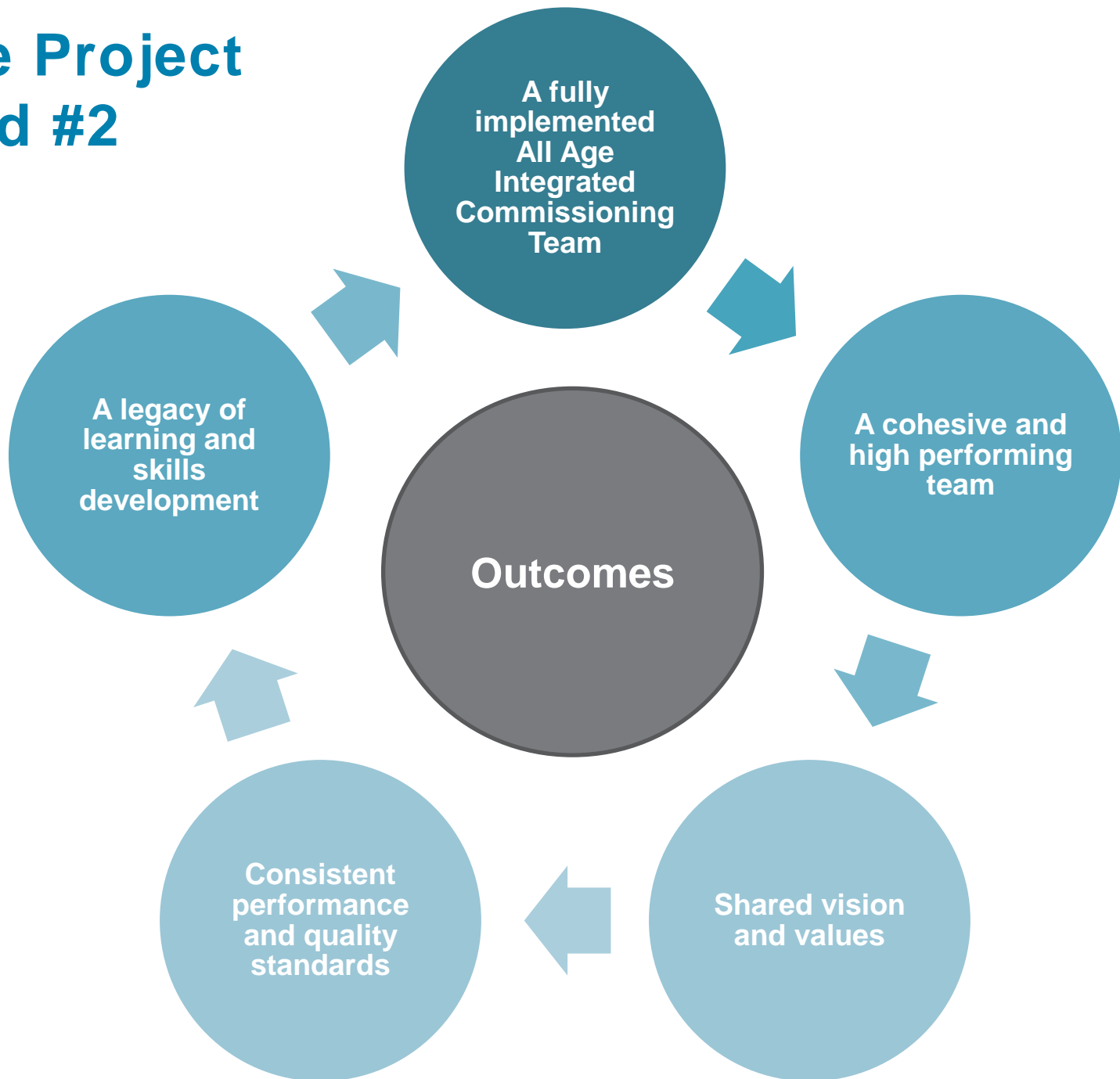
What are we doing?

Supporting the team to bring different commissioning cultures together by:

- **Delivering a skills session to the team to shape the vision and values and identify any skills gaps**
- **Encouraging individuals to identify key development areas for themselves (survey)**
- **Agreeing skills required for their roles and areas where they made need support to develop**
- **Nurturing the new team culture and monitor changes in behaviour**

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Strand #2



i-Care Project Strand #3

Purpose:

As part of Troubled Families, the roll out of family based assessment training across multi-agency professionals and their organisations, to achieve a common and robust approach, and consistent quality

Who was involved

**Stronger Families
Steering group
GMP
Trafford Leisure
Trust
Trafford CCG
Partners of
Prisoners
Pennine Care**

**Irwell Valley
Trafford Housing
Trust
Bluesci
GMWT
Standguide
GM Probation
CAB**

**Thrive
Trafford Council
Trafford College
Your Housing**

Initial Analysis

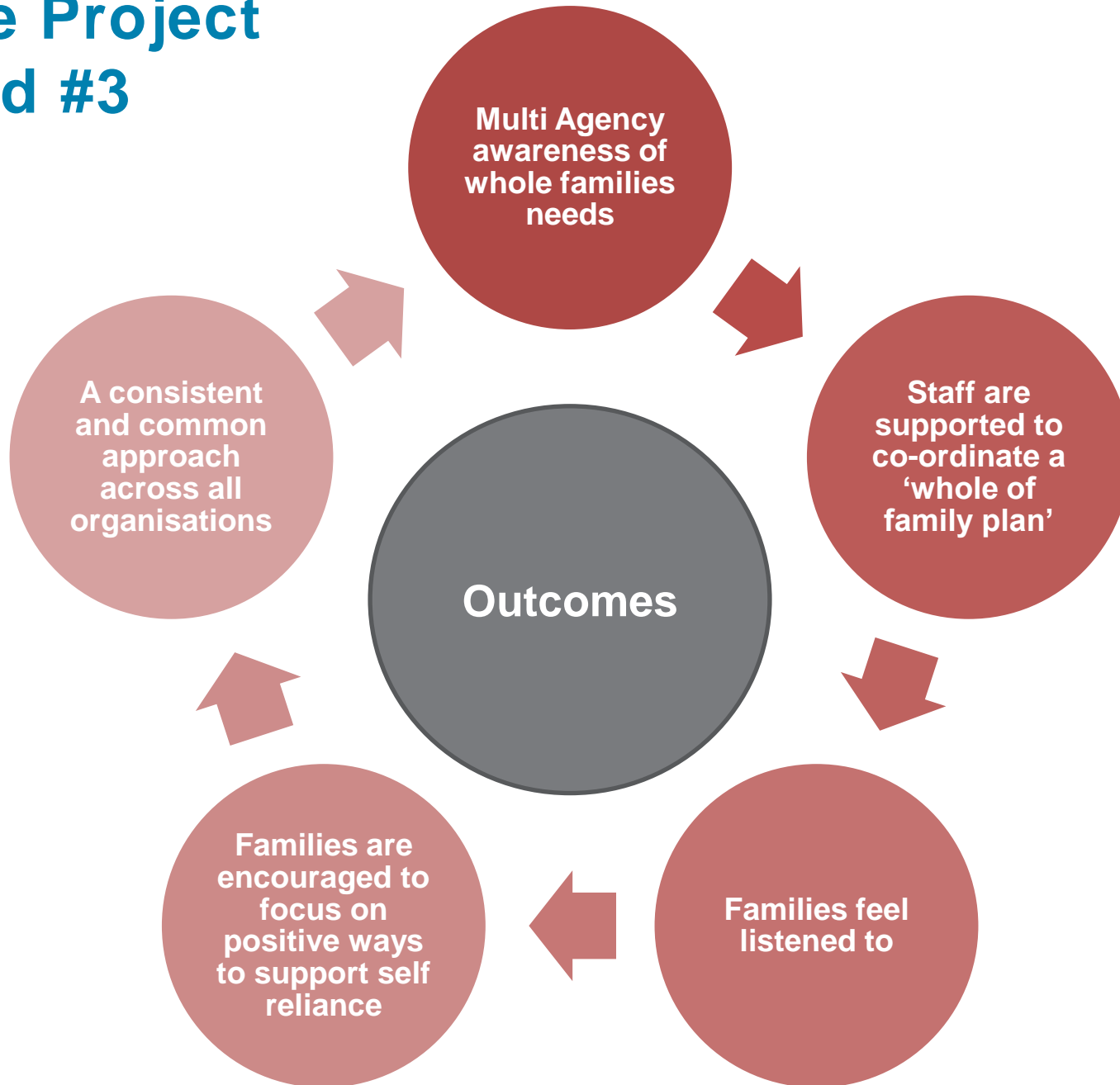
The majority of attendees came from Trafford Council (**45%**) followed by Phoenix Futures (**20%**), GMP (**10%**), Pennine Care NHS Trust (**8%**)

62% of attendees felt that the training had strengthened their understanding of how to engage more effectively with service users

48% of attendees think the course will assist them to positively influence behaviour change with service users in their area

i-Care Project

Strand #3



Some of Our Challenges

- **Engaging staff in the design of the future vision of the organisation in the current context**
- **Removing barriers to communication**
- **Achieving the cultural and behavioural shift required**
- **Ensuring alignment and a consistent message across all projects**

Group Discussion

- **Do you recognise these challenges?**
- **How are you managing them/will manage them?**
- **What support was/is required to overcome the challenges?**



Thank You

**If you require any further information
regarding our project please contact a
member of the Team at
reshapingCFW@trafford.gov.uk**