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Date: 05/02/2013

Dear Councillor Lloyd and Councillor Lamb,

Re: Health Scrutiny Committee

With regards to your letter dated 20th November 2012, I am writing in response to the query in relation to Recommendation 23 and 25.

Within Communities and Wellbeing a wide range of communication methods are deployed to enable meaningful engagement with a diverse range of stakeholders. Whilst there is a place for internet based communication, it is recognised that this form of communication does not reach everyone, particularly, people from the vulnerable groups that we are committed to supporting.

Our approach to effective communication is multi-tiered, and is based upon strong partnerships with service users, carers, professionals and providers, supported by strategically commissioned services which enable two way communication with wider community networks and individual stakeholders, including self funders.

The Provider Partnership forums that the Commissioning and Service Development Directorate facilitate have a strong information sharing focus, and a commitment by all members to the effective cascading of information to their users and carers. These include: Carer's Services Board, Residential, Nursing, BME, Homecare, Mental Health and Learning Disability Service Improvement Partnerships. In addition, there are a number of user and carer partnerships which are also used to provide information about services, developments and consultations directly to user and carer networks. These include: Trafford's Citizen Reference Board, Autism and Learning Disability Partnership Boards.

To underpin the above networks a number of other roles and functions have been strategically commissioned to facilitate strong communication with

vulnerable individuals and groups. These include a mixed model to support brokerage, and a range of information and advice services.

Brokerage Support has been commissioned through a number of voluntary and community sector organisations that have strong relationships with their communities. For example, Age Uk Trafford are commissioned to provide Support Brokerage to older people and are able to provide bespoke information and advice to older people who are in need of information, advice and guidance about residential and nursing homes.

The 'HelpinHand' application is a project lead by Citizens Advice Trafford in partnership with Trafford Information Network. The multimedia application helps people find the nearest source of information and advice on a particular topic wherever they are in the borough. The App is being used by information professionals across Trafford as a mechanism for referring people on to the right organisation so that they get the accurate, up-to-date information that meets their needs.

Other information and advice options that CWB commission or have developed in partnership with providers include the wide range of information and advice leaflets produced and updated by Trafford Carer's Centre, and the drop in facility commissioned through LMCP Care Link. This is a community facility in Old Trafford which supports the provision and interpretation of information for South Asian Elders.

Whilst it is acknowledged that internet based information is not appropriate for everyone, CWB have developed My Way, the Adult Social Care Website which provides a further information channel, which is accessible and user friendly. The format focuses on the use of photographic images to help people to get the right information, the website also has the option of a talking pages which supports people who might have difficulties reading or a sight impairment. To support more access to internet based information by older people, CWB also invested in the Age Uk Trafford Silver Surfer project, which supports volunteers to develop older people's computer skills in their own home.

I hope the above information provides enough detail about our multi-faceted approach to communication with vulnerable adults. Please do not hesitate to contact me if you require any more information.

Yours sincerely,

Andrea Glasspell
Programme Manager – Personalisation and Market Development