

# **Kent SEND Strategy a local response to a national challenge**

**Ashford Health & Wellbeing  
Board**

**23<sup>rd</sup> October 2013**

**Martin Cunnington & Julie Ely**

# Meeting the challenge

**Everyone Counts:  
Planning for  
Patients 2013/14**

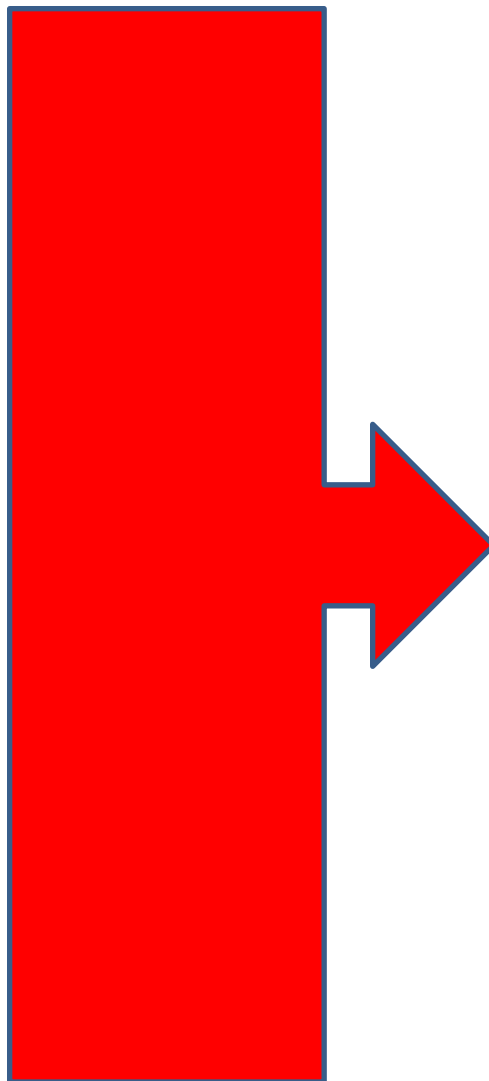
**Govt response to  
CYP Health  
Outcomes Forum  
Report**

**Revised NHS  
Constitution**

**Revised NHS &  
Public Health  
Outcomes  
Frameworks**

**Draft Children &  
Families Bill**

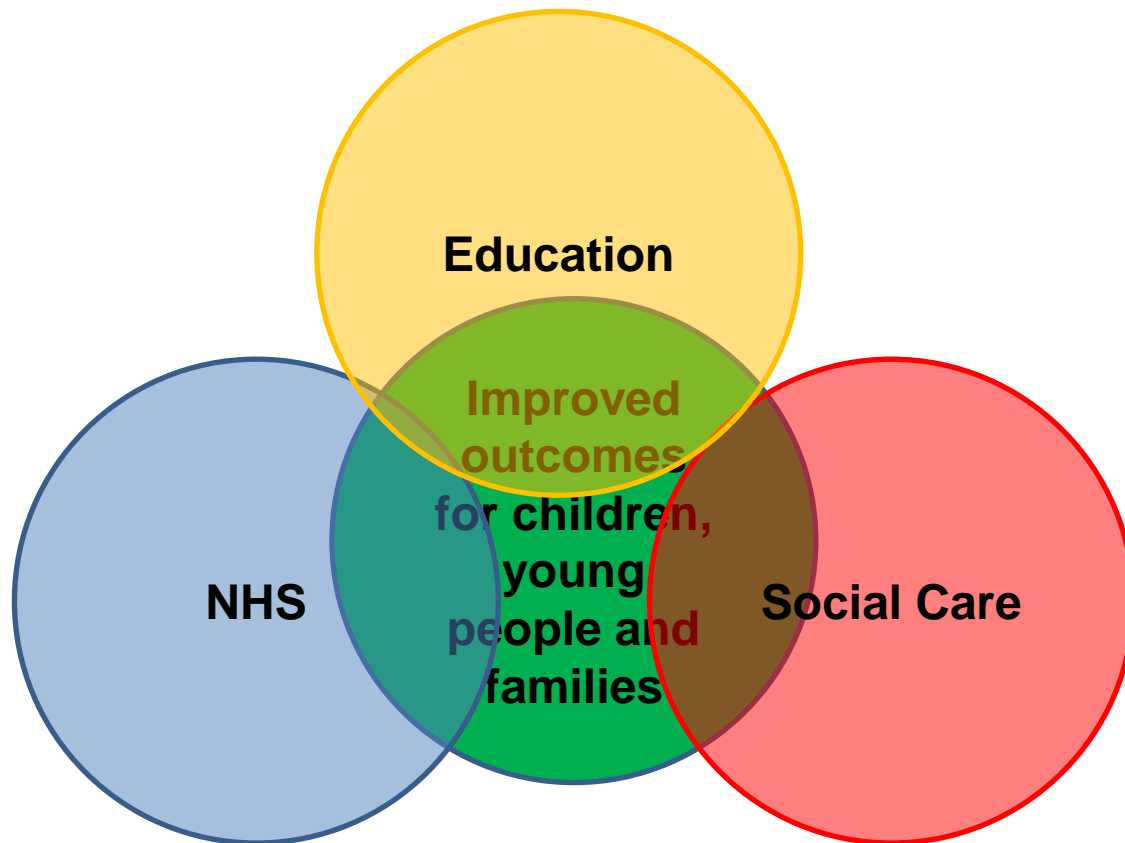
**Draft Care &  
Support Bill**



**Improved  
outcomes for  
children,  
young people  
and their  
families**

# Bringing initiatives together

We can view the needs of a child and family through different lenses or we can work on themes that unite us..



# Or we can work on the themes that unite us

## **Common themes**

- Whole system change linked to personalisation.
- Joint commissioning.
- Integrated services and integrated assessment and planning.
- Personal budgets.
- Improved information, transparency and accountability.
- Workforce training and development.
- Improved data and key performance indicators.

# Co-production

**“We must ensure patients’ and their families’ voices are heard and used to help us develop the insight to improve outcomes and guarantee no community is left behind or disadvantaged. We want to make the NHS the best customer service in the world and throughout the NHS, we must all strive to design and deliver care based on the needs and choices of each individual patient”.**

**Sir David Nicholson, Everyone Counts: Planning for Patients 2013/14**

# Co-production

## SE7 definition of co-production

“Co-production happens when all team members together agree outcomes, co-produce recommendations, plans, actions and materials as a collective. It is an approach which builds upon meaningful participation and assumes effective consultation and information sharing...Parent carers are not just there to illustrate the experience of service users, but rather to take responsibility to help shape future experiences and be an active part of delivering the solutions”.

Britton & Taylor (2013): Co-production with parent carers the SE7 experience. SE7 SEND Pathfinder.

# Making It Personal



Taking a Personal Approach:  
A Parents Guide to Personal Budgets



## Products:

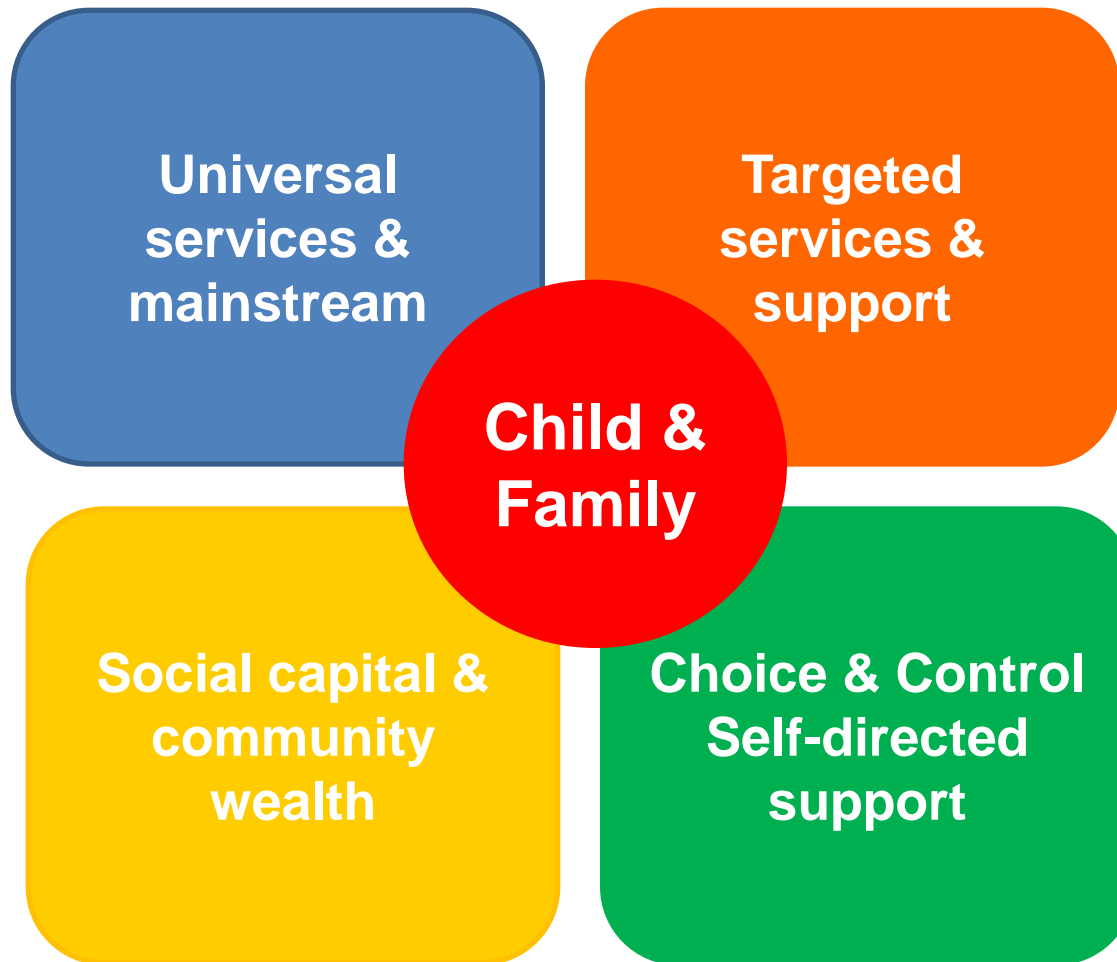
- Parents Guide to PBs
- Case studies
- E learning
- Commissioners guidance
- <http://www.kids.org.uk>

# Commissioning levels

- Individual level commissioning
  - Parents and young people
  - Co-production between parents and young people and lead professionals and/or social workers
- Operational/community level commissioning
  - Focus on localities and or care groups / care pathways
  - CCG, District Council or County Council level
- Strategic commissioning
  - Set strategic direction with strategic plan, agree pace of change, allocate resources, manage whole system performance, well governed, cyclical, seasonal



# Personalisation & Promoting choice and control



# The local offer

- Local offer aligned to the new joint commissioning duty.
- Web based tool that creates a snap shot in time.
- Opportunity to innovate.
- Organic process that changes over time.
- Improved information, transparency and accountability

# Kent SEND Strategy

## Aims

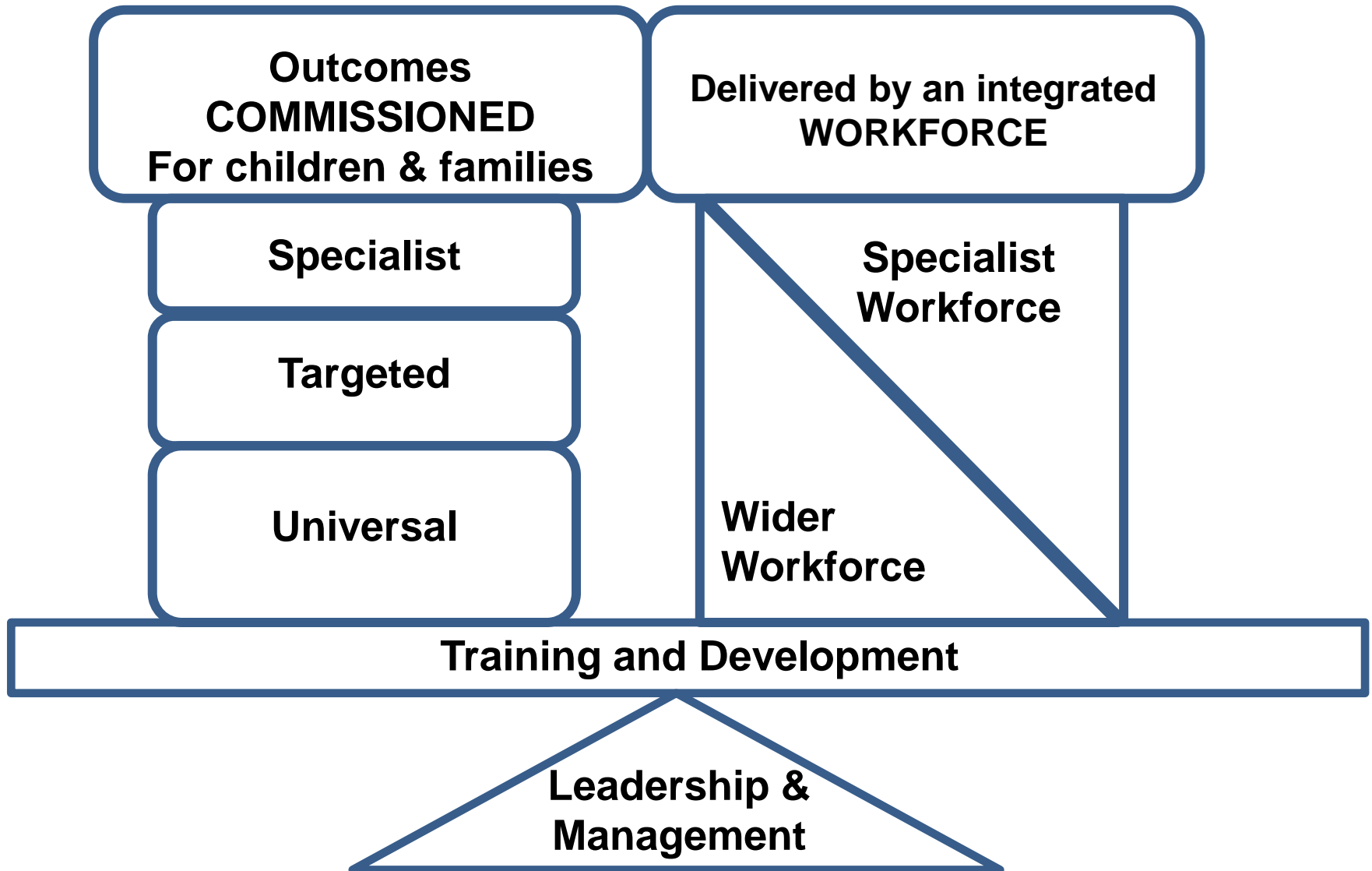
1. improve the educational, health and emotional wellbeing **outcomes**
2. better **integrated assessment and joint commissioning** to deliver single education, health and care plans
3. develop the **range of** social care, health and education **providers** and encourage a mixed economy

# Kent SEND Strategy

## Priorities

- Better progress & closing the achievement gap
- Parental engagement
- Multi-agency planning by autumn 2014
- Therapies, CAMHS and nursing
- Effective use of our resources
- Quality and capacity of schools
- Broadest range of providers to increase parents choice
- Personalised budgets where appropriate
- Early intervention

# Whole system approaches to meeting current & future demand



# Core principles for integrated working

**“The provision of integrated services around the needs of patients occurs when the right values and behaviours are allowed to prevail and there is a will to do something different. We need to move beyond arguing for integration to making it happen.”**

Professor Steve Field, NHS Future Forum

# Core principles for integrated working

- No decision about me, without me.
- Tell my story once.
- Parent carers / young people and professionals both have active roles to play in the assessment of need, identification and implementation of the shared goals.
- Shared goals that a team around a child / family can work on.
- Shared understanding of key working functions.

# Core principles for integrated working

- Clear and accessible information that is available to parent carers and young people early in the process.
- Shared values.
- Open and transparent process.
- Joint workforce training and development, with parent carers empowered to deliver key aspects of the training programme jointly with professionals.
- The training offered to professionals linked to a particular child / young person should also be delivered to the parent carers.