

Case study

Cornwall's Living Well Pioneer Programme

Cornwall is one of the 14 health and care national leaders – the Integrated Care and Support Pioneers – who are exploring new ways to integrate services, in order to improve the quality of life for the most vulnerable in their community. Initially starting at a small-scale pilot, the Penwith Pioneer is designed to put the individual at the heart of an integrated, holistic service which meets their needs. The focus is on creating a service that goes beyond health and social care, to include emotional well-being, financial stability, social connectivity and purpose. The Pioneer has also created a partnership between the voluntary and community sector (VCS), the local authority and health commissioners and providers.

The personalised nature of the programme means each person will receive a different, tailored service – underpinned by the same principles:

- Listen to the individual's story
- Connect them up with their communities and help them access local support groups and sources of information as needed
- Ensure the individual gets the health and social care they want, when they want it, delivered in a way that supports their goals
- Put the person's needs before that of the organisation
- Aim to prevent ill-health wherever possible.



A quiet revolution...

“Edward, who fell in the garden and was unable to move for ten hours, became anxious and depressed about leaving the house. He and a volunteer started talking together over a cup of tea at home and gradually his confidence increased so that he could go out once a fortnight to a nearby cafe – he now regularly attends a walking group and has had no further falls.”

The programme presents an enormous opportunity to improve the lives of older people in Penwith, but it presents challenges to all those involved in delivering services. Information sharing between services, and the wider community, are at the heart of what makes the Pioneer programme work.

Positive relationships between the partners have been developed, which has helped deliver success on information sharing objectives. For example, the local voluntary and community sector are now able, with appropriate consent, to access NHS records; NHS numbers are in use in social care systems, which makes it easier to coordinate case management; and partners are all taking a coordinated approach to how they ask service users for their consent for information to be shared. These represent significant steps to improving outcomes for people, through better information sharing.

The challenge ahead

The Living Well Programme is proposed to roll out across Cornwall and the Isles of Scilly during the next 18 months. The key challenges identified are around reinforcing the information sharing culture and behaviour at the front line, and continuing to build good relationships and maintain trust through the transformation. This process also needs to take into consideration attitudes to risk across the partners, and the pace of change. The Centre of Excellence for Information Sharing will help Cornwall to address the cultural and behavioural change required to make the programme successful to help them learn, adapt and share their achievements.

Cornwall is keen to build a compelling case for change by creating a rich citizen-centred narrative derived from their 'people stories'. They also want to reach out to their volunteer base to help them spread their messages. The Centre of Excellence for Information Sharing will help facilitate a series of workshops, with the aim of engaging with a wider range of stakeholders, to engage them in shaping the vision for a new way of working, and how to deliver that change. Cornwall will also identify the views, opinions and perceived barriers for information sharing and look at ways of addressing and improving practice across frontline delivery.