

Stoke-on-Trent Information and Advice Strategy 2017-2020.

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Foreword

Vision

Our vision is for the citizens of Stoke-on-Trent to have access to clear information and advice that is accessible, accurate, consistent and up to date to enable them to make fully informed decisions regarding the support they receive. It will give people choice, control and prepare them for the future whilst acting to prevent deterioration in health and social care needs.

Priorities

Priority 1: To increase awareness of information and advice access points.

Priority 2: To be able to access timely and up to date information and advice which is consistent and of a good quality.

Priority 3: Engage with the wider community and existing information and advice services to ensure an ongoing commitment to developing and sharing information and advice across the city.

Outcomes

- **A co-ordinated and comprehensive approach to improving information and advice services across the City.**
- **Improved experience for the individual when accessing information and advice.**

Stronger Together Priorities

Support our Residents to Fulfil their Potential:

- Ensuring access to quality information and advice which enables residents to make informed decisions.

Work with Residents to Make our Towns and Communities Great Places to Live:

- Availability of information and advice which promotes community events, activities and initiatives.

Support Vulnerable People in our Communities to Live their Lives Well:

- Ensuring access to information about specialist services and advice on prevention and self-help, to promote independence.

Definitions

Information - the communication of knowledge and facts regarding care and support.

Advice - helping a person to identify choices and/ or providing an opinion or recommendation regarding a course of action in relation to care and support.

Advocacy- supporting a person to understand information, express their needs and wishes, secure their rights, represent their interests and obtain the care and support they need.

Financial information and advice- a broad spectrum of services whose purpose is to help people plan, prepare and pay for their care costs.

Independent financial information or advice- services independent of the local authority.

Regulated financial advice- advice from an organisation regulated by the Financial Conduct Authority.

Health literacy - the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.

Staffordshire Cares- the website which Stoke-on-Trent City Council currently commission, jointly with Staffordshire County Council as one format for provision of information and advice.

The Staffordshire Marketplace- online directory of local services which can be accessed through the Staffordshire Cares website.

Information Savvy- skilled in locating information.

Market Shaping- the authority collaborating closely with other relevant partners, including people with care and support needs, carers and families, to facilitate the whole market in its area for care, support and related services.

Self-Funder- a person whose financial circumstances mean that they pay for the full cost of their care and support.

Information and Advice Strategic Delivery Plan- this outlines in more depth the individual steps which the City Council need to take to achieve priorities for information and advice. Within the four priorities there will be key tasks (implementation) identifying key organisations will support with driving this forward.

Information and Advice Steering Group- this is a group which meet on a bi-monthly basis who are responsible for driving forward the strategy and the underlying strategic delivery plan. The group is made up of various representatives from different work areas including Children and Young People's services, the voluntary sector, Adult Social Care operational representatives and Healthwatch to name a few.

Information Standard- a certification scheme for health and social care information. It has been established by the Department of Health to help patients and the public make informed choices about their lifestyle, their condition and their options for treatment and care.

Introduction

The purpose of this joint strategy is to detail the approach that the City Council, the Clinical Commissioning Group (CCG) and partners will take to information and advice provision. The strategy's vision and priorities have been shaped by consultation with citizens of Stoke-on-Trent and stakeholders, taking into account Care Act requirements, other key legislation and best practice guidance.

Our vision is for the citizens of Stoke-on-Trent to have access to clear information and advice that is accessible, accurate, consistent and up to date to enable them to make fully informed decisions regarding the support they receive. It will give people choice, control and prepare them for the future whilst acting to prevent deterioration in health and social care needs.

Key findings from the consultation in 2015/ 2016 demonstrated:

- There is little awareness amongst citizens of Stoke-on-Trent in relation to locating information and advice.
- The internet is a popular way of accessing information amongst a proportion of the population, but many do not want to access information in this way.
- Citizens of Stoke-on-Trent want to be able to access information from one place (in their preferred format).
- Organisations need more awareness of other local services to enable signposting.
- Many citizens' feel that voluntary organisations require more support to sustain their information and advice services.

Further details of the consultation can be found in the appendix section.

Clear information and advice can support the City Council, the CCG, partners and other organisations in the City to "manage demand" making more effective use of the limited resources that are apparent in society during a period of austerity.

The strategic delivery plan will be the driver for ensuring that actions are delivered and implemented and there will be clear governance arrangements in place to ensure accountability.

Scope

Due to the wide spread need for information and advice, this strategy specifically refers to those adults for whom the Care Act applies¹.

What should good information and advice look like?

Effective information and advice should:

¹ Due to the wide spread need for information and advice, this joint strategy specifically refers to those adults for whom the Care Act applies, this includes those transitioning through Children's Social Care Services to Adults Social Care Services. Because information and advice is such a wide spread, cross cutting theme, expert information and advice will be produced on specific issues affecting adults and will be monitored via separate strategies, their underlying strategic delivery plans and their governance arrangements within each area.

- Follow the principles of the Accessible Information Standard.
- Take into account citizen's levels of health literacy.
- Demonstrate compliance with the Care Act 2014 and other key legislation.
- Be consistent in its content with less duplication across the system.
- Information should be accurate and up to date so that the person receiving it is provided with the correct detail they require first time.
- Information and advice should be proportionate; too little or too much information can lead to confusion and disengagement.

Why have quality information and advice?

Effective information and advice provided at the earliest point leads to improved health and wellbeing. It makes a positive difference to people's lives enabling citizens to make informed decisions and take preventative steps to avoid deterioration in health and wellbeing.

Value for money can be achieved through good information and advice as there will be less duplication, inconsistency and waste in the system.

The role of the City Council, CCG and partners.

The City Council, CCG and partners will provide information and advice but will also act as a co-ordinator of this, ensuring that there are organisations that specialise in providing subject specific information and advice. The City Council, CCG and partners will ensure that whichever 'front door' the individual chooses to present themselves to, they will be given the information and advice that they require, whether this comes directly from the Council, CCG or a more subject-specific organisation.

National Guidance

The Care Act 2014 stipulates that Local authorities must: *"establish and maintain a service for providing people in its area with information and advice relating to care and support for adults and support for carers"*.

The Care Act 2014 details that Local Authorities and partners must:

- Consider communication needs on a case by case basis.
- Relate to the whole population and not just those with care and support needs or already known to the system.
- Address preventative services including independent financial advice, health, housing and employment. (Further detail regarding what information must be co-ordinated is included in the appendix section).
- Involve engagement with the wider community including existing providers of information and advice.

Locally

Quality information and advice can contribute to cost savings to the local economy and plays a part in adding to citizens' quality of life because accessing information at the earliest opportunity enables citizens to make informed decisions regarding their future and they can take preventative measures. The benefits of quality information and advice to the economy

and citizens' quality of life are particularly significant to Stoke-on-Trent due to the high levels of deprivation. Statistics taken from the Office of National Statistics (ONS) July 2014 June 2015 demonstrate that 5.5% of the working age population across Staffordshire and Stoke-on-Trent were unemployed, reinforcing the need for information and advice regarding employment in Stoke-on-Trent (amongst other topics).

In Stoke-on-Trent, the 2011 census data shows that 4,458 people aged between 84 years and 94 years were living in the city. Increasing life longevity means that not only is more care and support likely to be needed but more people are likely to need care and support for longer. 9,196 adults from Stoke-on-Trent are in receipt of care and support services from the City Council; with increasing demand, a different approach to supporting people and organisations needs to be taken. An approach which has provision of timely information and advice at the heart of it will enable informed decisions to be made and individuals will be able take preventative measures before costly support is required.

Priority 1: To increase awareness of information and advice access points.

'People do not know how or where to access the information that would help them plan and prepare at key points in their lives, or support them to make appropriate choices if they are in receipt of care or expect to need care in the near future'².

Findings from the 2015 / 2016 consultation demonstrate that the public, professionals, voluntary sector and other stakeholders have little awareness of Stoke-on-Trent City Council's current information and advice resources. Increasing awareness of information and advice services is key in delivering the requirements of the Care Act.

Market research conducted by Associate Directors of Adult Social Services (ADASS) demonstrates that other local authorities have generated awareness about their information resource through promoting it at local libraries, bingo halls and through community groups. Other local authorities have also worked closely with GP's and other health services to increase awareness, these approaches are considered to be examples of good practice.

Where are we now?

The level of awareness of the City Council's information resources has been tested through surveys with the voluntary sector, general public and professionals (further detail available in the appendix section). 2015/16 consultation has also identified where citizens would choose to access information in future. Some of the feedback received demonstrates that citizens would choose to access information from different locations (in which consistent resource is not currently targeted, such as supermarkets).

Where do we want to be?

The City Council and the CCG need to increase the profile of Stoke-on-Trent as an 'information savvy' city. In order to do this the City Council, CCG and partners will ensure that everyone is able to access the information that they need (in their required format), and

² <http://www.thinklocalactpersonal.org.uk/Latest/Resource/?cid=9553>

no one is excluded. The City Council and CCG must engage with partner organisations, including health and voluntary organisations. There will be a joint communications campaign which will support the City Council, CCG and partners to increase awareness of information and advice access points across the City. The communications campaign will be wide reaching and all-inclusive, drawing on the consultations in identifying access points that require further promotion and resource.

Priority 2: To be able to access timely and up to date information and advice which is consistent and of a good quality.

A common theme which has emerged from the 2015/ 2016 consultation findings is that citizens do want to be able to find everything that they need in one place ; *‘most advice services have been fragmented across a range of voluntary and statutory agencies and have relied on short-term funding, leading to patchy provision’³*.

Receiving timely information can prevent crisis occurring because citizens will know how to access support at the earliest opportunity and will be able to take preventative steps to self-support.

Consistency in the approach to information provision is important because without this, a postcode lottery could be created in relation to receiving information. This could result in some citizen’s not receiving accurate information from their chosen access point, which is disadvantageous for them citizen’s, disabling them from making informed decisions.

Where are we now?

Stoke-on-Trent has many access points for information including web based resources, voluntary organisations, libraries, local centres and health settings just to name a few. Despite this, 2015/2016 consultation findings demonstrate that many citizens have still struggled to access information so therefore, the information that they receive is not timely due to struggles to locate information in the first instance. This leads to disengagement and confusion for the citizen.

A mapping exercise undertaken has demonstrated that there are inconsistencies in the approach to signposting with some organisations not signposting or sharing information about other local services due to the demand placed on the service and fears of them reaching capacity as well as an element of competitiveness amongst some services. This means that citizens are not receiving expert information from the most appropriate source for their query leading to further inaccuracies in information content.

There are not only inconsistencies in the approach to signposting and in the actual content of information, but there is some inconsistency in the practice which has been detected amongst first contact points within Adult Social Care. Some members of staff prefer to gather as much information as possible for the citizen presenting to them, therefore delaying their

³ <http://www.thinklocalactpersonal.org.uk/Latest/Resource/?cid=9553>

need for a statutory assessment, whilst others prefer to complete a statutory assessment for the individual and provide information during the process.

A proportion of the information commissioned by the City council, be it leaflets, or online information is out of date due to requirements placed on the City Council by the Care Act 2014 and lack of resource within the City Council to maintain this, therefore a proportion of the City Council's information which is on offer is inaccurate.

Where do we want to be?

Further consultation will be undertaken to develop an effective information and advice model (taking into account the need for a range of formats for the information and advice); this will include all stakeholders.

Engagement will be undertaken with providers to ensure that ownership and responsibility for accurate, up to date information is agreed and that all organisations are following the same partnership approach recognising that each organisation is an expert in their own field.

As there is no single dedicated resource committed to maintaining information across the City Council, it would be the responsibility of each directorate within the City Council/ CCG to ensure that information is up to date for their work area. The strategy and its underpinning governance will influence the voluntary sector and other organisations to ensure a collaborative approach. (Further details around this will be included in the Strategic Delivery Plan).

Priority 3: Engage with the wider community and existing information and advice services to ensure an ongoing commitment to developing and sharing information and advice across the city.

Engaging with the wider community and existing information and advice access points is key to keeping information up to date and frequent, preventing duplication and ensuring we do not 'reinvent the wheel'. Additionally, meaningful engagement can help partner organisations to take responsibility for maintaining their information. Findings from the 2015/ 2016 consultation have demonstrated that organisations would like more knowledge and support in understanding what other organisations and services can offer. This will in turn enable more signposting opportunities and information sharing between organisations and services. This aligns with Local Authority duties detailed in the Care Act 2014 relating to market shaping whereby there is a requirement on the City Council to facilitate markets that offer a diverse range of high-quality services and better integration of care and support related services.

Where are we now?

As a result of the 2015 / 2016 consultation, engagement activities with the wider community and existing information and advice access points have already begun. Through the consultation the City Council has been able to gather information from organisations about

their general behaviours in relation to signposting and keeping staff up to date in terms of new information and changes in legislation.

Where do we want to be?

The workforce needs to adopt a more 'holistic' approach to working with people in the provision of information and advice. This will ensure that they have the knowledge to provide information to people about the presenting issue as well as consider the 'whole person' and other information that may be of benefit to them (even if they aren't able to recognise this for themselves yet). This approach would also ensure appropriate signposting to expert organisations. Some council departments are already operating in this way through the Community Wellbeing Model and the Cooperative Working Model.

Models for a Single Point of Access (encouraging better information sharing between organisations) will be developed in conjunction with stakeholders. Governance for this will form part of the responsibilities of the Information and Advice Steering Group.

Strategy Delivery

Governance

There is an Information and Advice Steering group made up of members from the City Council, CCG, partner organisations and the voluntary sector to oversee the strategy implementation, assist with the redesign of information and advice, and monitor progress. The overarching purpose of the Steering Group is to support implementation of the strategy. The Steering Group will be responsible for strategy governance arrangements and a number of working groups may be mobilised to ensure delivery of the priorities. The group will be accountable to both the City Council and CCG overarching governance structures.

Communications

Consultation and engagement exercises will continue to progress involving all citizens and stakeholders and there will be a Communications Plan developed to raise awareness of the new approach to information and advice.

Information and Advice requirements from the Care Act 2014 and principles from the Accessible Information Standard and this Joint Information and Advice Strategy have training implications for the wider workforce. These will be detailed in a Partnership and Workforce Development Plan with oversight from the Training and Development Team, Corporate Communications Team and the Information and Advice Steering Group.

Stoke-on-Trent Strategic Delivery Plan

There is a strategic delivery plan being developed which outlines in more depth the steps the City Council, CCG and partners will take to achieve priorities for information and advice. Within the three priorities there will be implementation tasks identifying key organisations to support with driving this forward all of whom will be members of the Information and Advice Steering Group.

Appendices

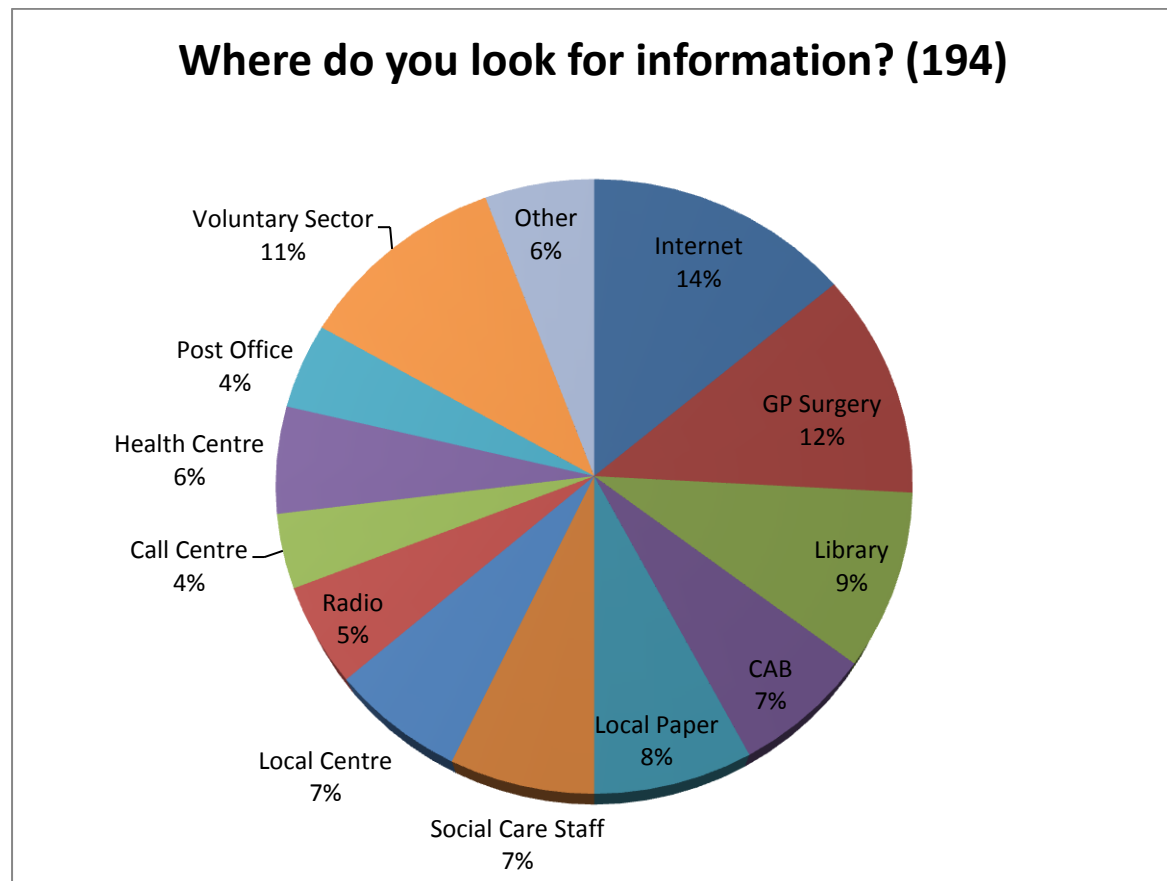
Appendix 1- Consultation findings 2015/2016.

Appendix 2- National Guidance.

Appendix 3- Local Priorities.

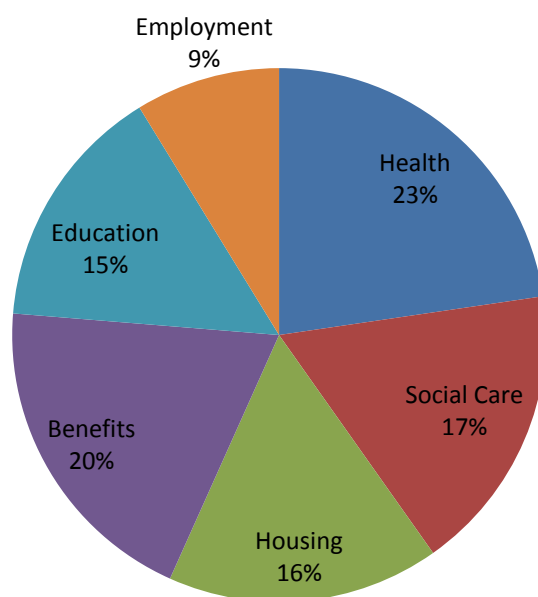
Appendix 1- Consultation Findings 2015/2016

A range of methods were used to gather feedback including postal surveys, web based surveys, face to face consultation via community groups (to name a few). It is acknowledged that these findings only provide a snap shot of people's preferences regarding information and advice and these results could be very different depending on the method used for gathering feedback and the venue.



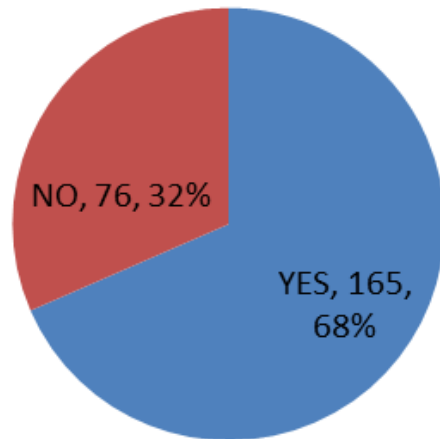
- 194 citizens were asked where they look for information.
- The internet was the most popular source for people to look for information (14 percent of the total participants, look for information on the internet).
- The GP surgery was the second most popular location for locating information with 12 percent choosing to access information in the GP surgery.
- These findings will support with identifying key locations for engagement exercises and partnership working to be focussed.

People struggled to access information from the following areas (194 respondents)



- 194 citizens were asked if they have struggled to access information on a particular subject.
- 23 percent of the citizens asked, struggled to find information about health and 20 percent struggled to find information about benefits.
- These were the two subjects that most of the participants struggled to access information on.
- These findings will be used as a basis for mapping gaps in information and advice and will be incorporated into the Strategic Delivery Plan to be addressed by the Information and Advice Steering Group.

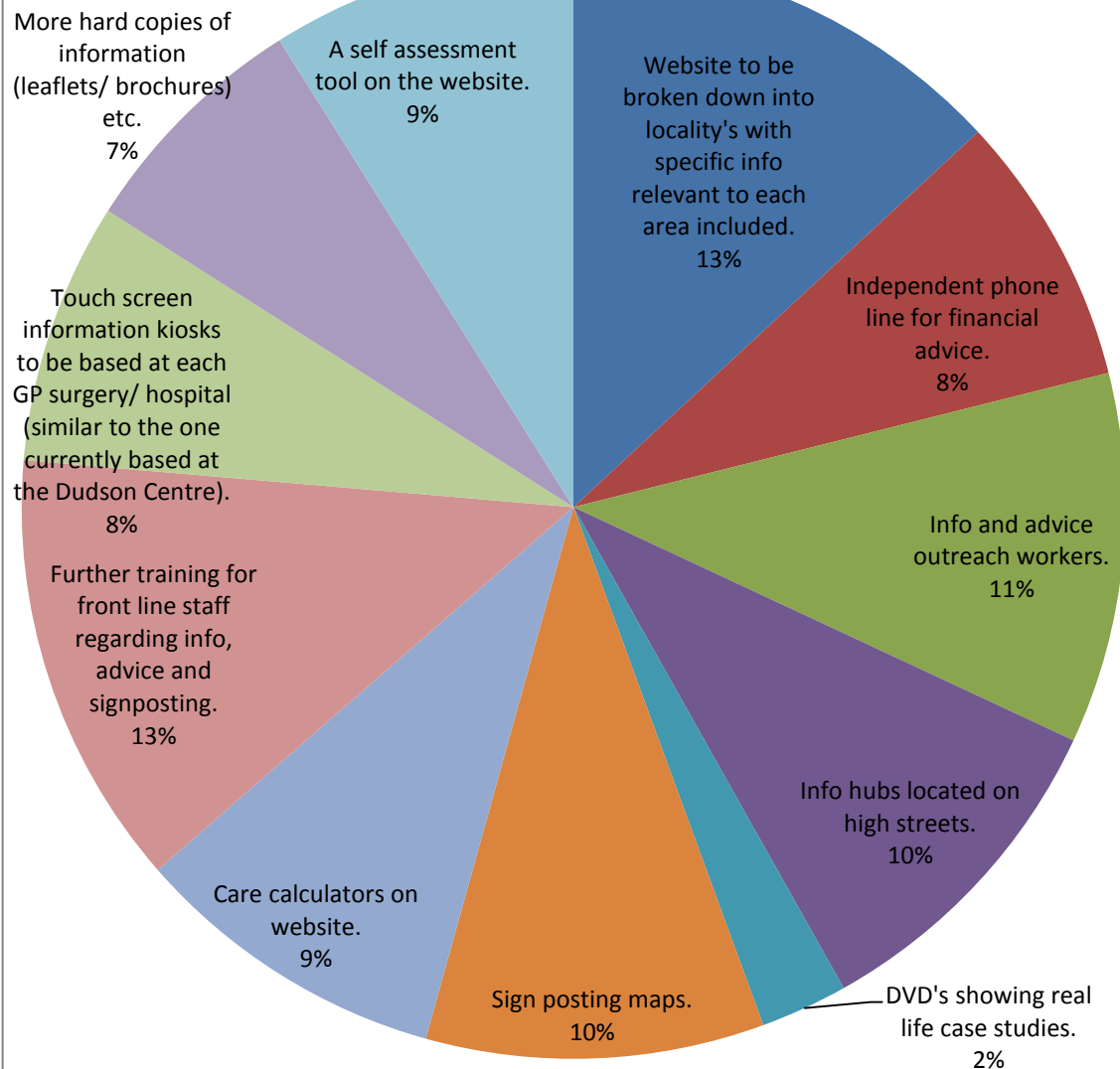
Would you use the internet if information on it was improved?



241 respondents

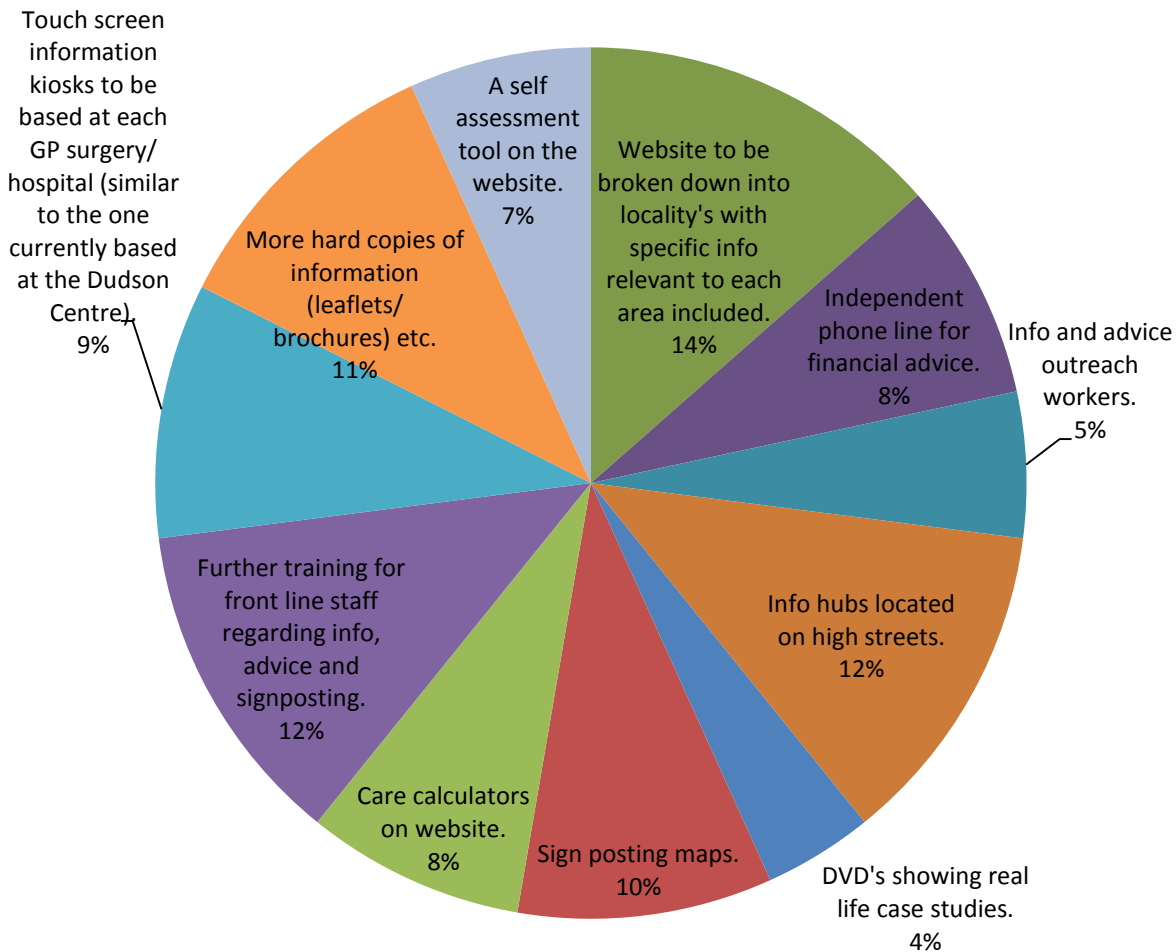
- 165 citizens advised us that they would use the internet more if information on it was improved, however 32 percent would not use the internet to access information.
- These findings will inform the Strategic Delivery Plan in relation to access points for information and advice.

Which of the following would you like to see implemented? (External Professionals, 71 respondents)



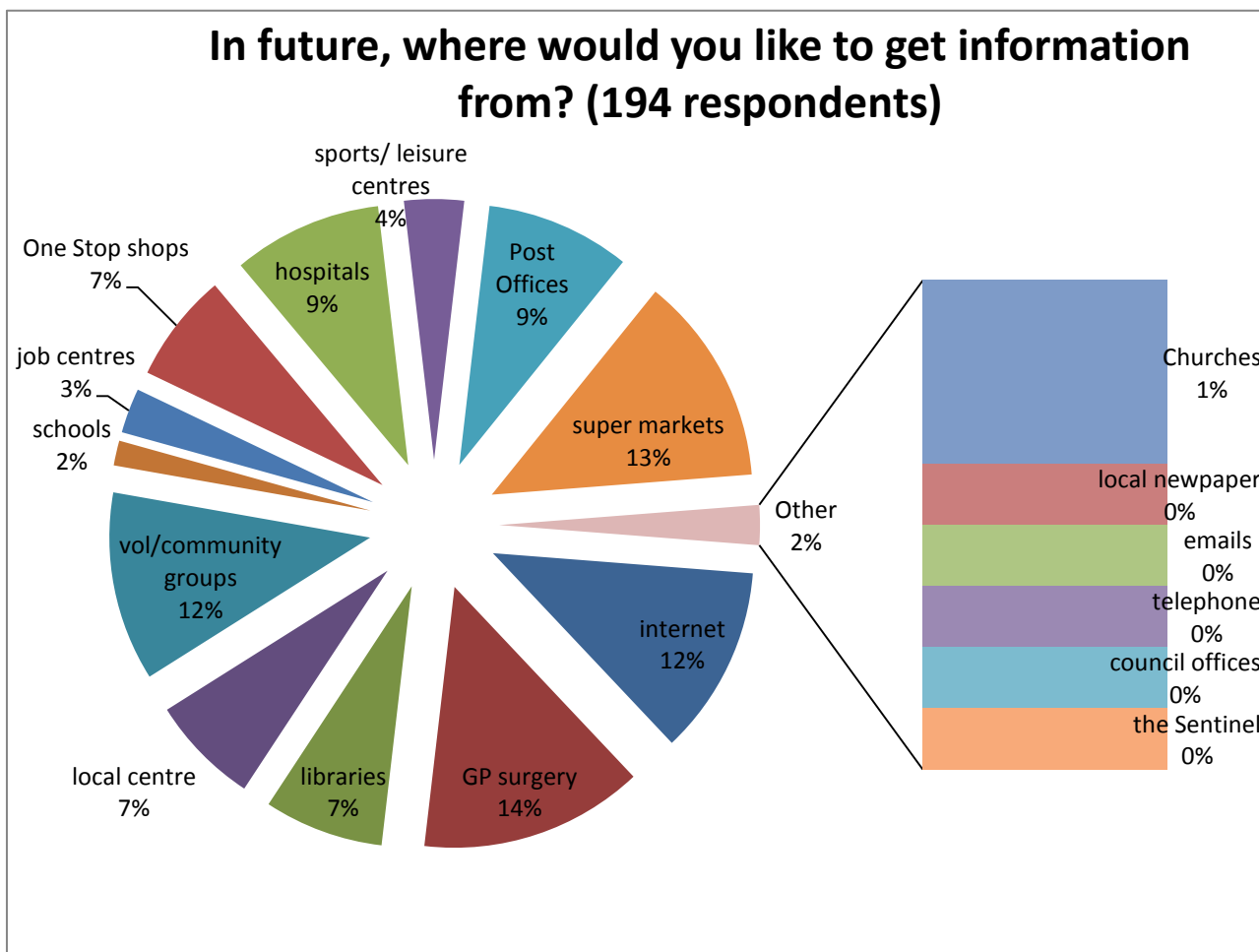
- A few ideas were put forward to professionals (71 professionals responded) for suggested improvements to information and advice in Stoke-on-Trent, the most popular suggestion was for further training to front line staff regarding information, advice and signposting.
- Equally as popular was the suggestion for a website for professionals to access which would be broken down into locality areas.
- Information and advice outreach workers in the community was another popular suggestion amongst professionals.
- These findings will inform the new model for information and advice services.

Which of the following would you like to see implemented? (Council Staff, 22 respondents)



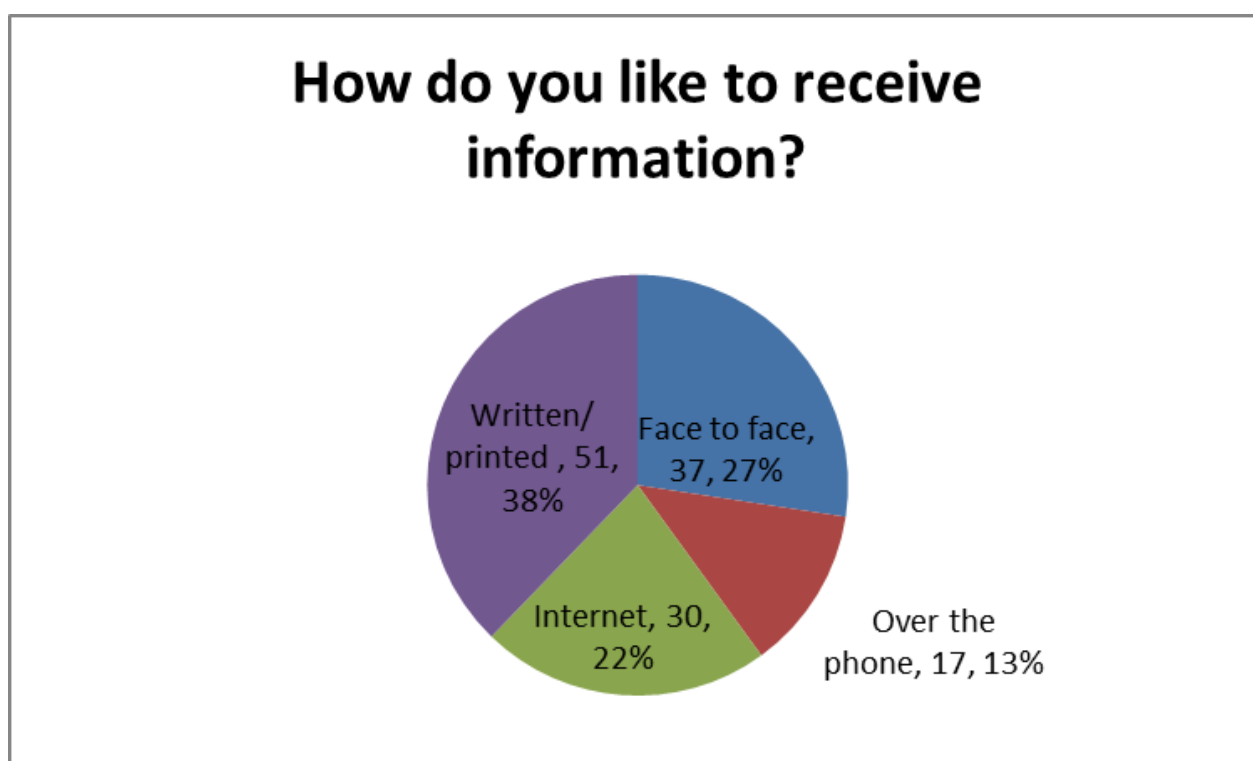
- The same suggested improvements were put forward to council staff.
- 22 council staff responded and the most popular suggestion was for a website to be broken down according to locality area as a means of accessing information.

- Further training being provided to front line staff regarding information, advice and signposting was also popular as well as information hubs being located on High Streets across the City



- After citizen's were asked where they access information from currently, it was recognised that this may not be the preferred location for accessing information, so citizens were then asked where they would like to access information in future.
- The total number of respondents was 194 and the most popular location was the GP surgery (45 people choosing to access information from there).
- Supermarkets were also a popular location where citizens would like to access information.

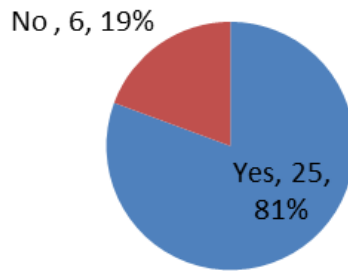
- These findings will shape what the information and advice model will look like and will be incorporated into the Strategic Delivery Plan to ensure accountability for information produced in locations identified in the consultation.



194 respondents

- Citizens' were asked what format they prefer to receive information.
- There were 94 respondents and of the 94 respondents, 51 citizens preferred information to be written/ printed; this was the most popular format.
- These findings will inform the City Council and partners when producing information, where the resource should be focussed.

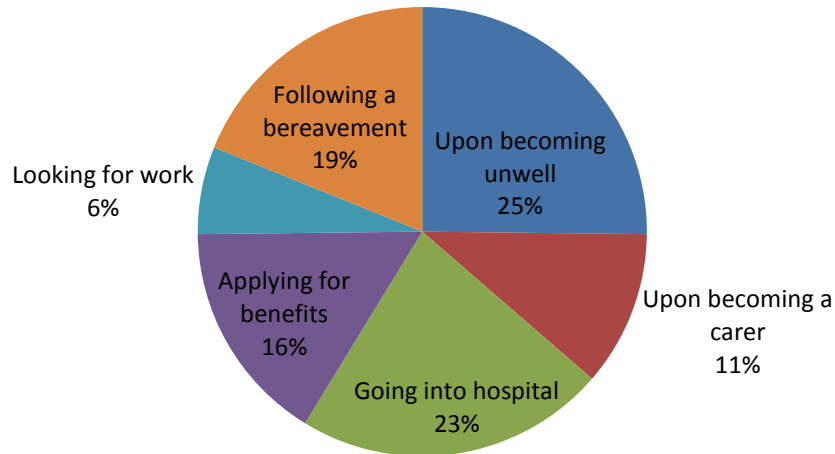
If you were signposted to another organisation for further information and advice, was the service which you were signposted to appropriate for your enquiry?



31 respondents.

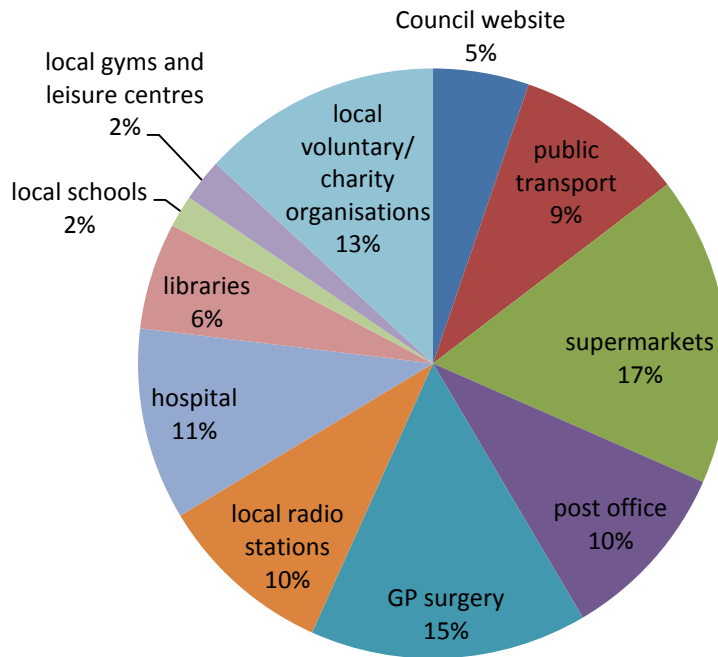
- 31 Participants were asked if when they were signposted to another service, whether this was appropriate to meet their query (in their opinion).
- Twenty five people thought that the organisation that they were signposted to was appropriate for their query.
- This feedback, along with information gathered from a mapping exercise conducted with first points of contact within Adult Social Care, have been used as a means of identifying how effective signposting is at present.

Are there any particular times or events in your life when you have required information or advice? (194 respondents)



- Participants were asked during which key life events, they required information and advice.
- 194 citizens responded and most people searched for information and advice upon becoming unwell or following bereavement.
- This feedback will inform the City Council and partners which fields / subject matters resource should be focussed.

Which of the following do you use regularly? (194 respondents)



- 194 Participants were asked which locations they choose to visit regularly.
- Supermarkets, GP surgeries and voluntary organisations were the most popular locations.
- This information will be used to identify potential information and advice access points.

Appendix 2-National Drivers

The Care Act 2014 builds on recent reviews and reforms, replacing and combining numerous previous laws, to provide a coherent approach to adult social care in England. Part one of the Act (and its Statutory Guidance) consolidates and modernises the framework of care and support law.

The Act clearly sets out that Local Authorities must provide information on:

- *The types of care and support that are available e.g. specialised dementia care, befriending services, reablement, personal assistance, residential care etc.*
- *the range of care and support services available to local people, i.e. what local providers offer certain types of services*
- *what process local people need to use to get care and support that is available*
- *where local people can find independent financial advice about care and support and help them to access it*
- *How people can raise concerns about the safety or the wellbeing of someone who has care and support needs.*

Accessible Information Standard

There is an Accessible Information Standard which came into effect from 31st July 2016. NHS England detail that the aim of the Standard is to establish a framework and set a clear direction such that patients and service users (and where appropriate carers and parents) who have information or communication needs relating to a disability, impairment or sensory loss receive communication support and accessible information to enable them to make informed decisions.

The Standard applies to service providers across the NHS and adult social care system as well as commissioners of NHS and publicly-funded adult social care that must have regard to this Standard, in so much as they ensure that contracts, frameworks and performance-management arrangements with provider bodies enable and promote the Standard's requirements.

Think Local Act Personal is a national partnership committed to transforming health and care through personalisation and community-based support. The partnership has published a number of reports to support local authorities implement the Care Act, some specifically aimed at information and advice.

Think Local Act Personal set out the following key principles for the provision of information and advice:

- Involve people who use services and carers in determining what is needed and how it is provided.
- Be available at the right time for people who need it, in a range of formats and through a range of channels.
- Meet the needs of all groups.
- Be clear, comprehensive and impartial.
- Be consistent, accurate and up-to-date.
- Meet quality standards.
- Be based on a detailed analysis of the needs of the local population served by the council.
- Be commissioned in tandem with advice, support and advocacy services.
- Avoid reinventing the wheel.
- Signpost people to sources of further information.
- Be used to inform future planning

"Information is power. With good information, people can be aware of available care and support services and make informed choices. They will know what they should expect and challenge when things go wrong. Good information helps people to take control of their lives – it is at the very heart of personalised care"⁴.

Think Local Act personal (National Advisory Co-production Group) have also produced a report highlighting a number of markers used to support all those working towards personalisation.

Making it real highlights the issues most important to the quality of people's lives. It helps the sector take responsibility for change and publicly share the progress being made. *Making it Real* is built around "I" statements. These express what people want to see and experience; and what they would expect to find if personalisation is really working well.

The first of the six "I" Statements co-produced by people who use services, including self-funders and carers is specific about the provision of information and advice:

Information and Advice: having the information I need, when I need it

- "I have the information and support I need in order to remain as independent as possible."
- "I have access to easy-to-understand information about care and support which is consistent, accurate, accessible and up to date."
- "I can speak to people who know something about care and support and can make things happen."
- "I have help to make informed choices if I need and want it."
- "I know where to get information about what is going on in my community."

The Adult Social Care Outcomes Framework (Department of Health) 2014/15 sets the following outcomes for Adult Social Care Services:

- Enhancing the quality of life for people with care and support needs.
- Delaying and reducing the need for care and support.

⁴ Andrea Sutcliffe, Chair of TLAP's Information and Advice work stream and Chief Executive of the Social Care Institute for Excellence Andrea Sutcliffe

- Ensuring that people have a positive experience of care and support.
- Safeguarding people whose circumstances make them vulnerable and protecting from avoidable harm.

The framework also states that the availability and ease of access to information and advice is vital in helping people, their families and carers to make informed choices about the care they want to receive.

The Local Government Association report 'Development of Online Services for Information and Advice, Supporting the Care Act 2014' discusses the benefits to local authorities of using the web as its main delivery mechanism of information and advice. Some of the benefits which it mentions include:

- Online information can be updated quickly,
- It is available 24/7,
- Key pages can be printed so can then be accessed by people not using the internet,
- Can provide links to other sources of info.

The campaign to end loneliness (connections in older age) is a network of national, regional and local organisations and people working together through community action, good practice, research and policy to ensure that loneliness is acted upon as a public health priority at national and local levels, the campaign makes reference to the importance of information for the public to be clear and accessible in relation to combatting loneliness.

The Children and Family's Act 2014 refers to information and advice in section 30. It places duties on local council's to publish information about education, health and social care, as well as information regarding transition and preparing for adulthood. This is referred to as the 'local offer'. The local offer should not be developed in isolation; local authorities should work together with partner organisations and in conjunction with children and families. The local offer is intended to act as a quality assurance tool also, by publishing reviews from the public in respect of the services on offer. This demonstrates how good information and advice is not just a statutory requirement for adults as a result of Care Act implementation, but it is also prevalent to children, young people and families also.

The Public Sector Equality Duty (2011) - Accessible information and advice can support the City Council and partners to meet the Public Sector Equality Duty which places a duty on local authorities and partners to consider all individuals when carrying out their day-to-day work and makes specific reference to service delivery and acting to eliminate discrimination, advancing equality of opportunities for everyone.

There are various other pieces of legislation in which information and advice is heavily referenced and this report is by no means exhaustive.

Appendix 3 - Local Priorities (Stoke-on-Trent)

The City Council's vision is to improve local communities through the 'Stronger Together campaign'. The Stronger Together campaign has involved a large consultation with the general public and professionals and one of the priorities for improvement which has been feedback from the consultation is that people want improved access to GP services and health advice.

Provision of information and advice plays an extremely important part in some of the cross cutting themes identified in the Joint Health Wellbeing Strategy such as the focus on prevention, early intervention and promoting independence, making sure that things are explained clearly and improving access to services. Information and advice is specifically referred to under the priority 'Keep Older People Safe and Well'.

Within the Adults Strategic Partnership Plan, information and advice is a cross cutting issue specifically in relation to the priority 'Keeping Older People Safe and Well' and in the Children and Young People's Strategic Partnership information and advice is addressed under the priority 'Preparing Young People for Adulthood'.

The Stoke-on-Trent Better Care Fund (money shared between the City Council and Stoke-on-Trent CCG and the City Council for 2015/16) encourages better data sharing between the City Council and these two governing bodies (based on the NHS number 111). Good quality, consistent information will play a key role in this.

The Stoke-on-Trent Joint Carers Strategy 2014-2018 emphasises the importance of services for carers, (this will include information and advice).

The consultation findings from the Living Well with Dementia, Stoke-on-Trent Joint Dementia Strategy 2015-2019 detail how information and advice (regarding Dementia services) was something which people in Stoke-on-Trent wanted to see improve.

The Stoke-on-Trent CCG's 'Clear and Credible Plan 2013-2016' and also the Staffordshire and Stoke-on-Trent Five Year Strategic Plan 2014-2019 have good access to information and advice at the centre of what they want to achieve.

Objective Four of the Stoke-on-Trent Older People's Housing Strategy is to improve information and advice services relating to housing options and support services for older adults.

There are various different local priorities which supplement this strategy. These include:

The Age Friendly Cities- aspiration 'to make Stoke-on-Trent a great place to grow old'. The purpose of this campaign is to improve people's experience of ageing in the city, measured by health and social wellbeing indicators. Being age friendly involves listening to what people need as they age, recognising what ageing people can offer to society, protecting the vulnerable and encouraging the ageing population to be a part of the community. Good access to information provides people with greater choice and control and therefore the information and advice strategy and the Age Friendly Cities Campaign complement each other.

Change for Life (alcohol and drugs awareness campaign). As part of this a debate took place; 'It's your round' in November 2014, it was a chance to share concerns about alcohol, hear from experts and consult on the strategy. This is another campaign which complements the information and advice strategy as awareness about alcohol and drugs is key to maintaining health and wellbeing.

Five Ways to Wellbeing- this is a local initiative aimed at helping people to look after their mental wellbeing. It suggests five steps for people to self-help and maintain their wellbeing; these are connect, be active, take notice, keep learning and give. The initiative also

promotes people getting professional support in relation to mental wellbeing if and when they need it.

Health Literacy in the City. Health Literacy refers to the personal characteristics and social resources needed for individuals and communities to access, understand, appraise and use information and services to make decisions about health. Stoke-on-Trent City Council is encouraging individuals and organisations to identify health literacy problems and to help to solve them. Providing good quality information to people is key to promoting better health literacy amongst the population of Stoke- on- Trent and therefore having effective information and advice strategy in place is integral for embedding the vision for Health Literacy; the ambition is:

Stoke- on-Trent becomes a health literate city in which:

- People understand their own health needs (and those of their families), healthcare services and how to use them appropriately
- Professionals understand and recognise the importance of good health literacy and adapt their practice accordingly when dealing with citizens and patients
- Local organisations embed health literacy principles in their goals and practice.

Further details of how health literacy principles will be embedded within the information and advice provision across Stoke- on-Trent is included in the strategic action plan.

Building Carer Friendly Communities- communities that support Carers to look after their loved ones well, while recognising that they are individuals with their own needs. A good quality information and advice service is crucial in supporting carers to maintain their role and will help to make Stoke-on-Trent a carer friendly community.