

Financial Savings, Social Value and Benefits



- £11.5million resulting from the avoidance of falls, unplanned hospital admissions and GP appointments
- £2.5million resulting from reduced anxiety, isolation, or actions improving their well-being
- £1.9million in additional financial benefits

Financial Savings, Social Value and Benefits



- Possible admit to residential /nursing care: £25,636
- but receiving social care we have included £6396 savings as the difference between these options.
- Mr A: was highly likely to fall in old home. Cost of unplanned hospital admission with hip trauma following a fall = £3577
- still risk of other admissions due to poor health. Risk is not reduced so nil savings

Total savings to NHS / Social Care = £9973.

- Mrs A: improved well-being by reducing isolation = £900
- Reduced stress levels – less anxious as a result of the move, still stress about Mr A's health. Savings from reduced anxiety: 25% of £2538 = £635

Total financial benefit from improved well-being = £1535

- Attendance Allowance: £55.10 per week

Annual Total = £2865 increased annual income

Total value added from intervention:

£14373



Financial Savings, Social Value and Benefits



- Potential costs of residential care (£26676) have not been taken into account
- use increased income to buy own home care support, need for which minimised by move. Assuming median level of home care = £19,240 per year
- No savings to the NHS or social care have been included for equipment purchased by Mrs B except electric wheelchair = £424 per year
- Mrs B at risk of falling, but given already has problem with one failed hip operation, is risk of admission for hip trauma = £3577
- Mr B at risk of emergency admission due to COPD. Condition still present so reduce by 50% = £1419
- Reduced social work intervention, assume 7 hours @£55 = £385
- Total savings to NHS / Social Care = £25,045
- Both Mr and Mrs B improved well-being through reduced isolation: £900
- Total social value added = £1800
- Secured Attendance Allowance £82.30 per week
- Housing Benefit and Council Tax benefit £199 per month
- Annual Total = £6668 increased annual income
- Total value added from intervention: £33,513

TASK



- Questions?
- Discussion
- Work an example for your project



- The role of the Change Champion
- The Releasing Community Capacity Programme
- Health and Wellbeing
- Teaching the Elephant to dance
- Understanding needs, wants and demands
- Action planning
- Identifying and engaging stakeholders



- Engagement
- Relationship Management
- PR and Marketing
- Sustainable projects

The Role of the Change Champion



- Supporting communities / groups to develop and grow
- Help to access funding
- Challenge ideas and ensure that all ideas are driven by need
- Build robust plans that can be sustained
- Act as an advocate for the RCC programme

Health and Wellbeing

- Not just about sickness
- People affected by immediate environment as well as outside influence
- ‘Wider Determinants’ – health, housing, benefits, education, employment etc
- 5 ways to wellbeing

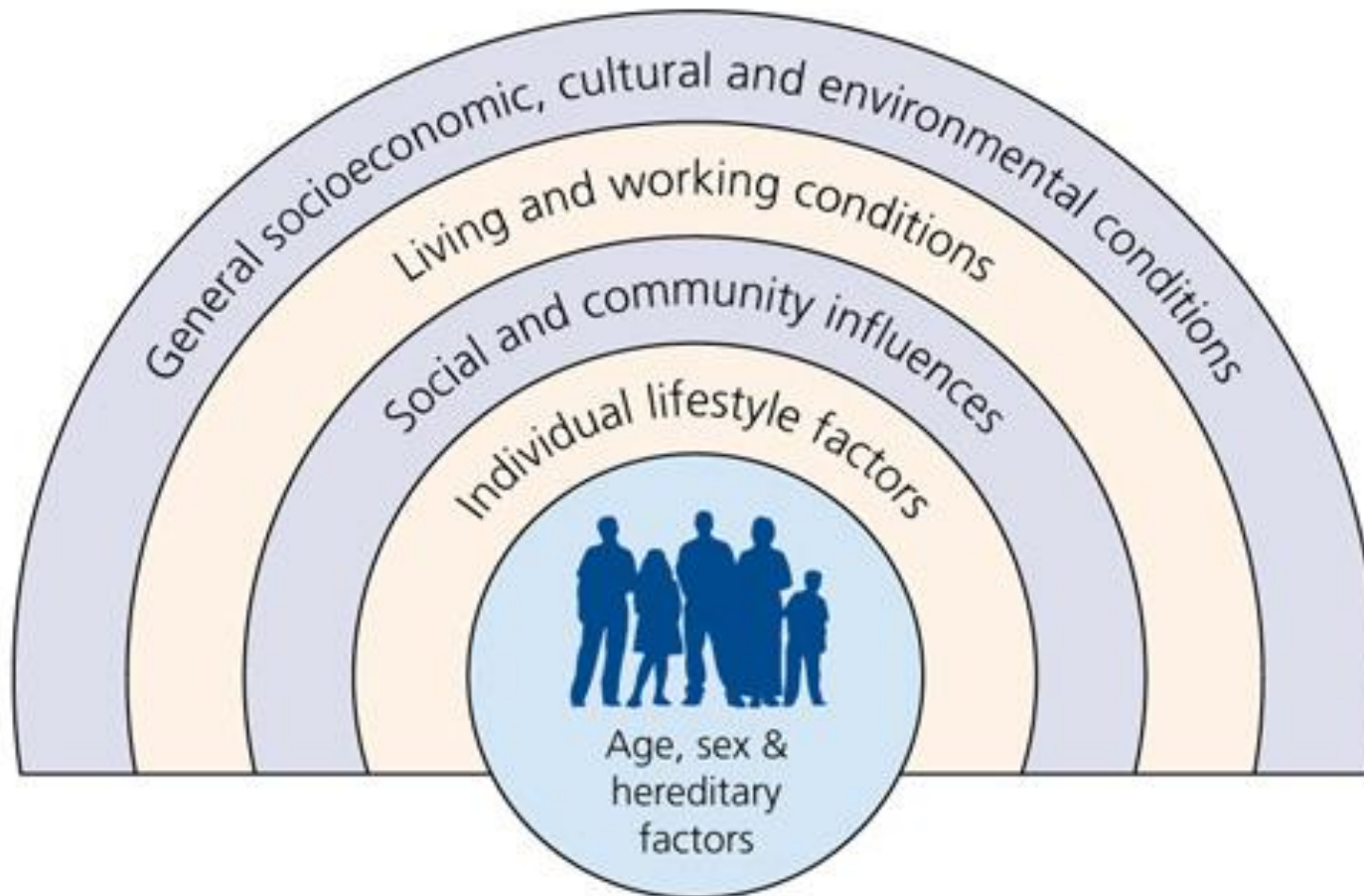


Determinants of Wellbeing

Source: Dahlgren and Whitehead (1991)



Let's get better together



5 Ways to Wellbeing



- **Connect** – with everyone around you. With family, friends, neighbours and colleagues. Invest time in developing these cornerstones of life.
- **Be Active** - go for a walk or run. Step outside. Cycle. Play a game, garden, dance. Exercising makes you feel good. Discover a physical activity that suits your mobility and level of fitness.
- **Take Notice** - Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment. Enjoy what you eat. Be aware of the world around you.
- **Keep learning** – Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument. Learn to cook something new. Set a challenge you will enjoy achieving.
- **Give** - Do something nice for a friend or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out as well as in. Seeing yourself and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you.

Overcoming Resistance to Change



Lets get better together



Why Do People Resist Change?

YOUR WAY...

Lets get better together

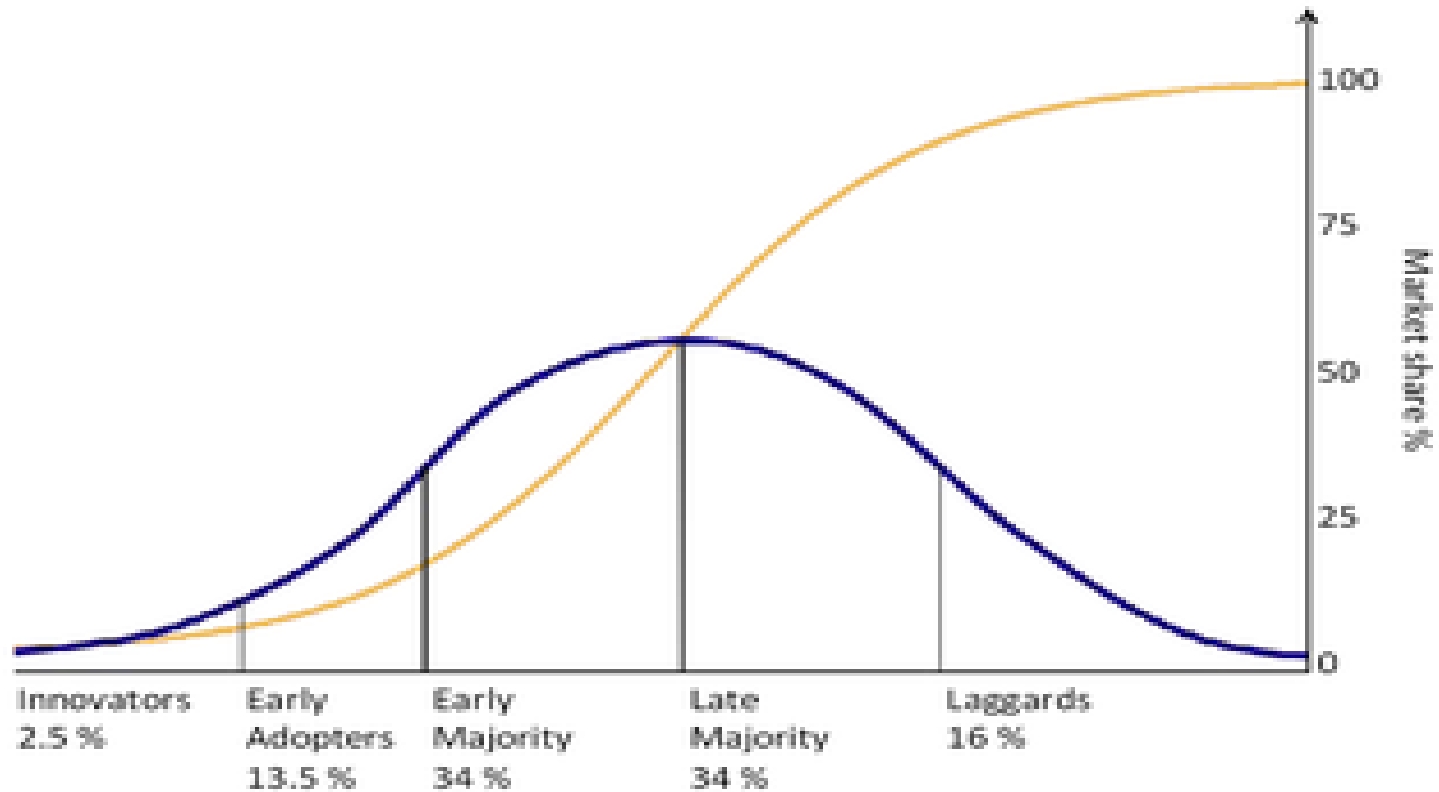
- Fear of change
- Not my job
- Don't see the point
- Disrupts their routine
- Might make life more difficult for them
- What's in it for me?
- Makes their service worse



How Does Change Happen?



Lets get better together





‘Change only happens when the fear of the status quo is greater than the fear of the change itself!’

- You need to set fire to the tent!

Effective Change: (Cur Iceberg is Melting)



- The need for change
- A steering group: champions and leaders
- Vision and strategy
- What will be different
- Communicate, Communicate, Communicate
- Empower people to act
- Quick wins
- Press on, and make it stick
- Live the new approach and culture



Overcoming Resistance to Change

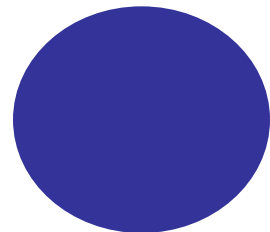


- Work with enthusiasts / “the willing” first
- Quick wins - the real examples for people
- Create a social movement
- LISTEN to people’s point of view
- Understand their narrative (the social marketing approach to behaviour change)
- Find common ground, or focus on what is important to them “People like us”

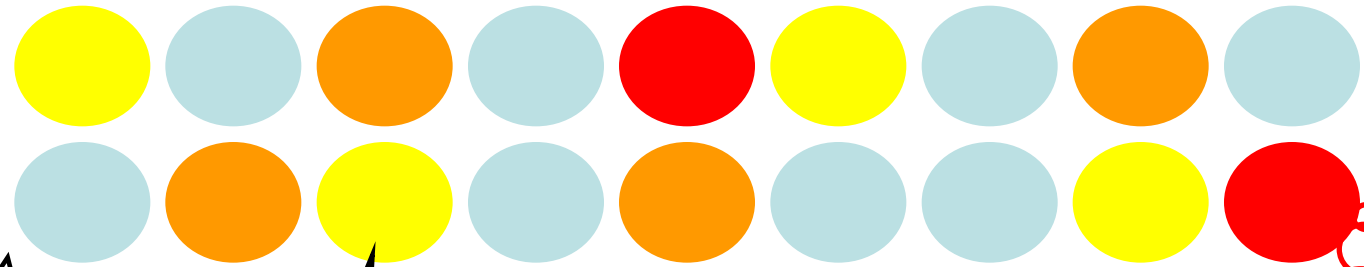
The Importance of Segmenting

YOUR WAY...

Lets get better together



We need to close the community hospital



YAWN - Tick box exercise

I have to travel a long way

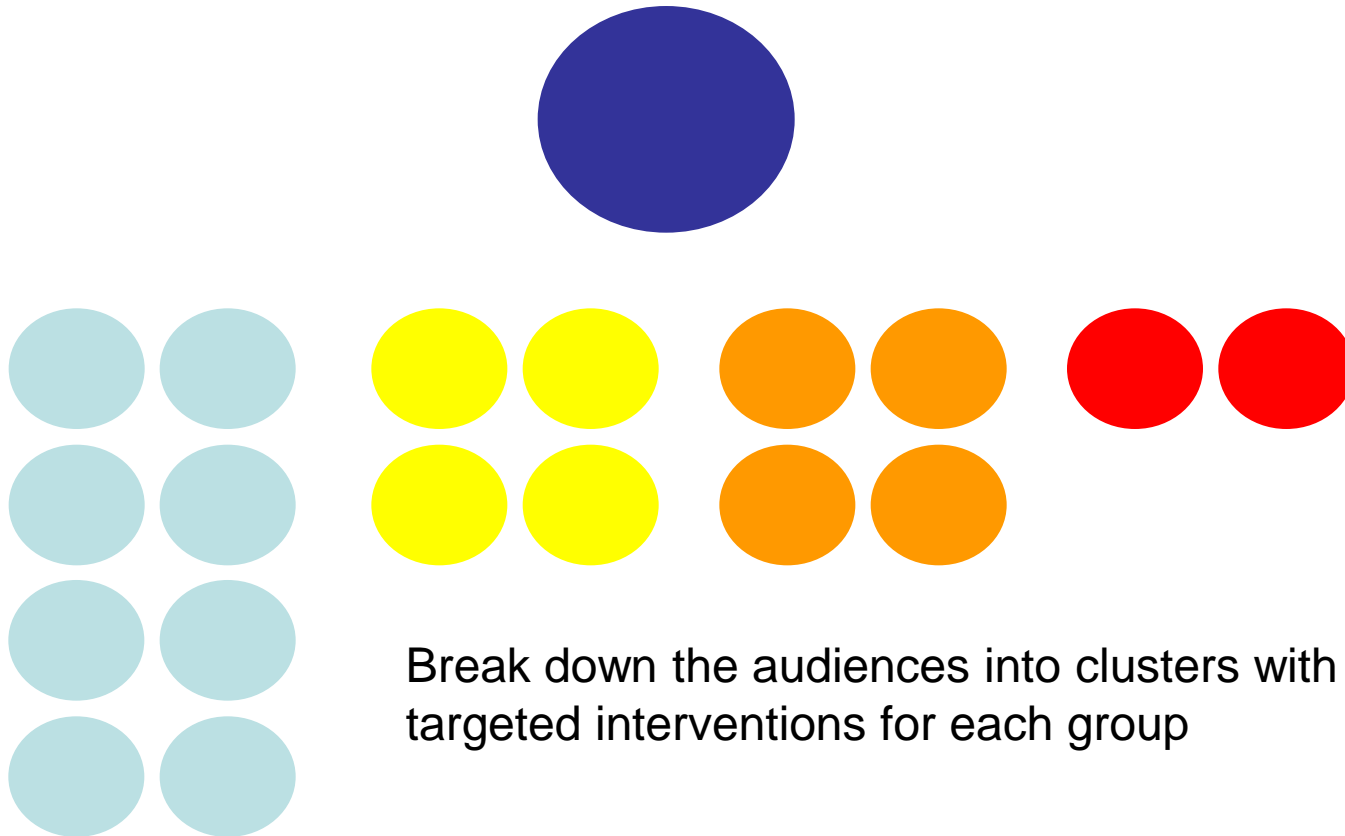
I will have to reduce the number of clinics I provide

Fabulous – I'm up for this! great opportunity to overhaul services

The Importance of Segmenting



Lets get better together



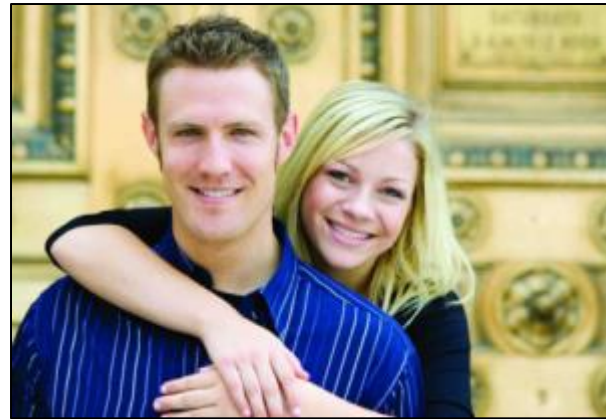
What might have motivated someone to buy this car?



What might have motivated them?



“Petrol prices are going up and I will save money!”



“I bet the neighbours will be impressed!”



“It's good for the environment!”

Matching Motivations



Get people to do the same thing for different reasons:

- make an ethical contribution, promoting causes, social good, new and exciting
- to do better for themselves, family or property; be seen to be doing it; to be the best
- to learn lessons of the past and because “we have always looked after ourselves round here”; community, traditional values

Lunch



**YOUR
WAY...**

**Lets get
better
together**