

Self Care Programme Bradford & District, Airedale, Wharfedale and Craven

The vision for the self care programme, is that it is embedded in the lifestyle of every individual throughout Bradford and District and Airedale, Wharfedale and Craven Health and Social Care Economy and for it to be a critical element of an individual's responsibility for their own health and wellbeing and a core and central theme in all service/commissioning plans and frontline delivery of care.

Evidence based self care interventions are built into the implementation programmes of all health and social care delivery to enable, support and encourage individuals to care for themselves more effectively.

In 2012, as part of the Integrated Care for Adults Programme, a self care steering group was set up, with a range of stakeholders from partner organisations across health, social care and the third sector. Since then, partners have been engaged in conversations and workshops, to come to a comprehensive understanding of what self care means for the people and services of Bradford and District, Airedale, Wharfedale and Craven and set out an approach to developing self care in the area.

Partners have already worked to produce various tools/work, including:

- Self care living well booklets
- Setting up First Contact Self Care
- Developing a programme of events for self care week 2013 and 2014
- Awareness events
- Small scale behaviour change training
- Self care postcards with key messages
- Self care postcards with 'Bradford's seven self care questions'
- Self care postcards with 'Shared Decision Making'

Since June 2014, the Integration and Change Board (ICB) and the emerging Five Year Forward View (2014-2019), launched their new portfolio and self care and prevention was highlighted as one of the seven portfolios of programmes.

As part of the 5 Year Forward View, there is formal recognition, locally, to promote self-care and illness prevention and improve the general health and wellbeing of the population of Bradford District and Craven.

Self care fits in with national and local policies, with the emphasis on individual empowerment and choice. Beyond these policies, there is a growing recognition that self care is the right thing to do. It is based on recognising the assets and strengths of people, and incorporates a co-production approach. Self care offers opportunities for people and services to work together. It also offers opportunities to improve health and social care outcomes and deliver reductions on the pressures within statutory services.

There is a drive to change expectations of service - some people wish to be more informed and involved with their own care, challenging the traditional divide between patients/service users and professionals, and offering opportunities for better health through increased prevention and supported self care.

Encouraging individuals to self care directly benefits individuals and their families and creates a society engaged and empowered in their own health and wellbeing. We need to equip people with the skills, tools and confidence to self care.

Our Bradford proposed future self care priorities includes:

- Infrastructure to develop interventions
- Implementation of Interventions
- Segmented approach to implementation
- Interventions: tools, services, training for health and social care workforce, cultural change, pathways, shared decision making, platforms and technology, person centred interventions, co-ordination, policy, campaigns, engagement and self management

For several months, the self care programme have been in conversations with key stakeholders across health, social care and the third sector, to develop a joint self care strategy across Bradford & District, Airedale, Wharfedale and Craven. The draft will be presented to the Integration and Change Board in December.

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