



# Provision of Services through Personalisation

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Chief Executive

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Personalisation Agenda UKCOD



# My involvement

- ✈ *Midland Regional Association for Deaf (MRAD) People organised a conference on this topic with Department of Health National Programme Manager (Personalisation), Martin Cattermole, as lead speaker*
- ✈ *Professionals working with deaf people expressed concerns*



# My involvement

- ✈ *Worcestershire County Council looking at developing good practice for delivering personalisation with Deaf People*
- ✈ *Worcestershire County Council and Deaf Direct are looking at good practices and report back to Department of Health*

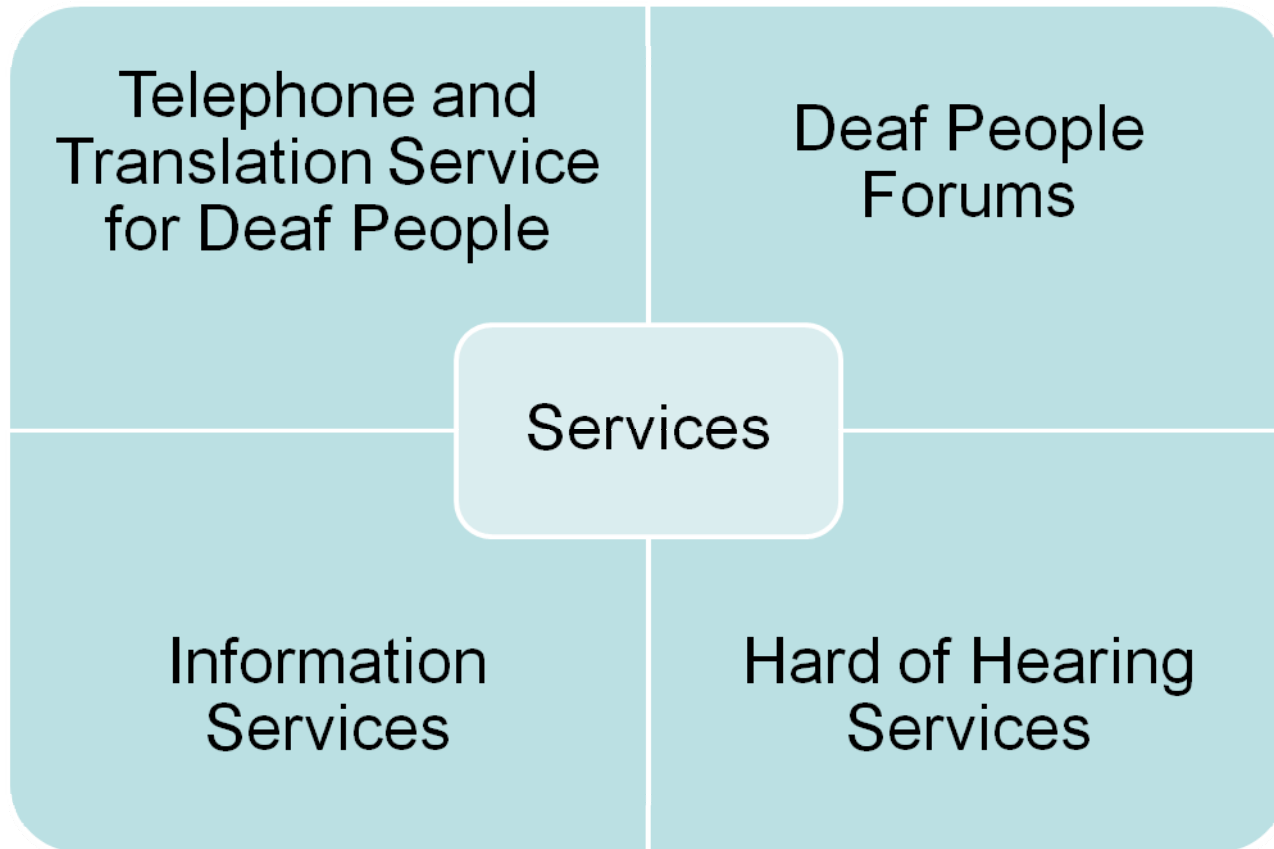


# Partnership working to identify..

- ✈ *Lack of information targeted at Deaf people*
- ✈ *Lack of examples of how personalisation can work for deaf people*
- ✈ *Not well understood by all involved*
- ✈ *Not clear how policy would help or tackle exclusion*



# 4 Services being looked at..



## Telephone and Translation

- ✈ Drop in service every 2 weeks
- ✈ Key Locations around the County
- ✈ Date/Times are published widely in deaf community
- ✈ Access to Interpreters
- ✈ Provided by Deaf Direct
- ✈ Where “help” is needed, a referral is made internally and externally
- ✈ Service in demand



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- ✈ Service Users were dependent on specialist Social Workers for translation purposes
- ✈ Working to a tight schedule so not possible to add in additional visits
- ✈ Longer waiting times for service users
- ✈ T and T made a huge difference
- ✈ Invaluable
- ✈ Seen a reduction in referrals for basic information needs and translation of correspondence



# Deaf People Forum

- ✈ Proven way of facilitating communication and understanding between Statutory bodies and Deaf people
- ✈ Influence decision makers
- ✈ Demands from professionals to attend and liaise with deaf people – Health, Social Care, CAB....
- ✈ Attracts 16 to 20 people at each time
- ✈ 4 times a year per location
- ✈ Led by Deaf Direct / Deaf facilitator



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- ✈ Deaf Sign Language users often miss out on information about public sector and are often not involved in consultation processes
- ✈ Forum allows public sector organisations to consult with Deaf people to gain feedback on how they can improve services for Deaf people
- ✈ Enables Deaf people and professionals to gain a clearer understanding of issues / difficulties
- ✈ Key service for issues surrounding accessing information and services plus barriers to communication



## Hard of Hearing Services

- ✈ Set up Social Groups
- ✈ Six new groups across the County
- ✈ Introduction to Equipments –try before you buy
- ✈ Home visits – cup of tea, assist with cleaning of hearing aids or making sure loop works
- ✈ Led by Deaf Direct / Hard of Hearing Outreach Worker
- ✈ Huge gaps due to high number of Hard of Hearing people – more need to be done
- ✈ Looking at personalisation

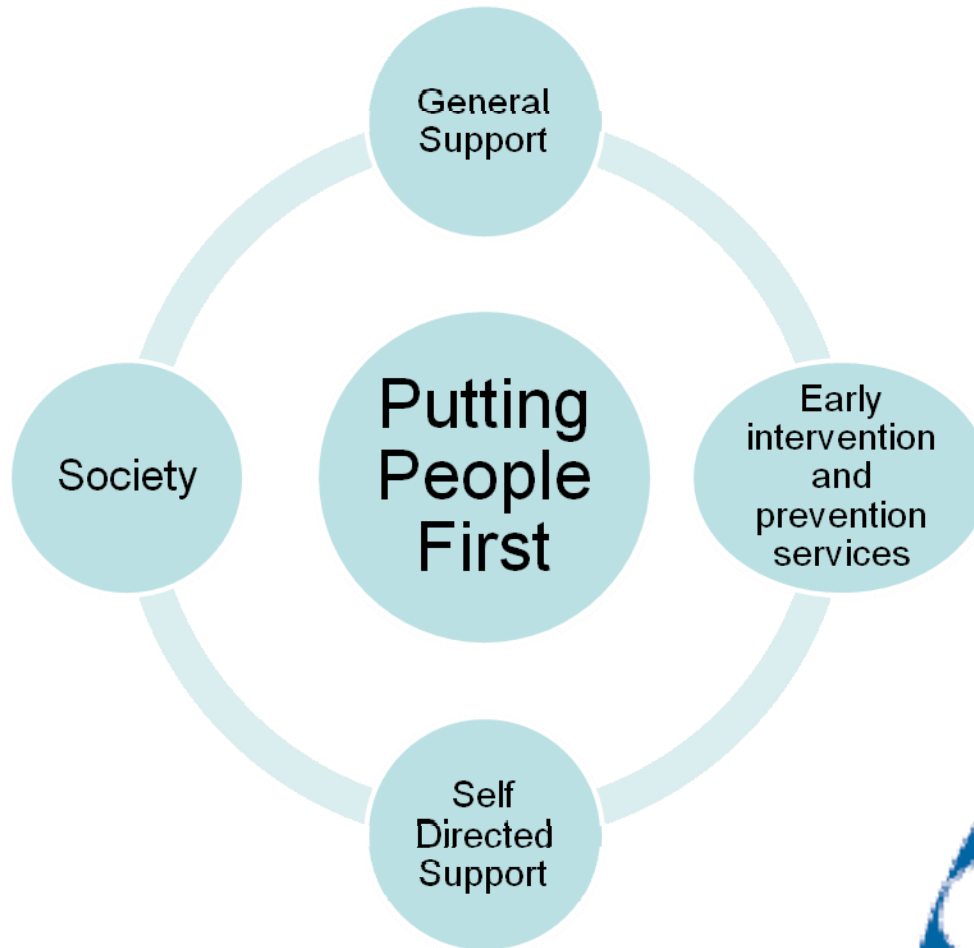


# Information and Volunteer Services

- ↻ All services to work together
- ↻ Increase range of information to reach out to Deaf and Hard of Hearing people
- ↻ Use of deaf centres and “Hubs” for client groups For access to information and advocacy
- ↻ Robust referrals to be in place to allow access to Volunteers
- ↻ Increase provision of volunteers / training



# Remember – four areas



# Range of Disabilities;

