

Appendix A: Summary of activities undertaken under each work stream and the outcomes achieved

Work stream	Lead officer	Issue	Activities undertaken	Mind space/ nudge theory principle used	Outcomes
Access to primary care	Narinder Bedi (CCG) Colin Pill (HW)	<ul style="list-style-type: none"> To reduce the number of visits made to secondary care providers for issues that could be effectively resolved by primary care practitioners 	<ul style="list-style-type: none"> Slough GP practices bid for and were awarded £2.95 million from the Prime Minister's Challenge Fund to improving access to primary care this autumn. Part of the bid involved local GPs and patients developing a plan called <i>Steps to the Future</i> for keeping well and improving primary care services across the Slough area. Patients were consulted about a range of initiatives that could make access to primary care more effective, including local practices working together to provide longer opening hours in the evening and at weekends, different ways for patients to talk to their GP, and on improving links with the community and support for patients with long term conditions. 	<ul style="list-style-type: none"> Incentivised patients to take part in the development of options Developed a range of options that were novel/relevant to patients (salient) 	<ul style="list-style-type: none"> 147,000 patients are now able to book appointments into the early evening Monday to Friday and at weekends. Patients are also being offered more flexible appointments by telephone, email and for those that might choose it, group appointments for patients who have the same health problems.
Young carers	Harpreet Rai (SBC)	<ul style="list-style-type: none"> To increase our understanding of the size of the Slough young carers community To increase the number of young carers completing carers assessments To increase the take up of services provided for young carers To increase the take up of benefits claimed by carers 	<ul style="list-style-type: none"> Under took mapping activities to identify the size of Slough's young carers cohort. Undertook a need analysis of young carers in the Borough. Shared the needs analysis with a range of professionals (including schools, the Berkshire Health Trust and the council's Learning and Development (LD) team) to raise awareness of the needs of young people. Under took an early consultation with young people to better understand their needs Developed a young carers friendly questionnaire with input from young people Developed criteria to allow professionals to quickly identify young carers in 3 key areas of need: Learning Difficulties (LD), Mental Health (MH), substance misuse and thereby prioritise their care needs. Revised the transition pathway from child to adult carer and the early assessments tool. Revisited the Crime reduction initiative (CRI) and Turning Point to up date referral/assessment system to ensure it identified and recorded the young carers. Developed a poster and leaflet campaign with the help of young carers. Held briefing meetings with colleagues to raise awareness of the Care Act (which come into force in April 2015) and the implications that this legislation will have on young carers. 	Not used at this stage in the project - will consider using these principles during further consultation with young people, planned for later in the next/next year	Work stream still underway: <ul style="list-style-type: none"> A number of young carers who were previously not known to the council have been identified as a result of the consultation activities already undertaken. Robust needs assessment developed to help underpin and plan for future service delivery. Young Carers Strategy in development. Partnership working arrangements between various SBC teams and partners/professionals working with this cohort have improved. Young people have actively been engaged in the development of materials to help raise awareness of the issue with their peers and contemporaries. Information and data sharing arrangements between partner organisations have improved.

Health checks	Angela Snowling (PH/SBC) (in collaboration with CCG)	<ul style="list-style-type: none"> To increase the number of free health checks completed with 40-74 year olds not on a disease register, in order to identify and treat those with a range of conditions earlier (i.e. obesity, dementia, alcohol misuse, diabetes, hypertension and heart disease) 	<ul style="list-style-type: none"> Used the Public Health 'CACI' software to identify health issues at a postcode level in order to inform the planning of this work stream. This data and a survey was used to encourage residents to take up the offer of a free health check at their local surgery, workplace or at a community event (such as such as Chalvey Village fete). Targeted outreach was also undertaken at Mosques and Gurdwara to reach members of the BME community and text messages were also used (funded through the Prime Minister's Challenge Fund – See above). 3 apps (using behaviour activation theory) were also developed to sign post residents to the most effective self help mental health, diabetes and asthma pathways at a primary care entry level. 	<ul style="list-style-type: none"> Changing the context (awareness raising at Mosques, Gurdwara and community events) and the messenger (i.e. community leader, text messages and apps) allowed us to target a boarder range of residents for these health checks 	<ul style="list-style-type: none"> Success was measured against a national target of at least 65% of the eligible population taking up and offer of a free health check. In 2013/14 Slough rate of completed health checks was 49%. During the first quarter of 2014/15 our rate was 98.7%.
Domestic Abuse	Niki Pierce (TVP)	<ul style="list-style-type: none"> To increase the number of people reporting domestic abuse/ domestic violence to TVP To increase the numbers of people accessing Domestic abuse and domestic violence services in Slough 	<ul style="list-style-type: none"> Held a work shop with SWB Board members to raise awareness about this issue and develop a robust multi response. Developed and agreed a robust multi agency performance monitoring framework to capture local data on this issue. Using data collected to develop more targeted and responsive service for victims. 	Not specified	<p>Work stream still underway.</p> <ul style="list-style-type: none"> Multi agency mapping meetings now take place every 2 weeks so that issues of concern can be raised more quickly with TVP. TVP officer capacity to deal with victims of domestic abuse and violence has been developed and improved through targeted support provided by multiagency partners More increased awareness and partnership working around this issue Information and data sharing arrangements between TVP and local hospitals has improved. This has enabled TVP to map and overlay drug and alcohol abuse data with cases of domestic and non domestic abuse to understand and tackle what is happening at a local level more effectively.
Civic Responsibility/ Volunteering	Ramesh Khukar (SCVS) , Amanda Renn (SBC)	<ul style="list-style-type: none"> To establish a model of exemplary civically responsible behaviour in Slough. To increase the number of residents who undertake civically responsible activities in slough (including volunteering) 	<ul style="list-style-type: none"> Developed and successfully launched a community champion nomination scheme to enable residents to send us the contact details of those individuals and groups who they believe undertake outstanding community and voluntary service in Slough To celebrate these individuals in a series of articles to appear in the local press between July 2014 and December 2014. <i>A new community and voluntary sector data base has recently been developed and launched by the SCVS to support those looking for volunteering opportunities in the borough.</i> 	<ul style="list-style-type: none"> We used the local press to publicise the 'good behaviour' we wanted other people to follow (i.e. we changed the messenger) By celebrating the 'good behaviour' of others we hoped other residents would be sufficiently influenced to act in a similar way (we challenged their norm) And we made the scheme ego centric - i.e. the articles are designed to encourage people to act in ways that make them feel better about themselves. 	<p>Work stream still underway</p> <ul style="list-style-type: none"> We received 17 nominations from 8 individuals and organisations. One article has appeared in the local press (on August 15) celebrating the activities of 3 local "heroes". It's not possible at this stage to determine whether the scheme has made any impact on the number of people undertaking similar civically responsible acts or lead to an increase in the number of people coming forward to volunteer. This will be monitored over time with the help of the SCVS and the Slough Volunteer Centre.