

## **Cabinet Meeting 10 October 2023**

Meeting query on agenda item 4 - New Countywide Independent Advocacy Service (FP/195/08/23)

Response by the Cabinet Member for Health, Adult Social Care and ICS Integration

### **How will the new service be promoted to increase understanding and awareness of the service?**

Throughout our engagement with people with lived experience and key stakeholders we have identified opportunities to improve promotion and understanding of the new Independent Advocacy Service.

#### **What we were told**

During our engagement work we were told that:

- 1) Although people had heard of the service, they did not understand the difference between advocacy, representation and support. It will be important for the new service to clearly communicate the distinction when promoting the service, even to those already aware of it.
- 2) There were groups of people who did not know about the service despite being identified as a cohort likely to require it at some point.

The following will form part of the mobilisation plan for the new service:

1. People with lived experience are keen to work with the new provider to help them better communicate the support available, who is eligible for support and how you access it. CYP have been vocal in sharing what spaces the new service should be advertising in to maximise exposure. This includes a significant use of digital marketing and information sharing.
2. The new provider will work alongside ESCA to ensure that refresher training is available and that social workers understand the difference between advocacy types and eligibility for these. It will create an opportunity for relationship building and expectation setting.
3. There are significantly more options available via ECC's media channels for promotion of the service, but we need to be mindful that this is an 'Independent' advocacy service.
4. A requirement of the new service will be to increase visibility of advocates on wards, therefore improving access to support and increase promotion of the service.
5. There is an opportunity to increase promotion of the service across schools and education colleagues in ECC including SEND.
6. There will be a requirement for the new service to test accessibility of its website with people with lived experience.
7. We will expect the provider to bring knowledge and experience of promoting services in other area and ECC will work with them to develop a promotion and marketing plan which will be implemented in the mobilisation phase and adapted and adjusted throughout the lifetime of the contract in response to lessons learned and changing demands for the service.