

My Choice Report July to September 2018



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Citizens Advice Telford & the Wrekin

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1. Summary

The My Choice service offers clients a range of services tailored to their needs. The Tier 1 first-point-of-contact service dealt with 1,935 clients in this quarter which is lower than the previous quarter, probably due to the holiday period. Around two-thirds of queries were answered at this stage with information and signposting and the remaining queries were referred, mainly to the My Choice Tier 2 services.

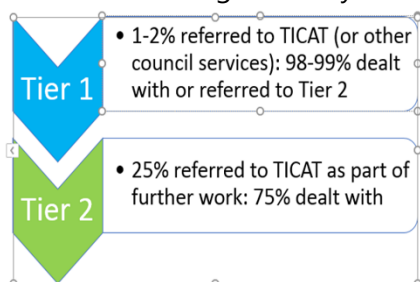
The Tier 2 services dealt with 600 clients and were able to offer a wide range of information and advice. How to get aids and equipment was the most popular query (34%), followed by people asking for welfare benefits advice (29%) and about statutory community care and care services (18%). The Trusted Assessors followed up with people needing aids and equipment to help in the home and did 55 assessments and issued 140 pieces of equipment to clients.

Where clients have mental ill-health or learning disabilities or are otherwise incapable of speaking for themselves, we can offer advocacy services. Where they are undergoing a care needs assessment or have a safeguarding problem, they are entitled to representation under the law. Our Tier 3 services provided general advocacy to 55 clients and 15 with Care Act advocacy. In closely related work (under other funding) our partners did more than 60 Paid Reps visits. Where a person is living in a Care Home or a Hospital under a Deprivation of Liberty Safeguard order (DoLs) they have a legally appointed Paid Rep who visits regularly to make sure that the restrictions are fair and that they are happy. They may also have help with making legal challenges and we are working with six Court of Protection cases.

Client feedback on the services gathered by the My Choice, My Voice team were extremely positive. All those questioned said that the call or visit had been useful and that they felt listened to. Almost 94% agreed that; "I have the information and support I need in order to remain as independent as possible".

The work of raising awareness about My Choice reached more than 1,000 (and more through online and social media). Partners took My Choice leaflets and flyers into more than 20 local community venues, had a stand at Princess Royal Hospital, attended the Telford Senior Citizens Forum, attended the Newport Dementia Conference and the Wellbeing Hubs Network event and much more.

One of the strengths of My Choice is in the other services provided by the partners which



complement the My Choice services and add value to the service provided under the terms of the contract.

Additional value is also demonstrated through 500 hours of volunteering contributing more than £4,000, benefits gained for clients putting almost £250,000 into the local economy and a considerable saving in resources for Telford & Wrekin Council departments.



2. Service model

2.1 Levels of advice

My Choice is a service providing information, advice, and advocacy to members of the public who may have health and social care needs. By phoning a single telephone number, clients can obtain simple advice or be referred for more help and support.

At the first point of contact at Tier 1 clients can obtain information via leaflets or signposting to the organisations and council departments they need. Those clients who have more detailed requirements are then referred to Tier 2 Advisors and Advocates so that they can obtain advice and advocacy. They can obtain more detailed information and advice on what the options may be.

Where they need extra support, someone will be able to speak or advocate on their behalf. Care Act referrals for advocacy are via the My Choice telephone number and they are sent directly to Tier 3 advocacy services. Age UK, SIAS and Taking Part provide general advocacy when more specialist intervention is required.

Referrals to Tier 2 and Tier 3 services are internal processes to My Choice and partnership working ensures that these are as easy as possible for clients.

2.2 Partnership working

This service is provided within a partnership consortium arrangement. Citizen's Advice Telford & the Wrekin (CAT&W) are the lead body and manage the contract.

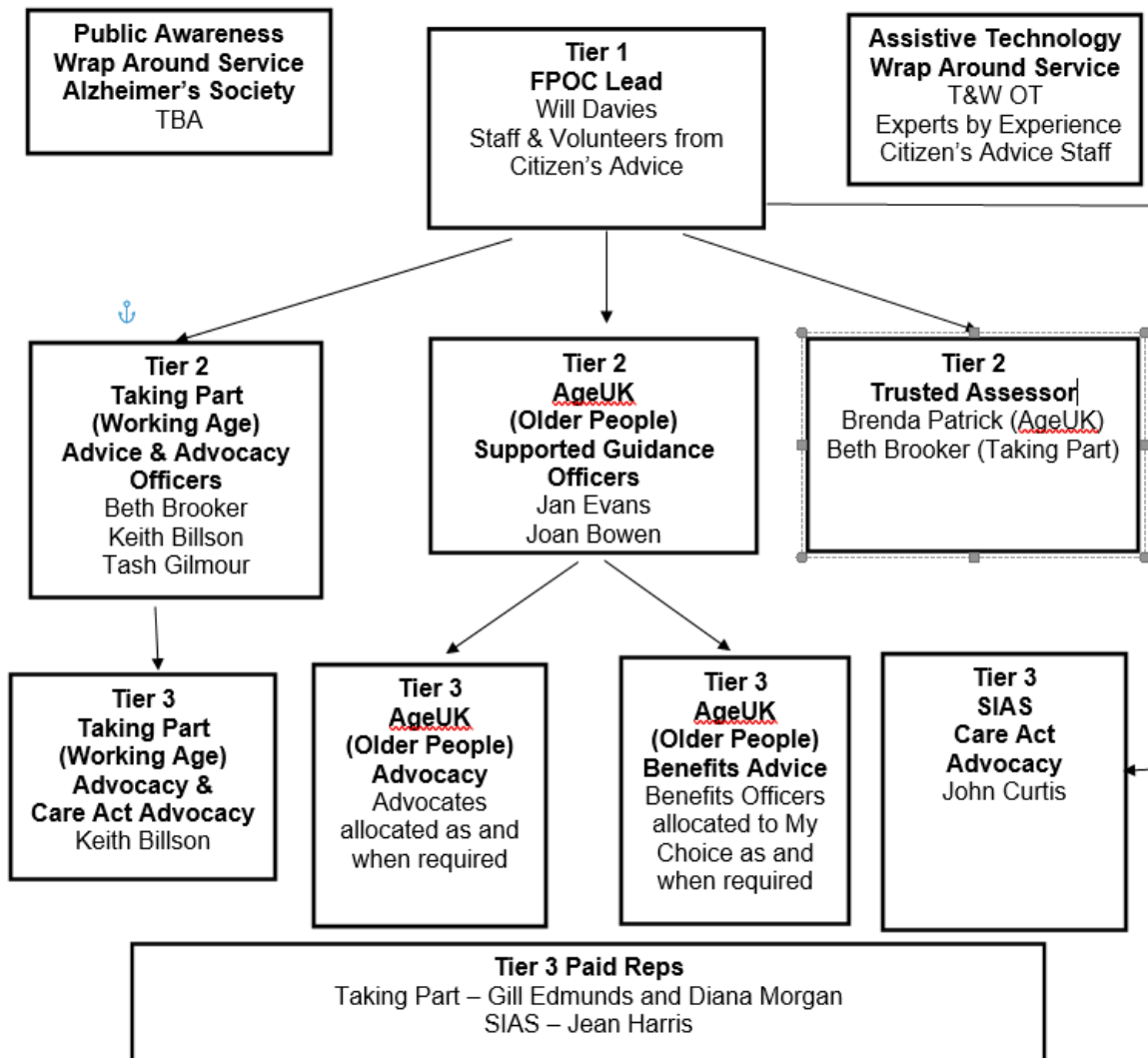
- Tier 1 support is managed by CAT&W.
- Tier 2 Advice and Advocacy support is provided by Taking Part (working age clients) and Age UK ST (older people).
- Tier 2 low level assessments for aids and equipment (less than £1000), are carried out by Age UK and Taking Part
- Tier 3 Care Act Advocacy is provided by Shropshire Independent Advocacy Scheme (SIAS). Where the client has a learning disability, then Taking Part maybe approached to carry out the Care Act Role.
- Tier 3 General Advocacy services provided by Age UK, SIAS and Taking Part.
- Plus: Requests for Paid Reps for clients who are deprived of their liberty is are also received through My Choice and they are forwarded to Taking Part and Shropshire Independent Advocacy Scheme (SIAS) as appropriate.



- Plus: Alzheimer’s Society are part of the partnership consortium providing promotion and public awareness of this service through a variety of methods
- Plus: Citizen’s Advice also provide Assistive Technology ‘drop-in’ sessions on a weekly basis working in partnership with Telford & Wrekin OT services.

2.3 My Choice flow chart

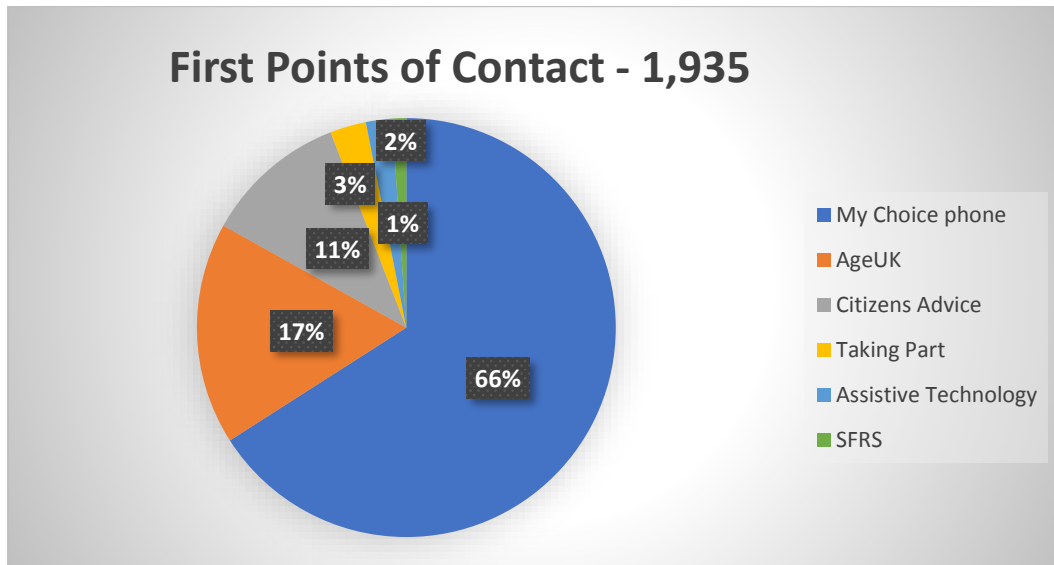
My Choice Flow and Organisational Chart



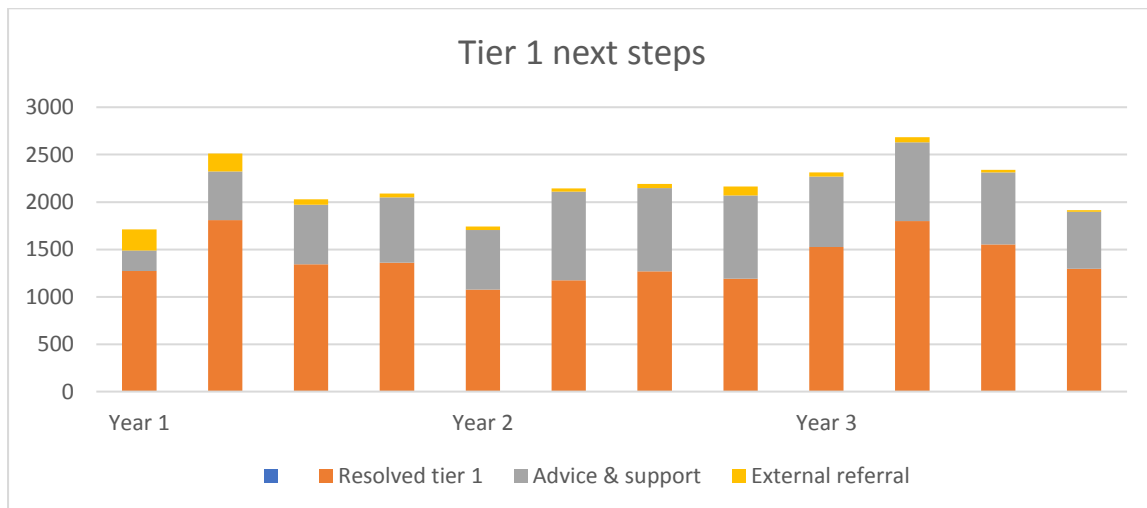
3. Outcomes

3.1 Tier 1 - First point of contact

This was a slower quarter as it was across the holiday period. We dealt with around 1,935 enquiries during the quarter. Of these 67% came through the My Choice phone line and referrals from Shropshire Fire and Rescue and the rest came from Partners' other services and the Assistive Technology drop-in.

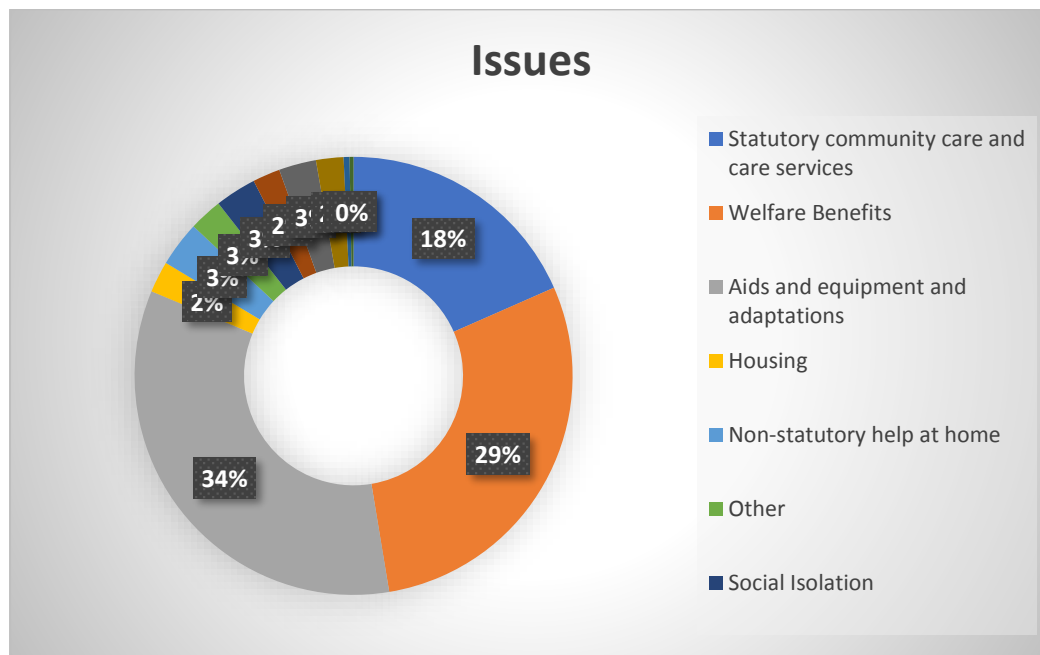


From 1,935 first point of contact, about 1,296 were resolved at Tier 1 through provision of information and signposting. Exactly 600 were referred to Tier 2 services and just over 1% were referred externally at this stage. As can be seen below, the ways in which Tier 1 contacts are resolved can vary a great deal in a quarter.



3.2 Tier 2 - Enquiry issues

From Tier 1 some 600 clients were referred to My Choice partners' Tier 2 services for a wide range of things. How to get aids and equipment was the most popular, closely followed by people asking for benefits advice.



3.3 Tier 2 - Assistive Technology & Trusted Assessors

Enquiries about aids and equipment is the largest category of calls. CAT&W continues to host the Assistive Technology surgeries each Wednesday.

In addition, we have the Trusted Assessor project which is where staff from Age UK and Taking Part, trained by the Occupational Therapy (OT) department at Telford & Wrekin Council, do assessments in the home for small aids and adaptations costing under £1,000 and then liaise to get the equipment delivered very quickly. This was designed to relieve the OT's waiting-lists for low-level assessments.

The Trusted Assessors did 55 assessments in the quarter and issued 140 pieces of equipment to clients. As defined by the Care Act 2014, the outcomes were:

- 89% of the people assessed were able to make better use of their home safely
- 56% of the people assessed were able to better maintain their personal hygiene
- 31% of the people assessed were able to better manage their toilet needs
- 2% of the people assessed were able to better manage their nutrition

As noted in section 7 below, this scheme will be extended in October 2018 with additional funding.



3.4 Tier 3 - Advocacy

Several partners provide advocacy at Tier 3.

- General advocacy is provided by Taking Part and Age UK working with clients with a range of vulnerabilities and issues on a one-to-one basis. They supported 55 clients many of whom had who had mental ill-health or learning disabilities.
- Taking Part supported 11 clients this quarter with Care Act advocacy and SIAS took 4 referrals. Clients are referred for Care Act advocacy, which is their statutory right where they are undergoing a care assessment, or reassessment, and they lack the capacity to represent themselves or if there is a safeguarding issue. If they do not have someone with their best interests in mind, they can have an advocate under the Care Act.

3.5 Additional services: Paid Relevant Person's Representative (Paid Reps)

While it is not directly funded under the My Choice contract, the funding was obtained for the Paid Reps because we have that contract. It is therefore reported here as added value to the range of advocacy services.

Where a person is living in a Care Home or a Hospital under a Deprivation of Liberty Safeguard order (DoLs) they may have their freedom of action limited so that they do not come to harm. If they do not have a family member or other person looking out for them, they have a legally appointed Paid Rep who visits regularly to make sure that the restrictions are fair and that they are happy. Where the person disputes the DoLs or disagrees with their placement, then the Paid Rep has a duty to present this to the Court of Protection, to attend hearings with the person and be the person's legal representative. These cases can be very long and complex.

This quarter, Taking Part received 12 new referrals and did 61 client visits. At the end of the quarter, Taking Part had 45 cases outstanding and SIAS have 18.

There are currently six cases progressing through Court of Protection (five with Taking Part and one with SIAS). The Court has been extremely busy during the reporting period and we are awaiting Court listing dates on all of the new cases referred.

The Paid Reps continue to build very positive working relationships with the social work team and with the DoLS team. They are being invited to more case review meetings, as well as CHC funding review meetings, and this proves useful for all parties. In many cases the Paid Reps have more contact with the relevant persons than the social workers, so we are able to offer valuable information based on our meetings with our clients. The feedback we have received from the DoLS team and, in particular, about our involvement in such meetings, has been very positive.



3.6 Awareness Raising

It was a successful quarter for the awareness-raising done by Alzheimer's Society. They took My Choice leaflets and flyers into more than 20 local community venues, had a stand at Princess Royal Hospital, attended the Telford Senior Citizens Forum and more. They reached more than 700 people with the work. (See Appendix One for more information.)

Taking Part represented My Choice at:

- The Newport Dementia Conference on 3rd August which was attended by some 150 delegates.
- Taking Part also supported a My Choice Stand at the Wellbeing Hubs Network event at the Lakewood Court promotion day on 1st September 2018 which was attended by around 60 people.
- The Suicide Prevention Conference on 11th September attended by 100 people.

They also sit on the Making it Real Board and Telford & Wrekin Safeguarding Board (see section 6).



4. My Choice, My Voice

Think Local Act Personal (TLAP) is the sector wide commitment to transform adult social care through personalisation and community-based support. It committed over 30 national organisations to work together and to develop, as one of the key priorities, a set of markers. These markers are being used to support all those working towards personalisation. The result is Making it Real, a framework developed by the whole Partnership. Making it Real is built around "I" statements. These express what people want to see and experience; and what they would expect to find, if personalisation is really working well.

While it used to be funded as part of My Choice, this has continued subsequently, resourced by Taking Part volunteers. They ring up former My Choice clients and ask them the TLAP questions. In the last quarter they contacted more than 30 clients after they had accessed My Choice services:

My Choice - Think Local Act Personal Questions (TLAP)

Statements	Yes	No
I have the information and support I need in order to remain as independent as possible.	30	2
I have access to easy-to-understand information about care and support which is consistent, accurate, accessible and up to date.	8	2
I can speak to people who know something about care and support and can make things happen	17	2
I have help to make informed choices if I need and want it.	22	1
I know where to get information about what is going on in my community.	18	3
Additional Questions:		
Has this call/visit been useful?	34	0
Would you call us again?	25	1
Did you get the information/advice you wanted?	18	1
Do you feel listened to and/or helped with this call/visit?	33	0

The 'No' responses in TLAP statements are because clients have not received what they perceived themselves needing or they have not yet received their assessments.

The results overall are an extremely positive response to using My Choice services. All those questioned said that the call or visit had been useful and that they felt listened to.

5. Demographics

5.1 Clients by age vs Post Code

The greatest numbers of clients come from TF1 and TF2 which include areas of deprivation such as Donnington, Dawley and Wellington. The greatest concentrations of people enquiring about adult social care are, perhaps unsurprisingly, in the older age brackets as can be seen below. However, there are a significant number of older working-age people accessing the service.

	TF1	TF2	TF3	TF4	TF5	TF6	TF7	TF8	TF10	Totals
18-25	3	1	0	2	0	0	1	0	0	7
26-30	5	2	3	4	0	0	0	0	0	14
31-35	3	2	1	4	0	0	1	0	1	12
36-40	5	3	3	4	0	0	1	0	1	17
41-45	7	0	3	5	0	0	2	0	1	18
46-50	6	5	1	0	0	0	2	1	0	15
51-55	5	4	2	2	1	0	1	0	1	16
56-60	5	5	3	3	1	2	5	1	0	25
61-65	10	4	7	4	0	1	4	0	2	32
66-70	8	13	8	12	3	2	5	1	2	54
71-75	29	10	6	8	1	3	18	1	7	83
76-80	20	19	15	12	1	3	9	0	18	97
81-85	21	32	4	8	4	3	10	2	8	92
86-90	17	19	11	6	3	11	10	6	6	89
Over 90	6	6	1	3	1	0	6	4	2	29
Totals	150	125	68	77	15	25	75	16	49	600

5.2 Clients' demographics

The following demographic information was collected at Tier 2. This indicates that at less than 2%, BAME local people seem to be under-represented amongst service users.

5.2.1 People by gender

Male	Female	Transgender
256	344	0

5.2.2 People by Ethnicity

White	Asian	Mixed Race	Black	Unknown
354	2	2	3	198



In addition, we monitored information as follows. This shows that more people are referred by friends or family or professionals than refer themselves, which has interesting implications for how the My Choice service is marketed and promoted

5.2.3 People by Carer Status

Yes	No	Unknown / Not recorded
9	263	187

5.2.4 People by Receipt of Council Funded Services

Yes	No	Unknown / Not recorded
87	155	217

5.2.5 People by referral source

Self	Family	Friend	Professional
217	156	7	79

5.3 Clients' vulnerabilities

My Choice clients have a range of vulnerabilities as shown below (please note that clients may identify more than one issue):

Vulnerabilities		Other	
Sensory Impairment	20	Aspergers / Autistic Spectrum / ADHD	8
Does not have English as 1st Language	1	Cardio Vascular (non-stroke)	36
Socially Isolated	9	Diabetes	15
Limited Physical Mobility	440	Acquired Brain Injury / Cognitive impairment	1
Learning Disabilities	23	Epilepsy	8
Mental Health Issues	26	Spinal/Back Issues	3
Dementia	25	Cancer	26
Have Experienced Strokes	24	MS	7
Having Caring Responsibilities	11	Heart Problems	4
Unknown / Not Recorded	52	At risk of abuse	2
Other	73	Memory-loss	1
		Arthritis	9
		Fibromyalgia	2

The main cause of needing adult social care is limitations in physical mobility for 73% of Tier 2 clients, but 10% of clients have had a stroke or have other cardio-vascular issues. It is thought that social isolation, especially in the older age groups may be under-reported.



6. Added value

One of the strengths of My Choice is in the other services provided by the partners which complement the My Choice services and add value to the service provided under the terms of the contract. For example; the Dementia Companion pathway, CAT&W's MASDAP debt unit or Age UK's day-centres and groups. We also provide added value in different ways:

6.1 Additional funding

As noted above, the funding for the Paid Reps work is additional to the My Choice contract.

The community engagement from the My Way to Wellbeing project around community engagement on a Centre for Independent Living is being used, amongst other things, to inform development of current My Choice services.

6.2 Volunteer contribution

Age UK deploy a team of volunteers to help fill in benefits forms or help to resolve issues face to face that cannot be resolved over the phone. Taking Part uses volunteers for their My Choice, My Voice work. CAT&W has trained volunteers working with staff on the Tier 1 work.

Altogether, the partners' volunteers contributed around 500 hours towards the contract. This is worth almost £4,000 (based on the minimum wage).

6.3 Social media

All the partners promote My Choice on their websites and through Twitter and Facebook. Age UK STW is one of the top 20 most visited local Age UK websites this year.

	Twitter	Facebook	Website
Age UK	2,459 followers	558 likes	4,670 visitors 15,901 page views
Taking Part	595 followers	355 followers	1,200 hits
CAT&W	1,716 followers	164 followers 159 likes	3,553 visitors 7,642 page views
Alzheimer's	Org. 499 followers Staff 1603 followers	651 likes	
Totals	Almost 7,000 people get tweets about My Choice	Almost 700 people see posts about the My Choice services	More than 13,000 people access information on services



6.4 Benefit to the local economy

As an example: Age UK closed a total of 70 cases in the Benefits department during the quarter which derived a confirmed annual benefit revenue of £243,746. These awards of benefits are a clear outcome to the clients we have supported and the £243,746 has been brought in to the local economy of Telford & Wrekin.

6.5 Partnership working

All the My Choice partners work closely together, and we have excellent links with Telford & Wrekin CVS and the Carer's Centre as well as the wider networks. The Chief Executive Officer of CAT&W is the Chair of the Telford Crisis Network.

Taking Part continue to be involved in the following pieces of work and projects specifically for clients with learning disabilities:

- Transforming Care Programme (TCP) We are currently working with families who have children up to the age of 25 to ascertain their experiences of services when they have a family with behaviour challenges. This work will be completed in October 2018.
- Learning Disabilities Mortality Review (LeDeR)
- NHS England Advisory Group
- DIAG and LIAG West Mercia Disability Groups

Taking Part represented the My Choice Partnership My Choice at Telford and Wrekin Safeguarding Adults Board (T&WSAB) including the Joint Strategy, Communications and Planning sub group. A presentation was given by Taking part at the September T&WSAB with regards to Care Act Advocacy and referrals for Safeguarding which remains at zero. This was taken onboard and is going to be investigated by the Safeguarding Team Manager. They also reported that, since the start of the contract My Choice have received 104 referrals for Paid Reps and there are 64 active cases as at mid-September.

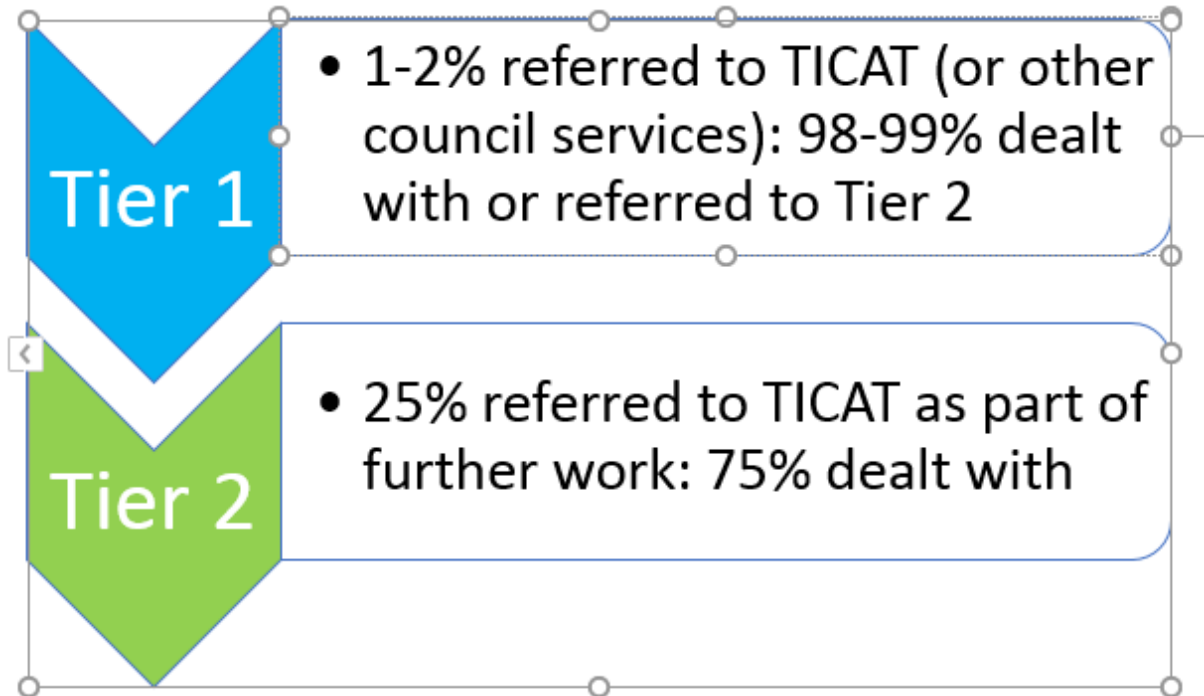
As part of the formal representation of My Choice and the clients we support, Taking Part's Information & Advice Officer is on the Making It Real Board.

6.6 Benefit for Telford & Wrekin Council services

In the previous quarter, 1% of calls were referred directly to TICAT (or other council services) and of the 600 people who were referred for Tier 2 services 92 were referred to TICAT by Age UK and 59 by Taking part which is roughly 25% of Tier 2 referrals. These referrals were made after initial help, information and advice was given and so are of clients who understand the processes and options much better than they did initially.

Of 1,935 enquirers, we ultimately referred 168 to Council Departments, mostly TICAT.

This can be shown as follows:



This means that at Tier 2; 75% of clients were provided with advice, advocacy and information relating to their issues and needs, in a more preventative way than being referred into Adult Social Care.

- Of the referrals into Tier 2 received about getting an OT Assessment (47% of total referrals received) under half of these were passed on to TICAT for formal OT Assessment - this means that 51% were given advice and information for seeking alternative solutions encouraging self-help or signposted to alternative non-statutory services.
- Of the referrals into Tier 2 wanting Care Assessments (32% of total referrals received) some 44% were passed to TICAT for a formal Care Assessment request. This means that 66% clients requesting for Care Assessments were given advice and information for alternative services or self-help.

This represents a considerable saving in time and resource for Telford & Wrekin Council.



7. Future developments

7.1 Funding Developments

CAT&W was awarded a grant of £36,200 by the Nationwide Trust to develop the Trusted Assessor work starting in October 2018. This will mean an increase in hours for Brenda Patrick (Age UK) and for Beth Brooker (Taking Part) and the opportunity to work more closely with the Shropshire Fire and Rescue Service to identify people needing the service. It is anticipated that this service will reduce the number of referrals into TICAT.

With the local roll-out of Universal Credit in November 2018, it is expected that there will be an upsurge in welfare benefit queries. Universal credit will affect people who are not job-seeking or who are on Disability Living Allowance or Attendance Allowance, as it will replace, Housing Benefit and Child Tax Credit. Citizens Advice nationally has obtained a £31m contract to deliver Universal Support which includes a range of help for Universal Credit Claimants. There will be a substantial award to support local provision imminently.

7.2 Telford & Wrekin Council Scrutiny Committee

The My Choice partners are all contributing to a review of unmet need amongst people with adult social care needs. CAT&W is sitting on the steering group of this piece of work which is being lead by Telford & Wrekin Health Watch. We are disseminating questionnaires and conducting in-depth interviews to gather data. From 1st November to 10th December, My Choice clients will be asked both at Tier 1 and Tier 2 whether they want to contribute. The report will go to Scrutiny Committee in February 2019.

7.3 Tier 1 development

The training and supervision on the Tier 1 First Point of Contact has been refreshed and re-organised to raise the quality of the response. However, plans are being made to co-locate the Tier 1 and Tier 2 services from January 2019. The partners think that this is a natural development of the partnership model which has many benefits:

- Even more seamless referral for clients
- Increased interaction between Tiers 1 and 2 and cross-fertilisation of ideas
- Better access to Tier 2 staff for professionals, producing quicker responses to queries

We are also hoping to work closely with Telford & Wrekin CVS and the Carers' Centre in this model. A detailed plan will be discussed with commissioners in due course.



8. Who we are

There have been personnel changes within the partners over recent months. The people working on My Choice are as follows:

Citizen's Advice

- Caro Hart – CEO (Started July 2018)
- Will Davies – My Choice FPOC Lead

Taking Part

- Julie Mellor – CEO
- Beth Brooker, Keith Billson and Tash Gilmore – Information, Advice and Advocacy Officers
- Beth Brooker – Trusted Assessor – Aids and Equipment Advisor

AgeUK

- Heather Osbourne – CEO
- Rob Smith - Information & Advice Manager
- Jan Evans & Joan Bowen - Supported Guidance Officers (Job share)
- Brenda Patrick – Trusted Assessor - Aids & Equipment Advisor
- Sue Hughes – Benefits Adviser

SIAS

- Stephen Novick – Service Director (Started October 2018)
- Lynda Curtiss – Senior Advocate
- Amanda Mills – Advocate
- John Curtis – Advocate
- Jean Harris – Advocate
- Emma Harris – Advocate
- Tammy Cotton – Administrator

Alzheimer's Society

- Dianne Beaumont – Service Manager
- Charlotte Williams – Information Worker (left September 2018)

Appendix One: awareness-raising work

Alzheimer's Society - Monitoring 1st July to 17th September 2018

Activity	Target audience	No of contacts (may be estimated)	Subjects/key messages
<i>Group awareness session</i>	<i>carers</i>	<i>12</i>	<i>Dementia awareness</i>
Visited Muxton village Hall (2/7/18)	General public	3+	Left leaflets and poster in foyer, spoke to caretaker and 2 volunteers
Coffee morning at leegomery community centre (2/7/18)	General public	11	General conversation and flyers handed out, poster on community board
Dawley Bank Community Centre (3/7/18)	General public	2+	Left leaflets and poster in foyer, spoke to 2 people
Donnington Community Centre (3/7/18)	General public centre manager, café volunteer and customers	5+	Left leaflets and poster in foyer
Telford Senior Citizens forum (4/7/18)	General public	40	General conversation (Dementia support leaflets & My Choice flyers given out)
PRH stand (9/7/18)	General public, patients & staff	24	General conversation (Dementia support leaflets & My Choice flyers given out)
Speaker at Towns Womens Guild, Wellington (10/7/18)	Local community	42	Speaker, General conversation (Dementia support leaflets & My Choice flyers given out)
Meeting at Sutton Hill Community Centre (11/7/18)	Local community	10	Leaflet on notice board. Dementia support information & My Choice flyers left
Visit to Oakside Centre, TF4 3EG (18/7/18)	Local community	40+	Leaflet on notice board. Dementia support information & My Choice flyers left
Stand at Southwater (19/7/18)	General Public	25	Leaflets/general Conversation...



Activity	Target audience	No of contacts (may be estimated)	Subjects/key messages
Drop in at meeting point house café	General Public	20	General conversation, My Choice and Dementia Support Leaflets given out
Oak Tree Centre meeting (23/7/18)	Local community	3	General conversation (Dementia support leaflets & My Choice flyers left in foyer)
Meeting at Brookside Community centre, TF3 1ND (23/7/18)	Local community	5	Leaflet on notice board. Dementia support information & My Choice flyers left
Reverend Matthew Lefroy St Johns Church, Muxton - (24/7/18)	Local community	2	Poster displayed and leaflets left
Donnington Community Centre open Day (25/7/18)	Local community	42	General conversation and leaflets given out.
Hollinswood community centre stand (30/7/18)	General public	29	General conversation request to display Dementia support leaflets & My Choice flyers
Lawley Community Centre, Arleston (31/7/18)	General Public	8	Posters on Community notice board and general conversation
Randlay Community Centre (1/8/18)	Local community	20	General conversation request to display Dementia support leaflets & My Choice flyers
Dementia Friendly talk to St Georges Parish Council (6/8/18)	members	8	Dementia support leaflets & My Choice flyers given out. Poster displayed and leaflets left
Hub on the Hill visit to café (7/8/18)	general public	15	General conversation request to display Dementia support leaflets & My Choice flyers
Dementia Friends to great Dawley Parish Council (8/8/18)	members	12	Dementia support leaflets & My Choice flyers given out. Poster displayed and leaflets left



Activity	Target audience	No of contacts (may be estimated)	Subjects/key messages
Brookside community centre meeting (12/8/18)	Manager	1	General conversation regarding my Choice and Dementia awareness
Brookside Community Centre - Hamner lake fun day (13/8/18)	General public	23	My Choice poster displayed and leaflets left after session and dementia support postcards in foyer
Stand at Court Street Medical Practice (20/8/18)	Local community	12	General Dementia awareness and My choice contact and remit (Dementia support leaflets & My Choice flyers left)
Visit Community centres and restock leaflets and ensure posters still displayed (4/9/18)	General public		Poster displayed and leaflets left
Meeting with Donnington Parish clerk (5/9/18)	staff	1	General conversation regarding my Choice and Dementia awareness
Madeley Dementia Friends (10/9/18)	Staff	9	Dementia support leaflets and poster left, My Choice poster displayed
PRH stand monthly	General public, patients and staff	Approx 50	Table - My choice contact and remit. Dementia awareness. Verbal conversations, leaflets handed out.
Updating permanent display boards in outpatients and fractures at PRH (ongoing)	General Public and Staff	30 leaflets	Dementia awareness and My choice contact and remit
Set up weekly tweets & Facebook posts about My Choice (ongoing)	General public	Approx. 200	My choice information on a social media platform
700 approx			