

# ESTHER

## Delivery Plan 2020/21



*What matters to you?*

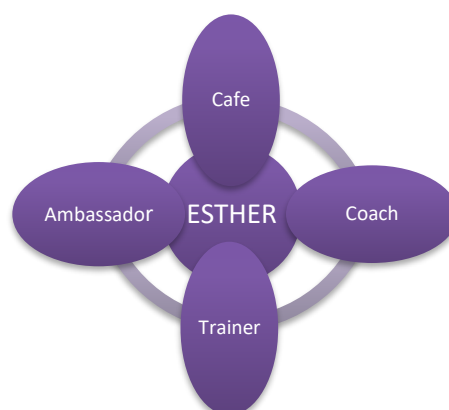
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# 1. Introduction

This aim of this plan is to provide stakeholders with an overview of the ESTHER Care Philosophy and key delivery priorities for 2020/21. The plan and priorities will be reviewed and updated during the year if required, to reflect any major changes in health and social care. The ESTHER Care Philosophy continues to be a flagship programme within the Design and Learning Centre for Clinical and Social Innovation and is now in its fourth year of implementation. Stakeholders include:

- Citizens in Kent and Medway who require health, care and support services
- Health and care organisations
- The health and care workforce, particularly –
  - ESTHER Ambassadors
  - ESTHER Improvement Coaches
  - Those who organise and attend ESTHER Cafés
- Wider organisations providing services that connect with health and care services, for example -
  - Community and voluntary organisations
  - Private sector care companies
  - Housing departments and other Borough and District Council services
  - Charities



Co-production and person-centred care and support is at the heart of the ESTHER Care Philosophy, asking ‘what matters to ESTHER?’ rather than just ‘what is the matter with ESTHER?’. Listening to ESTHER is key to producing care and support plans and when delivering health and care services. At an organisation and system level, the ESTHER Care Philosophy promotes continuous quality improvement as an integral part of changing culture and strategy, achieving better outcomes and collectively improving the experience of ESTHER.

Learning, developing and sharing good practice is key to implementing the ESTHER Care Philosophy, starting with becoming an ESTHER Ambassador. Training ESTHER Improvement Coaches ensures that continuous quality improvement is integral to systems and organisational culture. ESTHER Cafés bring people together to focus on what matters to ESTHER, co-create solutions and improved ways of working and service delivery, within and across organisational boundaries.

## 2. Overview Of The ESTHER Philosophy of Care

The ESTHER Philosophy of Care is a Swedish care model that was brought over to the UK by the Design and Learning Centre in 2016. ESTHER can be any person with complex care needs who requires the coordination and integration between hospital, primary care, home care and community care, covering all types of care and support e.g. physical, mental, social care, residential and homecare. Collaboration between providers and always putting the person at the centre means that people have a much better and more seamless experience of care and support. Every person that works in health and social care is important to the delivery of the ESTHER Philosophy of Care.

ESTHER can be anyone in need of care and support from more than one provider, with three main goals:

- Smoother and safer care pathways for ESTHER
- Better use of the providers resources
- Continuous quality improvement

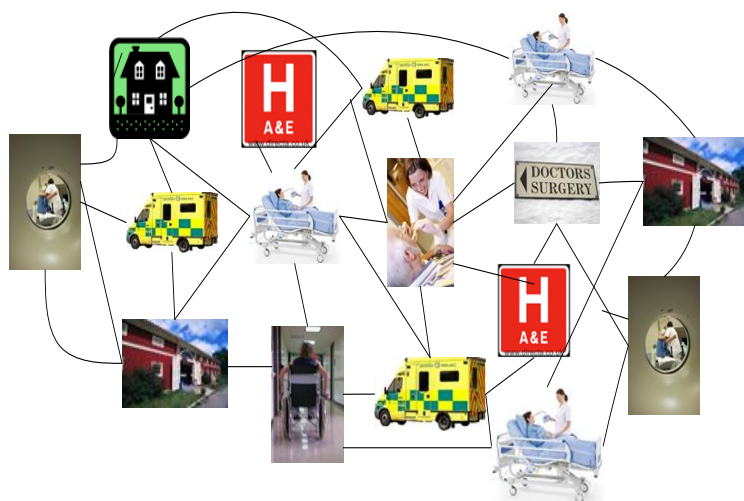
The vision is that 'ESTHER experiences confidence and independence supported by a strong network'. The main objectives of the ESTHER Philosophy of Care are:

- Improve patient/person care, support and overall experience
- Improve staff motivation
- Improve outcomes
- Improve communication with ESTHER and between all stakeholders.

The role of the ESTHER team within the Design and Learning Centre is to support the ESTHER community and networks and share good practice relating to what matters to ESTHER, through providing training, learning events and tailored support.

### The aim is to change ESTHER'S experience

from this:



to this:



### 3. Delivery of the ESTHER Philosophy of Care

Since 2016 the health and social care workforce in Kent and Medway has increased knowledge and awareness of the ESTHER Philosophy of Care through engagement and participation in the following activities and events led by the ESTHER team:

- ESTHER Ambassador face to face training and e-learning
- ESTHER Ambassador bespoke training
- ESTHER Improvement Coach training
- ESTHER Cafés
- ESTHER Inspiration Days
- ESTHER Road shows
- ESTHER presentations at meetings and conferences
- ESTHER input on GP Trainee programme
- ESTHER newsletter
- ESTHER web site and social media
- ESTHER webinars
- ESTHER international webinars with partners

**Co-production** – the ESTHER team welcomes the opportunity to work in partnership with ESTHER on all aspects of delivery and frequently collaborate to share experiences, case studies, good practice and learning from continuous improvement work. Please see our contact details on page 11 to get involved, or feedback to the ESTHER team.

### 4. Digital ESTHER





Plans have been in place for some time to develop the digital capability of the ESTHER programme in line with the Adult Social Care and Health Being Digital Strategy 2019-21, <https://www.kent.gov.uk/about-the-council/strategies-and-policies/adult-social-care-policies/being-digital-strategy>. ESTHER Ambassador training has been available via e-learning since 2018, with over 2000 learners accessing Ambassador training via this route. The impact of COVID-19 has meant the rapid acceleration of increasing the digital capability of the ESTHER programme. During 2020 a range of digital and on-line solutions have been developed, replacing face to face delivery and engagement and is on-going, including:








































- ESTHER webinars
- ESTHER Ambassador e-learning
- ESTHER Improvement Coach on-line learning
- ESTHER Improvement Coach virtual network
- ESTHER virtual Cafés
- ESTHER care sector virtual support
- ESTHER presentations for virtual meetings and conferences

A matrix of digital delivery for the ESTHER programme is contained on the next page.

# ESTHER Delivery Matrix

Key:

	Available		On hold
	In development		Not applicable

ESTHER Products	Delivery Method		
	Digital	Blended	Face to Face
ESTHER Ambassador E-learning			
ESTHER Ambassador bespoke training			
ESTHER bespoke training			
ESTHER Improvement Coach training			
ESTHER Improvement Coach network			
ESTHER Cafés			
ESTHER newsletter, website and social media			
ESTHER webinars			
ESTHER presentations at meetings and events			
ESTHER Roadshows			
ESTHER Inspiration Days			
ESTHER input on Care Sector manager Well Led and Lead to Succeed programmes			
ESTHER Care Sector Support Programme			

## 5. Governance, Priorities and Targets for 2020/21

The ESTHER team sits within the Design and Learning Centre, hosted by Kent County Council and operates from the Business Delivery Unit of the Adult Social Care and Health Directorate. In addition to the internal structure and governance within KCC, the ESTHER team also reports externally to Integrated Care Partnership Local Care Boards and the Local Workforce Action Board. There has been external interest since the beginning eg from the Care Quality Commission and NHS England, regarding how the ESTHER Philosophy of Care supports the delivery of high-quality care and support and Universal Personalised Care, contained within the NHS Long Term Plan.

### Overview of ESTHER Delivery Priorities for 2020/21

No	Description of Priorities	Timescale
1	Provide ESTHER Ambassador and Improvement Coach training. Develop digital learning alternatives and solutions.	On-going to 31.3.21
2	Provide ESTHER Cafés and support system leaders to deliver their own Cafés, including digital alternatives and solutions. Collate and share improvement actions and outcomes and track progress and impact.	On-going to 31.3.21
3	Communicate with and engage the ESTHER network through circulation of the ESTHER newsletter and delivery of the ESTHER webinars.	On-going to 31.3.21
4	Develop the digital capabilities of the ESTHER programme in line with within KCC Adult Social Care and Health Digital Strategy and as a support mechanism during COVID-19.	By 30.6.20
5	Support the Adult Social Care and Health user led design and engagement strategy, utilising ESTHER co-production principles and methodology. Attend the People's Panel when requested.	On-going to 31.3.21
6	Support delivery of the national Personalisation agenda and implementation of the key elements of Universal Personalised Care in the NHS Long Term Plan and Kent and Medway Five Year Plan.	On-going to 31.3.21
7	Support Local Care and set-up of new the Kent and Medway Integrated Care Partnerships, utilising the ESTHER Café methodology to support multi-disciplinary team development, including digital alternatives.	On-going to 31.3.21
8	Support delivery of KCC Adult Social Care and Health Your Life Your Wellbeing Strategy and embed the ESTHER approach within policy, practice and workforce development.	On-going to 31.3.21
9	Support delivery of the Empowercare project, reducing social isolation for vulnerable people.	On-going to 31.3.21
10	Endorsement of the ESTHER Philosophy of Care by NICE, by aligning ESTHER with relevant NICE guidelines and Shared Learning Collection.	By 31.3.21
11	Support the wider care sector workforce and sustainability plans, continuous quality improvement and COVID-19 recovery plans.	On-going to 31.3.21
12	Engage in a range of research plans, activities and international ESTHER webinars, to evidence the impact of the ESTHER Philosophy of Care.	On-going to 31.3.21



## Summary of ESTHER Delivery Targets for 2020/21

ESTHER Delivery	Achievement to Date	Target for 2020/21
Ambassador training	2917	1000
Bespoke events	24	6
Improvement Coach Training	80	20
Continuous Improvement Cafés	14	10
Newsletter	18	6
Webinars and International Webinars	6	10

### 6. Kent and Medway NHS Plan, Universal Personalised Care and NHS Long Term Plan

The ESTHER Philosophy of Care is one of the enablers for the Kent and Medway Local Care model, as described in the Kent and Medway NHS Five Year Plan.

<https://kentandmedway.nhs.uk/workstreams/work-force/> The ambitions contained within the plan will be realised by delivery of the ESTHER Philosophy of Care, aligned to the workforce strategy, primarily through ESTHER Ambassador and Improvement Coach training, delivery of ESTHER Cafés and supporting system leaders to deliver training and Cafés, as a sustainable model for continuous improvement.

#### Applying the ESTHER Philosophy of Care – a personalised care approach

The ESTHER Philosophy of Care supports the national Personalisation agenda and is aligned to the six key elements of Universal Personalised Care in the NHS Long Term Plan. The six key elements of Universal Personalised Care are:

1. [Shared decision making](#)
2. [Personalised care and support planning](#)
3. [Enabling choice, including legal rights to choice](#)
4. [Social prescribing and community-based support](#)
5. [Supported self-management](#)
6. [Personal health budgets and integrated personal budgets](#)

The ESTHER webinars introduced in 2020 will explore the six key elements of Universal Personalised Care and how they are implemented with ESTHER. Members of the ESTHER network will discuss and share learning and good practice via the webinars, regarding what matters to ESTHER when Universal Personalised Care is being applied.



## 7. ESTHER And The Empowercare Project

The Empowercare project is a European Regional Development funded project within the Interreg programme <https://designandlearningcentre.com/empowercare>. The project involves 13 partners from the UK, Netherlands, France and Belgium and aims to fully involve older people in decisions concerning their health and wellbeing, support them to remain in their own homes, assisted by their local community. The ESTHER programme will work with the Empowercare project to address the issues facing communities in caring for the growing ageing population, by bringing together existing, proven solutions and innovative technologies from across all project partners.

ESTHER cafés are a tried and tested method of bringing people and communities together to focus on ESTHERS' experience of health and care systems and will be used as one of the proven solutions to share across the partner organisations. Cafes will engage the target group (those aged 65+ or 50+ with at least one chronic health condition) to talk about their experiences of digital exclusion and explore ways that the Empowercare project can best support them in the future.

Empowercare will create Digital Ambassador roles within the local community, including professionals, volunteers and peer mentors, who will support older people to access new technologies. The ESTHER philosophy will form an integral part of the Digital Ambassador training, to encourage a person-centred approach when building goals with the individual, exploring their current abilities. This approach will be reflected in the chosen framework to measure the success of the Empowercare project, using both quantitative information and qualitative feedback from the individual.

The project will gain additional support through the network of ESTHER Ambassadors and Coaches. Their knowledge and experience in utilising the ESTHER philosophy to work successfully with individuals will be shared as part of a shadowing exercise during the Digital Ambassadors training. The ESTHER representatives will also be invited to become a Digital Ambassador to support their service users in exploring new technologies to better manage their health and wellbeing.



## 8. ESTHER And Care Sector Support

The impact of COVID -19 on the social care sector has highlighted the need to improve across a range of systems and care pathways. Applying the ESTHER Philosophy of Care helps providers demonstrate what is required for Care Quality Commission Key Lines of Enquiry. Embedding the ESTHER Philosophy of Care is key to ensuring service quality and a competent workforce and ultimately supports market sustainability. This includes the value of social prescribers in supporting communities, particularly those who are isolated or shielding and the myriad of support required socially, economically, physically and mentally.

As part of 'restarting' services after COVID-19, social prescribers will be trained as ESTHER Improvement Coaches and apply the improvement methodology to increasing and expanding community support and options available, to help people maintain independence and 'what matters to ESTHER'. The ESTHER team will train social prescribers as Improvement Coaches and support them to deliver virtual ESTHER Cafés, with a view to returning to face to face ESTHER Cafés when conditions allow and where this is the preference.



## 9. ESTHER International

Since its inception in 2016 the ESTHER programme in Kent and Medway has been linked to the Qulturum Centre for Learning and Innovation in Healthcare in Sweden, for professional development purposes. Other countries have also embraced the ESTHER Philosophy of Care and links are in place with Singapore, Denmark, Austria and Canada. A series of webinars throughout the year ensures that learning, professional development and good practice is shared across all participating countries. International conferences are held on an annual basis, traditionally combining physical and virtual attendance, switching to digital only conferencing for 2020.

The ESTHER Philosophy of Care is part of an international research study by McMaster University in Canada, focussing particularly on the co-production aspects of the programme. The research findings are due to be published in 2021.

## 10. Contact The ESTHER Team

**Website:** <https://designandlearningcentre.com/>

**Email:** [designandlearningcentre@kent.gov.uk](mailto:designandlearningcentre@kent.gov.uk)

**Twitter:** [@KentDLC](https://twitter.com/KentDLC)

**ESTHER Ambassador e-Learning** - copy this link into your browser : [www.scils.co.uk](http://www.scils.co.uk) and register your details, click on **your status** and enter the registration number **490KECC**.

To access this document in alternative formats and languages, please call: 03000 421553, Text relay: 18001 03000 421553 for details or email [alternativeformats@kent.gov.uk](mailto:alternativeformats@kent.gov.uk)