

# **Making the strongest case:**

Ensuring Healthwatch evidence makes a difference

Paul Burstow



**Sutton**

Councillor 1986-2002



HOUSE OF  
COMMONS

Member of Parliament 1997-2015



Department  
of Health

Minister 2010-2012

**30**  
years

Since 2015 taken on a  
portfolio of leadership  
roles around some  
common themes.



**SOCIAL**



**CARE**





**HELP**

**SUPPORT**

**ADVICE**

**GUIDANCE**





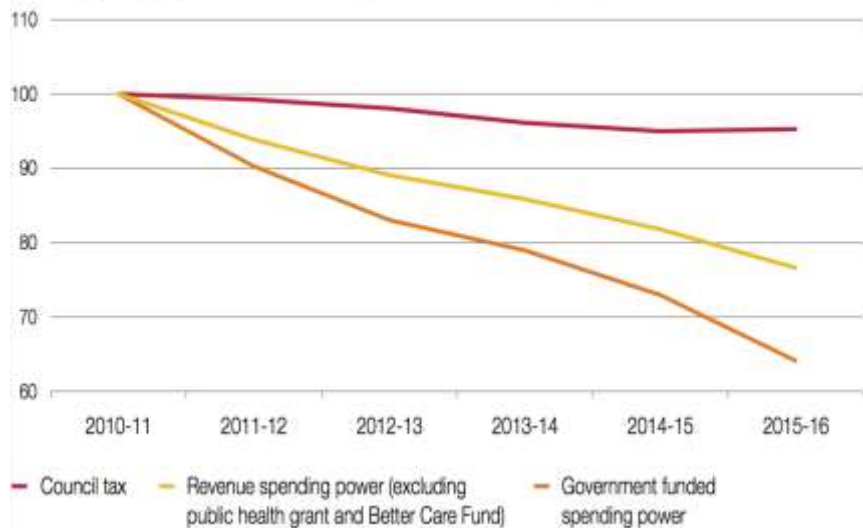
FUNDING



# The means-tested social care system has suffered a sustained funding squeeze

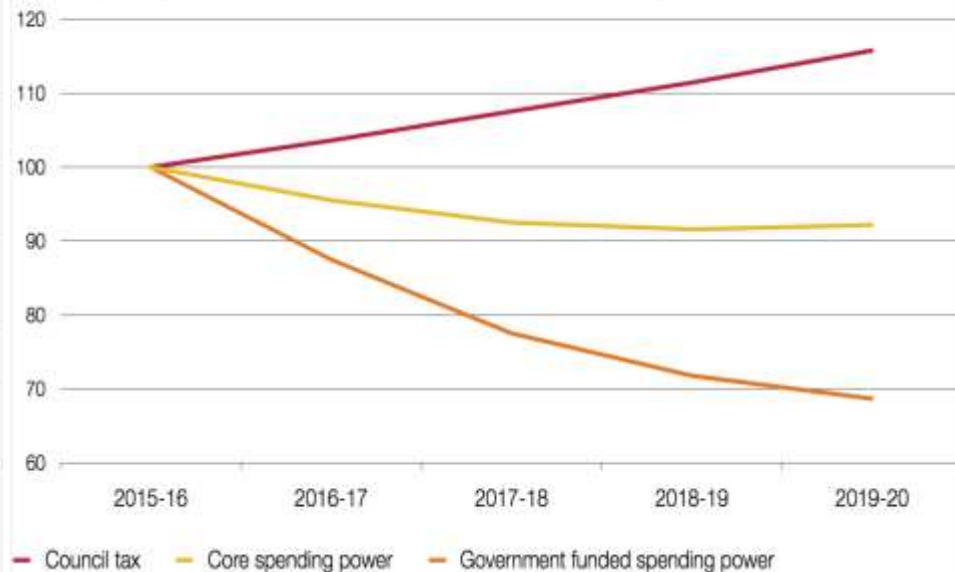
Change in local authority funding, 2010-11 to 2015-16

Percentage change (indexed: 2010-11=100) (real terms at 2014-15 prices)



Change in local authority funding, 2015-16 to 2019-20

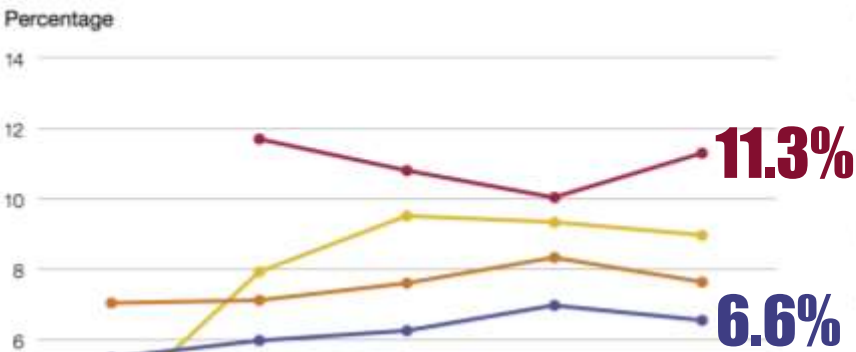
Percentage change (indexed: 2015-16=100) (real terms at 2014-15 prices)



Source: NAO analysis of local authority revenue expenditure and financing

# Vacancy and Turnover rates are HIGH and INCREASING

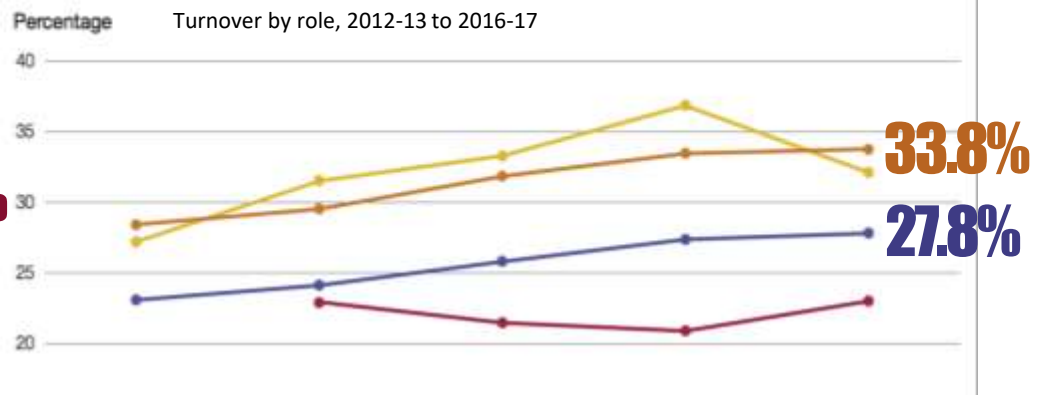
Vacancy rates by role 2012-13 to 2016-17



**2017-18**  
**Vacancy rate**

**8%**

Turnover by role, 2012-13 to 2016-17



**2017-18**  
**Turnover rate**

**30.6%**



**GOOST**  
**£780 million**



**200,000**

**Workforce  
shortage 2020**

**8 out of 10**  
**UK care homes**  
**50+**  
**years old**



THE CAN

THE ROAD

# The Reform Challenge

# 12 White Papers, Green Papers & consultations in 20 years



1998  
White Paper



2000  
Green Paper



2005  
Green Paper



2006  
White Paper



2008  
Public consultation



2009  
"The Big Care Debate"



2009  
consultation



2010  
White Paper



2010  
Policy paper



2011  
'engagement exercise'

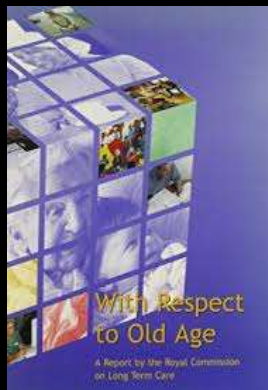


2012  
White Paper



2013  
Consultation on funding reform





1999  
Royal  
Commission



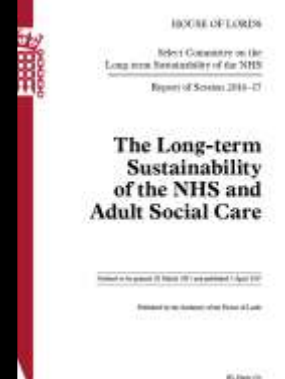
2006  
Wanless Review



2011  
Dilnot  
Commission



2014  
Barker  
Commission



2017  
HoL Select  
Committee



2018  
HoC Joint Select  
Committee



2018  
Health Foundation  
& Kings Fund



2018  
Institute for  
Government



2019  
Centre for Policy  
Studies



2019  
Policy Exchange



2019  
IPPR

**11  
independent  
reviews &  
commissions  
and counting**

# a brief history of attempted reform:

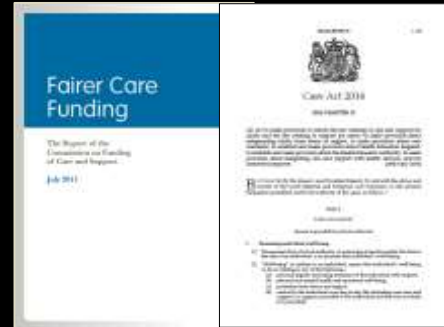


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Labour Government 1997- 2010

Conservative/Lib Dem coalition  
2010-2015

Conservative Governments  
2015, 2017 & 2019



"...we will  
fix the  
crisis in  
social care  
once and  
for all."  
PM Johnson

1999  
Royal Commission

2000  
Government  
response

2010  
White Paper

2011  
Dilnot Commission

2014  
Care Act



**3 in 10 say they  
are preparing  
financially for  
future care costs.**

Ipsos Mori, 2017



# MILE WIDE



**INCH** DEEP

Many people think the current funding system is more generous than it actually is, with many assuming social care will be free when they need it.

**“Paid in all my life.”**





A photograph of a subway tunnel interior. In the foreground, a metal gate with vertical bars is partially open. Attached to the gate is a white rectangular warning sign with a red header. The sign reads "DANGER" in large white letters on the red background, followed by "ELECTRIC THIRD RAIL" and "DO NOT ENTER" in black letters on the white background. To the left of the gate, a concrete wall is visible with some orange and green spray-painted markings. Below the wall, a set of metal rails for a third rail system runs into the distance. A small yellow diamond-shaped sign with a black border and the letters "CS" is visible above the main sign. A small black sign with the numbers "21" and "22" is mounted on the wall to the left of the gate.

**DANGER**

ELECTRIC THIRD RAIL  
DO NOT ENTER



**Heroic healthcare**

*Estimated Health Impact  
of 'Services' on Population  
Health Status*

**50%**

**Social &  
Economic  
environment**

**25%**

**NHS**

**15%**

**Genetic  
endowment**

**10%**

**Physical environment**

# **Shared Purpose:**

**Improving Population Health  
& Reducing Health Inequalities**





**CAUSES**

The diagram depicts a bathtub with a purple rim. A yellow faucet on the left is encircled in red and labeled 'CAUSES'. Water flows from the faucet into the tub, labeled 'Incidence (Flow)'. The tub itself is filled with light blue water and is circled in blue, labeled 'CONSEQUENCES'. A drain at the bottom center is labeled 'MORTALITY'. A green curved arrow on the right side of the tub, labeled 'Recurrence', points from the water level back up towards the faucet, indicating a feedback loop.

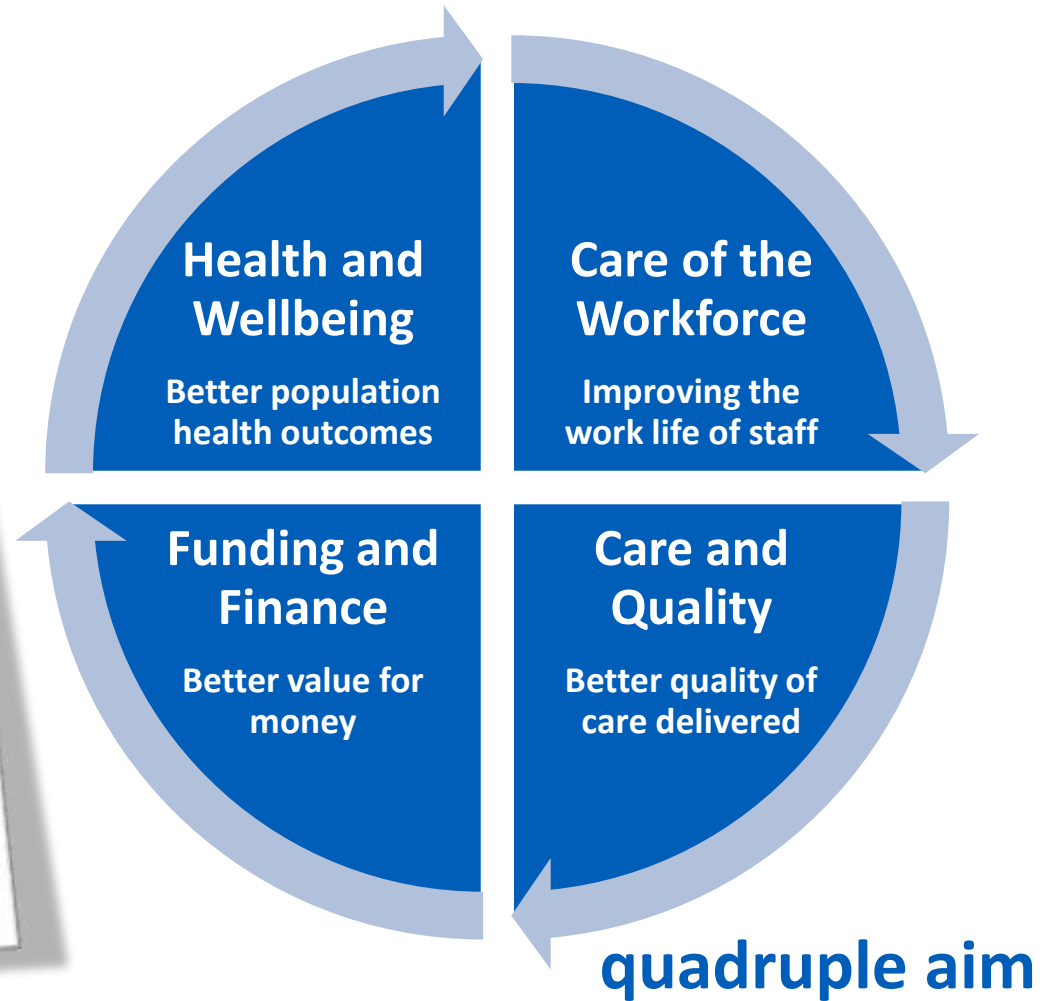
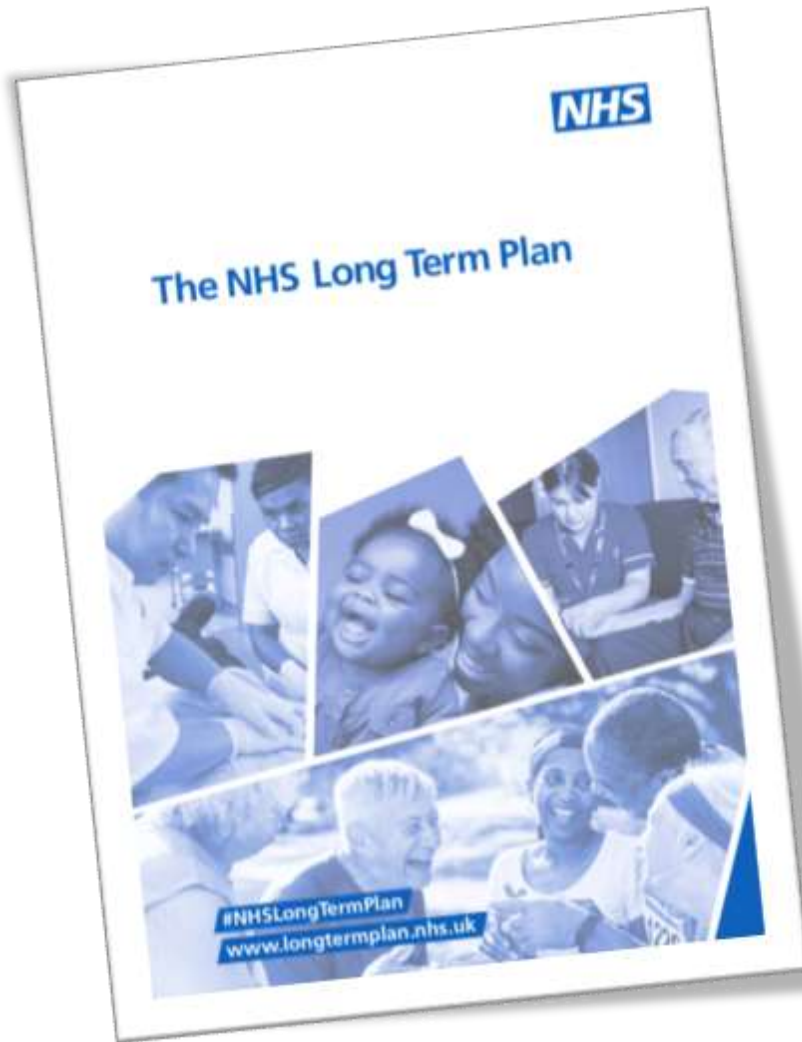
**Incidence**  
(Flow)

**Recurrence**

**CONSEQUENCES**

**MORTALITY**



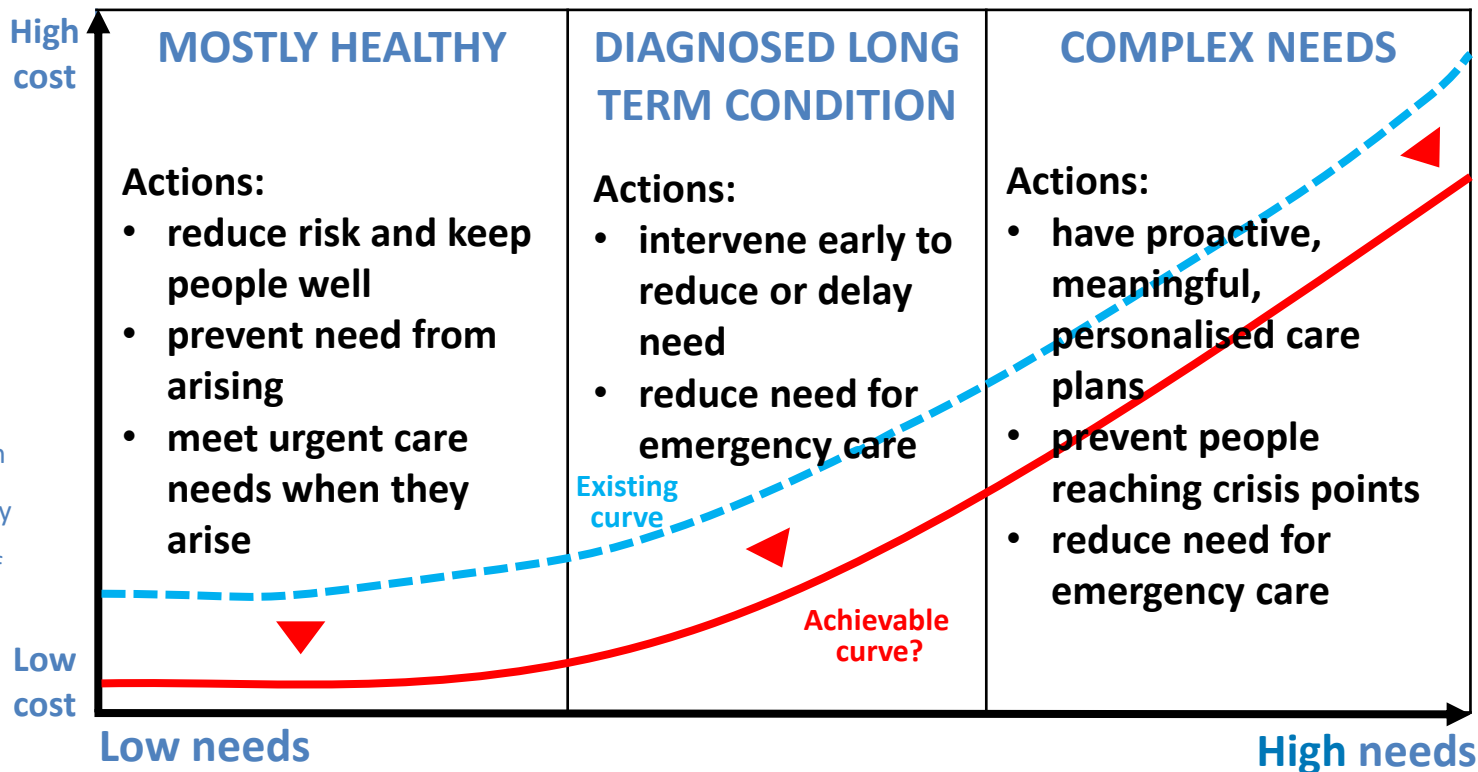


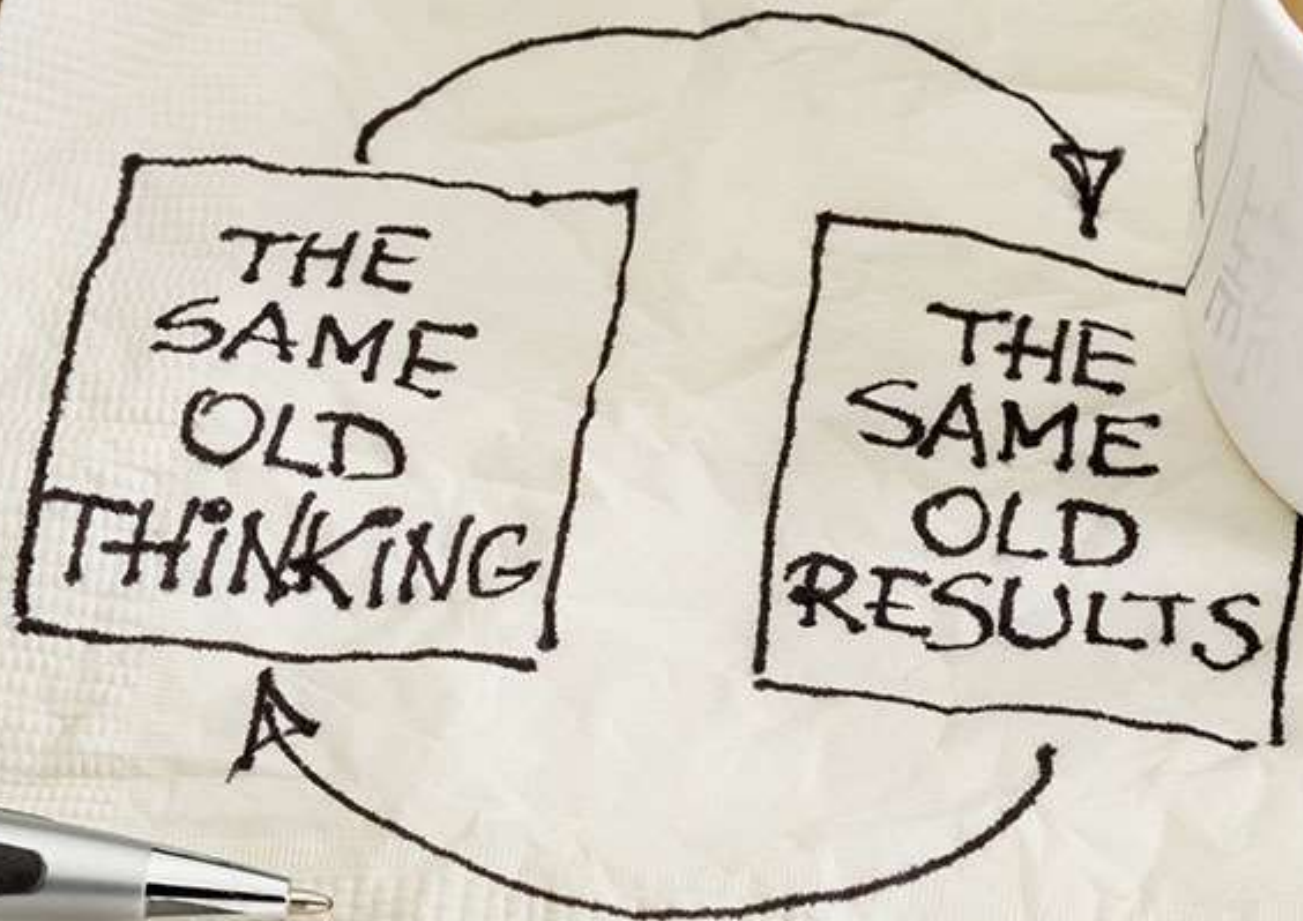


# A population health approach

‘Population health management’ is an approach that will help us to target our collective resources where evidence shows that we can have the greatest impact.

Local government and health organisations, together with the community and voluntary sector, will deliver joined-up services to defined groups of the population. In this way, we will prevent, reduce, or delay need before it escalates; and prevent people with complex needs from reaching crisis points.





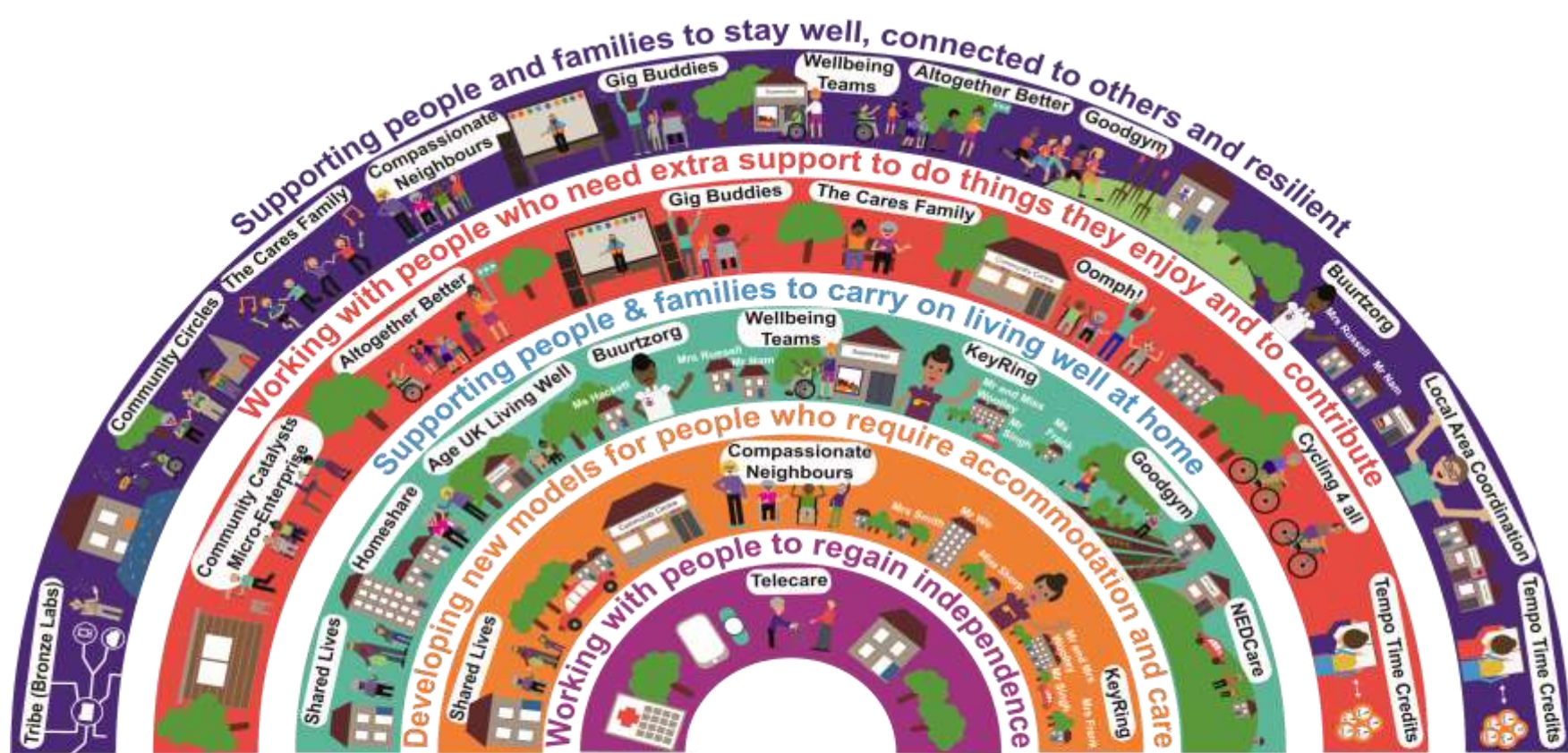
# Asset Based

Look at what  
we've got!!

Look at what  
we're missing!!

# Deficit Focused





# Future models: community centred support

There are hundreds of community based approaches out there: this is a tiny selection. More information can be found on the think local act personal website.

# Nothing about Us, Without Us

There is a difference between **CO-production** and **participation**: participation means being consulted while co-production means being equal partners and co-creators. It is about **rights and the power over our lives.**



**speaking  
truth to  
power**











# Economic





# Emotion



# relationships



# COMMUNICATE



**On MESSAGE**  
**in VOLUME over TIME**



Questions?

