



Introduction

*Amanda Pujol – Business Manager
Housing & Health
Teignbridge Council*

working with



Poor Housing

16%

Households in
fuel poverty

70-90%

time spent by the elderly in
their own homes.

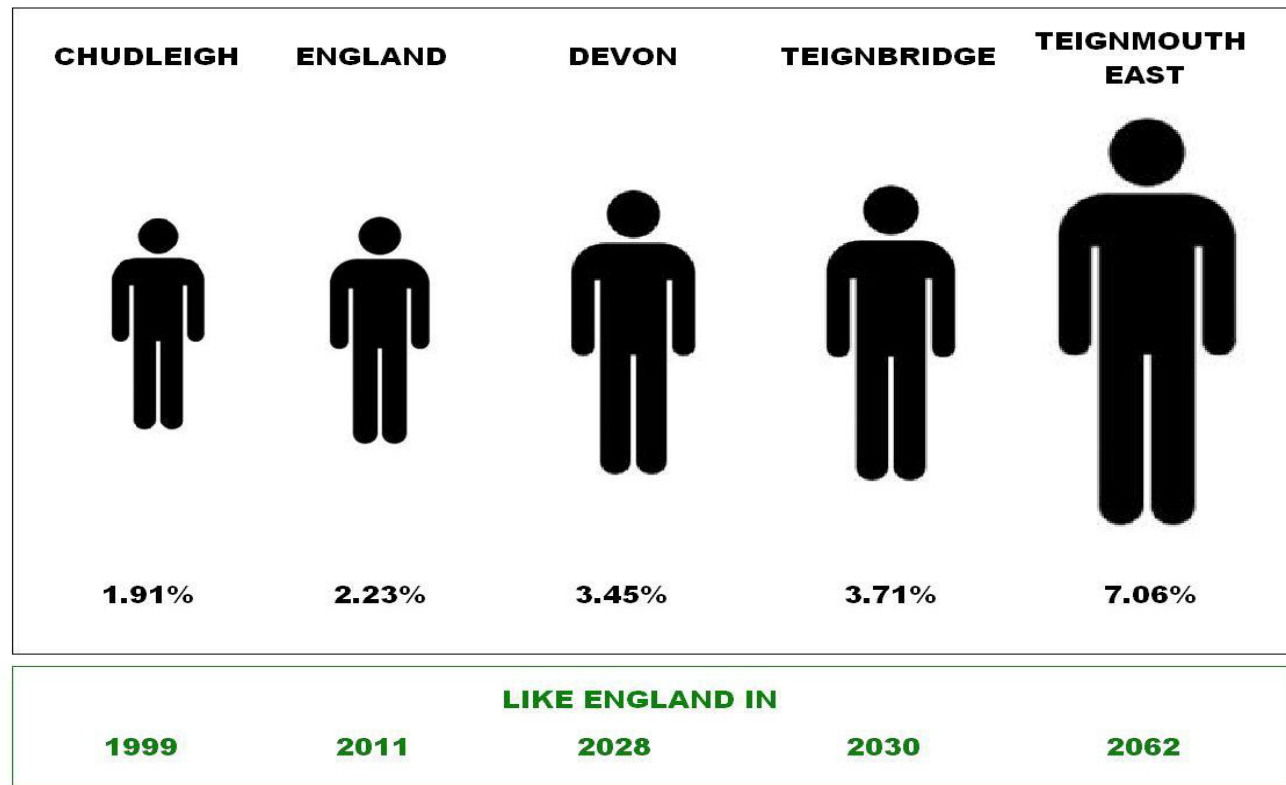
**£8.4
million**

Estimated cost to NHS Devon
for Hospital admissions
in over 65yr olds due to
accidental falls

Sea.

Design
Council

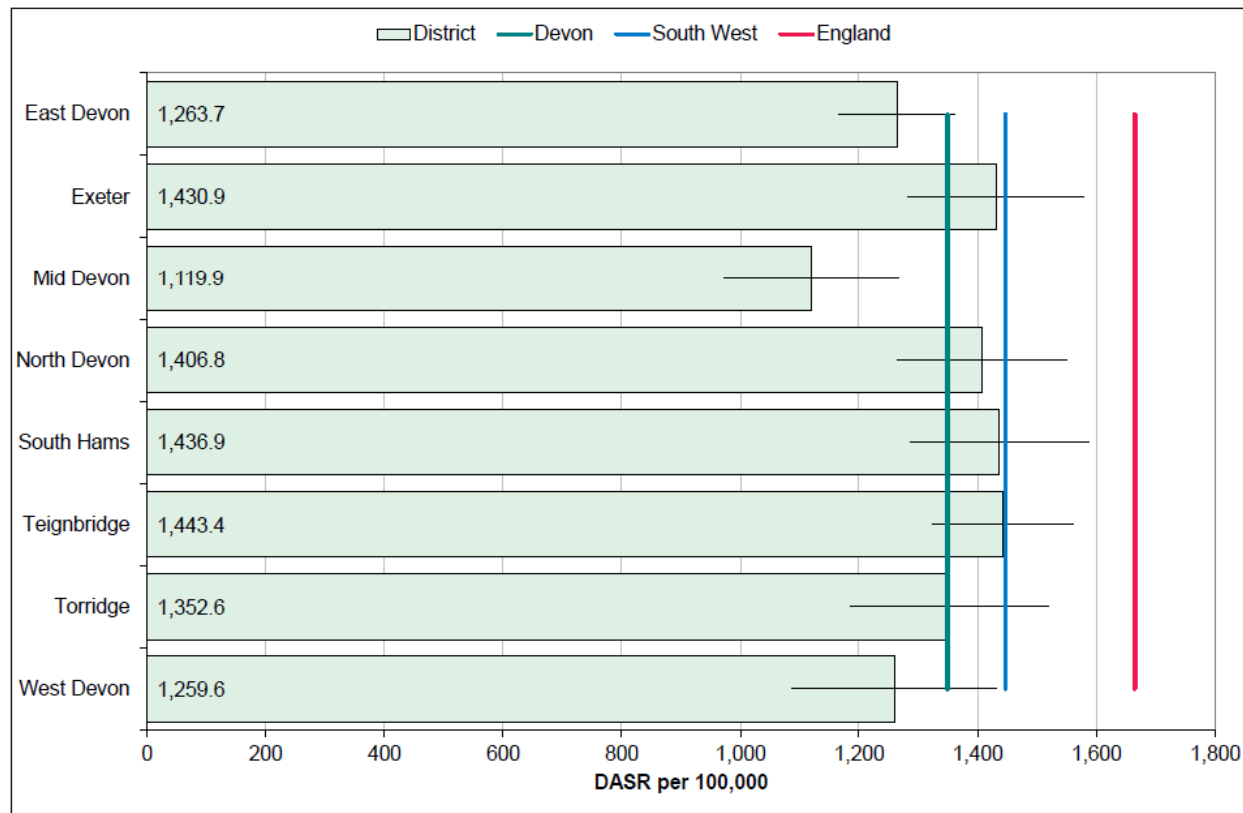
Ageing (85yrs plus)



One in three people aged over 65 and half of those aged over 80 fall at least once a year

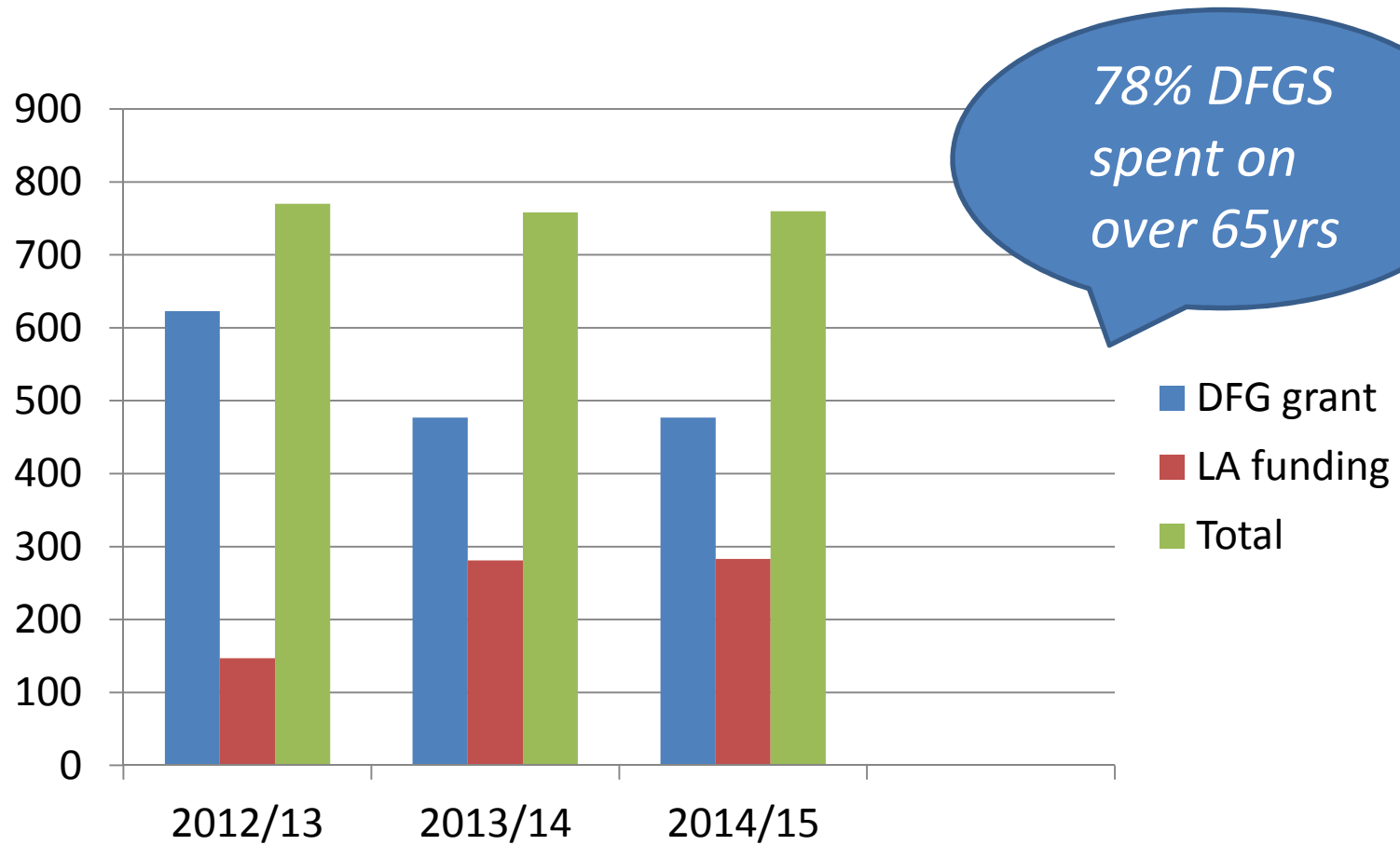
Impact on health

Figure 5.27: Emergency admissions rates for injuries due to falls in people aged 65 and over, 2012-13



Source: Hospital Episode Statistics, Health and Social Care Information Centre

Disabled Facilities Grant



The opportunity

Design Council

“The Design Council’s Leadership programmes offer independent coaching to help management teams in the public and private sectors explore, uncover and develop ideas, fast-tracking those which have potential to become successful new products, services and brands.”

Public sector Application Form

Please provide your details below

Organisation name:

Address including postcode:

Your name:

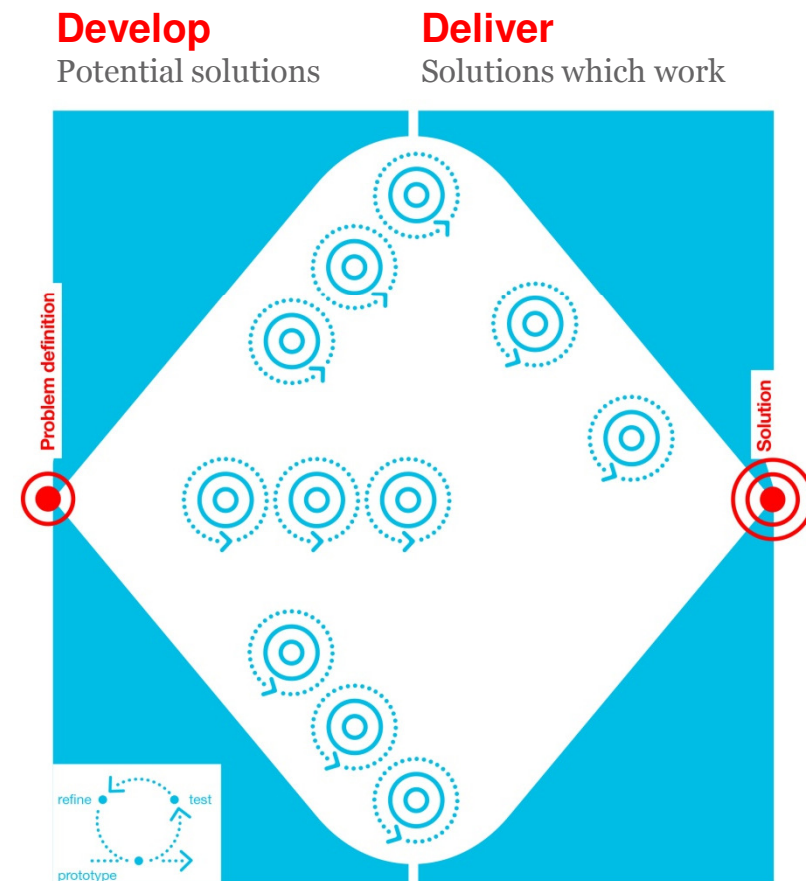
Job title:

Telephone:

Email:

Website URL:

Innovating through design



Innovating through design

Discover

Insight into the problem

Define

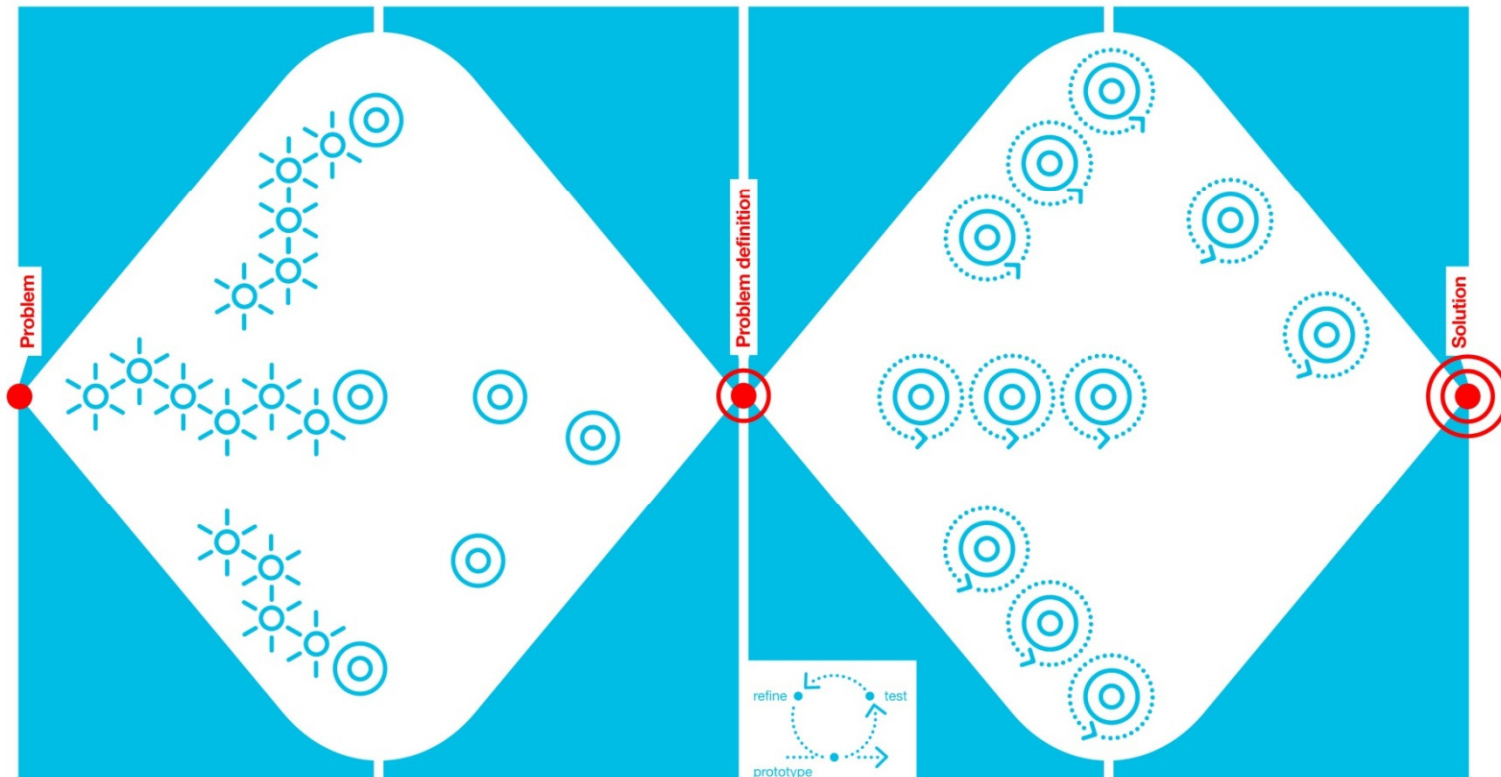
The area to focus upon

Develop

Potential solutions

Deliver

Solutions which work



Innovating through design

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Insight into the problem

Define

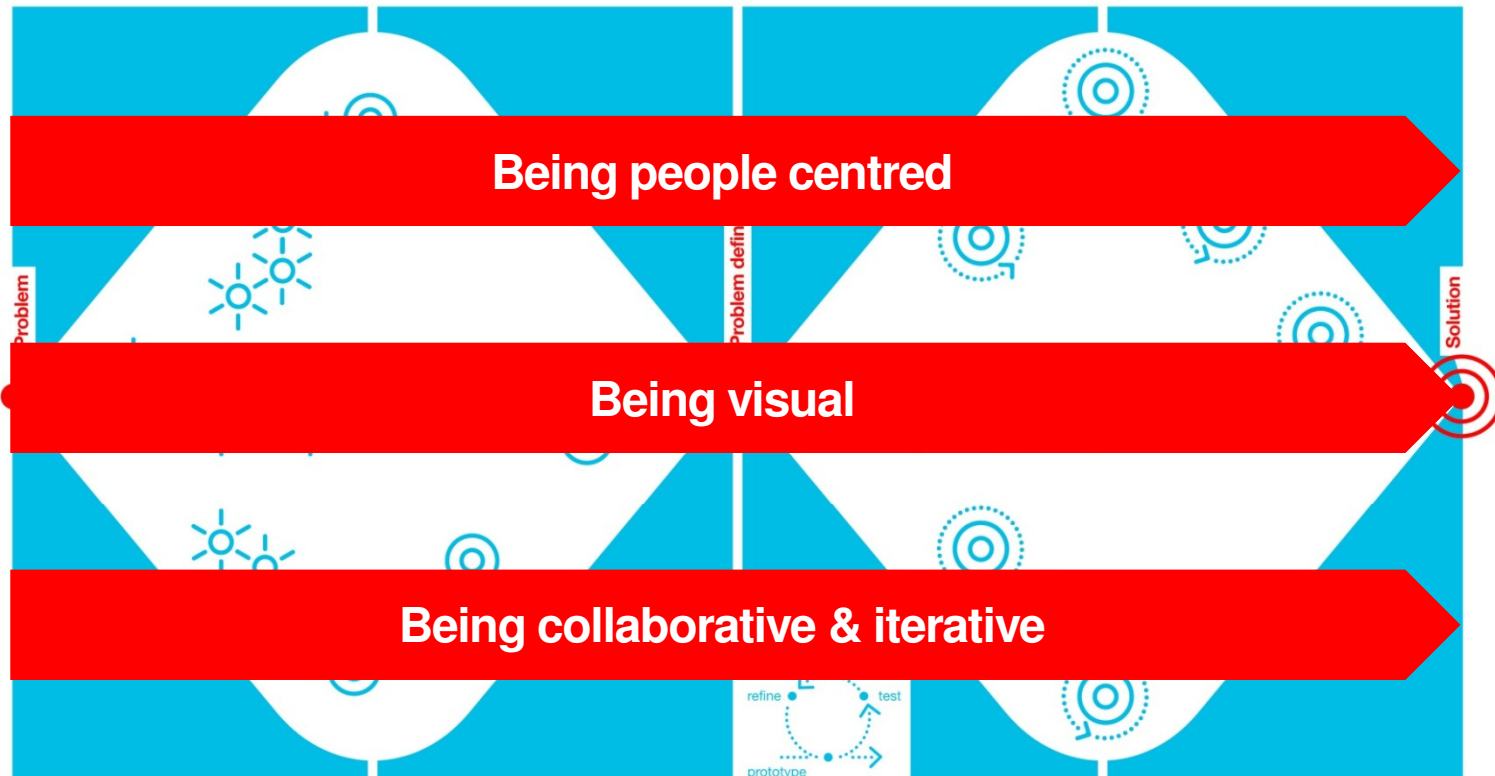
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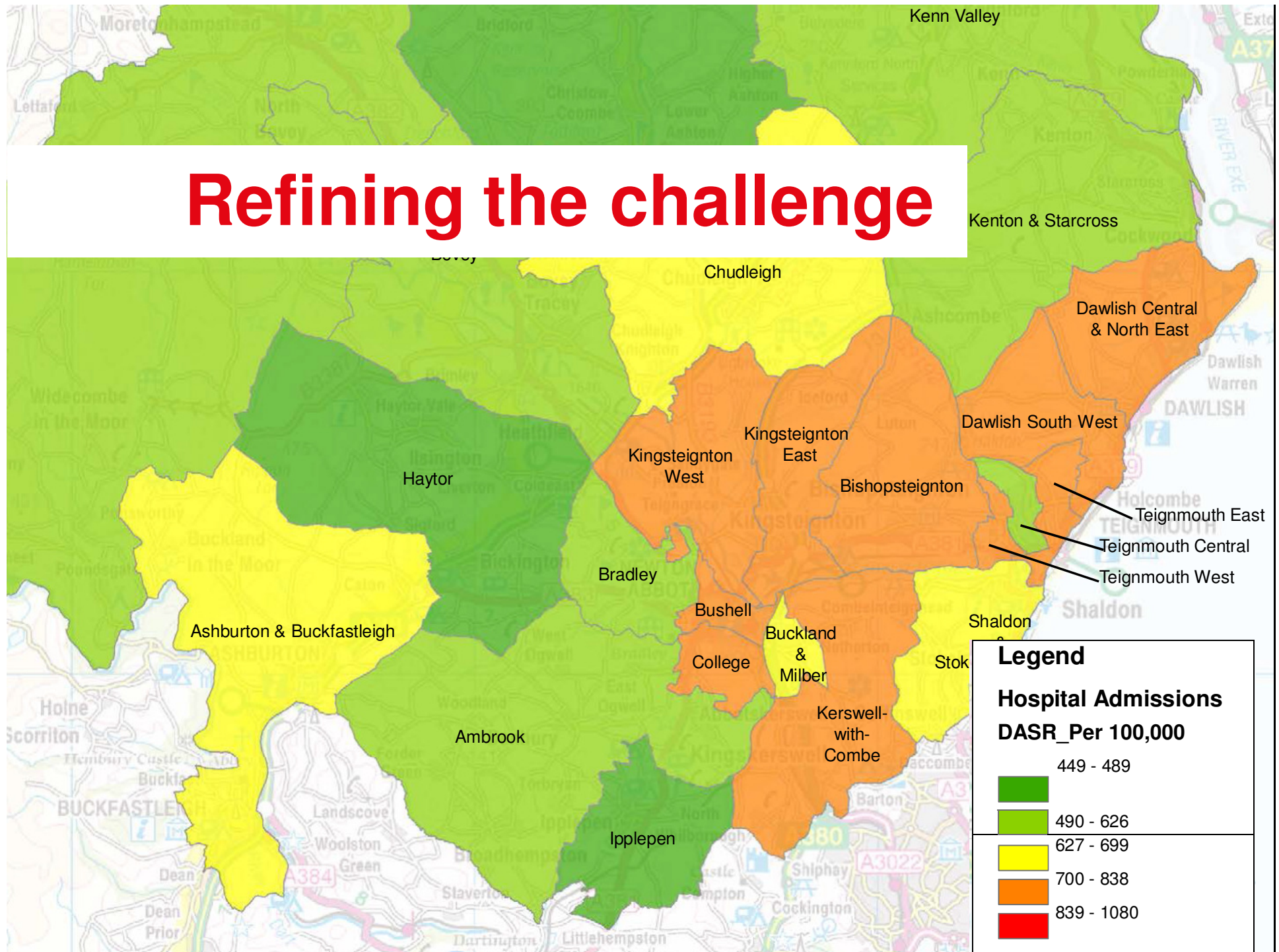
Solutions which work



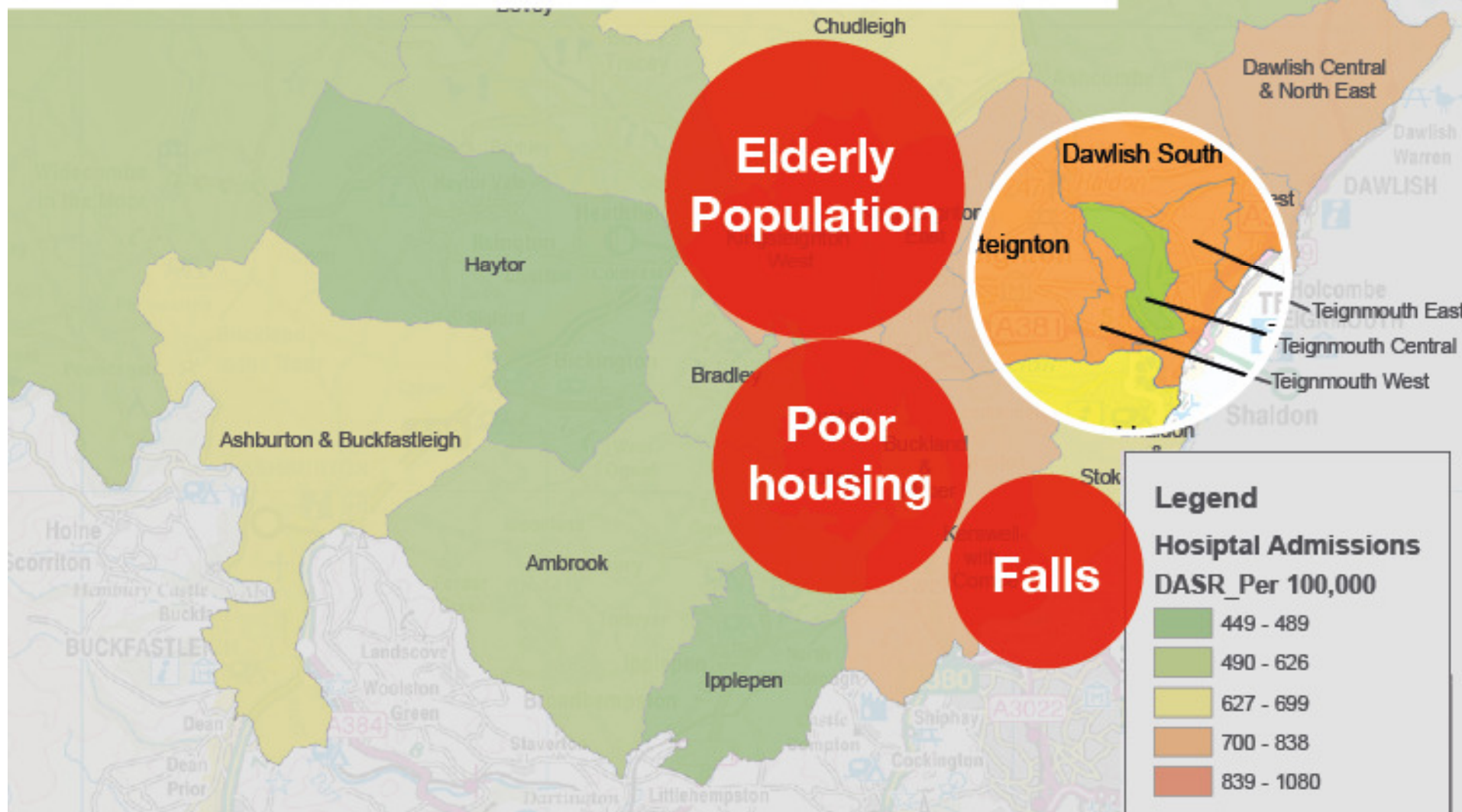
The challenge

‘How can we make homes safer and reduce the prevalence of trips and falls amongst the vulnerable elderly?’

Refining the challenge



Refining the challenge



Project initiation



- Sell the concept and idea
- Use your networks
- Get the right people in the room—doers rather than strategists
- Develop project team

Workshop one



Workshop two



Dotocratic voting



- 1. Understanding
-user experiences
-falls pathway**
- 2. Awareness Raising**
- 3. Service Prototyping**

Recruiting designers



Discover

Insight into the problem



A woman with glasses, wearing a white shirt and a light blue vest, is seated at a round wooden table. She has her right hand raised. In front of her is a professional video camera on a tripod, with a microphone on a boom arm positioned to her left. A plate of bananas sits on the table. To the right, a man in a light blue shirt is partially visible, looking towards the woman. The background features patterned wallpaper and a framed picture on the wall.

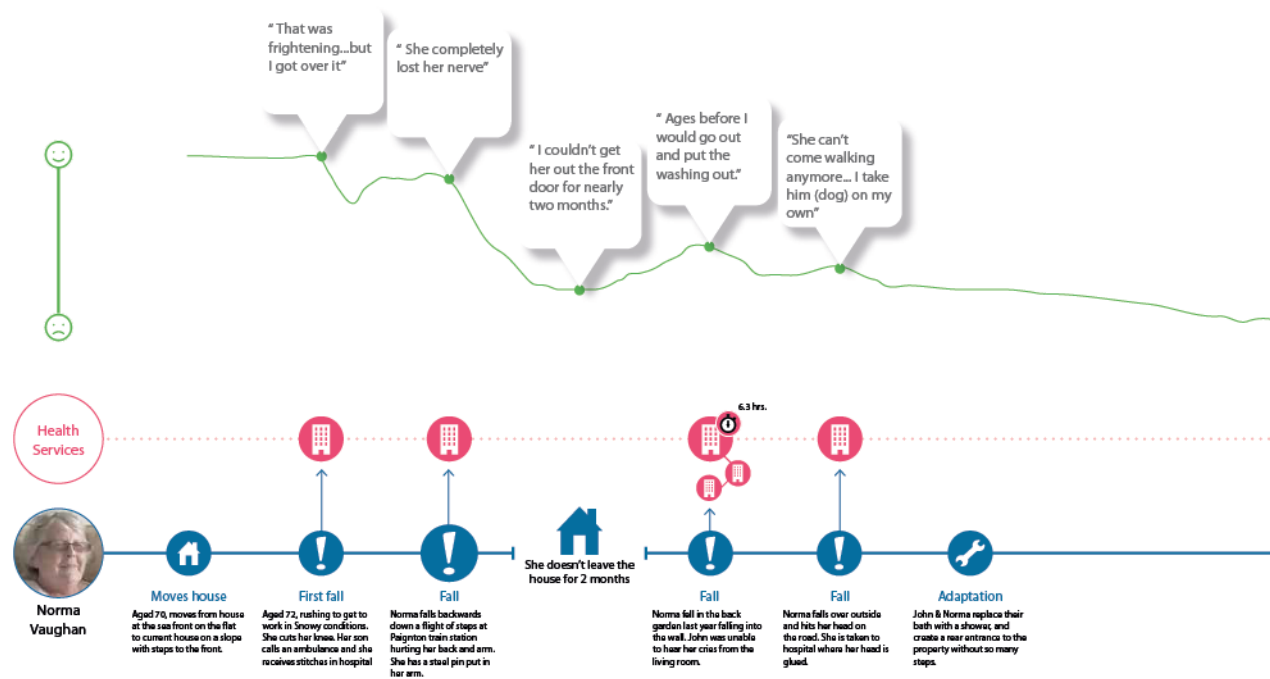
What does it feel like to fall?

vimeo.com/81114844

Define the area to focus upon

Experience mapping

User Journey



A bit about Norma

Age: 80 yrs young
 Home: Lives in a small bungalow with her husband John (82).
 Health: Arthritis & Emphysema

Awareness raising



Sound Advice



THESE ~~BOOTS~~ ^{STICKS} ARE MADE FOR WALKIN'
 NANCY SINATRA



Patent Records
PRESENTS

NANCY SINATRA
 THESE BOOTS ARE MADE FOR WALKIN'
 THE CITY NEVER SLEEPS AT NIGHT

reprise  **EC**
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neogram

ROUND ROUND GET AROUND
I CAN GET AROUND
 THE BEACH BOYS



THE BEACH BOYS
 DON'T WORRY BABY
 I GET AROUND

5174



Capitol
RECORDS

Fall Victim

If Ethel had known that

28% of hip fracture patients die within a year of their fracture,

she might have told someone about her falls before it was too late.

Don't be a silent victim,
fall proof your home.



fall
proof.co.uk

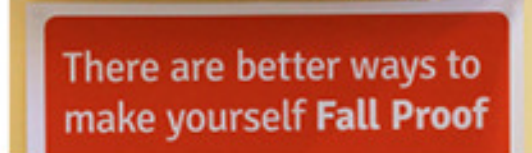
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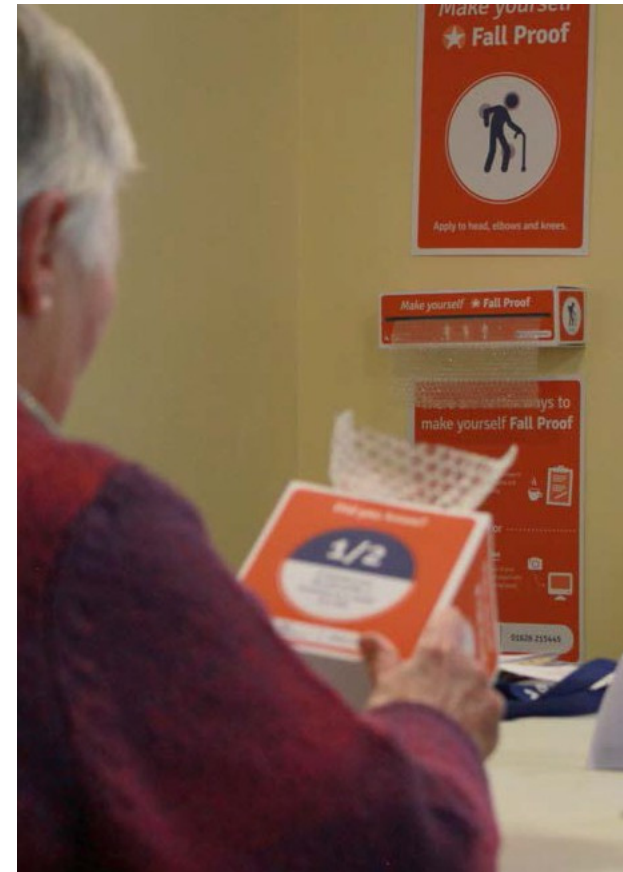
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Fall Proof





User testing



Our learnings

Fall Proof

- Strong name / identity for campaign and service.
- Eye catching campaign - clear and easy to understand.

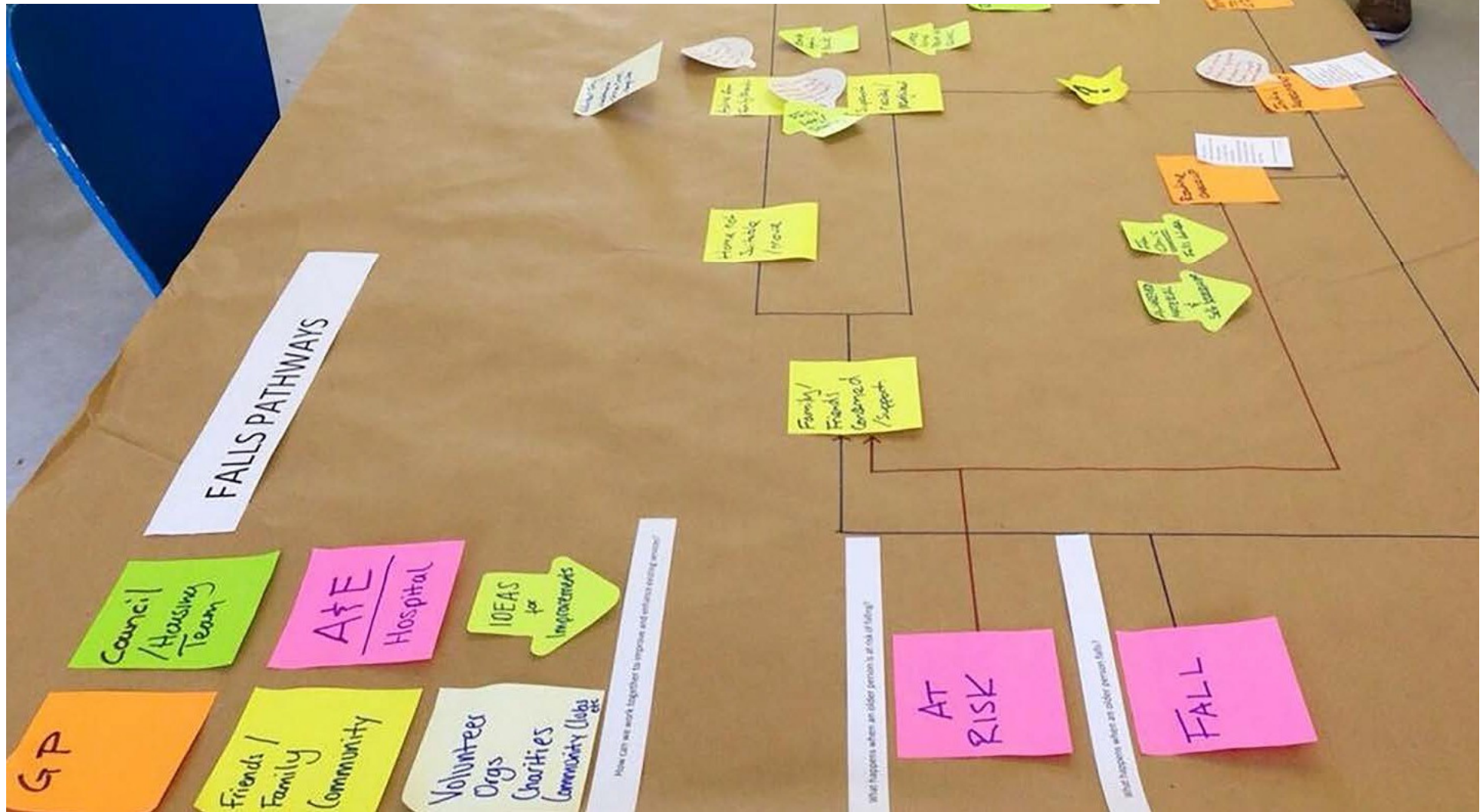
Sound Advice

- Informative reading material, very engaging and interactive.
- Would suit community venue. Not GP surgeries.....however
-Opportunity for “Patient Records” to categorise all health & wellbeing information

Fall victim

- Campaign is eye-catching, simple, cost effective and easy to replicate

Understanding services



Part 1 | Photo submission



Submits photos



Receives report



Requests home
visit



Adapts home

Part 2 | Home check service

fall proof | Make your home a safer place to live

Fall Proof checklist for volunteers

Name of occupier: *Joyce Adams*

Address: *Teignmouth*

Postcode:

Name of Volunteer: *Kathryn Woolf*

Age: *76*

DOB:

Contact number:

E mail:

Fallen - Yes / No

Personal Alarm - Yes / No

Medication - Yes / No

Fitness - Yes / No *Some*

Vision - Yes /

Safety aware

Details / Comments

Make your home Fall Proof

Fall Proof is a free service being trialed by Teignbridge Council with Volunteering in Health. We offer home assessments and tailored reports to identify potential trip hazards and suggest ways to reduce the risk of falling in your home.

Would you like a home assessment for yourself?

Are you worried about an elderly relative or friend?

Simply call us on 01626 215445 to arrange a home visit by one of our trained and trusted volunteers.

or...

Send in photos of the home to our housing team who will assess them and send you back a report with suggestions and recommendations for home improvements and adaptations where necessary.

For more information

fall

Helping stay safe home.

Opportunities identified

- Self assessment checklists good for older people, their family and friends.
- Awareness materials & self assessment toolkit
- Better communication with Care Direct Plus
- Include housing assessment in Multifactoral Falls Risk Assessment (MFFA)
- Provide a list of approved suppliers
- Peer to Peer advice / community group
- Community drop in centre with professionals from housing and health and the wider voluntary sector

Our learnings

- Home self assessment checklists - good for older people, their family and friends.
- Home photo service - older people are worried about using the internet to send pictures of their home.
- Need for clear information about how to avoid falls in the home and where to get help if you are worried or need help with making changes at home (signposting).
- Volunteer home assessment service needs further testing.
- Positive feedback re: Community drop in centre concept for advice and guidance about living independently at home.

Where are we now?

- Improved joint working with Health
- Multifactoral Falls Risk Assessment (MFFA) has been adapted to include information on housing conditions.
- Coastal locality developing a “Falls” Community Hub which will include housing. The aim is to provide a preventative service as well as target people who have fallen and people at risk of falling.
- Used service design techniques in other areas of work (customer feedback, Fast track DFG process) and looking to commission service designers on other projects (Love your home).

Top tips for success

- Be prepared to be wrong.
- Be prepared to step out of your comfort zone.
- Make sure you have “Do-ers” not strategists.
- Be mindful of jargon.
- It takes time.....
- Mentoring support is key to ensuring success.
- You need an element of funding to make things happen.

A new challenge.....

“To further develop understanding around the channel shift agenda and create a new culture of business change across all service areas, in particular those front facing departments that regularly deal with customers”

Design in Public Sector Programme

A new challenge.....

- 3 LAs (Exeter/East/Teignbridge)
- Culture change to promote new ways of working to staff and customers
- Ensure customers get the services they need, in a manner which gives them a quality outcome, and that is cost-effective for the council
- Creating change champions across the organisation will ensure that customers are able to have their needs met in a variety of ways.



Thank you - Any questions?

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