

SHARING GOOD STORIES OF CARE AT HOME

The need to communicate and share good stories of care at home in order to create a positive image of care and overcome existing stereotypes was highlighted at both workshops with care at home staff. The idea of trending '#care@home' or '#justacarer' on social media is a simple way to begin to address this challenge but one which could lead to large impact across the wider media and support a change in public perceptions. Sharing good stories of care at home also promotes the social care profession and works towards addressing recommendation 5 of the National Health and Social Care Workforce Plan framework for improving workforce planning for social care in Scotland. Care at home providers could set up an Instagram account or share positive images through existing social media channels they subscribe to. Guidance around the types of images to share should be developed.

In the longer term, Scottish Care could organise an exhibition at their next annual conference of the resulting top 10 positive images of care at home with people voting for a winning image that could be recognised at the care at home awards.

FORECASTING CARE AT HOME NEEDS

Imagining the profile of people receiving care at home in Scotland and the types of needs that will require support is a missing piece in supporting a grounded and informed approach to developing a future for care at home. Little research exists that demonstrates future demand and projections for care at home in Scotland and therefore it is important to undertake research which builds an understanding of future care at home need that is based on current appropriate trends. By offering future projections of the profile of the population and taking these together with scenarios based on known developments in the sector provides a way to model care at home around the anticipated future needs of people receiving care as well as the projected demand for services. Grounding the work in qualitative insights from people who are currently receiving care at home and those who are likely to in the future would also contribute to building a rich picture of future needs.

EXPLORING NEW COLLABORATIONS

Collaboration is an important aspect in terms of supporting many of the ideas and scenarios proposed through this project. The need to instil caring principles from a young age and throughout education was highlighted in both workshops as a way to support a caring society and enable opportunities for intergenerational activity. The 'discovering life skills' idea was developed as a way for the younger generation to become more involved in care not only to generate more interest in a care at home as a career, but also to support and relieve some of the pressures facing care at home services through activities that young people could become involved in supporting. It offers a reciprocal care experience where young people can also learn from the life experience of those they are supporting. Collaborating with local education providers and volunteer organisations around developing a 'discovering life skills' experience or programme could lead to other innovative opportunities and is a good starting point to iterate this idea. There is a need to understand how this type of experience could be initiated, the types of activities that could be supported through the programme, the skills and training required, how the programme should be promoted and who should be involved, as well as other practical and logistical considerations. The 'discovering life skills' idea offers a way to support 'organic care' by giving people life skills on what it means to care and encourages more people to pursue a career in care.

NOW

NEAR FUTURE

FAR FUTURE

RECOMMENDATIONS

These 'what next' suggestions and recommendations offer ideas for what can be achieved in the short, medium and long term and are intended to support further conversation and action around how the outcomes from the project can be taken forward. The recommendations suggest next steps to build on the emerging ideas but also indicate where ideas are aligned to and could support national workforce planning.

MATCHMAKING TECHNOLOGY AND OPPORTUNITIES

The benefits technology can offer the care at home sector are not realised and there is a need to portray technology in a positive way to overcome negative attitudes. Opening up mindsets to new opportunities that technology affords means that people need to be involved at the beginning of processes where technology may be considered or developed to address challenges. However, it does not always mean that new technology has to be developed bespoke to each challenge. There is a need to understand the current use of technology across the sector in order to identify areas of opportunity where technology could enhance or overcome challenges experienced. Once key opportunities are identified a 'matchmaking' process can happen where the technology that is available now can be tested to understand whether it can add value to care at home or whether something new needs to be developed. Involving care at home staff in the development of new technology will ensure that the specifications developed are based on need and also supports the adoption of technology when benefits are experienced and realised.

CREATIVELY EXPLORING THE FUTURE WORKFORCE

The 'Tools for exploring care at home futures' aims to enable further creative exploration of the future of care at home. One of the key starting points for this exploration is the need to review and iterate the future workforce personas and scenarios through wider engagement with the care at home sector and other key stakeholders. Using the 'Tarot boards' in a collaborative workshop setting offers a way to engage key audiences in testing the different aspects of these future care at home roles and prototype how these roles could work together in order to refine the future multidisciplinary care at home team.

DEVELOPING THE CARE AT HOME WORKFORCE

New care at home roles and resulting ways of working will lead to new opportunities for training and education. Further research should be directed towards understanding the types of skills, responsibilities and key tasks that will be involved in care at home in order to inform the types of training opportunities and educational qualifications that will be required. Partnering with education providers to collaboratively develop opportunities will enable the development of skill-based training and offer career pathways that are flexible to a range of backgrounds and experiences. The types of care at home roles proposed in the personas and scenarios offer the opportunity for career progression and develop care at home as 'career'. These scenarios support recommendation 6 of the National Health and Social Care Workforce Plan framework for improving workforce planning for social care in Scotland by offering scenarios of multidisciplinary and integrated working as well as pathways for progression that aims to promote care at home as an attractive career choice.