Challenges

Identity
- Developing a common approach
- Two systems (NHS and Council)
- Translating and embedding other strategies
- Managing risk
- Demands and impact
- Defining priorities

Demography
- Understanding changing demographic
- Increase inward migration
- Outward migration
- Increasing demand complex care
- Anticipated increase in older population
- Reduction of working age population

Workforce
- Time constraints
- Expectations public & staff
- Working with external providers
- Pace - expectations and capacity
- Geography - Recruitment access

System
- Hardware / tech
- Different systems
- IT infrastructure
- Ability to access value of projects

Finance
- Implement change
- Innovation
- Expectations

Informed by...

- **Regulation**
- **National Health and Social Care Outcomes**
- **National Outcomes**
- **Policy and Legislation**
- **National Strategy**
- **Local Strategic needs Assessment**
- **Strategic Housing and Investment Plan (SHIP)**
- Integrated children's services plan
- Past trends
- **Improvement Needs**
- Outcomes & learnings from previous projects
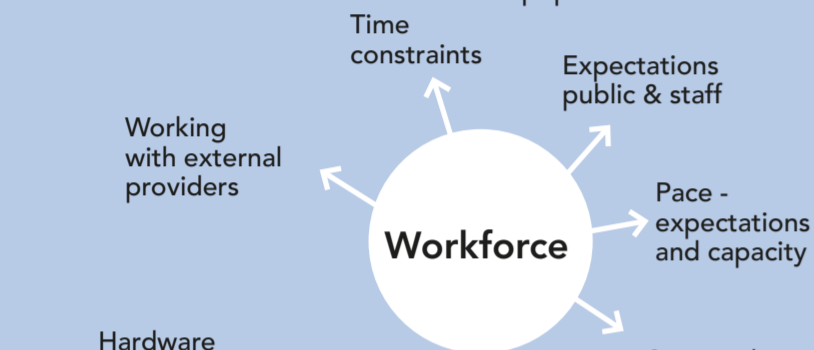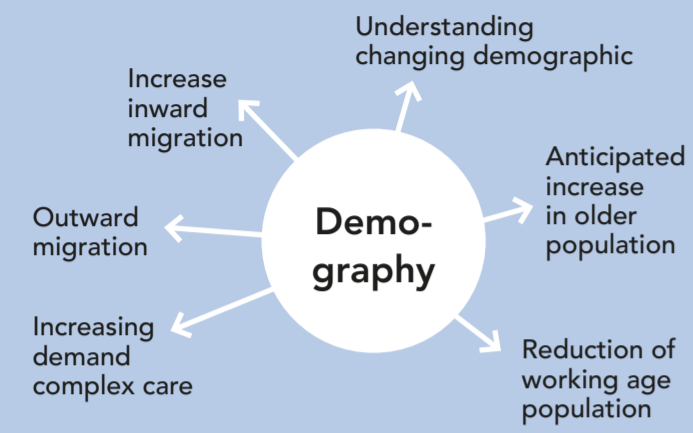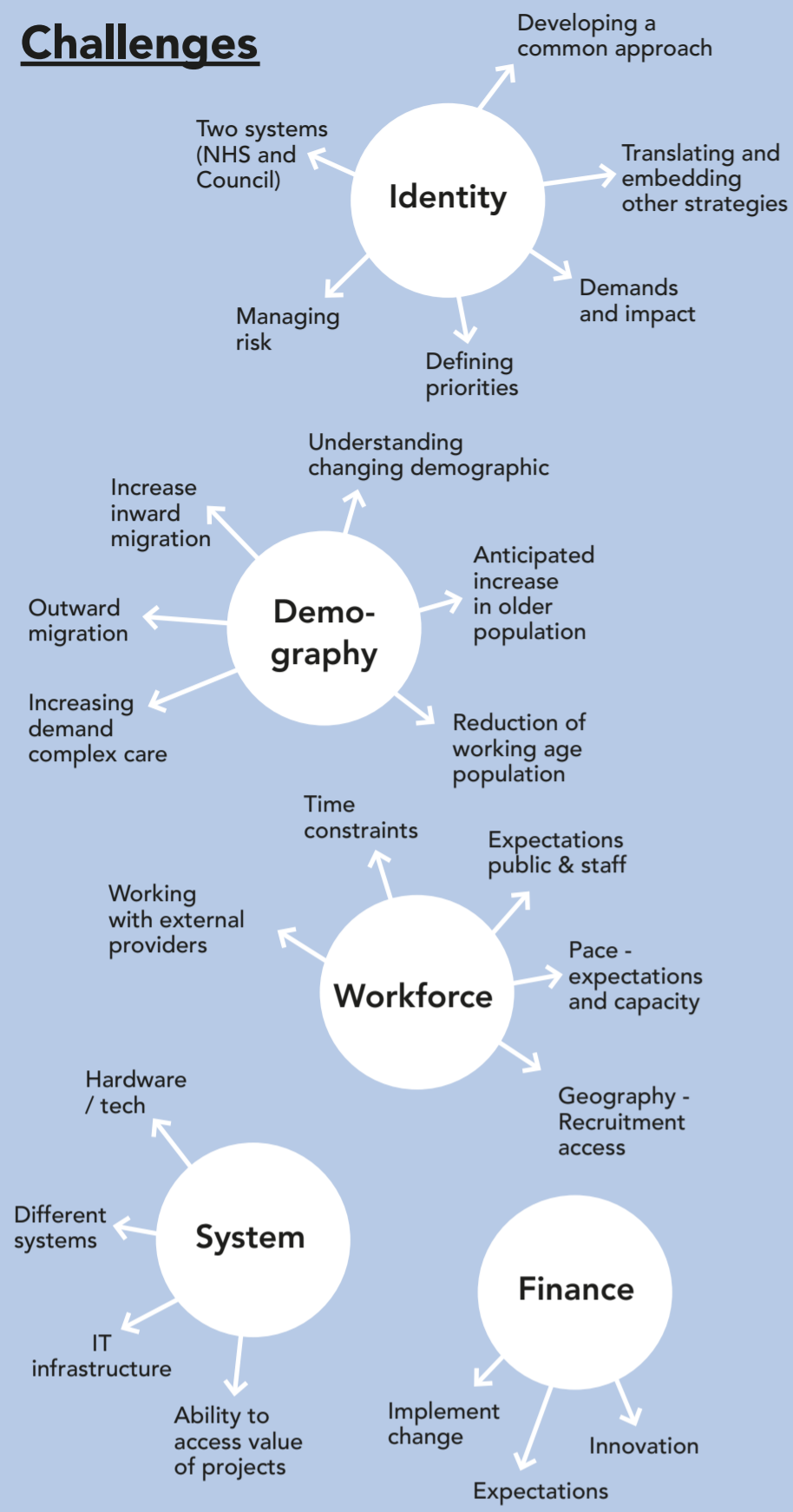
Vision

Creating partnerships in care with the people of Moray

"Working together with the people of Moray we achieve the best possible Health and Wellbeing for all"

Themes

The themes are underpinned by a "Partners in Care" approach to support a shift in culture of health and social care. This involves three conversations which will help to structure of the strategy and resulting priorities:

1. How can we help you to help yourself?
2. How can we help you when you need it (crisis/re-ablement)?
3. How can we provide ongoing support?

Resilience
- Building resilience among the communities and people of Moray to help people to help themselves and each other.
- Building a resilient workforce and a capacity to innovate in relation to new models of integrated care at a local level.
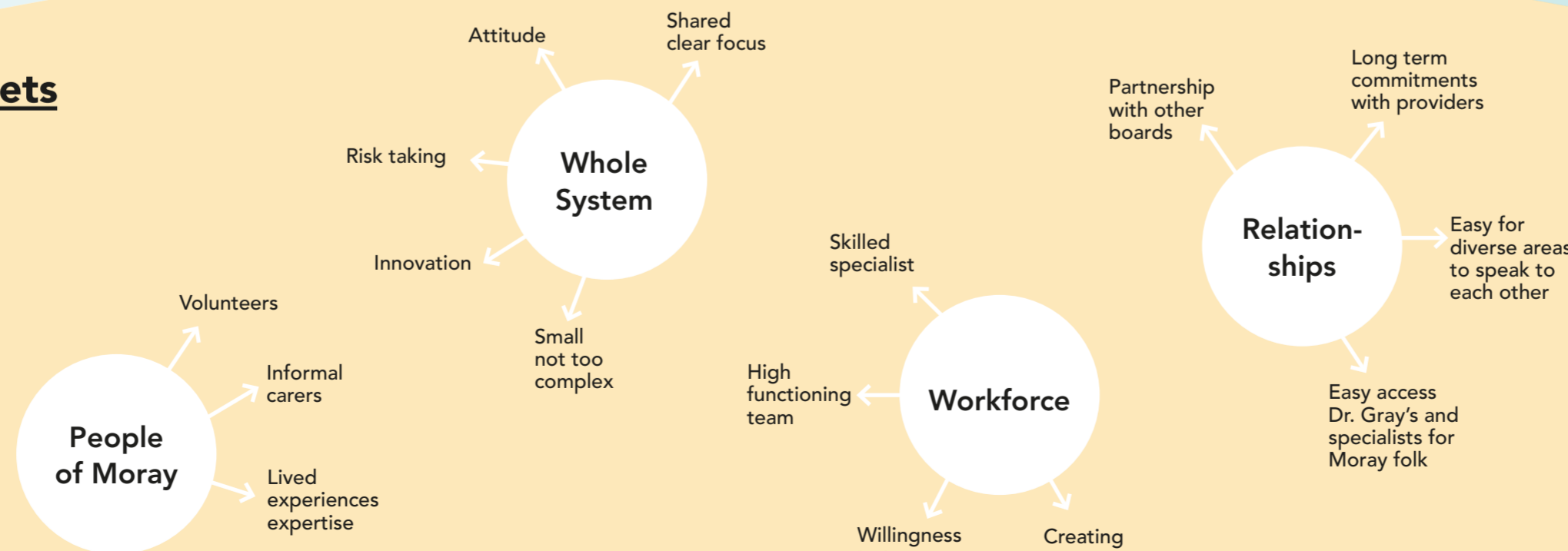- Supporting long term sustainability across the system.

Supporting Choice and Control
- Supporting people to have choice and control about their care as the interact with and navigate health and social care services.
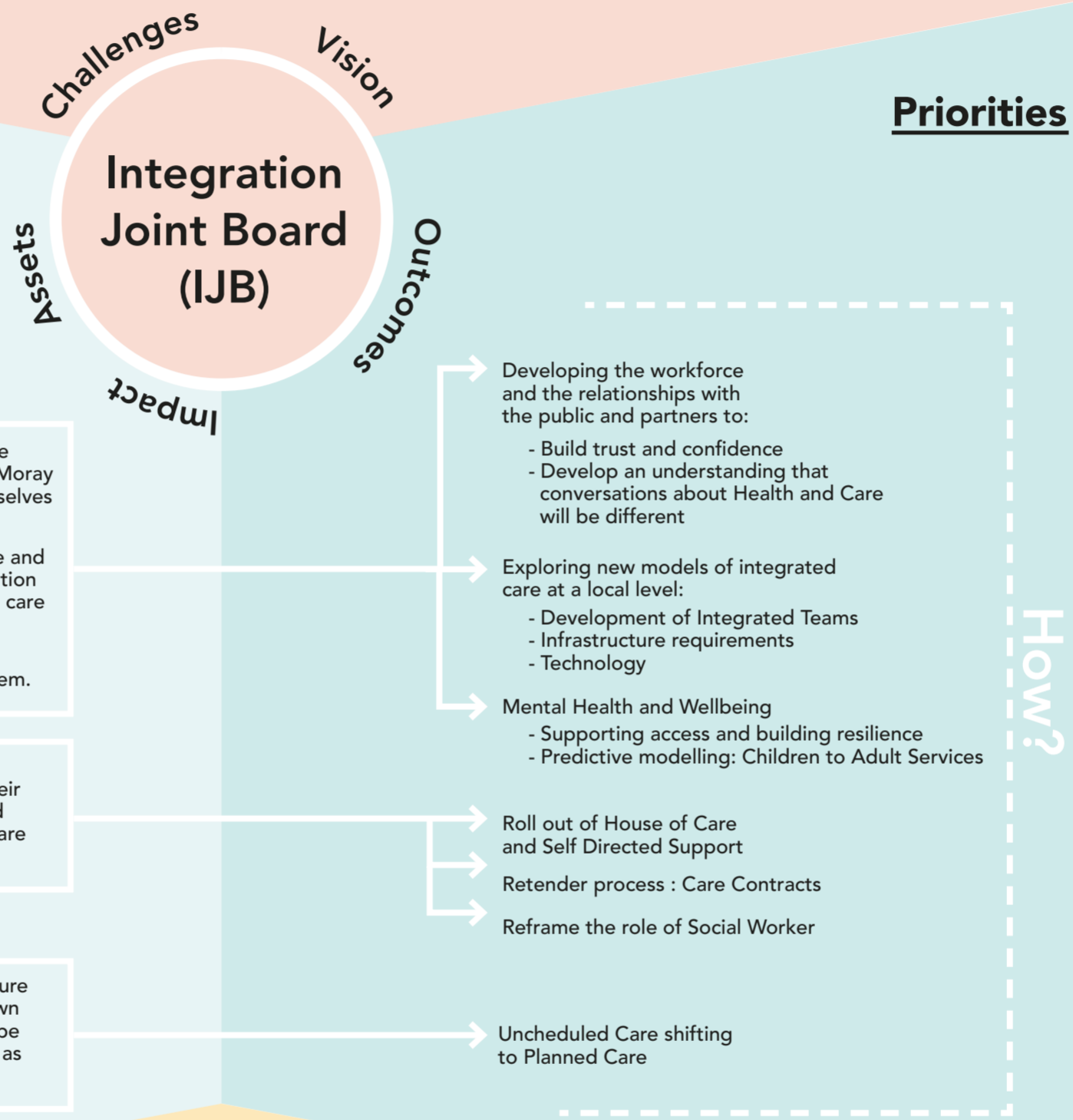
Home First
- Embedding a home first culture to support people in their own homes, as close to home or be able to return home as soon as they can.

Central hub

Challenges / Vision / Assets / **Integration Joint Board (IJB)** / Outcomes / Impact

Priorities

Developing the workforce and the relationships with the public and partners to:
- Build trust and confidence
- Develop an understanding that conversations about Health and Care will be different

Exploring new models of integrated care at a local level:
- Development of Integrated Teams
- Infrastructure requirements
- Technology

Mental Health and Wellbeing
- Supporting access and building resilience
- Predictive modelling: Children to Adult Services

Roll out of House of Care and Self Directed Support

Retender process : Care Contracts

Reframe the role of Social Worker

Unscheduled Care shifting to Planned Care

How?

Outcomes

National Health and Wellbeing Outcomes

1. People are able to look after and improve their own health and wellbeing and live in good health for longer.

2. People, including those with disabilities or long term conditions, or who are frail, are able to live, as far as is reasonably practicable, independently and at home or in a homely setting in their community.

3. People who use health and social care services have positive experiences of those services, and have their dignity respected.

4. Health and social care services are centred on helping to maintain or improve the quality of life of people who use those services.

5. Health and social care services contribute to reducing health inequalities.

6. People who provide unpaid care are supported to look after their own health and wellbeing, including to reduce any negative impact of their caring role on their own health and well-being.

7. People using health and social care services are safe from harm.

8. People who work in health and social care services feel engaged with the work they do and are supported to continuously improve the information, support, care and treatment they provide.

9. Resources are used effectively and efficiently in the provision of health and social care services.

Impact

Empowered Workforce
- Attractive for recruitment
- Increased autonomy
- Skills based workforce
- Combined team effort

Integrated Care Services
- Health and Social Care Moray identity
- Responsive
- Simplification of processes
- Effective and seamless connected services

Confident decision making
- People are supported to improve their own health and wellbeing
- People are informed and consulted
- Healthier population
- Reduction of health inequalities

Improved Care Experiences
- Based on personal outcomes
- Local and "close to home"
- Through technology where preferred
- Affordability

Engaged Partners
- Joint working
- Confident in planning & delivery of services

Moray as a Place for Innovation
- Needs based innovation
- Market shaping strategy

Assets

Whole System
- Attitude
- Shared clear focus
- Risk taking
- Innovation
- Small not too complex

People of Moray
- Volunteers
- Informal carers
- Lived experiences expertise

Workforce
- Skilled specialist
- High functioning team
- Willingness to try
- Creating passion

Relationships
- Partnership with other boards
- Long term commitments with providers
- Easy for diverse areas to speak to each other
- Easy access Dr. Gray's and specialists for Moray folk