

Outcome Based Accountability workshops

Achieving successful outcomes for the people of Wigan

Introduction

In July 08 Wigan Council commissioned the IDeA to run a series of six workshops on cross cutting themes in the LAA. The workshops were designed using Outcomes Based Accountability tools and techniques.

In the workshop, a number of groups involving a cross section of partners and stakeholders, selected population outcomes, and an indicator to undertake a 'turning the curve' exercise. The 'turning the curve' exercise is used to identify new ideas, partnership solutions and what works to accelerate the achievement against the indicator and to have a greater impact on the population outcome.

Workshop 2: Reducing teenage pregnancies

Group 1 – Turning the curve exercise

Population: Young people

Outcome: Raising aspirations

Experience: *What would success look like?*

- Successful borough
- Celebrate success (children, families)
- Resources could be directed to positive activity
- Confident young people
- Self esteem (tell us survey)
- Give respect
- People won't be frightened of young people
- Self awareness
- Valuing their talents
- Allowing them to have goals
- Access to opportunities
- Threaten some of the norms
- Skills, resilience to succeed
- Mind change for adults and change of behaviour
- Proud parents
- Responsible adults connected to all children
- Less reported problems with youths

- Personalised support for people
- Collective responsible community

Indicators: *What are the key indicators we could use to measure impact on the population outcome?*

- Positive activities – NI, IIO – LAA
- Parents will understand their role
 - Responsible adult / quantitative survey
- Number of children at a level ready for school
- Number of young people involved in shaping services
- Partnerships are able to respond at a local level involving communities (know and understand)

Baseline/curve: number of young people involved in positive activities – NI, IIO – LAA

STORY BEHIND THE BASELINE

Services not joined up at a local level	Tensions- hierarchy of agendas and priorities	Resource prioritisation
Young peoples requirements take a long time to fulfil	Tension -national outcomes and local needs	Young people not inspired
Need to reconfigure services	Not always empowerment and participation – always consultation	Wisdom’ info system /ward level data sets on T.P.
No joint commissioning	Impact of alcohol on behaviour Join up support services and resources	Local information not in a form that is accessible and can be joined up
Incremental changes	Inequalities	Joint strategic needs assessment- Who is responsible?
Not being responsive- Identify those at ‘risk’ and respond to them / support What are the options to help people – early intervention?	Need to continue to separate delivery and commissioning Move to joint teams, joint workers, etc Move to over arching framework	Break down in localities

INFORMATION AND RESEARCH / DATA DEVELOPMENT AGENDA

- ‘Tell us’ survey (national survey)
- revamp and target appropriately, annually.
 - use other techniques, focus groups to engage young people

Do parents know and understand their responsibilities – quantitative survey

Track children at seven year gaps – confidence, self esteem, aspiration etc

Joint strategic needs assessment

- who is responsible?

- needs joint approach

OTHER PARTNERS / STAKEHOLDERS

Young People

Locally service providers

CYPS

Voluntary sector providers

WHAT WORKS

- Refreshing Township governance arrangements and link to local service delivery (council)
- Young people's 'forum' that can inform decision making (include in township terms of reference) (CYPP)
 - School councils, young people forum and other forums
 - Close the cycle of consultation/participation and feedback
- Make links to local governance arrangements
- Commissioning – new arrangements (PACTS)
- Giving young people 'control' of a local budget (CYPP)
 - e.g. youth capital fund
- Connect with Y/P, youth service, school attendance and voluntary sector
 - Build skills of services in engaging hard to reach young people
 - 'Targeted' support to those in most need and use information to shape services
- Engage people and explain in language that does not create barriers
 - E.g. instead of saying 'counselling' say you can come and talk to us
 - Practical emotional support
- Parent mentors for specific families
- Support for transition to secondary and for parents with teenage children
 - Support parenting from birth
- Communication strategy with young people (council and partnerships)
 - Low cost – communicate what a good parent is and what support is out there
 - Debunks the myths
- Hard to get info out on domestic violence
- Word of mouth and reputation

REPORT

Action	For	who	Issues
<p>Targeted youth support / all access (CYPP)</p> <p>Expand young people's horizons – take them outside the area</p> <p>Introduce positive activities to create positive behaviours e.g. Boxing clubs, local and free activities / self esteem and aspirations built</p>	All young people	Council CYPP Young people Parents Voluntary and community sector providers	Re- allocating resources Joining up service providers Genuine involvement and empowerment of young people
<p>Map what is available and promote it to young people</p>	All young people	CYPP	Low cost
<p>Community development (council, partners, CSP)</p> <p>Community development with families and current challenge behaviours</p> <p>Engage young people in finding out who shapes their aspirations or actions – i.e. expectations in some families that at 16/17 you will get pregnant.</p> <p>Create new role models and build aspirations</p>	Targeted families	CYPS Local service providers Voluntary sector Young people and their families	Join up with current targeted support Additional costs

What are the opportunities, barriers and threats to our successful partnership working?

Opportunities/Strengths	Barriers
<ul style="list-style-type: none"> • Strengths of collaboration • Collective problem solving and common understanding • Combining resources – across all functions (e.g. contracting) can deliver efficiencies (economies of scale) 	<ul style="list-style-type: none"> • No agency/person willing to accept responsibility • An unwillingness to change • By getting out into the community to support families and individuals • An undemanding and entrenched population • Cultural norms in some communities • Limited horizons not helped by traditional/public sector ways of

<ul style="list-style-type: none"> • Reduce duplication, ensure convergence and address gaps • Shared services – pooled resources • Strengths and collaborative work • Development of an 'holistic' approach to the issue • Better solution through joined up thoughts and shared priorities <ul style="list-style-type: none"> ▪ Cover all aspects ▪ Better chance of success ▪ Better use of resources 	<p>working</p> <ul style="list-style-type: none"> • Do we value success in Wigan and celebrate it? • Resistance to change • Other priorities • TP is seen as someone else's agenda • Engaging Y/P in real and meaningful participation -> commissioning • Can we deliver the solution or do we need to devolve power much further down the supply chain • Do we have a good enough understanding of the problem – complexity?
Changes to behaviours	Changes to behaviours
<ul style="list-style-type: none"> • Joint target setting • Same agendas • Able and willing to work across organisational boundaries • Appreciate/acknowledge cultural differences (other impact, e.g. decision making) and work with them • Ability to compromise - the greater good • Changes to behaviour and practice 	<ul style="list-style-type: none"> • Changes to behaviour and practice • Key is to understand partners business plans and targets to achieve mutual outcomes • Accepting others professions and debunking myths <ul style="list-style-type: none"> ▪ Strategic thinking ▪ Ensure everyone is involved in decision making, including children and young people ▪ Contribute <ul style="list-style-type: none"> ○ Resources ○ Commitment to change and improvement ○ Leadership

Group 2 - Turning the curve exercise

Population: Young men

Targeted groups:

- LACS
- 11 year old attainment
- ½ level behind
- Young men

Outcomes:

- Positive self awareness
- Responsible for own actions
- Healthy relationships
- Confident, well informed, young men, safe and happy
- Emotional intelligence
- Young men accessing services and support
- Able to talk to parents
- Confidence to make own decisions / overcome peer pressure

Experience: *What would success look like?*

- Young dad badge of honour
- Young men don't want to use condoms
- Young men sleeping around where girl doesn't
- Alcohol part of problem
- Alcohol gives confidence to have sex, but also excuse for actions
- Young men don't access services generally
- Too lenient on retailers serving under-age alcohol
- Need other activities for youth people
- Culture – too tolerant of under-age drinking
- What's wrong with being a teenage mum
 - Family tradition
 - No perceived ill consequences
- Moral judgements?
- Additional costs / burden on society
- Wigan has old fashioned views of family roles

Indicators: *What are the key indicators we could use to measure impact on the population outcome?*

- Seal survey (social and emotional aspects of emotional intelligence learning)
- Perception measures e.g. use of focus groups and I on I
- Uptake of services by young men
- Rates of STI in young men (only know recorded)
- Increase uptake of STI testing
- NQS/Take up of SRE sessions in schools (develop quality standard)
- NQS/Take up of parents receiving 'parental skills'
- ASBO
- Engagement in sports and leisure

Baseline/curve: All above

STORY BEHIND THE BASELINE

Parental capacity Need to intervene early but can be seen by parents to be too early	Alcohol	Behaviours seen as 'normal'
Traditional Wigan culture	Inconsistent SRE in schools – inconsistent messages and coverage	Links to aspiration
Other pressures / influences on young men	Alcohol seen as OK. Education seen as interference	Lack of investment in youth services

		Safe and affordable adrenalin activities (overcome health and safety / risk averse)
Lack of opportunities for life skills	Lack of positive role models/mentors/family influence	Celebrity of many relationships – gossip magazines
Recognise underlying factor of role of young men in TP	Our contribution to storyline <ul style="list-style-type: none"> ▪ Umbrella of risk taking activities ▪ Changing attitudes ▪ How to use our influence 	<ul style="list-style-type: none"> ▪ Role of trading standards – unacceptable behaviour

WHAT WORKS

- Taking the service to young men
 - Tic Tac Bus, C Card
 - Encourage take up of other services, e.g. GPs
 - Where they work
 - Informal environment
 - Can build relationships
 - Discuss a range of issues
- Identify other informal outlets
 - Leisure centres (need to persuade)
- Need to overcome risk of offending people
 - Leisure centres / condoms in taxis
 - Condom machine in King Street
 - Help get issues in the open
- SRE packages are good
 - Teachers not taking up training opportunities
 - CPD limited nationally (9 hours p.a.)
- VLN (Virtual Learning Network) to support SRE training in schools
- Other partners may be prepared to go into schools to deliver
 - Needs to be incorporated into what is going on at school
- Good parental packages (speak easy) but patchy uptake and not targeted
 - Extend to social workers, sure start workers
- Use school as mechanism to engage parents
- Identify resources among partners to support activity
- Bring GPs, practice nurses into schools (Nottingham experience)
 - Influence behaviours
 - Build confidence

- Initiatives, leaflets to make GPs, young person friendly
 - Specify in GP contracts
- Incentives GP behaviour
- Try getting input/challenge from before outside of the 'sector'
- Sort alcohol and sort TP!
- Better use of positive role models
- More initiatives for alcohol prevention and use
- Target young men at risk
 - Pupil referral units
 - Take the GP to them
- Develop a preventative strategy for risk taking activities (all not separate)

INFORMATION AND RESEARCH / DATA DEVELOPMENT AGENDA

Data on young fathers

What are the views of young men in relation to parenthood, contraception, etc?

- Quality standards for SRE need to be developed
- How can we measure and understand trends in STIs?
- Understanding what a positive role model would be
- Need to understand why men don't use GP services
- Evidence regarding effectiveness of C-Card scheme in GP practices linked with birthday cards

OTHER PARTNERS / STAKEHOLDERS

Trading STDs	Fire Leisure	sports centres
Youth services	Parents	Young people
Voluntary sector	GPs, practice nurses	

REPORT

Action	For	who	Issues
Taking services into the community (townships and PACTS)	young men	LSP and service providers	Redirecting current resources
Targeting most vulnerable / at risk Pupil referral units, including taking GPs in	Young men	Schools, youth service, GPs	Link to existing service provision and support mechanisms
Parenting of teenagers Transition sessions Understanding what responsible parenting looks like and how it can be achieved	Young people	Parents, schools, CYPP	Involve parents and young people in the design of the service/sessions
Radical suggestion – Spray on condoms			

What are the opportunities, barriers and threats to our successful partnership working?

Opportunities	Barriers
<p>Strengths</p> <ul style="list-style-type: none"> ▪ Teenage pregnancy strategy at national and local level ▪ Always been driven by partnership working; very strong ▪ History of local partnership working through multi-agency / key partner steering group ▪ Key TP actions within key partner strategies, plans and programmes 	<ul style="list-style-type: none"> • New commissioning culture with payments based on delivery of outcomes could be a barrier to partnership working ▪ Need to be careful about indicators linked to payments ▪ Interviewing can take longer to initiate if multiple partners involved ▪ Co-ordination of planning meetings, staffing, capacity issues, funding, etc ▪ Lack of young people participation in partnership working ▪ Biggest barrier is central government hypocrisy ▪ Not joined up although asking us locally to do so ▪ Organisational restructuring ▪ Barrier in the short term to collaborative working but offers opportunities for enhanced partnership working in the long term
<p>Change of behaviour</p>	
<p>LSP restructuring is an opportunity for better partnership working</p>	

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