

# A Stronger Voice

Exploring the role and value of  
advocacy in personalisation

# Project Aims

- Demonstrate role and value of Advocacy in personalisation
- Explore effectiveness of Independent Advocacy
- Explore efficiency of Independent Advocacy

# Activities undertaken 1

- Support advocates to become ready for personalisation
- Increase awareness of role and value of advocacy in personalisation
- Evidence the role and value of advocacy through case studies and outcomes

# Activities undertaken 2

- Develop and pilot use of a tool to capture the outcomes of advocacy in personalisation
- Refine tool to capture wider outcomes and develop monitoring framework and systems
- Report on pilot findings, share tool with wider advocacy sector

GAIN



Gateshead Advocacy  
Information Network

# Activities undertaken 3

- Pilot local performance measures and explore ways to benchmark advocacy spend
- Explore new and emerging models for commissioning and provision of advocacy
- Produce commissioning strategy for advocacy

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Gateshead Advocacy  
Information Network

# Happiness, and Advocacy



# Advocacy Outcomes

- Tangible outcomes
- Measuring and quantifying prevention
- Subjective in nature
- What outcome do commissioners want to see? How attractive are advocacy outcomes to commissioners?

# Exploring Advocacy Outcomes

- Evidence base for impact under developed
- Generic tools not always applicable
- Practical guidance needed
- Range of service user groups

# Baseline

*Report to funder:*

- *Financial reporting*
- *Satisfaction surveys*
- *Activity and time recording logs*
- *Comment, compliment and complaint reporting*
- *Progress reports to funders*
- *Service output statistics (numbers of people supported etc.)*

**GAIN**



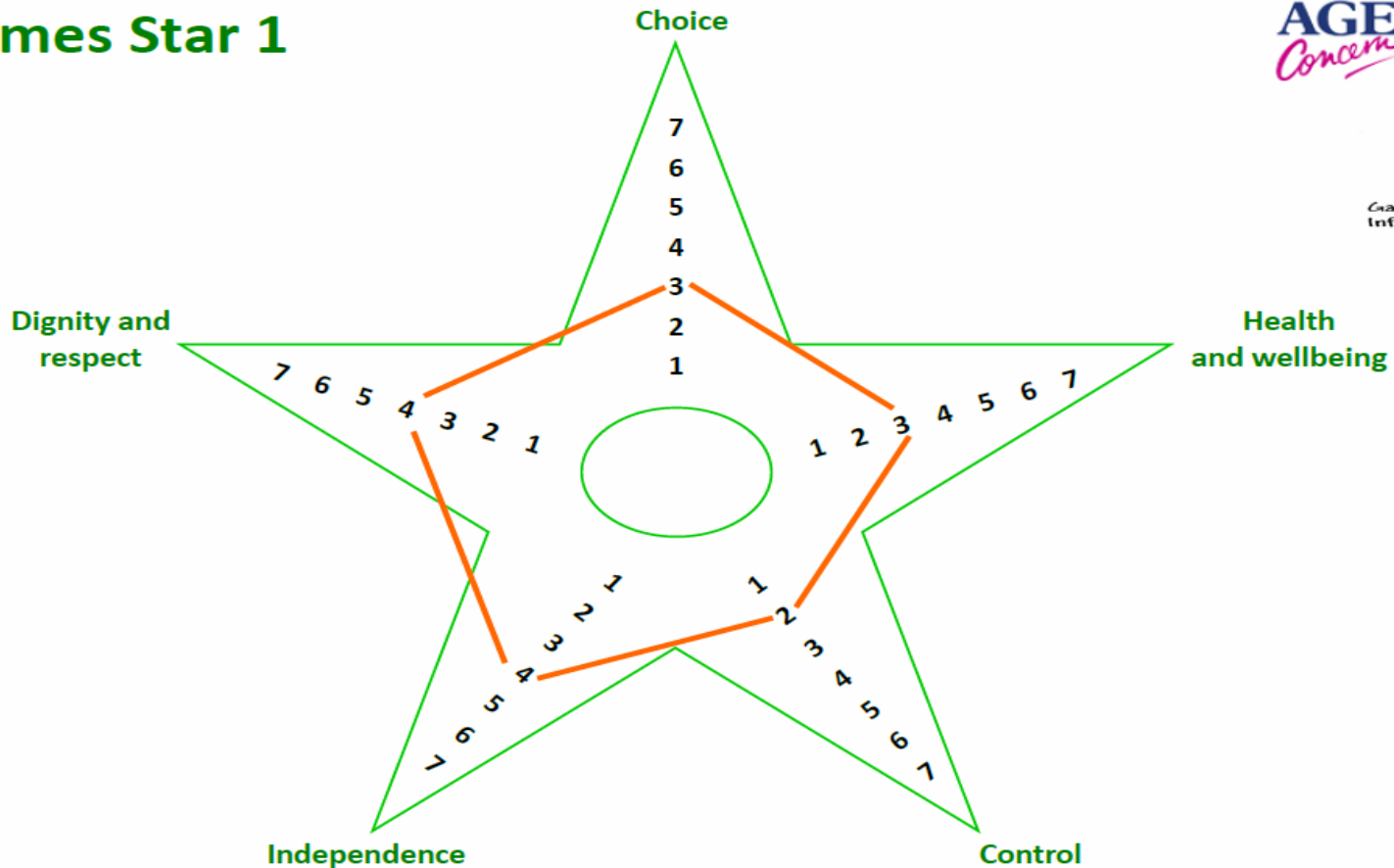
Gateshead Advocacy  
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# Tool development

- Outcome star approach
- Points on the star related to Putting People First
- Drop-ins and support network sessions
- Pilot, refine and report on outcomes

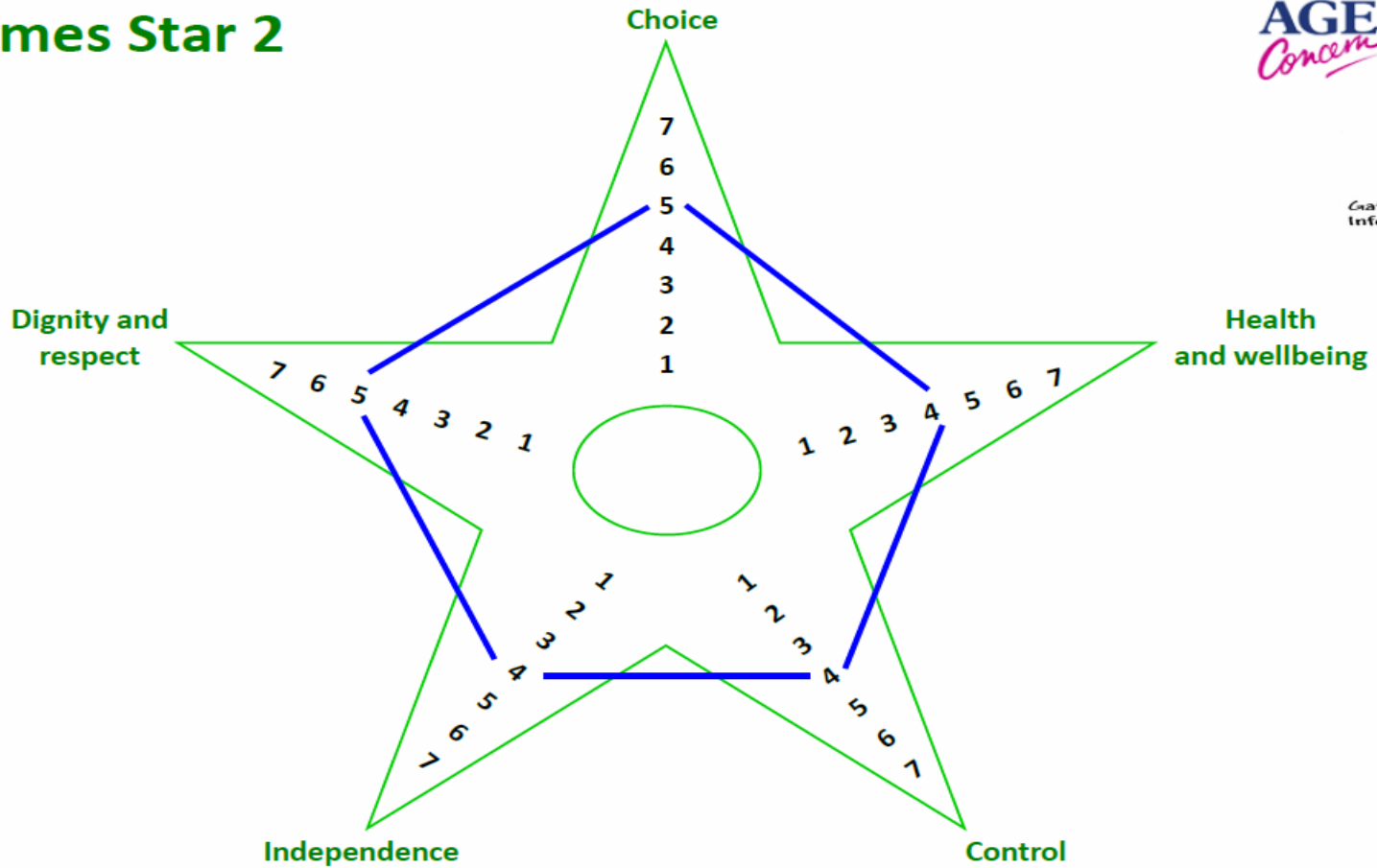
# Outcome star one

## Outcomes Star 1



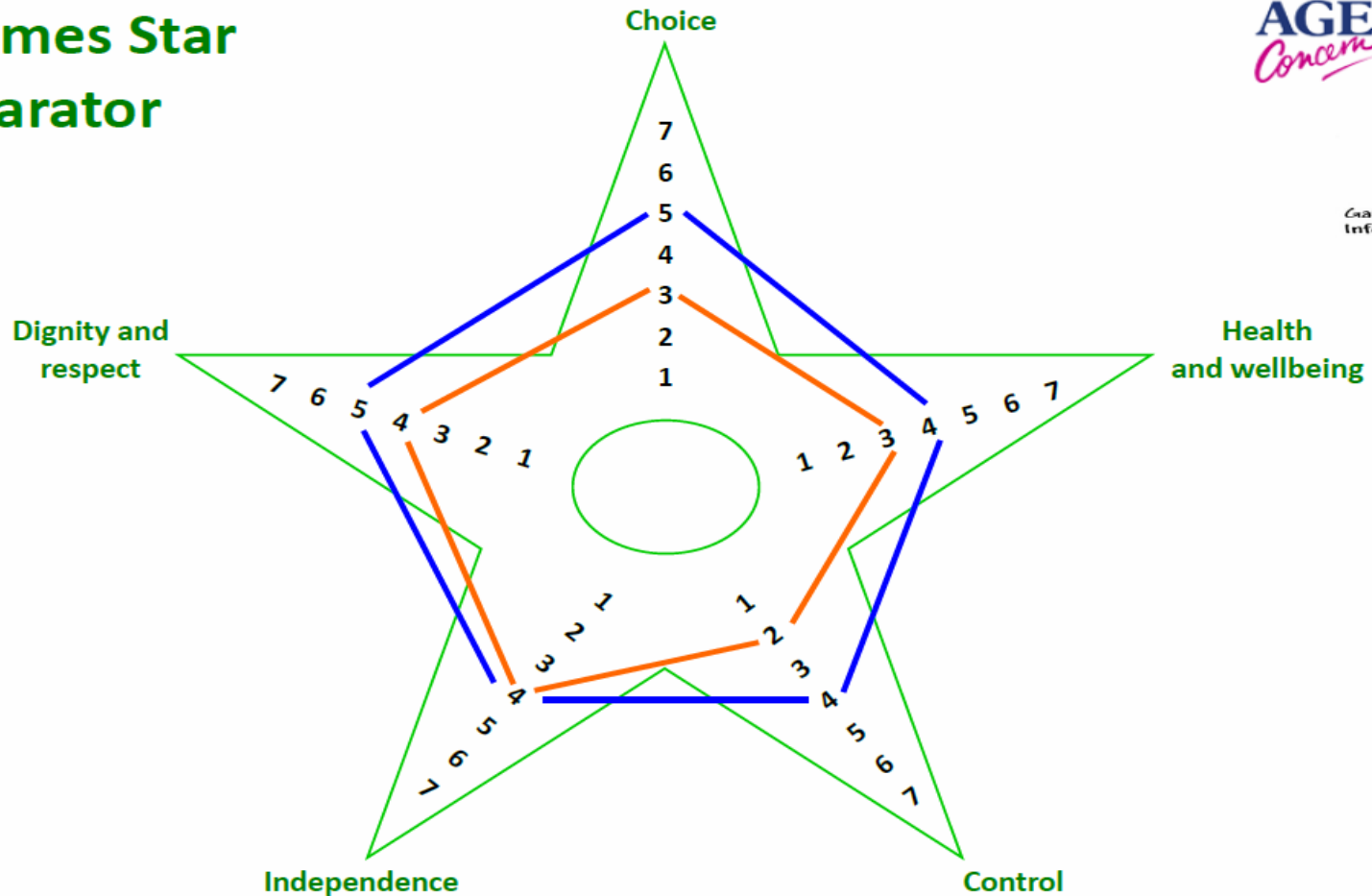
# Outcome star two

## Outcomes Star 2



# Outcome star comparison

## Outcomes Star Comparator



# Initial findings

- Supports reflective practice
- Distance travelled
- Client satisfaction
- People with complex communication needs
- Cost/resource intensity, supporting advocates
- Allowing people to define their own outcomes
- Case studies

# Next Steps

- Further refinements to tool
- Six months of the project to develop self directed support cases
- Develop case studies
- Support projects to produce outcome focussed monitoring/annual reports

# Recommendations

- Review your aims and objectives, do they link to obvious outcome indicators?
- Service user involvement
- Support advocates to understand the importance of impact
- Trial a tool, take time to reflect on the results
- Proportionality, striking a balance
- Case studies and sound bytes

# The small stuff can count too

- Quotes
- Compliments
- Sound bytes

Someone with a physical disability who accessed a home adaptation with her advocate's support

Advocacy made my life so much easier

I remember your name because you listen to me

Someone with dementia

Advocacy helps me with my problems

Someone with a learning disability