



Personalisation

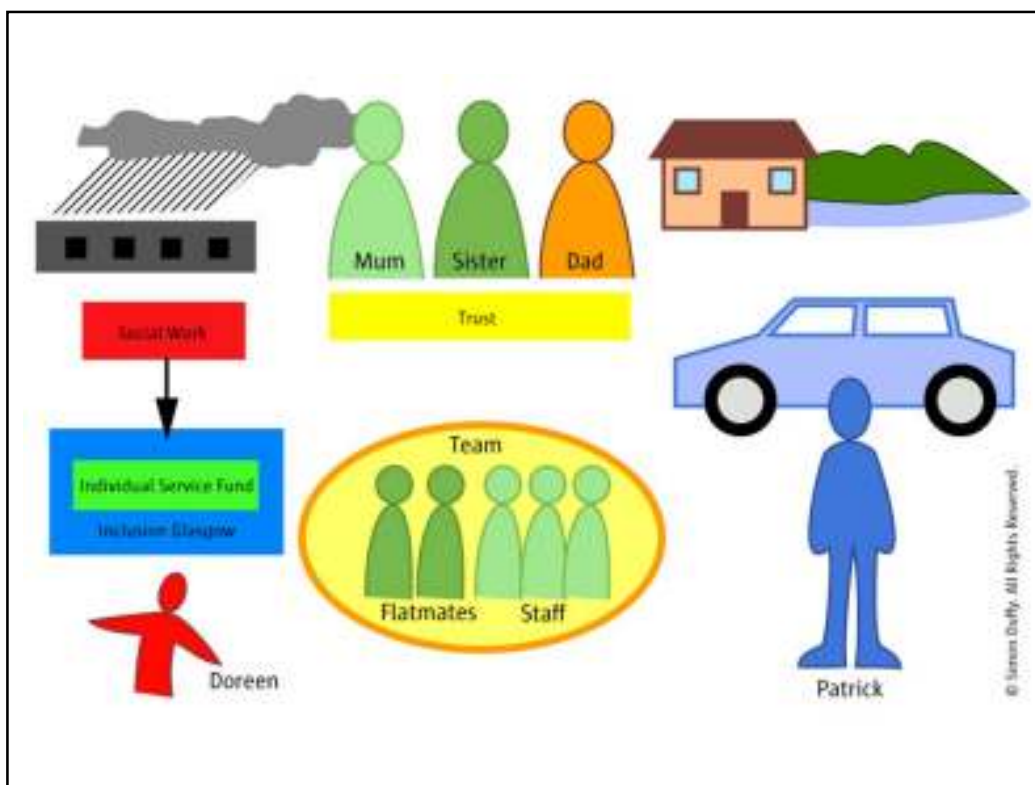
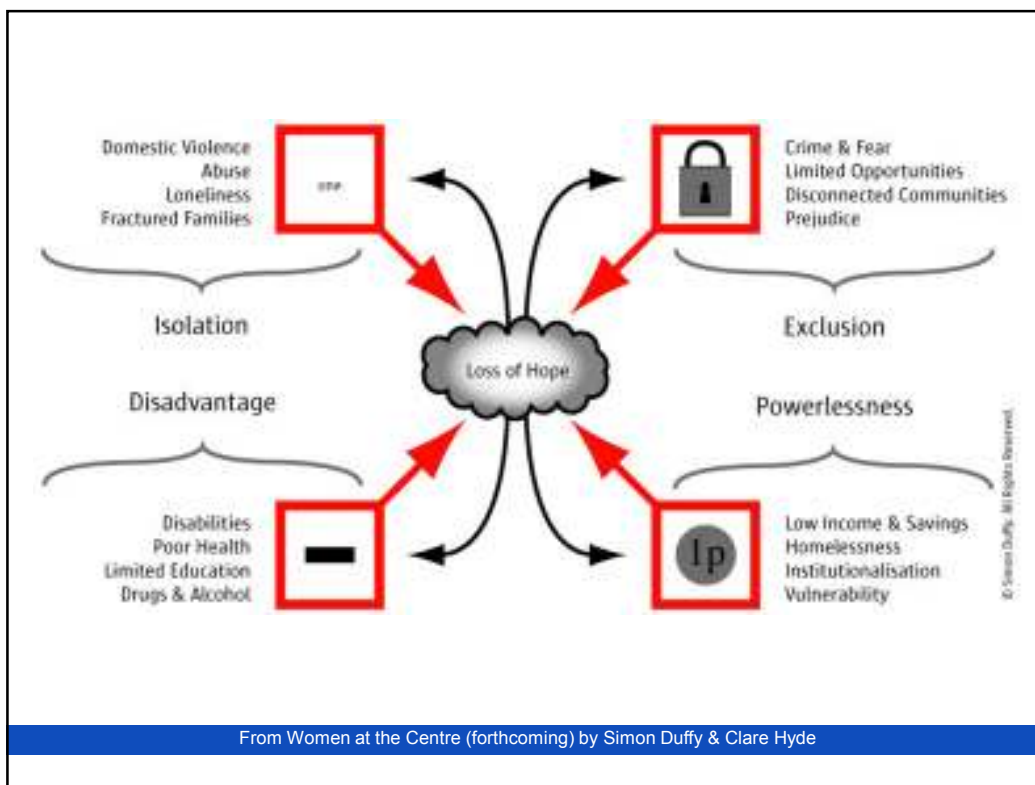
what does it mean for young people

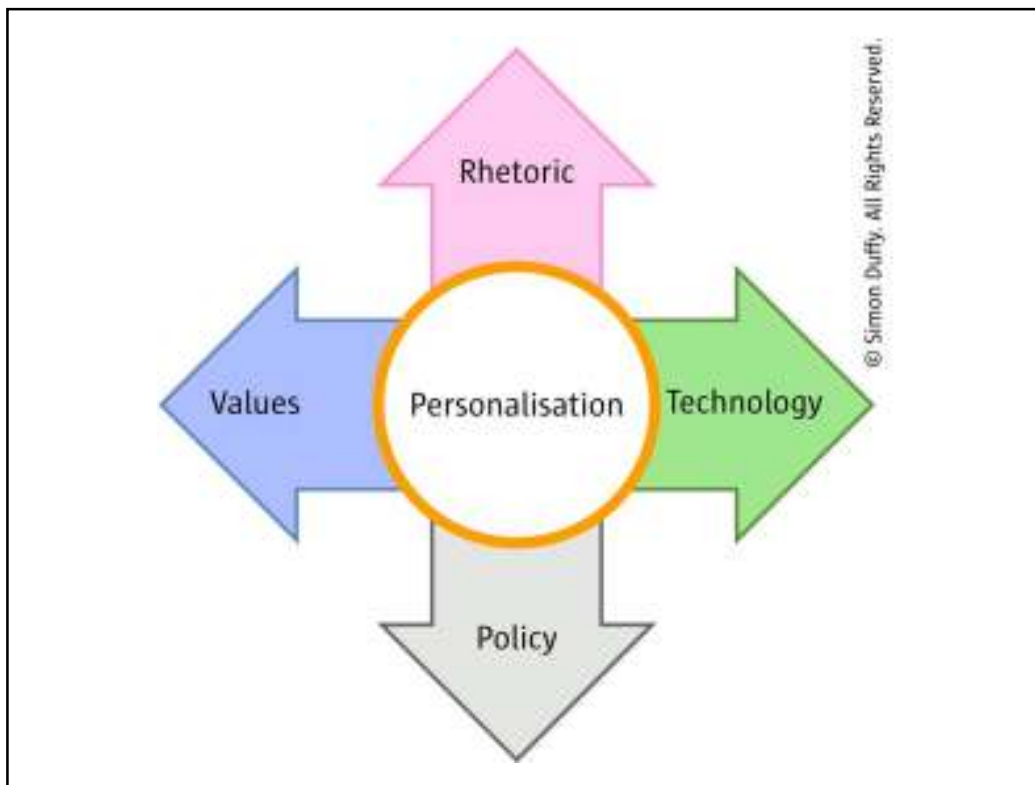
Dr Simon Duffy

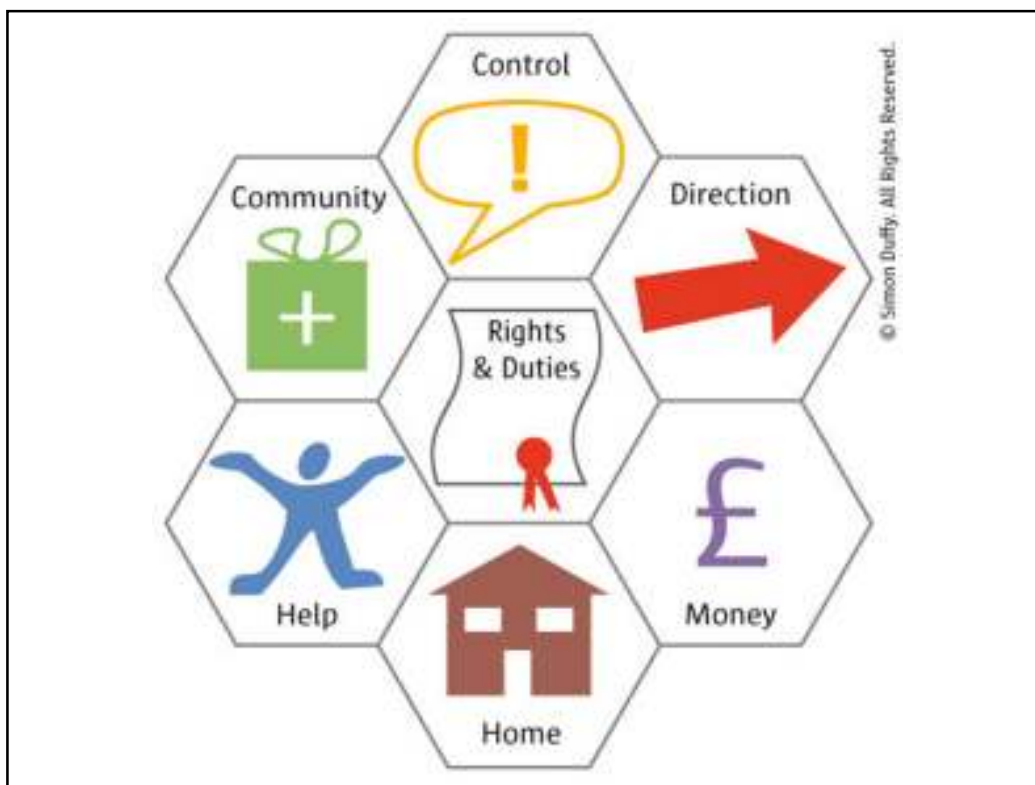
Substance Conference, 4th March 2011

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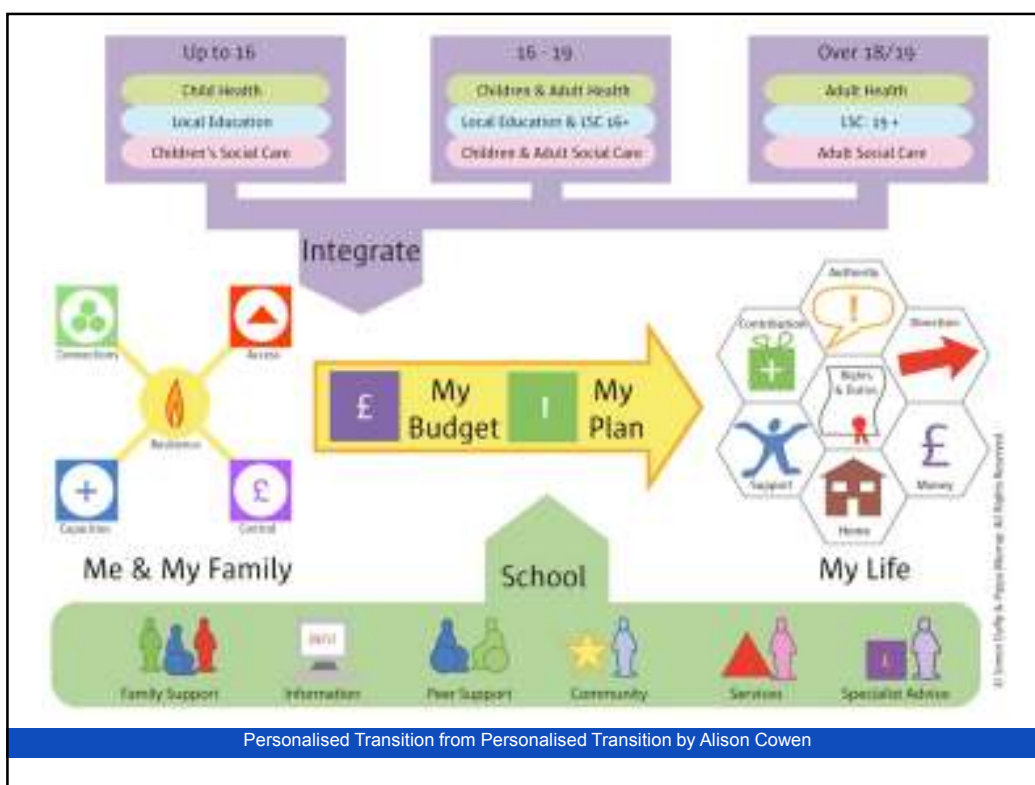
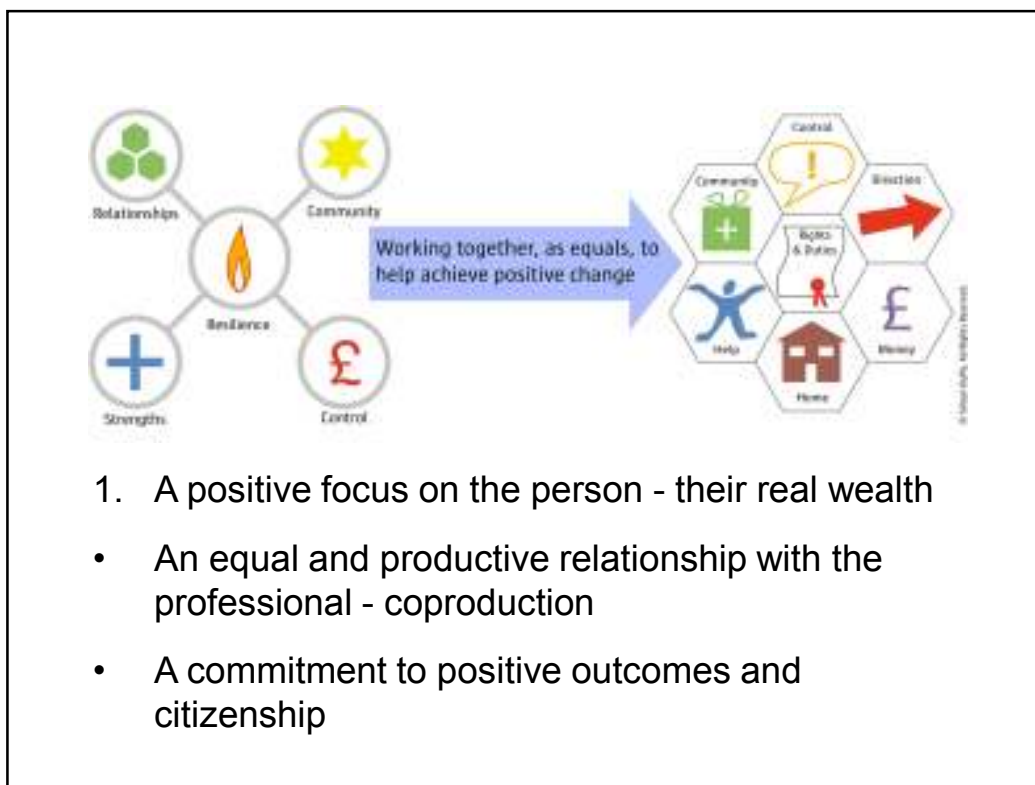
1. What is personalisation?
2. What has it achieved?
3. What are its current prospects?
4. What might we explore in the future?







Real Wealth from A Fair Start by Pippa Murray

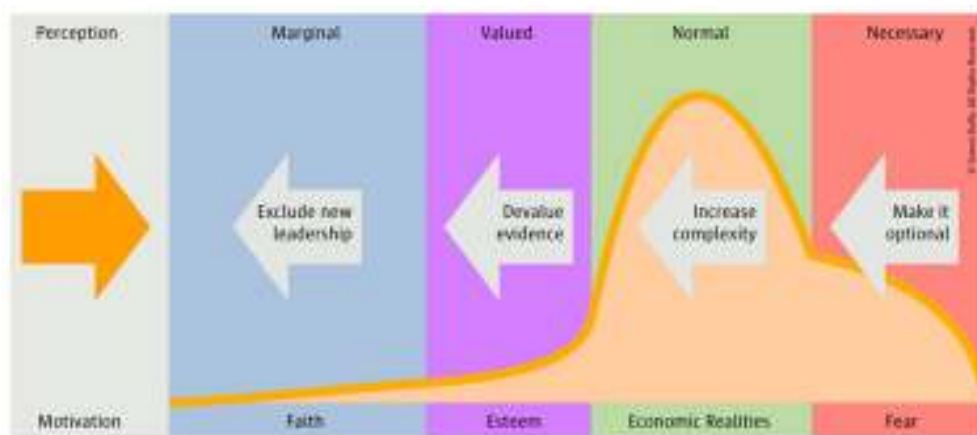


I want patients to have far more control over the care they get. So people with long term conditions get to be part of designing the care they need. Choosing what suits them - and making it work. For mental health patients. For pensioners in need of care. For people with disabilities. It works.

A couple of weeks ago in Sheffield, I met a wonderful woman called Katrina. She's got three disabled sons. The oldest is Jonathan, a charming, warm hearted young man of 19. He can't walk or talk clearly, or feed himself alone. He's had a breathing tube in his neck since he was a toddler. Under a scheme the new Liberal Democrat council in Sheffield is extending, Jonathan's just got his own individual budget and care plan.

Now he's doing work with a local charity, attending a music group, has his own personal assistant. A child whose potential seemed so limited. Finally as a young man, engaged in life in a way he and his mother never thought possible. Katrina told me with the biggest smile I've ever seen. She said: We've gone from having nothing to having everything. I wish every child's needs would be taken this seriously.

(Nick Clegg, 17 September 2008).

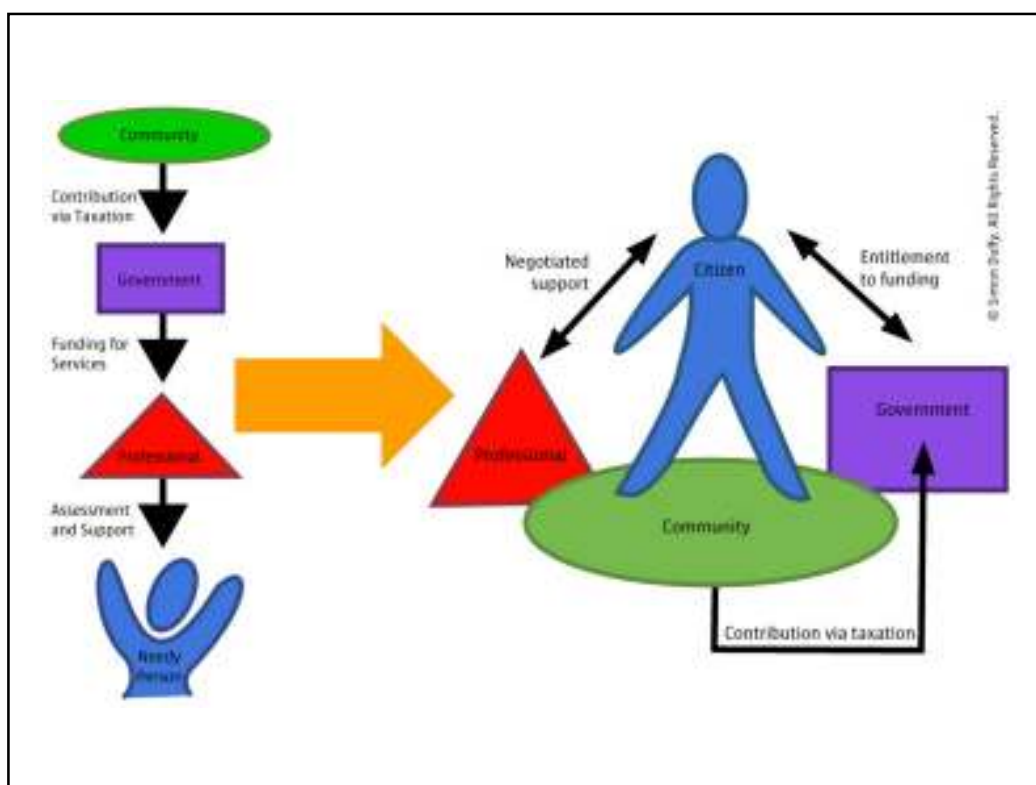


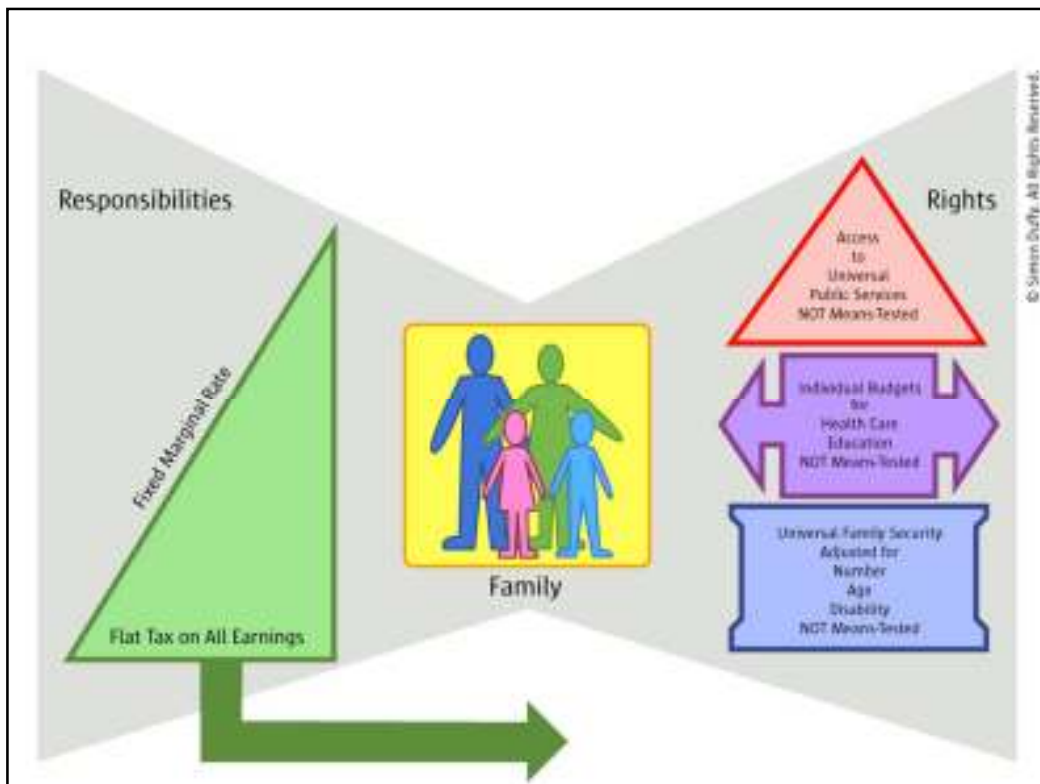
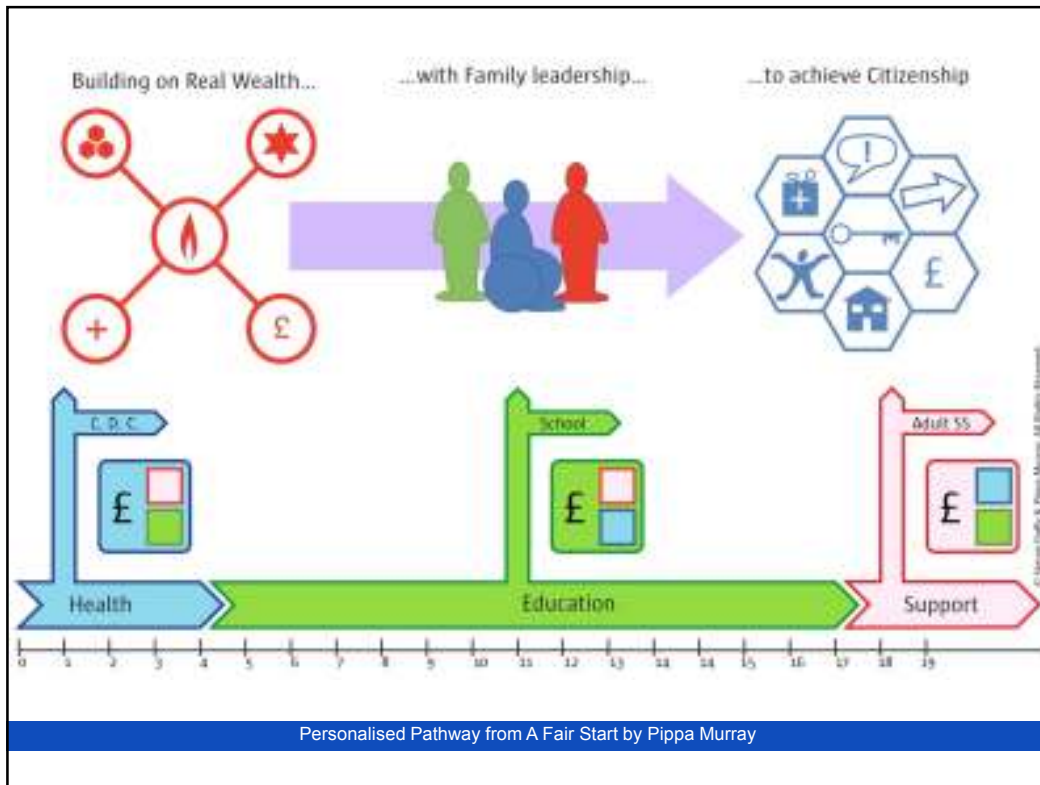
- **Weak entitlements** - eligibility thresholds high and rising, legal rights weak
- **Super-taxation for disabled people** - means-testing, charging
- **Poverty traps** - benefit systems that punish families, savers and earners
- **Weakened families** - support focused on crises, family control undermined, families disrespected
- **Imprisonment for many** - up to 20,000 people with learning difficulties in prison



Everyone is equal, no matter their differences or disabilities. A fair society sees each of its members as a full citizen - a unique person with a life of their own. A fair society is organised to support everyone to live a full life, with meaning and respect.

- **Family** - we give families the support they need to look after each other.
- **Citizenship** - we are all of equal value and all have unique and positive contributions to make.
- **Community** - we root support and services in local communities.
- **Control** - we have the help we need to be in control of our own life and support.
- **Capacity** - we are helped to be the best that we can be.
- **Connection** - we all get chances to make friends and build





- personalised education - control and shape the money
- apprenticeships & student grants - learning entitlements for all
- new forms of employment - security will increase risk-taking and personalisation
- new forms of community action - shift away from complacent reliance on 'them' - increased social entrepreneurship





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