

Policy change

To support and innovate the public sector all partners have worked hard to establish policy changes in their country, region or municipality. We are proud to present here the successfully implemented policy changes of all project partners, as well as the helpful instrument, a policy change checklist, that was designed by the Province of Drenthe as workpackageleader to support the partners in defining and monitoring the policy changes they wanted to achieve.

Checklist to policy change

The 'checklist to policy' was designed by the Province of Drenthe to provide useful tips and steps on how to detect opportunities for policy change, choose the appropriate strategy and measure the outcomes of applied interventions. Partners have found the instrument useful in their process. The checklist is added in this overview as one of the results of the project since it can be used in other settings where policy change is an objective as well.

The following questions help you to establish the 0-measurement in your country, based on the parameters in the overall project description (see WP5 application form) and the parameters as presented in the country comparison report 2017 (WP 3).

1. What do you want (to change)?

E.g. recruit more volunteers, finding informal caregivers, facilitate sustainable informal networks, a strong infrastructure for informal and formal care, create collaboration and connection between informal and formal care etc.

Describe the objective in tangible goals

2. Who do you need (to innovate policies)?

Who's influence or participation do you need for great ideas, achieving your aims and decision power? Every partner has organized a stakeholder meeting or co creation session. Who were the most important partners that can make your method/policy change successful and sustainable?

Determine critical stakeholders

3. How do you approach the challenge?

What tools, skills or activities do you use in order to achieve the policy change? E.g. raising awareness via multidisciplinary meetings, building a network for creating a support base, test a matching tool etc.

Describe the tools, skills or activities used

4. Objectify your progress!

Identify measurable criteria by explicating your assumptions and finding ways to check them (can be quantitative and/ or qualitative). A few tricks to find out how to monitor your policy change:

- Ask yourself the question: "What could be considered as evidence of success?"
- Keep it practical; monitoring is a means to an end.
- Be creative! There are as many ways to monitor as there are projects to organise change.

Describe your assumptions

Describe how to monitor

Determine a few measurement moments and stick to these

Standard project indicator: What is the current stage of change?

1. Prepare (plans etc.)

2. Test (pilot phase)

3. Reflect (decision making stage)

4. Implement (make innovation part of the regular processes)

5. Develop

6. Consolidate and maintain

10 successful policy changes

The In For Care partners proudly present here 10 public service delivery innovations and embedded policies in the In For Care regions.

#1 City of Aalst

Result: Innovated service delivery and a new political agreement on informal care and volunteering

By influencing (critical stakeholder): Municipality council

The city of Aalst had two main goals. (1) They wanted to create more support for informal caregivers and a better supportive structure in care organisations for the informal caregiver. (2) They set out to tackle the problem of loneliness together with policy, care organisations and informal networks.

7. They monitored the realisation of a better supportive structure by following the progress of implementation in care organisations and in the care front office. This led to innovated service delivery between public and private, formal and informal organisations.
8. They successfully embedded informal care and loneliness in the new politicians' agreement 2020-2025, which now states that the city will actively work on supporting informal carers and tackling loneliness. The agreement was presented for the Flemish Ministry for social welfare.
9. Together with policy makers and QH actors (such as care organisations, GP's, pharmacists, local service centers, citizens, volunteering organisations and the university college) Aalst started the pilot 'Ik Leef Mee(r)' to detect and tackling loneliness. The experiences of the pilot 'Ik Leef Mee(r)' were introduced in the local social policy, where actors work together on a 'Broad Integrated Service'. The service design traject of the pilot 'Ik Leef Mee(r)' was presented to aldermen and got approval for further implementation.

City of Turnhout

Result: A new political agreement, closing the gap between city services and bottom-up neighbourhood action

By influencing (critical stakeholder): Municipality council

The city of Turnhout wanted to invest more in neighbourhood support in vulnerable areas in the city. This led to the adoption of policies in the new political agreement to invest more in neighbourhood support in vulnerable areas. Results from this policy change are:

- The expansion of 'the Buurtmakerij', a new way of creating initiatives for and by neighbours in Turnhout.
- More room to develop new methodologies by the city's staff together with neighbourhoods. Starting with low-threshold activities to involve people in vulnerable neighbourhoods and create co-ownership by citizens, showing that so called volunteering can start bottom-up. For example the startup of the neighbourhoodhouse 't Geburt. Because 't Geburt is successful the city council decided to run 't Geburt for a couple more years, longer than In For Care will last. In For Care was a flywheel for these innovations in Turnhout.

#3 University of Agder and Grimstad municipality

Result: Formalized collaboration between municipality and Volunteer Center: innovate services and setting the political agenda through raising awareness

By influencing (critical stakeholder): Municipality council, University of Agder

Grimstad municipality wanted to implement the national guidelines ("Living all your life", launched in 2018 on informal care in society) and achieve a better and more coordinated recruitment and coordination of volunteers in the region. Therefore, Grimstad set out to highlight the work with the Volunteer Center and promote engagement for voluntary work in the region. The political treatment has been presented in several political committees. As a result the municipality is now in the process of establishing a board for the Centre.

The University of Agder has introduced a new volunteer programme. The process is underway and results in a new municipal strategy for volunteer management in the municipality of Grimstad. The new volunteer programme includes the establishment of permanent cooperation between the municipality employees and volunteers, with adequate training and supporting digital tools that enhance the cooperation.

In addition to the new volunteer program, the municipality continues to stimulate policy changes by highlighting the work of the Volunteer Center and promote engagement for voluntary work. To reach results they continue to use emerging opportunities in the region.

4 University of Agder and Region Kristiansand

Result: Improved service delivery in the Volunteer Centre and more awareness among decisionmakers locally and regionally.

By influencing (critical stakeholder): employees in the municipalities

The University of Agder and Grimstad municipality wanted to raise awareness among employees in the municipality about the current needs of informal carers and the importance of cooperation between the health care sector and informal carers and volunteers. Grimstad piloted, together with the support of the University of Agder, how the FRIDA tool could be used for innovating public services by matching and recruiting volunteers. By working together in a quadruple helix model with UiA, Frameworks and with personnel from both municipalities (Grimstad and Vennesla) and volunteer centres, they innovated the municipalities' working processes and facilitated cooperation between voluntary centres, public sector, SMEs and academia: stakeholders got a better understanding of each other's needs and got to know each other better.

5 CMO STAMM

Political ambassadors recruited and better public services for young informal carers

By influencing (critical stakeholder): Municipalities' councils and professionals in public sector

CMO STAMM wanted to create a sustainable and strong infrastructure for informal and formal care, to support young informal carers and reach those who might not be aware of the support available. CMO STAMM set out to raise awareness on local and regional level by an expert team young informal Care. The team developed a toolbox for policymakers and for practitioners to support awareness and policy developments, which eventually led to finding ambassadors in local politics and municipalities who advocated for making policies on informal care on local and regional level.

As a result several public services for young informal carers have been improved on local levels and (political) awareness raising had led to decisionmakers becoming ambassadors for this young group of informal carers. CMO STAMM has reported that more informal carers who might not be aware of the support available are reached now with the improved public services.

#6 Drenthe

Result: Enabling sustainable employment for working informal carers by policy changes at SMEs

By influencing (critical stakeholder): Municipalities' councils and SMEs

The Province of Drenthe, the municipality of Aa en Hunze and the municipality of Hogeveen shared the challenge to adapt government policies to meet the needs of SMEs and society when it comes to strengthening the position of informal carers and innovating public service delivery. As a result of joint efforts through In For Care, the political mindset is shifting in the Province.

VPB Emmen, the municipality of Hogeveen and Aa en Hunze focused on supporting SMEs, as the employers of the working informal caregivers. As a result, several SMEs in Drenthe became interested in the positive effects policy on sustainable employment for working informal carers. The province of Drenthe was able to deliver a solid business case, based on research, that proves the investments of employers on sustainable employment are saving costs longterm.

Co-beneficiary Aa and Hunze started with internal municipal awareness and made policy change as employer. Two workshops were organised, one for informal carers and one for team leaders. In February 2018, the municipality received the quality brand "informal care proof".

#7 Region Värmland

Result: Raising national awareness amongst family carers and increasing knowledge amongst professionals

By influencing (critical stakeholder): Region Varmland, professionals in public sector and informal carers nationally

Region Varmland wanted to raise awareness amongst formal care organizations and amongst informal carers themselves. Their goals were to raise awareness amongst the health care professionals about the necessity of support for family carers and to help informal carers recognize themselves as such and become aware that there is support available. Therefore, they initiated two information campaigns that highlighted the issues that family carers are facing. A huge success and reached a national level. Furthermore they recruited key persons from the council and the municipality as ambassadors to the professionals to stimulate action.

These activities have led to improved knowledge amongst professionals. Currently they evaluate the impact of raised awareness amongst professionals and citizens by monitoring whether there is an increase in search for information on their public websites and increased demands for their services.

#8 Värmland County Administrative Board

Result: Raise awareness in the public sector on the issues of digital exclusion and recruit students in volunteering.

By influencing (critical stakeholder): board members of the county council and municipality and regional/national politics

Värmland County Administrative Board had two goals: (1) wanted to raise awareness amongst professionals and decision makers about the problems of the digitally excluded population and (2) involve students as a younger generations in volunteering.

1. With regards to raising awareness they focussed on policy changes amongst municipalities and public authorities. Värmland County Administrative Board has succeeded in taking steps to bring in informal care as a topic in their 10 year investment in digital health in Värmland and were able to raise awareness amongst Swedish politicians. They succeeded in creating an intergeneration knowledge transfer between student who's digital knowledge proved to be a useful to the digitally excluded population.

9 University of Abertay

Result: Making sure that services are tailored to the particular needs of individuals and local communities

By influencing (critical stakeholder): regional partnerships and care services / social en health care organisations, Scottish Government

Abertay University detected the need for more integrated social and health care policies where care providers work together and include the views and ambitions of care users, their families and carers. Integration of adult health and social care became part of the Scottish Government's programme of reform to improve outcomes for adults who use health and social care services. However, the aim to make sure that services are tailored to meet the particular needs of individuals and local communities, required new policies and approaches in the field.

The University of Abertay has contributed with specific interdisciplinary expertise to the foundation for innovating public services: engaging stakeholders through needs assessment and (QH) co-creation. By applying their the university has contributed to improved the effectiveness of delivery of (healthcare) services in the region.

#10 University College Syddanmark

Result: Improving the health of informal carers by a collaborative course that closes the gap between professionals and volunteers

By influencing (critical stakeholder): Esjberg municipality, professionals in public sector and volunteers

University College Syddanmark (UC SYD) wanted to (1) improve the level of cooperation between volunteers (informal care) and professionals (informal care) and (2) implement methods in public service delivery that support informal carers to stay healthy. To reach both goals, they co-created a successful 'health promoting communication' course.

The target group for the course were both volunteers and health professionals. During the In For Care project the course has been improved by experience: UC SYD has integrated an e-learning course 'Guide to Health Communication'. UC SYD has also started testing a physical training app with volunteers which can support informal carers to stay healthy in their otherwise challenging work.