

# Developing a Local AAC Service: Approaching commissioners & lobbying for change

	Where to go next...	Who could do this?
<b>1</b>	<p><b>Identify who will take the lead on the process</b></p> <p>Audit your team and see what the existing skills base is. Use iPAACKS and the PDR process. Identify who has a personal interest in AAC, commitment, drive, dedicated time, leadership and management skills as well as clinical.</p> <p>iPAACKS: <a href="https://www.nes.scot.nhs.uk/media/2507407/nesd0214aacframework-re.pdf">https://www.nes.scot.nhs.uk/media/2507407/nesd0214aacframework-re.pdf</a></p>	Leadership
<b>2</b>	<p><b>Build local networks</b></p> <p>Adult / children's teams, schools and charities, Clinical Excellence Networks. Who in your area is also passionate about AAC? Share your experiences, find out how far along other areas are in the process.</p>	AAC Lead / Identified members of the team
<b>3</b>	<p><b>Identify incidence figures for your area</b></p> <p>Who is and isn't accessing the AAC they need? 'Communication Aid Provision: A Review of the Literature' (Scope, 2007) suggested that between 0.4 and 1% of the population would benefit from AAC and reported that the figure of 0.6% was the most commonly quoted. For a breakdown of how this relates to national figures see page 21 of: <a href="http://www.communicationmatters.org.uk/sites/default/files/downloads/standards/aac_services_standard_aug_2012.pdf">http://www.communicationmatters.org.uk/sites/default/files/downloads/standards/aac_services_standard_aug_2012.pdf</a> And page 21 of: <a href="https://www.communicationmatters.org.uk/sites/default/files/downloads/standards/aac_quality_standard_for_commissioners_sept_2011.pdf">https://www.communicationmatters.org.uk/sites/default/files/downloads/standards/aac_quality_standard_for_commissioners_sept_2011.pdf</a></p> <p>Judge, Enderby, Creer &amp; John (2917) 'Provision of powered communication aids in the United Kingdom' Augmentative &amp; Alternative Communication Vol 33 No 3 181-187</p>	AAC Lead
<b>4</b>	<p><b>Do a gap analysis for your service</b></p> <p>How does your service fit with the AAC service specification guidelines?</p> <p>Here's what the service spec says local teams should provide: <a href="#">New Guidance for Commissioning on AAC Services and Equipment</a> (PDF) - March 2016 <a href="#">New Service Specification for AAC</a> (PDF) - March 2016 <a href="#">New Specialised AAC Referral Criteria Document</a> (PDF) - March 2016</p>	Leadership with AAC Lead

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	<a href="http://www.communicationmatters.org.uk/sites/default/files/downloads/standards/aac_services_standard_aug_2012.pdf">http://www.communicationmatters.org.uk/sites/default/files/downloads/standards/aac_services_standard_aug_2012.pdf</a> (PDF) - August 2012	
<b>5</b>	<p><b>Find out what the drivers are for your service</b></p> <p>Find out what the drivers are for your service AND Commissioners i.e. link it to:</p> <ul style="list-style-type: none"> <li>• Trust Objectives, Values and Strategy</li> <li>• Behaviours, Value and Mission</li> <li>• Sustainability and Transformation Plan</li> <li>• 5 year Forward plan</li> <li>• CQC report on every CCG website</li> <li>• Joint Ofsted/CQC/SEND reports</li> </ul> <p>Pressure from parents, schools, hospices, ENT, Neuro consultants, rehab beds, trauma centre?</p>	Leadership with AAC Lead
<b>6</b>	<p><b>Collect data</b></p> <p>About relevant complaints (work with the patient experience team). About outcomes for people who use AAC on your caseload.</p>	Leadership with AAC Lead
<b>7</b>	<p><b>Make it real - Create patient stories</b></p> <p>Work with PALS &amp; with user groups, parents and caregivers</p>	Whole Team
<b>8</b>	<p><b>Look at MDT service models for similar services</b></p> <p>Explore the rationale and funding for these services e.g. CDC, CAMHS, CAT Ask other teams via:</p> <ul style="list-style-type: none"> <li>– West Midlands SLT Managers Forum</li> <li>– Communication Matters Forum</li> <li>– RCSLT Bulletin</li> <li>– AAC SIG FaceBook page</li> <li>–</li> </ul>	Leadership with AAC Lead
<b>9</b>	<p><b>Contact the Trust's service redesign or transformation team</b></p> <p>And ask about projects you could participate in. Find a team within the trust or organisation who has had success with negotiating commissioning and use them as mentors.</p>	Leadership with AAC Lead
<b>10</b>	<p><b>Develop a business model</b></p> <p>With help from the Trust's business support service or lead. Watch the RCSLT webinar: <a href="https://www.youtube.com/watch?v=eg4BSSt5hEY">https://www.youtube.com/watch?v=eg4BSSt5hEY</a> Read the Nursing Times article on developing a robust business case for developing services <a href="https://www.nursingtimes.net/roles/specialist-nurses/how-to-write-a-robust-business-case-for-service-development/7018842.article">https://www.nursingtimes.net/roles/specialist-nurses/how-to-write-a-robust-business-case-for-service-development/7018842.article</a></p>	Leadership with AAC Lead
<b>11</b>	<p><b>Find out how commissioning works</b></p> <p>Read these documents to find out more about what commissioners do and understand the system / terminology used:</p>	AAC Lead

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	<ul style="list-style-type: none"> <li>• NHS Commissioning: <a href="https://www.england.nhs.uk/commissioning/">https://www.england.nhs.uk/commissioning/</a></li> <li>• Clinical Commissioning Groups: <a href="https://www.datadictionary.nhs.uk/data_dictionary/nhs_business_definitions/c/clinical_commissioning_group_de.asp">https://www.datadictionary.nhs.uk/data_dictionary/nhs_business_definitions/c/clinical_commissioning_group_de.asp</a> <ul style="list-style-type: none"> <li>• Working with local government: a guide for GP commissioners <a href="https://www.nhsconfed.org/~media/Confederation/Files/Publications/Documents/government-guide-commissioners.pdf">https://www.nhsconfed.org/~media/Confederation/Files/Publications/Documents/government-guide-commissioners.pdf</a></li> </ul> </li> </ul>	
<b>12</b>	<p><b>Find out who your commissioners are</b></p> <p>Try AAC Service finder (put in patient's GP) <a href="http://servicefinder.acecentre.net">http://servicefinder.acecentre.net</a></p> <p>NHS list of CCGs: <a href="https://www.england.nhs.uk/ccg-details/">https://www.england.nhs.uk/ccg-details/</a></p>	Leadership with AAC Lead
<b>13</b>	<p><b>Tell as many people as possible about it!</b></p> <p>Through...</p> <ul style="list-style-type: none"> <li>→ Social Media</li> <li>→ Open door clinics with the Executive in your Trust</li> <li>→ Trust AGMs</li> <li>→ Medical team meetings e.g community paediatricians to raise profile and develop support</li> <li>→ Staff Governors of a Foundation Trust</li> <li>→ Clinical lead/Professional Representative/AHP lead</li> <li>→ Local Health &amp; Wellbeing boards and local commissioning groups or GP patient groups</li> <li>→ Formal/ commissioner events</li> </ul>	Whole Team
<b>14</b>	<p><b>Tell commissioners about AAC policy</b></p> <p>Around the hub &amp; spoke approach for AAC services</p> <p>Guidance for Commissioning AAC Services <a href="https://www.england.nhs.uk/commissioning/wp-content/uploads/sites/12/2016/03/guid-comms-aac.pdf">https://www.england.nhs.uk/commissioning/wp-content/uploads/sites/12/2016/03/guid-comms-aac.pdf</a> Accessed 28/11/18</p> <p>Commissioner's research &amp; guidance (Communication Matters):</p> <ul style="list-style-type: none"> <li>- AAC Services Standards (Aug 2012) <a href="https://www.communicationmatters.org.uk/sites/default/files/downloads/standards/aac_services_standard_aug_2012.pdf">https://www.communicationmatters.org.uk/sites/default/files/downloads/standards/aac_services_standard_aug_2012.pdf</a> Accessed 28/11/18</li> <li>- AAC Quality Standard for Commissioners (Sept 2011) <a href="https://www.communicationmatters.org.uk/sites/default/files/downloads/standards/aac_quality_standard_for_commissioners_sept_2011.pdf">https://www.communicationmatters.org.uk/sites/default/files/downloads/standards/aac_quality_standard_for_commissioners_sept_2011.pdf</a> Accessed 28/11/18</li> </ul> <p>No Voice No Choice (Scope): <a href="http://www.scope.org.uk/Scope/media/Documents/Publication%20Directory/No-voice-no-choice.pdf?ext=.pdf">http://www.scope.org.uk/Scope/media/Documents/Publication%20Directory/No-voice-no-choice.pdf?ext=.pdf</a> Accessed 28/11/18</p> <p>Bercow Review Ten Years On: <a href="https://www.bercow10yearson.com/wp-content/uploads/2018/03/337644-ICAN-Bercow-Report-WEB.pdf">https://www.bercow10yearson.com/wp-content/uploads/2018/03/337644-ICAN-Bercow-Report-WEB.pdf</a> Accessed 28/11/18</p>	Leadership with AAC Lead

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	<p>Judge, Simon; Enderby, Pam; Creer, Sarah &amp; John, Alex (2017) "Provision of powered communication aids in the United Kingdom" Augmentative &amp; Alternative Communication Vol 33, No 3, 181-187</p> <p>Communication Matters (2013) "Shining a light on Augmentative &amp; Alternative Communication" <a href="https://www.communicationmatters.org.uk/sites/default/files/downloads/projects/aac_evidence_base/2013_Shining_a_Light_on_AAC.pdf">https://www.communicationmatters.org.uk/sites/default/files/downloads/projects/aac_evidence_base/2013_Shining_a_Light_on_AAC.pdf</a> Accessed 28/11/18</p> <p>Communication Matters (2013) "Research Matters: An AAC Evidence Base; Beyond the Anecdote Examining the need for, and provision of, AAC in the United Kingdom" <a href="https://www.communicationmatters.org.uk/sites/default/files/downloads/projects/aac_evidence_base/2013_AAC_Evidence_Base_Beyond_the_Anecdote.pdf">https://www.communicationmatters.org.uk/sites/default/files/downloads/projects/aac_evidence_base/2013_AAC_Evidence_Base_Beyond_the_Anecdote.pdf</a> Accessed 28/11/18</p>	
15	<p><b>Tell commissioners about the World Health Organisation (WHO) guidance</b></p> <p>WHO lists AAC equipment in their 'Priority Assistive Technology Products List' <a href="http://www.who.int/phi/implementation/assistive_technology/phi_gate/en/">http://www.who.int/phi/implementation/assistive_technology/phi_gate/en/</a>  <a href="http://apps.who.int/gb/ebwha/pdf_files/WHA71/A71_21-en.pdf">http://apps.who.int/gb/ebwha/pdf_files/WHA71/A71_21-en.pdf</a>  <a href="http://apps.who.int/iris/bitstream/handle/10665/207694/WHO_EMP_PHI_2016.01_eng.pdf;jsessionid=ECDAAB2CBBB34A9408B803F0D7B8F189?sequence=1">http://apps.who.int/iris/bitstream/handle/10665/207694/WHO_EMP_PHI_2016.01_eng.pdf;jsessionid=ECDAAB2CBBB34A9408B803F0D7B8F189?sequence=1</a></p>	Leadership with AAC Lead
16	<p><b>Tell commissioners why it's important to support people who use AAC</b></p> <p>Relevant CQC Projects: <a href="http://www.cqc.org.uk/content/themes-health-and-social-care">http://www.cqc.org.uk/content/themes-health-and-social-care</a> Accessed 28/11/18 RCSLT: 5 communication standards: <a href="https://www.rcslt.org/news/docs/good_comm_standards">https://www.rcslt.org/news/docs/good_comm_standards</a> Accessed 28/11/18 SEND Code of Practice: <a href="https://www.gov.uk/government/publications/send-code-of-practice-0-to-25">https://www.gov.uk/government/publications/send-code-of-practice-0-to-25</a> Accessed 28/11/18 MNDA AAC Pathway: <a href="http://www.mndassociation.org/wp-content/uploads/pg015-aac-pathway-full-guidance.pdf">http://www.mndassociation.org/wp-content/uploads/pg015-aac-pathway-full-guidance.pdf</a> Accessed 28/11/18</p>	Leadership with AAC Lead
17	<p><b>Tell commissioners how AAC improves the Quality of Life and opportunities</b> for people with complex communication needs ...</p> <p>Show them the Ryan's My Journey My Voice story video <a href="https://www.youtube.com/watch?v=O9mwW5r7wBQ&amp;feature=youtu.be">https://www.youtube.com/watch?v=O9mwW5r7wBQ&amp;feature=youtu.be</a></p>	Leadership with AAC Lead

	<p>Accessed 28/11/18)          “The annual cost of providing Voice Output communication Aids (VOCA) to every child who needs one is in the region of £6.5 million. If one in ten children who needed a device was supplied with a VOCA and associated services and as a result were able to enter permanent employment, there would be an estimated benefit of £310 million to the economy over the individual’s life”.  <i>Jean Gross (Communication Champion) stated in her report on the provision of AAC for children and young people in England (2010)</i></p> <p>“Equipment for ...disabled people provides a gateway to their independence, dignity and self-esteem... it improves quality of life; it enhances their life chances through education and employment...It is no exaggeration to say that these services have the potential to make or break their quality of life”. <i>Audit Commission Report: Assistive Technology – Independence and Well Being (2004)</i>  <a href="https://webarchive.nationalarchives.gov.uk/20080808171952/http://www.audit-commission.gov.uk/Products/NATIONAL-REPORT/BB070AC2-A23A-4478-BD69-4C19BE942722/FullATReportforweb.pdf">https://webarchive.nationalarchives.gov.uk/20080808171952/http://www.audit-commission.gov.uk/Products/NATIONAL-REPORT/BB070AC2-A23A-4478-BD69-4C19BE942722/FullATReportforweb.pdf</a></p> <p>Some AAC speakers will not receive the support, strategies and equipment that will enhance and develop their communication and learning. This can lead to limited:</p> <ul style="list-style-type: none"> <li>• opportunities for social interaction</li> <li>• control of one’s environment</li> <li>• development/restoration of language skills</li> <li>• initiation of communication</li> <li>• learning opportunities</li> <li>• development of life skills</li> <li>• participation in education and employment.</li> </ul> <p>This may result in:</p> <ul style="list-style-type: none"> <li>• lack of or loss of identity</li> <li>• depression</li> <li>• passivity</li> <li>• reduced learning opportunities</li> <li>• increased isolation</li> <li>• increased risk of harm/abuse</li> <li>• failure to develop skills to full potential resulting in many lost life opportunities</li> <li>• a significant reduction in quality of life”.</li> </ul> <p><i>Communicating Quality 3 RCSLT 2006</i></p>	
<p><b>18</b></p>	<p><b>Look for post registration funding for study or research in this area.</b></p> <ul style="list-style-type: none"> <li>• Funding for time to do all of the above research!</li> <li>• Cover for vacant/maternity leave posts – if unable to get cover, can you use the money for someone to research this instead?</li> </ul>	<p>AAC Lead</p>

Things to add:

- 6 team roles – map to list
- Process change / service delivery models – different roles
- Points / stages of influence

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