

# Using data in building your business case to access funding



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# What is Data?

- Big data – using diverse sources of data sets, some of which might be very large and employing mathematical techniques to extract new information from them.
- Open data - datasets that are made accessible in non-proprietary formats under licences that permit unrestricted re-use. Open government data involves governments providing many of their datasets online in this way

# Do we need to use data?

- “It is easy to keep on doing things you do because that’s what you’ve always done. Data allows you to see if it’s the right thing to do”, (Duncan Ross, Datakind UK)
- Experience + data =
  - shows what you are doing works
  - shows you how to do things more effectively
  - shows you how to do more with the resources you have
- Data helps to back a business case/funding bid for investment into a project/service.

# Benefits of using open data

- Existing open government data can be used by charities/VCS:
- to add value to their work,
- to target services better,
- to improve advocacy and fundraising
- to support knowledge sharing and collaboration between different charities and agencies
- to demonstrate impact

## What kind of health data is available?

There is a wide range of data available, categorised by date, source and can include data around service providers, health conditions or particular groups.

For example:

- Prescribing by GP practice
- Complaints by NHS hospital
- Data from the National Lung Cancer Audit
- Data from the National Bowel Cancer Audit
- Data from the Oesophago-gastric Cancer Audit
- Teenage pregnancy
- Hospital episodes
- Mental health

# Useful places to look for data

- <http://data.gov.uk/> - There are over 9,000 datasets available, from all central government departments and a number of other public sector bodies and local authorities.
- <http://www.hscic.gov.uk/searchcatalogue> - UK health and social care information data is a non-departmental public body of the Department of Health in the United Kingdom and is designed to be England's central, authoritative source of health and social care information. Acting as a hub for high quality, national comparative data for secondary uses, The HSCIC delivers information for local decision makers to improve the quality and efficiency of frontline care
- <https://www.gov.uk/government/organisations/public-health-england> - Public Health England shares information and expertise with local authorities, industry and the NHS, to help them make improvements in the public's health and research, collect and analyse data to improve understanding of health.

# Useful places to look for data

- this unit cost database ([http://data.gov.uk/sib\\_knowledge\\_box/toolkit](http://data.gov.uk/sib_knowledge_box/toolkit)) brings together more than 600 cost estimates in a single place, most of which are national costs derived from government reports and academic studies. The costs cover crime, education and skills, employment and economy, fire, health, housing and social services. The costs can be used by local commissioners, charitable organisations and social enterprises to inform:
  - proposals for new interventions or the redesign of existing public services and
  - feasibility studies and evaluations

# Applying for Funding

When applying for funding, funding providers require evidence to understand why your project should be funded. Here are a couple of steps you can take to make a strong case for funding:

**Step 1: Find out how your project fits with local or national priorities**

**Step 2: What is current provision and what are current issues/challenges/gaps in your service area?**

**Step 3: How would your proposal address the need?**

**Step 4: How would you demonstrate your impact?**



# 1. Mapping to priorities/2. current

- Joint Strategic needs Assessment (JSNA)
- Health profile (APHO/PHE)
- CCG Strategy
- Local economic strategy/LEP
- National outcomes eg PHOF , DH, NHS England and DWP
- Local Health and Wellbeing Strategy

## 2. HWBS-Tackling the Wider Determinants of Health

- Marmot 2010– ‘Enabling people to stay in or return to work reduces the flow onto benefits and addresses the intergenerational cycle of health inequalities’ links to “Supporting Leicestershire Families”
- Work is a determinant of health and a key factor in Health inequalities
- Addressing the health barriers people face in staying in/returning to work improves their health
- FFWS action supports local economic development

## 3. Managing the Shift to Early Intervention and Prevention

- FFW is early intervention to enable people at risk of or on long term sick leave to remain in or return to work avoid moving to benefits.
- FFW supports LTC management-reduces impact
- Workplace health programme-Increases access to health promotion intervention addresses key lifestyle risks-physical activity , obesity, smoking and mental health and wellbeing
- Targeting SMEs focusses on those less likely to access HIMP interventions

### **3. Scoping Gaps/ Issues other Services/Meeting the Need**

- FFW -National pilot to test model for addressing an identified need to address levels of sickness absence and impact
- Inform National service-leading in the field
- Key to identify local impact and contribution-ONS figures on employment and benefit levels in LLR,Gp workload , health profile

## 4. Demonstrating impact

- Numbers seen-demography
- Referrals-Impact on other services
- Interventions-Integrating care
- Client feedback-Case studies
- Outcomes-health and work EQ5D
- Cost benefit estimates-

(PSSRU (Personal Social Services Research Unit) Unit costs of Health and Social Care 2013)/NICE

## **Case Study 2 -Fit For Work Macmillan Service**

- Vocational rehabilitation/ employment support funded by Macmillan
- People with, or who have survived Cancer and Carers
- Case managed Holistic model-addresses biopsychosocial
- Multidisciplinary integrated care

## **1-Find out how your project fits with local or national priorities**

- National-Over 700,00 people of working age estimated to have a cancer diagnosis by Macmillan (May2012);
- Average reduction in family income 50% and 17% of people losing their home
- NCSI evaluation report-building on...
- Macmillan report-Making the Shift-Survivorship

## 2/3 Mapping and current provision /gaps

Local- Trent Cancer Registry Cancer Factsheet - Leicestershire County and Rutland PCT (PHE/EMPHO)

### Leicestershire JSNA- Cancer

More needs to be done so that cancer survivors have the care and support they need to live as healthy a life as possible, for as long as possible-

- reducing ill health associated with cancer treatment
- reducing risks of recurrent cancer
- reducing the proportion of people who report unmet physical or psychological support needs post treatment;
- Increasing the proportion of cancer survivors of working age who are able to work who are in work/ increasing the proportion of children or young people survivors who are in education or employment



- Review of local provision-Acute/secondary care
  - Primary care-Cancer registers/care review
  - Macmillan +
  - Large number of VCS organisations meeting a range of needs-CWC, CAB support groups...
  - Gap- Vocational rehabilitation service employment support using a holistic model
- ....

## 4. Macmillan Impact

- Case studies-real stories
- Referral routes/ Care pathways
- Demographics/type of cancer/ stage in journey
- Interventions – Levels, type and mix
- Macmillan 9 outcomes-funders objectives
- Numbers and health and work and related outcomes-EQ5D + eg pain, fatigue, anxiety , return to work

# Measuring Health Impact- Using EQ5D

Figure 1: EQ-5D (UK English version) - Completed on entry to the service

By placing a tick in **one** box in each group below, please indicate which statements best describe your own health state today.

	Entry	
<b>Mobility</b>	<b>Pain/Discomfort</b>	
I have no problems in walking about	I have no pain or discomfort	<input type="checkbox"/>
I have some problems in walking about	I have moderate pain or discomfort	<input type="checkbox"/>
I am confined to bed	I have extreme pain or discomfort	<input type="checkbox"/>
<b>Self-Care</b>	<b>Anxiety/Depression</b>	
I have no problems with self-care	I am not anxious or depressed	<input type="checkbox"/>
I have some problems with washing or dressing myself	I am moderately anxious or depressed	<input type="checkbox"/>
I am unable to wash or dress myself	I am extremely anxious or depressed	<input type="checkbox"/>
<b>Usual Activities (e.g. work, study, housework, family or leisure activities)</b>		
I have no problems with performing my usual activities	<input type="checkbox"/>	
I have some problems with performing my usual activities	<input type="checkbox"/>	
I am unable to perform my usual activities	<input type="checkbox"/>	

# Activity

- Example of an issue you are trying to address?
- What data do you need to evidence the need for a project/intervention?
- Where could you look to get the data?
- How do you, could you demonstrate your impact?

# Activity

- **Example of an issue you are trying to address?**
  - reducing/minimising self harm and suicide in young people
- **What data do you need to evidence the need for a project/intervention?**
  - causes self harm and suicide in young people?
  - Number of young people affected each year
  - What current provision of support is there?
  - What types/ages of young people are more susceptible
- **Where could you look to get the data?**
  - The power of the web : a systematic review of studies of the influence of the internet on self-harm and suicide in young people, (public library or science 2013)
  - Age specific suicide rates  
[www.ons.gov.uk/ons/search/index.html?newquery=age+specific+suicide+rates](http://www.ons.gov.uk/ons/search/index.html?newquery=age+specific+suicide+rates)
  - Talking self harm, (young minds 2012)
  - -feed in any data you may have collected your self
- **How do you, could you demonstrate your impact?**
  - Cost savings of hospital admissions/camhs referrals/GP visits - CG133 Self-harm (longer term management): full guideline (NICE 2011)
  - Increased health and emotional wellbeing in to adulthood
  - Increased attendance at school /colleges

## Where to get help with understanding and analysing data?

- Datakind and the Open Knowledge Foundation run courses to help people gain data skills and are helping charities to get to grips with their data.
- Clinks and NPC's have a guide that introduces you to the increasing number of software tools that may help you to better collect and analyse data and raises some issues to consider.

[http://www.clinks.org/support-evaluation-and-effectiveness/practicalities-research?utm\\_source=LINX+322+-+3+Apr&utm\\_campaign=LINX322&utm\\_medium=email](http://www.clinks.org/support-evaluation-and-effectiveness/practicalities-research?utm_source=LINX+322+-+3+Apr&utm_campaign=LINX322&utm_medium=email)