Quantifying the benefits of peer support

A Social Return on Investment Study

Amy Semple, Project Manager Dementia

@HINSouthLondon
The Health Innovation Network is the Academic Health Science Network (AHSN) for South London, one of 15 AHSNs across England.

We connect academics, NHS commissioners and providers, local authorities, patients and patient groups, and industry in order to accelerate the spread and adoption of innovations and best practice, using evidence-based research across large populations.

Working as catalysts of change across health and social care economies, we enable health improvements and economic growth.

About us...

- Population: 3 Million
- Healthcare Workforce of: 60,000+
- 55 Member Organisations
- 12 South London Boroughs
Together with our members we have prioritised health challenges for our local communities…

Clinical Themes
- Diabetes
- Dementia
- Musculoskeletal
- Alcohol
- Atrial Fibrillation

Cross-cutting themes
- Economic Growth
- Technology & Information
- Patient Safety
- Patient Experience
- Education & Training
- Digital Health

…creating clinical and cross-cutting themes, with patient and public involvement running throughout all of our programmes.
2014/15 HIN project to create a ‘Resource Pack’ to promote and encourage set up of peer support opportunities for people with dementia.

Social Return on Investment Study was part of this project.

Who is it for?

Statutory, voluntary, and community sectors

Those involved in setting up, running or involved in peer support groups or social /activity groups which include people with dementia

Older people groups, clubs etc. that want to support people with dementia better

People who commission or fund services for people with dementia
Limited evidence available to support [long-term] funding

Peer Support routinely advocated in policy and strategies across the UK (Dementia Strategy / Prime Minister’s Challenge on Dementia / Care Act / NICE Quality Indicators)

Scarcity of resources means closer scrutiny of the ‘value for money’ these groups offer

Value groups offer is ‘subtle’ and difficult to measure using traditional ‘cost benefit’
What is Social Return on Investment (SROI)

A concept measuring the value an intervention creates against the cost of enabling it to occur.

SROI goes beyond what can be captured by looking at purely financial inputs/outputs but incorporates the social, environmental and economic outcomes of an intervention to calculate a total social value.
# Peer Support Groups

<table>
<thead>
<tr>
<th>Group A: Independent Community Group</th>
<th>Group B: Small Local Charity</th>
<th>Group C: Mainstream National Charity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>London Borough</strong></td>
<td>Lambeth</td>
<td>Southwark</td>
</tr>
<tr>
<td><strong>Hours per session</strong></td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td><strong>Frequency</strong></td>
<td>Weekly</td>
<td>Fortnightly</td>
</tr>
<tr>
<td><strong>Average number of members</strong></td>
<td>23</td>
<td>5</td>
</tr>
<tr>
<td><strong>Staff involved</strong></td>
<td>Group facilitator, paid staff, volunteers</td>
<td>Group facilitator, one paid staff</td>
</tr>
<tr>
<td><strong>Relatives or carers attend?</strong></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td><strong>Refreshments?</strong></td>
<td>Refreshments and lunch (Free)</td>
<td>Refreshments</td>
</tr>
<tr>
<td><strong>Activities provided</strong></td>
<td>A variety of group activities including reminiscence and music based activities, group games, manicures, hair dressing, exercise session.</td>
<td>Group based activities including memory specific games and advice activities.</td>
</tr>
</tbody>
</table>
Establish Stakeholders: Who benefits? Excluding £ benefit e.g. salaried staff

Identify stakeholder outcomes: Positive and negative. Focus groups / 1:1 unstructured interviews (thematic analysis)

Assign a £ value to each outcome: Using financial proxies

Establish impact: What % of outcome can be attributed to the impact of the intervention

Total value (add it up!) Outcome values (£) from each stakeholder group combined together to give a total £ social value

Calculate the ratio: how much social value is created for every £1 of investment
Key themes across all groups

Members (People with dementia)

- A reduction in isolation and loneliness
- A feeling of mental and memory stimulation, more than if they had remained at home.
- Increase in wellbeing from having sense of purpose and enjoying time at group. (Group B and C)
- Feeling sense of personhood and identity (Group A)
- Feeling part of a welcoming community (Group A)
- Feeling fitter from regular exercise class (Group A)

“When you are left at home, it is lonely and coming here you have friends and you meet new people you haven’t met before.”

(Member)
Key themes across all groups

Relatives and carers
- A reduction in stress and burden of care
- Increased sense of wellbeing through being involved in the group (Group A)
- Reduction in loneliness and isolation (Group A)

“It gives me a few hours in which I know she is in safe hands and very good company and gives me time to get on and do things that I want to do without worrying what she is doing.” (Carer)
Volunteers

- An increased sense of wellbeing through being engaged and fulfilled in role at group
- Increased level of knowledge re dementia by being part of group. (Group A)
- Transferable skills (Group A)
- Feeling part of a community (Group A)

“I thought ‘I am going to be lost’ [after the death of my husband], then I thought, no I’m not, I’m going to volunteer for the Alzheimer’s Society. It’s given me pleasure, its given me something to do... it does both, its helping them and it’s helping me!” (Volunteer)
<table>
<thead>
<tr>
<th></th>
<th>Group A: Independent Community Group</th>
<th>Group B: Small Local Charity</th>
<th>Group C: Mainstream National Charity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Borough</td>
<td>Lambeth</td>
<td>Southwark</td>
<td>Croydon</td>
</tr>
<tr>
<td>Hours per session</td>
<td>4</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Frequency</td>
<td>Weekly</td>
<td>Fortnightly</td>
<td>Monthly</td>
</tr>
<tr>
<td>Average number of members</td>
<td>23</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>Staff involved</td>
<td>Group facilitator, paid staff, volunteers</td>
<td>Group facilitator, one paid staff</td>
<td>Group facilitator, paid staff and volunteers</td>
</tr>
<tr>
<td>Rel. or carers attend?</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Refreshments?</td>
<td>Refreshments and lunch (Free)</td>
<td>Refreshments</td>
<td>Refreshments (free) &amp; lunch (Paid)</td>
</tr>
<tr>
<td>Activities provided</td>
<td>A variety of group activities including reminiscence and music based activities, group games, manicures, hair dressing, exercise session.</td>
<td>Group based activities including memory specific games and advice activities.</td>
<td>Group activities, particularly reminiscence-based</td>
</tr>
</tbody>
</table>

Costs:
- Group A: £1 : £5.18
- Group B: £1 : £1.71
- Group C: £1 : £1.17
All peer support models evaluated produced a social value greater than the £ cost of investment

- A positive study to help aid decision making for those looking to invest in or commission peer support for people with dementia.

- Comparison of three different groups demonstrates independent organisations, smaller charities and national charities are all able to produce positive social value.

- Highlights the powerful impact of using in-kind contributions (volunteers, free meeting spaces) to increase the social value.

- Findings show peer support is a worthwhile investment for people with dementia and their carers but also for the volunteers who support the group.
Benefits

- 3 individual SROI studies side by side
  - enabled a comparison to be made between three different peer support models > provides an overall impression of how much social value is created by peer support groups for people with dementia.
- An enjoyable process
- Interactive with stakeholders – using their voice.
- A clear recognised methodology to be followed provided by The SROI Network
- All calculations and proxies given were validated by New Economics Foundation (NEF).

Challenges

- Time intensive
- Training on SROI method advised.
- Identifying appropriate proxies – does it feel right?
- Interpretation requires understanding of SROI method.
Inspired EDUCATE – DEEP Group in Stockport to evaluate their services

HIN Musculoskeletal Team SROI evaluation of Osteoarthritis Advisor Role

Supports Group Funding Applications

588 downloads of SROI report via HIN website

Published paper ‘Dementia’ Journal 659 downloads
Download the Final Report

Read the article in Dementia journal
• http://dem.sagepub.com/content/early/2016/03/24/1471301216640184.refs

View the Peer Support Resource Pack
• http://www.hin-southlondon.org/resources/peersupportpack

Contact me: Amy Semple, HIN Project Manager: email: a.semple@nhs.net