

Working Well Information Sharing Trial

Final report

I. Executive Summary

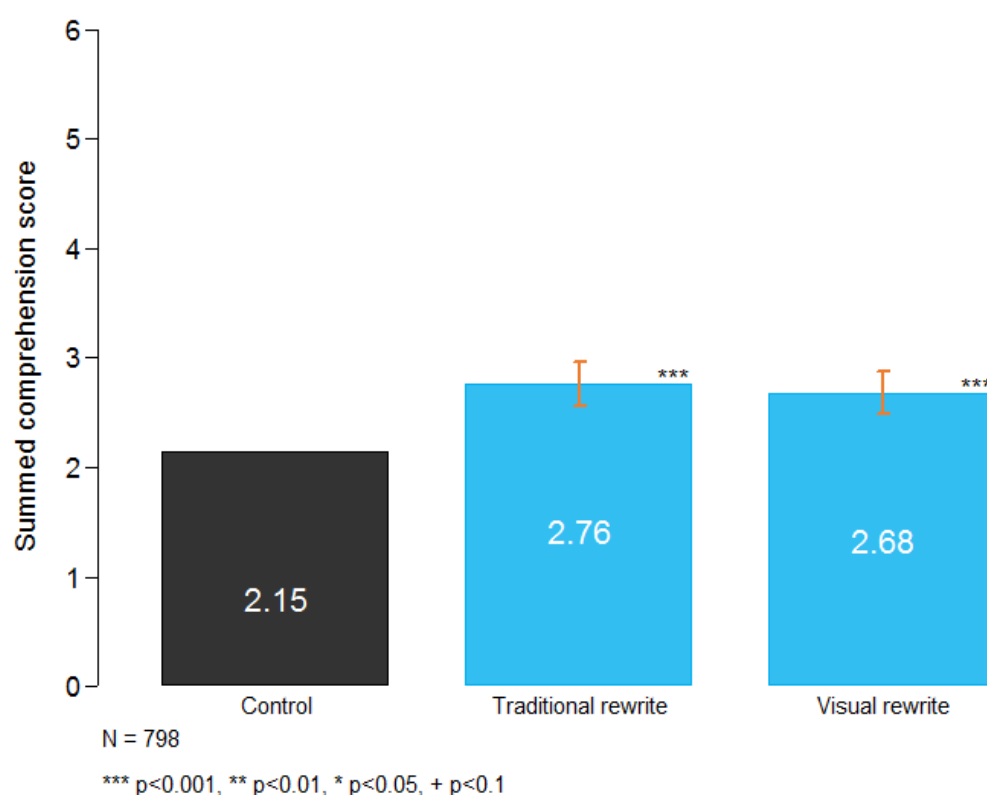
Working Well is a Greater Manchester employment support programme. The goal of the programme is to support people who have been out of work for a significant amount of time to get back into work, or to get closer to the labour market by tackling the issues which are preventing them from returning to employment. Participation in the programme is voluntary although for some people attendance at the first appointment is mandatory. The voluntary nature of the programme means that the first meeting is key to making sure as many people benefit from the scheme as possible. In this project, we tested whether we could reduce the length and complexity of the Privacy Notice which new Working Well clients are asked to complete in their first meeting so that it can be read and understood more quickly. Reducing the time needed to complete the Privacy Notice leaves more time during the rest of the meeting for the potential participant to find out more about the programme, and hopefully decide to take part. We wanted to reduce complexity while making sure that people understood how their information could be shared.

We used BIT's online experimentation platform, *Predictiv*, to test two new versions of the Privacy Notice against the original. Participants were asked to read one of these three versions of the Privacy Notice and then to answer six multiple-choice questions to test their comprehension of the material. The three versions tested were:

- The original 5-page long version (known as the 'Control')
- The 'Traditional Rewrite', a simplified two-page version of the Notice
- A more radical, 'Visual Rewrite' which simplified the content even more by using images and graphics to convey more complex ideas

Our results show that both the 'Traditional Rewrite' and the 'Visual Rewrite' outperformed the original version in comprehension. Participants, on average, answered more comprehension questions correctly in both new versions. However, the drop-out rate was much higher for people reading 'Traditional Rewrite' than the 'Visual Rewrite'. We therefore conclude that only the 'Visual Rewrite' conclusively improved comprehension. In addition, we found no significant differences in how likely participants were to say they would be willing to join the programme and consent to data sharing across any of the conditions.

Figure 1: Overall comprehension rates



Based on these results we recommend that a version of the 'Visual Rewrite' is introduced by Working Well providers.

The results from this project have broader implications for a range of programmes across Greater Manchester. The model of one-to-one casework, supplemented by drawing on other specialist staff when required, is replicated in other areas of public policy (for example the Troubled Families programme). In addition, the introduction of approaches like place-based integration will increasingly require better information sharing about individuals between public bodies to be as effective as they can be. This means that explaining how such data sharing works to members of the public quickly, thoroughly and comprehensively will become increasingly important. We hope that the lessons from this trial can be applied to other programmes across Greater Manchester.

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II. Background

In May 2016 the Behavioural Insights Team: North (BIT) office was opened in Manchester with the Greater Manchester Combined Authority (GMCA) as our founding client. BIT and GMCA have a two year programme of work to embed behavioural insights across Greater Manchester. This programme of work will see BIT deliver a range of projects in key areas of policy interest across GM, including health and social care, skills and employment support, economic development and place-based integration.

This paper sets out the results of our first project with GMCA. The project tested whether we could improve the first meeting between potential clients and their caseworker on the Working Well programme by substantially reducing the paperwork which potential clients have to complete. In particular, we focussed on whether we could improve client's understanding about how their personal information may be shared during the programme to enable informed consent, while making the document significantly shorter, without undermining clients' decision to sign up to the programme.

III. The challenge

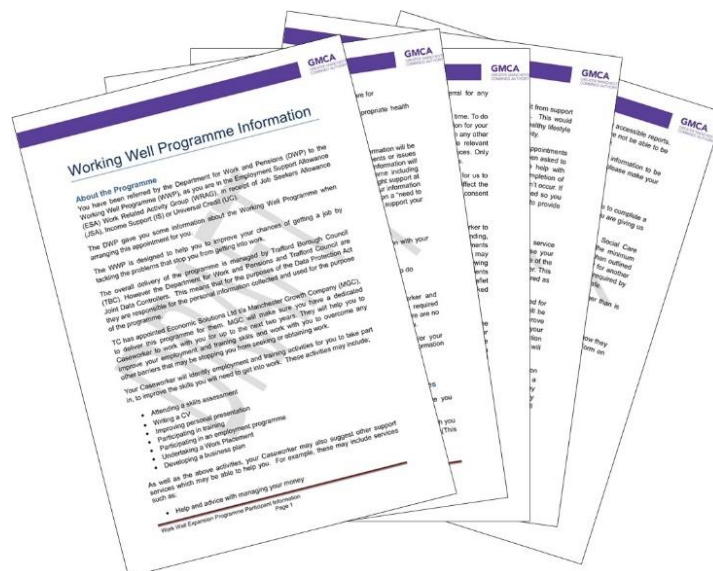
Working Well is a Greater Manchester employment support programme. The goal of the programme is to support people who have been out of work for a significant amount of time to get back into work, or to get closer to the labour market. The programme is designed for those people with complex needs preventing them from getting back to work (for example long term health conditions, homelessness, addiction or debt problems). Working Well is commissioned by Trafford Council on behalf of the GM districts and is delivered by two private sector organisations (Ingeus and Manchester Growth Company).

Every participant in Working Well is given a named Caseworker who provides one-on-one support for up to two years. The programme aims to provide practical support to help people look for work, to coordinate the various agencies or services working with someone so that they are all working to the same plan and to help people access additional help (like mental health support) for problems that are stopping them from finding work.

In most cases Working Well is a voluntary programme; although some clients are required to attend the first meeting. This first meeting is thus crucial to ensure subsequent enrolment in the programme (known as 'attachment'). Providers use this first meeting as an opportunity to convince individuals of the benefits of being involved and to persuade the potential client that the programme will be useful and beneficial for them.

Because the programme aims to establish 'joined-up' working between services, potential clients are asked for their consent to share personal information about what they are doing with quite a broad range of potential third parties (for example health services). At the moment this is done by asking them to go through a 5 page Privacy Notice about data sharing, and then to complete a consent form, during the first appointment.

Figure 2: Existing Working Well Privacy Notice



When we reviewed the Privacy Notice we identified two main problems:

1. It is very long. We heard anecdotally that going through the existing five pages of the Privacy Notice can take up to 30 minutes (a third of the first Working Well appointment). This is particularly important because, as discussed, many potential clients on the programme are required to attend the first meeting but their subsequent participation is voluntary. This makes the first 90-minute appointment a crucial opportunity to discuss the potential benefits of the programme. Spending 30 minutes of this time completing a complex information sharing consent notice seems like a waste of valuable time which could be used to discuss more important issues.
2. Although a lot of effort has been put into writing the Privacy Notice clearly, it is still a complex document. It contains a lot of technical terms (e.g. 'Data Controller') and has the reading age of a first year

university student.¹ A lot of material is also repeated; with very similar statements made about how personal information can be shared with many different partners.

The objectives of the project are therefore threefold:

- a. To reduce the length of time needed to read the Privacy Notice to free up valuable time for more important discussion
- b. To improve clients' understanding of how their data may be shared to enable informed consent
- c. To determine whether an improved understanding of the Privacy Notice influences clients' decision to sign up to the programme

The tests run on *Predictiv* were designed to explicitly measure b.) and c.). The time taken to read the document was not measured, albeit the re-written versions are both significantly shorter than the original.

IV. Our solution

These concerns are important for practical reasons about efficient use of time but can also be thought about in behavioural terms. For every project we complete we always spend a significant amount of time identifying which behaviour(s) we are trying to change before thinking about how we might change it. In this case the aim of the Privacy Notice is to help people understand how their data might be shared and agree to share their information (and participate in the programme). As per the three above objectives, the relevant behaviours are therefore comprehension, decision to sign-up to the programme, and time taken to read the document.

The lesson that comes through strongest from the behavioural literature and our own work is that small, seemingly insignificant details that make a task more challenging or effortful (what we call 'friction costs') can make the difference between either doing something or putting it off or not properly engaging with it (in this context, for example, by not properly reading the material). Therefore if you want someone to do something, make it easy.²

¹ A Flesch-Kincaid grade level of 13.2. Flesch-Kincaid readability tests are designed to indicate how difficult a reading passage in English is to understand based on two core measures: word length and sentence length.

² BIT, 2014, *EAST: Four Simple Ways to Apply Behavioural Insights*. Available at: <http://www.behaviouralinsights.co.uk/publications/east-four-simple-ways-to-apply-behavioural-insights/>

In the case of the Privacy Notice there was a lot that could be done to make it easier to understand by simplifying the messages contained. In particular we lowered the reading age, made the document shorter and eliminated duplication.

We drafted two new versions of the Privacy Notice, both of which were significantly simplified and shortened:

1. 'Traditional Rewrite': A simplified two-page Privacy Notice including a 1 page Q&A (the 'Traditional rewrite')
2. 'Visual Rewrite': A PowerPoint presentation (designed to mimic the layout of a leaflet) which made much greater use of graphics to convey complex information and used examples of information-sharing in practice.

Traditional Rewrite

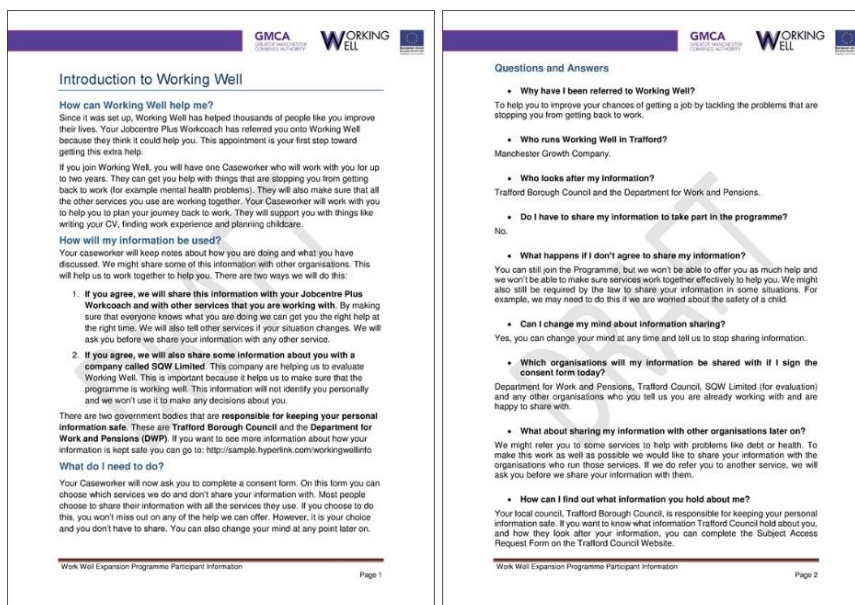
The 'Traditional Rewrite' was a two-page, condensed version of the existing Privacy Notice. We drew on our experience from a wide range of projects where BIT have sought to simplify government communications. In particular:

- We simplified the language, reduced the length and complexity of sentences and replaced technical terms (e.g. Data Controller) with explanations of these terms in everyday English (e.g. 'There are two government bodies responsible for keeping your personal information safe. These are Trafford Borough Council and the Department for Work and Pensions (DWP)'). This lowered the reading age of the document from a first year university student to that of around an 11 year old.³
- We made sure that key information was presented early in each section.
- We removed additional information that was not necessary. For example, the original Privacy Notice only asked for consent to share information with a few key organisations, including JobCentre Plus and the Working Well programme evaluators (SQW Limited). For many other services (e.g. Talking Therapies or work placement providers) the document explained how such sharing would work but explained that clients would be given an opportunity to make a separate decision about this later. Since this information was not essential, we removed it.

³ A Flesch-Kincaid grade of 6.8

- To help encourage potential clients' to take part in the programme, we also included behaviourally-informed messages in the document. This included the use of social norms ('Since it was set up, Working Well has helped thousands of people like you improve their lives.') and reciprocity ('Your Jobcentre Plus Workcoach has referred you onto Working Well because they think it could help you'). These approaches have been shown to be effective in other BIT trials.⁴

Figure 3: The 'Traditional Rewrite' Privacy Notice



Visual Rewrite

In the Visual Rewrite we applied similar principles while taking a more radical approach to simplifying the presentation of key information. We used images, and the placement of information, to convey some of the more complex ideas in the Privacy Notice (for example, the way that Caseworkers coordinate and share information across agencies). In addition, we used examples of what such sharing would look like in practice to bring abstract principles to life and make them meaningful (for example, giving possible reasons why information might need to be shared).

⁴ BIT, 2016, *The Behavioural Insights Team Update Report 2015-16*. Available at: <http://www.behaviouralinsights.co.uk/publications/east-four-simple-ways-to-apply-behavioural-insights/>

Figure 4: Four example slides from 'Visual Rewrite' Privacy Notice

What help can I get?

Your Caseworker will help to 'join up' the other services who work with you. They will make sure everyone is working to the same plan.

You can also get help with other issues that might be stopping you from getting back to work. For example, we can help you get mental health support if you need it.

Your Caseworker will also work one-on-one with you. They will help you to plan your journey back to work. They can support you with things like writing your CV, finding work experience and planning childcare.

GMCA
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WELL

Sharing your information

We will ask if we can share your information between services. This will help us to work together to help you. For example, it means we can make sure that different people don't ask you to do different things. We want to share information like:

- What appointments you have coming up
- What other activities you are completing or what services you are using
- Whether your circumstances have changed

We won't share any information without your permission, and we will only share information that people need to know to help you find work.

Can I just check that Ben's mental health appointment is still happening next Tuesday?

We have managed to help Sam get booked on a training course next week. This means she will miss her next JCP meeting with you. Can I check this is OK?

Mo has told me that he is worried about how he is going to pay his rent this month because his benefits have been delayed. Could I come over with Al to talk to you about what we could do?

GMCA
Greater Manchester
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WELL

Who will you share my information with?

- We will ask you if you are happy for us to share your information with your Jobcentre Plus Workcoach.
- We will ask you if you are happy for us to share your information with other services you are already using.
- We will ask you if you are happy for us to share your information with a company called SQW Limited. They are helping us to measure how well the Programme is working overall.
- We may refer you to a new service later on. If we do this, we will ask you if we can also share your information with them.

GMCA
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WORKING
WELL

Who is responsible?

A company called the Manchester Growth Company (MGC) deliver Working Well in Trafford

DWP and your local council (Trafford Borough Council) are the two government bodies who are responsible for the Programme. They are also the people responsible for keeping your personal information safe.

GMCA
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V. Testing the new Privacy Notice

The original Privacy Notice was written to comply with Information Commissioner's Office guidelines on what should be included in a privacy notice. The guidelines are written to try and make sure that people understand how their data might be shared (helping to protect organisations from any legal challenge).

We obviously wanted to make sure that our re-drafted materials still gave people the information they needed to understand how their information might be shared and allow them to make an informed decision about whether or not to share their data. We wanted to test comprehension of our new documents and to demonstrate that it remained at least as good as, if not better than, comprehension of the original Privacy Notice. We also wanted to test (with certain limitations) whether the updated material was likely to have an impact on the proportion of people subsequently signing up for the programme and consenting to share their information.

Predictiv

Predictiv is an online tool developed by BIT to conduct online behavioural experiments to help understand behaviour and to test different ways to change it. The platform can run tests with a large sample of participants, drawn from a representative sample of over 100,000 adults across the UK. What is valuable about this approach is the ability to quickly and robustly conduct online experiments with a large and broadly representative sample of UK adults. In this case we were able to compare relative understanding of the three versions of the Privacy Notice as well as the proportion of people who (hypothetically) agreed to take part in Working Well.

The trial process

Trial participants were shown a page of instructions for the task, information about how much time they could expect to take completing it and how much they could earn for participating. Participants were then randomly allocated to see one of the three Privacy Notices, which they could look at for as long as they wanted. After reading the information, they were asked six multiple-choice comprehension questions about the material (e.g. 'Can clients on the Working Well Programme change their mind about who their personal information is shared with?'). A full list of questions can be found in Annex A. Participants could not return to a previous question or to the material to change their answers. Finally, participants were asked whether they would consent to share their data and take part in Working Well.

After completing the questions participants were thanked for taking part, informed about their payment and the task ended.⁵ The trial ran until each document received at least 250 completed responses to the comprehension questions. In total, we had 798 responses.

Results

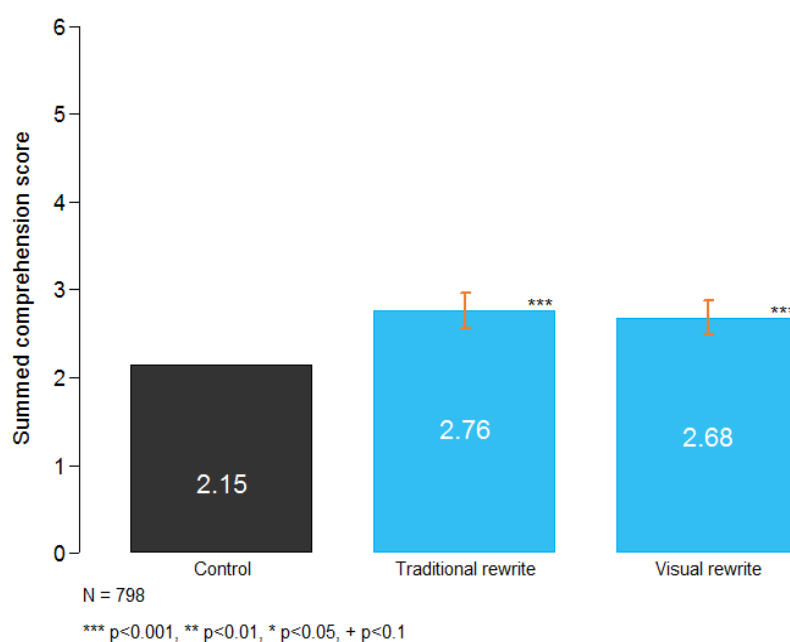
The primary outcome measure of the trial was the total number of correct responses to the six comprehension questions. Our secondary outcome measure was whether respondents would have been willing to participate in the Working Well programme and share their information with other services. We wanted both measures to remain stable, or even increase, for the 'Traditional Rewrite' and 'Visual Rewrite' material relative to the original Privacy Notice.

⁵ Participants were paid a flat-rate of 40p for taking part in the experiment. In addition, they could earn 15p per correct answer; incentivising them to answer these questions accurately.

Comprehension

On average, both new versions of the Privacy Notice led to around 0.5-0.6 more correct answers to the comprehension questions. Both of these results are statistically significant. However, there is no significant difference in overall comprehension between the two new documents.

Figure 4: Average number of correct answers (out of six)



An important caveat: Drop-out rates

There is one important limitation to this result. Participants in the experiment were not forced to finish reading the material and answering the questions. Those in the control condition and the 'traditional rewrite' were significantly more likely (around 17%) to drop out of the survey compared to the 'visual rewrite'. Unfortunately we were not able to record at what stage the drop-outs happened (e.g. on the first page of the letter, on the third question page, etc.).

In addition, it is also unclear how we should deal with people who drop-out as they did not answer any of the questions. If we assume that those who drop out of the study would have scored lower than those who did read the material and answer the questions (which seems reasonable) then that means the results of for the control and traditional rewrites are inflated relative to the visual rewrite (that is the visual rewrite is actually even better relative to the others than these results suggest). This is particularly important for our interpretation of the results of the traditional rewrite condition and may mean that it did not significantly increase comprehension.

The results for individual questions show significant increases in comprehension for some questions and no improvement at all on others. In the 'Visual rewrite' fewer people correctly answered the question about whether their information would be shared without their consent compared with the original Privacy Notice. A more detailed summary of the results for each question are given in Annex B.

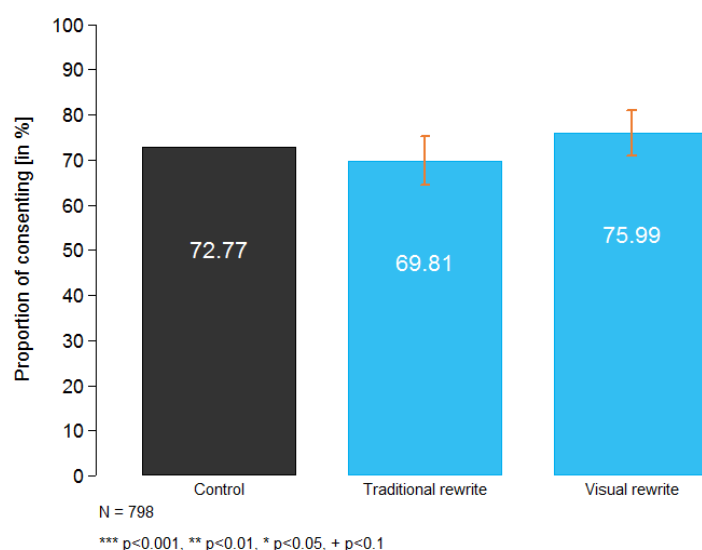
We found no significant difference in comprehension rates by the income or education level of participants. Older participants tended to have better comprehension scores across all conditions, especially when compared to the youngest group (aged 18–24).

Consent and participation

We also asked participants whether they would (hypothetically) agree to take part in the Working Well programme. There were a list of possible responses: ranging from 'I would take part and share my information' to 'I would not take part' (see Annex A for full question). The question is not a perfect guide to actual participation rates in the Working Well programme. There are a range of reasons why such hypothetical questions can be a poor guide to actual behaviour and decisions. However, these reasons apply to all three of our interventions. This means that while the actual results for each version may not be a reliable guide, the relative difference in answers between different document versions can still provide useful information.

We find no significant difference in self-reported participation rates between any of the groups. However, higher comprehension scores predict an increased willingness to share more information suggesting that those who understand the material better are more likely to say they would take part; this is encouraging.

Figure 5: Self-reported hypothetical participation rates of participants



VI. Discussion

We believe that this trial shows that the 'Visual Rewrite' significantly improves the Working Well Privacy Notice by improving understanding of the programme. However, it did perform less well for some specific questions. We therefore recommend redesigning the document to address these specific issues and then introducing the new version across Greater Manchester. If possible, we also recommend considering whether this could be done in a staged way so that its real-life impact can be evaluated. We also think the results of the trial have important applications in related areas.

Explaining multi-agency information sharing

Working Well provides people with a single point of contact to navigate an often complex set of support services that is available to them. This is an approach to public service provision that is becoming more common in Greater Manchester and nationally (for example the Troubled Families programme). In addition, the introduction of approaches like place-based integration will increasingly require better information sharing about individuals between public bodies to help the policies be as effective as they can be.

This means that explaining data sharing to members of the public quickly, thoroughly and comprehensibly will become increasingly important. Ensuring people have the opportunity to give genuinely informed consent to such information sharing will be important to maintaining public trust. In addition, doing so quickly will ensure that innovative programmes do not suffer from long or overly-bureaucratic conversations very early on about information governance. We therefore hope that the lessons from this trial can be applied to other programmes across Greater Manchester.

Less can be more

This finding also has broader implications for the way that government (local and central) communicates with people. If we assume that people are completely rational, have infinite supplies of patience and perfect literacy then it makes sense to provide them with as much information as possible to help them make a decision.

However, in real life government is often competing for people's attention with many other organisations and activities. People get impatient, literacy levels vary widely and they take cues from their environment about the importance or trustworthiness of information. Signing a document to allow data to be shared may be a poor proxy for proof that someone has read and understood that material. Anecdotally we have heard that most Working Well clients agree to

share their data. We suspect that the high drop-out rates for both the original Privacy Notice and our 'Traditional Rewrite' mean that in reality clients are signing these documents without properly understanding them, though we would need to test this further to be sure.

In this trial we have demonstrated that less can be more when it comes to information. By reducing the amount of information presented to potential clients and removing some broader background context, we have supported people to make a more informed decision. We believe this principle is important and should inform future discussions within GM and across public services about how documents of this kind are drafted and what information it is deemed necessary to include.

Annex A: List of questions

The questions used in the experiment are below (the correct response is underlined).

Question 1: According to the information given, what is the goal of the Working Well programme? (please pick one)

1. To help people to improve their chances of getting a job by tackling problems that stop them from getting back to work.
2. To get people a job by making sure they are doing everything they should do and checking up on them regularly
3. To provide education and training to help you get a job
4. To take over from Jobcentre Plus

Question 2: Who is the Working Well Programme run by? (please pick one)

1. Trafford Council
2. GMCA
3. Manchester Growth Company
4. Jobcentre Plus

Question 3: If people take part in the Working Well programme, who is responsible for keeping their personal information safe? (Tick all that apply)

1. Trafford Council
2. GMCA
3. Manchester Growth Company
4. Jobcentre Plus
5. Department for Work and Pensions

Question 4: Can people on the Working Well programme choose who their personal information is shared with? (please pick one)

1. No – if they want to take part they have to agree to sharing across all services

2. All or nothing – People either have to agree to their information being shared across all organisations or none at all
3. Yes – People have a free choice and can choose which organisations do and don't receive their personal information

Question 5: Can people on the Working Well programme change their mind about who their personal information is shared with? (please pick one)

1. No, once they have agreed to share information they can't change their mind later
2. Yes they can change their mind, but only at specific times during the programme
3. Yes they can change their mind anytime

Question 6: Will information about people on the Working Well programme *ever* be shared without their explicit consent? (please pick one)

1. Yes
2. No

Question 7 [The hypothetical, non-incentivised question]: Imagine that you are out of work but would like to find a job. You have been offered the chance to take part in the Working Well programme. Given what you have read, what would you do? (please pick one)

1. I would take part in the Working Well programme and agree to sharing my information with all the other services I was working with
2. I would take part in the programme, but I might choose not to share my personal information with some other services I was working with
3. I would take part in the programme, but not agree to sharing my information with anyone else
4. I would not take part in the programme
5. I don't know

Annex B: List of results for each question

	Comprehension of 'Traditional rewrite' relative to original	Comprehension of 'Visual rewrite' relative to original
Q 1: According to the information given, what is the goal of the Working Well programme? (please pick one)	No significant difference	No significant difference
Q 2: Who is the Working Well Programme run by? (please pick one)	21% increase	23% increase
Q 3: If people take part in the Working Well programme, who is responsible for keeping their personal information safe? (Tick all that apply)	18% increase	No significant difference
Q 4: Can people on the Working Well programme choose who their personal information is shared with? (please pick one)	13% increase	21% increase
Q 5: Can people on the Working Well programme change their mind about who their personal information is shared with? (please pick one)	8% increase	16% increase
Q 6: Will information about people on the Working Well programme ever be shared without their explicit consent? (please pick one)	No significant difference	9% decrease

Annex C: Full documents

Control material

Working Well Programme Information

• About the Programme

You have been referred by the Department for Work and Pensions (DWP) to the Working Well Programme (WWP), as you are in the Employment Support Allowance (ESA) Work Related Activity Group (WRAG), in receipt of Job Seekers Allowance (JSA), Income Support (IS) or Universal Credit (UC).

The DWP gave you some information about the Working Well Programme when arranging this appointment for you.

The WWP is designed to help you to improve your chances of getting a job by tackling the problems that stop you from getting into work.

The overall delivery of the programme is managed by Trafford Borough Council (TBC). However the Department for Work and Pensions and Trafford Council are Joint Data Controllers. This means that for the purposes of the Data Protection Act they are responsible for the personal information collected and used for the purpose of the programme.

TC has appointed Economic Solutions Ltd t/a Manchester Growth Company (MGC), to deliver this programme for them. MGC will make sure you have a dedicated Caseworker to work with you for up to the next two years. They will help you to improve your employment and training skills and work with you to overcome any other barriers that may be stopping you from seeking or obtaining work.

Your Caseworker will identify employment and training activities for you to take part in, to improve the skills you will need to get into work. These activities may include;

- Attending a skills assessment
- Writing a CV
- Improving personal presentation
- Participating in training
- Participating in an employment programme
- Undertaking a Work Placement
- Developing a business plan

As well as the above activities, your Caseworker may also suggest other support services which may be able to help you. For example, these may include services such as:

- Help and advice with managing your money
- Support with problems about housing needs
- Getting help looking after your children or other people you care for
- Working with you to improve your confidence
- Working with you to improve your health and access to appropriate health services

- **How we collect and use your personal information**

As part of your taking part in the WWP appropriate and necessary information will be collected from you. This may be as part of questionnaires, assessments or issues that you talk to your Caseworker about as part of appointments. This information will be used to support your involvement in the Working Well Programme including referrals to other organisations and making sure that you receive the right support at the right time for you. There are more details below explaining how your information will be used for the WWP. However your information will only be used on a “need to know” basis with only the minimum amount necessary being shared to support your access to services.

- **Sharing Information with DWP**

With your consent, your Caseworker will share your personal information with your Workcoach to let them know:

- how you are generally progressing with employment
- the training and support activities your Caseworker has asked you to do
- if you have completed the programme or have left early

Your sensitive information may also be shared between your Caseworker and Workcoach where necessary, to assist your Workcoach in making any required adjustments to your Claimant Commitment or Action Plan, to make sure there are no conflicts with any activities or targets that have been arranged to support you.

If your circumstances change and the change affects your benefit and/or your participation in the WWP, your Caseworker and Workcoach will share information about this change.

You will be able to withdraw your consent for this data sharing at any time.

- **Information shared between local councils and support services**

Understanding your particular needs will help your Caseworker make sure you receive all the support services you need, when you need them.

To do this, your Caseworker will ask you about the services already working with you and help identify any additional services which may be able to support you. (This includes the types of activities and services listed earlier).

With your permission, your Caseworker will be able to make a referral for any additional support services you need.

Your Caseworker aims to make sure you get the right support at the right time. To do this effectively, you will be asked to complete a form giving your permission for your Caseworker and the local council services you currently receive along with any other support services you are working with or agree to work with, to share relevant personal information about you between your Caseworker and these services. Only the minimum necessary information will be shared on a 'need to know' basis.

We will ask for your consent so that we can do this. If you are not happy for us to share your information in this way, it will not prevent support, but it may affect the range of support your Caseworker is able to provide. You may withdraw your consent for this sharing at any time.

Talking Therapies

Following an assessment you may be offered the opportunity by your Caseworker to participate in talking therapies. Your Caseworker will record if you are attending, when the appointments are and if you have completed the necessary appointments you have agreed to attend. This will enable them to identify any support you may need to help with attendance, understand when action will be necessary following the completion of this support and ensure duplication with other appointments doesn't happen. If you are referred to this service a separate Privacy Notice leaflet will be explained so you fully understand the process involved and you will be asked separately to provide your permission to share information in this way.

Employment & Training - improving your skills

You may be offered by your Caseworker the opportunity to participate in some the employment and training activities listed earlier to help you improve your skills. Your Caseworker will record how you are progressing and if you have completed the

activities you have agreed to do. This will enable them to identify any support you may need to help with participation and understand what you have already achieved so duplication doesn't occur.

If it is arranged by your Caseworker for you to undertake a work placement or find employment, the work placement provider/employer will be asked to let your Caseworker know how well your placement is progressing and when it ends. Your new employer will also be contacted to see if there are any services that they think will help your employment. This will enable your Caseworker to identify appropriate support, to help you in your work placement or new job. If you are referred to this service a separate Privacy Notice will be explained so you fully understand the process involved and you will be asked separately to provide your permission to share information in this way.

Healthy Lifestyle

As part of the WWP your Caseworker may identify that you may benefit from support from the Greater Manchester Public Health healthy lifestyle services. This would enable you to receive targeted health advice, support and access to healthy lifestyle interventions including tobacco, alcohol, food and diet and physical activity.

If you are referred to this service your Caseworker will record when the appointments are and if you have completed the necessary appointments you have been asked to do. This will enable them to identify any support you may need to help with attendance, understand when action will be necessary following the completion of this support and ensure duplication with other support appointments doesn't occur. If you are referred to this service a separate Privacy Notice will be explained so you fully understand the process involved and you will be asked separately to provide your permission to share information in this way.

Information shared for research and evaluation

Being able to measure services that are provided is central to improving service quality and accountability. To enable this to be achieved TBC will also use your information in an anonymised format to monitor the overall aims and outcome of the WWP and to help improve delivery of other services within Greater Manchester. This will include the use of some of your health information, which has been gathered as part of the programme.

Additionally DWP will share anonymised information with TBC and SQW Limited for the purposes of research and evaluation of the Working Well programme. It will be used to monitor the overall aims and outcome of the WWP and to help improve delivery of other services within Greater Manchester. This will involve your anonymised information including DWP information and some Health information being provided

to SQW Limited as the evaluation partner for the programme. It will also be used to identify the impact and effectiveness of the whole programme.

TBC working with Manchester City Council will also use your personal information along with that held by your local council and other partner organisations, to give a joined up view of the services and support you have accessed and the impacts they have had. This will include the sharing of some of medical information that you may provide to your Caseworker whilst you are taking part in the Working Well Programme.

Once this joining up has taken place, it will only be used in an anonymised format. None of these evaluation processes will use your information to make any decisions about you; it will only be used for improving service quality, effectiveness and delivery, along with identifying areas of focus for services across Greater Manchester.

The outcome of the evaluations may also be included in publicly accessible reports. This information is aggregated and anonymised. You will therefore not be able to be identified from any of the information used or published in this way.

If you do not wish your identifiable information including medical information to be used to support the improvement in services as explained above, please make your Case Worker aware and they will note your records accordingly.

General information

Now you have gone through this leaflet, your Caseworker will ask you to complete a consent form for the WWP. When you complete and sign this form you are giving us permission to use your information as explained in this leaflet.

We will only share your personal information including any Health, Social Care and/or Wellbeing information on a 'need to know' basis and only the minimum necessary will be shared. It will not be shared with anyone else other than outlined above without your permission, unless the law says we have to share it for another reason, or this is necessary to protect you or others from harm. We are required by our duty of care to act on this information in order to keep you and other safe.

Your personal information will be handled securely and not kept for longer than is necessary for the purposes of the Working Well programme.

Right to your information

For more details about the information Trafford Council hold about you and, how they look after your information, please complete the Subject Access Request Form on the Data Protection pages of the Trafford Council Website.

Introduction to Working Well

• How can Working Well help me?

Since it was set up, Working Well has helped thousands of people like you improve their lives. Your Jobcentre Plus Workcoach has referred you onto Working Well because they think it could help you. This appointment is your first step toward getting this extra help.

If you join Working Well, you will have one Caseworker who will work with you for up to two years. They can get you help with things that are stopping you from getting back to work (for example mental health problems). They will also make sure that all the other services you use are working together. Your Caseworker will work with you to help you to plan your journey back to work. They will support you with things like writing your CV, finding work experience and planning childcare.

• How will my information be used?

Your caseworker will keep notes about how you are doing and what you have discussed. We might share some of this information with other organisations. This will help us to work together to help you. There are two ways we will do this:

1. **If you agree, we will share this information with your Jobcentre Plus Workcoach and with other services that you are working with.** By making sure that everyone knows what you are doing we can get you the right help at the right time. We will also tell other services if your situation changes. We will ask you before we share your information with any other service.
2. **If you agree, we will also share some information about you with a company called SQW Limited.** This company are helping us to evaluate Working Well. This is important because it helps us to make sure that the programme is working well. This information will not identify you personally and we won't use it to make any decisions about you.

There are two government bodies that are **responsible for keeping your personal information safe**. These are **Trafford Borough Council** and the **Department for Work and Pensions (DWP)**. If you want to see more information about how your information is kept safe you can go to: <http://sample.hyperlink.com/workingwellinfo>

- **What do I need to do?**

Your Caseworker will now ask you to complete a consent form. On this form you can choose which services we do and don't share your information with. Most people choose to share their information with all the services they use. If you choose to do this, you won't miss out on any of the help we can offer. However, it is your choice and you don't have to share. You can also change your mind at any point later on.

- **Questions and Answers**

- **Why have I been referred to Working Well?**

To help you to improve your chances of getting a job by tackling the problems that are stopping you from getting back to work.

- **Who runs Working Well in Trafford?**

Manchester Growth Company.

- **Who looks after my information?**

Trafford Borough Council and the Department for Work and Pensions.

- **Do I have to share my information to take part in the programme?**

No.

- **What happens if I don't agree to share my information?**

You can still join the Programme, but we won't be able to offer you as much help and we won't be able to make sure services work together effectively to help you. We might also still be required by the law to share your information in some situations. For example, we may need to do this if we are worried about the safety of a child.

- **Can I change my mind about information sharing?**

Yes, you can change your mind at any time and tell us to stop sharing information.

- **Which organisations will my information be shared with if I sign the consent form today?**

Department for Work and Pensions, Trafford Council, SQW Limited (for evaluation) and any other organisations who you tell us you are already working with and are happy to share with.

- **What about sharing my information with other organisations later on?**

We might refer you to some services to help with problems like debt or health. To make this work as well as possible we would like to share your information with the organisations who run those services. If we do refer you to another service, we will ask you before we share your information with them.

- **How can I find out what information you hold about me?**

Your local council, Trafford Borough Council, is responsible for keeping your personal information safe. If you want to know what information Trafford Council hold about you, and how they look after your information, you can complete the Subject Access Request Form on the Trafford Council Website.

Working Well

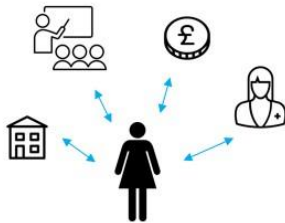
What is Working Well?

Since it was set up, Working Well has helped thousands of people like you improve their lives. Working Well is a programme which aims to help you to tackle the problems that are stopping you from starting work.



Your Jobcentre Plus Workcoach has referred you to Working Well because they think it could help you. This appointment is your first step toward getting this extra help. If you join Working Well, the same person (your Caseworker) will help you for up to two years.

What help can I get?



Your Caseworker will help to 'join up' the other services who work with you. They will make sure everyone is working to the same plan.



Your Caseworker will also work one-on-one with you. They will help you to plan your journey back to work. They can support you with things like writing your CV, finding work experience and planning childcare.



You can also get help with other issues that might be stopping you from getting back to work. For example, we can help you get mental health support if you need it.

Collecting your information

We will collect some personal information from you so that we can help you. This will include:



Keeping records of the conversations you have with your Caseworker

Keeping information about other services you are currently working with



Asking you to complete questionnaires or surveys

Sharing your information

We will ask if we can share your information between services. This will help us to work together to help you. For example, it means we can make sure that different people don't ask you to do different things. We would like to share information like:

- What appointments you have coming up
- What other activities you are completing or what services you are using
- Whether your circumstances have changed

We won't share any information without your permission, and we will only share information that people need to know to help you find work.

Can I just check that Ben's mental health appointment is still happening next Tuesday?

We have managed to help Sam get booked on a training course next week. This means she will miss her next JCP meeting with you. Can I check this is OK?

Al has told me that he is worried about how he is going to pay his rent this month because his benefits have been delayed. Could I come over with Al to talk to you about what we could do?

Who will you share my information with?

1.



We will ask you if you are happy for us to share your information with your Jobcentre Plus Workcoach

2.



We will ask you if you are happy for us to share your information with other services you are already using

3.



We will ask you if you are happy for us to share your information with a company called SQW Limited. They are helping us measure how well the Programme is working overall

4.



If we refer you to a new service later on, we will ask you if we can also share your information with them

What we will and won't do with your information

We will	We won't
Ask you before we share your personal information (unless we have to share it by law)	Share more of your information than is necessary to help us support you
Only collect information relevant to helping you find work	Keep your information longer than we need it
Only share your information with the services you have agreed to share with. You don't have to agree to share with everyone	Share information that is not relevant to helping you to find work
Check with you before sharing anything that is personal or sensitive	Talk about you without you
Share some of your information with an organisation helping us to evaluate the Working Well programme	Stop you from changing your mind later on

Who is responsible?

A company called the Manchester Growth Company (MGC) deliver Working Well in Trafford



What happens next?

Your Caseworker will now ask you to complete a consent form. On this form you can tell us which services you are happy for us to share your information with.



Most people choose to share their information with all the services they use. If you choose to do this, you won't miss out on any of the help we can offer. However, it is your choice and you don't have to share.

Any questions?



If you have any more questions about the Working Well Programme, or how your information is kept safe, you can visit:

<http://sample.hyperlink.com/workingwellinfo>