

What is a One-Page profile?

Many adults and children feel powerless and voiceless to personalise their lives.

(Boudioni et al, 2015)

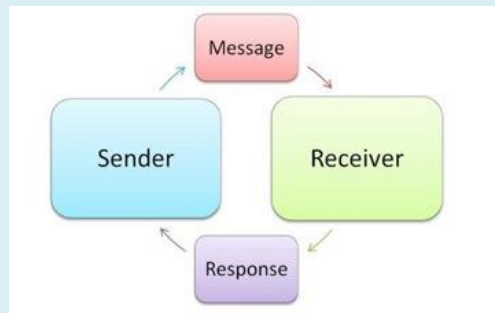


Image # 2

However, a one-page profile is a communication tool which acts as a go-between when the exchange of information is compromised and barriers to communication are present. Reading a profile before commencing support with an individual can allow you to have a sense of someone before meeting them and how individualised and personalised care looks like for them.

(NHS, 2016)

Who Benefits?

The one-page profile can be used by any age group, and any combination of ages, gender, and ethnicity. They can also be used in any setting such as:

- + Health and Social Care
- + Hospitals and Hospices
- + Education Settings
- + Residential Homes
- + Domiciliary Care
- + Nurseries and Child Care

(SCIE, 2017)

More Information

Social Care Institute of Excellence offers a clear and concise e-learning course to help familiarise both professionals and those in receipt of services.

Available at: - <https://www.scie.org.uk/e-learning/one-page-profile>

(SCIE, 2017)

One-Page Profiles

A simple and straightforward guide to a one-page profile.



Image # 1

A communication tool designed to enhance a person's quality of life within the services in which they are participating.

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Assessment # 2

At a Glance

A one-page profile is just that, one page. Concise, up-to-date, and clear statements about how an individual who cannot easily share information, would like their support personalised and carried out by a professional to avoid distress.

(Alzheimer's Society 2021)



Image # 4

Included Details

- ✚ A recent photograph and name they like to be called
- ✚ Communication needs and preferences
- ✚ Who is Important
- ✚ Likes and dislikes
- ✚ How best to support
- ✚ Support strategies, care plans, risk management, medication required
- ✚ Happy and distressing triggers
- ✚ Important events and goals.

(Sanderson & Lepkowsky, 2014)

Sensitive and confidential information should not contribute to a one-page profile to safeguard the security of the individual and their property. In addition, the profile will be stored in accordance with organisational policy.

(Helen Sanderson, 2014)

Using a Profile

Promotes personalised support.

Creates clear boundaries for all.

Promotes consistency in services and transition.

Celebrates individuality and diversity.

Recognises skills hobbies and interests.

Enables learning about one another.

Contribute to a person-centred culture

Is a conversation starter.

(Baily, Sanderson & Routledge, 2014)



Image # 3

The leaflet entitled 'One-Page Profiles' has been designed to introduce the concept of a one-page profile to a professional health and social care support worker. Communication Matters (no date) explain that in contrast to high-tech systems of communication, one-page profiles are embedded in the mid-way, low-tech systems, such approaches do not require powered devices or sophisticated technology to function, relying instead on pen and paper, photographs, and an exchange of information. These factors are reproduced in the attractive and straightforward trifold leaflet, reflecting both the ease and clarity of a one-page profile, and also appearing formal and professional. Using recommendations by Taylor (2015), who states that the success of a leaflet depends on the design and its attention-grabbing properties, short sentences have been used to keep the reading stimulating. Images are relevant and reinforce the message required, and eye-catching colour schemes are all considered to promote necessary engagement with the leaflet. Taylor (2015) also advises that blue accents signal an open, peaceful environment encouraging experimentation to find new solutions. This is also reflected in the choice of colours in the leaflet. The purpose of its contents is to offer confidence and clarification of what a one-page profile is and how it is to be used. This rationale will concentrate on the discussion of choices made concerning the practical, theoretical, and ethical implications of constructing and using this communication tool. This will then allow the practitioner to use this effectively and will enhance the experience between an individual in need of support and all that come in to contact with them. It will highlight how best to use the profile and how the misuse of its information can be prevented. Furthermore, this rationale will emphasise the functional elements of fulfilling its potential between users of services and practitioners, reflecting on the theoretical perspective of its position within modern health and social care practice and policy. The pictures included in the leaflet have been chosen to reinforce the messages within the text. Bingham, cluster and Catalfio (1991) advise good images reduce the need for words within a leaflet, can be internalised faster and make the overall design attractive. A one-page profile communication tool was chosen to be considered within this assignment due to its simplicity and versatility, practical amongst many different service settings its all-age group's suitability and communication barrier causes (Alzheimer's Society, 2021).

Many individuals who are engaged in support services are limited in or restricted by their communicative abilities in some way, potentially jeopardising their inclusion within society, (NHS, 2018). For example, Asbury, (2015) confirm that it can be difficult for anyone other than a parent to communicate with a child who is still navigating their world. A carer can

potentially understand what a child is trying to communicate by knowing the personality of the child, however, more often than not it requires time-consuming trial and error processes to decipher communication, which teaching staff are not always able to commit to without detriment to others in the classroom (Asbury, 2015). Similarly, another communication barrier can occur in language difference. This is recognised by Suumond *et al.* (2016), who confirms that the ethnic minority elderly population are often disadvantaged, by the limited time and financial resources of service providers. They find that in many cases the uncertain presence of children or friends of a person is the only tools on offer when getting to know someone from another ethnolinguistic group. Other potential communication barriers in which a one-page profile could support the exchange of information include cultural diversities, sensory loss, reality distorting mental illness, physical impairments, pain, or discomfort or simply due to being uncomfortable in discussing themselves (Ali, 2017). Many people in such settings use their one-page profile to help them communicate with the new people they meet on a daily basis therefore as Norfolk County Council (2021) agree, it can be seen that the tool is valuable for any age group and is suitable in many areas where communication is difficult.

Theoretically embedded in person-centred practice, and the social model of care (McCormack and McCance, 2016), the leaflet defines a one-page profile as a go-between, designed to capture the personalised and individual way in which a person would prefer to be supported by a professional. Stating that the first stage in removing a communication barrier is the identification of it, Jacobs and Diamond (2017), suggest that the quality of services will depend on the information available to a provider. This is supported by Devi (2020), who recommends that in order to offer consistency, respect, and autonomy to a person, the profile itself needs to be a straightforward aid, which will help to overcome the communication barrier and clarifying what is required of others to achieve the best outcomes for the individual named. Despite critics such as Beresford (2011), arguing that personalisation attempts are repeatedly reduced to tokenistic descriptions of likes and dislikes, NHS England (2017), support the concept of personalising social care by agreeing that it offers people control over their lives, stating that living the life they want to live based on what matters to them is fundamentally essential to personal well-being. This is confirmed by the ethos of *person-centredness* being embedded in UK health and social care legislation such as (the *Care Act 2014*) and the (*Social Services and Well-being (Wales) Act 2014*).

Described as '*deceptively simple*' (Helen Sanderson Associates, no date), exhibits a one-page profile as an uncomplicated aid to supporting people, by clarifying what is required of others

to achieve best outcomes for the individual named. (DeSilva, 2011) argues that a one-page profile must include succinct information about what matters to the person in need of support and how they can best be treated and protected. Furthermore, a well maintained and regularly updated profile can be a living document moving with an individual as they transition between multiple agencies and services. Helen Sanderson Associates (no date) explain that a one-page profile also serves to improve relationships between professional staff and those in receipt of services, by offering the opportunity for personalisation, respecting individual characteristics, recognising the value of contributions and self-expertise of individuals within services. In addition, (Helen Sanderson Associates, no date), suggests that the profile encourages respect, dignity, and choice, reflects on the history of a person's life, their religious beliefs and their cultural background, developing an understanding of the lifestyle of the person they may assist and what vision they may have for their future. Finally, (Helen Sanderson Associates, no date), clarify that in circumstances where a person may lack capacity, a one-page profile serves to protect an individual's reputation and good character.

The leaflet contains some practical guidance in what is included on a one-page profile. There are many aspects to consider when embarking on the initial creation of a profile, however, the list is dependent on the circumstances on which it will be used and cannot be given in full due to the spatial restrictions of a leaflet. NHS (2017) implore practitioners and those involved in receiving the information, pay particular attention to people who may be at risk of exclusion and to consider how they would feel if their life choices were to be removed. How it would feel to have important decisions made for them, or if as Age Cymru (2018) suggest, they accept poor quality care in order to have any at all. Many adults and children in health and social care feel voiceless and powerless, unable to personalise their lives, jeopardising their personal and social identity (Boudioni *et al*, 2015). A one-page profile works across a broad spectrum of structured services such as hospitals, care homes, domiciliary care and schools, and is a communication tool which places its information owner at the heart of their requirements. SCIE (2017), list that Items to include are an up-to-date photograph, what is important to that person, their likes and dislikes including food, people, places, and animals. Also contained is what motivates them, what triggers their vulnerabilities, what their strengths and weaknesses are. Do they have a medical diagnosis and is medication a consideration. Do they have care plans, support strategies and risk management assessments. Is there anything in place for physical and emotional well-being and above all any communication difficulties which may impede their ability to speak to those around them, to articulate their needs, choices, and requirements

to those who are able to listen (SCIE, 2017). According to The Autism Education Trust (no date), a profile should not be written with sarcasm or humour, as this can be easily misinterpreted, suggesting that only positive statements and language should be used. This is reflected in the leaflet by listing some of the encouraging attributes to be gained when using a profile. A final contribution to the practical elements of the leaflet is the inclusion of where to find more information. NHS Shetland (2007) suggests it is good practice to recommend where further details can be found to enable a reader the opportunity to find more detailed material on a particular subject. This indicates a Tri-fold leaflet can only partially convey all necessary details on a subject.

In the promotion of ethical practice, the leaflet highlights considerations in terms of sensitive data and the storage of a one-page profile. A tri-fold leaflet does not allow the room for organisational policy and procedure; therefore, new staff members must be made aware of safety concerns that are apparent in the creating, sharing, and storing of a one-page profile. The leaflet briefly examines the information that should not be shared on the page, as a profile should not contain confidential data, this includes such details as bank accounts or national insurance numbers, dates of birth and addresses, in order to prevent the abuse of the individual their identity and their property. There is no need to include personally sensitive information defined under the *Data Protection Act 2018* as sexual orientation, religious and political beliefs, or any other such information that could be used against a person or put them at risk. A second ethical consideration according to Community Care (2018) is the establishment of consent to creating a profile for the benefit of care and support services, and where obtainable a signature confirming knowledge of its existence. It is accepted however that this is not always practical or achievable. In circumstances where an individual would benefit from having a one-page profile but does not have capacity or communication capabilities to consent, families, carers, and advocates can be consulted, and permission is sought from the person who is deemed to know the incapacitated individual best (Lewis and Sanderson, 2011). A further consideration which Communication Matters (no date) clarify, is the recognition that the document belongs to the person named on the profile, not to those who provide support, confirming also that it should remain available for updates, use in transition and when new people come into the lives of the individual. This is confirmed by SCIE (2017) who state that enhancing the productivity of the profile will assist the quick and effective acquisition of key information. Finally, Thompson (2015) reveals that the formation and continuation of written communications can be time-consuming and therefore costly in terms of resources to establish. A danger is to

assume that once a profile has been completed, the work has been done. However, goals interests and preferences change over time Adams, Egan, and Curtin, (2016), and an outdated profile with incomplete or incorrect information can be dangerous, will breach organisational policy and leave practitioners and the supported vulnerable to misinterpretation. However, Lancashire county council (2021), argue that in order to make a one-page profile effective, quality time is required, offering that aside from hearing a person's own words if possible, listening to both the verbal, non-verbal and body language cues is essential. Furthermore, adding that looking for repetitive themes, names and outcomes are key communication skills fundamental to capturing the essence of a person this is confirmed by Beresford (2012, p.49) that person-centred practice is 'not another job-it's the job'.

To conclude, this rationale has been written to evidence the research necessary to consider the theoretical, practical, and ethical implications of a one-page profile in order to produce a leaflet. Using more organisational information to evidence practice rather than academic theory, the leaflet has introduced the concept of one-page profiles to new staff, in order to promote social inclusion and to reinforce that people are their own experts. It should be recognised that the full concepts of communication, person-centred practices and one-page profiles are beyond the capacities of a trifold leaflet. This demonstrates that further research should be undertaken by a new social care worker. However, it does clarify that a one-page profile is an achievable and manageable reinforcement of person-centred practice, challenging the assumption that individuals in need of services are unable to define their requirements due to a communication barrier or a language difference.

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Image References

Image 1 Available at: <http://helensandersonassociates.co.uk/person-centred-practice/one-page-profiles/> (Accessed 18 January 2021).

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