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Adult Social Care Prevention Update

Overview for KHG Housing, Health and Social Care Subgroup
11.06.2026

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“Prevention is about helping people stay healthy, happy and independent for as long as possible. This means reducing the chances of problems arising in the first place and, when they do, supporting people to manage them as effectively as possible. Prevention is as important at seventy years old as it is at age seven”

Department of Health and Social Care, 2018.

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Types of prevention

Tertiary Prevention - targeted at individuals within support services, aiming to support and manage existing health and wellbeing needs or conditions and to prevent deterioration.

Secondary Prevention - more targeted at particular individuals or communities, aiming to reduce risk factors for those identified as at risk from particular health and wellbeing needs

Primary Prevention – generally focusing on large or whole population groups, aiming to reduce risk factors to prevent the likelihood of future health and wellbeing needs

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The Prevention Framework is an adult social care document and was endorsed at ASCH Cabinet Committee in September 2025.

The Prevention Framework lifespan is 10 years (2025-2035), recognising the time it takes to deliver and see the impacts of effective prevention.

Prevention is a core part of our Care Act 2014 responsibilities.

The Delivery Plan initially focuses on the first three years of implementation 2025-2028 (mitigation for LGR)

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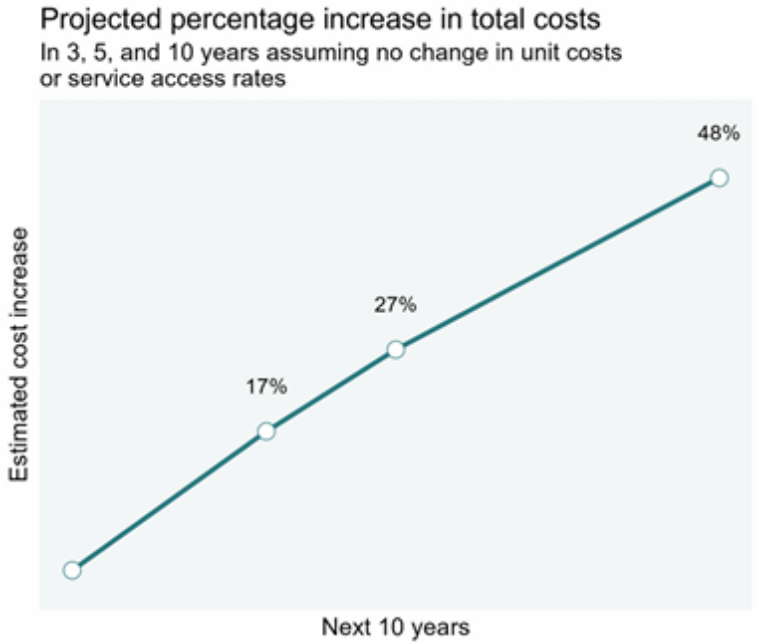
The rationale for prioritising prevention:

- Adult social care costs increase exponentially with age
- Deprivation is associated with higher adult social care costs
- Frailty, dementia, falls & polypharmacy are all highly predictive factors of higher costs of care
- Those living alone have higher costs of care
- Those in PNG9 (dominant major condition) have a higher rate of admission to care homes
- The top 3 groups (PNG 9-11) account for 28% population aged 65+, however account for 80% of the costs (76% with an Active Care Plan fall into these 3 groups)

Research shows that for every £1 invested in early intervention and preventative support (where the investment is carefully targeted towards both the right interventions and right cohorts of people), councils can save £3.17 in future social care costs, whilst fundamentally improving the quality of life for the people they serve (The Future of Prevention)



If we do nothing differently…

Adult social care costs in Kent will rise by:
17% over 3 years (2028)
27% over 5 years (2030)
48% over 10 years (2035)

Note: excludes under 65s

What are the mission critical's ?

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- Alignment with Neighbourhood Health
- Prevention in the workforce – embedding a culture of prevention into adult social care
- Alignment with Hospital Discharge Pathways work and other key activities across the system
- Re-design of the Community Wellbeing Contracts (from 2027) and Carers Contract (from 2026)
- Social Prescribing & Information, Advice and Guidance
- Supporting priority groups and addressing complexity

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Wellbeing & Prevention Market Position Statement 2026-2035

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It sets out KCC's strategic direction for the future of wellbeing and prevention across our local health and care system. It articulates our ambition to strengthen prevention at every level, supporting people to stay well, identifying emerging needs earlier and reducing the impact of existing health needs.

Key aims:

1. **Track and evaluate the impact of prevention-led services** on adults' wellbeing across their life course, ensuring earlier support, better outcomes and clearer value for money
2. **Prioritise interventions that maintain independence, promote resilience and that prevent, reduce or delay escalation of people's needs for statutory support**, by shifting investment to earlier intervention, reducing duplication and strategically commissioning address any gaps
3. **Use monitoring and feedback to anticipate pressures and target preventative action**, implementing flexible, adaptive contracting and resource allocation models that enable timely rebalancing of spend towards where risk, inequity and unmet need are greatest

Wellbeing & Prevention Market Position Statement 2026-2035

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Key aims (continued):

4. **Support the community front door approach (e.g. Adult Social Care Connect) that enables easy, equitable access to support** providing streamlined navigation, community assets and clear pathways into community-based prevention and wellbeing services

5. **Reduce inequalities** by prioritising prevention in high need cohorts and communities, ensuring proportionate access to universal services and culturally responsive commissioning

6. **Use technology and innovation to promote independence and wellbeing**, supporting people to self-manage, stay safe and live at home for longer and access timely early help.

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Our current services:

- Kent Community Equipment Service
- Day Support Services
- Wellbeing Services in the Community for Older People (55+)
- Wellbeing Services in the Community for people with dementia and their families
- Wellbeing Services in the Community for those with a physical disability
- Wellbeing Services in the Community for adults with sensory impairments
- Home Improvement Agency
- Community Navigation for Carers
- Carers Short Breaks
- Advocacy

Blue = upcoming changes

Wellbeing & Prevention Market Position Statement 2026-2035

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The number of older people aged 65 and over living in Kent is expected to rise by 28% in the next decade, with those over 85 increasing by 53% by 2035.	The number of people in Kent aged 65+ with dementia is projected to increase by 42% by 2040.	23.4% of adults in Kent have a complex physical health problem. 17.7% of the Kent adult population have a mental health problem.
The largest percentage population growth is expected in Dartford, Folkestone and Hythe, Thanet and Tunbridge Wells.	**General Influential Trends**	The number of 18-64-year-olds in Kent with impaired mobility is projected to increase by 6% by 2040.
The number of 18-64 year olds in Kent with severe hearing loss is projected to increase by 4% by 2040, and by 38% for those aged 65plus.	Nearly 30,000 older adults in Kent are at a high risk of loneliness.	The number of people aged 65+ with moderate or severe visual impairment is projected to increase by 28% by 2040.

Wellbeing & Prevention Market Position Statement 2026-2035

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New Models of Care:

Carers Support Service (from Aug 2026)
The Kent Carers Support Service will be delivered by two lead providers, one for East Kent and one for West Kent, working together to provide assessments, support, information and advice, carer breaks and targeted activities for carers.

Community Wellbeing Contracts (from April 2027*)
The future Wellbeing Service will deliver a more targeted, coordinated and detailed prevention offer, aligned with the Prevention Framework and designed to address rising demand, demographic change and persistent inequalities across Kent.

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