



Norfolk Safeguarding Adults Board Manager's Blog

December 2015 – 'Soccernomics', Brad Pitt... and a call to action

I recently started reading *Soccernomics* by Simon Kuper and Stefan Szymanski, which studies data to answer football questions like why do England lose while Germany and Brazil win? Why do so many clubs buy the wrong players or what is the best way to score a goal from a corner kick?

The book flows from the story of Bill James, who tested accepted myths in American baseball using rigorous statistical analysis. James's work was picked up by Billy Beane, manager of the Oakland A's, who used this approach with phenomenal success. (The story was the subject of the film *Moneyball*, starring Brad Pitt.)

I think these two examples of data analysis could inspire us to look more closely at how data could support our adult safeguarding in Norfolk.

Like the data we receive from the dashboards in our cars when driving which inform us how 'well' we are doing, data is vital to our network – helping us get to grips with the key question: are we making a difference, are the citizens of Norfolk well served by their Safeguarding Adults Board?

I have no doubt all sectors (health, police, local government, voluntary and community) already collect lots of information about what they do and collect it with great skill and care. And they have dedicated people doing this work. Some of this information will be vital to Norfolk SAB and work is underway to collect data and create a adult safeguarding 'dashboard'.

The Risk & Performance (R&P) Sub Group have been leading on this and have really pushed it forward with some very positive work. The Health Executive Group also is working to create an audit tool and the aspiration here is to have a shared document with Suffolk.

I would like to strengthen these two 'teams', and this is where you can help. Does your organisation

- have someone working on data collection and/or have an analytical skill?

- have a colleague with 'info-graphic' skills?

We need your skills! Helping with these work streams is a very practical way your organisation (big or small) can help. If you don't currently have anyone you can offer but work with a partner organisation (for example from the business community or retail sector) perhaps you could ask them to help?

Please contact Kate Rudkin (Chair Risk & Performance) with any offers or ideas. Kate's email is Kate.Rudkin@ageuknorfolk.org.uk

To paraphrase one of the stories from *Soccernomics*, we can all drive a car without a dashboard (probably badly), but if you have a dashboard it makes it a lot easier. Our Safeguarding Adult dashboard helps us know how well we are delivering adult safeguarding in Norfolk.

Thanks for reading.

Walter Lloyd-Smith
Norfolk Safeguarding Adults Board Manager