

# **Ageing Well in Flintshire**

## **Draft Action Plan 2016-2020 (V2)**

*....making Flintshire a good place  
to grow older for everyone*



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## Foreword

It is widely recognised and to be celebrated that people are living longer. As a consequence, the population of Wales is ageing and Flintshire's population is following this trend. As well as living longer, older people quite rightly expect to continue to live fulfilled lives and to make positive contributions to their families, communities and the wider economy. As a society, we all benefit significantly from those contributions and as citizens and providers of services, we all have a responsibility to be part of ensuring that everyone has the opportunity to "age well"

Whilst there is much to be celebrated, we also know that increasing age is linked to increasing health problems for example and that this will have a significant impact on future demand for both health and social care services.

Long-term medical conditions, frailty, disability, and dementia can all have a major impact on people's lives. Ensuring that people have the means (be it financial, social, environmental) to age well and maintain their independence is important, not only to manage the demand on services, but moreover to safeguard their well-being longer-term.

The Social Services and Wellbeing Act (Wales) and the Wellbeing of Future Generations Act (Wales) place duties on Local Authorities to work in partnership to promote the wellbeing of people in our society, without compromising the ability of future generations to meet their own needs.

Whilst health and social care services are important for maintaining the health and independence of older people, their wellbeing can only be assured through such things as continued learning, leisure opportunities, quality affordable housing, good transport links and accessible facilities in the local community. Working collaboratively with partners to ensure these services and facilities are sustainable in the long term will ensure that not only is Flintshire a 'great place to grow older', but because we want to create opportunities across the life course, it is also a 'great place to grow up.'

We are pleased to present the work outlined in this Ageing Well in Flintshire Action Plan and in particular to recognise the contributions and commitment required by our partners who are pivotal in achieving the desired outcome – to improve the wellbeing of people aged 50+ in Flintshire.

Neil Ayling  
Chief Officer Social Services

Councillor Christine Jones  
Cabinet Member for Social Services, Older People's Champion

## Introduction

Launched in October 2014, Ageing Well in Wales is a five-year partnership of national and local government and major public and third sector agencies in Wales. The overall aim of “Ageing Well” is to ensure there is an improvement in the wellbeing of people aged 50+, focussing on prevention, making best use of existing services and facilities and being creative in the way they are delivered. It is recognised however that progress will only be made by working with our communities’ most valuable assets, its people, and so community involvement will be central to much of the work that will turn plans into reality.

The Ageing Well Programme is hosted and chaired by the Older People’s Commissioner for Wales and is recognised by Welsh Government as a key tool in the delivery of the Strategy for Older People in Wales<sup>1</sup> 2013 – 2023.

This action plan begins to outline the work we are planning to do in Flintshire over the next five years as part of this national programme, by identifying what we will be doing against each of the five priority areas, which are:

- Age-Friendly Communities
- Falls Prevention
- Dementia Supportive Communities
- Opportunities for Learning and Employment
- Loneliness and Isolation

This plan will evolve and be reviewed at least annually in line with new opportunities and learning from work that is taking place across Wales and through the European programme. Consequently, the plan identifies broad areas of work, the detail of which will be developed as part of the ongoing implementation and monitoring process over the next five years.

Ageing Well in Wales is being developed at a time when wellbeing is being increasingly recognised in Welsh Government legislation as a fundamental aspect of people’s lives. The Social Services and Wellbeing (Wales) Act for example places a duty on Local Authorities to work in partnership to promote and improve the Wellbeing of the local population and the Wellbeing of Future Generations (Wales) Act<sup>2</sup> seeks to improve the wellbeing of Wales to ensure that present needs are met without compromising the ability of future generations to meet their own needs.

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<sup>1</sup> Implementing this plan will also demonstrate progress on the delivery of the three overarching outcomes within the Strategy for Older People Phase 3, Living Longer, Ageing Well (Social Resources, Financial Resources and Environmental Resources). Details of the National Strategy for Older People can be found at: <http://gov.wales/topics/health/publications/socialcare/strategies/older/?lang=en>

<sup>2</sup> <http://gov.wales/topics/people-and-communities/people/future-generations-bill/?lang=en>

## Why do we need a plan for Ageing Well?

There are over 800,000 people in Wales (over a quarter of the population) aged 50+ and this will rise to over one million people in the next twenty years. Wales has the highest proportion of people of pensionable age and people over 80 in the UK<sup>3</sup>. Much is made of the increased demand that will result from this rise and services will need to adapt and respond to changing needs. However this plan is also founded upon the fact that older people have a lot to offer local communities, a reality that is often not fully appreciated, valued or indeed exploited for the benefit of both the individual and the rest of society.

Older people want to “Age Well” – enjoying lives that have value, meaning and purpose, and where they can contribute to their families, communities and the wider economy. Older people also want to retain their independence and health for as long as possible, allowing them to continue to be economically and socially active. In supporting older people to achieve these aims, we will need to maximise the use of the resources we have and make best use of any opportunities that emerge to ensure progress can be made in the face of the economic challenges for both individuals and organisations.

In developing and implementing this plan, we will continue to recognise that older people are part of a wider community and that as individuals, they have a diverse range of needs and priorities. It is against the law to discriminate against anyone because of:

- age
- being or becoming a transsexual person
- being married or in a civil partnership
- being pregnant or having a child
- disability
- race including colour, nationality, ethnic or national origin
- religion, belief or lack of religion/belief
- sex
- sexual orientation

This means in implementing this plan we will ensure we will be mindful of the impact on all these groups and as such all of the work we take forward in this plan will pay particular reference to their needs and preferences.

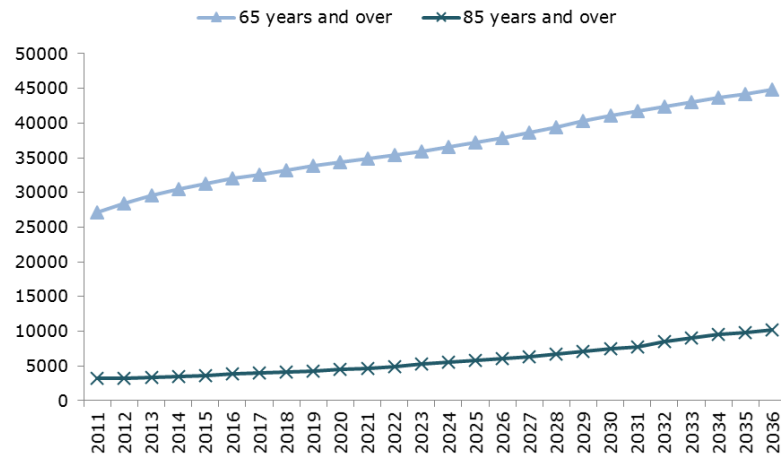
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<sup>3</sup> Older People’s commissioner Local Service Board Briefing 2014/15

# Flintshire's Ageing Population

Flintshire has a population of 153,804 (ONS 2014 Mid Year Estimates) with 39.4% (60,622) being aged 50 plus and 19.7% (30,306) being aged 65 and above (Table 1). Data from 2013 reports 49% of people aged over 65 in Flintshire have a limiting long-term illness and 33% rate their health as fair or poor<sup>4</sup>. The average life expectancy is 79.0 for males and 82.4 for females compared to 78.2 and 82.2 as an average for Wales as a whole<sup>5</sup>. The number of older people in Flintshire is set to rise as demonstrated in figure1 below.

Figure 1: Older People (65+ and 85+) Population Projections, Flintshire 2011 to 2036



Source: StatsWales

Table 1: Flintshire's older population at 2014

50 – 64	30,316
65 – 74	17,639
75 - 84	9,295
85 and over	3,372
<b>Total 65+</b>	<b>30,306</b>

Source: ONS 2014 Mid Year Estimates

The population projection for people aged 65 and above in Flintshire is 41,757 by 2031<sup>6</sup>, an increase of over 37% on ONS 2014 mid year estimates.

People are living longer due to better public health and social dynamics, along with improvements in conquering or managing health conditions that would previously have led to premature death. Population projections indicate there will be a 60% increase in the number of people aged over 75 in Wales by 2031<sup>7</sup>. This is the age when (historically) more people need critical health and social care services to support them through their latter years, and provides a huge demand on resources as well as a challenge to local communities and public services. The prevalence of frailty increases

<sup>4</sup> Public Health Wales Observatory using Welsh Health Survey data

<sup>5</sup> Source: Stats Wales based on ONS 2011 Census

<sup>6</sup> Source: 2011-based projections for local authorities in Wales, Welsh Government

<sup>7</sup> Source: 2011-based projections for local authorities in Wales, Welsh Government

steadily with age and is estimated to affect 25% of people aged over 85. By improving the wellbeing of older people in Flintshire, we aim to support their continued independence and health, which will not only ensure that people age well, but will delay or even reduce the demand on local services.

## **How this plan has been written**

This action plan has been developed with key stakeholders including older people themselves and its implementation will require the involvement and discussions with many more. The plan is organised into the five Ageing Well priority areas and outlines the first series of activity we plan to take over the next five years to make Flintshire a good place to grow old. Where appropriate, the plan cross-references themes in the Strategy for Older People which will enable reporting to Welsh Government, the Older People's Commissioner and older people living in Flintshire.

At the end of this document, there is a glossary to explain acronyms or jargon used within this document.

## **Monitoring and reporting improvements**

The multi-agency Older People's Strategy group will oversee the plan's implementation, through progress updates and opportunities to add to/amend activity within the plan. A separate record of key achievements will be maintained to demonstrate good practice and provide opportunities for regional collaboration. Implementation of the Ageing Well in Flintshire plan is an agreed priority under the revised Single Integrated Plan (SIP) for Flintshire, and therefore any barriers to its implementation/progress can be escalated through the governance of the Local Service Board (LSB).

# Our Themed Plans

## 1. Age Friendly Communities

### Introduction

Age-Friendly Communities was developed from the concept of Age-Friendly Cities launched in 2007 with the publication of the World Health Organisation's (WHO) Global Age-Friendly Cities Guide. The Guide identifies eight domains of a city life that could influence the general health and wellbeing of older people as shown in Diagram 1.

During 2013, the Dublin Declaration on Age-Friendly Cities and communities was launched under the Irish Presidency of the European Union. In signing the Dublin Declaration in February 2014, Flintshire County Council has made a pledge to become 'Age-Friendly' using the eight WHO domains as a framework for development.

All 22 Local Authorities in Wales have signed up to the Dublin Declaration as a significant step towards the national ambition that Wales will become a nation of Age-Friendly Communities.

### What does an Age-Friendly community look like?

There is no one single definition. A place is age-friendly when it helps and enables everyone (irrespective of age) to stay healthy and active and participate in community activities, treats everyone with respect and protects the most vulnerable.

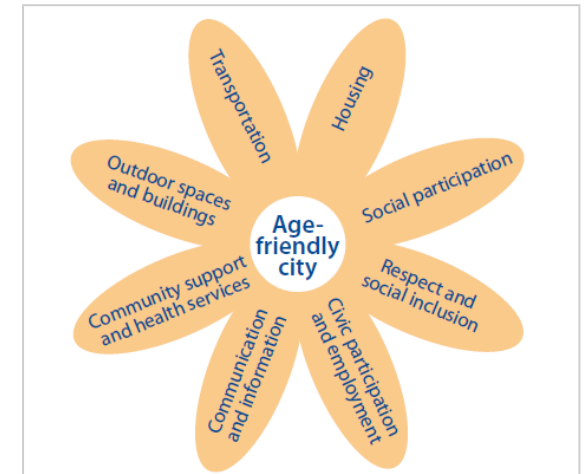


Diagram1

[Source: World Health Organisation Age Friendly Cities Guide](#)

For Flintshire to become age-friendly, we will listen to people to understand what they want and need as they age and recognise that as people in different communities may have different needs, not all Age-Friendly communities will look the same, even though they may share similar characteristics.

In order to make progress to becoming age-friendly, each town, village or community in Flintshire will therefore need to demonstrate a process of consultation with older people and other age groups in order to identify, plan, implement and evaluate the changes that are required.

### What we know

There are already a variety of initiatives taking place across Flintshire that have a positive impact on the health and well-being of older people.



Developing age-friendly communities will identify opportunities for sharing models of best practice, making best use of existing resources and promoting community cohesion, using the eight domains identified by the World Health Organisation as a guide. An explanation of each of the domains is given below.

### Housing

Good quality, affordable, well-designed housing is a key element to older persons' health and quality of life and whether they are able to age independently and actively in their community.

### Social Participation

Participating in social activity contributes to quality of life, both in terms of practical and emotional support. Leisure, social, cultural and spiritual activities enable older people to integrate within society and helps them stay engaged, informed and motivated to take part in activities in which they are valued and needed.

### Respect and Social Inclusion

Being valued members of society and able to participate in their communities is important as older people have a wealth of knowledge and experience to share.

### Civic participation and employment

Voluntary activities and paid employment provide satisfaction, increases health and well-being and maintains social engagement. Society benefits from the knowledge and experience of older people, strengthening intergenerational relationships and offering lifelong learning opportunities.

### Communication and Information

Staying connected with family and friends, news and events is important, as is timely and easy access to information and advice. Access to technology and computers can play an important part.

### Community Support and Health Services

Accessible and affordable community, social and health services are crucial for staying healthy and independent.

### Outdoor spaces and the built environment

A community that is clean and well-maintained with safe pedestrian routes and accessible buildings and outdoor spaces will support older people to maintain their independence and promote good health and wellbeing.

### Transportation

Accessible and affordable public transport is key to ensuring older people are able to age actively, remain engaged with their community and access services and leisure facilities.

## How will Age Friendly Communities make a difference to the wellbeing of older people?

### POSTCARD FROM THE FUTURE



Dear Carol

There have been some more good changes in the village since I wrote to you last, and it's had a big impact on my life.

Do you remember I plucked up the courage to attend the community meeting in the village hall? Well, I can't believe I actually had some good ideas and the community is working together to put some of them in place. That big group of boys who always used to hang around outside the village hall on youth club nights has been helping to make a community garden and last week we had our first garden party there. Some of the children had baked cakes in the After School Club, and the older ones from the High School served tea and coffee.

We now have a weekly games night in the village hall and we play some of our old favourites like beetle drive, scrabble and dominoes as well as bingo which is a big hit with the teenagers! I've just come home from a session on how to use a tablet computer run by the Youth Club. I can't believe you can do so much on one of those little screens. I've just found out how to use 'Skype' and I've been able to speak with Emma and the children and SEE them at the SAME TIME!! It's lovely because I don't get to see them very often since they moved to Manchester. The youngsters at the Youth Club were very patient with me as I didn't have a clue and found it a little scary at first. Now I can't wait for next week's session.

I'm so busy now, and have much more confidence, and the best thing is, the boys outside the Youth Club now say hello to me and have even helped me carry my shopping home.

Hope your family is well

Best wishes

Maureen

*Scenes from North Wales*

Mrs Carol Brown

Any road

Any town

County

Post Code

*Disclaimer:*

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*In the future.*

## Theme 1: Age-Friendly (AF) Communities

**Priority 1: To make Wales a Nation of Age-Friendly Communities**

**Priority 2: Local people of all ages are actively involved in the creation and development of their age-friendly community**

**Priority 3: Local Government supports the development of Age-Friendly Communities and intergenerational practice**

What we will do in Flintshire	National OPS reference	Lead / Key Contributor(s)	How we will know if we are succeeding	Milestones
<p><b>Define What is meant as an Age-Friendly Community (AFC)</b> Research examples/best practice from the rest of Wales and Europe</p> <p>Consult with individuals and groups (of all ages) to identify priorities for Age-Friendly Communities in Flintshire, ensuring that engagement represents the diverse population of Flintshire</p>	<p>Living in the Community</p> <p>Diversity</p> <p>Shared spaces</p>	<p><b>OPS Co-ordinator</b></p> <p>OP Engagement Worker</p> <p>Partners working in and with communities</p> <p>Flintshire residents</p>	<p>List of reference sites/examples of best practice.</p> <p>No./range of engagement activities</p> <p>Evidence that views gathered are representative of the whole population of Flintshire</p>	<p>Engagement work to begin January 2016</p> <p>One community working towards Age-Friendly (Mar 2017)</p>
<p><b>Support the development of Age Friendly Communities (AFC) in Flintshire</b> Inform and promote the development of AFCs with Local Authority service heads and partners (including Town &amp; Community Councils)</p> <p>Raise awareness of the needs of older people for inclusion in strategic planning (e.g. Housing, Transport, Streetscene Services Local Development Plan, Flint Regeneration)</p> <p>Identify and promote resources to support professionals, to implement an age-friendly approach to strategic planning &amp; implementation</p>		<p><b>OPS Co-ordinator</b></p> <p>OP Engagement Worker</p> <p>OP Champion</p> <p>Ageing Well Expert Advisory Group</p> <p>Workforce Development Mgr, FCC</p> <p>National leads for</p>	<p>No. of Towns, villages committed to become 'Age-Friendly'</p> <p>OP representation on key strategic planning groups</p> <p>Actions in appropriate strategy/planning documents</p> <p>Resources identified and shared with partners.</p> <p>Age Awareness training identified and included in staff</p>	<p>First phase of communication commences with key partners – January 2016</p> <p>Test site working towards Age-friendly. A number of key milestones to be determined up to Mar 2017</p>

What we will do in Flintshire	National OPS reference	Lead / Key Contributor(s)	How we will know if we are succeeding	Milestones
<p>Investigate training opportunities to challenge people's perceptions about ageing Setup a working group to develop a 'test site' for Age-Friendly development</p> <p>Map existing community assets – (parks, community centres, churches, experience, skills, knowledge etc.)</p>		this work stream	<p>training</p> <p>'test site' working towards being Age Friendly</p> <p>Community assets mapping exercise completed for 'test site'</p>	
<p><b>Improve access to information/ advice to support older people to age well.</b> Improve access to information and advice through Single Point of Access (SPoA) implementation</p> <p>Promote the range of housing options available to support older people to make decisions about where they live.</p> <p>Promote the services available to support older people to move home</p> <p>Provide information and advice to older people around energy efficiency</p>	<p>Information &amp; Advice</p> <p>Housing</p> <p>Energy Efficiency</p>	<p><b>Single Point of Access (SPoA) Project Lead</b></p> <p>Community Based Accommodation Support, FCC</p> <p>North East Wales (NEW) Homes</p> <p>Energy Advice Services, FCC</p>	<p>No of local groups registered onto SPoA Directory of Services</p> <p>No of enquiries/referrals through SPoA</p> <p>Range of housing options</p> <p>No. of people supported to move home</p> <p>No. of homes accessing energy efficiency improvement schemes through "Nest" - WG Fuel Poverty Eradication Programme</p>	<p>SPoA fully operational for professional and public (Apr 2016)</p> <p>Housing/energy advice services promoted through SPoA Directory of services (Apr 2016)</p>
<p><b>Establish Age-Friendly champions in local communities</b> Research best practice and engage with older people to define the role of the Age-Friendly champion</p> <p>Identify Age-Friendly champions within communities</p>		<p><b>OPS Coordinator</b></p> <p>OP Engagement worker</p> <p>50+ Action Group</p>	<p>Role of Age-Friendly Champion defined for each AF community</p> <p>Age-Friendly Champion identified for each local community</p>	<p>AF Champion identified for 'test site' (Mar 2017)</p>

## 2. Falls Prevention

### Introduction

Falls prevention is a key issue in the improvement of health and wellbeing amongst older people. Falls are a major cause of disability and death in older people and can have a significant impact on their wellbeing through loss of confidence and independence.

In 2012, a multiagency and multi-sector project was established in North Wales to develop an evidence based approach to inform the development of local falls prevention services and interventions across a range of settings. This work has resulted in the development of 3 service models for prevention and early intervention for falls in relation to older people living in their own homes in the community; older people in hospital and older people living in care homes.

Each of these service models provides a focus on:

- Early identification of those at highest risk of falling
- Comprehensive assessment of individual risk factors (Multifactoral Risk Assessment)
- Timely access to a range of interventions to reduce identified risk factors

Work across partnership agencies is currently ongoing to ensure that these evidence based service models are implemented within the county.

### What we know:

- The cost of falls to individuals, families and society is significant resulting from pain, disability, loss of confidence, acute and longer term NHS treatment, demand for social care support (often in the longer term) etc.
- Falls are preventable and there is a strong evidence base about what works.
- Everyone can play a role in preventing falls
- Investing in falls prevention has a short term as well as long term financial impact
- As the number of older people rises, the population at risk of falling also rises.

## How will Falls Prevention make a difference to the wellbeing of older people?

### POSTCARD FROM THE FUTURE



Dear Sue  
Thank you for the lovely card and flowers you sent for my birthday, and especially the advice about mum's falls.

Mum has fallen a few times but she wasn't telling me as she didn't want me to worry, but I knew something was up because she was relying on that stick more and more and she was hardly leaving the house. I finally persuaded mum to see the Doctor and she was referred to that service you told me about for a falls assessment. Anyway, mum has had her medication reviewed and she has been attending a falls class.

At first, she wouldn't go to the classes, so I had to go with her, but after a couple of weeks she started to go on her own and she even looks forward to the classes. She's made a few friends and they make it a bit of a social event as they go for a coffee and sandwich afterwards.

It's made a big difference already. Mum is going out more and she's started to leave the stick behind so I know she's getting her confidence back. It's made a difference to me too - mum hasn't fallen for a few weeks and I'm not worrying about mum losing her independence and being stuck at home on her own.

When the falls class finishes mum is talking about joining a local walking group with a few others in the class. The instructor has convinced them that if they stay active it will keep them healthy and help prevent further falls.

Hope your family is well  
Best wishes  
Jane

*Scenes from North Wales*

Mrs Sue White

Any road

Any town

County

Post Code

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<b>Theme 2: Falls Prevention</b>
<b>Priority 1: Older People and their carers understand what causes them to fall and can minimise their risk</b>
<b>Priority 2: Local Knowledge of falls: levels of early identification, preventative interventions for assessment and future development</b>
<b>Priority 3: Falls prevention is integrated into other OP Health and Social Care Programmes</b>

<b>What we will do in Flintshire</b>	<b>National OPS Reference</b>	<b>Lead/ Key contributor</b>	<b>How we will know if we are succeeding</b>	<b>Milestones</b>
<p><b>Raise awareness and minimise the risk of falls amongst older people</b>            Use and promote national resources (in development) using mechanisms including:</p> <ul style="list-style-type: none"> <li>• Single Point of Access</li> <li>• Existing communication networks</li> <li>• Local events</li> <li>• Contacts with older people at risk</li> </ul> <p>Seek opportunities to raise awareness/deliver training to local health and social care professionals and others to promote the use of brief intervention when it is developed (e.g. care workers, fire service, voluntary sector)</p> <p>Contribute to any evaluation frameworks developed nationally</p>		<p>Resources to be developed</p> <p><b>Falls Coordinator</b></p> <p><b>National groups</b></p> <p>BCUHB</p> <p>FCC</p>	<p>No. of campaigns promoted</p> <p>No. of events attended</p> <p>No. of falls awareness/training sessions held; pre and post “training” evaluation to measure increase in knowledge</p>	<p>Promotion of Public Awareness Campaign “Steady On” (Autumn 2015)</p> <p>Falls Awareness stand at International Day for OP event (Oct 2015)</p> <p>Develop / implement of training plan (Mar 2017)</p>
<p><b>Implement the North Wales Falls Service Models for community and residential settings.</b>            Develop and distribute leaflet to promote falls service and Falls Risk Assessment Tool (FRAT)</p> <p>Monitor the implementation of the falls service models and identify opportunities for improvement</p>		<p><b>Falls Coordinator</b></p> <p>BCUHB</p> <p>FCC</p> <p>Care Home Providers</p>	<p>Leaflets distributed to key stakeholders; increase in number of referrals</p> <p>Level of compliance with the service models</p>	<p>Leaflets distributed (Mar 2016)</p> <p>Key actions for improvement prioritised and local plan agreed with key stakeholders (Mar 2017)</p>

What we will do in Flintshire	National OPS Reference	Lead/ Key contributor	How we will know if we are succeeding	Milestones
<p><b>Integrate falls prevention into other older people Health and Social Care Programmes</b>  Identify local programmes where falls prevention could be integrated to provide an holistic approach (e.g. carers, dementia, extra care)</p> <p>Identify community based activities for signposting to maintain health and strength on discharge from falls service.</p> <p>Work with providers of community based activities to support the development of evidence based activities (funding/sustainability)</p>	<p>Social Resources:  Healthy Ageing – promote good physical, mental and emotional health and wellbeing</p>	<p><b>Falls Coordinator</b></p>	<p>No. of programmes that integrate falls within existing services</p> <p>No. of health promoting activities in communities across Flintshire</p> <p>No. of evidence based activities in communities across Flintshire</p>	<p>Local programmes identified (Mar 2016)</p> <p>Community based activities identified (June 2016) CD out of office until 3/9</p>



### 3. Dementia Supportive Communities

#### Introduction

##### ***What is Dementia?***

Dementia is a debilitating condition (and not a part of natural ageing) which describes a collection of symptoms, including a decline in memory, reasoning and communication skills and a gradual loss of skills needed to carry out daily activities – includes Alzheimer's and a range of other conditions such as vascular dementia. (Alzheimer's Society 2007)

The number of older people in North Wales is rising rapidly; the 65+ age group is predicted to increase by 42% between 2013 and 2031 and those aged 85+ is expected to increase by more than 80% by 2031<sup>8</sup>. In 2012 there were 1,806 people aged 65 and over with a formal diagnosis of dementia in Flintshire, this is projected to increase by 26%<sup>9</sup> from 2013 to 2020. Growth in the number of people living with dementia means an increase in the number of carers. Caring for a person with dementia can be difficult and demanding, particularly as the illness develops. It has been found that if carers are supported and receive counselling at the point of diagnosis a care home placement can be prevented in 28% of cases.<sup>10</sup>

#### **What we know**

Towards the end of 2013, a number of listening events were held across Flintshire to gain the views of older people on dementia services and the type of service that they would wish to have in the future. These include:

- more fully supported care at home
- facilities for home-based assessments
- increasing awareness about dementia including support, access to information and advice
- training for healthcare professionals, domiciliary and residential care staff
- therapies and activities training and awareness for families and carers
- improvements in diagnosis and referral including self-referral
- improved access to facilities (healthcare and services)
- reduce the stigma of memory loss, promote dignity and respect

Whilst no one would choose to experience Dementia, many people who experience Dementia go on to do amazing and fulfilling things in their lives. It is therefore important to recognise that Dementia is only a part of a person not the whole. In Flintshire we want people living with Dementia to be able to live fulfilled and meaningful lives, to feel safe and be supported in their communities and wherever the "dementia road" may take them, to be sure

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<sup>8</sup> Source: 2011-based projections for local authorities in Wales, Welsh Government

<sup>9</sup> DaffodilCymru

<sup>10</sup> National Carers Strategy UK

there will be care and support services flexible enough to meet their unique wishes and needs. We have developed an action plan (Integrated Health and Social Care Dementia Action Plan) to ensure that people living with dementia have access to high quality person centred Dementia care in the most appropriate settings to meet their needs.

### How will Dementia Supportive Communities make a difference to the wellbeing of older people?

POSTCARD FROM THE FUTURE

Dear Gwenda


Thank you for your lovely card and kind words of encouragement. I woke up this morning and told myself 'I'm going to have a good day' and it's started off well with this postcard to you. Since my diagnosis I have spent a lot of time worrying, but I had a really good chat with the Occupational Therapist who came to see me and I realise it's not all doom and gloom. I didn't realise how common dementia is, and how many things there are to support people like me. On a good day, I'm fine, but on days that are not so good, I have struggled to do the smallest task. This used to worry me and made me frightened to go out, but now I am much more confident.

My local town is Dementia Friendly, and I feel quite safe. Every week I go to the local shops knowing support is there if I need it, and there is a memory café I go to once a month. I like it when we have singing sessions, I seem to be able to remember the words of all my favourite songs. Now I have my 'Buddi' I can take Rusty for a walk again, I really missed doing this when the regular route became unfamiliar, but now if I feel disorientated I just press the alarm and someone supports me. Most of the time I'm Ok though.

Jim and I are much better with each other too. We were really getting on each other's nerves because he wouldn't let me out of his sight and he didn't sleep very well either in case I got up in the night to go out shopping or clean the house. He now understands me more.

Of course I still worry about the future, but whilst I'm having good days like this, I know life is definitely worth living. Hope your family is well

Best wishes  
Megan



Mrs Gwenda Davies

Any road

Any town

County

Post Code

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*Scenes from North Wales*

### Theme 3: Dementia Supportive Communities

**Priority 1: People in Flintshire affected by dementia feel confident, valued and understood**

**Priority 2 : Improve diagnosis across Flintshire and timely support before, during and after diagnosis**

**Priority 3 : Enhanced education, training, information and advice around Dementia is established**

What we will do in Flintshire	National OPS reference	Responsible person / Key contributor(s)	How we will know if we are succeeding	Milestones
<p><b>Develop an approach for supporting people affected by dementia</b> Implement Flintshire integrated Health and Social Care Dementia Plan</p> <p>Contribute to a regional approach to commissioning.</p> <p>Work with partners to support local communities to become Dementia Friendly (DF)</p>	<p>Healthy Ageing – Promote physical, mental and emotional wellbeing</p>	<p><b>Commissioning Manager, FCC</b></p> <p><b>BCUHB lead for dementia commissioning</b></p> <p>Community based partners</p>	<p>Actions within the Dementia plan are being taken forward.</p> <p>N Wales commissioning statement</p> <p>No. of Communities working towards being DF</p>	<p>First Dementia Friendly (DF) Community (Mar 2017)</p> <p>2 further DF Communities (Mar 2018)</p>
<p><b>Encourage and support local communities to become ‘Dementia Friendly’ (DF)</b> Raise awareness of Alzheimer Society Dementia Friends and promote training opportunities to local business, community groups, community services etc.</p> <p>Identify appropriate awareness training for front line staff across all services including Social Services, Leisure, Housing, Environment, Transport etc.</p> <p>Work with local Alzheimer’s Society to develop a local directory of Dementia Friendly organisations, communities etc.</p>	<p>Living in the Community - older people are able to participate in and access amenities/ services Shared spaces - older people find public places welcoming, safe and</p>	<p>Social Services</p> <p>Alzheimer’s Society,</p> <p>OPS Co-ordinator</p> <p>FCC Training Managers</p> <p>Alzheimer’s Society</p>	<p>No. of businesses, partners, community representatives DF trained,</p> <p>No. of communities delivering DF activity</p> <p>No. of frontline staff DF trained across services</p> <p>No of DF organisations</p>	<p>Training delivered to community groups/businesses in two communities (Mar 2017)</p> <p>Training delivered to frontline staff in social services and housing (Mar 2017)</p> <p>List of Flintshire organisations that</p>

What we will do in Flintshire	National OPS reference	Responsible person / Key contributor(s)	How we will know if we are succeeding	Milestones
	accessible			have received DF training (Mar 2017)
<p><b>Support partners to improve assessment, diagnosis and care</b>            Raise awareness of the symptoms of dementia through information points at GP practices, Community Psychiatric Nurses, Social Workers, Dementia support workers (Integrated Health and social Care Dementia Plan)</p> <p>Identify local services to support people with dementia (including gaps in provision)</p> <p>Work with 3rd party providers to increase number/range of services/activities to support people with dementia</p> <p>Provide information and advice about services to support people with memory problems and their carers.</p>		Commissioning Manager, FCC  Primary Care providers  Social Services  Alzheimer's' Society  OPS Co-ordinator  FLVC  Communities First  SPoA Team	No of GP practices where awareness raising points have been held.  No. of Dementia Support Workers (DSW)  No of referrals to Flintshire memory Clinics  No of services supporting people with dementia and their carers  Increase in number/range of services/activities  No of referrals to dementia services	36 GP Practices promoted Dementia awareness (Jun 2016)  Dementia services registered on SPoA Directory of Services (Jun 2016)
<p><b>Identify and promote opportunities for prevention</b>            Support the promotion of key Public Health messages</p>	Healthy Ageing	OPS Co-ordinator  Wellbeing & Partnership Lead  Public Health Wales	No. of health promotion campaigns supported.	Ongoing

## 4. Opportunities for Learning and Employment

### Introduction

The County is a major economic driver for North Wales and North West England and is host to one of the largest concentrations of manufacturing employment in the UK. Through the Deeside Enterprise Zone, up to 7,000 new employment opportunities are forecast for the County and the challenge for the future is to ensure that economically inactive residents are able to benefit from this opportunity.

The proportion of 50–64 year olds claiming Jobseekers Allowance (JSA) in Flintshire is 1.2% of 50-64 compared to 3.3% of 18-24 year olds<sup>11</sup>. The activity rate for the working age population in Flintshire was 77.7% for the year up to December 2013, but the activity rate for the 50-64 age group was just 40.6%<sup>12</sup> demonstrating there is a significant number of people in this age group neither in employment or defined as unemployed. Older people are also more likely to have low skill levels than other workers. In Flintshire 11.8% of 50-64 year olds hold no qualifications compared to 7.7% for the working age population as a whole<sup>13</sup>.

Ageing Well in Wales identifies the need to prioritise opportunities for employment and new skills for older people in order to:

- avoid premature withdrawal from the labour market
- enable older people to exercise their right to participate in the labour market
- enable older people to benefit from the health and wellbeing that employment can promote<sup>14</sup>.

Older people face particular challenges in entering or maintaining employment. These include:

- Employer perceptions of older workers
- Skills and qualifications
- Caring responsibilities
- Older people are also more likely to be managing a long term health condition or disability.

The rapid introduction of new technologies has led to a decline in lower skilled employment opportunities. Older adult's employment has become concentrated into declining sectors leading to a mismatch between their skills and those of expanding sectors. They are also less likely to possess qualifications or to participate in training particularly if they are not in employment. This emphasises the importance of informal and community based learning provision to re-engage older people with learning. Learning not only improves employment opportunities but also enhances social inclusion and contributes to personal wellbeing. Continued learning can also increase resilience through financial and digital inclusion.

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<sup>11</sup> Office for National Statistics October 2014

<sup>12</sup> Office for National Statistics December 2013

<sup>13</sup> Office for National Statistics annual population survey December 2013

<sup>14</sup> Manchester Equal Opportunities Commission 2005

## What we know

With the economic downturn, retirement has become less affordable. Providing older people with the opportunity to remain in work or to re-enter the labour market is becoming increasingly important, particularly since poverty in later life is specifically associated with high levels of social isolation, poor health, insufficient social care, poor housing and lack of access to good financial advice and support<sup>15</sup>. A significant proportion of older people have a role caring for others. In Flintshire 6,572 individuals aged 50-64 are carers, with 1,302 providing more than 50 hours each week. This can bring major challenges in terms of participation in the labour market as well as to their health and wellbeing. Continued participation in employment or volunteering is particularly important to reduce the risk of isolation to which carers may be more vulnerable.

There are a number of initiatives in Flintshire that support people into training and employment. Whilst these are open to all adults who are not in employment, education or training (NEET), they are predominantly accessed by younger adults. Support into Employment projects help people to develop employment skills and gain work including CV production, job searches, application forms, gaining relevant IT skills to increase employability and promote Digital Inclusion. Community Education projects provide informal and formal education opportunities and assistance to overcome any barriers hampering involvement, such as poor literacy/numeracy skills. Participants are supported and signposted to access further education opportunities, as well as providing information on voluntary work and placement opportunities to further their development.

Informal learning opportunities and taster sessions are organised across the County by partners including voluntary organisations. These have included 'Learning for Health' (Communities First), Digital Inclusion (Communities 2.0), Welsh language classes (Coleg Cambria/[www.learnwymraeg.org](http://www.learnwymraeg.org)), and a range of art and crafts, singing, exercise classes and taster sessions.

The University of the Third Age (U3A) is an international self-help organisation for retired and semi-retired people, which provides educational, creative and leisure opportunities in lifelong learning. Flintshire U3A<sup>16</sup> is an association of groups, which meet to offer a wide variety of activities and interests. The meetings also provide opportunities to make new friends, share interests and develop new skills in an informal and friendly atmosphere.

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<sup>15</sup> Older People Strategy for Wales 2013-23


<sup>16</sup> <http://www.flintshire-u3a.co.uk/index.html>

## How will Opportunities for Learning and Employment make a difference to the wellbeing of older people?

POSTCARD FROM THE FUTURE

Dear Graham

Thank you for your Good Luck card and words of encouragement.  
I had been in my current job for nearly 20 years and really needed a new challenge. Career opportunities when you get to our age are few and far between, so when I saw that ad in the local paper about training opportunities for entrepreneurs I was keen to find out more.  
The training was held in the evenings in the village hall so it was really handy. There was a real mix on the course as well: some youngsters who had some really good ideas but no idea about how to get them started, a few like me who had been in their jobs for a long while and wanted to setup on their own, and a few people who were recently retired.  
The course was really good for me, as it helped me to identify my strengths and weaknesses, and has given me the information and tools I need to take the next steps. I've made some useful contacts too, and will no doubt keep in touch over the coming months as my business develops.  
This is quite an exciting time for me, and it's given me a new lease of life. Who said "you can't teach an old dog new tricks!"  
I'll keep you posted on progress.  
Kind regards,  
Bob



Mr Graham Jones  
Any road  
Any town  
County  
Post Code

*Disclaimer:  
This 'postcard from the future' exists by way of example  
for training purposes and no guarantee is made that the  
services identified will be available  
In the future.*

Scenes from North Wales

**Theme 4: Opportunities for Learning and Employment**

**Priority 1: Older people in Flintshire benefit from maximised opportunities for participation**

**Priority 2: Maximise opportunities for older people in Flintshire to increase their income**

**Priority 3: Older people are empowered to plan effectively for their future**

What we will do in Flintshire	National OPS reference	Responsible person / Key contributor(s)	How we will know if we are succeeding	Milestones
<p><b>Increase the number 50+ volunteers</b> Work with partners to promote opportunities for older people to volunteer</p>		FLVC Volunteering officer	Increase in no. of people over 50 volunteering (baseline)	Volunteer stand at International Day for OP event (Oct 2015)
<p><b>Increase the number of older people continuing their learning and skill development</b> Increase the number 50+ accessing Communities First (CF) training  Work with partners to increase/promote the range of courses available in local communities  Identify/promote local opportunities for education and training (e.g. University of the Third Age, Digital Inclusion)  Research good practice examples and identify opportunities for local development</p>	Learning and Activities – Older people can access help with reskilling and retraining	Communities First leads  FCC lifelong learning  Coleg Cambria  OPS Coordinator  OP Engagement Worker	No of people 50+ accessing CF training  No. of people 50+ accessing college based courses, community learning courses (baseline)  Record of education and training opportunities promoted to OP groups  Examples of good practice identified	Stand promoting learning opportunities at International Day for OP event (Oct 2015)
<p><b>Provide opportunities for people aged 50+ to increase/maintain their financial independence</b> Lead by example as an employer to recruit and retain valued employees who have caring responsibilities  Investigate opportunities to extend Communities First models (Support into employment, Communities First Academies) across Flintshire</p>	Employment – Older people who want to work can continue to do so and can access help with reskilling	Head of Human Resources & Organisational Design, FCC  Economic Development Mgr, FCC	No of FCC employees with caring responsibilities supported through Working and Caring Policy.  Opportunities to extend models identified	OPUS 3 year project commences (Apr 2016)  List of Financial Inclusion schemes (Mar



What we will do in Flintshire	National OPS reference	Responsible person / Key contributor(s)	How we will know if we are succeeding	Milestones
<p>Raise awareness of the needs of people aged 50+ to inform the Regional Inactivity Work (Project OPUS)</p> <p>Identify and promote existing financial inclusion schemes amongst older people, including benefits and debt advice, housing advice, financial assessments, welfare rights</p> <p>Provide outreach services through Communities First (CF), Flintshire Connects, Citizens Advice etc.</p>	<p>and retraining</p> <p>Financial Inclusion – Older people can access appropriate financial advice and services</p>	<p>Regional Inactivity Project (OPUS) Lead</p> <p>FCC Policy and Performance</p> <p>OP Engagement worker</p> <p>OPS Co-ordinator</p> <p>CF Lead</p> <p>FCC Customer Services Mgr</p>	<p>Needs of older people reflected in OPUS business plan</p> <p>Financial inclusion schemes identified; over 50s Benefit take-up.</p> <p>Financial inclusion schemes advice/signposting through Flintshire Connects, Communities First</p>	<p>2017)</p>
<p><b>Provide access to quality assured information to support OP to plan for their future</b></p> <p>Identify/promote Government approved schemes e.g. Pension Wise, Citizens Advice</p> <p>Identify quality assured resources to support older people to plan/maintain their financial independence</p> <p>Promote the range of housing options to support people to plan effectively</p> <p>Contribute to / participate in national programmes to support older people through economic transitions e.g. retirement planning e-learning pilot</p>	<p>Pensions and other income – older people have an adequate standard of income and are receiving all the financial benefits to which they are entitled</p>	<p>OP Engagement Worker</p> <p>FCC Community Based Accommodation Support (CBAS)</p> <p>North East Wales (NEW) Homes</p> <p>OPS Co-ordinator</p>	<p>Government approved schemes identified</p> <p>Quality assured resources identified</p> <p>No. of people receiving support through housing options</p> <p>Local implementation of national programmes</p>	<p>List of Government approved schemes (Mar 2017)</p> <p>Housing options promoted at OP event (Oct 2015)</p>

## 5. Loneliness and Isolation

### Introduction

Loneliness and isolation are cross-cutting issues that can seriously impact on the health and wellbeing of older people in Wales. The terms 'loneliness' and 'isolation' are often used together but they refer to two different concepts<sup>17</sup>:

- Isolation refers to separation from social or familial contact, community involvement, or access to services.
- Loneliness is an individual's personal sense of lacking these things to the extent that they are wanted or needed.

It is therefore possible to be isolated without being lonely, and to be lonely without being isolated. For example, an older person can be physically isolated (living alone, not seeing many other people etc.) without feeling lonely. In contrast, older family members and care home residents may not appear to be physically isolated, but their relationship with the people they live with may not be enough to prevent them from feeling lonely.

### What we know:

Both loneliness and isolation appear to increase with age, and among those with long-term health problems. Around 30% of people aged 65+ report sometimes or often feeling lonely, with this figure rising to almost half in the oldest old (80+)<sup>18</sup>. Other risk factors include bereavement, retirement, becoming a carer, not having access to a car, lower income, physical environment (e.g. lack of public toilets, benches)

Evidence from Public Health England tells us that loneliness is a real health issue, the risk factor being similar to smoking and worse than obesity<sup>19</sup>. It is also associated with poor mental health and with conditions such as cardiovascular disease, hypertension and dementia.

It is clear that preventing and alleviating loneliness is vital to enabling older people to remain as independent as possible. Lonely individuals are more likely to:

- Visit their GP, have higher use of medication, higher incidence of falls and increased risk factors for long term care (Cohen, 2006)
- Undergo early entry into residential or nursing care (Russell et al, 1997)
- Use accident and emergency services independent of chronic illness (Geller, Janson, McGovern and Valdini, 1999)

Interventions to reduce social isolation have been based around one-to-one and group activities such as befriending, mentoring, social groups, lunch clubs, and wider community engagement. There is little documented evidence of the effectiveness of these interventions however research has

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<sup>17</sup> Age UK Loneliness and Isolation Evidence Review

<sup>18</sup> Age UK Loneliness and Isolation Evidence Review

<sup>19</sup> JRF Neighbourhood Approaches to Loneliness

shown that both one-to-one and group initiatives can alleviate feelings of loneliness, reduce symptoms of depression and lead to a reduction in the use of health services.


## How will actions to prevent Loneliness and Isolation make a difference to the wellbeing of older people?

POSTCARD FROM THE FUTURE

Dear Daisy  
You said I was doing too much and you were right! I thought keeping busy was making me happy, until I read that article you sent me from the paper on Loneliness, it really struck a chord. I had never considered myself lonely as I am so busy and have many friends, but reading the article I realised, that whilst I was often helping out in the local charity shop and saw family and friends regularly, I was in fact, lonely.  
I would spend most of my day in the shop, then the children would pop in to see me on their way home from work, then when they had gone... silence.

I found out about this club for men who meet twice a week to share skills and ideas and make things. They call it a 'Men's Shed', but we meet in the Community Centre, and all the tools are kept locked up in a store room. We've made a few things now, which we've mostly donated to the school to sell at the school fair, but we recently made a bench for the school playground. Some of the men bring their grandsons along in the holidays, and it's good to be able to teach them new skills - it reminds me of when Jack was young and I used to help him with his school projects.  
I still work in the shop, but just twice a week, and the children come round at the weekends when they have more time to sit and chat. It's funny, it used to be them doing all the talking, but now it's me. And when they're gone... silence, but I don't mind it any more.

Give my regards to the family  
Best wishes  
Mike



Mrs Daisy Parish  
Any road  
Any town  
County  
Post Code

*Disclaimer:  
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In the future.*

*Scenes from North Wales*

## Theme 5: Loneliness and Isolation

**Priority 1: Loneliness and isolation are recognised as public health and safety issues in Flintshire**

**Priority 2: The main causes and factors of loneliness and isolation amongst older people living in Flintshire are identified and understood**

**Priority 3: The provision of innovative and accessible transport is developed, addressing the impact of changes to life circumstances that older people face**

What we will do in Flintshire	National OPS reference	Responsible person / Key contributor(s)	How we will know if we are succeeding	Milestones
<p><b>Raise awareness of the impact of loneliness and isolation on the health and wellbeing of older people</b>            Actions to promote health and wellbeing will include loneliness and isolation as a public health issue</p> <p>Promote national campaigns/initiatives to raise awareness of the impact of loneliness and isolation</p>	<p>Social Participation – Older people enjoy a better quality of life, have active social lives, unwanted social isolation is minimised</p>	<p>Public Health Wales</p> <p>OPS Coordinator</p>	<p>Loneliness and isolation included in health promotion activity</p> <p>Local promotion and support of national campaigns through local networks, websites, newsletters, events</p>	<p>2 Health promotion events (Mar 2016)</p>
<p><b>Health and social care information and advice services address the impact of loneliness and isolation on people’s wellbeing</b>            Ensure that loneliness and isolation are adopted as part of the “what matters” conversation</p> <p>Identify opportunities to provide information and advice about services that could minimise the risk of someone becoming lonely/isolated and promote wellbeing, to include (but not limited to) First Contact (Single Point of Access), Connects, GPs etc.</p> <p>Promote 5 ways to wellbeing messages through older people groups/networks</p>		<p>Single Point of Access Team</p> <p>FLVC Directory of Services Lead,</p> <p>OPS Coordinator</p> <p>OP Engagement Worker</p>	<p>No. of referrals to social/activity groups</p> <p>Opportunities to promote services identified</p> <p>Older people are familiar with the 5 Ways to wellbeing messages</p>	<p>Loneliness and Isolation adopted as part of the “what matters” conversation (October 2016)</p>

What we will do in Flintshire	National OPS reference	Responsible person / Key contributor(s)	How we will know if we are succeeding	Milestones
<p><b>Identify and develop current and potential interventions that could reduce loneliness and isolation amongst older people</b>            Research evidence based initiatives to combat loneliness and isolation and identify opportunities to develop with partners</p> <p>Assess the use of the ‘Measuring services impact on loneliness’ guide to health, social services, third sector</p>		<p>OPS Coordinator</p> <p>FLVC Health &amp; Social Care Facilitator</p> <p>Communities First Lead</p> <p>FLVC Health &amp; Social Care Facilitator</p>	<p>Opportunities for developing evidence based initiatives locally identified</p> <p>Agreement to use Loneliness scale to trial in one service area to measure it’s impact on loneliness</p>	<p>Trialling/implementing 1 evidenced based initiative (Jun 2017)</p> <p>(Mar 2017)</p>
<p><b>Identify opportunities for older people to lead full and active lives to minimise the risk of loneliness</b>            Ensure older people have the opportunity to contribute to discussions around public/community transport</p> <p>Provide support to the Minority Ethnic Elders Advocacy (MEEA) Project to raise awareness of the project amongst local minority groups</p> <p>Promote Financial inclusion (see Opportunities for Learning and Employment)</p> <p>Promote housing advice/support (see Age-Friendly Communities)</p> <p>Promote the range of Housing Schemes to ensure older people are able to make informed choices about where they live (see Age-Friendly Communities)</p>	<p>Transport - Older people can access affordable and appropriate transport.</p> <p>Pensions and other income</p> <p>Financial inclusion</p> <p>Housing - Older people are supported to live in homes, communities suitable for their needs</p>	<p>National OP Partnership Forum</p> <p>OPS Coordinator</p> <p>MEEA Advocacy Officer,</p> <p>OP Engagement Worker</p>	<p>OP are included in planning/consultation around public/community transport</p> <p>No of Minority Ethnic groups supported by the project</p>	<p>One Minority Ethnic group identified (Mar 2016)</p>

## **Glossary and Explanatory Notes**

Acronyms used in this document