

‘AGEING WELL PLANNING GROUP’ ACTION PLAN 2007-2008

Demographic changes are significantly altering the balance of the population in Wales. Policies and programmes should reflect the needs of an ‘ageing’ society and be proactive in promoting health and increasing independence in older age. This action plan is supported by and will contribute to the delivery of two key policy documents, the Strategy for Older People in Wales¹ and the National Service Framework (NSF) for Older People². The overall aim of these policies in terms of health promotion is to promote and improve the health and well being of older people (age group 50+) through co-ordinated and integrated planning and service delivery frameworks. The Cardiff Health, Social Care and Well-being Strategy⁶ includes older people as a priority group and provides an overarching strategic direction for services/activities in Cardiff.

Key principles

This action plan will be underpinned by the United Nations Principles for Older Persons and will promote independence, participation, care, self-fulfilment and dignity¹. All activity will promote positive images of older people and will challenge ageism and discrimination. The aims of the ‘Ageing Well’ programme reflect the evidence base of the Healthy Ageing Action Plan for Older People^{3,4} and are consistent with ‘Health Challenge Wales’⁵. The action plan addresses some of the standards in the NSF for Older People.

Key actions

The key actions to consider when planning health promotion initiatives are that:

1. Local priorities among the older population should be assessed, taking stock of existing services and identifying broader opportunities to promote health and well being (housing, leisure, transport and community development initiatives)².
2. Older people must have fair access to programmes of disease prevention and health promotion. This includes influenza immunisation, cancer screening, blood pressure management, smoking cessation, oral health promotion, hearing and pharmacy services. Supporting individuals and communities in leading a healthier lifestyle should include activities that promote nutrition, positive mental health, physical activity and falls prevention^{3,4}.
3. Local partnerships, at strategic and operational levels, between Local Authorities, LHB’s, Trusts, statutory and independent partners should develop an evidence based programme of health promotion, strengthening and developing services to meet the changing needs of older people. All activity should take into account the impact of culture, religion and the life style choices of different population groups^{1,3}.

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NSF Standard:			
<i>The promotion of health and wellbeing in older age:</i> the physical and emotional health and wellbeing of people over 50 is promoted through strong partnerships, with the aim of extending healthy life expectancy and quality of life			
Objective 1 INFORMATION	Action Planned	Progress during 2006	Priorities for 2007-08
<p>To provide accurate and timely information on health and well being activities for older people in Cardiff</p> <p><i>(Key action 1 & 2)</i></p> <p>Target Group: Older people Health and social care professions</p>	<p>Develop and maintain an accurate database of information in existing services for older people:</p> <p>(a) Map local activities and feed in to Connect2Cardiff (C2C) and other key sites</p> <p>(b) Promote the use of C2C as a source of information by identifying organisations that can distribute C2C contact details to older people through communication networks eg newsletters</p> <p>(c) Use 'Involving Older People' process, 'Engagement Programme' and consult with Older People's Forum</p> <p>(d) Provide information, support and training to target group</p>	<p>£35k of Wanless funding enabled a mapping exercise of services and activities to be commissioned. Project Manager now in post for 'Making the Connections' capacity building project</p> <p>Exploring ways of linking to and promoting C2C not achieved in 2005</p> <p>Ageing Well database increased to 1,800 people covering 37 topics. Interest groups targeted (eg healthy eating, 'get cooking' courses/ WAG alcohol leaflet)</p> <p>Secured funding to update Age Wise Directory and associated database and to produce community directory of activities for older people</p>	<p>Work with 'Making the Connections' as required (Lead: APG/AWPG)</p> <p>Provide C2C with Age Wise and Ageing Well information(Lead: Age Concern)</p> <p>Continue to maintain and develop Ageing Well database (Lead: Age Concern)</p> <p>Complete directory by April 2007 and distribute widely across Cardiff (Lead: Age Concern)</p> <p>Engagement Programme will continue to use innovative methods of working with older people and will lead on Congress 2007, in partnership with Strategy for Older People Co-ordinator (Lead: Age Concern / LA)</p>

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		<p>Engagement Programme used innovative methods of involving older people (arts and drama) and led on Congress 2006 (attended by 350 people)</p> <p>Quarterly editions of 'Life Times' newsletter published (circulation around 1800)</p>	<p>Ageing Well information to feed into other key sites. (e.g. LHB, NPHS, C2C) (Lead: NPHS)</p> <p>Information from Ageing Well Planning Group partners circulated as appropriate (Lead: AWPG)</p>
Objective 2 PARTNERSHIPS	Action planned	Progress in 2006	Priorities for 2007-08
<p>Strengthen links with other Planning Groups and Partnerships</p> <p><i>Key action 3</i></p> <p>Target Group: Potential Partnership Groups</p>	<p>(a) Chair or nominated representative to attend Older People's Advisory Planning Group meetings and provide with updates as agreed</p> <p>(b) Link to Cardiff Health Alliance strategic groups: Mental Health APG Physical Activity and Health, Food and Health Strategy Group Housing Strategy Sub-Group</p> <p>(c) Continued up to date advice and support to ensure AWPG can take full advantage of funding opportunities and policy</p>	<p>Progress report submitted to APG March 2006.</p> <p>Wider representation and attendance at AWPG meetings. AWPG attended by: Age Concern, LPHT, Care & Repair, Adult Services, Strategy for Older People, Rehab, Primary Care & Podiatry services of Cardiff & Vale NHS Trust</p> <p>£80k Wanless funding obtained in 2006/07 to take forward elements of the Ageing Well Programme: falls prevention (Podiatry), Ageing Well Co-ordinator post and activities, increased capacity in LPHT, small grants scheme and counselling service</p>	<p>Progress report and Action Plan update to be presented to APG in Spring 07. Clarify priorities of NSF for AWPG and incorporate into action plan (Lead: NPHS)</p> <p>Continue to support and promote small grants scheme. (Lead: Age Concern / AWPG)</p> <p>Continue to strengthen links with Local Authority and voluntary sector and seek wider representation on AWPG (Lead: NPHS / AWPG)</p> <p>Funding for Ageing Well element of Wanless LAP secured for 07/08 (£100,000). Submit reports and evaluations as per Wanless requirements to secure funding for</p>

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	<p>(d) Build links with existing community projects – Communities First, Healthy Living Programmes, Barefoot, Heart Ely and Heart Link</p> <p>(e) Engage with 'involving older people' process, Older People's Forum, Ageing Well Cymru network</p>	<p>33 projects supported by small grants scheme funding, grants ranged from £100 - £500</p> <p>Networking and raising profile of Ageing Well Programme continued throughout 2006 (reflected in numbers on Ageing Well database). Health Promotion awareness study day held for Trust rehab staff.</p>	<p>a 4th year (Lead: NPHS)</p> <p>Continue to network and raise profile of Ageing Well Programme and planning group. (Lead: AWPG / NPHS/ Age Concern)</p>
Objective 3 ACTIVITIES	Action planned	Progress in 2006	Priorities for 2007-08
<p>For the Ageing Well Planning Group to:</p> <ul style="list-style-type: none"> • Provide a n active network • Promote existing activities • Create new opportunities where gaps are identified <p><i>Key action 1/2/3</i></p> <p>Target group Older People/ agencies working with/on behalf of older people</p>	<p>(a) network meetings to be held bi-monthly</p> <p>(b) Promote and network with existing services: - Care and Repair - Affordable Warmth Strategy - Walking for Health - HWW Ageing Well programme - Extend – increase number of classes, targeting some BME communities - Exercise on Prescription</p> <p>(c) promote physical activity initiatives for older people</p> <p>(d) Health Promotion information and training sessions on falls prevention, oral health and</p>	<p>AWPG meetings held bi-monthly</p> <p>All activities on going. 25 Extend classes running throughout Cardiff & Vale.</p> <p>10 walks with approx 100 people the majority over 50 in areas such as Ely, Llandaff, Roath and St Mellons.</p> <p>Ageing Well Co-ordinator work: baseline audit completed of activities in Llanrumney, Rumney & St Mellons, HWW 'Passport for Health' developed for Llanrumney club. Participants increased to 50+ regular attendees. Additional</p>	<p>Bi-monthly AWPG Meetings</p> <p>Monitor progress of Ageing Well Co-ordinator roles & present to AWPG (Lead: Age Concern)</p> <p>Continue to promote small grant scheme and create new opportunities (Lead: AWPG/Age Concern)</p> <p>Continue to work with LA partners in promoting activities. Continue to seek out and support opportunities to contribute to training & information days. (Lead: AWPG)</p> <p>Continue to develop Counselling Service in Cardiff (Lead: Age Concern)</p>

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	<p>podiatry. Support for Falls Prevention Day</p> <p>(e) Develop initiatives that promote emotional well being and social inclusion - promote Age Concern Counselling Service, 'Books on Prescription' scheme and Expert Patient Programme</p> <p>(f) Develop Senior Health Mentor training courses</p> <p>(g) Strengthen links with Local Authority services in order to promote and implement initiatives that will improve the health and well being of users in day and residential care: - work with groups within service to identify gaps and provide training and education as required</p> <p>(h) work with Rehabilitation Directorate in health promotion/ ageing well activity</p> <p>(i) Promote work of Care & Repair and develop new activities and campaigns</p>	<p>classes now established. 'Get cooking' classes introduced, some with intergenerational emphasis, hosted in local schools</p> <p>Physical activity programmes for older people promoted eg free swimming for over 60s</p> <p>AWPG contributed to health promotion information days for Rehab Directorate & Care Home staff. Provided speakers for Senior Health Mentor training days and for older people's groups. Contributed to 3 'Safe & Sound Roadshows'</p> <p>Counselling service capacity increased in Cardiff (presentations given to GP training days, conferences & study days). Men's health workshop held in Men's Health month and 100 information packs distributed via SHM's</p> <p>Pre-retirement baseline work completed.</p>	<p>Priority activities for 2007:</p> <p>Cardiff Older Peoples Eisteddfod (March 07) Ageing Well Sponsored Walk (May 07) Garden Show (Sep 07) Older People's Congress (Oct 07) (Lead: Age Concern)</p> <p>Implement 'Safe and Sound this Summer' campaign. Hold Carers DIY workshop in March 2007. Promote uptake of Hardship Fund (Lead: Care & Repair)</p> <p>Promote mental health services for older people eg counselling etc (Lead: AWPG)</p>
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Objective 4 KEEP WELL THIS WINTER and FLU CAMPAIGNS	Action Planned	Progress in 2006	Priorities in 2007-08
<p>To continue to support and raise the profile of the 'Keep Well This Winter' campaign and flu vaccination campaign.</p> <p><i>Key action 2</i></p> <p>Target group: Older people living alone/isolated and older people at high risk of developing influenza</p>	<p>(a) Co-ordinate KWTW campaign in Cardiff</p> <p>(b) Disseminate information through Good Neighbour Schemes, Friendship Clubs, Communities First etc</p> <p>(c) Undertake flu vaccination promotion campaign</p>	<p>KWTW report submitted to WAG and NPHS Mar 2006</p> <p>Flu campaign leaflets, CDs, and posters distributed widely across Cardiff to primary care providers and pharmacies. Pharmacies discussed directly with 3349 customers about flu vaccinations. Evaluation report completed on this intervention.</p> <p>KWTW campaign featured monthly in Capital Times throughout the winter</p> <p>Information/ helpline launched by Age Concern. Evaluation report submitted to funding bodies</p>	<p>Co-ordinate KWTW campaign for 07/08, including financial monitoring and evaluation, and submission of annual report(Lead: NPHS/ AWPG)</p> <p>Implement flu vaccination campaign for 07-08 (Lead: NPHS)</p> <p>Promote KWTW and flu vaccination campaigns (Lead: AWPG / Age Concern / NPHS)</p>

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NSF Standard:			
<i>Falls and Fractures:</i> The NHS, working in partnership with Local Authorities and other stakeholders, takes action to prevent falls, osteoporosis, fractures and other resulting injuries, and to maintain wellbeing in their populations of older people. Older people who have fallen receive effective treatment and rehabilitation and, with their carers. Receive advice on prevention through integration of falls and fracture services.			
Objective 5 FALLS PREVENTION	Action Planned	Progress during 2006	Priorities for 2007-08
<p>To develop an effective and coordinated approach to falls prevention</p> <p><i>(Key action 2)</i></p> <p>Target Group:</p> <p>Older people Key partners</p>	<p>(a) Develop a Falls Prevention Programme and Partnership as per NSF & NICE guidelines</p> <p>(b) Support Falls Awareness Day 26 June 2007</p> <p>(c) Provide advice and information to older people about support available to prevent falls in the home</p> <p>(d) Implement slipper exchange scheme</p>	<p>Falls assessment tool being piloted by Cardiff & Vale NHS Trust</p> <p>Falls prevention programmes implemented in day hospitals in rehabilitation</p> <p>Care & Repair offer a range of services to people in their homes to assist falls prevention</p> <p>58 slippers issued during 06/07</p> <p>Moving More Often pilot project carried out in care homes in Cardiff. Report submitted WAG</p>	<p>Support the development and implementation of a Falls Prevention Programme as per NSF & NICE guidelines. Seek clarification from APG and incorporate into action plan (Lead: Trust / NPHS / Age Concern)</p> <p>Falls Awareness Day campaign on 26/06/07 (Lead: (AWPG))</p> <p>Promote falls prevention advice and assistance offered by organisations to older people (Lead: AWPG)</p> <p>Continue slipper exchange scheme and audit long term benefits to patients (Lead: Podiatry, C & V Trust)</p>

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References

1. WELSH ASSEMBLY GOVERNMENT (2003) The Strategy for Older People in Wales. Cardiff, Welsh Assembly Government.
2. WELSH ASSEMBLY GOVERNMENT (2006) National Service Framework for Older People. Cardiff, Welsh Assembly Government.
3. WELSH ASSEMBLY GOVERNMENT (2005) Healthy Ageing Action Plan for Wales. Cardiff, Welsh Assembly Government.
4. WINDLE G, PARSONAGE R, PRENDERGAST L *et al* (2003) Health Promotion for Older People: A Literature Review. Cardiff, Welsh Assembly Government.
5. WELSH ASSEMBLY GOVERNMENT (2005) Health Challenge Wales.
6. CARDIFF HEALTH ALLIANCE (2004) Cardiff Health, Social Care and Well-being Strategy. Cardiff, Health Alliance.

Abbreviations

WAG	Welsh Assembly Government
NPHS	National Public Health Service (Local Public Health Team)
AWPG	Ageing Well Planning Group
LA	Local Authority (Cardiff Council)
LHB	Cardiff Local Health Board
APG	Older People's Advisory Planning Group
LAP	Wanless Local Action Plan
KWTW	Keep Well This Winter
NSF	National Service Framework for Older People

Action Plan agreed at Ageing Well Planning Group meeting held on 14 May 2007.