

CARDIFF HEALTHY AGEING ACTION PLAN 2008-2009

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: 1) the Strategy for Older People in Wales¹ and 2) 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 Healthy Ageing 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 including:

- **The promotion of health and wellbeing in older age:** 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
- **Challenging Dependency:** a range of enabling, community based services is available to intervene promptly and effectively when older people's independence is threatened by health or social care needs, with the aim of challenging dependency and maximising wellbeing and autonomy
- **Falls and Fractures:** 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.

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}.

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 (2008) Cardiff Health, Social Care and Well-being Strategy 2008-2011. Cardiff, Health Alliance.

Cardiff Healthy Ageing Action Plan 2008-2009

Objective Number	Objective	Action Plan	Planned Actions	Time Scale	Lead Agency/ Officer	Outputs	Source of financial support (if appropriate)
1	Support the provision of information on health and well-being to older people; carers and professionals.	1.1	Maintain the 'Activities for the 50+ in Cardiff database' and publicise it through Networks, websites, libraries, leisure centres and health professionals.	March 2009	Age Concern	Up-to-date online Community Directory Limited printed supply of Directory Publicity materials	Wanless Strategy for Older people
		1.2	Broaden the membership of Age Concern's Ageing Well database to include additional members of the public and a wider range of professionals from health, local authority. Voluntary & independent sector	March 2009	Age Concern	10% increase in membership Database of contacts including range of professionals and public	Strategy for Older People
		1.3	Bring together key databases of information in relation to older people (from voluntary sector, Trust and Local Authority) into a user-friendly format as part of Health Challenge Cardiff	March 2009	HPT, Cardiff Council	Concise and accessible database of information	HPT
		1.4	Disseminate health-related information to older people via the publication of Life Times and increase its distribution	March 2009	Age Concern	Four editions of Life Times Dissemination to 2000 members of public	Wanless Strategy for Older people

2	Further develop opportunities to engage older people in the development, implementation and evaluation of health and well-being activities	2.1	Collate evidence-based practice on engagement with older people and share best practice of effectiveness amongst Healthy Ageing Planning Group members	March 2009	LPHT	Report on evidence-based practice in relation to engagement of older people	n/a
		2.2	Deliver a training event for professionals to develop a shared understanding of engagement & to develop individual organisation's actions in relation to engagement processes	Sept 2008	LPHT/ Age Concern	1 day training event on engagement Development of key actions from attendees	Wanless
		2.3	Increase the number of volunteers involved in the Ageing Well & Engagement Programme by advertising at events, fairs and Volunteer Community Service	March 2009	Age Concern	Increased number of volunteers	Wanless
		2.4	Increase the capacity of older volunteers to co-ordinate and publish Life Times	March 2009	Age Concern	Articles written by older people	Wanless
Objective Number	Objective	Action Plan	Planned Actions	Time Scale	Lead Agency/ Officer	Outputs	Source of financial support (if appropriate)
3	Develop & maintain a co-ordinated approach to health improvement activities for older people (e.g. Physical activity; food and health; emotional and mental health; capacity building)	GENERAL					
		3.1	Incorporate older people's issues in Health Alliance Well-being Task Groups Action Plans (Food & Health Steering Group; Physical Activity Steering Group; Mental Health Promotion Sub-Group; Smoke Free Cardiff)	March 2009	HPT, Cardiff Council	Actions with reference to older people's issues contained within Health & Well Being Action Plans Feedback to Planning Group on delivery	Within existing budgets

		3.2	Feed information from Cardiff Healthy Ageing Action Plan into Health Challenge Cardiff Brand and web-site	March 2009	HPT, Cardiff Council	Evidence within branding and website content	Health Challenge Cardiff (WAG)
		3.3	Represent older people and Cardiff Healthy Ageing work programme in annual health and well-being event as part of Health Challenge Cardiff (event for professionals/public/both)	March 2009	HPT, Cardiff Council	Presence at event	Health Challenge Cardiff (WAG)
		3.4	Healthy Ageing Planning Group to be represented in a working group considering overall lifestyle advice / promotion to specific target groups, i.e. early years, youth, older people, mental health.	March 2009	HPT, Cardiff Council	Evidence in Working Group Action Plan	Health Challenge Cardiff (WAG)
		3.5	Provide training opportunities in health promotion for staff / carers / volunteers working directly with older people (including food & nutrition; mental health awareness etc)	Oct 2009	LPHT/ Age Concern	Draft course content established Pilot Health promotion training event delivered Evaluation feedback	Wanless
		3.6	Continue to build capacity for health promotion within voluntary organisations through the Ageing Well Small Grants Scheme	March 2009	Age Concern (Capacity Building Project)	-Funding allocated to range of voluntary organisations	Wanless
PHYSICAL ACTIVITY: Enable older people to access opportunities to lead a physically active lifestyle							

		3.7	Enhance the geographical coverage of 'Extend' by promoting the course to additional partners and services	March 2009	Age Concern	Increased number of extend classes available across Cardiff	Various
		3.8	Maintain links with Exercise Referral Scheme through regular meetings and attendance at Healthy Ageing Planning Group	March 2009	Healthy Ageing Planning Group	Representation on Planning Group from Exercise Referral	n/a
		3.9	Promote opportunities for Walking via Walking for Health (led by Cardiff Council) & Nordic Walking initiatives (led by Age Concern Cymru)	March 2009	Age Concern & HPT	Information distributed Established links with Age Concern Cymru	Walking for Health Age Concern Cymru
		3.10	Explore opportunities to enhance physical activity amongst older people from ethnic minorities through Mentro Allan project	March 2009	Minority Ethnic Women's Network (MEWN) Cymru/ Cardiff Council	Links established with MEWN Cymru 'Changing Lifestyles' project	n/a
		3.11	Recruit more volunteers to offer 'Moving More Often' programme	March 2009	Age Concern	Number of volunteers recruited and trained in Moving More Often	Wanless
		FOOD AND HEALTH: Increase knowledge and skills of healthy eating and nutrition; improve access for older people to healthy options					
		3.12	Explore the potential of accredited training in Food & Nutrition Skills for people working with older people (including carers, professionals, volunteers)	March 2009	LPHT	Links made with Community Dietetics	Unidentified

		3.13	Promote food coops and local produce markets to older people and carers through advertising in Life Times and inclusion in the database.	March 2009	Age Concern	Articles	Various
		3.14	Develop intergenerational links with additional schools in relation to cooking classes	March 2009	Age Concern	Number of schools engaged in Intergenerational work	Strategy for Older People
EMOTIONAL/MENTAL HEALTH: Promote education & skills which help people stay free of, or minimise the effects of mental health problems at stressful times in their lives.							
		3.17	Continue to maintain and promote the Counselling Service provided by Age Concern	March 2009	Age Concern	Number of people accessing counselling service	Wanless Comic Relief
		3.18	Publicise 'Directions' – a guide to older people's mental health produced by Cardiff & Vale Mental Health Development Project	March 2009	Healthy Ageing Planning Group	References to 'Directions' in materials produced by Healthy Ageing Planning Group	n/a
		3.19	Publicise Book Prescription Wales Scheme to older people in Cardiff	March 2009	LPHT/ Healthy Ageing Planning Group	Presentation to Strategy for Older People Increase number of prescribers working in older people settings	n/a

4	Develop and provide specific health improvement activities as part of an integrated care pathway for the management of falls and fractures across health and social care	4.1	Reduce hazards within the home which can cause falls via healthy homes assessments, Rapid Response Adaptation programme and Safety at Home Service.	March 2009	Care & Repair	Provision of practical measures and quick solutions to prevent falls (e.g. grab rails, hand rails, ramps, etc)	Grant funding Care & Repair Hardship fund
		4.2	Provide training for staff/volunteers who make home visits to increase knowledge and skills in relation holistic approaches to falls prevention	March 2009	Healthy Ageing Planning Group	Development of course content Delivery of raining event for falls prevention	Wanless
		4.3	Continue the delivery of the slipper exchange scheme and explore additional funding sources to extend the scheme	March 2009	Podiatry	Provision of slippers to an increased number of older people	Wanless
		4.4	Co-ordinate event(s) for Falls Awareness Day (24 June 2008)	June 2008	Age Concern	Range of professionals involved in planning Event organised for Falls Awareness Day	Wanless
Objective Number	Objective	Action Plan	Planned Actions	Time Scale	Lead Agency/ Officer	Outputs	Source of financial support (if appropriate)

5	Implement and evaluate national campaigns relating to older people (e.g. Keep Well This Winter; Flu immunisation campaign).	5.1	Deliver and support the Keep Well This Winter campaign with a specific focus on: <ul style="list-style-type: none"> • Flu immunisation • Benefit uptake/Home Energy Efficiency Scheme (HEES) • Housebound older people 	Sept 08-Feb 09	LPHT - Age Concern / Care & Repair	Co-ordinated series of events Lowest performing GP practices identified Provision of information and activities targeted at housebound older people	WAG Keep Well This Winter funding
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		5.2	Deliver and implement the 'Safe and Sound This Summer' campaign	June-Sept 2008	Care & Repair	<p>Raised awareness of how older people can protect themselves during periods of hot weather (e.g. providing safety and hydration information)</p> <p>Provision of practical measures and quick solutions to possible heatwave problems (e.g. checking south facing windows to ensure blinds/curtains are available, checking ventilation, etc)</p>	<p>Grant funding</p> <p>Care & Repair Hardship fund</p>
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