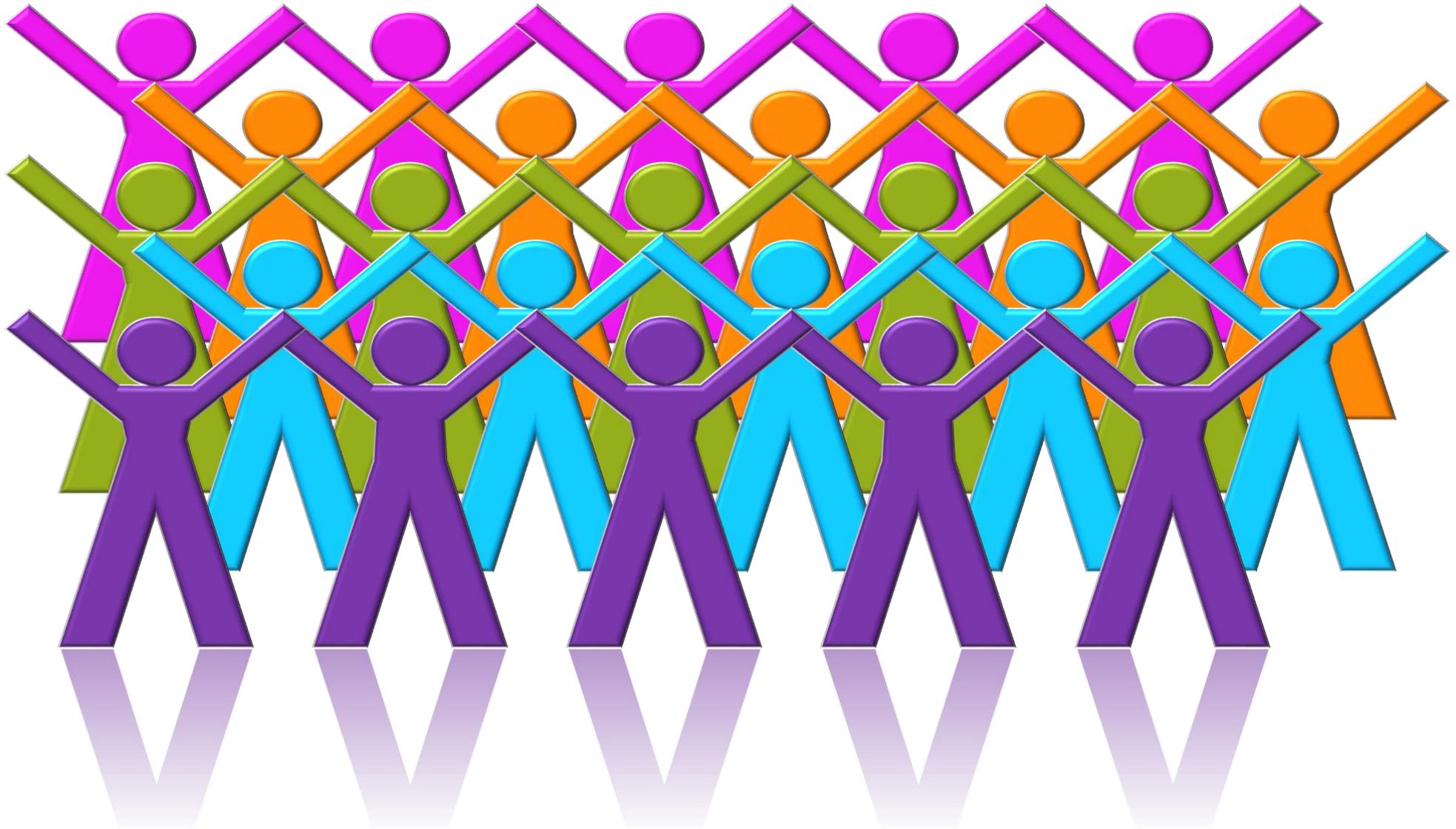


Ageing Well in Conwy Action Plan 2015 - 2019



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If you wish to comment on, request copies of or want more information about the Ageing Well in Conwy Action Plan. Or if you wish to be involved in the development of the plan in the future:

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Foreword

Councillor Sue Lloyd-Williams: Cabinet Member for Housing, Social Care and Health

As Cabinet Member for Housing, Social Care and Health I am pleased to support the Ageing Well in Conwy Action Plan, the purpose of which is to transform attitudes to and services for older people. It is important that we fully acknowledge the enormous contribution that Older People make to our society and that that Social Service and Wellbeing Wales Act and the Conwy Ageing Well Action Plan will support older people in Conwy to continue to contribute, thrive and maintain their independence.

Older people are an important and growing section of the population as we are all living longer. At a national and local level the proportion of older people in the population will continue to rise, meaning it is likely that more people will need to access care services.

This brings challenges for our services to ensure that they can continue to meet the needs of older people, particularly at a time of reduced funding. However, it also gives an impetus to services, organisations, and to older people themselves, to change the way we work together by developing skills and making best use of the knowledge and experience of older people. I believe that these challenges bring opportunities for our communities to grow into Age Friendly and Inclusive communities where all can and do benefit and contribute to the collective Health and Wellbeing of all.

Councillor Andrew Hinchliff Older People's Champion for Conwy

As Older People's Champion I commend to you the Ageing Well in Conwy Action Plan. I have worked over the years to uphold the rights and welfare of Older People in Conwy and as you will see the number of people falling into the bracket of 'Older People' will increase with time. Even now there is so much to do to enable people to grow older, with dignity, and with their health and wellbeing as good as it can be, with provisions in place to combat loneliness, exploitation and poverty which even in our relatively wealthy and technologically advanced society, seem to occur far too often. Conwy is determined to tackle issues facing older people, and our Action Plan is put together to identify and deal with as many of those issues as we can, and to provide innovative services and collaborations to give Older People choices and activities to stimulate people in both body and mind. This is not just a wish list, it is a template for how we are going to hone and improve our services to our older people.

Introduction

Welcome to Conwy County Borough Council's Ageing Well Action Plan, this document encompasses the aims and outcomes of the Ageing Well in Wales Programme, the Strategy for Older People in Wales: Living Longer, Ageing Well, One Conwy and the Five Ways to Wellbeing. It sets out the steps we are taking toward Conwy being an Age Friendly Community in the face of the economic austerity affecting the Authority.

The Ageing Well Programme was formally launched in October 2014 as a five year partnership of national and local government and major public and third sector agencies in Conwy. The Programme is hosted and chaired by the Older People's Commissioner for Wales. The first programme of its kind in the UK, the Ageing Well Programme contributes to and complements the Welsh Government's Strategy for Older People.

The programme supports 5 key themes, they are:

- Age Friendly Communities,
- Dementia Supportive Communities,
- Falls Prevention,
- Opportunities for Employment, Learning & New Skills,
- Loneliness and Isolation.

The Strategy for Older People is aimed at people over 50 and whilst most people in their fifties would not think of themselves as old, the strategy recognises that 50 is when we start to think about ageing and how we will manage, what changes to make to improve the financial, physical, environmental and emotional aspects of our lives. It is often a period of change, children leave home, and parents become grandparents, they lose their own parents, long term illness begin to emerge and we start to think about what we want from retirement. The fifties is when we can put in place the measures that will carry benefits into our older, much older age, such as giving up smoking.

One Conwy - Working Together for a Better Futures sets out a clear direction for all Public Service agencies to improve the lives of the people of Conwy. In 2012, following consultation and engagement with a range of stakeholders, the Local Service Board committed to endorsing 8 outcomes to improve the lives of our citizens in Conwy. One Conwy is the long term vision for the future of Conwy County Borough and covers the period up to 2025. However to make sure One Conwy remains reflective of the needs of our citizens and communities, 3 year delivery plans were developed to support the overall One Conwy strategy. One Conwy is currently on its second cycle from 2015 to 2018.

One Conwy

Eight Key Outcomes for Conwy

- Outcome 1 People in Conwy are educated and skilled
- Outcome 2 People in Conwy are safe and feel safe
- Outcome 3 People in Conwy live in safe and appropriate housing
- Outcome 4 People in Conwy are healthy and independent
- Outcome 5 People in Conwy live in a county which has a thriving economy
- Outcome 6 People in Conwy live in a sustainable environment
- Outcome 7 People in Conwy live in a county where heritage, culture and the Welsh language thrive
- Outcome 8 People in Conwy are informed, included and listened to

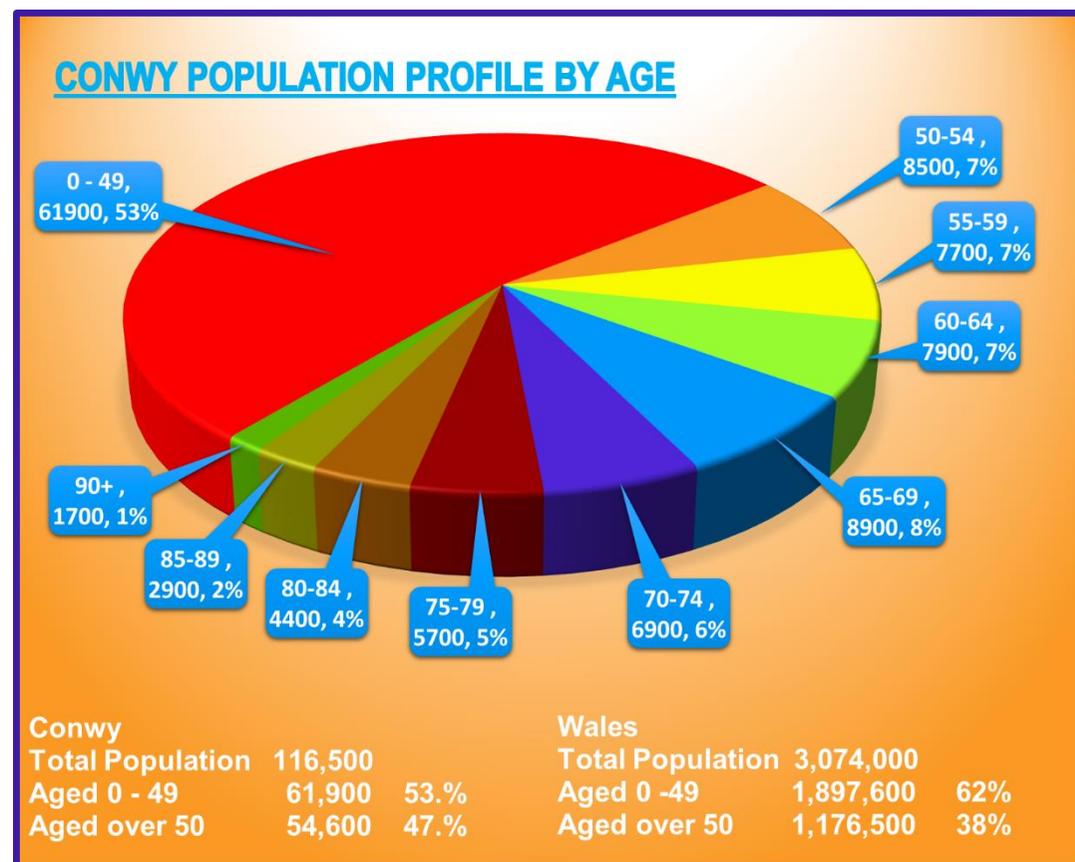
5 Ways to Wellbeing is being used across the UK and the world by health organisations, schools, community projects and local authorities to help people take action to improve their wellbeing. The concept is being used in lots of different ways, for example, to develop organisational strategy, for staff development, and to help people incorporate more 'wellbeing promoting' activities into their lives. It has been adopted by Conwy and is becoming a golden thread through our work it also guides the work of the Community Wellbeing Officers in developing activities in the newly established Community Hubs.

In June 2013 Conwy County Borough Council signed the Dublin Declaration on Age-Friendly Cities and Communities in Europe 2013. The declaration was first launched at the project conference held in Dublin by the Ageing Well Network in September 2011. The document is supported by the World Health Organisation Age Friendly Cities programme and embraces the values of Conwy in seeking to establish a sustainable ageing friendly community. As part of the process for Wales to be recognised as an Age-Friendly Nation, all 22 of Wales' Local Authorities have signed up to the Dublin Declaration; a true achievement, showing real commitment at local levels to creating communities that are inclusive and supportive for all, regardless of their age.

Demographically an increasing ageing population is a reality across the whole of the UK. The main causes are greater longevity or life expectancy and lower birth rates. The proportion of older people in Wales is the highest in the UK and this will continue to be the case for the next 20 years. The number of those aged 85 and over has shown the fastest population increase. Since 1983 the numbers have more than doubled and are projected to more than double again by 2033 to reach 5% of the total population, which will equate to around 160,000 in Wales. Current estimates suggest that about a third of all men and half of all women over 65 will need support from social care services as they age. This will create significant additional demand for service provision, both in terms of quantity and the need for support over longer periods of time.

Older People in Conwy face many of the same problems as other Older People across Wales. However Conwy has a population of over 115,000 people with nearly half (47%) aged 50 plus and 33% over 60 both figures being higher than the national average for Wales. The number of Older People in the county is projected to increase significantly over the next 10 years as a result of increased life expectancy and the baby boom generation entering pensionable age. This will increase the number of people over the age of 65 by 20% and the number of people over the age of 85 by 40% by 2025. Conwy also has the highest percentage of people living alone who are aged 65 or over.

Currently it is estimated that 17.5% of households are occupied by lone pensioners, but by 2025 this is expected to increase to 19%, an increase of over 1000. Isolation within the rural community is a particular issue not just for those who are older, but also for those who are younger or on lower incomes, and can contribute to other health and wellbeing problems. Isolation for the elderly is, of course, not limited to rural communities with just under one in five households in Conwy occupied by a single pensioner, a significant number of whom may not have local family support, having moved to the area to retire. There is clear evidence that the ageing population is increasing throughout Wales; this trend has a larger impact within Conwy due to demographics and the migration of older people into the county. This, coupled with a reducing number of residents between



the ages of 34-44, highlights the future impact with regard to the historic family support network and informal carers available for those older people in the community, resulting in a higher demand on services.

Under the Lifelong Learning (Leonardo Partnership) European Funding Programme, Conwy was selected from over 60 applicants to be one of the five partners in a project that looked at the relationship between Social Services and the Voluntary Sector across Europe, the other partners organisations were from Sweden, Denmark and two organisations from Germany. The project recognised that services and the way in which they are provided will have to reflect the changing needs, wishes and lifestyles of older people to enable them to remain independent and will involve a much closer working partnership with the voluntary sector.

With the Social Service and Wellbeing Wales Act the Welsh government is reacting to a change in direction and new challenges. It recognises that the ability to support citizens does not just lie with Social Services alone and that other agencies including the voluntary sector will be pivotal in ensuring its success as well as strengthening communities to be supportive and inclusive. The aims of the act are to ensure services are provided in an integrated way to people of all ages. It will also promote 'independent living'. Independent living does not mean that disabled or older person should have to live in isolation, do everything for themselves, or be completely independent of services. It means having the same freedom, choice, dignity, control and opportunities as any other citizen – at home, at work and in the community. Within the Act there is an expectation that people and communities should be empowered to support themselves; the Voluntary Sector and volunteers have a pivotal role in this.

According to the most recent report from the Wales Council for Voluntary Action: Third sector statistical resource, there are over 1,200 Voluntary Organisations based in Conwy and a further 2,000, who are active in Conwy, 216 of these being members of Community Voluntary Support Conwy (CVSC). It is estimated that Conwy has 17,000 volunteers which equates to approximately 120,000 volunteering hours per week. In monetary terms, this represents over £30 million pounds per year. It is clear that this sector impacts both on the economy of Conwy and the social cohesion of the communities where they operate. To support the partnership with the sector an updated Conwy Third Sector Partnership Agreement is being developed to recognise the changes encapsulated in the Social Service and Wellbeing Wales Act. The aim is to develop Community Services to support the most vulnerable, working closely with the Third and Independent Sectors and as a result the service has the oversight of the grants that are used to respond to the commissioning strategy and needs assessment, which will be coordinated through the Commissioning Manager.

As part of the work towards an Age Friendly Community a regional North Wales Ageing Well Network has been established with membership from Local Authorities (Older People's Strategy Co-ordinators), Health, Public Health Wales, and Voluntary Sector. Reporting to the office of the Commissioner for Older People and to NASH (North Wales Adult Services Heads) the network aims to:

- Develop a systematic and consistent approach to the development of county local Ageing Well plans
- Develop communication links with the national Ageing Well programme leads, including access to research funding and expert advice
- Seek collaborative funding opportunities to support the delivery of identified objectives and priorities
- Share local / regional good practice examples to contribute towards the development of a national good practice compendium

The Life of the Action Plan

The life span of the Action Plan has been set at four years during which time there will be a number of challenges to people's expectation of who and how services will be delivered as the Social Services and Wellbeing Act comes on line. In order to meet those challenges this Action Plan will be a live document which will evolve as people respond to the changes and as the needs of older people change. To maintain the Plans relevance we will place particular importance on feedback, consultation and people's stories to inform us how the changes have impacted people's lives and the quality of those lives.

The Conwy Peoples Partnership: Outcome Group 3 will support delivery and have oversight of the plan and will be responsible for maintaining the currency of the plan.

The changes which Conwy is implementing to re-shape our services and the way we work with all our partners will help put people in charge of their own lives.

Ageing Well Programme

- Theme 1 - Age-Friendly Communities
- Theme 2 - Falls Prevention
- Theme 3 - Dementia Supportive Communities
- Theme 4 - Opportunities for Learning & Employment
- Theme 5 - Loneliness & Isolation

Strategy for Older People - National Aims

- Chapter 1 - Improving the Social Resources of Older People
- Chapter 2 - Improving the Environmental Resources of Older People
- Chapter 3 - Increasing the Financial Resources of Older People

Five Ways to Wellbeing

- Give - Share what you have...smile at others...volunteer
- Be active - Get up and have a go...walk, run, cycle, dance, garden, sing
- Take notice - Slow down...appreciate...recognise your own and others talents
- Keep learning - Try something new...have a go...ask how, where and why
- Connect - Meet up...join in...phone a friend...listen

One Conwy- Outcome 4: People in Conwy are Healthy and Independent

- 4.3 - Older people are safe and independent
- 4.3.1 - Work in partnership to deliver the recommendations from the strategy for Older People
- 4.3.2 - Use assistive technology to support people to remain safe and independent where they live.
- 4.3.3 - Positively encourage 'active ageing' by supporting older people to maintain a healthy lifestyle.
- 4.3.4 - Promote the influenza and pneumonia vaccines and encourage everyone over 65 to access this service
- 4.3.5 - Continue to ensure our staff have the skills they need, including awareness of dignity in care, to support people with dementia and their carers, to enable them to remain in their own home environment for as long as is viable. With special regards to people with dementia and their carers.

Strategy for Older People - National Aims

Chapter 1: Improving the Social Resources of older people

- 1.1. Social Participation: Older people enjoy a better quality of life, have active social lives (if desired), and loneliness and unwanted social isolation is minimised. Older people are not subjected to abuse.
- 1.2. Diversity: Older people are not discriminated against because of their age, and do not experience multiple discrimination on account of; gender, race, disability, religion and belief, or sexual orientation, gender reassignment, in addition to their age.
- 1.3: Access to information: Older people have access to information and advice about services and opportunities and are not disadvantaged when accessing them.
- 1.4. Learning and activities Older people have opportunities to be engaged in learning and social activities
- 1.5. Older people enjoy good physical, mental and emotional health and well-being with the aim of being able to live independently for longer, with a better quality of life and continue to work and participate in their communities

Chapter 2: Improving the Environmental Resources of older people

- 2.1 Shared Spaces: Older people find public places welcoming, safe and accessible.
- 2.2: Living in the community: Older people are able to participate and contribute in their communities and access services and amenities. Older people are not victims of scams or anti-social behaviour
- 2.3: Transport Older people can access affordable and appropriate transport which assists them to play a full part in family, social and community life.
- 2.4: Housing: Older people have access to housing and services that support their needs and promote independence

Chapter 3: Increasing the financial resources of older people

- 3.1: Pensions and other income: Older people have an adequate standard of income and are receiving all the financial benefits to which they are entitled.
- 3.2: Energy Efficiency: Older people live in energy efficient homes and can afford to heat their homes to the temperature required to protect health.
- 3.3: Financial inclusion Older people can access appropriate financial advice and services, and are not over-indebted.
- 3.4. Employment Older people who want to work are able to do so and can access help with re-skilling and retraining.

Theme 1 - Age-Friendly Communities



Overarching aim: To make Conwy an Age-Friendly Community

1. The importance of Age-Friendly Communities is recognised at all levels throughout Conwy.

- 1.1. Support the creation of Age-Friendly Communities across Conwy
- 1.2. Define what is meant by an Age-Friendly Community in Conwy context and to formalise the recognition process the county borough needs to follow in order to be officially recognised as being Age-Friendly.
- 1.3. Establish Age-Friendly Champions in local communities.

2. The voices of all generations are heard and actively included in the creation and ongoing development of their own Age-Friendly Communities.

- 2.1. Actively promote the inclusion of all generations in discussions about their community, with particular reference to groups sharing protected characteristics.
- 2.2. Facilitate the development of shared public spaces (both physical and social) as an integral element of an Age-Friendly Community.
- 2.3. Support and encourage communities to identify and realise the assets (actual and potential) that contribute towards an Age-Friendly Community.

3. Local government support the development of Age-Friendly communities and intergenerational practice.

- 3.1. For Age-Friendly Communities to feature in key strategic planning documents in the Local Service Boards
Develop information packs, training and development resources and learning networks for professionals, to
- 3.2. embed the understanding and practice of Age-Friendly approaches in strategic planning and implementation.
- 3.3. Establish Age-Friendly Advocates within the Local Authority's Planning, Housing, Transport and Education departments.

Links to – Strategy for Older People

1.2. Diversity: Older people are not discriminated against because of their age, and do not experience multiple discrimination on account of; gender, race, disability, religion and belief, or sexual orientation, gender reassignment, in addition to their age.

1.3: Access to information: Older people have access to information and advice about services and opportunities and are not disadvantaged when accessing them.

2.1 Shared Spaces: Older people find public places welcoming, safe and accessible.

2.2: Living in the community: Older people are able to participate and contribute in their communities and access services and amenities. Older people are not victims of scams or anti-social behaviour

2.4: Housing: Older people have access to housing and services that support their needs and promote independence

The story so far

Conwy's journey to being an Age Friendly Community began in 2010 when Conwy was the lead partner of five involved in a three year INTERREG project. The others were Anglesey Council, Pembrokeshire Council, Kilkenny Council and the Ageing Well Network. The "Age Friendly Communities" Project's aims were to develop intergenerational strategies on both local and transnational levels and test pilot activities which encourage cohesion and social inclusion, positive image & cultural heritage, healthy lifestyles and life-long learning. The project has left a legacy of ongoing activities and is informing practice within the Community Wellbeing Service, particularly with the role of the Community Wellbeing Officers.

At the conclusion of a two year project 5 Community Libraries have been set up across the county with the Library Service providing staff time, books and PCs. These libraries are co-located within community facilities. They are the first of the type in Wales, where the community groups, run entirely by volunteers most of whom are over 50, and County Borough Council worked in partnership to deliver an enhanced service to the local community.

Engaging Diversity Training: all staff complete this training either online or in group sessions.

Single Point Of Access (SPOA) is a new, streamlined way for adults to gain access to advice, assessment, and co-ordinated community Health and Social Care services, by contacting just one number. Staff have access to a regularly updated database for advice and details of support groups and community activities that will help support people locally. In Conwy a member of Community Voluntary Support Conwy (CVSC) works with the SPOA Team to assist staff with what is available in the voluntary sector.

Conwy in partnership with Registered Social Landlords, and older people living in a range of different housing, worked together to produce the Conwy Older Persons' Housing Strategy. The Vision of the strategy is to Promote Independence and Wellbeing through a range of good quality, affordable and appropriate housing options for Older People.

Overarching aim:

To make Conwy an Age-Friendly Communities

1. The importance of Age-Friendly Communities is recognised at all levels throughout Conwy.
2. The voices of all generations are heard and actively included in the creation and ongoing development of their own Age -Friendly Communities.
3. Local and national government support the development of Age-Friendly communities and intergenerational practice.

What we want to do.

- To support the development of the Conwy Involvement Network working jointly with the Conwy Youth Council to annually deliver a list of priorities, for all ages, for the Conwy Peoples Partnership
- To continue the work of the INTERREG Age Friendly Communities projects such as the Intergenerational Forums held in the local college.
- Use events such as the Health and Wellbeing Day to have conversations about what constitutes an Age Friendly Community, including Dementia Friendly, in Conwy
- As part of the roll out of the Community Wellbeing programme community Wellbeing Officers will work within communities to deliver inclusive Health and Wellbeing activities across all ages.
- Work with the North Wales Ageing Well Network to develop resources and tools that can support communities to become Age Friendly
- Work with communities to get know who the 'Fire Starters' are and those that would be willing to take on the role of Age-Friendly Champions.
- To work with the Denbighshire and Conwy Local Service Board to develop the priority of “Older People” to include the wider issues of Age Friendly Communities and highlight the actions outlined in the Dublin Declaration.
- Working with Cartrefi RSL to develop a form of co-operative called “**give where you live**” for older people, initially within housing schemes, to help each other out with all the different skills they possess.
- To work with Llandrillo college to further develop the intergenerational forum and to continue working with the Third Sector to embed Intergenerational Practice across all ages

Theme 2 - Falls Prevention



Overarching Aim - To support older people to reduce their risk of falling, reducing the number of falls amongst older people in Conwy.

1. Older people and their carers are aware of the preventable causes of falling and know how to reduce their risk.

- 1.1. Work with older people and their carers to develop a comprehensive national online information resource to raise awareness of falls, and promote the value of early intervention and prevention to reduce the risk of falling.
Work with health and social care professionals, third sector partners, carers and others to develop a brief intervention that can be
- 1.2. delivered by professionals and volunteers to raise awareness of falls risk and preventive measures with individual older people and their carers.
- 1.3. Pilot and evaluate the interventions from 1.1 and 1.2 to inform future work in this area.

2. Current levels of early identification and preventive interventions are mapped and assessed to inform future development.

- 2.1. Develop an agreed understanding of the core operational components of the National Institute for Health and Social Care Excellence (NICE) guidelines¹⁷ in relation to, a.) Early identification of risk, b.) Multifactorial risk assessment, and c.) Multifactorial preventive interventions in all settings. Preventive interventions include: evidence-based falls prevention exercise classes, home safety checks, installations and modifications, medication reviews, low vision assessments and sight tests, and foot care.
- 2.2. Support local audit/mapping of local services against these three areas, using a standardised format.
- 2.3. Identify barriers to the availability of interventions outlined in 2.1 and work with partners to seek solutions and increase provision, ensuring that interventions are evidence based and evaluated.

3. Falls prevention is integrated into other older people's health and social care programmes as part of a wider 'ageing well' approach.

- 3.1. Collaborate with other national and local programmes such as those on frailty, dementia, concussion and chronic conditions, to develop complementary/integrated approaches and protocols in relation to risk assessments and interventions.
- 3.2. Promote access to and strengthening of community based opportunities, such as Ageing Well clubs, to support healthy ageing and as key exit routes for maintaining and improving health and strength after discharge from formal falls services.
- 3.3. Work with the providers of community healthy ageing clubs, classes and events to support the development of evidence based activities.

Links to - Strategy for Older People

1.5. Older people enjoy good physical, mental and emotional health and well-being with the aim of being able to live independently for longer, with a better quality of life and continue to work and participate in their communities

2.4. Housing: Older people have access to housing and services that support their needs and promote independence

Links to – One Conwy, Outcome 3

4.3.3. Positively encourage 'active ageing' by supporting older people to maintain a healthy lifestyle.

4.3.6. Work together to assess the risk of falls and ensure all organisations know where to refer people for further support. Devise programmes and support for people who are at risk of falling, or who have fallen, so as to prevent or who have fallen, so as to prevent or reduce the impact of the fall.

The story so far

Most falls are preventable and are not a natural part of ageing however falls in the home remain common amongst older people. Many older people will hide their falls as they fear intervention and loss of independence.

In Conwy a high level multi-disciplinary Lead group has been established to address how both Conwy East and Conwy West Locality Leadership Teams can deliver the regionally agreed model for Older People living in Conwy

The Falls Multifactorial Risk Assessment Tool (MRA) trial has been completed at four sites in Conwy, feedback meant some minor adjustments were made to the MRA. The next phase was the development of the FRAT (Falls Risk Assessment Tool) and we are in the process of identifying six GP Practices to trial the Falls Risk Assessment Tool (FRAT)

Evidence Based Falls Intervention Prevention Programmes are available at four centres around Conwy and there are plans in place to start a fifth class in a community centre. A Medicine Use Review is available as is an Occupational Therapy Assessment as part of the Programmes

Fundamental to falls prevention is good all round health, focusing on physical activity. Conwy Leisure Services are very proactive in working with hard to reach groups and they have helped develop a number of initiatives which work toward improving general health and wellbeing as well as improving posture and core strength such as:-

Providing opportunities for carers to take part in exercise whilst the cared for person is taking part in an activity suitable for their abilities such as chairbics The Positive Active Living Scheme (PALS) the Evergreen's and the Adult Youth Club are part of a range of schemes of exercise for over 50's that are available across Conwy

Overarching aim:

To support older people to reduce their risk of falling, reducing the number of falls amongst older people in Conwy.

1. Older people and their carers are aware of the preventable causes of falling and know how to reduce their risk.
2. Current levels of early identification and preventive interventions are mapped and assessed to inform future development.
3. Falls prevention is integrated into other older people's health and social care programmes as part of a wider 'ageing well' approach.

What we want to do next

- To work in partnership with the Locality Leadership Team to locally implement the regional falls prevention plan.
- To employ a Falls Prevention officer be the lead for falls prevention, as a link between health, social care, ambulance service, the independent care sector and third sector partners in Conwy
- To publish and distribute a Falls Prevention Information Pack to older people who may be at risk of falling but have a low FRAT Score
- To support training of third sector staff, who work with Older People, to be able to use the FRAT and refer to services
- Make links to the new DEWIS information database to develop an interactive falls prevention page.
- Continue to deliver and promote the National Exercise Referral Scheme (NERS) such as the lifestyle management programme for people who have a BMI of 35+ with hip or knee problems
- Roll out the Evidence Based Falls Intervention Prevention Programmes to more community centres and sports venues.
- To work with care home staff (across all sectors) to develop a range of exercise programmes to be delivered in a care home setting or at the leisure centre for people with low mobility and high frailty, for a period of 12 weeks during which time the home's care staff will be trained to continue the exercise program after the 12 weeks are finished.
- To further develop opportunities for carers to take part in exercise whilst the cared for person is taking part in an activity suitable for their abilities such as chairobics
- Work toward full availability across Conwy of all the schemes of exercise for over 50's that are available: the Positive Active Living Scheme, the Evergreen's and the Adult Youth Club

Theme 3 - Dementia Supportive Communities



Overarching Aim - To make Conwy dementia supportive by building and promoting dementia supportive communities.

1. Conwy is an environment where people affected by dementia feel confident, valued and understood.

- 1.1. Engage with people affected by dementia to identify what constitutes a “dementia supportive community” and disseminate best practice examples.
- 1.2. Work with partners to further develop and adopt a national recognition process for ‘Dementia Friendly’ community and commercial businesses and organisations.
- 1.3. Establish a compendium of organisations, dementia action alliances and communities in Conwy that are working towards being recognised as dementia supportive/friendly.

2. People affected by dementia in Conwy note an improvement in the timely identification of dementia and support provided before, during and after identification.

- 2.1. Work with professional bodies, organisations and community groups to improve assessment, diagnosis and care.
- 2.2. Identify current support available to people affected by dementia, as well as gaps in provision.
- 2.3. Identify and promote current and future opportunities for prevention.

3. Enhanced and extended education, training, information and advice around dementia is established.

- 3.1. Promote positive images of people affected by dementia to drive attitudinal change.
- 3.2. Ensure engagement of public services, for example, housing and transport, with the dementia agenda.
- 3.3. Promote awareness and understanding of dementia and the issues people affected by dementia face in their daily lives.

Links to –
Strategy for Older People

1.3: Access to information: Older people have access to information and advice about services and opportunities and are not disadvantaged when accessing them.

1.5. Older people enjoy good physical, mental and emotional health and well-being with the aim of being able to live independently for longer, with a better quality of life and continue to work and participate in their communities

2.2: Living in the community: Older people are able to participate and contribute in their communities and access services and amenities. Older people are not victims of scams or anti-social behaviour

2.4: Housing: Older people have access to housing and services that support their needs and promote independence

The story so far

We are working with communities to develop opportunities for them to support older people in their local area, promoting social inclusion and reducing stigma.

We have also written a Draft Market Position Statement in relation to dementia.

We are working towards developing an outcome-focused approach to supporting people with dementia and their carers. The implementation of the National Integrated Assessment Framework last year provides an opportunity to ensure joint assessments of need take place and that there is a shared approach to risk management.

The Dementia Partnership Group is in place to promote the wellbeing of people living with Dementia and their carers with the objective of evaluating and developing the existing services and identify good practice to meet current and future needs.

The group has mapped a patient journey, initially from the "professional's point of view" starting at pre-diagnosis through to End of Life Care.

Using the map as a focus for discussion, consultation has begun with the people of Conwy in particular, those living with Dementia, to discover what barriers they face on that journey and ways they or their carer have overcome, if they have, those barriers. We also want to hear about any positive experiences people have had that others may gain from.

Overarching Aim –

To make Conwy a dementia supportive nation by building and promoting dementia supportive communities

1. Conwy is an environment where people affected by dementia feel confident, valued and understood.
2. People affected by dementia in Conwy note an improvement in the timely identification of dementia and support provided before, during and after identification.
3. Enhanced and extended education, training, information and advice around dementia is established.

What we want to do next

- Engage with people affected by dementia to identify what constitutes a “dementia supportive community”
- Work with communities to develop opportunities for them to support people living with dementia in their local area, promoting social inclusion and reducing stigma, to map out organisations and venues that provide support for people living with dementia.
- To develop the Conwy Dementia Partnership’s “Dementia Journey” Tool for use by frontline and third sector staff to visually record and explain the dementia journey.
- Work with the Alzheimers Society to roll out Dementia RED Care Information Points at GP Surgeries and work toward including libraries in the scheme
- Work with the North Wales - Ageing Well network to develop a regional approach. Making best use of the work of national Ageing Well in Wales Expert Advisory Group such as looking at the lessons of the Age-Friendly City Indicator Pilot in Fishguard.
- Provide "Dementia Information Sessions (open to Health, Social Care services, Voluntary Sector, Care Homes and Primary Care) - sessions to cover Basic Information about dementia, short term and progressive memory loss and the early detection of dementia. Making use of the Dementia Friends Programme run by the Alzheimers Society
- Work with trainers to develop a module highlighting good practice for frontline staff such as the recycling and refuse collection teams who may provide service to older people out in the community
- Recruit advocates from the groups attending the Dementia Information Sessions and other training that is developed. As well as from carers and individuals living with dementia.
- Focus events during Gwanwyn on what people can do rather than what they can't showcasing work from projects such as “Try Something New” Programme of the Alzheimers Society
- To work with care home providers to develop a set of good practice models that can be shared across the sector.

Theme 4 - Opportunities for Learning & Employment



Overarching Aim - To ensure the experience of older people in Conwy is optimised through continued learning and employment.

1. Older people in Conwy benefit from maximised opportunities for participation.

- 1.1. Increase the number of older people who volunteer
- 1.2. Increase the number of older people continuing their learning and skill development before and after retirement.
- 1.3. Identify and share successful community models for older people's participation.

2. Older people in Conwy benefit from maximised opportunities to increase their income.

- 2.1. Increase the numbers of people aged 50+ in Conwy who are economically active.
- 2.2. Develop and improve older people's financial inclusion schemes.
- 2.3. Increase the number of people aged 50+ who are accessing education and training.

3. Older people in Conwy feel empowered to effectively plan for their future.

- 3.1. Raise awareness amongst older people of current governmental and other advice and information schemes to assist in building their financial resilience.
- 3.2. Develop a live compendium of current provision.
- 3.3. Work with partners to run a pilot programme to support older people through economic transitions.

Links to - Strategy for Older People

1.2. Diversity: Older people are not discriminated against because of their age, and do not experience multiple discrimination on account of; gender, race, disability, religion and belief, or sexual orientation, gender reassignment, in addition to their age

1.3. Access to information: Older people have access to information and advice about services and opportunities and are not disadvantaged when accessing them.

1.4. Learning and activities Older people have opportunities to be engaged in learning and social activities

2.3: Transport Older people can access affordable and appropriate transport which assists them to play a full part in family, social and community life.

3.4. Employment Older people who want to work are able to do so and can access help with re-skilling and retraining.

ONE Conwy – Outcome One *People in Conwy are educated and skilled*

1.3.3 Provide accredited / non accredited learning opportunities for the most disadvantaged within the community, targeting specifically the most deprived wards within Conwy.

The story so far

Coleg Llandrillo Cymru is the main provider of further education in Conwy but increasingly its focus has been on vocational courses which means there are fewer courses just for enjoyment and learning for its own “sake.” As part of the development of the Community Wellbeing Service, Community Wellbeing Officers have been appointed and they are working with community centres to develop and enhance a range of activities, with a strong emphasis on health and wellbeing, many are social activities and some are opportunities to improve and learn new skills.

Conwy works with Community Voluntary Support Conwy (CVSC) to support the recruitment of volunteers through partnership events.

The school of lifelong learning, at the University of Bangor, provides high quality and flexible educational opportunities across North Conwy - from NVQ to Masters level study. They have centres at Bangor, St Asaph, Wrexham and Mold and offer programmes, through the medium of English and Welsh, which are delivered in communities and workplaces across North Conwy. The development of distance learning also allows students to study in their own homes.

The Local Authority also provide support and advice to people just starting up as self-employed through the Conwy business centre

The Let's Get Working Programme, working in partnership with the third, education and independent sectors, provides support to anyone living in Conwy, over 16 that has a significant barrier to employment. The programme provides support for confidence building, employability skills, finding work experience placements and training. Volunteering is encouraged in the program as a positive experience which could help to improve the chances gaining employment. The training delivered is a mixture of accredited and non-accredited to provide inclusive learning opportunities for those most disadvantaged. The programme can also support individuals that would like to retrain or re-skill.

Overarching aim:

To ensure the experience of older people in Conwy is optimised through continued learning and employment.

1. Older people in Conwy benefit from maximised opportunities for participation.
2. Older people in Conwy benefit from maximised opportunities to increase their income.
3. Older people in Conwy feel empowered to effectively plan for their future.

What we want to do next;

- Continue to work with Community and Voluntary Support Conwy (CVSC) to support the recruitment of volunteers through jobs fairs, and other partnership events.
- Support the development of the OPUS work program and the key priority of targeting the long term unemployed aged over 54
- Work with personnel officers to include the 5 Ways to Wellbeing approach into the development of pre-retirement plans – develop a version for the wider public linking in with the 50+ community directory and with DEWIS database
- As part of the development of the Community Wellbeing Services, within Social Services, ensure that community Wellbeing Officers are working with Community Hubs to develop a range of activities, primarily non-vocational, for all ages
- Work with agencies such as Prime Cymru to develop opportunities to support over 50's to be economically active.
- Continue to hold events in partnership with Health, third sector and independent sector to promote wellbeing including financial wellbeing
- Contribute to, and encourage others to populate the regional database DEWIS and ensure that older people can access it either directly or indirectly. Ensure links to training and learning opportunities are listed.
- Work with Llandrillo College and other training and teaching agencies to support over 50's to take up apprenticeship positions to change career or return to the work place
- Undertake consultation to determine what people over 50 need in the way of training and support, especially those who have been absent from the workplace as a result of being a carer

Overarching Aim - To reduce levels of Loneliness and Isolation and their negative impact on health and wellbeing as experienced by older people in Conwy.

1. Loneliness and Isolation are recognised as public health and safety issues in Conwy.

- 1.1. Raise the profiles of loneliness and isolation as public health issues.
- 1.2. Older people are aware of and have access to housing schemes that promote social interaction and inclusion.
- 1.3. Empower older people to be aware of the risks of loneliness and isolation to their wellbeing.

2. The main causes and factors of Loneliness and Isolation amongst older people living in Conwy are identified and understood.

- 2.1. Identify the key causes of loneliness and isolation amongst older people.
- 2.2. Identify the impact loneliness and isolation have on the individual, the community and the economy.
- 2.3. Identify and develop current and potential interventions that could successfully reduce loneliness and isolation amongst the emerging older generation.

3. The provision of innovative and accessible support is developed, addressing the impact of changes to life circumstances older people face.

- 3.1. Ensure older people are properly and meaningfully consulted regarding public transport provision.
- 3.2. Ensure older people have the financial means to participate in social activities.
- 3.3. Older people are aware of and have access to housing schemes that promote social interaction and inclusion.

Links to - Strategy for Older People

1.1 Social Participation: Older people enjoy a better quality of life, have active social lives (if desired), and loneliness and unwanted social isolation is minimised. Older people are not subjected to abuse.

1.4. Learning and activities Older People have opportunities to be engaged in learning and social activities

1.5. Older people enjoy good physical, mental and emotional health and well-being with the aim of being able to live independently for longer, with a better quality of life and continue to work and participate in their communities

2.1 Shared Spaces: Older people find public places welcoming, safe and accessible.

2.2: Living in the community: Older people are able to participate and contribute in their communities and access services and amenities. Older people are not victims of scams or anti-social behaviour

The story so far...

"1 in 6 people aged over 50 report being lonely, with prevalence increasing with age (to more than 63% of those aged 80 and over) What is understood from the Information coming from Public Health Wales is that there is no robust evidence that any one form of intervention is more effective than another in terms of preventing loneliness. The only clear finding to date is that computer and/or internet usage does not seem to impact on loneliness, physical or psychological outcomes. Effective interventions include:

Befriending: This can include face-to-face, telephone or group befriending. A key partner is the British Red Cross and its Gofal scheme. This short term based mentoring concentrates on achieving agreed objectives set at the outset of the relationship between volunteer and individual.

PRIME is a third sector organisation who provide indefinite mentoring, training and advice to over 50's who wish re-enter the workforce or be skilled to do voluntary work or start their own business. Recognising that for a lot of people what they "do" defines who they are and supports their community network.

Volunteers provide 'hard-to-reach' or vulnerable people with emotional, practical and social support, acting as the interface between community and public services and helping individuals to find appropriate interventions. We are working with Age Connects to develop a programme to support Older People in residential care to give them their own voice to shape their care

Group based interventions include schemes that incorporate self-help and self-support groups around a particular themes (creative / social activities, bereavement support). Groups may be peer-led, or run by professionals; structured or organic. In Conwy the Men's Sheds movement has taken off from the ground up with some support in the form of a place to meet and getting the word out. It now has three branches and is entirely run by the members themselves.

2.3: Transport Older people can access affordable and appropriate transport which assists them to play a full part in family, social and community life.

Overarching aim:

To reduce levels of Loneliness and Isolation and their negative impact on health and wellbeing as experienced by older people in Conwy

1. Loneliness and Isolation are recognised as public health and safety issues in Conwy.
2. The main causes and factors of Loneliness and Isolation amongst older people living in Conwy are identified and understood
3. The provision of innovative and accessible support is developed, addressing the impact of changes to life circumstances older people face.

Wider community engagement includes programmes that support individuals to increase their participation in existing activities E.g. leisure services, libraries, museums; choirs; volunteering opportunities, including time banks.

What we want to do next;

- Gather evidence from talking to Older People about what are their barriers to social engagement and how those barriers can be overcome.
- Examine the research - 1 in 6 people age over 50 report being lonely, with prevalence increasing with age (to more than 63% of those aged 80 and over)
- Further develop the 5 Ways to Wellbeing as a personal wellbeing audit tool and to highlight the issues of loneliness and isolation as a risk to general wellbeing as well as the physical costs
- As part of the development of the Community Wellbeing Services, within Social Services, ensure that Community Wellbeing Officers are working with community hubs to develop a range of activities for all
- Ensure that the Positive Active Living Scheme (PALS), the Evergreen's and the Adult Youth Club! are available across Conwy all are part of a range of schemes of exercise for over 50's are available in a wider range of venues across Conwy
- Continue to support the development of Men's Sheds across the county.
- Broaden Befriending schemes include residents in care homes
- Support the Rural Development Plan assessment of transport needs and travel pattern analysis in rural Conwy to capture evidence of what people's individual needs are, identify any barriers and crucially where they want to/need to travel to, why, when etc. ensuring older people's needs are identified The survey results will be used to map out these identified needs and will be fed into the development of a transport infrastructure for the rural area. Including analysing the role of Community Transport models.
- Examine the suggestions in the Sustrans paper (Sustrans Cymru's paper: ACCESS DENIED) to see what would work in Conwy such as the pooling of local authority vehicles: Adopting a multi-agency approach could enable vehicles from across social, health, education and public transport departments to be shared more easily.
- Work with Benefits and Trading Standards Officers to develop an information leaflet on commercial financial solutions and their pitfalls

Links to additional information on the internet:

World Health Organisation – Age Friendly Cities and Communities -

<http://www.who.int/ageing/age-friendly-world/en/>

Dublin Declaration on Age Friendly Cities and Communities -

<http://agefriendlyworld.org/en/the-dublin-declaration-on-age-friendly-cities-and-communities-in-europe-2013/>

Ageing Well in Wales –

<http://www.ageingwellinwales.com/en/home>

Wales’ Strategy for Older People –

<http://gov.wales/topics/health/publications/socialcare/strategies/older/?lang=en>