

Ageing: The Silver Lining

Guy Robertson
Positive Ageing Associates



Ageing: the silver lining

The opportunities and challenges of an ageing society for local government



Executive summary | June 2015

What is 'age friendly'

“An age-friendly city is a city that encourages active ageing by optimising opportunities for health, participation and security in order to enhance the quality of life as people age.”

World Health Organisation

Becoming 'age friendly'

Becoming 'age friendly' is about adopting a particular 'lens' through which to view policies and services. It is a way of focussing attention on the issues of particular relevance to older people





Good Practice Example – Age Friendly Council

Manchester Age Friendly City strategy

Focuses on five key areas:-

- **Age-friendly neighbourhoods**
- **Age-friendly services**
- **Research and innovation**
- **Communication and engagement**
- **Governance (older people's involvement)**

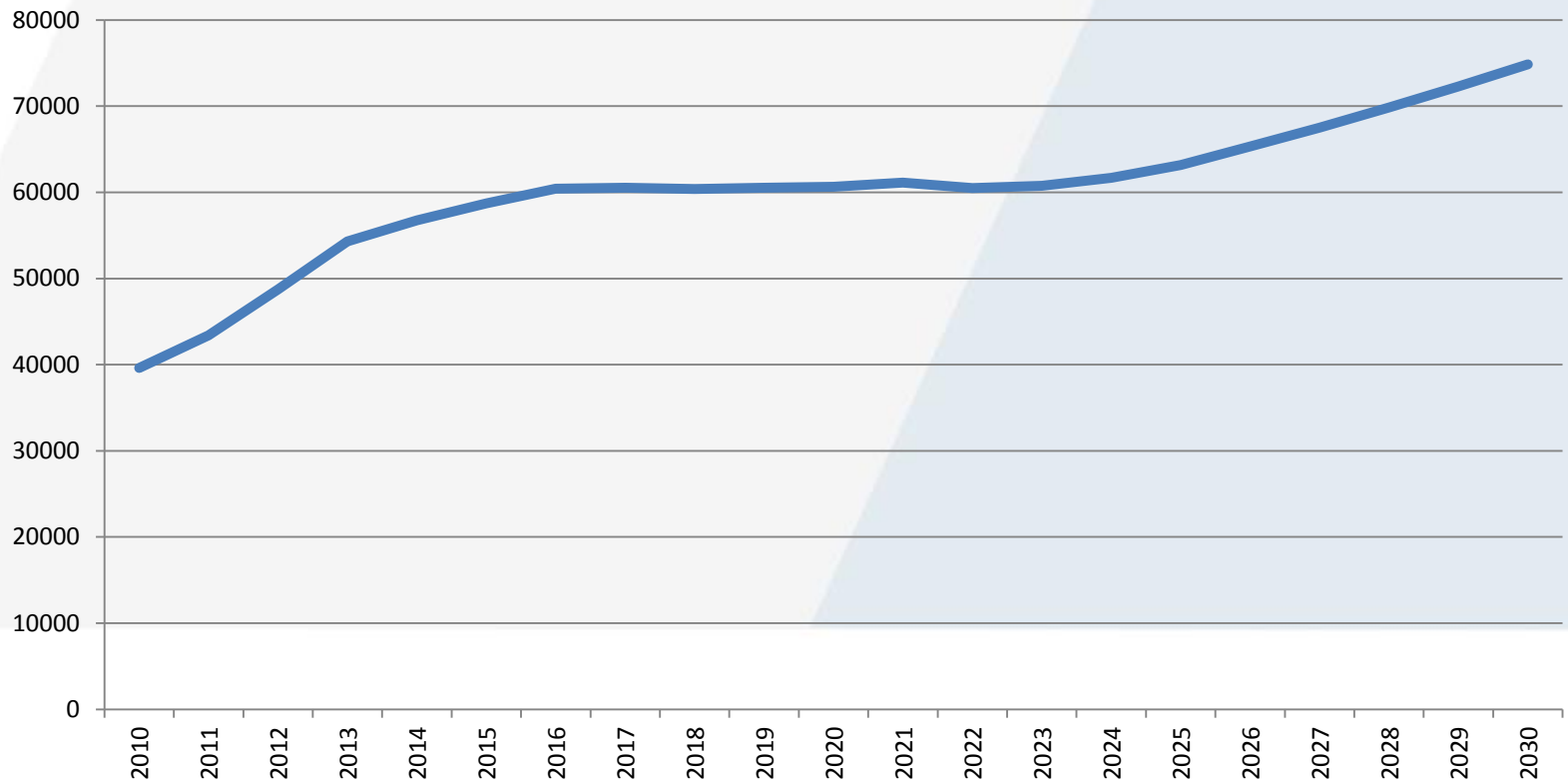
Why bother?

- Older people have the right to be treated as best they can by public bodies
- Improving the quality of life of its citizens is a core responsibility for Council and partners
- Significant potential economic benefits to be realised
- Opportunity to reduce health inequalities
- Opportunity to maximise community capacity and reduce pressure on social care
- Legal imperative to address discrimination

How much do older people cost the economy?

Economic Activity and Civic Engagement

Net Economic Contribution by Older People (£bns)



Economic Activity and Civic Engagement

This huge benefit to the economy comprises the following elements (at 2010):

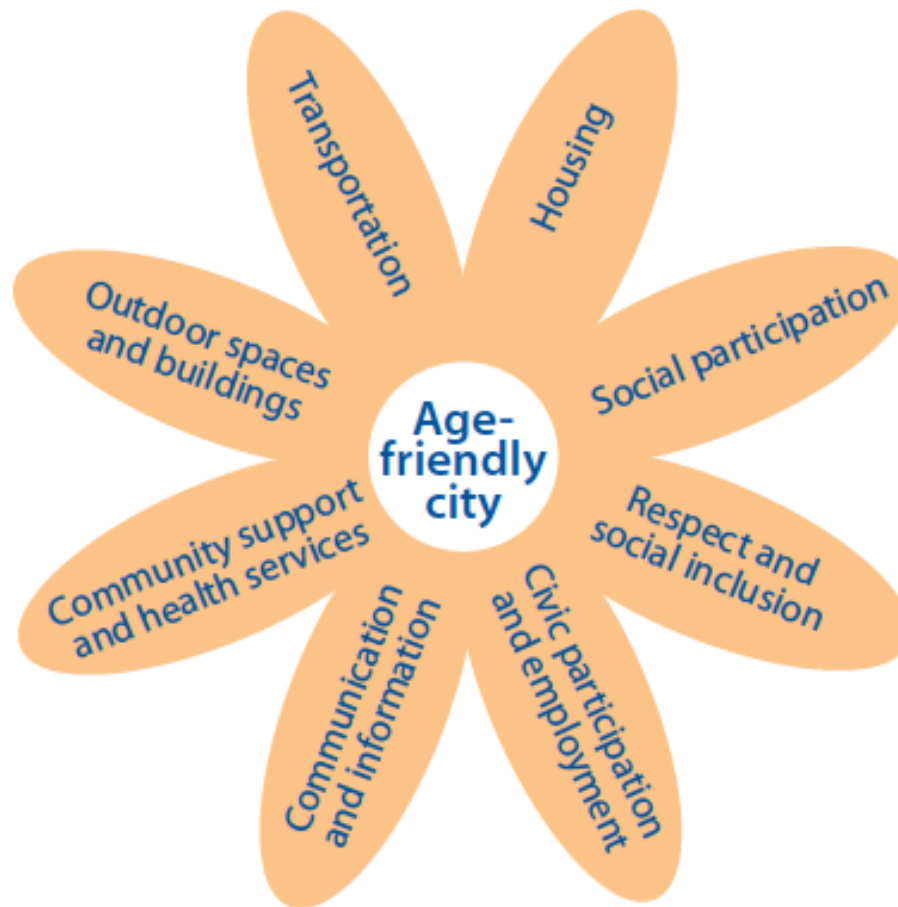
- **£45bn in Tax** (£15 billion Income Tax, £7 billion Council Tax, and £15 billion VAT)
- **£76bn spending power** – ‘the grey pound’
- **£34bn informal care** including childcare
- **£10bn community capacity** (volunteering and involvement in civic society).

Economic Activity and Civic Engagement

Huge opportunity to maximise older people's economic contribution:-

- Support people who want to, to work longer
- Encourage private sector to provide goods and services
- Housing equity could stimulate economy
- Community capacity through supporting volunteering

Good Practice Examples



Good Practice Example – Health & Wellbeing

Age UK Integrated Care Programme

- Brings together vol sect, health & social care
- Age UK vols become part of multi-disciplinary team
- Risk stratify people with LTC
- Co-produce combination of medical and non-medical support
- Based on older person's goals, using 'guided conversation'
- Care plan 'wraps around' the older person
- Claim 23% improvements in wellbeing for people with complex conditions

Good Practice Example – Health & Wellbeing

Five ways to wellbeing:-

Connect

Be Active

Take Notice

Keep Learning

Give

Public Health Agenda

- Physical activity
- Nutrition
- Road safety
- Housing
- Falls
- Immunisation
- Dementia
- Loneliness
- Sexual relations
- Fire prevention
- Cold Homes and Fuel Poverty (Winter Deaths)

Good Practice Example – Respect & Social Inclusion

Ageing Studies Certificate

- Developing age awareness and practice capabilities for front line staff
- Key emphasis on promoting positive change in how older people are treated
- Learning objectives
 - Apply an approach which celebrates diversity in older age and is committed to challenge age based discrimination
 - develop skills to improve personal practice with older people
 - develop leadership skills to transform organisational cultures towards promoting positive lives for people as they age.

Creating the conditions

- Age Friendly City
- Public information (animation & life stories)
- Asset Based training
- Preparing for Later Life

Identifying and informing

- GP case finding and social prescribing
- Community Navigators
- Community Case Finding
- First Contact Checklist

Working with communities

- LinkAge
- Schools for all ages
- Community Chest Fund
- Community Researchers

Supporting individuals

- Wellbeing Service
- Group work and peer Support
- Combining Personalisation and Community Empowerment

Good Practice Example – Information & Advice

Dorset Wayfinders

- Provide signposting and support to older people who may require information or activities to support health promotion and independence.
- Each Wayfinder works 9 hours a week – flexibly to suit what is happening locally
- Base themselves in convenient locations so that people can find them easily
- Managed by a voluntary organization

Good Practice Example – Outdoor Places & Buildings

Community Toilet Schemes

- Councils, working in partnership with local businesses, can transform public access to toilets
- Scheme allows the public to use toilet facilities in participating businesses, which receive an annual payment in return to cover their costs.
- Provide a low cost alternative for local authorities

How to make it happen

- Strategic
- Holistic
- Undertaken in partnership
- Council leadership and influence
- Co-production with older people
- Citizenship and asset based approach

Asset Based



“No society has the money to buy, at market prices, what it takes to raise children, make a neighbourhood safe, care for the elderly...”

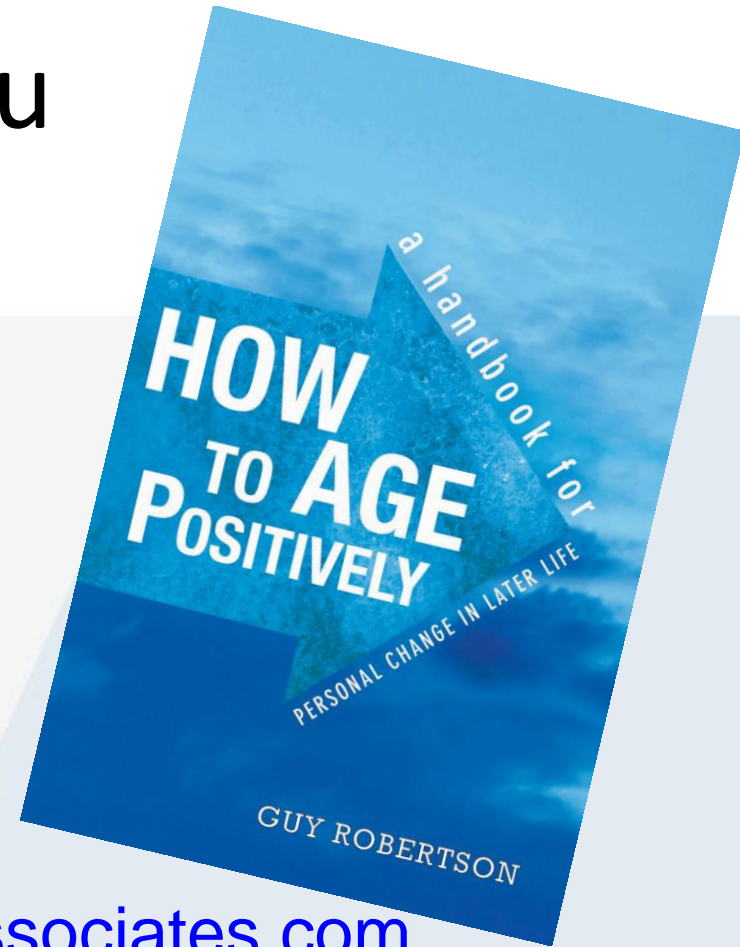
Edgar Cahn

Three Key Questions

- How can you encourage your local authority to pay attention to this agenda when there have been such massive cuts?
- How would you like to be engaged in discussions about making life better for older people?
- What can you do, without the local council's help, to make things better in your area?

Thank you

Guy Robertson
Positive Ageing Associates



guyrobertson@positiveageingassociates.com

07923 483587