

Ageing well in Hampshire

Older People's Well-Being Strategy

April 2014 - March 2018

DRAFT



Hampshire
County Council

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Cover: Photographs courtesy of Age Concern Hampshire, Brendoncare Club Hampshire, Gosport Men in Sheds group, Good Neighbours Support Service, Ladies Group Maddhat Shamuha Rushmoor

Introduction

This strategy is intended for use by all organisations in Hampshire as a framework for improving the well-being of our ageing population. It has been developed with partners from across public sector organisations, the voluntary and community sector, local businesses and of course older people themselves. (see appendix 2)

Support from partners is fundamental to the success of both existing and future projects and activities, all developed as a result of this, the third, Ageing Well in Hampshire strategy and the accompanying action plan.

The partnership between statutory and voluntary organisations embedded in this strategy ensures that it is well placed to deliver the requirements as they emerge from the Care Act 2014. It forms a pivotal role in taking forward the Prevention and Early Intervention (PEI) agenda for older people in the County both externally and from within Hampshire County Council (HCC).

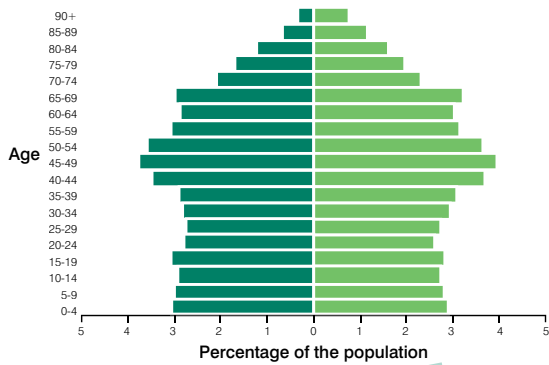
Partner's supporting statement

“ This strategy reflects the collaborative working of a diverse range of organisations which are able to pool resources and expertise for the benefit of our ageing population. We have spent time listening to our older residents in Hampshire and discovered they are most concerned about feeling safe when at home and out and about; they also worry about their income and benefits and their transport options. All of these tie in with some concerns about the possibility of falling and the longer term implications this has for independence. We have also learned that action is needed to allay anxieties and provide practical assistance around digital competence, housing options and the possibility of moving home, living with dementia and maintaining social contact within their local community.

All of these findings are understandable and inform our action plan. We aim to include opportunities for older citizens to influence and make decisions as well as being able to access the facts they need to make informed decisions about their own lives.”

“This strategy reflects the collaborative working of a diverse range of organisations which are able to pool resources and expertise for the benefit of our ageing population.”

Snapshot of Older People in Hampshire in 2014



Number of older people in Hampshire over 55 years+*

535,386

Number of people who say they are

lonely/very lonely

almost **53,000** (2013)

1 in 8 households is occupied by a pensioner living alone.



Number of meals on wheels delivered 2013/14

244,000



c12 million concessionary pass journeys in Hampshire last year, the majority by older people.



Older people living in **fuel poverty**

?



12 Older People's Forums across Hampshire (all affiliated to HAOPF)**

98,000 voluntary car trips majority with the Good Neighbour Support Service.



In **Hampshire** old age starts at

72yrs



* Source: 2013 based Small Area Population Forecasts
** Hampshire Association of Older People's Forums

What is meant by Well-Being?

In the context of this strategy well-being is defined using the Dynamic Model for Well-Being as developed by the South East Regional Public Health Group¹.

This defines well-being as:-

- being at ease with oneself;
- having a sense of purpose, meaning and fulfilment;
- experiencing positive emotions and having the resilience to deal with life's difficulties;
- belonging to a respectful community

Or as expressed by older people of Hampshire ...

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"being involved with my community, friends and family."



"well-being means not being alone and isolated, having people to care about and being cared for in return"



"to have easy access to the things that are important to me at the time like a GP or leisure opportunities and to have a voice in my life."



"general feeling of being healthy and able to do what I want to do."



¹ South East Regional Public Health Group (October 2006) Mental Health and Well-Being in the South East

Vision

Working together to support older people to continue to live independently and to live well by enabling them to have the information, opportunities and resilience to make choices about their lives.

1 Setting the scene

Welcome to the third Ageing Well in Hampshire Older People's Well-Being strategy. Since 2008 when the first strategy was produced there has been a steady growth of local and county initiatives to enable older people to live independent and fulfilling lives.² The aim of this strategy is to continue to offer an overarching framework and opportunities to work in partnership. Partners can use this strategy to prioritise work streams and deliver maximum impact. The key priorities of this strategy and action plan have been informed by the results of the Listening Exercise carried with older people in November 2013 (see page 10).

This strategy and action plan is not intended to be seen in isolation but rather to support the action plans and priorities of its key partners (for partners see appendix 2) and specifically to support both the Ageing Well and Healthier Communities³ sections of Hampshire's Joint Health and Wellbeing Strategy 2013-2018.



The strategy is written against the backdrop of Hampshire's ageing population.

Data forecasts for the older population in Hampshire indicate that;

- Between 2013-2020 it is estimated that the number of people aged 65 and over will increase by 15.9% (41,833) to reach 304,967.
- Will account for 28% of the adult population.
- Most significantly the number of these aged 85 and over will increase by 38% to 51,904.⁴

By 2020 it is estimated that 31% (24,042) of those aged over 65 years will be living with dementia, of which half will be over 85 years of age.⁵

“85 year olds plus are now the fastest growing sector of the population”



With three, and increasingly four generations now defined as 'older people' there can never be a single solution or way of working, as the needs and expectations of such a diverse group cannot be met with a “one solution fits all” approach. It is recognised that with the increase in “older old” (those aged over 85) will come greater calls on healthcare services and a requirement for more complex social care packages of care. This in turn will put greater strain on families and friends, who themselves

“There is not one solution fits all”

2 www.hants.gov.uk/bettertime

3 <http://www3.hants.gov.uk/healthandwellbeing/healthandwellbeing-board-info.htm#section537450-4>

4 Source: Hampshire County Environment Department's 2013 based Small Area Population Forecasts

5 <http://documents.hants.gov.uk/public-health/jsna-2013/AdultServicesSocialCareJSNA2013.pdf>

will often be older and in poor health.⁶ This demographic picture varies across Hampshire so responses should always be sensitive to the needs of the local community.⁷

At the younger end of the spectrum there are those defined as “baby boomers” (born 1946-1964) who, although defined as older people, already are seen to have very different ideas on ageing and what they will continue to achieve over the coming years.⁸ There is an expectation that this group in particular will become part of the solution and will respond to the demands of the ageing population by harnessing their experiences and skills to work and support their local communities for as long as they are able.⁹

This strategy focuses on the 84% (423,095, in 2013) of older people, over 55 years of age (and those who self-define as older), who are not intensively using health and social care services.¹⁰ Through coordinated “light touch” prevention and early intervention activities and support they are enabled to continue to be independent and maintain as positive a quality of life as possible.

However this cannot ever be seen as an homogenous group in society. There are differences including gender, education, available income, age, sexuality, health including mental health, ethnicity, race and disability, which need to be recognised when new initiatives are being developed.



We know that crisis points such as bereavement, retirement, diagnosis of long term illness or moving can lead to a change in levels of well-being and independence.¹¹ The Strategy and Action Plan recognises these points and seeks to offer timely, relevant support and practical assistance.

“There are known crisis points that can lead to a change in levels of well-being”



Results from the utilisation of the older people's well-being assessment tool, developed by the new economic foundation (nef) for Hampshire are extremely promising. This tool offers a statistically robust way to measure the impact of prevention services. The tool currently used to assess the outcomes of three Older People's Well-Being projects – the Village Agent; Food and Friendship and Older People's Area Link (Opal) projects all currently run by Age Concern Hampshire.

“The wellbeing assessment tool is showing the positive effect of “light touch” interventions at the right time”

It shows a significant increase in life satisfaction for recipients and an increase in their ability to cope and problem solve. This change reflects the impact that “light touch” prevention and early intervention responses can have when used effectively at the right time.

6 The 2011 census identified that 132,520 people (just over 10% of the population) are providing unpaid care in Hampshire

7 <http://www3.hants.gov.uk/factsandfigures/jsna.htm#section430802-3>

8 “Who will love me when I'm 64? Ellen Harris and Lucy de Las Casas, June 2013 NPC (New Philanthropy Capital) and Relate

9 Age of Opportunity: putting the ageing society of tomorrow on the agenda for the voluntary sector today

<http://cvsanpc.files.wordpress.com/2014/03/age-of-opportunity-april14.pdf> Commission on the Voluntary Sector and Ageing April 2014

10 Public Services for Tomorrow's Older Citizens: Changing Attitudes to Ageing (2004) - from the Audit Commission, LGA (Local Government Association), ADSS (Association of Directors of Social Services), BGOP, Nuffield Institute for Health and the Joseph Rowntree Foundation

11 Department for Communities and local Government, A Sure Start to later life: Ending Inequalities for Older People. 2006

2 Working together to achieve objectives


A critical strength of 'Ageing Well in Hampshire' is the recognition that much of the solution to resilient and independent ageing in the county lies with the voluntary and community sectors and with older people. It has therefore created an outward facing and inclusive working relationship with as many of these groups as possible.

All of the partner organisations agree to continue to work together to achieve the following objectives

- 1 ensure that older people can obtain the information they need when they need it to enable them to more effectively access services and support
- 2 support access to, and increase the range of social and community activities available to older people, in order to help tackle social isolation and loneliness
- 3 work both together and independently to provide "that bit of help"¹² at the right time
- 4 promote positive ageing within a society for all ages creating the potential for older people to produce their own solutions
- 5 proactively reach out into communities to engage with older people who may be excluded, hard to reach or isolated
- 6 measure the outcomes

3 Context - National and local drivers

This strategy incorporates key national drivers whilst maintaining its relevance locally.

 The Care Act received Royal Assent on May 14th 2014, with implementation planned to start in April 2015. The Bill emphasises key points relevant to this strategy, particularly strengthening local authorities' duties to provide high quality information and advice about care, support and community facilities that help people maintain their independence for longer. It also introduces new rights for carers, by giving local authorities a responsibility to assess a carer's own needs for support. Focusing on enhancing the individual's wellbeing and supporting individuals and communities to become more resilient are also a major feature in the Act and these align with the aims of the partners who work with independent older people in Hampshire.

Through the Campaign to End Loneliness there is a groundswell of recognition and research into the impacts on the health and wellbeing of the individual of feeling isolated and being lonely. Maintaining the range and variety of contacts and interactions for and with older people is essential. To neglect this side of life can result in physical and/or mental ill health and is known to be as detrimental to well-being as that of smoking 15 cigarettes a day, being an alcoholic or being obese.^{13 14}

¹² Joseph Rowntree Foundation (2005) The Older People's Inquiry: "That bit of help", 2005

¹³ <http://www.campaigntoendloneliness.org/>

¹⁴ <http://www.campaigntoendloneliness.org/resources/'Safeguarding the convoy'> Burholt A call to action Age UK Oxfordshire 2011



A secure, safe home and a community in which people can age without fear is important to the physical and mental wellbeing of an older person. The need to develop long term housing solutions is increasingly recognised nationally,^{15 16} and in Hampshire the development of Extra Care housing is part of the solution.

The national drive to improve GP diagnosis of dementia and societies' response to those living with dementia and their carers by raising awareness through education and practical initiatives will continue to guide our activity in Hampshire. The on-going implementation of Dementia Friendly Communities and the growth in membership of the Hampshire Dementia Alliance will support the ambitions of the Ageing well strategy.^{17 18}

Key Public Health functions transferred to local authorities in April 2013, provides an opportunity locally for greater partnership working around a developing agenda including fuel poverty, good nutrition/malnutrition prevention, falls prevention and physical activity. The Public Health Outcome framework can be used to help target work and resources across the county.¹⁹

Age Action Alliance²⁰ has been established to bring organisations together to create communities where older people feel secure, valued and able to contribute to society. Hampshire County Council's and several other Ageing well in Hampshire strategy partners are active members.²¹



The commitment of Hampshire County Council and the five Hampshire Clinical Commissioning Groups (CCG) (North CCG, North Eastern CCG, South Eastern CCG, West CCG and Fareham and Gosport CCG) to developing integrated care in community based settings, will maximise an individual's potential to maintain and return to independent living. Working together with the Integrated Care Teams (ICT) can only maximise the choice and opportunities open for older people.

To ensure the initiatives around the positive well being of our older population support and join up with the other prevention and early intervention works steams across the county, this strategy needs to align with the other key county strategies. At the time of going to print these were the, Hampshire Autism Strategy for Adults 2012-2015,²² the refreshing of the Carers Strategy.²³ The Positive Partnership 2014-2019 (long term neurological conditions) and the Joint Hampshire Commissioning Strategy for Older People's Mental Health Refresh 2014 – 2017 including the seven priorities identified for older people with high support needs, which collate with those of all older people.

At the same time the action plan from this strategy must link into and support other county initiatives for those older people who are on the cusp of losing their independence due to increase in care and support needs. This will include continued close working with Adult Services Community Independence Teams²⁴ extra care developments the emerging day opportunities.

15 Let's talk About Loneliness Joseph Rowntree Foundation (JRF) /Joseph Rowntree Housing trust (JRHT) November 2013 www.jrf.org.uk/loneliness

16 www.housinglin.org.uk/_library/Resources/Housing/OtherOrganisation/OnThePulse.pdf

17 www.gov.uk/government/policies/improving-care-for-people-with-dementia#issue

18 www.hants.gov.uk/dementiafriendly

19 Public Health Outcome Framework 2013- 2016 www.gov.uk/government/publications/healthy-lives-healthy-people-improving-outcomes-and-supporting-transparency

20 ageactionalliance.org/

21 ageactionalliance.org/about-us/members/page/14/

22 www3.hants.gov.uk/as-autism-strategy-hampshire

23 Hampshire carers strategy planned launch end of 2015/early 2016 www3.hants.gov.uk/extra-care

24 www.hants.gov.uk/community-independence

4 The results of the Listening Exercise

4.1 Background

In November 2013, a listening exercise was carried out (see Appendix 5 for the questionnaire) to ensure the refreshed strategy continued to be based around the views of older people. It consisted of 5 questions which aimed to discover their key concerns. To achieve a cross-section of views the partners distributed the questionnaire across their wide and varied networks. These include lunch clubs, libraries, pharmacies, community transport users, meals on wheels customers, Village Agent contacts, exercise classes, older people forums, Nepalese groups, Asian Elders groups, gypsy and traveller link workers, HCC Community Independence teams, and NHS community health teams.

Members from the Older People's Well-Being team and Hampshire Association of Older People's forums (HAOPF) also set up focus groups to discuss the results with older people in more depth.

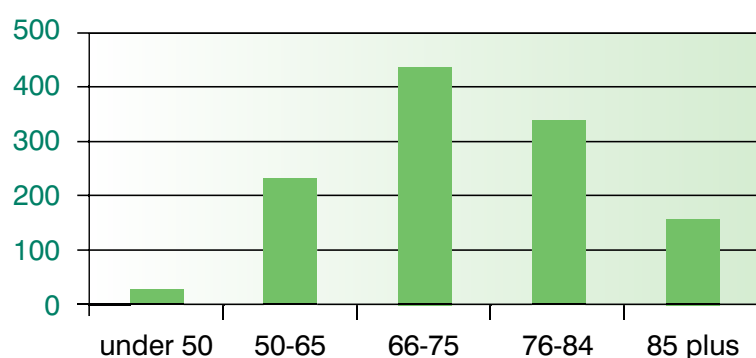


Aware that answering questions about safety and health could raise anxiety levels, every participant received an easy read card with the free phone number for the HCC funded, Age Concern Hampshire Information and Advice line.

Of the 4,000 questionnaires circulated 1862 were returned, the majority via freepost address at Carers Together and others by completing the online form.

“1862 questionnaires returned”

TABLE 1: Age of respondents



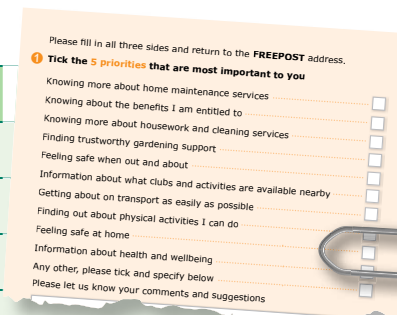
4.2 What older people said

QUESTION 1: Choose your top five priorities

Recipients were asked to rank their top five priorities for maintaining their independence

TABLE 2: Responses showing the concerns of older people

RANKING	RESPONSES
1	Feeling safe when out and about
2	Feeling safe at home
3	Getting about on transport as easily as possible
4	Knowing about the benefits I am entitled to
5	Information about health and wellbeing
6	Information about what clubs and activities are available nearby
7	Knowing more about home maintenance services
8	Finding out about physical activities I can do
9	Finding trustworthy gardening support
10	Knowing more about housework and cleaning services



The results reveal a change from 2010 (see Appendix 3) with “feeling safe out and about” and “feeling safe at home” becoming the central concerns. “Getting about on transport as easily as possible” is still critical but overall it is no longer perceived as the highest priority.

“Feeling safe out and about and feeling safe at home key concerns for older people”

On a note of caution however, any change in the views of the respondents should be seen in the context of wider national and local conditions at the time of the listening exercise. The questionnaire was distributed during November 2013 when daylight hours are short.^{25 26} By contrast in 2010 the listening exercise took place during June/July.

From their comments on the questionnaire and at the focus groups, the main concerns around “feeling safe out and about” were:- meeting groups of young people and how to react, practical concerns about fear of falling and physical barriers such as pot holes and overhanging branches; vaguer, but no less real concerns about vandalism and violence. However pervading it all is a self imposed decision to limit any social activity which involves being out after dark.

Around “feeling safe at home” the primary concerns relate to cold calling and scam letters and most of all unsolicited and unwanted anonymous phone calls, in fact all actions that cause feelings of vulnerability even in their own home.²⁷

25 The increase could also have been related to an increase in serious violent crime in Hants that happened in Oct 2013- serious violent crime went up by over 25% from Sept 2013 <http://www.hampshire.police.uk/internet/asset/3c678f71-3332-4135-b141-5b9ab6ebafcm/force-profile-october-2013.pdf>

26 The Crime Survey for England and Wales asks ‘How safe to you feel walking alone after dark?’ Stats for 2010/11 and 2012/13 it is clear that fear has increased. Crime survey of England and Wales, Office for National Statistics

27 More than bricks and mortar, older people’s views about the importance of their homes. Care & repair, May 2013

The comments received often made reference to the need for information and advice on what was available for them to access. We have made great strides in the last few years in Hampshire in finding new ways of cascading information across local communities (see achievements page 15). This feedback shows we have more to do and these efforts will be focussed by the requirements of the Care Act 2014.

TABLE 3: Numerical results by priority

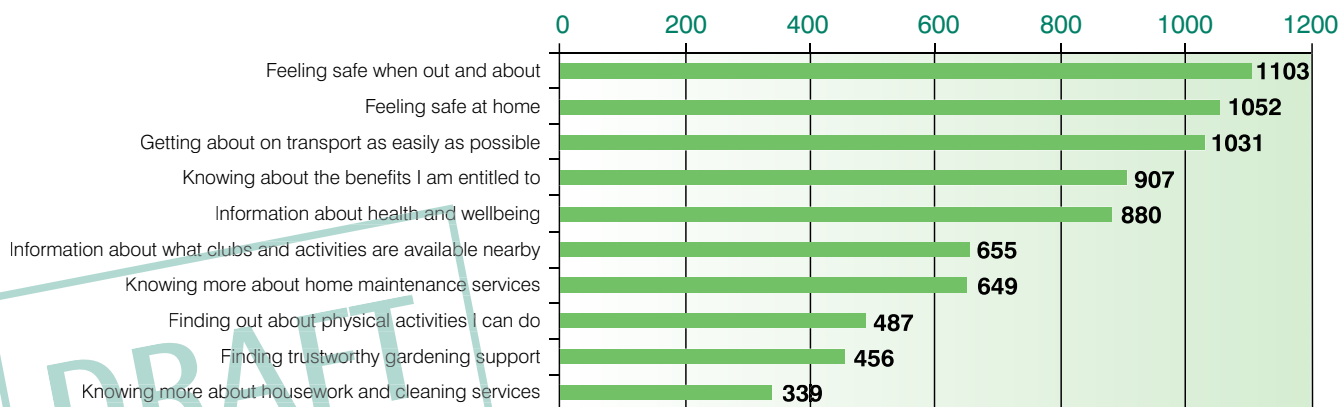


TABLE 4: Results by district/borough council ²⁸

ALL RESPONSES	Basingstoke	East Hants	Eastleigh	Fareham	Gosport	Hart	Havant	New Forest	Rushmoor	Test Valley	Winchester	Overall
Feeling safe when out and about	1	1	1	1	1	1	1	2	2	3	4	1
Feeling safe at home	3	2	2	2	5	1	2	1	3	2	1	2
Getting about on transport as easily as possible	2	3	2	3	3	3	3	3	4	1	2	3
Knowing about the benefits I am entitled to	5	5	5	5	2	4	5	4	1	4	3	4
Information about health and well-being	4	4	4	4	6	5	4	5	5	5	5	5
Information about what clubs and activities are available nearby	6	7	8	10	3	6	6	6	8	6	7	6
Knowing more about home maintenance services	7	6	6	6	7	6	7	7	7	7	6	7
Finding out about physical activities I can do	8	9	9	7	8	8	8	9	6	9	9	8
Finding trustworthy gardening support	8	8	7	7	9	9	9	8	10	8	8	9
Knowing more about housework and cleaning services	10	10	10	7	10	10	10	10	9	10	10	10

Tables 3 and 4 offer summaries of the overall results numerically and by district. Most of which can be further extrapolated to assist partners with targetting their projects and initiatives.

²⁸ Rushmoor results include up to 43% from the Nepalese community, they account for 6.5% of the population of the borough. The Listening Exercise aimed to include older people from Black and Minority Ethnic (BME) Communities were visited.

QUESTION 2: Are any of the following a concern to you?

These were the six topics identified by older people previously as areas of concern and /or requiring assistance and so it was felt helpful to learn more. Again, these results are available by district council area and this will help identify where local resources should be concentrated.

As table 5 shows, the most significant worry was that of falling. Research shows that fear of falling can prevent older people from going out, especially in bad weather.²⁹ The Hampshire County Council Better Balance for life physical activity falls prevention initiative³⁰ has gained momentum since 2011. We know that with greater understanding of the possibility of falling can come a raised awareness of how to prevent a fall (as shown in table 2).³¹

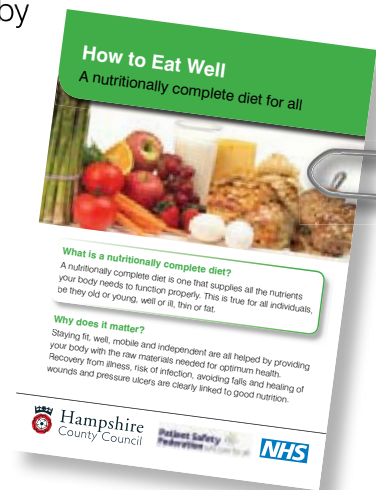
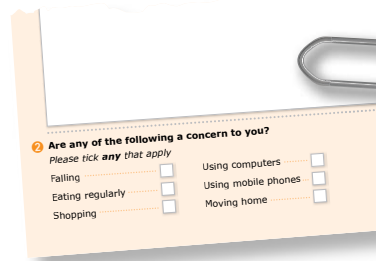
TABLE 5: Are any of the following a concern to you?

ALL	Falling	Eating regularly	Shopping	Using Computers	Using Mobiles	Moving Home
under 50	18	13	14	12	13	8
50 - 65	104	68	85	91	65	76
66 - 75	240	90	114	177	117	123
76 - 84	273	60	116	148	92	90
85 and over	153	33	63	57	55	27
Grand Total	788	264	392	485	342	324
	46.3%	15.5%	23.0%	28.5%	20.1%	19.0%

The use of computers is the second highest concern and reflects the part technology plays in modern life and the need to get involved. The concern over shopping highlights the fact that by supporting older people with small tasks, we can truly improve wellbeing (in this case by maintaining good nutrition and possibilities for social interaction) and thereby independence. 23% of respondents were keen to maintain their ability to shop independently.

19% of respondents identified the possibility of moving home as a change that could support their continued independence. The positive aspects of moving (this primarily meant to a smaller more accessible property) was reiterated in the focus groups, together with acknowledging the daunting process and choices to be made.

The results from question 2 have clearly shown where ongoing and new actions are required and these will continue to inform the action plan.

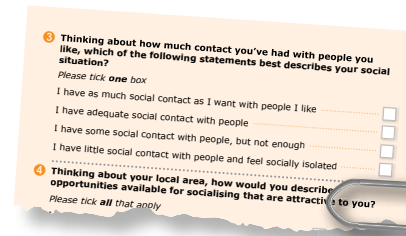


29 <http://www.royalvoluntaryservice.org.uk/news-and-events/news/psychological-impact-of-falls-devastating-for-older-people>

30 www.hants.gov.uk/betterbalance

31 <http://ageing.oxfordjournals.org/content/37/1/10.full.pdf>

QUESTION 3: Question 3: Thinking about how much contact you've had with people you like, which of the following statements best describes your social situation?

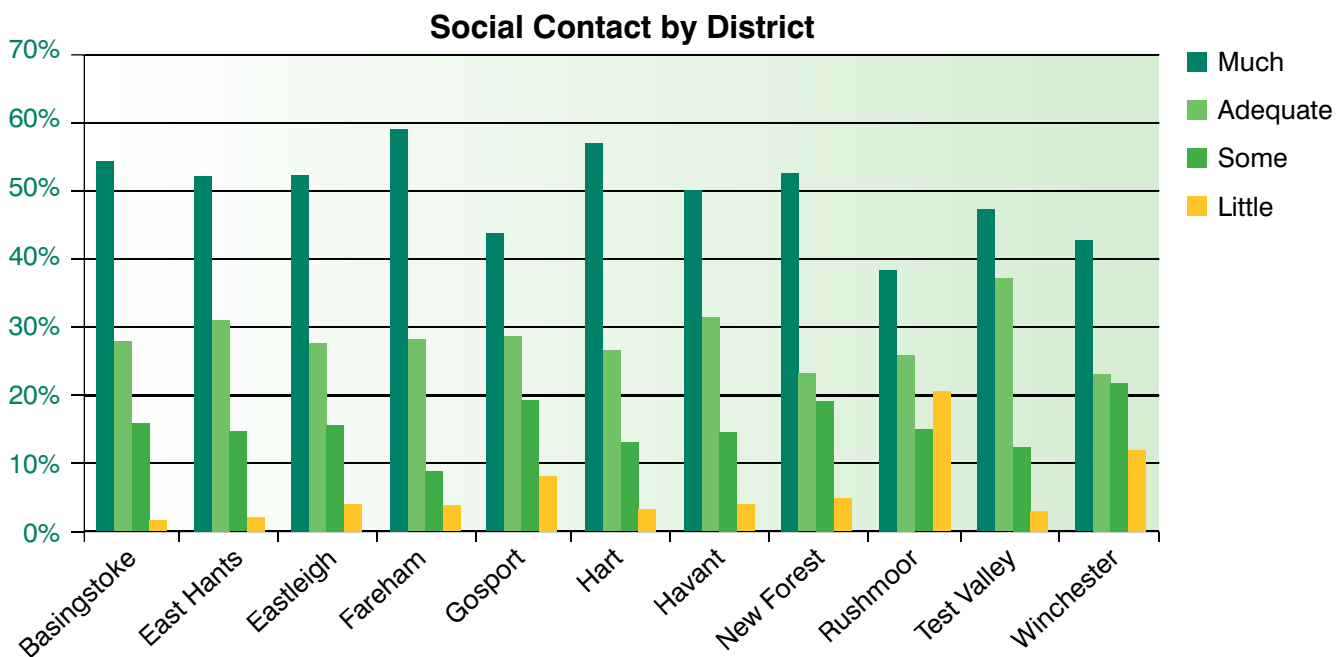


Questions 3 and 4 provided, for the first time, an indication of how isolated and lonely older people in Hampshire are feeling.

Question 3 This is a standard question taken from the National Users Survey. This was used so that comparisons with national and local cohorts of people, including Hampshire residents in receipt of Adult Services care can be made. It is those who felt they did not have adequate social contact “with those they like” who present a key challenge for the future.

We know from the comments on the returned questionnaires that people value what is currently available across the county including social groups, lunch clubs and befriending services. However the flip side of this were the many comments on how the telephone was their “lifeline”, and television was “heir “friend”. Their comments included feeling:- “lonely”, “lazy” and “underused”, “not part of anything” and “not having transport to get out when they could no longer drive”. These are recognised responses but are powerful when they are heard directly from the older people of Hampshire.³²

TABLE 6: Thinking about how much contact you've had with people you like



³² Headline Findings Loneliness Study, The Silverline A helpline for older people in the UK, November 2013

QUESTION 4: Thinking about your local area, how would you describe opportunities for socialising that are attractive to you?

This question was designed to discover any correlation between levels of social contact expressed in question 3 and the specific practical issues of access, availability and cost. The results in table 7 a-d show the results as a continuum. Further geographical analysis can be undertaken within specific districts and parishes to explore local issues of affordability, frequency and accessibility.



TABLE 7a:
How would you describe your social contact?

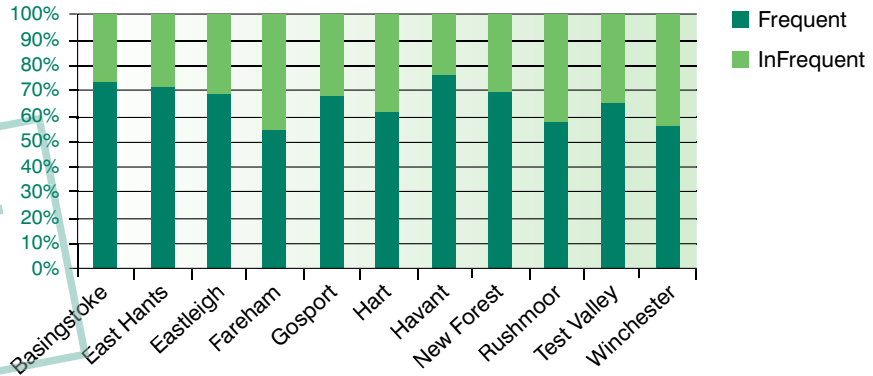


TABLE 7b:
How would you describe your access to local social activities?

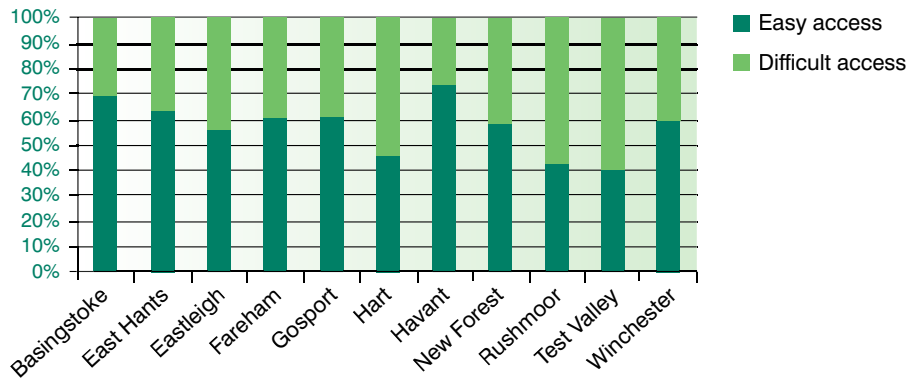


TABLE 7c:
How would you describe the variety of activities available in your local area?

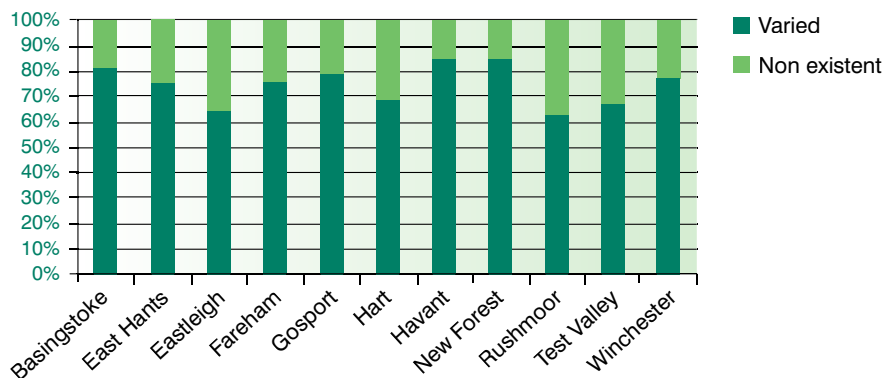
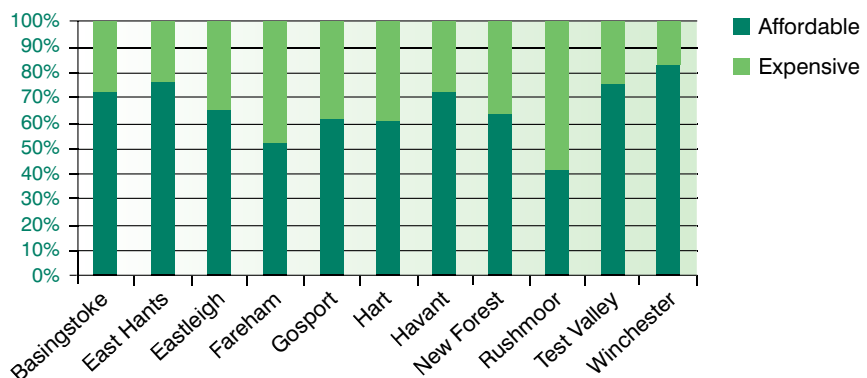


TABLE 7d:
How would you describe the cost of activities in your local area?



QUESTION 5: “When does old age begin?”

This final question provided an indication of how people were feeling about old age in general in 2013. Both by district (see table 8) and in comparison with 2010. In 2013 identified the start of old age across the county was 72.3 years of age. This reflects the view that those well into their 80s and 90s had categorised themselves as “old” for many years already.³³ It is helpful to consider this in relation to both the known average life expectancy in the county, which is 82.5 years of age and the expectations of those “younger old” coming up through the “baby boomers” generations who see “old age” as something for the future.

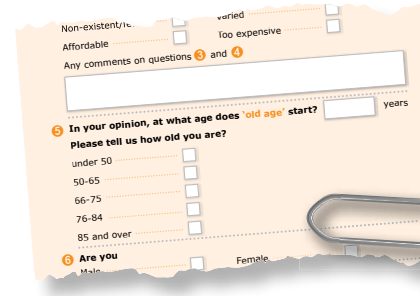
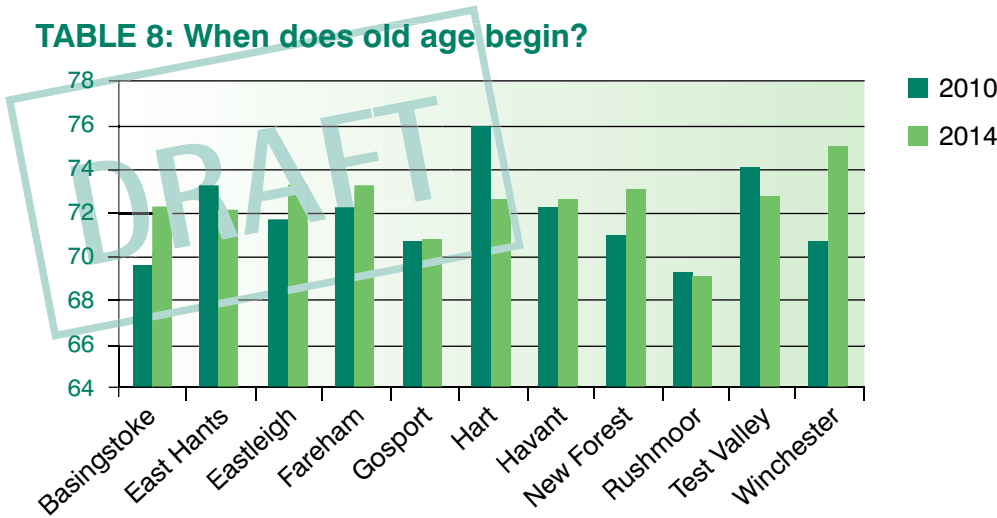


TABLE 8: When does old age begin?



“2010 old age starts at 71 and 2013 starts at 72 years old”

³³ The Nepalese recipient considered 60 -65 years of age as being when old age started.

5 Partnership Achievements 2011– 2014

During the last three years there has been a steady growth in the breadth of existing projects as well as new ones started to meet the key objectives of the strategy and action plan. Working both individually and collaboratively but always within the framework of the strategy at both a county and local level, organisations have worked to respond to the needs of the local community. So often this involves “opening doors” or “removing obstacles” for each other to enable them to flourish.

Keeping safe

A group of older people and students in Hook who established the Young@heart club went on to produce their own DVD on Keeping Safe for schools and older peoples groups to use.³⁴ To enable this to happen Robert Mays School, Neighbourhood Watch, Hampshire Police, HCC Trading Standards and Older People’s Well-Being team all provided support in specific ways.



Social Activity

In Gosport a Men in Sheds was established to provide a physical place where men can meet, develop friendships whilst carrying out practical projects. To enable this to happen, required one man’s vision and the support of Gosport Borough Council, Gosport Over 55’s forum, Gosport Voluntary Action and the Southern Cooperative reaching out into their networks and resources to help make it happen.³⁵

Collaborative working

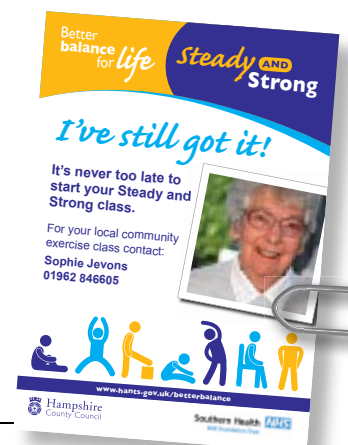
Another way the range and variety of social activities has been able to develop around the county is by voluntary organisations, who are part of the Joint Older People’s Well-Being Steering group, working closely together. They have pooled knowledge, use of venues and designed joint publicity to meet local needs – the ABC³⁶ information leaflet for GP including services offered by three key voluntary organisations and “Out and about in Alton” project social activities

The voice of older people

The bi-monthly Hampshire Association of Older People’s Forums (HAOPF) provide an opportunity for the local forums to meet and share ideas, feed into County and national consultations and raise awareness of what their local members are telling them is important.

Preventing Falls

Exercise can reduce falls by 54% so the range of evidence based exercise classes now extend to every district of the County, linking into those provided by the NHS. In the last three years the Better Balance for Life Falls Prevention programme led by HCC OPWB team and Southern Health NHS Foundation Trust has worked with district councils, voluntary and leisure organisations and independent exercise instructors to make exercise accessible and raise awareness of how to prevent falls .



34 www.hants.gov.uk/keepingsafe-dvd

35 <http://www.thegospportshed.btck.co.uk/>

36 Consisting of Age Concern Hampshire, Brendoncare Club Hampshire, Carers Together

The right information at the right time

There are a range of projects to meet the needs of older people (their relatives and carers) to source the information and advice they need to resolve a problem and prevent a crisis. The Trigger Tool information training and information is available for those in contact with older people and this provides an easy and regularly updated way of accessing relevant information at the point of contact. The Older People's Area Link (Opal) service exists and offers a well utilised telephone and home visit service for all to use. Village Agents volunteer specifically in rural area offering a local, trusted source of information.



Supporting good nutrition

The creation of a community nutrition strategy Eating well... Living well has supported the development of a series of projects which aim to promote the role of good nutrition to an older person's physical and mental health and wellbeing. These include a commissioned county wide meals on wheels service, as well as volunteer led community cookery demonstration courses and Food and Friendship befriending visits, both supported by district councils.

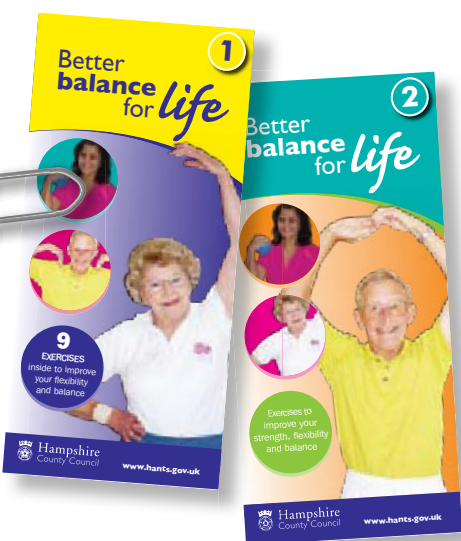


Resilience for our older population

Using the Department of Health Warm Homes Healthy People funding in 2011/2012 (and continued by HCC) the Hitting the Cold Spots (HTCS) initiative was established to reduce the effects of cold housing and fuel poverty for vulnerable residents. Practical interventions and support are provided by HTCS telephone helpline and advisors.

Measuring independence and wellbeing

Recognising that it is essential to measure and evaluate the effectiveness of activity a number of robust tools are already in use across specific projects, (e.g Better Balance for life and Hitting the Cold Spots) both locally developed with HCC Public Health and externally with the new economic foundation (see page 7). The measurable impacts to date have been positive ones.



6 Key actions for the next four years

A separate action plan will be produced which will be a living document, updated and reviewed at the quarterly Joint Older People's Well-being Steering group. This will be available at www.hants.gov.uk/bettertime.

The following regular strategic actions will be required to ensure the strategy and action plan is pro-actively informing and contributing to the wider prevention and early intervention agenda for older people. There is a requirement to ensure what older people have told us they need to continue living independently with a positive quality of life is listened to and informs future working with partners and so allocation of funding and development of services at every level across the county.

ACTION	FREQUENCY
To provide an opportunity at the Joint Older People's Well-Being Steering group for partners to contribute to the on going development of joint working in response to an evolving agenda and to monitor and update the action plan accordingly.	Quarterly
Regular input into district health and wellbeing boards action/implementation plans and priority setting.	Quarterly /six monthly (determined by each district/ borough)
To engage with the 5 CCG's specifically around their prevention and early intervention objectives.	To be determined
To ensure the strategy and action plan supports the objectives and priorities of the Hampshire's Joint Health and Wellbeing Strategy 2013-2018.	Annual update
To provide regular two-way dialogue with the Hampshire Association of Older People's forums (HAOPF) to ensure the action plan is a living document.	Bi -monthly
To continue the development of the integrated evaluation programme with Hampshire County Council Public Health department and Adult Services Business Information Team.	On going across the four years

Conclusion

The desire of Hampshire's growing older population to maintain their independence and quality of life in their own homes is as strong as ever and through dialogue with almost 2000 older people during November 2013 their key concerns are known. The resulting Prevention and Early Intervention activity from all partner organisations ensures that the strategy and Action Plan offer a framework for meeting the needs of our ageing population. This will realise the joint vision of providing older people with "... information, opportunities and resilience to make choices about their lives" to the benefit of everyone involved.

Appendix 1: References

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www.ageing.oxfordjournals.org/content/37/1/10.full.pdf

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Hampshire County Council Dementia Friendly Communities

www3.hants.gov.uk/dementiafriendly

Hampshire's Joint Health and Wellbeing Strategy 2013-2018

www.hants.gov.uk/healthandwellbeing-board-info

HCC Joint Strategic Needs Assessment www.hants.gov.uk/jsna-2013

www3.hants.gov.uk/2010_indices_of_deprivation_compressed.pdf

Hampshire facts and figures www3.hants.gov.uk/factsandfigures/jsna.htm#section430802-3

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Improving care for people with dementia

www.gov.uk/government/policies/improving-care-for-people-with-dementia#issue

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More than bricks and mortar, older people's views about the importance of their homes. Care & repair, May 2013

On the Pulse: Housing routes to better health outcomes for older people, National Housing Federation, during 2012

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www.campaigntoendloneliness.org/resources/

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Appendix 2: Partners

Joint partners of the Ageing well in Hampshire Older People's Well-being strategy

The following partners are members of the Joint Older People's Well-Being Steering Group and will jointly be taking forward the priorities of this strategy through their own organisations and networks.

Age Action Alliance	Hampshire Association of Older People's Forums
Age Concern Hampshire	Hampshire County Council departments Adult Service, Trading Standards, Passenger Transport, IT, Countryside, Environment
Age UK Winchester and Andover	Hampshire and IOW Pharmaceutical Committee
Alzheimer's Society	Hampshire and Isle of Wight Community Foundation (HIWCF)
Arthritis Society	Hampshire Fire and Rescue Service
Brendoncare Club Hampshire	Hampshire Network of Councils for Voluntary Service
British Red Cross	Hampshire Police
Carers Together	Hampshire Volunteer Centres
Citizens Advice Hampshire	Neighbourhood Watch
Clinical Commissioning Groups	Princess Royal Trust for Carers
Community Action Hampshire	RVS
Department for Works and Pensions	South Central Ambulance Service
Good Neighbours Support Service	Southern Health NHS Foundation Trust
Hampshire Association of Local Councils	the Environment Centre (tEC)

Local Older People's forums affiliated to Hampshire Association of Forums (HAOPF)

Aldershot Senior Citizen Forum	Havant Over 50's forum
Andover and District Older People's forum	Horndean forum
Basingstoke and Deane Over 55's forum	Meon Valley Active Retirement Association
Eastleigh Southern Parishes Older People's forum	New Forest's Older People's forum
Farnborough Senior Citizen Forum	Romsey - STOIC
Gosport Older Persons Forum	Winchester over 55's forum
Hartley Wintney Over 55's forum	

District /Borough/City Councils/ Clinical Commissioning Group (CCG)

Basingstoke and Deane Borough Council	New Forest District Council
Eastleigh Borough Council	North Clinical Commissioning Group
East Hampshire District Council	North East and Farnham Clinical Commissioning Group
Fareham Borough Council	Rushmoor Borough Council
Fareham and Gosport Clinical Commissioning Group	South Eastern Clinical Commissioning Group
Gosport Borough Council	Test Valley Borough Council
Hart District Council	West Clinical Commissioning Group
Havant Borough Council	Winchester City Council

Appendix 3: Responses to Question 1: Choose your top five priorities

TABLE 1: Comparison of responses between 2013 and 2010

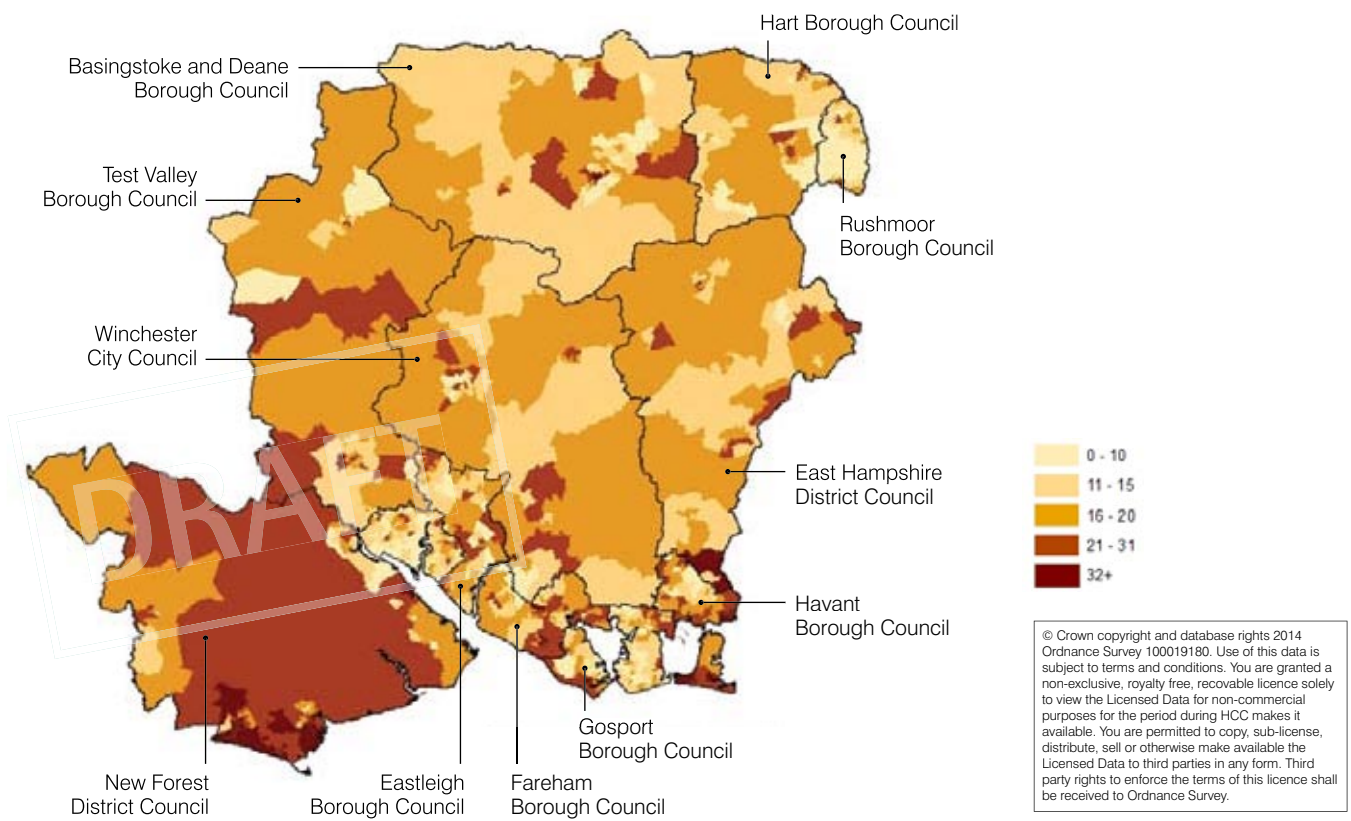
ALL RESPONSES	2013 Overall	2010 Overall
Feeling safe when out and about	1	4
Feeling safe at home	2	7
Getting about on transport as easily as possible	3	1
Knowing about the benefits I am entitled to	4	2
Information about health and well-being	5	3
Information about what clubs and activities are available nearby	6	6
Knowing more about home maintenance services	7	5
Finding out about physical activities I can do	8	10
Finding trustworthy gardening support	9	8
Knowing more about housework and cleaning services	10	9

TABLE 2: Responses by age group

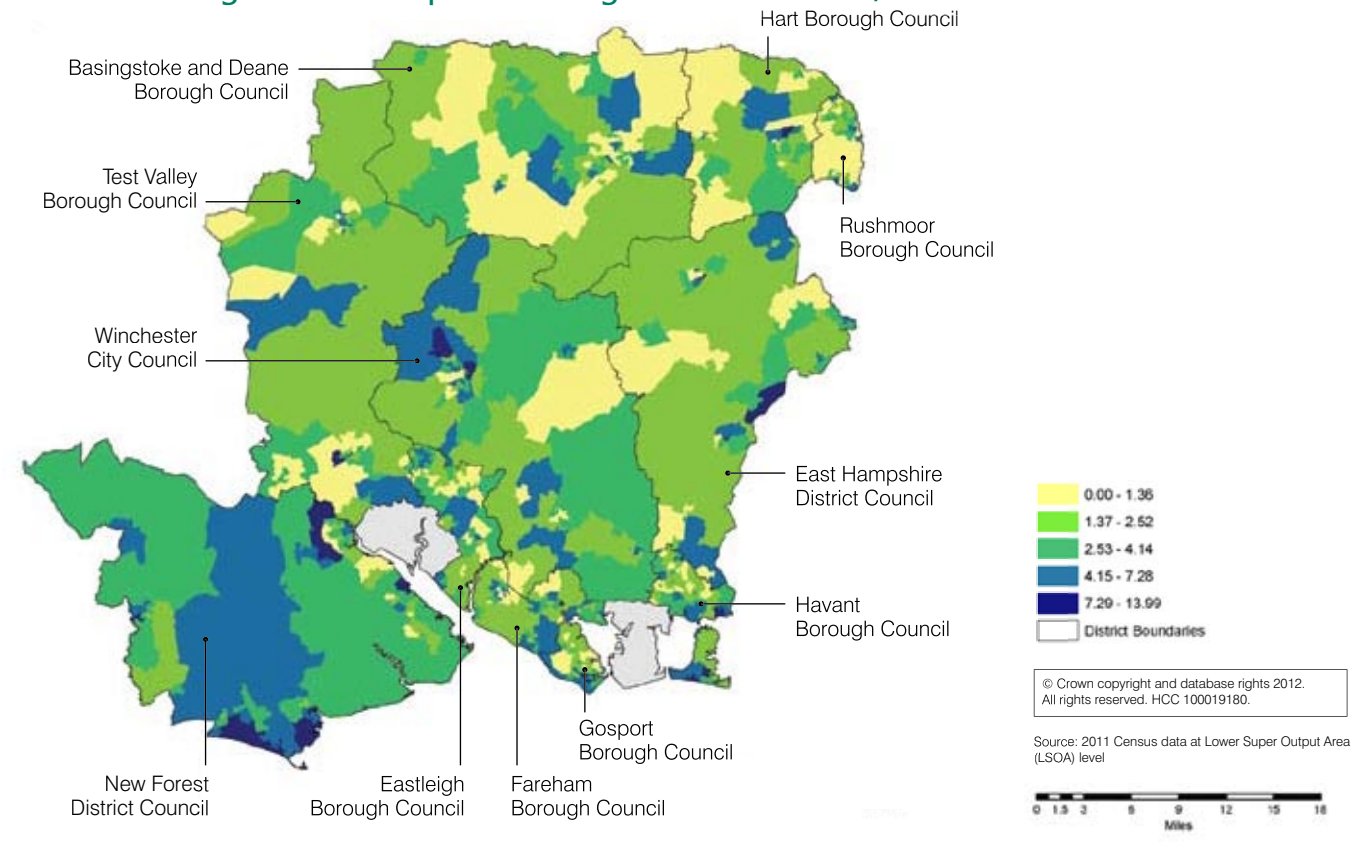
ALL RESPONSES	Female	Male	Under 50	50-65	66-75	76-84	85 and over
Feeling safe when out and about	1	1	4	2	1	1	2
Feeling safe at home	2	3	1	1	3	3	1
Getting about on transport as easily as possible	3	2	2	4	2	2	3
Knowing about the benefits I am entitled to	4	5	3	3	5	4	4
Information about health and well-being	5	4	5	5	4	5	5
Information about what clubs and activities are available nearby	7	6	7	7	6	6	6
Knowing more about home maintenance services	6	7	6	6	7	7	7
Finding out about physical activities I can do	8	8	8	8	8	9	9
Finding trustworthy gardening support	9	9	10	9	9	8	8
Knowing more about housework and cleaning services	10	10	9	10	10	10	10

Appendix 4: Population of Hampshire

Percentage of the Population aged 65 and over, 2011 Census



Percentage of the Population aged 85 and over, 2011 Census



Population Forecasts for all Districts in Hampshire 2013

DISTRICT	55-64	65-74	75-84	85 and over
Basingstoke and Deane	19092	15182	8274	3260
East Hampshire	15096	12954	7719	3516
Eastleigh	15150	12138	7482	3103
Fareham	13894	12879	8184	3345
Gosport	9485	8001	5188	2105
Hart	10521	9408	5193	2100
Havant	15083	13810	9230	3752
New Forest	23647	23126	15578	7773
Rushmoor	9025	7000	3996	1822
Test Valley	14903	12983	7497	3187
Winchester	14065	12152	7553	3644
Hampshire County Council	159961	139633	85894	37607

Source: Hampshire County Environment Department's 2013 based Small Area Population Forecasts

Population Forecasts for all Districts in Hampshire 2020

DISTRICT	55-64	65-74	75-84	85 and over
Basingstoke and Deane	22025	17077	10701	4717
East Hampshire	16385	13689	9471	4968
Eastleigh	16598	13932	9076	4433
Fareham	15210	13167	9319	4693
Gosport	11175	9094	5792	2834
Hart	11729	9774	6986	3100
Havant	16761	14668	10155	5119
New Forest	23978	23664	16930	9562
Rushmoor	11118	8019	5395	2768
Test Valley	16373	14073	9615	4798
Winchester	15739	13243	9223	4912
Hampshire County Council	177091	150400	102663	51904

Source: Hampshire County Environment Department's 2013 based Small Area Population Forecasts

Appendix 5: The Seven Dimensions of Independence

This Strategy continues to support the Audit Commission/ Better Government for Older People (BGOP) 7 Dimensions of Independence (2004).³⁷ These priorities were produced after consulting with older people in 2003/04, and similar themes and priorities have been used since then in national research and policy documents and in individual district councils implementation plans for older people in Hampshire. They provide simple and clear headings within which to balance the complex interaction between what individuals can do and what the wider community needs to address in order to affect older people's well-being and quality of life. They therefore mirror the models of well-being in Appendix 1.

They are:

1 Housing and home

e.g. be able to maintain the fabric of the house, adequate heating, safety in the home, maintaining the garden, help with household duties.

2 Neighbourhood

e.g. feel safe in ones community, adequate lighting, pavements, relationships across the generations.

3 Social activities, social networks, keeping busy

e.g. a variety of activities available to attend, visitors to the home, activities can carry out at home, be able to be a volunteer, leisure, learning.

4 Getting out and about

e.g. transport ,driving, access.

5 Income

e.g. advice available on entitlements, adequate money to live on.

6 Information

e.g. easily accessible information, easy to understand information collated together from a variety of sources.

7 Health and healthy living

e.g. approachable services when required, access to healthy activities and information.

³⁷ Audit Commission/Better Government for Older People (BGOP) Older People – Independence and well-being, The Challenge for Public Services, (February 2004)

Appendix 6: Listening Exercise questionnaire

1 What is your ethnic group?

Choose **one** option that best describes your ethnic group or background

White

- English / Welsh / Scottish / Northern Irish / British
- Irish
- Gypsy or Irish Traveller
- Any other White background, please describe

Mixed / Multiple ethnic groups

- White and Black Caribbean
- White and Black African
- White and Asian
- Any other Mixed / Multiple ethnic background, please describe

Asian / Asian British

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Nepalese
- Any other Asian background, please describe

Black / African / Caribbean / Black British

- African
- Caribbean
- Any other Black / African / Caribbean background, please describe

Other ethnic group

- Arab
- Any other ethnic group, please describe

Thank you for completing this form. Please return by **2nd December, 2013**. You do not need a stamp, just send to:

FREEPOST RJJZ-UEBJ-TULH
 Carers Together
 9 Love Lane
 Romsey
 SO51 8DE

or download the form from www.hants.gov.uk/bettertime

Updating 'Ageing well in Hampshire' the Older People's Well-Being Strategy for Hampshire

Tell us what you think!

Three years ago, you told us what was important to enable older people to remain independent in their own homes, with a positive quality of life.

The priorities you identified fall within two clear themes:- addressing isolation and loneliness and providing that "bit of help" at the right time.

We need your help again to make sure that we continue to work together on the right priorities.

Please answer this short anonymous questionnaire. Then use the freepost address to return your completed form by **2nd December, 2013**.

Thank you so much for your help.

Alexandra Burn
 Head of Older People's Well-Being Team
 Hampshire County Council

wellbeing@hants.gov.uk
www.hants.gov.uk/bettertime
 0845 603 5638.

This questionnaire can be made available on request in other languages or in other formats: braille, large print, easy read, word and audio files. Please call 0845 603 5630*.

* Calls to 0845 numbers will cost between 4p (local rate) and 6p (national rate) per minute for BT customers. Calls made using other service providers or mobiles may cost more. Alternatively call 01329 225390 - standard and local call rates apply to this number.



www.hants.gov.uk

Please fill in all three sides and return to the **FREEPOST** address.

1 Tick the 5 priorities that are most important to you

- Knowing more about home maintenance services
 - Knowing about the benefits I am entitled to
 - Knowing more about housework and cleaning services
 - Finding trustworthy gardening support
 - Feeling safe when out and about
 - Information about what clubs and activities are available nearby
 - Getting about on transport as easily as possible
 - Finding out about physical activities I can do
 - Feeling safe at home
 - Information about health and wellbeing
 - Any other, please tick and specify below
- Please let us know your comments and suggestions

2 Are any of the following a concern to you?

Please tick **any** that apply

- Falling Using computers
- Eating regularly Using mobile phones
- Shopping Moving home

3 Thinking about how much contact you've had with people you like, which of the following statements best describes your social situation?

Please tick **one** box

- I have as much social contact as I want with people I like
- I have adequate social contact with people
- I have some social contact with people, but not enough
- I have little social contact with people and feel socially isolated

4 Thinking about your local area, how would you describe opportunities available for socialising that are attractive to you?

Please tick **all** that apply

- Infrequent Frequent
- Difficult to get to Easy to get to
- Non-existent/few Varied
- Affordable Too expensive

Any comments on questions 3 and 4

5 In your opinion, at what age does 'old age' start? years

Please tell us how old you are?

- under 50
- 50-65
- 66-75
- 76-84
- 85 and over

6 Are you

- Male Female

7 What is the town or village that you live in?

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DRAFT

DRAFT

Ageing well in Hampshire

Older People's Well-Being Strategy

April 2014 - March 2018

For more information contact:

Older People's Well-Being Team, Prevention and Early Intervention,
Hampshire County Council, The Castle,
Winchester, SO23 8UQ

Email wellbeing@hants.gov.uk

Web www.hants.gov.uk/bettertime

This strategy can be made available on request in other languages or in other formats: braille, large print, easy read, word and audio files. Please call **0845 603 5630** for details.

Call charges

For information on call charges please go to
www.hants.gov.uk/contactus/call-charges.htm

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on behalf of the Joint Older People's Well-Being Steering Group