



Equality Impact Assessment

What is an Equality Impact Assessment (EIA) and why does the County Council do them?

The [Public Sector Equality Duty](#) (PSED) is an obligation within the [Equality Act 2010](#) ("the Act"), which asks public authorities, like Hampshire County Council, to give 'due regard' to equality considerations, in particular to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.

This includes assessing the impact of policies and practices on individuals and communities with a protected characteristic, as defined in the Act and some other specific groups. The County Council uses EIAs to ensure it has paid 'due regard' to equalities considerations when there are changes to a service or policy, a new project or certain decisions.

EIA author	Position & Department	Contact
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Title:	Live Longer Better EIA 2023
Related EIAs:	None

EIA for Savings Programme:	No
Service affected	Live Longer Better programme
Description of the service/policy/project/project phase	<p>The Live Longer Better programme is a national Public Health programme focussed on the older adult age group (65+) to include more physical activity into their daily routine to combat frailty and support people to be independent for longer. Through increasing physical activity (or 'moving more') we aim to reduce the impacts of falls, continence, isolation and dementia. By working collaboratively across Public Health, DMPCU, and Energise Me the aim is to incorporate the "golden thread" of physical activity across the activities in Adults Health and Care (AHC), the Technology Enabled Care offer, frontline community teams, Day Services eg, Living Well Hubs, Extra Care settings as well as working with partners in the community who can encourage Live Longer Better with people who don't yet need health or social care support. This will be delivered through three workstreams focused on Older Adults across Hampshire (65+), development of Communities of Practice, and throughout Adults' Health & Care (AHC). Older Adults (65+) - includes the development of a Live Longer Better webpage and other communications. Work with leisure centres to improve their reach to older adults and challenging language and perception about older people (eg improving access to physical activity) Communities of Practice: Enable a culture shift to challenge stereotypes, myths and ageism by linking with the Voluntary sector, District & Borough Councils and Health partners to introduce the concept, encourage and enable those organisations to own and facilitate the ethos of Live Longer Better across their respective areas through Communities of Practice. The plan is that local communities will 'own' and drive forward Live Longer Better. AHC: Identifying opportunities within AHC to embed 'moving more' in services for older adults. This work will include ensuring Technology Enabled Care installers promote falls prevention messaging, embedding physical activity training into extra care facilities and day services, embedding Live Longer Better messaging throughout learning and development for staff. The programme as a whole will also identify what can be measured to show change and will look to embed the ethos of Live Longer Better across partners' strategic priorities where appropriate.</p>
New/changed service/policy/project	The national Live Longer Better programme gives us the opportunity to shape a physical activity offer for older

adults that is relevant for all partners and residents. This type of programme that brings partners together does not exist in Hampshire at the moment. Including a focus on health issues that may trigger a need for social care (eg continence, social isolation) we have an opportunity through this programme to meet the AHC strategic aim of keeping people happy, healthy and independent and alignment with the Public Health Strategy Live Longer Better also aligns with partners' aims; through working in collaboration with partners Hampshire County Council (HCC), by involving partners in Live Longer Better the opportunities to enable sustainable change at a local level are higher, and ensuring that activity meets local population needs. HCC has sought approval from the Executive Member for Adults Health and Care to create a Grant Scheme for Districts and Boroughs who wish to implement Live Longer Better Communities of Practice.

Engagement

HCC Insight and Engagement Unit have engaged with the Hampshire Perspectives 65+ cohort on topics that related to Live Longer Better to gain feedback on the following: strength & balance messaging; retirement and mental wellbeing; and continence. This research has informed the Live Longer Better programme on what messaging works/does not work.

We intend to further engage with older people through existing local forums as part of the Community of Practice workstream, and through public health community researchers. This will enable a more diverse range of views, particularly in people who are not able to complete the online surveys through Hampshire Perspectives.

The Hampshire Older Adults Partnership in development and this will be utilised in future to reach and engage with older residents in Hampshire.

Results from insights conducted:

- Strength and balance exercises are not currently seen as important, particularly for older people who still feel fit and able. They are considered more important once people have lost ability. There is a common misconception that other exercise is sufficient.
- Ageing is an unwelcome topic and people did not want to think about getting older. Challenging stereotypes is key.
- Although still a fairly taboo topic, there is a clear appetite for more information on incontinence. There is some good understanding of the topic but key areas where knowledge is not as strong. Myth busting and providing top tips were seen as valuable.
- Attitudes toward retirement is varied, some see it as a positive opportunity. Keeping busy and staying connected, keeping brain active and looking after yourself physically were three areas recognised by respondents

and seen important to maintain in retirement.

-The term 'Mental health' is not the right language for this generation and should be avoided. The term 'wellbeing' is seen as a modern buzzword.

Equalities considerations - Impact Assessment

Age

Impact on public	Positive
Impact on staff	Positive
Rationale	<p>Recent figures from the 2021 Census released by ONS shows 1.4M residents in Hampshire, with 23% (323,000) falling into the 65+ category. The female population is 165,100 (23.1%), male 138,800 (20.3%).</p> <p>Evidence shows that older adults are less likely to be physically active than younger age ranges. The Live Longer Better programme is a national campaign currently focussed on the older adult age group (65+) to include more physical activity into their daily routine to combat frailty, falls, continence, social isolation and dementia.</p> <p>HCC staff over 65 will also benefit from the programme through access to Hampshire's Live Longer Better website and local communication plan.</p>
Mitigation	

Disability

Impact on public	Positive
Impact on staff	Neutral

Rationale	<p>23% (323,000) of the Hampshire population are over 65, but our older people live many of their later years in poor health. In 2021/22, approximately 23,800 people aged 65+ received a package of care from Hampshire County Council. This does not include those who pay for their care privately or receive support from unpaid Carers. To better understand the number of people who may need care or support, it is estimated that 41,300 people aged 65 and over in Hampshire need help with one activity of daily living in 2022. It is projected that the number of over 65s with multiple conditions and disabilities will continue to grow. The number of over 65s needing help with one or more daily living tasks is projected to increase by 48% nationally over 20 years: from 3.5 million in 2018 to 5.2 million in 2038. It is estimated that there are just under 24,000 cases of Dementia in Hampshire residents aged 65 and over.</p> <p>The programme aims to support people with disabilities to become more active alongside the wider population. This includes a focus on those with physical disabilities and dementia through the work among Adult Social Care workforce to offer opportunities to be active and to upskill staff to support service users to be more active (e.g. care home activity co-ordinators training, training for falls exercise programme leaders on supporting people with dementia, and 'falls proof' project).</p>
Mitigation	

Gender Reassignment

Impact on public	Neutral
Impact on staff	Neutral
Rationale	<p>No information to support this section is available at this time.</p> <p>Whilst the Live Longer Better programme does not specifically target support to people within this defined characteristic, the programme aims to support all older residents irrespective of gender or gender reassignment.</p>
Mitigation	

Pregnancy and Maternity

Impact on public	Neutral
Impact on staff	Neutral
Rationale	Not applicable in this EIA - no information to be considered.
Mitigation	

Race

Impact on public	Neutral
Impact on staff	Neutral
Rationale	<p>Analysis of Sport England's Active Lives Adult Survey 'shows that Mixed and White Other adults continue to have the highest activity levels, while South Asian, Black and those with other ethnic origins are the least likely to be active.' We are looking to undertake insight work through our Hampshire community researchers to increase our understanding on the barriers and opportunities for older people in ethnic minority groups in our local population to be active, in order to reduce the inequalities seen. This insight will guide which future projects we undertake.</p> <p>At this time, district and borough grants will be available to support all people aged 65 and over irrespective of their protected characteristic. As part of the grant application process, districts and boroughs will be asked to address inequalities in older people being active, which will include identification of local communities where older adults are less active. At present, we have no evidence that the grants will disproportionately support people of this characteristic to improve their physical activity.</p>
Mitigation	

Religion or Belief

Impact on public	Neutral
Impact on staff	Neutral
Rationale	The grants will be available to support all people aged 65 and over irrespective of their protected characteristics. At present, we have no evidence that the grants will disproportionately support people of this characteristic to improve their physical activity.
Mitigation	

Sex

Impact on public	Positive
Impact on staff	Neutral
Rationale	<p>As stated in the Age section, recent figures from the 2021 Census released by ONS shows 1.4M residents in Hampshire, with 304,100 (21.7%) falling into the 65+ category. The female population is 165,100 (23.1%), male 138800 (20.3%). Women are less likely to be physically active compared with men, although men have a lower healthy life expectancy compared with women.</p> <p>The programme aims to support all older residents irrespective of sex, but Communities of Practice may seek opportunities to increase activities which may appeal particularly more to one sex over another e.g. dance based activities, yoga or walking football, that can be developed and publicised.</p>
Mitigation	

Sexual Orientation

Impact on public	Neutral
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Impact on staff	Neutral
Rationale	The grants will be available to support all people aged 65 and over irrespective of their protected characteristics. At present, we have no evidence that the grants will disproportionately support people of this characteristic to improve their physical activity.
Mitigation	

Marriage and Civil Partnership

Impact on public	Neutral
Impact on staff	Neutral
Rationale	Not applicable in this EIA - no information to be considered.
Mitigation	

Poverty

Impact on public	Positive
Impact on staff	Neutral
Rationale	<p>It is recognised that some physical activity offers incur a cost and where possible this will be considered to ensure that people who experience financial challenge are not excluded from physical activity and their needs are taken into consideration when shaping services.</p> <p>We plan to undertake bespoke pieces of work via the communities of practice to enable those experiencing poverty can access physical activity.</p>

Mitigation	

Rurality

Impact on public	Neutral
Impact on staff	Neutral
Rationale	<p>Places and spaces form an important part of the Longer Longer Better workstream and we plan to work with local Communities of Practice to identify areas of need and tailor the programme to suit rural areas.</p> <p>The grants will be available to support all people aged 65 and over irrespective of their protected characteristic. At present, we have no evidence that the grants will disproportionately support people of this characteristic to improve their physical activity.</p>
Mitigation	

Geographical Impact:All Hampshire

Equality Statement

Additional information:

None

Overview Statement:

A summary assessment to show that due regard to the Public Sector Equality Duty has been paid, which is undertaken when a full EIA is not needed:

EIA reference number: 00297

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