STRATEGY FOR OLDER PEOPLE

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INTRODUCTION

Our vision and Strategy for Older People on Anglesey has been developed by listening to Older People and by working closely with partners in Health, Voluntary and Private sectors.

This Strategy sets out a vision where Older People have choice and control over their lives. At its heart is an appreciation of Older People as active, vital members of our communities.

The Isle of Anglesey Council is committed to ensuring the active participation of older people in drafting, reviewing and evaluating the Strategy both locally and nationally.

This will ensure that we use the expertise and experience of older people and concentrate on developments which benefit and impact on the lives of older people. Our strategic aim will be to ensure the priorities of Older People become our priorities.

STATEMENT OF INTENT

The Older People’s Commissioning and Planning Group wish to:

- Promote the engagement of Older People in planning, commissioning and developmental activity.
- Create strengthened, empowered and healthier communities and individuals.

This will be achieved by working with individuals, groups and organisations with an interest and contribution to make towards enhancing and enriching the lives of older people, to work in partnership to develop and implement a shared plan with agreed outcomes.

The strategic intention will focus on the main themes identified within the National Strategy for Older People.

- Valuing Older People
- A changing Society (making an active contribution)
- Living Longer and Healthier Lives
- Coping with Dependency

ABOUT THIS STRATEGY

This document sets out a framework from which a realistic agenda can be delivered for older people. It has been developed through consultation and will grow and evolve over time. It aims to set out our vision of the future and a framework to deliver this.

To meet this agenda we will build on existing planning/commissioning structures with the Older People’s Commissioning Group providing the strategic direction.
This strategy aims to lay the foundations of a fundamental shift in the way individuals, groups and organisations view ageing and behave towards older people.

WHAT DOES THIS MEAN FOR OLDER PEOPLE

In shaping services and opportunities for Older People organisations must ensure that they fit with all other aspects of people’s lives.

Organisations working with Older People have many different initiatives and projects that they are undertaking, this Strategy must ensure that Organisations responses to meet people’s needs should not be provided in isolation and should enable Older People to fully participate in their community.

The Strategy aims to meet the following outcomes:

- Valued contribution – identifying and valuing what older people can do for the community in which they live.
- Living Longer and Healthier – better access to leisure and health promotion activities
- Improve quality of life – better access to social activities and lifelong learning
- Better informed – increased access to information and advice so that Older People can take action for themselves
- More involved in decision making – improved opportunity to influence the decision making processes
- Reduced poverty – elimination of poverty in old age and greater financial independence
- Reduce discrimination - tackle ageism, stereotyping and other types of discrimination against older people
- Social inclusion – create opportunities for older people to make a valued contribution within their community.

HOW WE WILL INVOLVE OLDER PEOPLE

Health and social care services are very important issues for Older People but by no means the only matters of interest. The wider determinants of health such as family, transport, leisure companionship, housing and money all feature highly.

These issues are known to us through a variety of means and include:

- Community surveys
- Older People’s Forum
- Consultation events
- Listening events
- HSCWS – consultation
- Work undertaken by voluntary groups
- Accommodation Strategy
- Supporting People Programme
- Joint Inspection
HOW WILL OLDER PEOPLE’S VOICES BE HEARD

A well established Older People’s framework exists on Anglesey. Older People have an opportunity to have their voices heard through a variety of mechanisms.

STRATEGY FOR ENGAGEMENT AND PARTICIPATION

The Local Authority and Medrwn Mon (Voluntary Bureau) are following a tried and tested methodology in consulting with older people in Anglesey. The process involves sending out questionnaires to people over the age of 50 in identified areas with the view of identifying local priorities and needs in terms of services and opportunities.

A report outlining the main findings of the survey is then discussed in a public meeting. From this a community partnership is established in the shape of an over 50`s group and a local strategy developed based on the themes and priorities identified at a local level.

The Local Authority strategy for engagement and participation is well established with six areas on the island having undertaken a community audit and a further commitment to conduct four community surveys every year.

OLDER PEOPLE’S CHAMPION

The Older People’s Champion is an elected member and sits on the Council’s Executive Committee. He/she will have a commitment to improving older people’s services, along with the authority and ability to influence organisational decision making. By working closely with the Strategy for Older People Co-ordinator the Champion will develop links and networks with older people.

ANGLESEY OLDER PEOPLE’S FORUM

Membership drawn from Over 50`s groups and open to individuals over the age of 50.

FORUM SUB-GROUP

Membership drawn from representatives of Over 50`s groups on the island. Venue to co-ordinate views and proposals and submit to formal planning structures within the Local Authority.

FORMAL PLANNING STRUCTURES

Older People are represented and have an opportunity to sit on a number of different planning groups spanning a number of different service areas.
COMMUNITY CONSORTIUM

Membership is drawn from Local Authority, Voluntary Agencies and providers of service. The main remit of this group is to ensure Older People’s issues are included in preventative strategies and community development, and ensure the health promotion strategy for Older People is given appropriate attention.

OLDER PEOPLE’S PLANNING AND COMMISSIONING GROUP

Membership includes Older People, Local Authority, Local Health Board, Health Trust, Voluntary sector. The responsibility of this group is to monitor service development in line with the themes identified within the Strategy. Formulate a commissioning strategy based on agreed service proposals and service levels. Transform issues identified by Older People to meaningful services and activities to meet local need.

Fframwaith Pobl Hyn ar Ynys Môn / Older People Framework on Anglesey

BACKGROUND

Over the next 20 years demographic changes will significantly change the balance of the population

The number of older people over the age of 60 in Wales will increase by 11% and people over the age of 85 will increase by 85%.
DEMOGRAPHIC CHANGES ON ANGLESEY

The census of 2001 stated that 68,000 people live on Anglesey. There are 11,000 people between the age of 60-74 and 5,900 over the age of 75

As in Wales these figures on Anglesey are set to increase by 11% and 33% respectively.

The population on Anglesey is ageing. People are living longer and are healthier, but there will be instances during their lives people will need support and care at some time or another.

NATIONAL POLICY CONTEXT

An advisory group was established with the brief of identifying issues that are important for older people. A report “When I’m 64 or more” was published in May 2002. The process of developing the report included collating information from the findings of 27 focus groups across Wales, meetings with pensioner groups, collections of reviews and research into older people’s lives and a National Conference.

The advisory group’s recommendations were wide ranging, and in the main form the main aims and objectives of the Strategy for Older People.

The Strategy was formally launched on the 31/1/03. The Strategy aims to provide a comprehensive, challenging and dynamic framework for progress with regard to older people’s issues.

THE MAIN AIMS OF THE STRATEGY

• To enhance the engagement with and participation of older people in society

• To challenge and address ageism and other forms of discrimination against older people.

• Promote more positive images of older people and to give older people a stronger voice in society.

• To strengthen and promote participation in community activities and volunteering by and for older people.

• To promote opportunities for older people to continue to learn and to remove barriers to employment.

• To promote health promotion and preventive action for older people.

• To promote health and social care policies which enable older people to live at home with appropriate help as long as possible.
**ON A NATIONAL LEVEL**

The Strategy is set in a 10 year framework. It is only the starting point in addressing the implications of an ageing population.

The main features of the Strategy implementation and action to date are:

- A Deputy Minister with specific responsibility for Older People has been appointed – Mr John Griffiths.
- A new Assembly Cabinet Sub Committee has been established on the needs of older people.
- The First Minister Scrutiny Committee is a new Assembly Committee, which has been established to take oral evidence from the First Minister on any matter within the Ministers` field of accountability. The first meeting the subject matter was services for older people.
- A manifesto commitment by the Assembly Government to establish an older people’s commissioner. An advisory group chaired by John Griffiths has advised on the role and responsibilities of a commissioner.
- A National Partnership Forum for Older People in Wales has been established through a process of public appointments to provide a focus of debate about ageing and to provide expert advice to the Assembly.
- Local Authorities have been given the lead role in implementation through the Community Plans and Health and Wellbeing strategy and to provide a strategic approach to older people’s issues.
- Funding of £10 million is being made available in the period of 2006-07 throughout Wales to ensure effective implementation of the strategy. £8 million to Local Authorities, £1 million to the Voluntary Sector through Age Alliance Wales and £1 million for the Assembly for centrally led projects.
- Local Authorities have employed Strategy Co-ordinators, each Authority submit a development plan highlighting the priorities for the period. Local Authorities are setting up County forums and have appointed Champion for Older People from the Executive Committee, Councillor John Chorlton.
- The Assembly Government’s Free Bus Pass Travel Scheme is proving very successful. A 40% increases in free bus passes issued and a 60% increase in trips have resulted.
- A consultation process has taken place with regard to the National Service Framework for Older People in Wales. The NSF will aim to achieve consistency in the availability and quality of health and social care for older people.
- A Healthy Ageing Action Plan for Older People has been launched last month. The plan is intended to provide guidance and to promote the following key areas of physical activity, healthy eating, emotional health, smoking, alcohol, sexual health, health protection and safety protection.
• The Assembly has funded free swimming for people 60+, commenced as a pilot project but with the intention of making the provision a long term commitment.

• The Assembly Government is supporting new approaches to inter-generational linkages in Wales so as to improve the understandings between old and young people in Wales.

**VALUING OLDER PEOPLE**

This theme will look at ways of tackling discrimination against older people wherever it occurs, promote positive images of ageing and give older people a stronger voice in society.

**INVOLVING OLDER PEOPLE**

Involving Older People is central to our approach and we are committed to increasing participation across all initiatives and services. It is important that an effective partnership is established to understand issues from the perspective of Older People and place their concerns and aspirations at the centre of the Strategy.

**KEY THEMES**

• Ensure that Older People have a stronger voice in the decision making process
• Promote citizen engagement at all levels of commissioning and provision of services.
• Provide better information
• Tackling ageism

**RECENT ACHIEVEMENTS ON YNYS MON**

• Improve outcomes and choice for Older People in accordance with the National Service Framework, Strategy for Older People and the Health, Social Care and Wellbeing Strategy on the island.

• Engaging with local strategic partners (LHB, Voluntary sector, NWWT,) to support the development of a Commissioning strategy for Older People.

• Developing sustainable local community networks by following a tried and tested methodology for consultation and developing local community based services in conjunction with Medrwn Mon and Age Concern Gwynedd and Mon.

• Develop a range of formats to provide information for Older People.

• Hosting the Anglesey User Forum facilitated by Age Concern Gwynedd and Mon.
**ACTIONS**

- Further strengthen the Anglesey User Forum in partnership with Age Concern Gwynedd and Mon.

- Increase membership of the User Forum Sub group and ensure they are central to the engagement and decision making process.

- Increase the number of older people sitting on planning and developmental groups within the Local Authority

- Implement initiatives that address the strategic objectives within the National Service Framework for Older People.

- Ensure that clear guidelines and policies are in place in relation to age discrimination.

- Promote intergenerational activities to strengthen understanding and respect between younger and older people.

- Conduct Voice and Choice events to improve the engagement with Older People

- Conduct listening events and Information days.

- Produce two editions of the Strategy newsletter and ensure reference to the work of the Strategy is included in the Health Challenge Anglesey newsletter.

- Develop a website to support the work of the Older People’s Forum.

**CHANGING SOCIETY (OLDER PEOPLE MAKING AN ACTIVE CONTRIBUTION)**

This theme will look at ways of promoting and developing older people’s capacity to continue work, tackle issues surrounding crime and the fear of crime and to promote opportunities for older people to learn for as long as they want, and to make an active contribution once they retire.

**ECONOMIC LIFE AND INCOME**

Economic inactivity is highlighted in the Anglesey Economic Regeneration Strategy and the Health, Social Care and Well-being Strategy for Anglesey. Raising activity rates is central to poverty reduction, social inclusion and improving people’s mental and physical health.

The over 50’s on Anglesey should feel that they have a free choice about whether to work or retire. Those who wish to work should have equal access to job opportunities that do not discriminate against older people. Those who can’t work or wish to retire should have full and easy access to the pensions and benefits to which they are entitled.

Older people who find themselves in poverty are unable to benefit from the life opportunities and services that most people take for granted. Many older people would like to work but
encounter difficulties in doing so. Barriers vary but can include actual or perceived age
discrimination by employers, actual or perceived skill gaps, ill-health limiting the type of work
that can be done, the increased dependency on older women especially to care for dependents
in their families, and a lack of information about relevant opportunities available to help older
people back to employment.

Following the establishment of the Economic Inactivity Working Group on Anglesey which
consists of Local Authority Departments, Jobcentre Plus, Local Health Board, National Public
Health Service, Department of Lifelong Learning, and Medrwn Môn, we aim to “Work in
partnership to reduce the number of economically inactive people in Anglesey”. With respect to
older people we aim to:-

• Support the recruitment and retention of older people in employment

• Encourage the transfer of knowledge and experience from older/retired business people to
  new entrepreneurs.

• Promote the benefits of learning and to provide readily accessible information and advice to
  potential learners on learning and volunteering opportunities available

• Promote and develop the availability of IT facilities and learning opportunities in communities.

• Promote health and well-being among older people in the workplace

• Help older people in the transition from work to retirement.

**RECENT ACHIEVEMENTS**

• Relevant agencies consulted with regard to Link-Age Wales document. Further discussions
  between the Pension Service and Local Authority to agree protocols for working in
  partnership.

• Joint training sessions will begin in the near future.

• Older people consulted about Link-Age Wales document.

• Return to work for over 50’s event held in Llangefni and Holyhead in conjunction with
  Jobcentre plus.

• Developed learning and volunteering opportunities in the communities via establishment of
  over 50’s clubs. Training courses run in partnership with Coleg Menai (free of charge)

**ACTIONS**

• To reduce the number of people over the age of 50 who are economically inactive through
  arranging an inactivity awareness raising event.
- Co-ordinate actions across relevant agencies to improve access to jobs by developing an action plan from the above event and work in partnership on various initiatives.

- Co-ordinate actions to improve benefit uptake by older people by contributing to an all Wales research on the economic landscape over the next 15 years.

- Continue to promote learning and volunteering opportunities in communities by supporting established and developed over 50's clubs. This will be done by working in conjunction with Coleg Menai.

- Organise pre-retirement workshops to enable a smooth transition into retirement.

- Ensure that the health and well-being of older adults are looked after in the workplace, especially those of older women who have been found to suffer greater physical and psychological stresses.

**REDUCTION IN CRIME AND FEAR OF CRIME**

Crime and the fear of crime are significant concerns for Older People. Older women in particular report extremely high levels of fear of crime, and many Older People cite fear of crime as a significant factor in limiting their ability to get out and about.

Whilst statistically Older People are the group least at risk of crime, it is well documented that the impact of becoming a victim of crime (and/or worrying about becoming one) on an Older Person can be far greater than that of a younger person.

**KEY THEMES**

The Community Safety Partnership has identified the following as their local priorities:

- Reduce the incidence of drugs and alcohol in the community
- Tackling anti-social behaviour.
- Reducing violent crimes
- Road Safety
- Domestic violence
- Reducing business crime
- Area focus – identifying areas with high incidence of vandalism
- Reducing the fear of crime.

**RECENT ACHIEVEMENTS**

- Distributed information bags to hard to reach groups

- Relay information to Older People about safety in the home initiative run by Gofal a Thrwsio Môn.

- Conducted intergenerational projects – to break down the barriers between the generations.
• Consumer Support Network – Develop and establish a consumer support network on the island, this is a consumer advice initiative, training community champions to support people with consumer issues.

**ACTIONS**

• Work in conjunction with the Community Safety Partnership on various projects
• Re-establish the Safer Holyhead Task group in partnership with Communities First and extend the group to include other Communities First Partnerships on the island.
• Promote the uptake of Home Safe schemes, crime prevention and Fire safety advice by Older People.
• Ensure practices, policies and procedures around protection of vulnerable adults are effective and adopted by all agencies.
• Develop a Safety and Security booklet for people over the age of 50.

**CONTINUED LEARNING**

There is good evidence that Older People can benefit substantially from continuing to learn and gain new skills as part of a fulfilling and active retirement. It is reported that learning has had a positive impact in areas such as their enjoyment of life, self confidence and their ability to cope with life events, along with an increased involvement in social, community and voluntary activities. Learning may also promote the retention of independence for longer and provide protection for the ageing brain against cognitive decline.

Older learners who have been successful in informal learning may demonstrate an interest in continuing with formal learning. In some areas substantial use is made of institutional provision, in others greater recognition has been given to the value of working in partnership with community based organisations and the voluntary sector.

**KEY THEMES**

• Promote the benefits of learning and provide readily accessible information and advice to potential learners of all ages on learning opportunities available.
• Promote and develop the availability of IT (information technology) facilities in communities and IT skills for older people.
• Develop and update skills in a rapidly changing world.
• Encourage involvement in the local community.
• Provide social contact to reduce isolation
• Improve the general health and wellbeing of older people.
• Develop an effective intergenerational programme.
**RECENT ACHIEVEMENTS**

- Promoted and developed the availability of Information Technology facilities in communities and IT skills for Older People e.g. Holyhead Community Centre and the Iorwerth Rowlands Centre in Beaumaris.

- Establishment of a number of over 50`s groups on the island. Their programme of activities include different lifelong learning opportunities for their members including a range of IT classes, local history courses, modern languages and nutrition/cooking classes.

- Conducted Voice and Choice event in Moelfre. A learning opportunity to provide the necessary skills for Older People to engage effectively in the consultation process.

- Conducted a return to work event in conjunction with Jobcentre Plus in Holyhead and Llangefni during 2006.

**ACTIONS**

- Work with the National Institute of Adult Continuing Learning (NIACE) to promote the participation of adult and older learners.

- Create a network of community learning centres throughout Anglesey in line with local need.

- Identifying Lifelong learning opportunities through community surveys and work in partnership with various agencies to meet the priorities.

- Develop formal links with the “University of the 3rd Age group” on the island.

- Establish a range of learning opportunities in partnership with Coleg Menai and Coleg Harlech, this can include encouraging the use of internet and other technologies.

- Working in partnership with the Lifelong Learning Department of the Council to promote the use of a mobile IT suite to provide taster sessions in rural communities, with a view of introducing people to follow accredited and vocational courses.

- Work with employers and local education providers to promote pre- and post retirement life planning programmes which can promote the benefits of learning in retirement.

**LIVING LONGER AND HEALTHIER LIVES**

This theme will look at promoting accessible public and community transport for older people and working in partnership with older people and other agencies to promote the health and wellbeing of older people.

**HEALTHIER COMMUNITIES**

“Anglesey County Council and Anglesey Local Health Board through the local Health, Social Care and Wellbeing Strategy are committed to promoting the health and well-being of older people by promoting healthy, strong and active communities, reducing health inequalities and encouraging healthy lifestyles”
The way people live their lives and the control they have over them have important consequences for their health. Older people on Anglesey have identified the following factors as their priorities through the consultation methods mentioned earlier (How we will involve Older People):

- Transport
- An active life

**TRANSPORT**

In order to create healthier communities it is essential that effective transport links are in place. National research has identified that half of all households without a car consist of individuals aged 60+. Problems with health and mobility can be exacerbated by the accessibility and availability of public and private transport, resulting in mobility deprivation and as a consequence older people are the largest group to suffer from mobility deprivation. Work has begun over the last couple of years to develop links with relevant agencies and Local Authority departments to ensure that older peoples concerns regarding this issue are met. Older people have stated they would like:

- Improvement in public transport provision
- More community transport available for the less able older people to access services
- Extend the Good Turn Schemes to other areas on the island

**RECENT ACHIEVEMENTS**

- We have revisited the model for service delivery.
- Good Turn Scheme established in Rhosneigr
- Shopping services established in two rural areas on the island in Beaumaris and Brynsiencyn.

**ACTIONS**

- Promote a collaborative approach to the development of community transport initiatives by working in conjunction with the “Community Transport Working Group”
- Ensure that public transport is more accessible for older people in terms of the provision of low level buses and increasing the uptake of free bus passes.
- Promote 2 new shopping services in rural areas. Proposed areas being Llanfaethlu and Rhosneigr.
- Establish 2 new Good Turn Schemes on the island in Holyhead and Brynsiencyn.
Maintaining physical activity can bring many important benefits to older people. Exercise such as swimming, gardening and Tai Chi not only help promote older people to live independently and improve their health and well-being, but also reduce isolation and loneliness amongst the population.

A Healthy Ageing Plan has been developed by and for older people. This includes promoting physical activity. There are numerous opportunities for older people to take part in healthy ageing activities, either intergenerational or specifically for older people. Following community surveys the main activities that older people on Anglesey would like to participate in include:

- Walking Clubs
- Tai Chi
- Swimming
- Gentle Exercises
- Relaxation Classes / Yoga
- Gardening

RECENT ACHIEVEMENTS

- Physical activity opportunities available throughout the island.
- 6 staff in the process of being trained as Postural Stability Instructors to extend the falls prevention agenda.
- Funding of the free exercise for older people initiative in local leisure centres. A review of the uptake of the exercise programme is underway.
- Walking your way to health and fit to jog projects started on the island.
- Exercise sessions held in the community e.g. Tai Chi, Extend, Salsa classes
- Jointly established Green Gym project with the BTCV in Parc Mwd, Valley

ACTIONS

- Physical Activity Network to develop an action plan in line with recommendations from the assembly's document “Climbing Higher” has been established with older people as one of its priorities. This group will promote physical activity for older people through a wide range of multi-agency initiatives.
- Implement the Healthy Ageing Action Plan
- Continuation of the free exercise for older people initiative in local leisure centres
• Establish 3 new “Walking Your Way to Health” clubs by working in partnership with the Sports Development Unit, as well as developing more community based activities.

• Establish another Green Gym project in conjunction with BTCV and community groups at Newborough Forest which will include a trim trail for older people.

• Work with the University of Wales, Bangor on a Knowledge Transfer Partnership (KTP) that will look at factors affecting physical activity levels of older people. This work will involve an audit of current provision, in depth review of current literature, evidence based interventions to current/non participants, and training of service providers. This work will help us identify the barriers faced by older people when trying to access physical activity. At the end of the 3-year project findings will be incorporated into Local Authority policies.

COPING WITH INCREASED DEPENDENCY

This theme will look at the provision of high quality services and support which enable older people to live as independently as possible in a suitable and safe environment.

Well maintained, suitable and accessible housing

Poor housing is known to have a detrimental effect on many aspects of older people’s lives, especially their health and well-being. Fuel poverty and lack of adequate heating can especially place older people at a greater risk of developing ill-health.

Anglesey County Council is anxious to establish an accommodation strategy for older people, in order to ensure that we are able to effectively meet the housing and support/care needs of older people in a climate of rising expectation and demand.

We are currently in the process of commissioning the services of a specialist consultancy to help with the work of developing the strategy.

• Explain the role of extra care and Telecare within the spectrum of older persons housing provision
• Encourage a strategic approach to the development of extra care housing and telecare services, based on the needs and aspirations of older people.
• Cover the range of factors that should be considered when commissioning older persons accommodation and support needs
• Assist in relevant service development where need has been demonstrated
• Promote the independence of older people and provide a wider range of accommodation and support services to meet their needs
• Contribute to the reshaping of services to focus on early intervention, better intermediate care and community facilities
• Stimulate effective local partnerships
• Provide information on the funding needs from the Social Housing Grant programme, Supporting People Programme, Core finance and any other relevant funding scheme
RECENT ACHIEVEMENTS

- A targeted campaign “Keep Well This Winter” with health partners (2005), linked to flu immunisation, fuel poverty and grants available for home adaptations.

- A handy person scheme started in 2005 through Care and Repair

- The Supporting People Programme funding housing related support services for older people

- Energy efficiency campaign with information on a range of health issues provided to one community on the island

ACTIONS

- Ensure older people are able to follow their preference to live in their own homes as long as possible.

- Carry out a baseline study of the current and future demographics of the area and identification of those people for whom extra care will be appropriate.

- Carry out baseline survey of existing Sheltered and Residential Care. Provide an effective map of provision to include an analysis of the value and use of those services, and assess its capacity and capabilities, and identify existing and future plans for development.

- Develop a clear strategy for the development of older people’s accommodation.

- Co-ordinate the partnerships arrangements between agencies.

- Provide a detailed and clear strategy that encompasses the resource commitment’s from participating agencies.

- Make recommendations on the defined model for the day to day management of Sheltered and Extra Care Housing.

- Develop a plan for monitoring provision to include an approach that actively involves the tenants and carers.

- Include an appraisal of the likely market for mixed tenure provision.

- Make recommendations on how a telecare service can provide a platform by which extra care can provide a base for resource to support not just the residents of the extra care housing facility but also people in need of care and support within the wider neighbourhood.

- Ensure that users and carers are involved.

- Recommendations on what evaluation tools are needed to evaluate success of scheme from commissioners, providers and users/carers perspectives.

- Promote the take-up of people who are eligible to access the Home Energy Efficiency Scheme (HEES) on Anglesey.
There is increasing evidence that people’s views about old age are changing. They want to live at home and they also want more choice, more control and better quality services that meet their individual needs.

Developing the ability of services to promote people’s independence is a priority. This work will be driven by the National Service Framework for Older People which was launched by the Welsh Assembly Government in March 2006 and sets out a number of standards to ensure a good level of service in health and social care is available to all Older People.

Additional direction has come from the Health Social Care and Wellbeing Strategy and documents such as Design for Life and the National Public Health Service for Wales “Care of Older People in North West Wales”

Great emphasis is also placed on what Older People, their carers, and the voluntary groups working with Older People have to say.

**KEY THEMES**

- Improving mental health and wellbeing.
- Changing needs within Residential and Nursing sectors.
- Dementia services
- Assistive technology and extra care housing.
- Enhanced Primary and Community Health Care Services.

**RECENT ACHIEVEMENTS**

- Building on the developments under the Strategy for Older People.
- Developing preventative services in line with local priorities.
- Reconfiguring the meals on wheels service.
- Development of generic Health and Social Care support workers.
- Development of a Commissioning Plan for Older People in partnership with key stakeholders.

**ACTIONS**

- Improve outcomes and choices for Older People in accordance with the National Service Framework for Older People, Health, Social Care and Wellbeing Strategy and Strategy for Older People.
- Supporting People Programme – To drive the transition of services to deliver more preventative, responsive services that can be integrated and utilised to support the overarching objectives of promoting independence and sustaining healthy lifestyles.
• Improve community based chronic disease management to reduce inappropriate admissions to hospital.

• Ensure that the needs of carers are met in accordance with the Carers Strategy.
• Further develop and enhance the Unified Assessment process and care management process in conjunction with key stakeholders.

• Increase the uptake of clients accessing direct payments.

• Re-model and manage the domiciliary care market to meet the increasing demand and diversity of care needs within the community.

• Strengthen user/carer involvement within planning/commissioning and service delivery arrangements.

• Intermediate care – to provide integrated services that provide faster recovery from illness, prevent unnecessary admissions into acute hospital or long term residential care and support timely discharges from hospital with effective rehabilitation.

• Stroke – to reduce the incidence of stroke in the population and ensure that those who have had a stroke have prompt access to integrated stroke care services.

• Falls – to reduce the number of falls which result in serious injury and ensure effective treatment and rehabilitation for those who have fallen.

THE NEXT STEPS

This strategy sets out the vision for the development of services and opportunities for older people and the action that will be undertaken to drive forward the priorities for older people living in Anglesey.

The strategy will be implemented over the next few years by agencies working across Anglesey and progress will be monitored by:-

Health, Social Care and Wellbeing Partnership Board

Older People’s Commissioning Group

• Monitoring services and activities
• Monitoring development against the standards within the National Service Framework for Older People.

The strategy will drive development across all statutory and other organisations by helping to focus resources and to channel effort into achieving the actions identified to meet the needs of Older People on Anglesey.