

Summary

Be Birmingham Wellbeing Strategy for Older Citizens 2009-2012

The strategy is to improve the health and wellbeing of older citizens of Birmingham. It incorporates the priorities identified by the Birmingham Advisory Council of Older People and the Older People's User Reference Group. It has been written in response to the feedback from the Corporate Performance Assessment Audit report. It aims to bring together the Be Birmingham Partnership to enable older citizens to be supported in their own homes and live the lives they choose.

A multi agency wellbeing group has driven the development of this strategy ensuring older citizens priorities are at the centre. The strategy was presented on 16th October at the Health and Wellbeing Executive, where the three PCTs and Adults and Communities gave agreement for a 3 month period of consultation on the draft strategy across the Be Birmingham Partnership.

For the purposes of this strategy the model utilised is contained within the Young Foundation Report 'Local wellbeing: Can we measure it?' (September 2008). It is in three parts which are interrelated.

The component parts:

1 Personal

- Material and financial wellbeing
- Engaging activities and achievements
- Health and mental wellbeing

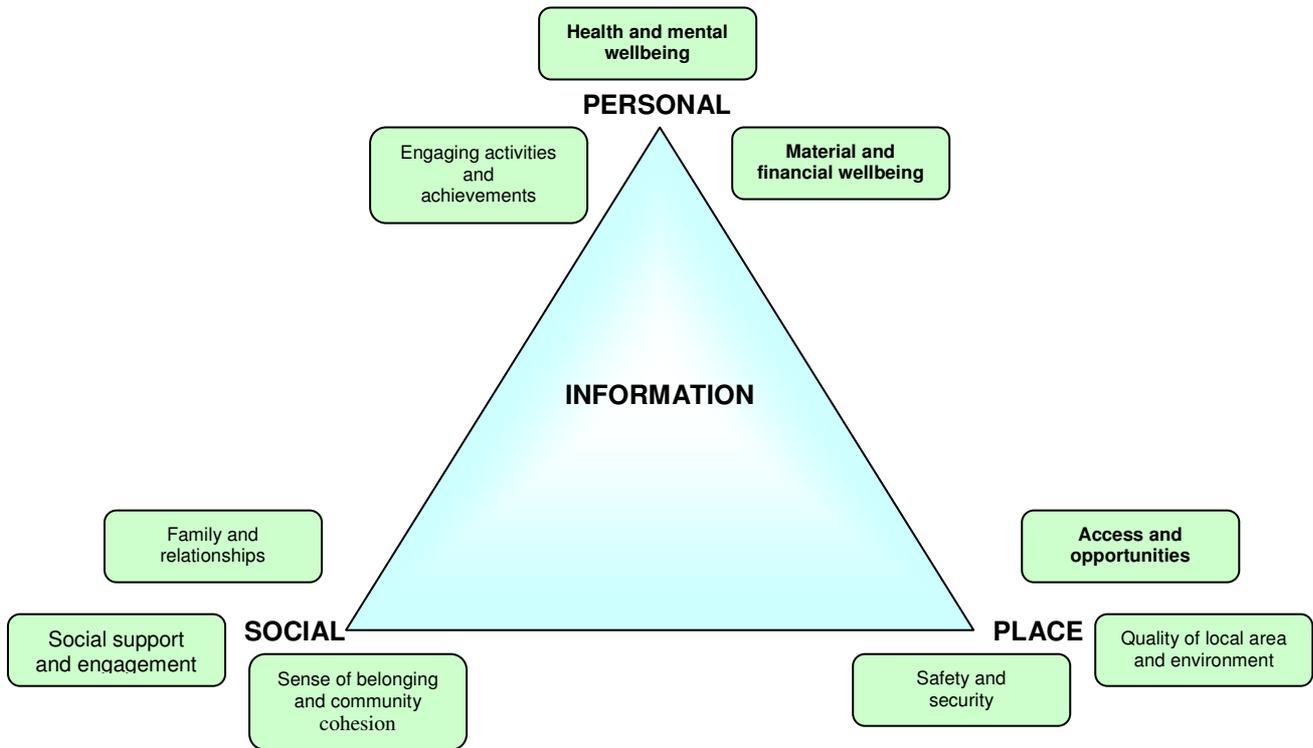
2 Place

- Safety and security
- Access and opportunities
- Quality of the local area and environment

3 Social

- Family and relationships
- Social support and engagement
- Sense of belonging and community cohesion

PERSONAL-SOCIAL-PLACE-BASED WELLBEING



Adapted from Steuer, N & Marks, N (2008): Local wellbeing - Can we measure it?

The wellbeing priorities have been grouped around three themes personal, place and social with information being central to the delivery of all three themes.

1. Personal

1.1 Material and Financial Wellbeing

Outcome

Older citizens should have sufficient financial security to maintain their quality of life and wellbeing.

Action

We will support older citizens to maximise their income

Priorities

Opportunities to work flexibly between work and retirement

Tackle poverty experienced by older citizens and maximise the take-up of welfare benefits, including the mobility component of Disabled Living Allowance for those who are eligible.

Reduce cost to older citizens particularly addressing fuel poverty

Older citizens will have the opportunity to work if they wish

Create more employment opportunities by challenging stereotypes of old age

Valuing older citizens experience in the work place

Providing opportunities for older citizens to retrain/set up new businesses

1.2 Engaging Activities and Achievements

Outcome

To enable older citizens to be able to make a positive contribution in their community

Action

We will promote opportunities to enable a range of volunteering, learning, leisure and social activities

Priorities

Increase opportunities and support older citizens to continue to use life skills through volunteering and so contribute to community life e.g. time banks.

Equipping older citizens to access information available including web based information, e.g., training for silver surfers

By supporting pre-retirement activities to plan for old age, this will enable good health and wellbeing in later life.

1.3 Health and Mental Wellbeing

1.3.1 Person Centred Care

Outcome

Older citizens will have dignity, choice and control in their lives, and in any support they may need.

Action

We will provide co-ordinated approaches and services that respect and support individual difference and choice.

Priorities

Explore ways of enabling and empowering older citizens to have more control over the care delivered, provide appropriate choices suitable to their needs, we will inform them of their rights through approaches like personalised budgets and Direct Payments etc .

Support developments of the 'Dignity in Care' initiative across the health and social care economy.

1.3.2 Staying Independent

Outcome

Older citizens will be supported to enjoy better health and wellbeing.

Action

We will help older citizens to stay at home and out of hospital and care homes by providing more services that respond quickly and promote independence.

Priorities

Ensuring falls prevention services are provided by all partners are coordinated to ensure equal access across the city.

Support the development of integrated community equipment, assistive technology and stroke services.

Ensure that rehabilitation services and intermediate care meet the needs of older people who have mental health problems.

Encourage health promotion service across all partners e.g. increasing uptake of services like 'flu immunisation, support to stop smoking, healthy eating, stroke prevention, medicines support, affordable foot care and eye tests.

1.3.3 Mental Health in Later Life

Outcome

Older citizens will enjoy better mental health and wellbeing.

Action

We will improve specialist information, advice and support in the community for older citizens, promote wellbeing and early intervention, and ensure that older citizens receive high quality specialist services.

Priorities

Ensure all service developments are consistent with the National Dementia Strategy (2008).

Work with adult mental health services to promote mental wellbeing and greater awareness and detection of depression, ensuring that older people have easy access to psychological therapies in primary care and are able to access wellbeing services.

Develop housing and support choices that recognise mental health needs.

1.3.4 Specialist Services at Home and in Hospital

Outcome

Older citizens will be supported to enjoy better health and wellbeing.

Action

We will develop services that are high quality, accessible, personalised, proactive, prompt, reliable and sensitive, that provide more choice closer to home.

Priorities

Ensure fair access to health and social care services across Birmingham.

Improve the quality, availability and range of wellbeing services for older citizens with long term conditions or support needs.

Develop wellbeing services to complement integrated visual and hearing impairment services.

Continue to support effective systems for medicines management and support for all older citizens.

Ensuring older citizens in receipt of continuing health care and social care have access to appropriate wellbeing support.

Implement the Gold Standard for end of life care across all services.

2 Place

2.1 Safety and Security

Outcome

Older citizens will feel safe living in Birmingham.

Action

We will tackle the risks facing older citizens and involve them in building safer, stronger local communities.

Priorities

Raise awareness of safeguarding issues relevant to older citizens.

Work through the Community Safety Partnership to reduce fear of crime and support older citizens affected by crime.

Working with partners to provide information to help older citizens to live safely in the community, e.g., advice relating to fire crime prevention and fire prevention

Develop materials and activities promoting a positive local image of older citizens in Birmingham.

2.2 Access and Opportunities

Outcome

Older citizens will be able to get around the area easily.

Action

We will improve public transport to meet the needs of older citizens better

Priorities

Improve accessible and equal access to public transport across the City that is safe and affordable.

Work with wider partners to develop alternative transport solutions for older citizens e.g. by ensuring that Ring and Ride is more flexible and more widely available.

Work with partners to promote the development of personal care suites across the city including within shopping areas.

All service developments of all partners should consider access, transportation and Disability Discrimination Act requirements.

All services will be developed in accordance with the new Equality Bill – Framework for a Fairer Future (2008)

Older citizens should be afforded the opportunity to participate in transport commissioning at a city level.

Ensure compliance with the Disability Act.

2.3 Quality of the Local Environment

Outcome

Older citizens will have choice of affordable, accessible, high quality housing.

Action

We will improve information, choice and quality in all types of housing

Priorities

Develop local access to comprehensive information and advice about housing choices.

Develop appropriate housing support to meet individual care and support needs to enable older citizens to live as independently as possible, wherever

they live. Explore the range of housing options available including service developments for Extra Care Housing.

Meet Decent Homes standards in all public housing by 2010.

Develop a range of options for older citizens to get essential repairs, maintenance, handyperson's service, gardening and adaptations done more quickly across the range of tenure.

Supporting older citizens to live as independently as possible wherever they live by developing assistive technology solutions regardless of older citizen's housing tenure.

3 Social

3.1 Family and Relationships

Outcome

Older citizens and their families will be supported to maintain the relationships they value.

Action

We will promote appropriate support to enhance social contact, reduce isolation and improve wellbeing and quality of life.

Priorities

Promote and develop for older citizens that are carers, specific services such as Fair Access to Short Breaks for carers' services and carers emergency response service.

Work with all partners to develop intergenerational project opportunities in Birmingham

Work with all partners to complement the advice and support for older citizens and their carers and develop outcome measures defined by them.

3.2 Social Support and Engagement

Outcome

Older citizens retain, enhance and develop new social networks. This will avoid unwanted social isolation, loneliness or lack of social relationships.

Action

We will provide an opportunity to enhance and acquire new skills and abilities.

Priorities

Develop co-ordinated Well-being plans with all Be Birmingham Partners

Increase the range of physical activity opportunities for older citizens e.g. promoting walk 2000, and opportunities through the ramblers association

Ensure access to leisure, culture and lifelong learning (including University of the 3rd Age) for older citizens are easily accessible and involve them as partners in implementing the wider leisure and culture strategy.

3.3 Sense of Belonging and Community Cohesion

Outcome

Older citizens will be encouraged to participate in decision making relating to universal wellbeing and support services. Thus enabling the services to be more responsive to meet older citizen's needs and affording active citizenship.

Action

We will provide opportunities to be actively involved in designing and delivering services.

Priorities

Promote access to advocacy services for older citizens in all settings, including care homes

Adopt age positive policies, challenge ageism and promote positive images of old age, including the promotion for International Older People's Day in October

Ensure older citizens are afforded the opportunity to participate in planning and service development and that their views are taken into consideration

Raise the awareness of older people's issues by encouraging older citizens groups to be represented at the Local Strategic Partnership level and associated bodies.

Recruit an older people's champion in each constituency in Birmingham by the end of 2009.

4 Information

Outcome

Older citizens will be enabled to access information and services, from partners within Be Birmingham provided in an integrated set of arrangements for sharing information and advice in a more accessible and easily comprehensible way.

Action

We will explore the opportunities for a single point of access/information gateway covering all partners to help people stay independent, to enable informed choices and improve their wellbeing

Priorities

Availability of appropriate support, to enable access information and advice.
(Care Navigators, Brokers, Health Exchange, Community Links, etc)

Support the development of Information Prescriptions across Health and Social Care

Develop local access to information and advice.

Ensuring the access and availability of appropriately formatted comprehensive information for citizens aged 50 plus to enable informed choices

Exploring technological solution to assist older in accessing information, e.g. interactive options, websites, Digital Birmingham.

Due to the number of priorities to achieve each outcome, the consultation process will seek to prioritise the issues identified by older citizens and all stakeholders, to maximise the opportunities for older citizens to lead fulfilled lives and promote active citizenship.

Please comment on whether you agree that these are the priorities needed to improve the wellbeing of older citizens of Birmingham.

Which do you think are the most important?

Are there any gaps which you have identified?

Please circulate to any people or organisations you think should be part of the three month consultation process?

Consultation period to end 5th March 2009

For a full copy of the draft Be Birmingham Wellbeing Strategy for Older Citizens 2009-2012 contact Kathleen Cunningham Tel 303 1305
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