



AGENDA ITEM NO. 6

HENBURY & SOUTHMEAD PARTNERSHIP

9th December 2014

Title: Bristol Ageing Better Project in Henbury/Brentry and Southmead

Presentation by: Bristol Ageing Better Board Members

1. Bristol Ageing Better Project in Henbury/Brentry and Southmead

Representatives from the Bristol Ageing Better Board will present the work which will be taken forward in our NP area to deliver improved outcomes for older people



Bristol Ageing Better

Judith Brown, Bristol Older People's Forum
Mark Baker, Chief Executive, Age UK Bristol
Kay Russell, Strategic Planning, Bristol City Council



What's It All About?



“Social isolation is as damaging to health as smoking 15 cigarettes a day and as big a risk as obesity”

“Men with poor health, low incomes, few qualifications and living in rented housing are hit hardest by loneliness”

“Loneliness increases the risk of:

High blood pressure, the onset of disability, cognitive decline, 64% more likely to develop clinical dementia, depression, suicide”



What's it All About?



Research shows that preventing and alleviating loneliness is vital to enabling older people to remain independent.

Lonely people are more likely to visit GP, take medication, fall, need long term care, go early into a care home and use A & E services



What's it all About?



We need to ensure older people are:

- less isolated
 - actively involved in their communities, their views and participation valued more highly
 - more engaged in the design and delivery of services
- and that
- services are better planned, co-ordinated and delivered
 - Better evidence is available about what works

Our approach will be:

- **informed by and co-produced with older people**
- **'test and learn'**



Bristol - the Risk Factors



55,900 people over 65 in Bristol, incl. 9,000 over 85 years.
At highest risk are older people who are aged 85+ or who:

- Live in poverty
- Live alone
- Care for someone else
- Have dementia
- Are bereaved
- Misuse alcohol/drugs
- Have a sensory impairment
- Are Black or Minority Ethnic
- Live in a care home (highest risk - dementia, BME, LGBT)
- Are Lesbian, Gay, Bisexual or Transgender



BAB Initiatives



Creating the Conditions

- Age Friendly City
- Raising Awareness
- Asset based training
- Preparation for later life

Identifying & Informing

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

Working with Communities

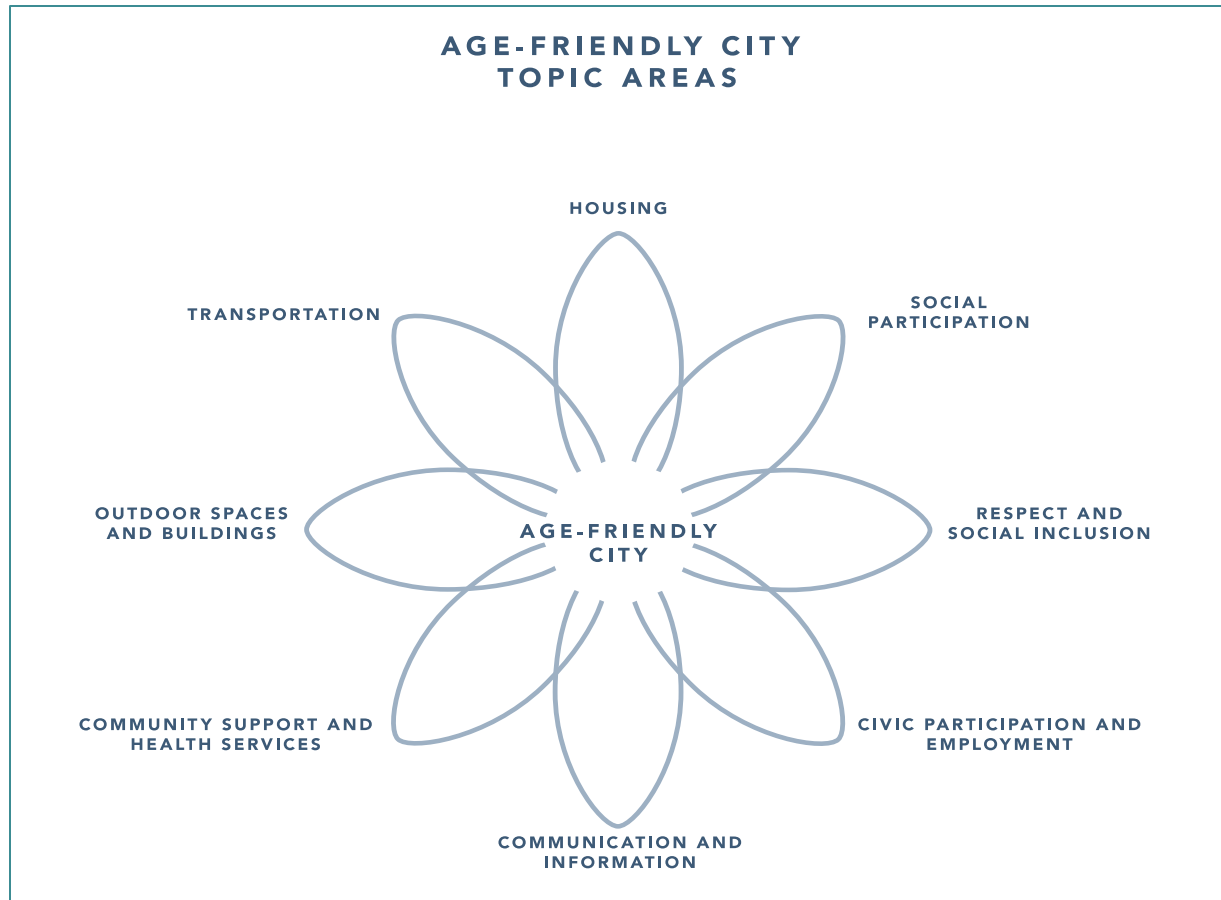
- Community Development
- Schools & Learning Later Life
- 'Community Chest'
- Community Researchers

Supporting Individuals

- Wellbeing Service
- Group work and peer support
- Combining personalisation & community empowerment



Age Friendly City



Community Development



BAB to work with LinkAge Partnership and others

- to develop the model (older people driven, quality, social return, self financing):

Currently 5 LinkAge hubs

Bedminster/Southville, Henbury/Brentry, Lawrence Hill/Easton/Ashley, Stockwood, Whitehall/St George

LinkAge supported activity

Shirehampton, Hengrove, Fishponds, Knowle, Henleaze

To expand: need refined model, operating citywide and also providing for people at greatest risk



Phase 1 rollout – Community Development

- Lawrence Hill/Easton/Ashley
- Greater Fishponds
- Henbury & Southmead



Combining Personalisation & Community Empowerment (CPCE)



Social care package of support + volunteer capacity =

- enhanced quality of life
- savings on the care package.

‘Community dividend’ is split 50/50 between the Council and the local community. The model has to be related to local community activity and is an extension of community development for older people.

Bristol offered £150k loan to pilot by DERIC using Big Society capital.

Need: project management capacity and social work input



Bristol Ageing Better – what can we achieve together?



Facilitated discussion

- How can you/your Neighbourhood Partnership be involved in BAB?
- What will you personally do to reduce isolation as a result of this discussion?



Bristol Ageing Better initiatives



Creating the conditions

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

Identifying and informing

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

Working with communities

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

Supporting individuals

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

1. Age Friendly City

Achieving Age Friendly City status to provide a strategic vehicle for action across a comprehensive range of domains, all of which impact on the risk of isolation and loneliness.

2. Public Understanding

Aardman Animations to work with older people to co-produce an animation and BBC will collect life stories – all with intention of changing the general public's thinking about loneliness.

3. Asset Based philosophy

A programme of training in asset based practice to bring about a significant culture change in statutory and voluntary sector staff working with older people in Bristol.

4. Preparation for Later Life

Structured curriculum to help people adopt a positive approach to later life and in particular to build resilience against loneliness

5. GP Case finding

Proactive scanning of patient lists (especially those 85 plus) with follow up to identify those at risk of loneliness or isolation.

6. Social Prescribing

A pathway to refer isolated older people to support from within the community in order to promote their wellbeing and encourage social inclusion and self-care

7. Community Navigators

Volunteers trained and supported to undertake holistic assessments and signpost people to appropriate support.

8. Community Case finding

Local community figures to be trained in identifying older people who are at risk of loneliness and isolation, with simple referral process to alert concerns.

9. First Contact Checklist

A series of simple but holistic questions that a wide range of public and voluntary sector staff can ask in their day to day contact with older people, with simple referral mechanism

10. Community Development for Older People

City wide roll out of successful LinkAge community development model. Community activities for and provided by older people. Asset based approach in action.

11. Schools for All Ages

A major intergenerational programme with local schools to make them hubs of intergenerational activity, with a focus on involving isolated older people who live in the local area.

12. Community Chest fund

A fund for community groups who have an idea for challenging and changing the causes of isolation and loneliness to apply to for 'pump priming' resources.

13. Community Researchers

Train and support a group of older people to become competent in qualitative research. They would undertake community audits and some evaluation of the Lottery programme throughout its life.

14. Wellbeing Service

A response service for the 'community case finding', this will provide brief solution focussed therapy for those with emotional problems which contribute to isolation and loneliness.

15. Group work and peer Support

A programme of group work and peer support for those at risk of loneliness (e.g. bereaved, carers). Some with professional facilitation; others 'self help' based.

16. Combining Personalisation with Community Empowerment (CPCE)

To institute a new way of working for people assessed as eligible for adult social care whereby isolated older people receive additional volunteer support from the local LinkAge hub.

The Mayor's vision for Older People

Bristol - a brilliant place to grow older

Bristol is a great place to live, work and raise a family. We can expect to live longer and our health is getting better. Bristol's older population is growing and will continue to grow over coming years.

Media coverage about growing old in the UK often paints a negative picture. I'd like to challenge those negative ideas and paint a different picture. Many of Bristol's most passionate, energetic and creative people fall into the older age group. Recent research shows that older people make a net economic contribution of about £40bn to the UK economy! And they provide much of the 'social glue' that keeps local communities functioning. We need to cherish this contribution and take bold steps to increase the positive benefits that an ageing community offers us.

But we know that not everyone gets the help, services and opportunities they need to enjoy growing old in our city. To make that happen, we need to plan ahead and do things differently so that all Bristol's older population achieve the best quality of life possible.

My vision is wide ranging and addresses the important elements of older people's lives. I want it to be an ambitious vision which motivates us all to make Bristol the 'place of choice' to grow older. I want Bristol to be:

- **A city which seeks to support and maximise the huge economic and social contribution that older people make to society**
- **A city where older people are treated equally and respected:**
 - where ageist ideas are challenged
 - positive images of older people are actively promoted
 - younger and older people learn from and give to each other
 - Where the many and diverse voices of older people are listened to and their views are acted on.
- **A city which is easy for older people to get out and about in**
- **A city where older people are well informed about, and get good quality services:**
 - joined up health and social care services that meet individual needs
 - where people from different cultures and neighbourhoods live in good housing
 - local facilities important to older people are readily available
 - there are cultural and leisure activities which excite older people.

In summary, a city which is truly 'age friendly' - so that Bristol becomes a brilliant place to grow older. A city which is a model for others follow! I hope you will join with me to work towards making this vision come true. It won't happen quickly, but with consistent effort and the involvement and energy of older people, we can make some great strides forward.