MEANINGFUL AND PURPOSEFUL LIVES
Framework for Older People:
Cardiff and the Vale of Glamorgan
2014 – 2019
<table>
<thead>
<tr>
<th>CONTENTS</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Summary</td>
<td>1</td>
</tr>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>What do Older People want?</td>
<td>3</td>
</tr>
<tr>
<td>Key Elements for Building a Good Quality Life</td>
<td>5</td>
</tr>
<tr>
<td>Older People in Cardiff and Vale</td>
<td>6 - 8</td>
</tr>
<tr>
<td>Welsh Government Policy Guidance</td>
<td>9</td>
</tr>
<tr>
<td>Strategic Plans for Public Sector Organisations</td>
<td>9</td>
</tr>
<tr>
<td>Our Recent Progress</td>
<td>10</td>
</tr>
<tr>
<td>Our Commitment to Older People</td>
<td>11</td>
</tr>
<tr>
<td>Our Proposal for an Older People’s Framework</td>
<td>12 - 14</td>
</tr>
<tr>
<td>Monitoring and Review</td>
<td>15</td>
</tr>
<tr>
<td>Next Steps</td>
<td>16</td>
</tr>
<tr>
<td>References and Bibliography</td>
<td>17 - 18</td>
</tr>
<tr>
<td>Appendices</td>
<td>18 - 31</td>
</tr>
</tbody>
</table>
Executive Summary

'Meaningful and Purposeful Lives’ sets out the framework for Older People’s services for the Cardiff and Vale of Glamorgan Integrated Health and Social Care Partnership for the period 2014-2019. The population of Cardiff and the Vale of Glamorgan is changing with people living much longer with the expectation of many years of healthy retirement. This brings changing requirements for their health, social care and housing needs which public services and the third sector need to respond to in partnership with the people we serve.

Older people tell us that they want to be safe, healthy and live as independently as possible to live a good quality of life, which is supported by a wide range of national policies and documents which have been reviewed to inform the development of this draft framework.

The recent work undertaken as part of the “Wyn Campaign” has set the foundations for greater integrated working between our organisations, and we intend to develop this work to make further progress in promoting healthy ageing and developing person-centred models of support and care. Our draft framework sets our 6 themes:

1. **Live as healthy and fulfilling a life** as they can in old age, at home wherever possible, with a range of services supporting them to do this.

2. Along with their carers, know where they can receive information, support, resources and advocacy in the community to live independently at home for as long as possible.

3. Have **timely assessment**, including access to a GP or assessment for social services and housing to promote independent living.
4. Receive **informed and guided care** about services that may be received, so that the different steps of treatment and care where appropriate are clearly understood and shared decisions made.

5. Receive **co-ordinated Health and Local Authority services** that are integrated to minimise duplication of assessment and provide “joined-up” care.

6. Be given information about **quality assured value for money long-term care and support options** and alternatives should these services be needed.

The draft framework will be reviewed by an Older People’s panel, facilitated by the Older People’s Commissioner who will help co-produce the framework actions and implementation plan, ensuring that we listen to what older people tell us they want, developing services in partnership with older people to help them retain and regain independence.
**Introduction**

People in Cardiff and the Vale of Glamorgan, like the rest of the UK, are living longer and the balance of life is changing. There are more people aged over 60 than children under 16. Older people can now look forward to many more years of healthy life after retirement than ever before, though the health needs of an ageing population put more demands on the need for care and support. The shift in proportion and attitudes of the older age group has significant implications for public services. The challenge for communities and councils is to be inclusive, to help older people to stay healthy and active and to encourage their contribution to the community and ensure prudent healthcare. We are therefore planning now to shape our public services to meet this changing requirement.

In Cardiff and the Vale of Glamorgan a partnership of five organisations are developing a 10 year plan for older people. This will be our older people’s framework and will be developed in partnership with older people.

The organisations are:

- Cardiff Council
- Cardiff Third Sector Council
- Cardiff and Vale University Health Board
- Vale Centre for Voluntary Services
- Vale of Glamorgan Council

This document sets our initial thoughts about what should be included in the framework, which will be tested and further developed in partnership with local older people.
What do Older People want?

Older people want to stay safe and be as healthy and independent as possible. This has been summarised by the Older People’s Commissioner for Wales as: “A life that has value, meaning and purpose.”

Older people told the Commissioner that their lives have value, meaning and purpose when they:

- Feel safe and are listened to, valued and respected
- Live in a place which suits them and their lives
- Are able to do the things that matter to them
- Are able to get the help they need, when they need it, in the way they want it

When older people need support from Health and Local Authorities they reported three key questions:

1. Why does a crisis have to happen?
2. Why don’t professions and organisations speak to each other and join up their services?
3. Why didn’t anybody ask me what I actually want?

Older people are also very clear that they want to have a strong voice and meaningful control over their lives, particularly in how they are supported and cared for; one of their greatest fears is ill heath in older age and the inability to “look after myself.”

The Commissioner proposed the Quality of Life Model (Fig.1) as one which encompasses what older people want, with older people often referring to the concept of well-being as “quality.”
Key Elements for Building a Good Quality Life

A good quality older life has been described as one of “well-being” where people are satisfied by having control over their lives and a sense of purpose\(^4\).

Well-being is a broad concept and is not just about health and social care services, it includes housing, transport, income, energy, education, support to stay in employment, having a social life and interaction with the community. It’s about how people live the life they choose. Building well-being and resilience is good for individuals and society, reducing dependence and improving overall health.
Older People in Cardiff and Vale

In Wales, a higher proportion of people are over the age of 60 years than in England, Scotland or Northern Ireland. The population in Cardiff and Vale of Glamorgan is growing rapidly. Table 1 shows the relative number of each age group.

Table 1

Estimated population by age group, localities within Cardiff and Vale UHB area, 2011

<table>
<thead>
<tr>
<th>Locality area</th>
<th>All ages</th>
<th>0-4</th>
<th>5-15</th>
<th>16-64</th>
<th>65+</th>
<th>85+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vale of Glamorgan</td>
<td>126,700</td>
<td>7,400</td>
<td>16,400</td>
<td>79,700</td>
<td>23,200</td>
<td>3,200</td>
</tr>
<tr>
<td>Cardiff South, East and City</td>
<td>135,900</td>
<td>8,500</td>
<td>13,400</td>
<td>101,900</td>
<td>12,100</td>
<td>1,800</td>
</tr>
<tr>
<td>Cardiff North, West and South West</td>
<td>209,500</td>
<td>13,900</td>
<td>27,300</td>
<td>134,700</td>
<td>33,700</td>
<td>5,100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>472,100</strong></td>
<td><strong>29,800</strong></td>
<td><strong>57,100</strong></td>
<td><strong>316,300</strong></td>
<td><strong>69,000</strong></td>
<td><strong>10,100</strong></td>
</tr>
</tbody>
</table>

Produced by Public Health Wales Observatory, using MYE (ONS)

*Totals may not match sum of locality data due to rounding
There is a predicted very significant rise in the number of older people over the next 20 years. Projections suggest by 2030, the population of over 65 year olds will increase by 44% in Cardiff (19,710 people) and by 53% (12,480 people) in the Vale of Glamorgan. In particular, the numbers of the very elderly (85 yrs +) will increase markedly (10.4% increase between 2013-17).

Fig. 3  
Cardiff Population aged 70 and over, 2010 – 2030.

Fig. 4  
Vale of Glamorgan population aged 70 and over, 2010 – 2030.

- By 2020 the number of people aged 65 and over is predicted to increase by 20% in Cardiff and by 25% in the Vale of Glamorgan.
By 2020 the number of people aged 75 and over with a limiting long-term illness will increase by 10% in Cardiff and by 33% in the Vale of Glamorgan.

Similar increases are predicted for those aged 85 years and over (a 32% increase 2014 - 2024) with regard to problems with mobility, a requirement for support with personal care, and visual impairment.

Between 2010 and 2030 the prevalence of key long-term conditions in peoples aged 75 and over is expected to rise as follows:

- Diabetes by approximately a half in Cardiff and by three quarters in the Vale of Glamorgan
- Stroke by just under a half in Cardiff and by over three quarters in the Vale of Glamorgan
- Mental health problems for those aged over 75 by over a third in Cardiff and by three quarters in the Vale of Glamorgan
- Dementia in people aged over 65 by nearly half across Cardiff and the Vale by 2020, and to nearly double by 2030.

In line with the projected increase in the numbers of older people there is an anticipated need for increased support and services for older people with complex and multiple conditions as well those from minority ethnic populations and older people with learning disabilities.

With increasing age and age related health conditions, both NHS and Social Care services need to adjust and work with older people to ensure that public sector services are effective, affordable, sustainable and of the highest possible quality informed by outcomes which are relevant to meeting the needs of older people.

[Further information broken down by geographical see Appendix 1]
Welsh Government Policy Guidance

There is a national Older Person Strategy (2013)\(^5\), and a range of policy guidance for public services which is intended to apply to the needs of all aged 50 years and over, though many of the issues to address will equally apply to those with complex needs and long term conditions regardless of age. Most recently there is a final draft Welsh Government Integration Framework for Older People with Complex Needs (Feb 2014).

Government policy is targeted at improving services for older people:

- Promoting healthy lifestyles and thus preventing ill health
- Supporting the NHS and local government to work closely together to deliver integrated health and social care services
- Shifting the balance within the health service from acute hospital services to community based services
- Modernising social services to provide accessible, personalised care
- Ensuring clinical governance and good financial management
- Social care sustainability
- Promotion of integration between health and social care\(^6\)

[For examples of Health and Local authority directives and policies see Appendix 2]

Strategic Plans for Public Sector Organisations

Each Public sector organisation has published strategic plans setting out their planning proposals for the next few years which include older people’s services. These plans all set the direction for more integrated working and a focus on supporting people to be healthy and live lives as independently as possible.

[For further detail see Appendix 3]
Our Recent Progress

The older people’s service model between 2010 and 2013 was developed under the umbrella of the Wyn Campaign sponsored by the Integrated Health and Social Care Board. The guiding principle of the Wyn model was predicated on supporting Wyn to “Regain and Retain Independence”. The Wyn model was co-produced by local health and social care manager, clinicians, practitioners, Community Health Council and the third sector, providing a community model of “Care around the person”.

Although “Wyn” was identified as being typically an older person, the model of care is equally applicable for younger people. The key driver for the change was the desire to move away from the medicalisation of older age to a social model of health and wellbeing that focuses on supporting independence. The framework broadly followed the John Bolton model ‘pillars’ of:

- Universal Services: Including housing, communities, leisure services
- Targeted Interventions: Including carer support, and falls prevention
- Long-term Care: Including advanced care planning, commissioning of care

It represents a shift away from reliance on acute hospital and other institutional care settings, towards tailored community-based intervention and the preventative agenda. The model recognised the unique needs of different populations within Cardiff and the Vale of Glamorgan encompassing a virtual team that were tailored and co-ordinated to meet the needs of Wyn in the context of his/her life and community providing a timely, proportionate response to Wyn’s needs before he/she hits crisis point.

The full ‘Team Around Wyn’ model provided by a service delivery model, was identified as the longer term aim of the programme. During the period 2010-2013, the first part of the model was implemented, strengthening community resource teams to provide care, with a focus on Targeted Intervention - supporting hospital discharge. Work has also been undertaken on Universal Services and scoping work for longer term care, and medicines management.
Our Commitment to Older People

We aim to promote healthy ageing, supporting people to live as independently and healthily as possible, for as long as possible. In promoting independence we will intervene as needed at the appropriate time\(^7\).

Where services are required, following assessment, we aim to provide safe effective dignified care and support that is co-ordinated around the needs of an individual, working in partnership between health, social care and the third sector.

The best place to undertake an assessment should not be in hospital. Hospitals are best to deal with acute illness and health crisis, and not the place where long term care should be assessed for. A move from hospital to the usual place of residence as soon as possible should be the normal plan.

We also commit to support the diverse needs of the people of Cardiff and Vale and support the role of carers to enable people to live self-determined and fulfilled lives.
Our Proposal for an Older People’s Framework

In planning a framework for 10 years, we want to enable people to live as independently as possible with improved quality of life and increased choice and control. We plan to re-focus our services working with communities to target areas that will make a real difference to older people’s lives.
Cardiff and the Vale’s older people’s framework will provide the scaffolding within which a range of actions will be delivered to support people in older age. We intend to provide services to older people when needed, to help them live the best life they can. The framework extends the concept of “Team around Wyn” (p.9), and services for “Wyn” will remain the focus of our commitment to improve services in partnership with citizens.

The framework themes have been developed to support Older People to:

1. **Live as healthy and fulfilling a life** as they can in old age, at home wherever possible, with a range of services supporting them to do this.

2. Along with their carers, know where they can receive **information, support, resources and advocacy** in the community to live independently at home for as long as possible.

3. Have **timely assessment**, including access to a GP or assessment for social services and housing to promote independent living.

4. Receive **informed and guided care** about services that may be received, so that the different steps of treatment and care where appropriate are clearly understood and shared decisions made.

5. Receive **co-ordinated Health and Local Authority services** that are integrated to minimise duplication of assessment and provide “joined-up” care.

6. Be given information about **quality assured value for money long-term care and support options** and alternatives should these services be needed.
Each of the six framework themes will have plans developed to identify the specific areas for action and the outcomes intended. Proposed framework theme actions are outlined with some examples in Appendix 4.

The Older people’s framework will be underpinned by the Cardiff and Vale Health and Social Care model.

**Fig. 7  Model support System for Older People’s Services**

This model provides a whole system, tiered approach that reflects the different services at all levels of need. The preferred direction (green arrow) is intended to keep people as independent as possible in their own community, reducing dependency (red arrow).
**Monitoring and Review**

It will be necessary to ensure older peoples services are regularly monitored and reviewed to make sure they are providing the care we plan. Several aspects will be developed to make sure outcomes are being met. These will include:

**Performance Measures**

The current metrics for older people’s services were developed by collaboration between the partner organisations, with input from Public Health, the Wales Observatory and Swansea University. These will be reviewed to ensure they measure the important aspects of the remodeled services.

**Citizen Feedback**

There is a need to listen and learn from the experiences of older people and carers, whether they experience Social Care or NHS services. Work undertaken by the Health Board and Local Authorities will be coordinated to ensure we draw together a view of all of our services provided to older people, as well as gain a better understanding of services that older people access to maintain their independence in the community.

**Workforce Development**

Our joint health and care workforce will be further developed to ensure that the special needs of older people are central to the way we work. Staff will work with older people, agreeing goals and outcomes, supporting reablement and rehabilitation to promote independence rather than dependence.
Next Steps

1. The six proposed framework themes will be tested with an Older People’s focus group, facilitated by the Older People’s Commissioner. The focus group will gather views and ideas whether we have identified the right priority themes, and then revise and develop them further as required. The framework will then be formally adopted by the Integrated Health and Social Care Programme.

2. To ensure the equality needs of our population are met, the Older People’s focus group will work with service leads to develop an equality impact assessment linked to the finalized framework themes.

3. The framework actions (Appendix 4) will be finalized, and developed during the 5 year period, working with Older People to reflect the changing needs of our citizens.

4. A partnership Delivery Plan will then be developed to progress the framework actions as agreed with the Older People’s focus group. It will also detail a shared service model between the partner organisations to inform a future commissioning process.

5. The finalized framework will be adopted by all partner organisations and will be part of our normal operational plans and our core business, with oversight given by the Integrated Health and Social Care Programme.
REFERENCES


BIBLIOGRAPHY


http://www.iriss.org.uk/sites/default/files/01913_delivering_integrated_care_and_support.pdf

Cardiff Council (2010) What Matters. Available at: http://www.cardiffproudcapital.co.uk/content.asp?nav=2,260&parent_directory_id=2&id=612&d1p1=1


APPENDIX 1  LOCALITY LEVEL PUBLIC HEALTH DATA

Analysis at a locality/neighbourhood level identified the following key public health issues:

**Cardiff North & West:** The Cardiff North/West Locality incorporates three neighbourhoods with the following profile.

<table>
<thead>
<tr>
<th>Neighbourhood</th>
<th>Population (circa)</th>
<th>GP Practices</th>
<th>UHB Premises</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiff North</td>
<td>90,000</td>
<td>9</td>
<td>Llanishen Health Centre Rhiwbina Clinic Rookwood Hospital Pentwyn Health Centre</td>
</tr>
<tr>
<td>Cardiff West</td>
<td>58,000</td>
<td>10</td>
<td>Radyr Health Centre</td>
</tr>
<tr>
<td>Cardiff South West</td>
<td>52,000</td>
<td>12</td>
<td>Riverside Health Centre Park View Health Centre St David’s Hospital</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200,000</strong></td>
<td><strong>31</strong></td>
<td><strong>7 HC&amp;C, 2 Community Hospitals</strong></td>
</tr>
</tbody>
</table>

It has the following key public health issues:
- Higher rates of emergency admissions from Fairwater compared with the rest of Wales
- High rates of mortality from cancers in Fairwater and Llandaff North than the rest of Wales
- High rates of mortality from circulatory disease in Fairwater and Llandaff North compared with the rest of Wales
- Cardiff North has a higher proportion of adults aged over 65 than the other localities, though general health indicators are better.

**Cardiff South & East:** The Cardiff South/East Locality incorporates three neighbourhoods with the following profile

<table>
<thead>
<tr>
<th>Neighbourhood</th>
<th>Population (circa)</th>
<th>GP Practices</th>
<th>UHB Premises</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiff East</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cardiff South East</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City and Cardiff South</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>124,000</strong></td>
<td><strong>23</strong></td>
<td><strong>7HC&amp;C, 1 Community Hospital</strong></td>
</tr>
</tbody>
</table>
The locality has the highest deprivation levels in the city, including:

- Mortality from respiratory disease, 2004-2008, all persons, all ages, were within the Cardiff South East Neighbourhood
- Mortality from coronary heart disease, 2004-2008 all persons, all ages
- Mortality from all cancers 2004-08 all persons all ages
- Mortality from, circulatory disease 23004-08 all persons all ages
- Elective admissions 2008, all persons aged under 75 years

**Vale of Glamorgan**: The Vale of Glamorgan Locality incorporates three neighbourhoods with the following profile.

**Table 3. Vale of Glamorgan**

<table>
<thead>
<tr>
<th>Neighbourhood</th>
<th>Population (circa)</th>
<th>GP Practices</th>
<th>UHB Premises</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eastern Vale</td>
<td>35,000</td>
<td>7</td>
<td>Penarth Health Centre</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Dinas Powys Health Centre</td>
</tr>
<tr>
<td>Central Vale</td>
<td>64,000</td>
<td>7</td>
<td>Barry Hospital</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Three Health Centres (Barry)</td>
</tr>
<tr>
<td>Western Vale</td>
<td>25,000</td>
<td>3</td>
<td>Llantwit Major Health Centre</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Cowbridge Health Centre</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>124,000</strong></td>
<td><strong>17</strong></td>
<td><strong>7 HC&amp;C, 1 Community Hospitals</strong></td>
</tr>
</tbody>
</table>
APPENDIX 2

KEY POLICIES AND DIRECTIVES

Local Authorities

Social Services
Sustainable Social Services (Welsh Government, 2011) are to be delivered as part of an interdependent community, giving maximum control to lives built on the nine principles of:

1. A strong voice and real control
2. Supporting each other
3. Safety
4. Respect
5. Recovery and restoration
6. Adjusting to new circumstances
7. Stability
8. Simplicity
9. Professionalism

In addition the Welsh Government (2013) Social Services and Wellbeing Bill, lays out plans to significantly change social care services.

Housing
The provision of suitable housing is key to the ability to deliver services which support older people to remain independent. This does not just relate to affordable housing but to all types of tenure and the ability of older people to access appropriate aids and adaptations to enable them to continue leading fulfilled and productive lives in their own homes. Essential to delivering safe and accessible housing is the accessibility and delivery of Care & Repair services. It is also recognised that for some, continuing to live independently may mean a move to more suitable housing and this the delivery of adapted housing in the form of extra care accommodation, and fully accessible sheltered housing (with or without care) is necessary and will form part of the housing strategy which local authorities with their partners deliver.
National Health Service

The NHS is also guided by several Government Policies and frameworks (Appendix 2). Of note is the 3 year strategy ‘Delivering Local Health care - Accelerating the pace of change’ (WG, 2013), with the Minister guiding that Government wants accessible, effective and sustainable local care services, which will have a real impact on people’s lives, for people to:

- Feel well informed and supported to actively participate in their own care – with co-production being the way we engage with people and patients.
- Get the right care at each stage and care that is properly joined up so people do not find services are fragmented or duplicated.
- Find services are well planned and organised, wherever they live.
- Have more options for accessing services, care and support, for example, through using telephone, e-mail, and digital technology as well as face to face contact.
- Only receive hospital care when that is the right option, and not because other more appropriate services are not available.
- Be routinely asked for feedback on their care and have the opportunity to get directly involved in shaping local services.
- Have the option to die with dignity in their preferred place of care, with their family and carers, supported by dedicated end of life care professionals.

Implications for all Public Services

In January 2014 the Minister for Health and Social Services in a key note speech set out his requirement for “Prudent Healthcare” (WG, 2014) citing primary care the most important place to start to make this happen, with a shift for healthcare to fit the needs of individual circumstances, avoiding wasteful care that is not to the patient benefit, whereby resources are expended wisely and determined by clinical priority.
Most recently the Commission on Public Service Governance and Delivery (January, 2014) has published its recommendations for future delivery of public services. This will potentially impact on all public service organisations, how they are structures and how they work together. There is a key recommendation number 17 which requires urgent action to ensure seamless, integrated high quality health and social care services.

**Key Policies**

- Commission on Public Service Governance and Delivery (2014)
- Welsh Government Sustainable Social Services (2011)
- Welsh Government Direct Payments: Community Care, Services for Carers and Children’s Services (Direct Payments) (Wales) Guidance (2011)
- Welsh Government: ‘Setting the Direction; Primary & Community Services Strategic Delivery Programme’ (2010)
The range of documents outlined focus on a number of common themes for action:

- Improving health, reducing inequalities and maintaining and promoting independence
- Prevention, self care and early treatment to reduce the burden and impact of conditions
- Improving patient safety and reducing avoidable harm
- The movement of care out of hospital settings and closer to home where appropriate
- The need for better joint working to improve quality, service capacity and to remove artificial boundaries between services and improve access
- The need to plan and develop the workforce
- The development of services based in the community setting

The Government Strategy for Older People in Wales was first developed in 2003 (WG 2003) taking into account the United Nations Principles for Older Persons. The five key aims of the Strategy for Older People in Wales were:

1. To reflect the United Nations principles for older people to tackle discrimination against older people wherever it occurs, promote positive images of ageing and give older people a stronger voice in society
2. To promote and develop older peoples’ capacity to continue to work and learn for as long as they want, and to make an active contribution once they retire
3. To promote and improve the health and well-being of older people through integrated planning and service delivery frameworks and more responsive diagnostic and support services
4. To promote the provision of high quality services and support which enable older people to live as independently as possible in a suitable and safe environment and ensure services are organised around and responsive to their needs
5. To implement the Strategy for Older People in Wales with support funding to ensure that it is a catalyst for change and innovation across all sectors, improves services for older people and provides the basis for effective planning for an ageing population.

Each Local Authority in Wales received grant funding to:

- Employ a full time strategy coordinator
- Set up local 50+ forum
- Liaise with existing forums for older people in the local area
- Undertake project work to support the implementation of the strategy locally
The voluntary sector also received grant funding to facilitate them in supporting it.

The Strategy was subsequently reviewed in 2008 (WG, 2008) with three aims:

1. Valuing older people
2. Changing society
3. Health, wellbeing and independence.

The Welsh Government following an extensive consultation process launched the third phase Strategy for Older People in Wales: Living Longer, Ageing (WG 2013a) signifying the delivery of improvements in older people’s well-being that are required incorporating a series of actions based on key elements of:

- Social resources
- Financial resources
- Environmental resources

The challenge laid down by Welsh Government in delivering the strategy for older people in the next ten years is to:

- Create a Wales where full participation is within the reach of all older people and their contribution is recognised and valued;
- Develop communities that are age-friendly while ensuring older people have the resources they need to live;
- Ensure that future generations of older people are well equipped for later life by encouraging recognition of the changes and demands that may be faced and taking action early in preparation.

In addition to Older People’s strategy documents, there is a National Service Framework (WG, 2006) outlining 10 standards for older people:

1. Rooting out Age Discrimination
2. Person-centred care
3. Promoting health and well-being
4. Challenging dependency
5. Intermediate care
6. Hospital care
7. Medicines and older people
8. Stroke
9. Falls and fractures
10. Mental health in older people

There is also a further framework for older people under development which will influence the pace of integration between Health and Social Care (2013).
APPENDIX 3

PUBLIC SECTOR STRATEGIC PLANS: OVERVIEW

CARDIFF COUNCIL


The integrated strategy for Cardiff - What Matters - 2010:2020 The 10 Year Strategy for Cardiff (2010), outlines 7 strategic outcomes to ensure:

- People in Cardiff are healthy
- People in Cardiff have a clean, attractive and sustainable environment
- People in Cardiff are safe and feel safe
- Cardiff has a thriving and prosperous economy
- People in Cardiff achieve their full potential
- Cardiff is a great place to live, work and play
- Cardiff is a fair, just and inclusive society
2. **Cardiff Council Health & Social Care Strategy for Older People Services 2014-2024.**

The central aim of the strategy is to commission effective, affordable and sustainable services of the highest possible quality (irrespective of age, disability, gender reassignment, marriage/civil partnership, pregnancy/maternity, race, religion, belief/non-belief, sex, sexual orientation or Welsh Language), informed by outcomes which are relevant to meeting the needs of older people and which require public funding. Those services should enable adults in later life, and their carers, to live as independently as practicable, supporting and improving their quality of life and contributing to their well-being.

**VALE OF GLAMORGAN COUNCIL**

**Integrated Community Strategy 2011-2021 (2011)** Available at:


The Vale of Glamorgan Council has developed an integrated Community Strategy 2011-2021 that incorporates the specific needs of Older People into its framework. Priority 4 relates specifically to older people stating that:

“Older people are valued and empowered to remain independent, healthy and active. They have equality of opportunity and receive high quality services to meet their diverse needs.”

The outcomes required for older people in the Vale of Glamorgan have been identified as:

- Older people in the Vale experience happy, healthy and active lifestyles.
- Older people in the Vale have a strong voice and are listened to.
- The diverse needs of older people are addressed through effective service delivery.
- The contributions that waged and unwaged older people make to their community are widely recognised.
- Older people have the confidence, information and support to make positive lifestyle choices including access to employment and education.
- Greater respect between generations and an appreciation of the benefits of people of all ages working together.
- Reduction in fuel poverty amongst older people.
- Older people experience increased customer satisfaction.
- Freedom from poverty, isolation and discrimination.
- Older people feel safe in their homes and in their community.
- A more integrated approach to health care/social care and housing based on a wider social model of wellbeing.
- Older people who are vulnerable due to frailty and/or disability are supported along with their carers to maintain their independence as long as possible.

The implementation of these aims is overseen by the Vale Older People’s Strategy Forum

CARDIFF AND VALE UNIVERSITY HEALTH BOARD

1. The national policy directive for the NHS; Setting the Direction: Primary & Community Services Strategic Delivery Programme (2010).
   Available at: http://wales.gov.uk/docs/dhss/publications/100727settingthedirectionen.pdf

   This has the key objective aimed to shift the balance of care to community settings. It identified that the vast majority of health and care needs were met in local communities by primary care and community services. And that citizens wanted care to be to be local, convenient, and of consistently of high quality.

2. Organising for Excellence
   Work has been underway since the autumn 2012 on a revised operating manual for the UHB, which reflects and addresses the feedback received from staff, patients and stakeholders via the Picture the Future listening exercise. The strategy document entitled Organising for Excellence: How
Cardiff and Vale UHB can meet the challenges ahead sets out the future plans for the UHB.

Significant efforts have been made to encapsulate the role of the UHB in an easily remembered phrase which all members of staff feel able to support.

This has now been distilled to: **caring for people; keeping people well.**

The analysis of feedback and its subsequent testing has resulted in the identification of four key themes which describe what matters most to the organisation. These are:

- Getting things right for patients and the public we serve
- Being a great place to work
- Knowing how we are doing and improving
- Making decisions and getting things done.
**APPENDIX 4.**

Table 2. Proposed older people’s framework actions: Draft outline plan
(To be further developed with input from older people)

| 1. Live as healthy and fulfilling a life as they can in old age, at home wherever possible, with a range of services supporting them to do this | Deliver an approach to improving healthy eating
Improve physical activity opportunities, including falls prevention
Improve older people’s protection from vaccine-preventable diseases
Improve cancer prevention by improving uptake to cancer screening programmes
Deliver a rolling programme of Making Every Contact Count for health, social care, third sector and private sector
A range of different types of safe, good quality services which are accessible from reliable and skilled people and allow people to remain at home as long as possible
Citizen centred and co-productive commissioning supported by clear communication and straightforward information
Real choice and control over services which are affordable, through the development of self-directed support arrangements, including Direct Payments |
| --- | --- |
| 2. Along with their carers, know where they can receive information, support, resources and advocacy in the community to live independently at home for as long as possible. | Signposting to local community services
Preventative support within communities to improve wellbeing
Deliver the “Communities around Wyn” recognition and signposting project
Develop a network of Dementia Friends in a fully dementia supportive community
Deliver the 50+ health checks programme across Cardiff and Vale of Glamorgan
Improved recognition and support for carers, particularly for older carers |
| 3. Have timely assessment, including access to a GP | Develop an approach to fully skilling primary and community staff to recognise and diagnose dementia and signpost to appropriate health, |
| **or assessment for social services and housing to promote independent living.** | social care and third sector organisations
Flexible arrangements which will enable us to respond to the changing needs of older people over time |
|---|---|
| **4. Receive informed and guided care about services that may be received, so that the different steps of treatment and care where appropriate are clearly understood and shared decisions made.** | Develop care pathways for the most frequently occurring conditions e.g. falls, respiratory conditions, dementia
Creating an environment within health and social care settings that minimizes falls through design standards for the visually and cognitively impaired
Align services between dementia and frail elderly so that the interface is clear and easy to use
Develop information that promotes shared decision making |
| **5. Receive co-ordinated Health and Local Authority services that are integrated to minimise duplication of assessment and provide “joined-up” care.** | Continuing healthcare assessment that is quick and easy to navigate.
Joint and collaborative approaches between Council departments, health, local authorities and providers, to ensure a coherent range of services and support are in place
Seamless services with a designated key worker for a person with dementia |
| **6. Be given information about quality assured value for money long-term care and support options and alternatives should these services be needed.** | Information about:
- Technology that may provide care or monitoring functions
- Housing options including supported and / or adapted housing
- Value for money and quality assured long term care
Market facilitation to develop a range of sustainable services, including social enterprises and cooperatives |