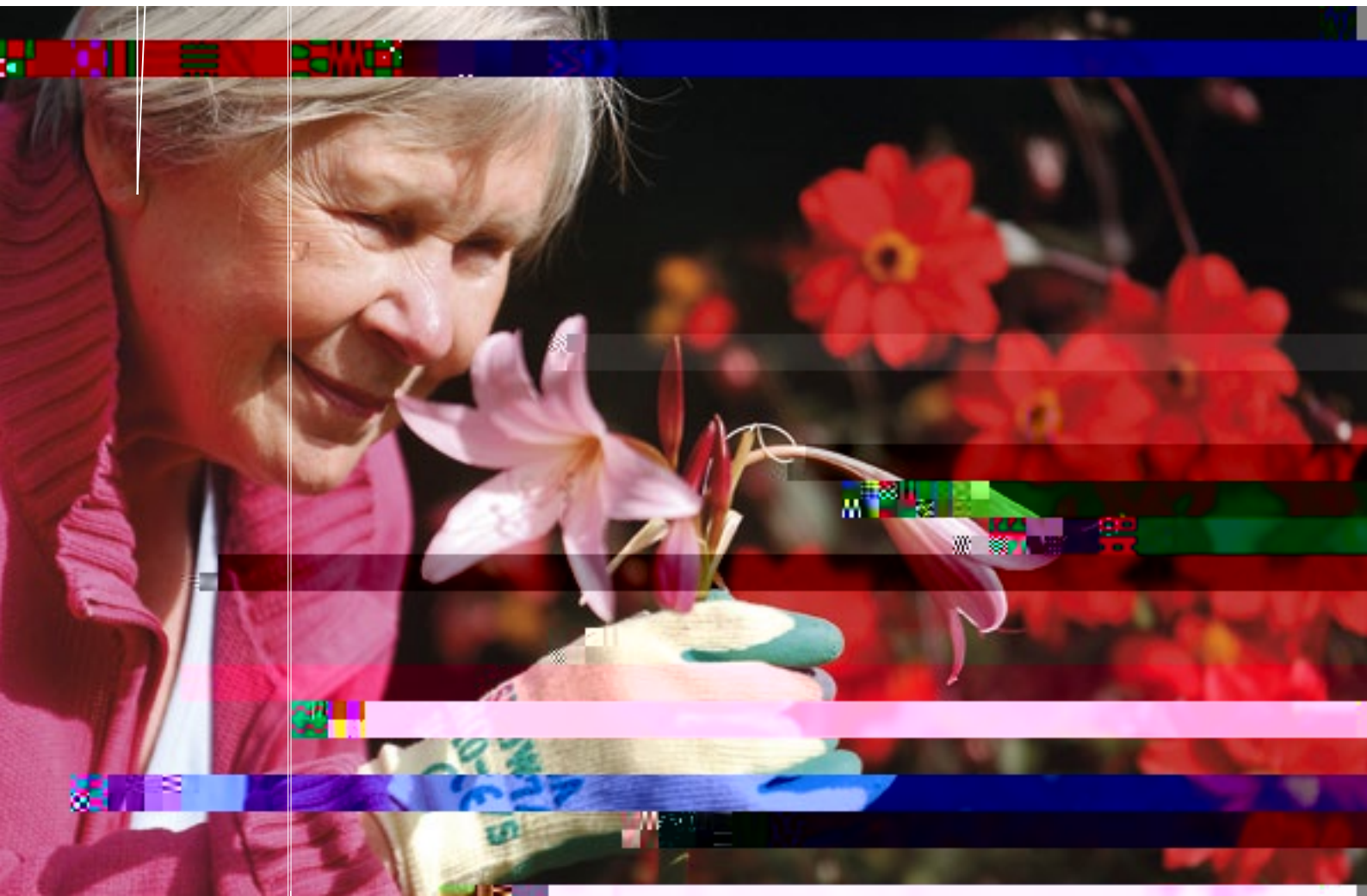


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Making Wales a great place to grow old

Vision

That people in Wales feel valued and supported, whatever their age.

That all older people in Wales have the social, environmental and financial resources they need to deal with the opportunities and challenges they face.

Well-being is a broad concept. It includes factors such as how satisfied people are with their lives as a whole, autonomy (having a sense of control over your life), and purpose (having a sense of purpose in life)¹.

Building well-being and resilience is good for individuals and society, reducing dependence and improving overall health.



¹ MICHAELSON J. and others Measuring Well-being: A guide for practitioners. London: New Economics Foundation, 2012
www.nef-consulting.co.uk/services/wellbeingmeasurement

Foreword

In 2003 the Welsh Government launched the first Strategy for Older People in Wales. This was a groundbreaking achievement that was widely recognised. Much has been done since then to improve the lives of older people.

Older people should expect to be able to participate as fully in society as they desire, including contributing to community and family life, influencing decisions and having their needs met.

My well-being statement, which is for people who need care and support and for carers who need support, develops this principle of well-being and describes the important well-being

Introduction

Phase 3 of *The Strategy for Older People in Wales: Living Longer, Ageing Well* will span the 10 years from 2013 – 2023.

Population ageing is a permanent feature of our modern society. There is a need to work collectively and embrace this reality for the opportunities and challenges it brings.

The Welsh Government's challenge for 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;
- to develop communities that are age-friendly while ensuring older people have the resources they need to live;
- to 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.

Our vision, outlined on page ii, is to make Wales a great place to grow old. Building well-being and resilience is good for individuals and society, reducing dependence and improving overall health. The concept of well-being is undeniably complex. This strategy takes the position that older people must have the resources they need to deal with the challenges they face, in order to achieve a sense of purpose and control in their lives. It is not enough to nullify disabling conditions; we must also create conditions in which all older people can flourish².

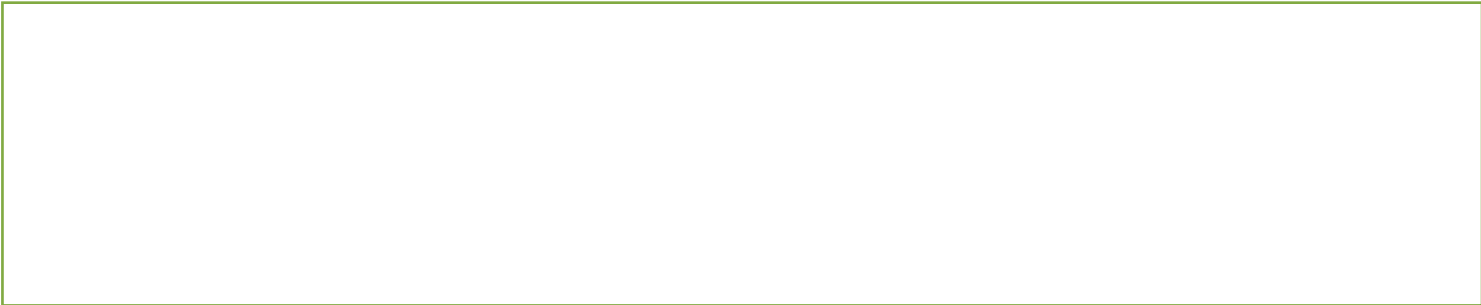
The role of the Welsh Government is to set direction for policy, make the case for change and create structures that are capable of delivering transformed services. Real differences to older people's lives can only be made through a shared commitment across the statutory, private and voluntary sectors to shape services that are sensitive to their needs.

This approach - a desire to improve social, economic and environmental well-being to the benefit of the people and communities of Wales – is at the heart of the Welsh Government's decision to make sustainable development our central organising principle. The Strategy for Older People in Wales: Living Longer, Ageing Well exemplifies this approach. It sends a clear message that the delivery of improvements in older people's well-being can only be achieved by concerted effort and commitment on behalf of all Welsh Government departments and our partners.

We believe that the broader concept of well-being for all older people outlined here complements the legal definition contained within the Social Services and Well-being Bill and in the NHS Together for Mental Health Strategy. Those definitions refer to people at risk and who need support.

² The challenge of defining well-being Dodge, Daly, Huyton, & Sanders
www.internationaljournalofwell-being.org 230

How we de



Of those using health and social care services, older people represent a significant group, and this is to be expected as the incidence of chronic diseases, and mobility and sensory impairments increases with age. Health and social care services recognise the scale of the challenge and the Welsh Government has a suite of significant policy and strategy to support people with health and social care needs. This Strategy does not seek to reiterate these commitments or duplicate programmes for change.

There is growing recognition of the value of developing service models that have the citizen at their core and that seek to protect and support all opportunities for independent living. **Sustainable Social Services** is the Welsh Government's vision and programme for transformational change in social services delivery. **The Social Services and Well-being (Wales) Bill** will provide the regulatory framework for delivery of this change.

The Welsh Government's vision for NHS services is set out in **Together for Health** and is based around community services with patients at the centre. It places prevention, quality and transparency at the heart of healthcare and recognises the challenges facing the health services as a result of a rising older population, inequalities in health and rising numbers of patients with chronic conditions. Further information on Welsh Government commitments to improving health and social care for older people is included in **Appendix 2**.

Older people told us that their quality of life is often compromised by social, environmental and financial barriers. This phase of the Strategy for Older People in Wales aims to improve quality of life for older people in ways that go beyond the traditional health and social care agenda; addressing discrimination, lack of opportunity for fulfilled lives, poverty and environments that create dependence and exclusion.

The **Social Services and Well-being (Wales) Bill** will provide for a single Act for Wales that brings together local authorities' duties and functions in relation to improving the well-being of people who need care and support and carers who need support. Enhancing the economic, social and environmental well-being of people and communities is the purpose of the proposed plans for a **Sustainable Development Bill**.

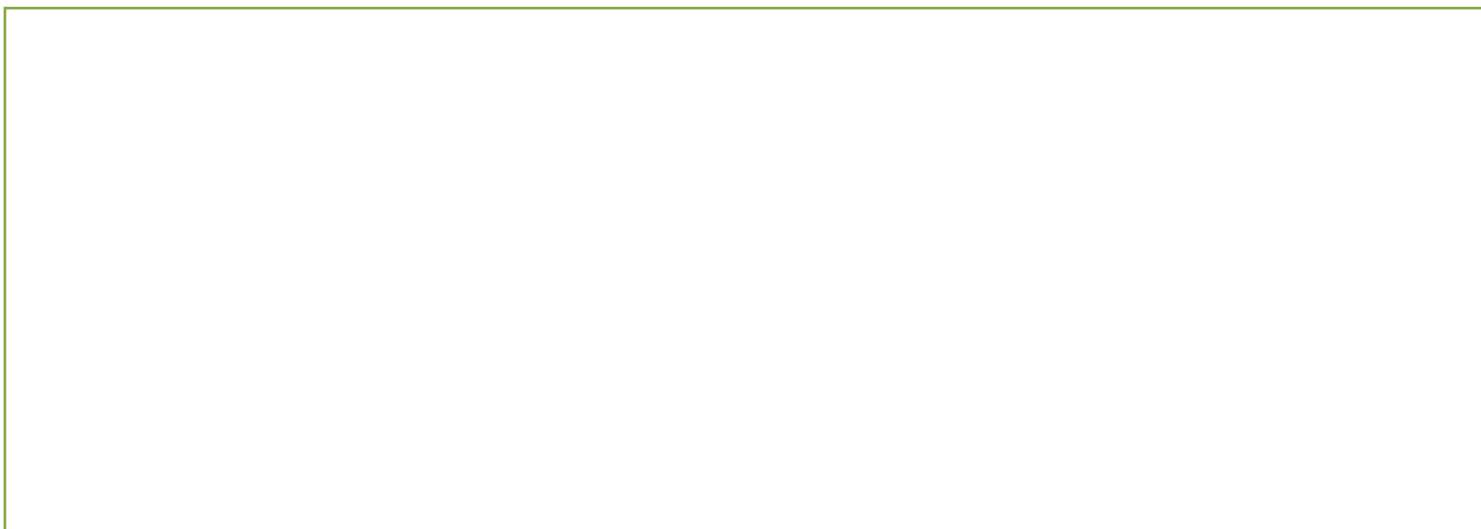
How

Chapter 1: Social Resources

Good physical and mental health is an important contributor to individual well-being. The importance of healthy living is well rehearsed, however the importance of having regular access to social activities and networks is less frequently acknowledged.

Through the development of this Strategy older people told us that they often feel marginalised and that their contributions are sometimes undervalued. Finding ways of supporting older people to play important roles in society, engage in paid or unpaid work, share their knowledge and experience, and to be valued by others are identified by older people as being vital to their well-being. Feeling valued, respected and able to contribute are important aspects of an approach which delivers quality of life and prevents or delays significant health or social care needs.

The percentage of men and women drinking more than the weekly recommended amount (aged 16+)



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| <p>Diversity – older people are not discriminated against because of their age, and do not experience multiple discrimination.</p> | <p>Negative attitudes to older people and ageing process. Age stereotypes. Age discrimination. Needs of specific groups of older people, including those from ethnic minorities, with disabilities or lesbian, gay, bisexual or transgender older people. Services recognise the</p> | | |
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| <p>Learning and activities – older people have opportunities to engage in learning or other activities</p> | <p>Ability to participate in lifelong learning and other activities</p> <p>Developing social networks and gaining skills and knowledge.</p> <p>Opportunities to participate in arts and creative activities.</p> | <p>Number of older people able to access adult community learning; and the variety of learning opportunities available to older people.</p> <p>Number of older people participating in arts and creative activities</p> | <p>Delivering Community Learning for Wales Gwanwyn Niace Dysgu Cymru Adult Community Learning Participation in arts festivals (Beaufort Omnibus Survey)</p> |
| <p>Healthy Ageing – Older people enjoy good physical, mental and emotional health and well-being with the aim of being able to live independently for longer, with a better quality of life and continue to work and participate in their communities</p> | <p>Opportunities to participate in physical activities tailored to older peoples needs.</p> <p>Improved lifestyles (e.g. diet, exercise, smoking and alcohol) amongst older people.</p> <p>Raise awareness and understanding of issues associated with mental health and well-being in older age</p> <p>Increased life expectancy.</p> <p>Gap in life expectancy between most and least affluent</p> | <p>Number of older people participating in physical activities</p> <p>Number of people over 50 accessing the health and well-being assessment</p> <p>Self reported data on lifestyle issues collected through the Welsh Health Survey</p> <p>Outcome measures within Together for Mental Health.</p> <p>Average life expectancy (routinely collected by ONS)</p> | <p>Our Healthy Future Fairer Health Outcomes for All NSF for Older People Programme for Government Together for Health Together for Mental Health Tobacco Control Action Plan Sexual health and well-being action plan for Wales Creating an active Wales</p> |



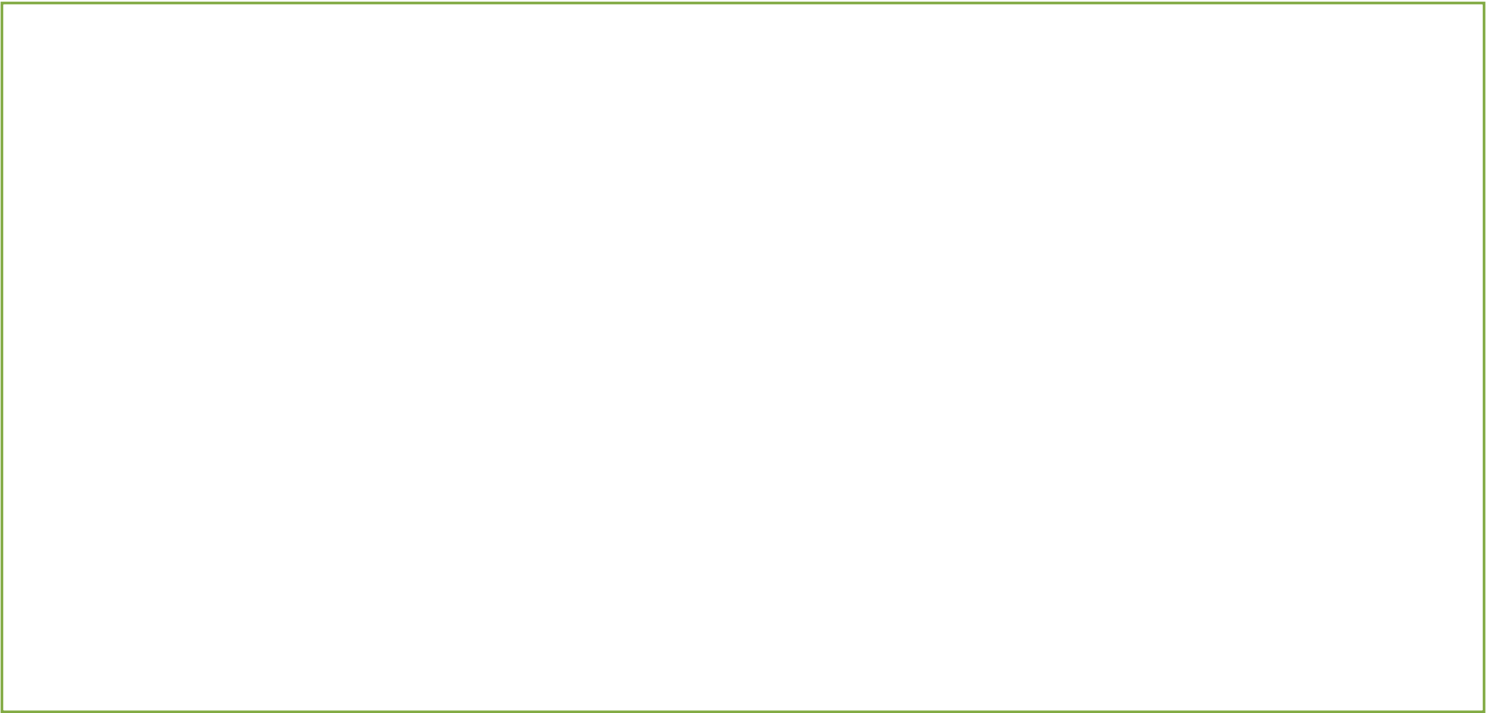
Chapter 2: Environmental Res



- Nearly one in ten people over the age of 65 trip or fall because of uneven or broken pavements.
- A lack of transport contributes to higher levels of social isolation. Community transport return on investment is estimated at £3 for every £1 spent.
- Worsening housing conditions are independently associated with deterioration in health. Adapting homes reduces disability and risk of accident.
- It may be necessary to expand on the policy objective of 'ageing in place' by considering measures

| | Issues | | |
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| <p>Transport – Older people can access affordable and appropriate transport which assists them to play a full part in family, social and community life.</p> | <p>Access to safe and accessible public transport.</p> <p>Affordability through concessionary travel schemes.</p> <p>Parking – Blue Badge Scheme.</p> <p>Community transport schemes.</p> | <p>People reporting good or adequate access to public transport services (National Survey for Wales)</p> <p>Number of passenger journeys taken using the concessionary bus pass.</p> <p>Number of passenger journeys taken using the concessionary rail pass.</p> <p>Proportion of accessible bus stops and bus stops with adequate information about services.</p> <p>Number of Blue Badges on issue in Wales</p> <p>Number of community transport journeys.</p> | <p>National Transport Plan</p> <p>Active Travel Bill</p> <p>Blue Badge Action Plan – Extending eligibility of Blue Badge Scheme to people with cognitive impairments, e.g. dementias</p> |
| <p>Housing – older people are supported to live in homes and communities that are suitable for their needs</p> | <p>Effective services that can provide appropriate aids and adaptations to help people retain independence.</p> <p>Supported housing .</p> <p>Simpler and more effective arrangements for people who rent their homes .</p> <p>Housing improvements such as the Welsh Housing Quality Standard.</p> <p>Energy efficiency measures</p> <p>Availability of housing options for older people and appropriate support to move.</p> <p>Alternative housing models (including retirement communities, sheltered housing and extra care) and a variety of provision.</p> | <p>Number of Disabled Facilities Grants and</p> <p>Number of Disabled Facilities Grants</p> | <p>Number of Disabled Facilities Grants</p> |





The evidence shows that:

- Older people are among those at highest risk of financial exclusion and least likely to claim their financial

| | Issues | We will monitor the following indicators: | What policy and strategy will help to achieve these outcomes? |
|---|--|---|---|
| <p>Pensions and other income – older people have an adequate standard of income and are receiving all the financial benefits to which they are entitled.</p> | <p>Adequate income from state or private pension provision, savings and investments, or other financial entitlements.</p> <p>Benefits and entitlements advice and take-up that supports people to ensure that they receive all the financial support they are entitled to.</p> | <p>Number of older people living in persistent poverty in Wales. HBAI Report: Households below 60% median income and Material Deprivation</p> <p>JRF Monitoring Poverty and Social Exclusion</p> <p>Managing on finances and problems with debt (National Survey for Wales)</p> <p>Older people with no private income¹⁴</p> <p>Number of older people receiving their full financial entitlements (DWP)</p> | <p>Tackling Poverty Action Plan</p> <p>Council Tax Benefit arrangements</p> <p>Discretionary Assistance Fund</p> <p>Funding to local authorities in Wales to carry out activities that encourage Council Tax and Housing Benefit take-up.</p> |
| <p>Energy efficiency – older people live in energy efficient homes and can afford to heat their homes to the temperature required to protect health.</p> | <p>Fuel poverty (needing to spend 10% or more of household income on fuel to maintain a heating regime adequate to safeguard comfort and health).</p> <p>Energy efficiency of homes.</p> <p>Excess winter deaths.</p> <p>Accessing affordable and appropriate energy tariffs, including for households not on the mains gas network.</p> | <p>Numbers of older people in fuel poverty (new measure needed to replace Living in Wales)</p> <p>Number of homes receiving improvement measures</p> <p>Number of excess winter deaths (ONS)</p> | <p>Fuel Poverty Strategy</p> <p>Nest and Arbed Schemes</p> |

¹⁴ THE POVERTY SITE. Older people with no private income <http://poverty.org.uk/w65/index.shtml?2>

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| <p>Financial inclusion – older people can access appropriate financial advice and services, and are not over-indebted.</p> | <p>Access to appropriate financial products, services and advice.</p> <p>Affording essentials such as food and energy.</p> <p>Levels of debt.</p> <p>Financial skills and literacy.</p> | <p>Number of older people receiving their full financial entitlements (DWP)</p> <p>Number of older people accessing credit union facilities</p> <p>Number of older people accessing Moneyline Cymru services</p> | <p>Financial Inclusion Strategy</p> <p>Funding for CAB</p> <p>Credit Unions</p> <p>Moneyline Cymru</p> <p>Communities First</p> |
| <p>Employment – older people who want to work are able to do so and can access help with reskilling and retraining.</p> | <p>Support for individuals to work beyond state pension age if appropriate.</p> <p>Flexible working arrangements to combine work with other issues such as caring responsibilities, or long-term health conditions or disability.</p> <p>Access to appropriate job and skills (re-) training</p> <p>Appropriate support programmes to help people over 50 into work or to find new roles.</p> <p>Tackling age discrimination against older employees and job seekers</p> <p>Volunteering</p> | | |

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The focus of the Strategy for Older People on those in the 50+ age group has been the subject of much discussion, as there is a reluctance to be described as old at that age. In addition by explicitly referencing an age it implies that the Strategy has equal resonance with an age group potentially spanning over 50 years.

The fact remains that we cannot dispute that society is ageing: the proportion of older people in Wales is the highest among the UK nations and this will continue to be the case for the next 20 years.

However, if our ambition for ensuring older people in Wales live happy, long and fulfilled lives is to be realised we must stop using just age as an arbiter of an individuals needs. We must instead look at people and their individual capabilities and ambitions. This is not a matter of treating everyone in the same way, but it does require challenging long-established perceptions about age and ageing that affect some more than others.

Appendix 2

Welsh Government programme of change

for Health

Social care

We are undertaking an ambitious programme of reform in social services through [Sustainable Social Services for Wales](#), our vision and programme for transformational change in social services, and the [Social Services and Well-being \(Wales\) Bill](#) will provide the legal framework for the delivery of this change. In all our plans for social services we are seeking to provide individuals with a stronger voice and real control. The starting point is enabling individuals to understand fully how care and support may help them.

Through the [Social Services and Well-being \(Wales\) Bill](#) we are introducing a right for people to access information, advice, and assistance about services. It will enable us to introduce a portable assessment of need and will give Welsh Ministers the powers to establish a national eligibility framework for services. The Bill will also strengthen the rights of unpaid carers. These measures will drive the creation of a more coherent framework for services and to improve consistency of access to services.

We are also developing further reforms to how we pay for care in Wales. The Welsh Government has a long standing commitment to a system of paying for social care that is fair, affordable and sustainable in the long term and we have already introduced a weekly maximum charge of £50 for all the community based social care services a person receives. Further reforms will build upon these principles and the action already taken. We have undertaken extensive consultation with a wide range of stakeholders to find out what kind of system would command broad public support here and we published a report of the Welsh Government's Stakeholder Advisory Group on paying for care in March 2013.

Health care

[Together for Health](#) is the five year vision for the NHS in Wales. It is based around community services with patients at the centre, and places prevention, quality and transparency at the heart of healthcare. Together for Health outlines the challenges facing the health service and the actions necessary to ensure it is capable of world-class performance. It recognises that demographic change, including a rising older people population, and tackling inequalities in health as factors driving the need for reform. This vision includes commitments to modernise services and provide much more services, care and support at or as close to home as possible, address health inequalities, and improve the quality and co-ordination of care. The Welsh Government has developed the Local Integrated Care Plan to support Health Boards, local government and their partners. For those older people with complex needs, we have developed a Framework for Integrated Health and Social Services.

We published [Safe Care, Compassionate Care](#)

The [National Dementia Vision for Wales](#) was launched in February 2011. It sets out a vision for developing high quality services for people with dementia and to create 'Dementia Supportive Communities'. To do this requires a change in attitudes towards dementia at all levels of society, which reflect the challenge of demographic change and the impact of dementia. It is our priority to develop more closely integrated services, more comprehensive programmes of care and a greater awareness and understanding of the needs of people with dementia and those close to them, such as their families, friends and carers. The Vision is part of Together for Mental Health, the Welsh Government's mental health and well-being strategy.

We are introducing a programme of annual [health checks for people aged over 50](#) from the end of 2013. This will help support and empower people aged over 50 to have greater control over their own health and well-being. It will support the important concept of 'ageing well' and help to improve people's access to high quality health information, advice and services. The programme will provide a modern online gateway to prevention and health information services in Wales, helping people aged over 50 to make choices to support better health and well-being. It will be supplemented by forms of community based support in order to maximise participation across the range of communities.

Within the [Together for Health](#) overall vision for the NHS, the Welsh Government has issued delivery plans for major health services relevant to older people. In addition to [Together for Mental Health](#), we have published a [Cancer Delivery Plan](#), [Cardiac Delivery Plan](#), a [Stroke Delivery Plan](#) and a [National Oral Health Plan](#), and others have been issued in draft for consultation including a [Diabetes Delivery Plan](#), and [Eye Care Health Plan](#). We are developing a [PmMCID 158](#) ([Information serQ 1 Tf14](#)

Specific aims of the plan include improving training for health professionals delivering end of life care in the community, delivering training to improve communication skills to enable discussions about the end of life with individuals and their families, and supporting people wherever they choose to die.

The views of individuals about their care will be sought and fed back to ensure continuous improvement in end of life care.

The plan builds on the achievements of the Palliative Care Implementation Board over the last five years, which include ensuring every Health Board can access specialist palliative care 24 hours a day 7 days a week, delivering education programmes for GPs and nursing home staff and ensuring care pathways put the views of the patient and their relative at the centre of care.

The **1000 Lives Plus** programme continues to work with organisations to improve safety and quality in

Updated versions of the Heat Wave Plan for Wales, and its three associated leaflets “A guide to looking after yourself and others in hot weather”, “Advice for Health and Social Care Professionals” and “Advice for Care Home Managers and Staff”, were completed for summer 2012.

Free **seasonal flu vaccination** is available every year to everyone 65 years old and over. People in this age group are at greater risk from the effects of seasonal flu which can result in serious illness or death.

In September 2013 the Welsh Government will introduce a **shingles vaccination programme** to protect those over 70 from the effects of this disease. The risk of contracting shingles, and the seriousness of the effects, increase with age.

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