Ageing Well In Denbighshire
2015-2019

...ensuring Denbighshire is a good place to grow older for everyone

Refreshed in June 2017
The Ageing Well Plan was launched in Denbighshire in 2015. Cllr Bobby Feeley (Older People’s Champion and Cabinet Lead Member for Well-being and Independence) provided this foreword. It is a view we still hold strongly in Denbighshire.

“The increasing age profile is a fact we can’t ignore, and in a climate of decreasing budgets, we need to redesign how we look after people’s needs to make our services sustainable into the future. Denbighshire has been working hard towards this; we already have the second largest population of older people in Wales and we need to modernise and change the way we deliver our services. This will also involve a dramatic culture change. We must encourage people to take responsibility for keeping well and fit and to stay independent for as long as possible. This involves working with Denbighshire County Council Departments, partners across Denbighshire and the North Wales region, the community and individuals; we must all work together to ensure high quality care for our residents. Closer partnership working specifically with health and wellbeing such as the BCUHB will also be needed. We need to establish an attitude of ‘can do’ not ‘can’t do’ or those who really do need our care will lose out. Throughout their lives older people have gained a wealth of knowledge, and as living longer becomes the norm, we need to recognise, value and harness their contribution, which is worth in excess of £1billion a year to the Welsh economy. Denbighshire’s Ageing Well Programme is a good positive plan, building on work that has already been done, we are on track to ensure excellent, sustainable quality services for our older population into the future”
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Introduction

Denbighshire’s *Ageing Well Plan* is considered alongside our Wellbeing Plan 2014 – 2018, which is our single over-arching plan for Supporting Independence and Resilience and our Supporting Independence Strategy which is our key strategy for supporting the people within their community and preventing the need for statutory intervention. It also aligns with Denbighshire County Council’s Corporate Priorities and the well-being outcomes within the Social Services and Well-being (Wales) Act 2014.

Denbighshire’s Wellbeing Plan 2014-2018 vision:

- People are active, connected and contribute to their community.
- People take notice of what’s going on around them, and in doing so, people keep learning about their world
- People prioritise their wellbeing and actively plan to maintain their independence

This refreshed (June 2017) Ageing Well in Denbighshire Plan which was first launched in 2015 sets out how the five priority themes of the *Ageing Well in Wales Programme* will be delivered in Denbighshire.
The five priority themes are:

1. **Age Friendly Communities** - Such communities will encourage and enable older people to engage with their surroundings and environment, and continue to engage socially within those communities, thereby maintaining their health, independence and wellbeing.

2. **Falls Prevention** - Will help older people to maintain their health, safety and wellbeing, live longer in their own homes and remain active in their communities.

3. **Dementia Supportive Communities** - Need to demonstrate a high level of public awareness and understanding of dementia in all our communities.

4. **Opportunities for employment, learning and new skills** – Recognising that older people have a wealth of knowledge and experience which is often undervalued. The aim is to increase the recognised value of older people through further learning, training employment and volunteering opportunities.

5. **Loneliness and Isolation** - They have been shown to have a significant impact on health and general wellbeing. Eradicating loneliness and isolation may be unrealistic but we need to work at all levels in identifying the root causes.
The following principles have been identified by the Welsh Government’s Strategy for Older People in Wales (2013-2023) and we have adopted these in relation implementing this Ageing Well Plan and making Denbighshire a better place in which to grow older.

- Social participation
- Diversity
- Access to information
- Learning and activities
- Healthy ageing
- Shared spaces
- Living in the community
- Housing
- Energy

The Ageing Well Programme’s overall aim is to ensure that within Wales there is an improvement in the well-being of people aged 50+. The intention is to support and champion a positive attitude towards ageing, the benefits an ageing society brings and to ensure that older people have a strong voice that is listened and responded to.
“There is much that individuals can do to maintain their own health and overall wellbeing, but much more is required if we want Wales to be a good place to grow older. Public services, the third sector, the commercial sector, national and local government and many others must work together, for example, to create age-friendly environments, opportunities for learning and employment and ensure that practical support is available to prevent loneliness and isolation. A joined-up approach is required that focuses on very clear outcomes, outcomes that reflect the biggest challenges faced by people to age well.”

Sarah Rochira, Older Peoples Commissioner.

Two years on and we are still fully committed to ensuring that this programme continues to be implemented effectively in Denbighshire. A progress report looking at the priorities and actions for the period 2016/17 was presented to the Older People’s Commissioning Unit In May 2017.

This is our refreshed Ageing Well Plan 2015-2019 incorporating changes locally and nationally, for example including Phase 2 of the Ageing Well Wales Programme.
The following section provides more detail of each of these elements including expected outcomes, key actions and priority tasks for 2017-2018.

A list of Key Performance Indicators is also included as Appendix 1

Age Friendly Communities

Overarching Aim: To make Denbighshire a County of Age Friendly Communities

The World Health Organisation sums up an Age Friendly Community as follows: “An age-friendly city adapts its structures and services to be accessible to and inclusive of older people with varying needs and capacities.”

In practice, an Age-Friendly community is one where local people have decided to prioritise better support to people as they age. This can include physical design, promoting better access and mobility, promoting people’s social engagement and developing support and relationships between the generations. The most important aspect is that it is an integrated approach to thinking about the places where people live and how best to promote older people’s wellbeing and engagement with their physical and social environments.
As part of the process for Wales to be recognised as an Age-Friendly Nation, Denbighshire is one of the 22 Welsh Local Authorities which has signed up to the Dublin Declaration; showing our real commitment at a local level to creating communities that are inclusive and supportive for all, regardless of their age.

Denbighshire County Council signed the Dublin Declaration confirming its commitment to ongoing work and policy development around Age Friendly communities and participation in a co-ordinated network across Wales. It will also give recognition to the council’s leadership and commitment to addressing the needs of older people. The Declaration also includes a pledge that where it is possible we will take forward action in the following areas:

a. Awareness of older people
b. Processes of citizen-centred engagement
c. Urban spaces and public places
d. Housing
e. Public transport systems
f. Participation in social and cultural life
g. Employment and volunteering opportunities and lifelong learning
h. Community support and health services
A number of these priority areas are already embedded within existing service activity and resources in Denbighshire, and reflect the County Council’s commitment to improving the quality of life for older people in the county by providing quality services. This is evidenced through the priorities outlined in our Wellbeing Plan and Supporting Independence in Denbighshire Strategy (SID).

**Outcomes and Actions**

1. **The importance of Age-Friendly Communities is recognised at all levels throughout Denbighshire**
   1.1. Support the creation of Age-Friendly Communities across Denbighshire.
   1.2. Define what is meant by an Age-Friendly Community in a Denbighshire context and to formalise the recognition process our communities need to follow in order to be officially recognised as being Age-Friendly.
   1.3. Establish Age-Friendly Champions in local communities.

2. **The voices of all generations are heard and actively included in the creation and ongoing development of their Age-Friendly Communities.**
2.1. Actively promote the inclusion of all generations in discussions about their community, with particular reference to groups sharing protected characteristics.

2.2. Facilitate the development of shared public spaces (both physical and social) as an integral element of an Age-Friendly Community.

2.3. Support and encourage communities to identify and realise the assets (actual and potential) that contribute towards an Age-Friendly Community.

3. Denbighshire’s Governance structures and processes support the development of Age-Friendly Communities and inter-generational practice.

3.1. For Age-Friendly Communities to feature in key strategic planning documents in all Local Service Boards.

3.2. Develop information packs, training and development resources and learning networks for professionals, to embed the understanding and practice of Age-Friendly approaches in strategic planning and implementation.

3.3. Establish Age-Friendly Advocates within our Planning, Housing, Transport and Education departments.
Priority Tasks

Carried over from 2015/16

- Develop an ‘Age Friendly Community’ in Bodelwyddan via the Bodelwyddan Town Plan. Explore development of befriending schemes and other opportunities to bring people together.
- Work with Communities for All Ages UK, the third sector and community groups to produce an ‘Age Friendly Communities’ DVD outlining characteristics of age friendly communities that are inclusive for all people regardless of age.
- Develop an information pack and a training resource for professionals, to strengthen Age Friendly approaches in operational services and strategic planning.
- Raise awareness and influence the creation of Age Friendly Communities in Denbighshire; hold a seminar involving key professionals and members of the national Expert Advisory Group on Age Friendly Communities.
- Hold a full day Age Awareness Training event with BCUHB and Third Sector, providing opportunity for Denbighshire’s older people to inform the programme and assist with the day as trainers.
- Develop a joint approach to identify Carers’ Champions and Age Friendly Champions within communities.
NEW for 2017:

- Continue to work with local communities to find out what Age-Friendly means to them, what needs to change in their area and how we can all work together to make those changes.
- Ensure the refreshed Welsh Government Strategy for Older People 2013-23 provides added impetus to the work of Ageing Well in Denbighshire, helping to provide strategic direction and the establishment of age-friendly communities across Denbighshire.
- Ensure we develop Ageing Well further to take account Phase 2 changes such as engaging more with libraries, heritage, culture, local businesses and pharmacies.
- Re-launch and re-name the Older People’s Reference Group to strengthen its role by Autumn 2017. The group will be renamed ‘Ageing Well in Denbighshire’
- Build up stronger connections with Denbighshire’s Public Service Board and ensure close synergy between Ageing Well, Denbighshire’s Wellbeing Plan and Denbighshire County Council’s Corporate priorities.
- Ensure Ageing Well priorities continue to receive extensive coverage in local and national press and significant engagement remains with politicians at all levels.
- Promote and rollout the Ageing Well guide (launched in Wales Spring 2017) on age-friendly businesses, engage with employers across Wales, provide practical advice and support on how to make businesses more age-friendly
Falls Prevention

**Overarching aim:** To support older people to reduce their risk of falling, reducing the number of falls amongst older people in Wales.

Falls prevention is a key issue in the improvement of health and wellbeing amongst older people. Falls are a major cause of disability and death in older people in Wales, and result in significant human costs in terms of pain, loss of confidence and independence. It is estimated that between 230,000 and 460,000 people over the age of 60 fall in Wales each year. Between 11,500 and 45,900 of these suffer serious injury: fracture, head injury, or serious laceration. The work of the Falls Prevention network will help older people to maintain their health and wellbeing, live longer in their own homes and remain active in their communities.

There is also significant financial cost to health and social care services associated with dealing with the results of falls. Falls are estimated to cost the NHS in the UK more than £2.3billion per year. Evidence suggests that falls prevention can reduce the number of falls by between 15% and 30%, and that well organised services, based on national standards and evidence-based guidelines, can prevent falls and reduce death and disability from fractures.

A number of substantial national and local initiatives are underway in Wales to address the issue of falls, ranging from prevention through to treatment. Whilst the 1000 Lives Multiagency Falls Collaborative for Wales focuses on those who have already fallen, the falls prevention network of Ageing Well in Wales will address early intervention
for those older people at risk of falling for the first time. The network and any development and delivery of falls prevention services that result from the Programme will support an older person’s wellbeing as well as addressing specific identified risk factors for falls. This work will link with Public Health Wales’ Transforming Health Improvement Programme which is looking at evidence-based interventions on key topic areas across the life course

**Outcomes and Actions**

1. Older people and their carers are aware of the preventable causes of falling and know how to reduce their risk.

   1.1. Work with older people and their carers to develop *increased awareness of the risk of falls*, and promote the value of early intervention and prevention to reduce the risk of falling.

   1.2 Explore with our partners what interventions can be delivered by professionals and volunteers to raise awareness of falls risk and preventive measures with individual older people and their carers.

2. Current levels of early identification and preventive interventions are mapped and assessed to inform future development.

   2.1. Implement available guidance to assist with:

   - early identification of risk
• development of risk assessment tools
• development of appropriate interventions in all settings
• development of preventive interventions including falls prevention exercise classes, home safety checks, installations and modifications, medication reviews, low vision assessments and sight tests and foot-care.

2.2 Develop local audit/mapping of local services in these areas

2.3. Identify barriers to the availability of interventions outlined in 2.1 and work with partners to seek solutions and increase provision, ensuring that interventions are evidence based and evaluated

3. Falls prevention is integrated into other older people’s health and social care programmes as part of a wider ‘ageing well’ approach.

3.1. Collaborate with other local programmes such as those on frailty, dementia, concussion and chronic conditions, to develop complementary/integrated approaches and protocols in relation to risk assessments and interventions.

3.2. Promote access to and strengthening of community based opportunities, such as Ageing Well clubs, to support healthy ageing and as key exit routes for maintaining and improving health and strength after discharge from formal falls services.
3.3. Work with the providers of community healthy ageing clubs, classes and events to support the development of evidence based activities.

**Priority Tasks**

**Carried over from 2015/16**

- Reduce number of falls through promotion of the Falls Prevention Strategy; raising awareness of the risks of falls amongst older people and prevention.
- Work with the Falls Coordinator in Denbighshire to promote falls awareness amongst older people through dissemination of Falls Risk Assessment Tool (FRAT) leaflet.
- Increase the number of people identified at risk of falls through partnership work for example, relevant staff and Fire Service officers are trained in use of FRAT as part of Home Safety Assessment.
- Ensure relevant practitioners identify falls issues within all carers’ assessments
- Increase numbers of community settings where falls prevention interventions can be carried out
- Strengthen community based opportunities to support healthy ageing after discharge from formal falls service
NEW for 2017/18:

- The implementation of the Falls Prevention Project Manager to cover the whole of north Wales will work towards the standardisation of Falls Prevention Provision across the region.
- Raise awareness about what organisations and individuals can do to prevent falls.
- Provide services to identify people at risk and offer appropriate support and advice.
- Take forward the Welsh Government Prudent Healthcare Falls Prevention National Task Force (which will bring together all relevant partners to coordinate efforts on falls prevention and develop common aims and outcomes so that there is a consistent approach to tackling falls across Wales).
- Develop and promote community based activities to help individuals to maintain their strength and balance or take other steps to protect themselves.
- To raise awareness of the NERS (Exercise Referral Scheme) Falls Prevention Pathway (launched in December 2016).
Dementia Supportive Communities

Overarching Aim: To make Wales a dementia supportive nation by building and promoting dementia supportive communities

Statistics from the Alzheimer’s Society show that of those living with dementia in the UK, 84% live in England, 8% in Scotland, 5% in Wales and 2% in Northern Ireland. If the prevalence of dementia remains the same, the number of people with dementia in the UK is forecasted to increase to 1,142,677 by 2025 and 2,092,945 by 2051, an increase of 40% over the next 12 years and 156% over the next 38 years.

Developing dementia supportive communities is crucial to the wellbeing of older people, especially the thousands of people living with dementia, regardless of official diagnosis, and the people around them that are also affected.

People affected by dementia talk about the everyday challenges they face in living well with dementia. This can include difficulty using technology, getting appropriate service in shops, banks and post offices, using transport, going on holiday and maintaining social contact and hobbies. Although help from health and care services is vitally important, making it possible for people affected by dementia to live well will require help from people and organisations across society.
A dementia supportive community is any community that shows a high level of public awareness and understanding of dementia (for example, a local or national organisation such as a shop, bank or corporation, or a village, town or city). Such communities are more inclusive of people with dementia, and improve their ability to remain independent and have voice, choice and control over their lives. Creating dementia supportive communities requires a social movement: one that mobilises all sections of society to act, respond and give their time, inspired by the ambition to make their community more dementia friendly.

As emphasised by the Welsh Government’s National Dementia Vision for Wales, people who receive an early diagnosis of dementia and are given access to appropriate information, support and care, are able to live well with dementia. The Dementia Supportive Communities network will work to facilitate this and encourage the development of communities and have the capacity to support people affected by dementia so they can enjoy the best possible quality of life.

The network recognises that it is not only the individual who is affected by dementia, it also impacts on their family, friends, colleagues and carers. Ageing Well in Wales therefore uses the term ‘people affected by dementia’ to recognise the wider effects.
Outcomes and Actions

1. Denbighshire is an environment where people affected by dementia feel confident, valued and understood.

1.1. Engage with people affected by dementia to identify what constitutes a ‘dementia supportive community’ and disseminate best practice examples.

1.2. Work with partners and commercial businesses and organisations to further develop and adopt a national recognition process for ‘Dementia Friendly’ community.

1.3. Establish a compendium of organisations and communities in Denbighshire that are working towards being recognised as dementia supportive/friendly.

2. People affected by dementia in Denbighshire note an improvement in the timely identification of dementia and support provided before, during and after identification.

2.1. Work with professional bodies, organisations and community groups to improve assessment, diagnosis and care.

2.2. Identify current support available to people affected by dementia, as well as gaps in provision.

2.3. Identify and promote current and future opportunities for prevention.

3. Enhanced and extended education, training, information and advice around dementia is established.

3.1. Promote positive images of people affected by dementia to drive attitudinal change.

3.2. Ensure engagement of public services, such as housing and transport, with the dementia agenda.

3.3. Promote awareness and understanding of dementia and the issues people affected by dementia face.
Priority Tasks

Carried over from 2015/16

- Promote uptake of mandatory e-learning package for all staff on Dementia Awareness within BCUHB
- Raise awareness and understanding of Dementia through commissioned play (The “D Word)
- Develop Dementia Safe Environments within Community Hospitals
- Promote use of Dementia RED Care Information Points at GP Surgeries.
- Assist and promote Alzheimer’s Society’s recruitment of Support Volunteers to raise awareness of dementia.
- Ensure that Dementia becomes ‘everybody’s business’ and that the dementia friendly communities work is strengthened. -continue to develop informal peer to peer support within the groups.
- Expand accessibility to the Dementia groups to a wider audience through ensuring that appropriate support is available
- Ensure that carers have greater access to a wider range of support and information. Carers should be referred as appropriate to the range of services available in Denbighshire.
- Create further Dementia Friendly Groups
- Take forward Dementia Friends sessions in schools and colleges, to facilitate intergenerational understanding.
- Explore options for training Car Scheme Volunteers in Dementia Awareness and Age Awareness.
- Carer Support Worker within the Alzheimer’s Society to continue and pilot a support worker with Alzheimer’s Society for younger people with dementia.
NEW for 2017/18:

- Work to increase the number, type and range of activities and support to people with dementia, their families and carers.
- Increase the number of towns and communities in Denbighshire that are Dementia Friendly
- Respond to and utilise the new National Dementia Strategy with clear measureable actions for a range of partners so that Denbighshire is a better place for older people living with dementia, their family and carers.
Opportunities for Learning and Employment

Overarching aim: To ensure the experiences of older people in Wales (Denbighshire) is optimised through continued learning and employment

Older people have a wealth of knowledge and experience which is currently underappreciated and undervalued in the workplace. Tackling age discrimination and recognising the value and worth of older people in Wales will be a key feature in the work of this network; older people are currently worth over £1 billion to the Welsh economy every year. The network will aim to increase the recognised value of older people through further learning, employment and volunteering opportunities.

It is good for the individual, the community and the economy for older people to be engaged in some form of employment, education or training. Learning for older people has a range of benefits, such as:

- Promoting full economic and societal participation
- Contributing towards personal wellbeing and fulfilment
- Supporting creativity and innovation, and
- Increasing efficiency as workers or volunteers.

The need to prioritise opportunities for employment and new skills for older people has been added to the Ageing Well in Wales Programme in recognition of its prevalence as an issue for older people in Wales. The Strategy for Older People (Phase 3) 2013-23 states that older people who are unemployed are more likely to be long-term...
unemployed; around 45% of unemployed people aged 50-64 have been unemployed for a year or more compared to 30% of 18-24 year olds and 38% of 25-49 year olds.

With the economic downturn affecting the traditional models of retirement, older people must be able to access new learning and employment opportunities to remain in or re-enter the labour market. Older people require access to learning for a number of reasons. For example, with an increasing number of older people unable to afford retirement at State Pension age, the provision of learning and skill development opportunities to improve their employment prospects becomes ever more important. For other older people who are able to retire when they choose, access to learning is a key factor in maintaining their wellbeing. Learning and skills development in this context includes financial and digital inclusion, helping older people to become more resilient in later life.

By improving the employment prospects of older people and empowering them to remain engaged longer with society, Opportunities for Learning and Employment will also complement the work of the Loneliness and Isolation network.
Outcomes and Actions

1. Older people in Denbighshire benefit from maximised opportunities for participation.
   1.1. Increase the number of older people who volunteer.
   1.2. Increase the number of older people continuing their learning and skill development before and after retirement.
   1.3. Identify and share successful community models for older people’s participation.

2. Older people in Wales benefit from maximised opportunities to increase their income.
   2.1. Increase the numbers of people aged 50+ in Wales who are economically active.
   2.2. Develop and improve older people’s financial inclusion schemes.
   2.3. Increase the number of people aged 50+ who are accessing education and training.

3. Older people in Wales feel empowered to plan effectively for their future.
   3.1. Raise awareness amongst older people of current governmental and other advice and information schemes to assist in building their financial resilience.
   3.2. Develop a live compendium of current provision.
   3.3. Work with partners to run a pilot programme to support older people through economic transitions.
Priority Tasks
Carried over from 2015/16

- Increase the number of older people who volunteer through use of Denbighshire’s ‘Volunteer Kinetic’
- Work in partnership nationally to assist the production of an on line pre-retirement training resource
- Deliver a training session for older people on Age Awareness, in partnership with BCUHB and with particular emphasis on this theme,
- Ensure that schools and businesses work together through Denbighshire’s Economic Business Development’s ‘Pathways Plus’.
- Ensure that older people benefit from the delivery of the OPUS European project :( A key target group is people 54+)
- Arrange Celebration of Learning event with Cyswllt Dysgu partnership and contribute to their Strategic Plan
- Promote My Life, My Way across the County
**NEW for 2017/18.**

- Further raise awareness of the barriers faced by older people in maintaining or securing employment or appropriate learning opportunities and advocate for services and support to be inclusive for all. An OPUS Employment Liaison Officer will seek out opportunities for employment to help increase income. This role has was filled in May 2017.
- Promote and roll-out the all-age Employability Programme (published in the Spring 2017) to help promote age-diverse workforces, engage with employers to identify ways of retaining and recruiting older workers, and identify the skills needs of older workers, including adult community learning, digital and financial skills.
- Ensure older people will continue to benefit from digital inclusion opportunities via the Digital Communities Wales programme.

### Loneliness and Isolation

**Overarching Aim:** To reduce levels of loneliness and isolation and their negative impact on health and wellbeing as experienced by older people.
Loneliness and isolation are cross-cutting issues that seriously impact on the health and wellbeing of older people in Denbighshire. They are also the basis for social exclusion and are a significant and pressing problem that cross all boundaries of social class, race, gender identification, sexual orientation, financial status and geography. Eradicating loneliness and isolation may be unrealistic, but working at all levels, individual, organisational and strategic, identifying and tackling the root causes is not.

Research demonstrates that loneliness has an effect on mortality that is similar in size to smoking 15 cigarettes a day. It is associated with poor mental health and conditions such as cardiovascular disease, hypertension and dementia. Loneliness also has a much wider public health impact too, as it is associated with a number of negative health outcomes including mortality, morbidity, depression and suicide as well as health service use.

Given the budgetary reductions to community and public services, often seen as “lifelines”, older people are at an increased risk of loneliness and isolation, sometimes referred to as “silent killers”. More than 75% of women and a third of men over the age of 65 live alone. Without the means to leave their homes, or with fewer visits from community workers and service providers, an increasing number of older people will feel lonely and isolated resulting in damaging effects to their mental health.

One of the key priorities of Ageing Well in Wales and the Strategy for Older People in Wales is tackling loneliness and social isolation. Loneliness amongst older people is a problem for some people living in Denbighshire, in fact evidence suggests that loneliness affects people of all ages. One of the ways we aim to address this in
Denbighshire is to have 3 questions about loneliness added to the next Resident’s Survey using the UCLA Loneliness Measurement Scale.

Tackling loneliness and social isolation will require an intergenerational approach, facilitating or supporting active involvement of and connection to Denbighshire’s communities.

Supporting an individual’s independence, promoting empowerment and emphasising inclusion within communities will not be addressed by formal service provision alone, but through informal support: There is a need to work in partnership to develop or re-able strong communities that are able to take action themselves in support of their own health and wellbeing. Such communities are built on a high quality physical environment, and supported by universal services and appropriate and accurate information. This therefore can only be addressed in partnership with people and the communities themselves through adoption of an asset based approach to address issues.

**Outcomes and Actions**

1. Loneliness and isolation are recognised as public health and safety issues in Denbighshire.
   1.1. Raise the profiles of loneliness and isolation as public health issues.
   1.2. Ensure that health and social care information and advice services address the impact of loneliness and isolation on older people’s wellbeing.
   1.3. Empower older people to be aware of the risks of loneliness and isolation to their wellbeing.
2. The main causes and factors of loneliness and isolation amongst older people living in Denbighshire are identified and understood.

2.1. Identify the key causes of loneliness and isolation amongst older people.

2.2. Identify the impact loneliness and isolation have on the individual, the community and the economy.

2.3. Identify and develop current and potential interventions that could successfully reduce loneliness and isolation amongst the emerging older generation.

3. The provision of innovative and accessible support is developed, addressing the impact of changes to life circumstances that older people face.

3.1. Ensure older people are properly and meaningfully consulted regarding public transport provision.

3.2. Ensure older people have the financial means to participate in social activities.

3.3. Older people are aware of and have access to housing schemes that promote social interaction and inclusion.
Priority Tasks

Carried over from 2015/16

- Arrange Learning Exchange on Loneliness between older people, front line staff and other professionals to identify the key causes of loneliness and isolation amongst older people.
- Include questions on loneliness in Denbighshire’s Resident’s Survey to assist with greater understanding of loneliness in Denbighshire.
- Produce a bilingual information fact sheet on loneliness.
- Develop loneliness initiatives in Bodelwyddan, an area where loneliness has been identified as a particular issue.
- Develop a service to address loneliness with GP’s in the St. Asaph area (an area where loneliness is identified by them as an issue).
- Ensure that the loneliness agenda includes people living in Care Homes through Loneliness training sessions, so that we can address problems of being “lonely in a crowded room”.
- Work with faith groups to develop access to faith based support and raise awareness of support available amongst local minority groups.
NEW for 2017/18:

- Organisations to monitor, challenge and understand the impact that their decisions may have on loneliness and isolation.
- Rollout the Ageing Well guide on coping with loneliness (published Spring 2017), engage with community groups, individuals and volunteers across Wales, provide practical help and support to ensure that older people are more resilient and less likely to experience loneliness.
### Appendix 1: Performance Management Framework – Performance Indictors

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<td>Performance Indicators</td>
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<td></td>
<td>No of communities working towards becoming Age Friendly in Denbighshire during 2017/2018</td>
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<td>The % of people reporting they were treated with dignity and respect</td>
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<td>No. of age friendly discussions that take place at the PSB meetings has increased.</td>
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<td>Re-launch and re-name the Older People’s Reference Group to strengthen its role by Autumn 2017</td>
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**Outcomes/ stories/ case studies & best practice:**

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<td>Number of FRATS (all collected and then broken down by appropriateness)</td>
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<td>Number of those trained in FRAT (eg 3rd sector/ fire service trained by coordinator)</td>
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<td>Number of MRA (Full assessments by practitioners)</td>
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<td></td>
<td>Number of onward referrals post MRA (eg how many to services such as geriatrician/ GP/ Podiatry etc)</td>
</tr>
<tr>
<td></td>
<td>Falls work to be rolled out to the whole care sector as soon as recruitment enables this work to take place. (see also care)</td>
</tr>
</tbody>
</table>
- Reablement training needs to be focussed on care homes to embed practice across the sector (see also care)

**Outcomes/ stories/ case studies & best practice:**

<table>
<thead>
<tr>
<th>Dementia Friendly Communities</th>
<th>Performance Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Increase the number of dementia friends and dementia champions in Denbighshire.</td>
</tr>
<tr>
<td></td>
<td>- Increase the number of 'Working to become' dementia communities in Denbighshire</td>
</tr>
<tr>
<td></td>
<td>- Increase the number of bodies/people who are participating in dementia training/ sessions.</td>
</tr>
<tr>
<td></td>
<td>- All care home employees undertake basic dementia training as part of their induction. (see also Care)</td>
</tr>
<tr>
<td></td>
<td>- All care staff and Care Home Managers undertake further dementia training on an on-going basis as part of their skills and competency development, with this a specific element of supervision and performance assessment. (see also Care)</td>
</tr>
</tbody>
</table>

**Outcomes/ stories/ case studies & best practice:**

<table>
<thead>
<tr>
<th>Loneliness &amp; Isolation</th>
<th>Performance Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- The % of people reporting they can do what is important to them</td>
</tr>
<tr>
<td></td>
<td>- The % of people reporting that they feel a part of their community</td>
</tr>
<tr>
<td></td>
<td>- A reduction in the number of older people affected by loneliness and isolation</td>
</tr>
</tbody>
</table>
- Befriending schemes are encouraged within care homes, including intergenerational projects, and support is given to residents to retain existing friendships. (see also Care)

<table>
<thead>
<tr>
<th>Outcomes/ stories/ case studies &amp; best practice:</th>
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<table>
<thead>
<tr>
<th>Opportunity to engage in work and learning</th>
<th>Performance Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of volunteers who have engaged in volunteer work more than once in the last 12 months who are 50+</td>
</tr>
<tr>
<td></td>
<td>Increase the number of people aged 50+ who are accessing education, training or learning</td>
</tr>
<tr>
<td></td>
<td>The numbers of people aged 50+ in Wales who are economically active</td>
</tr>
<tr>
<td></td>
<td>Improved Job skills experience</td>
</tr>
<tr>
<td></td>
<td>Improved aspiration and motivation</td>
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<tr>
<td></td>
<td>Improved job-search skills</td>
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<tr>
<td></td>
<td>Improved basic skills</td>
</tr>
<tr>
<td></td>
<td>Improved workplace and social skills</td>
</tr>
<tr>
<td></td>
<td>Improved stability</td>
</tr>
</tbody>
</table>

| Outcomes/ stories/ case studies & best practice: |
## Additional Performance Indicators

<table>
<thead>
<tr>
<th>Housing</th>
<th>PIs:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• The number of new affordable homes completed through the Housing Development Programme</td>
</tr>
<tr>
<td></td>
<td>• The number of additional affordable homes provided through the Housing Development Programme</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Outcomes/ stories/ case studies &amp; best practice:</th>
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</table>

<table>
<thead>
<tr>
<th>Independent living</th>
<th>PIs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• People reporting that they live in a home that best supports their wellbeing</td>
</tr>
<tr>
<td></td>
<td>• Of the people who can live independently with a package of care, the percentages that are supported to live independently through, modern supportive options</td>
</tr>
<tr>
<td></td>
<td>• Of the people who can live independently with a package of care, the percentages that are supported to live independently through traditional care options</td>
</tr>
<tr>
<td></td>
<td>• Continued access to faith based support and to specific cultural communities in care homes (see also Care)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Outcomes/ stories/ case studies &amp; best practice:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health &amp; Wellbeing &amp; Leisure</td>
<td>PIs</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-----</td>
</tr>
<tr>
<td></td>
<td>The number of older people (aged 60 and over) participating in physical activity</td>
</tr>
<tr>
<td></td>
<td>The number of older people (aged 60 and over) participating in physical activity and wellbeing opportunities delivered or commissioned through FAH</td>
</tr>
<tr>
<td></td>
<td>The number of visits to local authority sport and leisure centres during the year where the visitor will be participating in physical activity, per 1,000 population</td>
</tr>
<tr>
<td></td>
<td>The percentage of people who start the National Exercise Referral Scheme (NERS) who complete their 16 week programme</td>
</tr>
<tr>
<td></td>
<td>Improved health and wellbeing</td>
</tr>
</tbody>
</table>

Outcomes/ stories/ case studies & best practice:

<table>
<thead>
<tr>
<th>Feeling safe</th>
<th>PIs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The % of people reporting that they feel safe</td>
</tr>
<tr>
<td></td>
<td>The number of service users in receipt of telecare (census at end of reporting period) (based on Finance billing data)</td>
</tr>
</tbody>
</table>

Outcomes/ stories/ case studies & best practice:

<table>
<thead>
<tr>
<th>Poverty</th>
<th>PIs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The total number of households moved from fuel poverty</td>
</tr>
<tr>
<td></td>
<td>The percentage of people with income gains lifted above the poverty threshold during the year</td>
</tr>
<tr>
<td>Outcomes/ stories/ case studies &amp; best practice</td>
<td></td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td></td>
</tr>
</tbody>
</table>
| • The number of individuals moved from income poverty | **Care**
<p>| <strong>PIs</strong> |
| • % of older people receiving home and community based services (eg home health care, meals on wheels, adult day care) |
| • The % of people who are satisfied with care and support that they received |
| • Continued access to faith based support and to specific cultural communities in care homes (see also independent living) |
| • Care home providers, commissioners and CSSIW to develop informal and systematic ways to ensure they better understand the quality of life of older people |
| • Befriending schemes are encouraged within care homes, including intergenerational projects, and support is given to residents to retain existing friendships. (see also Loneliness &amp; Isolation) |
| • All care home employees undertake basic dementia training as part of their induction. (see also Dementia Friendly) |
| • All care staff and Care Home Managers undertake further dementia training on an on-going basis as part of their skills and competency development, with this a specific element of supervision and performance assessment. (see also Dementia Friendly) |
| • Falls work needs to be rolled out to the whole care sector as soon as recruitment enables this work to take place.(see also falls) |
| • Reablement training needs to be focussed on care homes to embed practice across the sector (see also falls) |</p>
<table>
<thead>
<tr>
<th>Libraries, culture &amp; heritage</th>
<th>PIs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• The number of older people (50+) visiting to Public Libraries during the year, per 1,000 population</td>
</tr>
<tr>
<td></td>
<td>• Number of older people (50+) visiting Heritage Sites (Plas Newydd, Old Gaol, Nant Clwyd y Dre, and Rhyl Museum)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Welsh Language</th>
<th>PIs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• The % of people reporting they were able to communicate in their preferred language</td>
</tr>
</tbody>
</table>

Outcomes/ stories/ case studies & best practice

Ageing Well Communities – Progress:

- Ageing Well awareness events have been held across Denbighshire.
- During the 2016/17 year the OPRG (Older People’s Reference Group) included Age Friendly Communities as part of their regular meetings. The Work Programme was as follows: February 2016 – Age Friendly Communities, April 2016 – Loneliness and Isolation, May 2016 – Dementia Support, June 2016 – Falls, Sept 2016 – Falls continued, October 2016 – Opportunities for Employment and learning new skills, December – Evaluation. Also, any information provided each member disseminated to their respective organisation.
- Age Connects provides Hubbub forums in 7 locations across Denbighshire every 6 weeks. Forums are attended by older people who are able to voice any concerns or issues over public and other services.
- Age Connects facilitated inter-generational discussions at their Innovations in Social Care conference at the Optics Centre in July 2016. The group consisted of both older people and people of school age, and was hosted by Dr. Alan Hatton-Yeo, Expert Lead on Age Friendly Communities for Wales. The response was very positive in not only offering a visionary perspective of older people’s future care but also proved how intergenerational barriers can be easily broken and exposed as myths.
- Age Connects operated its older people’s forums in various community settings which encourages shared facilities within the wider community.
- Age Connects have gained the support of the Tweedmill factory shop near St Asaph to operate it's Perennials programme to offer Age Friendly gardening.
Of Denbighshire’s NERS (Exercise Referral Scheme) 67% of all client were over the age of 56. (this is a scheme not specifically targeted to older people so this highlights effective promotion and encouragement towards people over 50).

Reviewing Officers record quality of life issues and refer all issues of concern to their Contract Officer colleagues for consideration and potential action. When visiting care homes to deliver training or to promote good manual handling practice in line with current legislation and guidance, as a qualified Occupational Therapist the Co-ordinator can draw on skills to advise about the environment in terms of access for all citizens, promote independence in activities of daily living and liaise with other agencies such as Remap. A recent example is where arrangements were made to adapt a table in a care home dining room so that the citizen could feed herself independently as the existing table was too high, she then was able to continue and sit with her friends at mealtimes.

The Talking Points and the development of a Community Navigator Service aim to build resilience in the Community in line with the SSWB Act. We have utilised available grant funding to develop these services and much has been done in partnership with BCU.

Community Navigators (community support service)— this service continues to work with 3rd sector partners following a pilot of an innovative Community Navigator service. This service provides a link between Health and Social Care, the citizen, their family and carers, and sources of support within the community and third sector. It offers a different way for people to find out what help might be available or what they can contribute to in their community to support their health and wellbeing. The Community Navigators are a source of current, accurate and timely information and knowledge about a comprehensive range of support available within the community. Promoting a range of help available within the community to reduce the need for formal, planned social care support. Community Navigators also provide an opportunity for people to: - Go along to Talking Points and explain to Community Navigators what they feel is missing in their local community that could make a difference to their health and wellbeing; discuss and plan with the Community Navigators how to get involved and share their knowledge, skills,
experience and time to improve the wellbeing of others in their community; work with the Community Navigators to help communities to develop their activities and services.

- The Supporting People’s Service User Involvement Officer has undertaken numerous pieces of work to ensure that involvement is key to the decisions and directions our services take. This has included developing a Service User Involvement Toolkit, attending open forums, surveys, quality reviews, activity sessions delivered by the Outreach Team, Homeless Drop in sessions delivered by Denbigh and Rhyl libraries.

- Communication, language and culture are integral in ensuring that an individual’s dignity is maintained. Denbighshire County Council has circulated regular items about the Welsh language (eg Diwrnod Shwmai and Dydd Miwsic) to all Providers in the Authority. In addition information about the ‘Active Offer’ and the availability of resources and the availability of language courses are included in the SCWDP newsletter. ‘Welsh learner’ lanyards have been created by the Staff Development Officer and these are distributed to care providers in Denbighshire, along with ‘Welsh Speaker’ lanyards. This means that clients can easily identify those staff who can speak Welsh or those who wish to practise their Welsh learning skills.

- Age Connects have an independent advocacy service. They are primarily focussing on empowering residents to self-advocate for their rights under Article 10 of the Human Rights Act: Freedom of Expression, particularly in relation to the specific needs and preferences as contained in their care plans.

- Age Connects also has a service called ‘Voyager’. The service supports people in the transition of moving into a care home and helps with any anxiety which arises during this change.

- Denbighshire funds an Independent Professional Advocacy service for people aged over 65 and have a ‘spot contract’ for under 65’s. Both will support people going into/coming out of or resident in a care home
Falls Prevention – Progress:

- Within Denbighshire, Falls Prevention provision has developed in a number of ways between the identification stage, the assessment stage and also implementing interventions that have been proven to reduce the number of falls from between 15-30%.
- To increase the identification of those at risk of falling, training to increase the awareness of the Falls Risk Assessment Tool (FRAT) has been delivered to all North Wales Fire and Rescue Staff in Denbighshire, who now complete the FRAT as part of the home safety check. The Community Assistance Team (CAT) has also been implemented as a pilot in Denbighshire and Conwy which has shown positive outcomes in reduced waiting times for assistance, reduced pressure on Welsh Ambulance Service Trust and also a more efficient pathway into the Falls Prevention service for those who require assistance after a fall.
- To increase the assessment provision of the Multi-Factorial Risk Assessment (MRA) and also to supplement the provision of the evidence based PSI Balance and exercise classes, the advertisement for two Falls Prevention Practitioners has been released, with these posts shortly to be filled (as at May 2017).
- Falls awareness has been promoted at a number of events where older people are the target audience. Consultation events on falls prevention have been held across Denbighshire.
- Care and Repair, in partnership with key partners, is undertaking further steps to roll out the Making Every Contact Count (MECC) approach whilst Fire and Rescue Services are also committed to MECC and supporting older people in their community safety role.
- The ‘Steady on…Stay SAFE’ campaign, the ‘1000 Lives Improvement’ service, the ‘Avoiding slips, trips and falls’ guide and the ‘Get Up and Go’ guide are all promoted and developed across Denbighshire so that older people are more aware of the risks of falling and know how they can help themselves.
Clinical staff in Betsi Cadwaladr University Health Board are attending compulsory falls training, and the Hospital Falls Pathway for north Wales was launched in December 2016.

Towards the latter end of 2016/17 Age Connects commenced providing falls prevention awareness and assessments as part of its Cold Buster service (Energy/Benefits advice).

Age Connects, Age Cymru and Care & Repair collaborated to deliver an open event in St Asaph in February 2017. This was open to the public and professionals, which included adaptation and services available to help prevent older people from falling.

Denbighshire Care and Repair working in Partnership with Health and Social Services issued the FRAT questionnaire to all RRAP Clients. They also continue to provide adaptations to aid the prevention of falls. Returned FRAT questionnaires receive a Core Caseworker visit and are passed on to SPOA for further Falls Assessments. FRAT assessments are carried out as part of the Caseworker service.

The Denbighshire Falls Coordinator gave a presentation to the Older People’s Reference Group so that organisations were more aware of the FRAT assessment and referral process.

Age Connects management have disseminated falls prevention information to all relevant staff that provide programmes in the older people’s own home. Programmes include Cold Buster, Community Navigator and Information & Advice. Falls prevention work has been integrated within the Cold Buster energy/benefits advice service operated by Age Connects.

Care and Repair is funded by WG to provide services that enable older and vulnerable people live independently in their own homes. The Healthy Homes Check reviews key areas and identifies hazards and risks with regard to Falls and prevention of Falls. The WG funded Rapid Response Adaptations Services provides low level adaptations at no cost to the client that can prevent hospital admissions and facilitate hospital discharge.
✓ All the work carried out by Care and Repair is evidenced based and followed through with Customer Satisfaction Surveys and monitoring the quality and outcomes of work carried out. Case studies evidence work carried out and the value of the output and outcomes.

✓ Care and Repair working with Age Alliance Wales at a National Level are raising public awareness for the Ageing Well public awareness falls prevention campaign (to be launched in October by the Commissioner for Older People). We have received the posters and postcards to promote this and are already actively promoting.

✓ The Care and Repair’s Hospital to Home Caseworker, working with the discharge planning teams within YGC, helps to identify individuals that can benefit from the Care and Repair services with regard to the falls agenda

✓ Denbighshire Care and Repair promotes independence for older people 60+ who live in their own homes to ensure that they live in comfort, safety, warmth and security. Thus providing a long term safe home environment and a better quality of life.

✓ Falls prevention work was trialled in one of our own care homes before being more widely shared across the sector. More needs to happen with this but it is proving very helpful where it has been adopted.

✓ Three Council Care homes (Cysgod Y Gaer, Awelon, Dolwen) are currently under the remit of the Falls Prevention Officer. Training was provided to these homes in the Care home tool kit. This comprised of general awareness training to all staff and it was agreed that each home should have 2 appointed ‘Falls Champions’ who were the designated individuals to carry out the MRA (Care home falls assessment – Tool 2 in the tool kit).

✓ There is a telecare strategy in Denbighshire

✓ The implementation of the Falls Prevention Project Manager to cover the whole of north Wales will work towards the standardisation of Falls Prevention Provision across the region
Dementia Friendly Communities - Progress:

- An increasing number of individuals and institutions are being recognised as Dementia Friends. For example, the police team in Prestatyn has undertaken Dementia Friends training and the North Wales Fire and Rescue Service has become the first dementia friendly organisation in north Wales. Discussions are currently taking place with North Wales Police to provide Dementia Friends Sessions and this will soon be promoted to all care homes in the County to establish interest in attending the hour long presentation.

- More people are attending training and awareness courses about dementia. For example, the Social Care Workforce Development Plan Training calendar includes training regarding dementia which is promoted to Local Authority/Independent and 3rd sector social care staff in Denbighshire. In addition, information regarding the North Wales Dementia Network and the Dementia Learning and Development Framework for Wales were included in the SCWDP newsletter which was distributed to social care providers in January this year. In 2017, the revised Social Care Induction Framework will be introduced which specifically highlights the requirement that the induction programme covers Dementia. The EMH Project Workers and Team Manager have completed Alzheimer’s training around Dementia Friendly Communities and have provided several Dementia Friends Sessions during the past 12 months with 112 individuals participating. Topics have included: - Understanding the role of communication and interactions with individuals who have dementia; Awareness of Dementia needs to make a dementia friendly community.

- NVQ and QFC do not currently include a compulsory element of Dementia. However we find that most care homes in-house staff have undertaken this unit within their qualification. 80% of staff at one of our homes have also undertaken specialist dementia training. Enquiries made with independent homes is also showing high levels of training at this time. Even basic residential homes are encouraging staff to attend training in dementia.
Denbighshire provides both basic and more specialist training in dementia and these courses are available, and promoted, to staff within the whole sector.

The Supporting People Team commission a dementia specific service called ABBA. This support is intended to prevent homelessness/delay admission to care settings and promote independence.

The local Alzheimer’s Society provides an advocacy service for people diagnosed with dementia. During the period 1st March 2015 and 31st December 2016, they held 40 cases. 33% of these transitioned from home to full time residential care and 19% were in full time care.

Ageing Well Wales, with the support of Alzheimer’s Society Cymru, delivered a Dementia Supportive Community event on March 7th at Denbigh Town Hall where speakers from Prestatyn Dementia Friendly Community (DFC) and people living with dementia gave presentations on the importance of DFC and the impact on people affected by dementia and the wider community.

Alzheimer’s Society Cymru has a Dementia Friendly Communities Co-Ordinator (DFCC) funded internally, whose role is to promote the concept of Dementia Friendly Communities, support Communities to hold public meetings, identify steering group members who will agree actions they will undertake, to make their community Dementia Friendly. They also have a Service User Review Panel (SURP) which meets in Denbigh to voice views and address issues pertinent to them (SURPs are small groups of up to 8 people with dementia who are involved in influencing issues beyond their own care, both for the Society and for external organisations). The group has played an active role in influencing future publications for a high street bank, ensuring that they are dementia friendly and accessible to people living with dementia. Alzheimer’s Society also have a Dementia Friends website where details of Dementia Friendly communities nationally are listed. Prestatyn DFC is included on the website and has its own website. Alzheimer’s Society Cymru also work closely with Memory clinics and through Dementia RED have a presence in GP surgeries in order to promote awareness of dementia to those attending and staff based in the surgery. They are also working with Welsh Ambulance service to ensure that staff are fully educated in the needs of a person with dementia.
and how to adapt the service provided when responding to an emergency involving a person with dementia. Additionally, Dementia Friends sessions have been delivered to staff from Sheltered Housing. Alzheimer’s Society are able to deliver information through different formats such as Carers Information programmes, Living Well with Dementia Programme, website, Talking Point. Referrals are received from a variety of sources such as health, Social Services, SPOA, Community Navigators, Self-referrals. Alzheimer’s Society Cymru, through the Dementia Support Workers and the Advocacy service also raise awareness amongst older people of current governmental and other advice and information schemes to assist in building their financial resilience. All of these take place in Denbighshire through the local Alzheimer’s Society.

- In addition, the Alzheimer’s Society in Denbighshire employs a part-time post to co-ordinate monthly dementia cafes across Denbighshire (Llangollen, Ruthin, Rhyl, Prestatyn). The Cafes provide on-going support to ensure progression and throughput of Carers receiving one to one support from the Carer Support Worker. They also support involvement of service users and Carers in strategic planning and development. Also, the ‘Singing for the Brain Pilot’ organised via the Alzheimer’s Society continues with 4 sessions held monthly.

- An increasing number of local galleries, libraries, museums and sports venues have become age-friendly and dementia supportive so that these places, and cultural events and heritage sites, better understand older people’s needs, provide relevant support and are age-inclusive.

- Age Connects have been actively involved in setting up and operating Denbighshire Dementia Friendly Community. Through working alongside the Alzheimer’s Society they have trained Dementia Champions who can provide Dementia Friends awareness sessions to business and other organisations in the local area.

- The benefits of exercise and gardening are known to improve the mental function and so Age Connects are planning to deliver walking groups and a horticultural programme during 2017 to older people who may be at risk of dementia.

- We ensure engagement of public services, such as housing and transport, with the dementia agenda takes place.
Opportunities and Learning - Progress:

- The EU funded OPUS project is progressing and gaining greater impact. This is recognised in Denbighshire as an area of good practice. (involves an Older Person’s Mentor to make the links with local businesses and improve older people’s employment prospects in such workplaces)
- OPUS is currently working with people over the age of 50 to gain new skills and to enter volunteering opportunities
- Community Navigators encourage older people to volunteer at Talking Points and currently have recruited 11 volunteers
- Community Navigators introduce older people to various community activities
- The new OPUS project in Denbighshire will ensure that the number of older people continuing their learning and skill development before and after retirement will increase.
- Age Connects’ Cold Buster programme provides awareness of energy schemes and the DWP benefits that are available to older people. Older People can be referred to NEST who provide financial assistance for home energy improvements.
- Many older people are helped to claim DWP Attendance Allowance and Pension Credits.
- Age Connects’ Cold Buster programme provides awareness of energy schemes and the DWP benefits that are available to older people. Older People can be referred to NEST who provide financial assistance for home energy improvements.
- Use of DEWIS is encouraged also to demonstrate what is available within the community
- OPUS Employment Liaison Officer will seek out opportunities for employment to help increase income. This role has only just been filled (at May 2017)
- OPUS currently has 25 people over the age of 50 on their books that have been referred for training/volunteering/employment
- With the implementation of the Social Services and Wellbeing Act Wales (2014) Denbighshire has created Community Led Conversations. Older people are asked ‘what matters to you’ the emphasis being on the things that make them more resilient
and their lives more rewarding. They are then given Information, advice and/or assistance to pursue activities that interest them or solutions that meet their requirement that they are happy with

✓ Many older people are helped to claim DWP Attendance Allowance and Pension Credit.

Loneliness and isolation - Progress:

✓ During last year our focus has been to raise awareness of the impact of loneliness and isolation on older people’s health and wellbeing.
✓ Talks have taken place to local groups (such as the WI) on loneliness and isolation to raise awareness took place
✓ The Talking Points and the Community Navigator Service aim to build resilience in the Community and provides a direct contact for people who are lonely and isolated or those who could become lonely and isolated. The Talking Points initiative and the Community Navigator Service ensures that we engage with our citizens on a day to day basis regarding what matters to them.
✓ Local groups and organisations have been encouraged to register their activities that support and promote wellbeing on DEWIS Cymru - a Welsh Local Government Agency website that has been developed as a resource to help individuals improve their wellbeing and independence.
✓ Working with partners in Public Health and the voluntary sector, we are working to identify areas where older people might be more at risk of being lonely to develop some targeted work.
✓ Age Connects are funded by the local authority to provide Information and Advice to older people. One of the needs is loneliness and isolation which is often only communicated after a period of engagement to discuss other leading issues. As part
of a holistic approach, clients are provided with health and social care information, and signposted to the most appropriate services or community groups.

✓ Age Connects and the British Red Cross are funded by the local authority to engage with people suffering from loneliness and isolation through the Community Navigator project. The majority of clients tend to be older people.

✓ Age Connects’ Cold Buster project focuses on fuel poverty which includes tariff swapping and benefits checks. The aim is for the client to gain financially, allowing them greater opportunity to participate in social activities and improving their general wellbeing.

✓ Age Connects provides a care home service called Speak-Up. This is an 8-10 week programme which engages care home residents in various activities and getting them to ‘come out of their shell’. Issues such as neglect or abuse are looked out for, thus allowing for a voice to residents.

✓ We are ensuring that health and social care information and advice services address the impact of loneliness and isolation on older people’s wellbeing. Caseworker services identifies and signposts accordingly. They are trained to provide advice and information.
### Appendix 3

#### Denbighshire’s older population at 2013

<table>
<thead>
<tr>
<th></th>
<th>Number</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 plus</td>
<td>40,445</td>
<td>42.8%</td>
</tr>
<tr>
<td>60 plus</td>
<td>27,716</td>
<td>29.3%</td>
</tr>
<tr>
<td>65 plus</td>
<td>21,189</td>
<td>22.4%</td>
</tr>
<tr>
<td>75 plus</td>
<td>9,439</td>
<td>10.0%</td>
</tr>
<tr>
<td>85 plus</td>
<td>2,663</td>
<td>2.8%</td>
</tr>
</tbody>
</table>
Estimates for mid-2013 by age profile for people over 50 in total and by gender.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aged 50</td>
<td>687</td>
<td>734</td>
<td>1421</td>
</tr>
<tr>
<td>Aged 51</td>
<td>691</td>
<td>730</td>
<td>1421</td>
</tr>
<tr>
<td>Aged 52</td>
<td>635</td>
<td>689</td>
<td>1324</td>
</tr>
<tr>
<td>Aged 53</td>
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