

Centre for Policy on Ageing

CPA

New attitudes to old age

How can local authorities with less money support better outcomes for older people?

Gillian Crosby, Director, Centre for Policy on Ageing

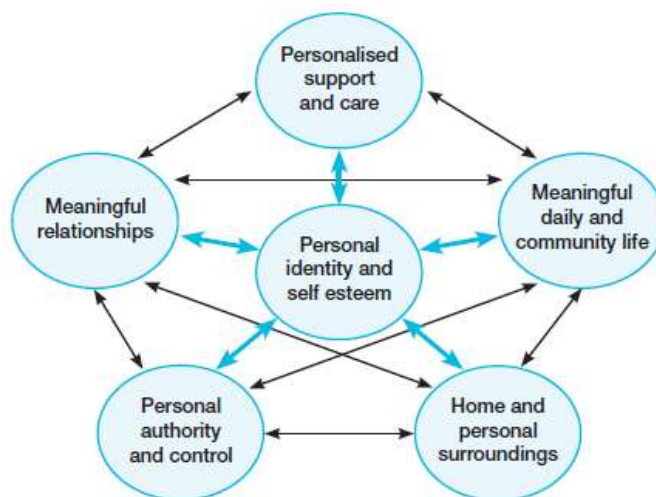
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Context

- Increasing importance of 'prevention'
- Reorganisation of Public Health services
- Personalisation agenda
- Involvement – choice and control
- Equality
 - the Equality Act 2010
 - Ageism in health and social care – GP commissioning
- Localism and the Big Society
- Ageing Well programme

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Keys to a good life (Bowers, 2009)



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that bit of help

Low-level support that promotes health, wellbeing and quality of life in the communities where people live

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The need for reform

- Public spending cuts will have a major impact on social care
- There are indications that local authorities may cut support for people with moderate needs, increase charges and reduce care provision
- The benefits of investing in 'that bit of help' are realised over many years, making it harder to prove their impact and to protect funding in the face of immediate critical needs
- some community and voluntary sector groups and social enterprises who provide 'that bit of help' may struggle to survive the next year, despite transition funding

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Ways forward

- **Involvement:** involving people who use support and services in shaping them.
- **Investment:** supporting and stimulating the provision of 'that bit of help' in the community can provide older people with the assistance they need to sustain the health, activities and relationships that are important to them.
- **Refocusing:** moving away from thinking about conventional social care and/or services, towards thinking about the *assistance* that older people need and choose, and their *experiences*.
- **Connecting:** developing place-based approaches that reflect the whole of people's lives, and delivering value for money by including housing, transport, police, leisure services, the fire services as well as local community and older people's groups to provide co-ordinated support.

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Evidence

- Older people really valued practical support that enabled them to live well in their own homes.
(inc. help with cleaning, payment of bills, DIY, gardening, care of pets, chiropody, transport, small adaptations, befriending and opportunities for social participation)
- Place-based pilot projects – especially those where older people have been centrally involved in design– have demonstrated that working together across local agencies can enhance older people's wellbeing.
- The national evaluation of the Department of Health Partnerships for Older People Pilots (POPPs) demonstrated that small services providing practical help and emotional support can significantly improve older people's wellbeing .
- The POPPS evaluation also found economic benefits from targeted intensive interventions to prevent crisis (e.g. falls services) or at a time of crisis (e.g. rapid response hospital admissions avoidance services) or post-crisis re-ablement services.

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For every £1 spent on such services to support older people, hospitals were found to save £1.20 in spending on emergency beds.

...the NHS saves, but local authority social care still spends

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Involving older people in decisions about future support

- ... putting older people at the centre of service design and delivery helps to improve outcomes
- Examples
 - Cambridgeshire Older Peoples Reference Group
 - Expert Elders: Sheffield
 - Neighbourhood Network Schemes, Leeds Older People's Forum
 - Southwark Circle

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Practical support at home

- Older people want comfortable and secure homes - low intensity practical support services, such as handyperson schemes, had by far the highest impact on health-related quality of life
- Examples
 - Handy Help – Trafford
 - Help at Home – Amber Valley CVS

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Housing adaptations

- Addressing the housing needs of older people can substantially reduce demand for, and cost of, health and social care, and enhance quality of life
- Examples
 - Care & Repair
 - Care and Repair England
 - Care and Repair Scotland
 - Care and Repair Cymru

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Promoting health and wellbeing

- There is considerable evidence of the preventative impact of healthy lifestyles, focusing on physical activity, diet and social activity. There is a need for older people's mental health to be supported as well as the mental and physical health of people who provide care over a long period of time
- Examples
 - Meri Yaadain Dementia Project – Bradford
 - Tai Chi as part of falls prevention – Rochdale
 - Mayfair Community Centre, Church Stretton
 - Sole Mates – Age Concern Oxfordshire

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Reducing Social Isolation and Exclusion

- Older people value 'getting out and about; friendships and opportunities for learning and leisure; and keeping active and healthy'. Evidence also shows the importance of social and emotional support
- Examples
 - Rushey Green Time Bank
 - Reaching the Isolated Elderly (RISE)

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Information, advice and advocacy

- There is generally more information than people are aware of
 - so awareness raising, managing knowledge, providing advice and advocacy are critical. Everyone has a role to play including key services such as housing, primary care and libraries, frontline statutory and voluntary sector staff and communities
- Examples
 - First Stop Advice
 - Information NOW: Newcastle Older People's Website
 - Wayfinders – Dorset

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Place-based approaches

- Place-based and partnership approaches cut across sectors to promote older people's wellbeing, prevent older people slipping into substantial risk situations and link up existing and new provision so that older people are able to access services through single access points
- Examples
 - Bournemouth, Dorset and Poole (BDP) Total Place Pilot - services to older people
 - Connected Care in Hartlepool
 - First Contact – Nottinghamshire

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Using technology to support older people

- Low level everyday technology (like telephones) as well as emerging telecare systems can support the independence and wellbeing of older people
- Examples
 - National Telecare Development Programme – Scotland
 - Intermediate care service for older people with mental health problems – Herefordshire CC
 - In Touch – Camden

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Co-operative and mutuality-based approaches

- There is growing interest in alternative approaches to providing support and care, especially approaches that are delivered by social enterprises and mutuals, collectives, co-operatives and micro-providers
- Examples
 - A Co-operative approach to self-managed care
 - Shared Lives, Community Catalysts Ltd

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Older people have said they value practical assistance with everyday things in life, and support to sustain social lives and relationships.

This requires local agencies (not just social services) to work together and with community and voluntary sector groups and providers – shaping a local market and networks of self-help and support, and thinking beyond conventional 'social care'.

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A sharper focus on the *assistance* older people need
and choose, on older people's *experiences*, and on
involving older people in designing support.

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