

Gateshead Older People's Partnership-Gateshead Council Strategy for older people 2015-2017

Aim and Rationale- To improve the quality of life and health and wellbeing of older people in Gateshead. There is an increasingly ageing population in Gateshead which brings with it challenges and opportunities. To enable older people to live independent, active, healthy lives and that their knowledge, skills and experience contributes to a diverse and vibrant Gateshead.

| THEMES | WHAT THIS IS ABOUT | KEY PRIORITIES |
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| Making a Positive Contribution | Older People building on and using their experience, skills and knowledge | <ol style="list-style-type: none"> 1. Assist older people to develop their skills and knowledge 2. Encourage Older People's involvement in volunteering 3. Support Older People to have their say and contribute to service development |
| Being Informed | Easy access to good quality information & advice about services and opportunities to enable independence, choice and control. | <ol style="list-style-type: none"> 1. Support Older People to access the information and advice they need. 2. Encourage the availability and use of advice and advocacy services for older people when required 3. Help older people to maximise their income and reduce fuel poverty |
| Living Well | Focus on housing, community and access to safe and good quality health and social care services | <ol style="list-style-type: none"> 1. Supporting more opportunities and initiatives to tackle social isolation for older people 2. Strengthen ways to enable people to remain in their homes and communities for as long as they want to 3. Promote older people friendly communities and initiatives 4. Contribute to vulnerable older people being enabled to achieve the best possible quality of life. |
| Keeping Healthy and Active | Prevention, wellness and opportunities to access leisure and lifestyle services | <ol style="list-style-type: none"> 1. Promote key prevention areas and improve older people's health as well as supporting older people to access services and support available to them. 2. Improve older people's access to lifestyle and leisure services. |

| Theme 1 Making a Positive Contribution: | | | | | | |
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| 1.0 Assist older people to develop their skills and knowledge | | | | | | |
| Actions | Lead | Partner | Time | Outcome | Evidence | Rag |
| <ul style="list-style-type: none"> Offer and promote opportunities to learn how to use new technology Encourage older people to develop skills & knowledge to run own groups Offer opportunities to develop skills and Knowledge around caring. Promote all opportunities for older people to develop skills and knowledge | Craig Bankhead | GOPA Equal Arts Gateshead Council GVOC Gateshead Carers | 2015-17 | Equal Arts 10 groups by 2017 | 10 groups in place | |
| | | | | Promote Volunteering Opportunities to Older People Across Gateshead – Gateshead OPA to employ a Volunteer Coordinator who will work with Kate Marshall (GMBC) and Sandra Brack (GVOC) to link opportunities OP | Increase in the number of volunteers (as measured by GMBC, GOPA and GVOC) | |
| | | | | GOPA to work with Kelechi Dibia (Training Officer at Gateshead Carers) to develop a training package for older people across the borough | 24 older people trained/supported with information and knowledge re caring/carers | |
| | | | | GOPA to promote (via monthly newsletter and social media) a round-up of training opportunities, including U3A, TGHC, Learning Skills and other training providers. | GOPA's monthly newsletter containing training opportunities. | |
| 1.1 Making a Positive: Encourage older people's involvement in volunteering | | | | | | |
| <ul style="list-style-type: none"> Promote Volunteering-how to find out about it and get involved. Explore getting people to volunteer at retirement | Craig Bankhead | GOPA GVOC GMBC | 2015-17 | Sandra Brack from GVOC and Kate Marshall to liaise with GOPA Volunteering Officer to make them aware of opportunities and GOPA VO to promote at events and through newsletter | Attendance at events, copies of newsletter, information from volunteers | |
| | | | | GOPA (CB), GVOC (SB) and GMBC (KM) to organise and annual conference/event for people about to retire, inviting guest speakers and voluntary sector organisations | Annual Event | |
| 1.2 Making a Positive: Support Older people to have their say and contribute to Service development | | | | | | |
| <ul style="list-style-type: none"> Review how people can have their say about ASC and health services | Craig Bankhead | GOPA,GMBC CCG,GVOC (Our Gateshead) | 2015-17 | Promote CCG Local Engagement Boards, PUCPI meetings and GOPA Monthly Assemblies to members of GOPA via monthly newsletter | Copies of newsletters | |

| Theme 2 . Being Informed | | | | | | |
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| 2.0 Support Older People to access the information and advice they need | | | | | | |
| Actions | Lead | Partner | Time | Outcome | Evidence | Rag |
| <ul style="list-style-type: none"> Develop and promote OurGatedhead Website as a key information and signposting source for older people Make best use of other communication channels to better inform people Identify how we can communicate better with older people | L.K-Shervington | | 2015-17 | 1.Review/Develop session at Partnership | | |
| | | | | 2.Partners populate their own pages and update. | | |
| | | | | 3.Promote through partner networks, contact lists and databases. | | |
| | | | | 4.Map opportunities, e.g., Care call annual visits, future use | | |
| | | | | 5.Identify gaps and how these can be met e.g. Sight Service and GCA. | | |
| 2.1 Being Informed: Encourage Availability and use of advocacy services for older people when required. | | | | | | |
| <ul style="list-style-type: none"> Review Advocacy Provision which supports people to express their views | L.K-Shervington | ASC Commissioning | 2015-17 | | | |
| 2.2 Being Informed: Help Older People to maximise their income and reduce fuel poverty | | | | | | |
| <ul style="list-style-type: none"> Highlight advice, guidance ,information n and advice –money matters Develop Self-help approaches -money matters | L. K-Shervington | Financial Inclusion Partnership/AGEUK/ CAB | 2015-17 | 1. Map out existing approaches identify gaps and fill these gaps. | | |

| Theme 3. Living Well; | | | | | | |
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| 3.0 Support More opportunities and initiatives to tackle social isolation among older people | | | | | | |
| Actions | Lead | Partner | Time | Outcome | Evidence | Rag |
| <ul style="list-style-type: none"> Identify existing initiatives addressing social isolation among older people Develop volunteering opportunities to address the social isolation needs | D McKenna | | 2015-17 | 1.Promoting and expand existing initiatives and plan to fill gaps | | |
| | | | | 2.Identify new funding sources and bids as required | | |
| | | | | 3.Pool Partnership resources , identify socially isolated people at risk | | |
| | | | | 4.Equal Arts to develop creative friends opportunities | | |
| 3.1 Living Well; Strengthen ways to enable people to remain in their homes and communities for as long as they want to | | | | | | |
| <ul style="list-style-type: none"> Increase the quality and choice of housing to better meet the needs and aspirations of older people Review the policy on adapting housing. Review Extra Care Housing Make use of technology where it can help with social care and health needs Deliver Better Care initiatives to join up and improves health and social care services and support peoples independence. | D McKenna | ASC Housing Services Commissioning team / Care Call/ Health and ASC | 2015-17 | | | |
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| 3.2 Living Well; Promote older People friendly communities | | | | | | |
| <ul style="list-style-type: none"> Develop Older peoples Champions and networks across Gateshead | D McKenna | | 2015-17 | | | |
| 3.3 Contribute to vulnerable older people being able to achieve the best possible quality of life. | | | | | | |
| <ul style="list-style-type: none"> Ensure that service users are involved throughout the safeguarding process and focus on achieving satisfactory outcomes. | D McKenna | | 2015-17 | | | |

| Theme 4. Keeping Healthy and active: | | | | | | |
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| 4.0 Promote key prevention areas to improve older people's health to access services and support available to them . | | | | | | |
| Actions | Lead | Partner | Time | Outcome | Evidence | Rag |
| <ul style="list-style-type: none"> Encourage Older people to access all appropriate health screening programmes Encourage older people to lead healthier and active lifestyles Raise awareness around eye health | Cath Scott / Douglas Hunter. | Public Health/Judith's section/other | 2015-17 | 1.Deliver Cancer screening awareness workshops in community setting | | |
| | | | | 2.Specific group awareness raising i.e. carers uptake poorer in this group | | |
| | | | | 3. Support be clear on cancer campaign to access older peoples groups. | | |
| 4.1 Improve people's access to lifestyle and leisure services. | | | | | | |
| <ul style="list-style-type: none"> Link in with the new wellness service to maximise the impact on older people Improve older people's access to cultural and creative activities. | Cath Scott / Douglas Hunter. | Public Health/Judith's section/other | 2015-17 | 1.Develop referral pathways for older people | | |
| | | | | 2.Develop social prescribing projects aimed at older people based around 5 ways to wellness | | |
| | | Equal Arts Libraries/other | | 3.Promote Live Well Gateshead with other people and partners. | | |

