

The strategic plan for older people in Medway

2010 – 2013



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1. INTRODUCTION

1.1 Executive summary

The population as a whole in Medway will be growing steadily, but significantly over the next decade, the majority of this growth will be in the older people range. We will see the population of people 65 years and over in Medway increase by 47.25 per cent (16,300 people) a rise of 8.3 per cent greater than the national average increase. In the 85 and over range this increase will be 78.05 per cent (3,200 people), 8.1 per cent% greater than the national average increase.

The major shift in the demographics of Medway will have a substantial impact on services for older people and as our general population ages we need to plan for the significant increases in demand from older people.

A Strategy for Older People is therefore necessary to ensure that all older people in Medway, regardless of where they live, or their race, religion, gender, disability or sexual orientation will have the same access to services that will enable them to enjoy healthy ageing.

This joint strategy produced by the council and NHS Medway sets the direction for how we work together with and for older people.

The majority of older people live without help in their own homes, engage in their local community and make use of local facilities and services that are available to all of Medway's residents. However, with an ageing population in which more people enjoy longer lives and better health, a number of people and their carers need some specific support and help in both health and social care to ensure as full and satisfying a life as possible.

The aim of this strategy is to put in place a framework of services which everyone can access as well as more targeted services to support and help people with particular needs.

We will offer a range of opportunities, including employment and leisure, and, through a combination of mainstream services, work together to promote independence and well being for all older people.

We have developed this strategy in partnership with older people, their families and representative agencies to ensure that support is developed to meet an individual's care needs.

This document sets out our vision and key priorities. It will, in turn, inform the joint commissioning strategy. This will identify what health and social care services are needed and who will be the best people to provide them.

This plan is important to help all agencies in Medway and the Local Strategic Partnership see and understand how organisations such as the council and NHS work together to get the best results for local residents.

1.1 Vision and purpose

Vision: Our vision is that older people in Medway live healthy, fulfilling, enjoyable and independent lives in line with their individual hopes and aspirations.

Purpose: The purpose of this strategy is to provide a framework for decision-makers and those who buy services, so that their actions meet the overarching policies and strategies for supporting older people.

It is also aimed at service providers, service users, carers and other agencies as a guide to the range and type of services we expect to provide for older people in Medway.

Definition: Throughout the document we refer to “older people”. This does not imply a specific age range. Many people of 80 or more years do not need to use social and health support services. Equally, there are those in their 50s who, because of social, family, financial or other factors, do need help and support.

However, it is generally recognised that as we grow older we increasingly require support from these services and this plan is based on that understanding.

1.2 National drivers for change

There are a number of initiatives that support health and social care to tackle the future challenges we face and support our plans for the future. These are:

- The National Service Framework (NSF) for Older People, published in 2001 set new national standards and service models of care across older people’s health and social care services. This framework is focused on increasing preventative work, including the promotion of well-being and active lifestyles.
- Alongside the NSF we have the World Class Commissioning Framework that provides guidance and direction to ensure we become the best commissioners and enable us to deliver improved health and care outcomes for our local population.
- Putting People First requires the local authority and health services to consider the needs of the whole population. This will be achieved by preventing ill health and dependency, providing early advice and support to all people by investing in mainstream and preventative services.
- Transforming Adult Social Care describes the vision for development of a personalised approach to the delivery of adult social care.

To meet the competencies of World Class Commissioning we will review the performance of the services we purchase or provide for older people. We will ensure we are maximising the potential outcomes of the services and test out ways of maintaining the well being of older people, by promoting active, healthy lifestyles and so avoid social isolation and tackle health inequalities.

Collectively, these frameworks identify the need to explore with our partner organisations, ways to stimulate the market to provide a range of services that will support older people to live independently. By strengthening our core structures and developing our commissioning competencies we will realise the joint vision for older people. The outcomes achieved will see our older citizens living healthy, fulfilling, enjoyable and independent lives.

1.3 Consultation

This plan has been developed following wide-ranging consultation with current and potential service users, service providers and other agencies.

We have listened to what people have told us in the past across the council and NHS Medway services. It also looks at the ambitions of the Local Strategic Partnership and the Medway Local Area Agreement (LAA).

Details of the consultation undertaken are given in Appendix 2.

It is our intention that consultation will continue on a regular basis as required.

1.4 Equality and Diversity.

The council and NHS Medway are committed to achieving equal opportunities, access and outcomes for all.

We do this by:

- Providing flexible and accessible services
- Promoting a diverse workforce that is representative of the communities we serve
- Promoting and sharing best practice in equality and diversity at local, regional, national and international levels.

This plan reflects our commitment to promoting diversity, dignity and inclusion through fair access to services and employment. It also applies equally to older people with a mental health problem, including conditions such as dementia as well as to older people who have learning difficulties. Whilst these older people might have some particular support needs, they all have an equal right to benefit from what we are doing to improve the quality of life for older people. As we develop particular initiatives to support these groups of older people they will be based on the same values and outcomes which underpin this plan.

A Diversity Impact Assessment has been undertaken and this is detailed in Appendix 2.

1.5 Outcomes to be achieved by this plan.

These are the key outcomes that we want to achieve through the implementation of Putting Older People First (POPF) a Department of Health initiative promoting health, well being and independence in later life. The initiative looks to create a society where people can have choice and control in their lives whether they need support from others now or in the future.

- 1 The individual needs of older people have been met through a range of responsive services.
- 2 Older people's independence is retained and they stay in their own homes and with their families for as long as possible with ease of access to local services.
- 3 Older people are engaged in a range of community and social activities of their choice and contribute to the life of their communities.
- 4 Older people and their carers use a range of preventative services so that they can remain physically and emotionally healthy.
- 5 Older people are helped to use a range of resources to better meet their needs in ways that suit their personal circumstances.
- 6 Older people who pay for their own care and services have better access to improved information and assistance, make good care decisions and put their money to best effect.
- 7 Older people are respected for who they are, for their individuality.
- 8 Older people have greater confidence in their own abilities, are aware of the support they can call upon and enjoy greater peace of mind and quality of life.
- 9 Older people who experience illness, short or long term, or have spent time in hospital are supported to enable a quick recovery and successfully maintain independence and control of their daily lives.
- 10 Older people have access to a wider choice of local health services.

These will be achieved through delivery of the six key priorities described in the next section.

2. THE SIX KEY PRIORITIES EXPLAINED

These six priority areas are interlinked and actions we are taking now and propose to take in the future will affect the outcomes of one or more of the priorities.

2.1 Being Healthy and Feeling Well

Why this is important.

Being healthy and feeling well, both physically and mentally, has a major impact on our quality of life. Older people will make a greater call on both health and social care services.

Through a combination of factors, such as deprivation, economic circumstances and housing, people of all ages experience higher levels of poor health. As people get older there is a greater likelihood of a depressive illness or a condition such as dementia.

People often do not understand the distinction between health and social care services but if services are provided with people in mind that should not be a stumbling block. Services need to be joined up so that older people can be confident that their doctor or community nurse, social worker or warden in supported housing, are working together for their benefit.

Through the development of early action, placing greater emphasis on preventing illness and in promoting well-being, the health of the wider community and of individuals will be improved.

A wide range of other elements contribute to the health and well-being of older people. These include leisure, employment as well as a wide range of other opportunities, activities and services.

What we are we doing now

- Each year NHS Medway commissions health services for the residents of Medway by working with its partners. There is a range of providers, the major local ones being Medway Maritime Acute NHS Foundation Trust, Kent & Medway Partnership (KMPT) the mental health trust, NHS Medway Community Healthcare (the provider arm of NHS Medway) and primary care providers. These organisations provide a wide range of services for residents of Medway including older people.
- Contracts with independent primary care service providers are spread across the community with the aim of ensuring easy access for all residents to high quality NHS services. These include:
 - 67 GP practices
 - 38 (85 per cent) dentists offering NHS dental care;
 - 47 pharmacies;
 - 21 registered opticians;

- In addition to the urgent care provided by local GPs on a daily basis NHS Medway commissions a 24-hours Medway On Call Care (MedOCC) urgent care service.
- Personal dental services are provided by NHS Medway to support those individuals who are unable to access dentists.
- Adult community health services in Medway are provided, mainly by the NHS Medway Community Healthcare . Services are provided in patients' homes as well as in a series of new healthy living centres and community residential homes and hospitals.
- Supporting people with their illness or long-term health conditions are multi disciplinary teams across Medway who when required are helped by specialist teams.
- The use of telehealth care underpins the management of long-term conditions in the home.
- 'The Liverpool Care Pathway' provides specialist support for end of life care and is provided in most wards in local hospitals and several nursing homes. NHS Medway is also able to provide specialist palliative care to local people through a team based at the Wisdom Hospice in Rochester and in people's homes.
- Services for older people with dementia are provided by KMPT and Medway Council's Older People's teams as well as Medway NHS Community Healthcare at Darland House, Gillingham.
- NHS Medway and Medway Council have a number of public health programmes, for stopping smoking, diabetes, obesity as well as physical activities. The aim is to promote greater awareness and encourage individuals to take better care of themselves or to take control of the management of long-term conditions.
More residents than ever before are taking the opportunity to protect themselves against flu each winter. More than 33,000 vaccinations are now given to Medway residents each winter, which means that more than 56 per cent of people aged 65 and over receive the vaccine. These numbers are increasing each year.
- The Integrated teams for older people have both health and social care staff working together in the same buildings, developing greater understanding and sharing information.
- Better joint working between the Council and NHS Medway has led to the development of a monthly Falls Clinic, which takes place at Platters Farm in Rainham.

- Staff at Platters Farm have been working with the Stroke Association for a number of years to host a weekly meeting of the local stroke club. This provides information, advice and social contact for stroke survivors and their carers. Platters Farm is being developed as a centre of excellence for rehabilitation and respite care.
- People can be referred to rehabilitation services at Platters Farm after their stay in hospital when they or their family are worried about whether they will be able to manage safely when they return home. At the rehabilitation centre, people re-learn skills that may have been lost. Then, after a trial period at home with a small care package, some family support and perhaps the use of equipment and minor adaptations people often are able to remain at home.

What we will do

The biggest impact in improving the health and well-being of older people, emphasised in the White Paper “Choosing Health” will be achieved by helping to change lifestyles – changes in diet, exercise, reduced smoking, reduced drug and alcohol consumption, and different approaches to mental health - rather than relying on medical advancements. Older people can remain healthy and independent for longer through health promotion activities, access to timely health advice and early treatment. It is our priority to support older people in maintaining their independence and well-being and to achieve this we will:

- Promote a range of health initiatives targeted at reducing obesity, improving diet and nutrition, smoking cessation and sensible drinking for older people.
- Explore and test new approaches to prevent hospital admission following a fall. These will include more flexible care packages in the home and taking action to prevent falls.
- Reduce the number of emergency hospital admissions by continuing to work with our hospitals and put in place an action plan to address the current high levels of emergency admissions.
- Deliver locally accessible health care. This is a key strategic goal for NHS Medway. Work is continuing to develop new accessible modern buildings and services across Medway which will offer improved facilities for primary care and extended community services – such as the planned development at Balmoral Gardens and Canterbury Street, Gillingham. These developments are expected to combine a range of health improving activities with primary care services, peer support groups, adult mental health services, community café and increasing scope for health initiatives across different age groups.
- Give people greater choice and control over the health services they require and how they receive these. We will do this by building on the individual budgets initiative in social care by piloting a similar system of

personalised health budgets that could work in healthcare. This will require an innovative approach shaping the support around the service user. Initial focus will be those people with long-term conditions who require care and support towards the end of their lives.

- Provide professional, responsive support services that help people with long-term health conditions manage their illness better so avoiding unplanned hospital admissions.
- Improve the access and availability of psychological therapies for people who need help and support from mental health services, including the aftercare of those people who we have a statutory duty to care for.
- Work in a more coordinated way. Our focus is for a more integrated approach to service delivery for the care of people with a dementia illness so that they benefit from an early diagnosis and improved community support services.
- Contribute to preventative programmes to improve health and well being to support people continuing in work for as long as they feel able and reduce dependence on health and social care services.
- Establish a specialist older people's mental health liaison team to support staff in A&E and hospital wards to ensure rapid, specialist response and treatment. This will contribute to better planning and should prevent early admission to care homes.
- Work with nursing homes in Medway to improve the standards of care. and endeavour to ensure that high quality nursing services are consistently available across Medway.
- Ensure that people with dementia can access health and social care services in the community at an early stage to ensure that they are linked to the right resources, maintain quality of life and prevent crises wherever possible.
- Continue to develop our community services by increasing availability locally, such as providing routine blood testing and investigations in local settings that are more accessible to the community.
- Establish training programmes for professionals who care for people with dementia and harness carers knowledge and expertise to assist in the development and participation of the programme.
- Increase opportunities for rehabilitation using the Enablement and Prevention Service for all older people referred to social care. The new service will offer up to six weeks of multi-disciplinary rehabilitation in either the persons own home or in Platters Farm Rehabilitation Centre.
- Work with GP practices to improve the monitoring of carers' health.

- Establish a 'Community Chest' which is a way of funding local volunteer and community groups promoting healthier lives for older people. It will bring together funding streams from statutory organisations and local businesses so there are pooled funds from a range of sources that can be used to support local projects and initiatives that make life better for people in Medway. The Community Chest will be available to support charitable organisations to provide activities that promote healthy and active lives for older people.

2.2 Making Ends Meet

Why this is important.

Being able to make ends meet so that people can keep warm, eat well and avoid debt is essential. It enables older people to retain their independence, well-being, choice and control over their own lives for as long, and to the greatest extent possible.

Medway has higher levels of deprivation than neighbouring local authorities. The growth in Medway's population of people aged 65 and over will increase during the next decade by some 16,300 people.

Older people are more likely to be "capital rich and cash poor". The current economic climate means that it is important to find ways of supporting people to maximise their finances.

If people living on a low income are just "getting by" they may feel forced to choose between heating or eating. Higher levels of unemployment brought about by redundancy or choice through retirement can make this situation more widespread. In these circumstances people's health and well-being can deteriorate significantly and their quality of life can become poor and unrewarding.

There are people with social care needs who are not eligible for financial support from the council. These people are referred to as "self-funders". It is important that the council provides appropriate information and advice so that people can get the best value for the money they spend on care services.

People now have higher expectations about the quality of life they will enjoy as they get older, and want enough money to give themselves security and opportunity to stay active and involved with friends, family and their local communities.

What we are doing now

- Partnership work with the Department for Work and Pensions (DWP) and support for benefits advice agencies is helping to ensure that older people can maximise their income and opportunities.
- The council and NHS Medway work with partners, local employers and businesses to help people make informed decisions about saving and

planning for their retirement years, and helping to make the transition from work into retirement.

- Schemes with partners to promote home improvements, better insulation, security and warmth are an important contribution to helping people stay well and maintain their independence at home.
- Local partners are working together to ensure that welfare benefits advice is increasingly accessible.

What we will do

- Enhance access to primary care services making them more accessible at evenings and weekends so people do not have to take time off work.
- Work with employers to promote better understanding and greater flexibility in working arrangements for people with long-term conditions or caring responsibilities who need to attend health or social care appointments during the working day, or who might need to use specialist equipment.
- Contribute to preventative programmes to improve health and well being not only to decrease dependency on secondary health care services but to support people continuing in work for as long as they feel able.
- Continue to support the community to work together so that services such as local post offices and shops remain accessible to all people locally.
- Develop an information pack for self-funders so that they know the right questions to ask when choosing a service and help identify quality services they might want to use.
- Extend the use of individual budgets and support so that people can buy the services they wish to meet their needs.

2.3 Enjoy, Achieve and Contribute

Why this is important.

Being active and involved helps people to feel better about themselves and to be more valued by others. A housing needs survey carried out in 2007 found that 62 per cent of older people own their own home. Incomes in Medway are relatively low with 44 per cent of people aged between 65 – 74 years-old and 76 per cent of people aged over 75 having an annual household income of less than £10,000. This poses a challenge for older people in maintaining their homes and seeking suitable alternative housing and support options.

Older people have a lot to offer their communities through a variety of informal and formal social activities with their families, friend, neighbours and colleagues.

Keeping busy and active, physically and mentally, does a lot to maintain good health and a positive mental attitude. People who have regular social contact and who access local amenities such as shops and leisure centres, maintain their independence, quality of life and their mental health.

Grandparents are making an increasing contribution to the local economy by providing free childcare to enable their own children to work, or fostering their grandchildren to keep them safe.

What we are doing now

- Medway has a range of cultural and leisure activities that offer discounted prices for older people.
- The council has a Compact Agreement with voluntary groups called “Working Together” Which sets out shared values, principles and commitments for joint working. The core vision of the partnership is the belief that voluntary and community activity is crucial to the development of Medway as a thriving, confident community, promoting equal opportunity and better quality of life.
- Volunteers in Medway work in a variety of places including hospital wards, health centres and counselling services, giving their spare time and skills to improve the quality of life for patients while supporting members of staff.
- Medway Library Service has developed a number of initiatives for people aged 60 plus. These include the home library service for people who are housebound, adapted books such as audio and big print books, enhanced computer equipment and support to the University of the Third Age.
- Local partners are working together to develop better transport links to support people get to leisure and entertainment settings.
- The Carers’ Support Service helps people have a break from their caring responsibilities and have some time for themselves.
- There are reduced swimming prices for the over 50s at leisure centres.
- The council funds Medway Council for Voluntary Service, which supports local voluntary and community groups and subsidises many bus services, which are otherwise not commercially viable including the Villager community bus service in our rural areas.
- The Carer Groups created by Admiral Nurses in Medway provide essential, continuing support and help to develop a greater understanding of dementia and provide a place for carers to freely discuss their problems among their fellow carers.

What we will do

- Work with local business and voluntary sector organisations to develop more affordable opportunities for older people to take part in cultural and leisure activities and events.
- Recognise the contributions of older people by the council establishing annual awards for older people that reflect the six priorities of this plan.
- Extend volunteering schemes so more people can be involved in the heart of their community e.g. in hospitals, leisure centres, community centres.
- Support the many grandparents who have the important role of caring for their grandchildren, either formally or informally. To do this, the council, through the Children's Trust, will consider commissioning 'grandparent groups' or other services. This will enable families to continue supporting each other.
- Develop a range of flexible short breaks helping carers to have a life of their own while continuing their caring role. The Medway Carers' Strategy 2009 – 2014 is a joint council and NHS strategy that has the support and input of carers groups in Medway. It makes a number of commitments to give carers a stronger voice in the services they receive, improved training and regular and reliable support.
- Design a transport and community activities service that will provide training and support for people to use public transport.
- Help people make their first visits to community facilities that they would not otherwise attend without this initial support to build their confidence.
- Work together to promote and create opportunities for older people from ethnic minorities to interact with the wider community for everyone's benefit.
- Establish peer support groups for carers of people with dementia, nurturing the role of the 'Expert Carer' which through training gives them the opportunity to share experiences and inform carers in a supportive environment.
- Enhance the Admiral Nursing service (community-based specialist dementia nurses) to provide education and training for carers of people with a dementia illness so that carers feel empowered in their caring role.

2.4 Being Safe

Why this is important.

People need to feel safe in their own home and their community if they are to have the confidence and a desire to retain their independence.

Social and urban surroundings can also affect people if they have to live or walk through run-down or neglected areas in a town. Poor quality pavements may reduce confidence as people worry about tripping up or having some other form of accident that it may be hard to recover from.

Fear of crime is a major concern that stops people leaving their homes after dark increasing the risk of social isolation and anxiety which limits their opportunities.

Everyone has a right to a life free from violence and abuse. Some of us are more at risk of abuse than others due to age, disability, physical or mental ill health or substance misuse. Medway Council and NHS Medway are committed to a 'zero tolerance' approach to the abuse of vulnerable adults.

Vulnerable adults should be given the greatest protection possible from harm. In addition to raising standards of care by regulating the providers in a more thorough and consistent way, we will ensure that all partner agencies understand and implement Medway's safeguarding policies and procedures and recognise the outcomes this will achieve for Medway residents.

Organisations need to work together so that procedures are in place to safeguard and protect the well being of people who may be vulnerable. We will raise awareness of the potential for abuse and neglect and how people can address it.

What we are we doing now

- We provide support to people at home through the home care service and assistive technology. We also commission other high-quality services so that people can remain independent for as long as possible.
- Medway works closely with its partners in the Safeguarding Vulnerable Adults Board and the Kent and Medway Deprivation of Liberty Safeguards Board (representatives from local agencies who ensure the Mental Capacity Act Deprivation of Liberty safeguards are carried out) promoting safe procedures and practices for the protection of vulnerable adults.
- Medway has an integrated joint equipment store that provides a range of mobility aides, equipment and adaptations to people to help them to stay safe and with maximum independence at home.
- Medway has an established Community Safety "Safer Stronger Partnership" in which older people are encouraged to contribute to plans and actions to ensure a safer environment.

- Medway Council operates a bogus caller alert system and Trading Standards visit vulnerable people in their homes in response to complaints about traders. Trading Standards also operates the Fair Trader scheme.
- The council has 22 Community Officers (COs) dealing with local environment and anti-social behaviour issues. Kent Police has invested in more than 70 additional Medway-based Police Community Support Officers (PCSOs).

What we will do

- Continue to ensure that the concerns of older people are represented at the Community Safety Partnership, so that the partnership between the local police and the council continues to tackle issues relating to feeling safe, anti-social behaviour and vandalism and harassment.
- Provide talks by the council's COs to groups such as the Women's Institute and tenant groups at Extra Care Housing Schemes, which provides specialist care service housing, about community safety.
- Continue to promote the council's bogus caller alert system and Fair Trader Scheme to increase the confidence of older people when using trades people in their home.
- Develop additional extra care housing units in developments such as Victory Pier in Gillingham and the Rochester Riverside regeneration area as set out in the housing strategy. These will be located close to a new supermarket and on local bus routes. At least 25 per cent of housing on new development sites will be affordable homes including new homes for older people.
- Invest in accident prevention schemes to help reduce the number of falls and enable people to remain safely in their own home.
- Expand on the use of technology by introducing more Telehealth and Telecare systems. These telecommunication systems support safety and independence in the home. Telecare automatically detects risks such as smoke and gas leaks, provides reminders of medication times and calls for help when needed. Telehealth allows access to medical and surgical information. Together they can make a huge impact on people's quality of life in the home.
- Further develop and enhance medicine management reviews by healthcare professional to make sure people understand their treatment better and it is as effective as possible.
- Work with clinicians will be carried out by NHS Medway to ensure that patients on repeat medication are adequately followed up and monitoring processes are in place for adjustment of dosages and change of medication.

- Ensure robust processes and procedures are in place to protect vulnerable adults through a multi-agency approach to safeguarding.

2.5 Having choice, dignity and control

Why this is important.

It is fundamentally important to provide services that meet the needs of the individual, recognising their uniqueness and promote control and security for the person at a time when they will be experiencing anxiety and uncertainty.

National policy in both health and social care increasingly directs the council and NHS Medway to ensure that we develop systems, processes and direct involvement with people to provide more personalised services.

This approach increasingly informs all aspects of public services. This includes services that might be used by all of Medway's residents and those used by people when they are at their most vulnerable, for example when in hospital or at the end of their life. At such times the promotion of respectful services relevant to the person's specific circumstances and needs is at its most important.

In Medway we are proud of our increasingly diverse population. We want older people to enjoy the rights and entitlements that other residents take for granted. By taking advantage of these rights and entitlements as a fully active resident in Medway, there is also the expectation that they will exercise their choice and control in a fair and responsible way.

It is important that older people receiving care in their own homes feel confident enough to be themselves and not hide their identity for fear of being judged, causing offence, or being discriminated against.

This means that older people who have health and social care professionals or services coming into their homes should not need to remove items such as artwork or photographs that give signs of their lifestyle, culture or sexual orientation. All residents, regardless of race, faith or socio-economic background, should not be harassed or bullied while trying to take part in activities or receive health or social care services on behalf of local partners.

What we are we doing now

- We have worked together to develop an older people's handbook and are now developing a carers' handbook to make sure that people have the necessary information advice and guidance about services and their options to enable them to make decisions based on the best information available.
- We are developing self directed support arrangements which gives individuals maximum choice and control over how the support they need is designed and delivered. This along with individual budgets and personal health budgets means that after assessing their needs, people can be

helped to arrange and use the support that they want. This will go beyond traditional health and social care. It needs a joint approach by the council and local NHS to promote a wide range of low-level early intervention and preventative support.

- Local partners have commissioned Medway Local Involvement Network (LINK), an organisation whose job it is to find out what people think of health and social care and how to improve them, to undertake mystery shopping of advice services and residential homes.
- The council has commissioned a Living Well in Medway service, a face-to-face advice and support service for vulnerable adults, to support people in finding alternatives to meet their care needs. It is intended that this service is available to provide support to the whole community including people who self fund their care.

What we will do

- Work together to create service delivery methods that can respond to people exercising their personal health and social care budgets. This approach is not suitable for all types of health care and our early focus is on people with long-term conditions who are also in receipt of end of life care.
- Establish new assessment arrangements using a Resource Allocation System which calculates up front the budget someone might get. This will enable social care to identify and allocate personal budgets to people according to their assessed needs.
- Enable early intervention and prevention across a range of health and social care services through new personalised services.
- Put in place a communication and workforce development programme, recognised both nationally and locally, to make the cultural and operational changes.
- Help people who currently self fund their social care support, to understand the impact of these changes as the personalisation of adult social care develops where they have more savings or income than the current national financial threshold.
- Implement a commissioning strategy specifically for people and their families affected by a dementia illness, provide public education and information to improve awareness and understanding of the condition. This will ensure early diagnosis and intervention is achieved and that service improvements are made to support these objectives.
- Ensure patients' privacy and dignity is maintained while in hospital. NHS Medway is also currently monitoring the performance of the provider trusts on progress towards ensuring patients have access to single sex wards.

2.6 Support and care when and where it is needed.

Why this is important

More people are living to an age where they are more likely to be physically frail or have a dementia illness. The extent of our area's predicted growth and the knock on health implications provides sound evidence for the future needs to be identified. We will develop commissioning processes to widen choice that will deliver reliable, effective, joined up and high quality services. We will need to provide new services and some existing services in a different way and move towards more integrated health and social care services which remove barriers, and allow the development and provision of seamless, cost effective services for older people.

Older people have worked hard to create a home that holds memories and emotional attachments. As a consequence many older people want to stay in their own homes. However, this can become difficult if their home is not designed to meet their changing needs if they develop frailties or disabilities.

When people experience illness, short or long term, or have spent time in hospital, they need support that aids quick recovery and the ability to manage their health problems while maintaining independence and control over their own lives. To address these challenges we will work with our partner organisations to expand the range of community health services including specialist nursing care and crisis support that will allow older people to remain independent at home.

We aim to provide the right kinds of services and support which will avoid the need for residential care or delay this for as long as possible. Wherever possible these services will be close to people's homes and at a time their need is identified. We recognise that with our partners we need to respond to our residents, as consumers, by allowing them to exercise choice that enables them to receive high quality care that meets their needs more effectively.

What we are doing now

- The council and NHS Medway are developing outcome based service specifications to promote services that better suit the wishes and identified needs of older people.
- NHS Medway is investing in new GP practices and healthcare centres to give local people better access and improve choice, flexibility and convenience. In addition Medway has developed three healthy living centres and more are planned.

We are establishing a Medway Enablement and Prevention service (MEAPS), which will work with people ready to leave hospital or people in the community who need an intensive period of support and care to regain independence at home, including occupational therapy services.

- Working with Avanté Partnership, the site of Churchlands is being redeveloped from a 50 to 112 bed home. The new home is designed to deliver care in smaller units of around 20 rooms in any one wing.
- To improve access for wheelchairs, we have worked with KMPT to undertake a strategic review of wheelchair and specialist equipment services.
- We have established a multi-disciplinary Dementia Crisis Support team to provide home treatment and assistance for people with a diagnosis of dementia and their carers who are experiencing crisis.
- In response to the housing needs survey, the following support and services are available:
 - 2,700 households were assisted with minor works, safety and security checks through the home safe scheme
 - Over 200 households will receive major adaptations per year
 - Funding for adaptations for both council and private sector homes has been increased
 - 40 older people are supported by a housing related floating support service (in partnership with West Kent Housing Association)
 - A new Home Improvement Agency has been commissioned with a wider role to assist nearly 4,000 households per year.

What we will do

- Review the ability of our current services and contracts across health and social care to enable people to more easily set up and use individual budgets and personal health budgets.
- Develop a way to ensure that all carers are offered an annual assessment/health check to identify their own health and social care needs, and provide information on additional support available to them.
- Proactively seek the views and experiences of all stakeholders and engage older people to advise us on developing, shaping and running our services. We will make commissioning decisions that reflect their aspirations, needs and priorities, and engage with the public in a variety of ways openly and honestly.
- Develop a commissioning strategy for people and their families affected by a dementia illness. It will consider how we will provide public education and information to improve awareness and understanding of the condition, as well as ensure early diagnosis and intervention is achieved and that service improvements are made to support these objectives.
- Provide treatment and support for patients with dementia through a number of local neighbourhood memory clinics to ensure people are diagnosed at an early stage and receive rapid intervention and support.

- Develop a network of advice and information that is easily accessible and meets the diverse needs of all residents in our community.

3. IMPLEMENTATION

3.1 Delivering this vision

Resources are always under pressure so we will need to make the best use of the resources that are available to us. We will need to stop some services that are not effective and redesign some existing services for older people to improve the outcomes for service users. We plan to invest in health and social care resources in prevention and early intervention in a planned and transparent way.

The way that we are going to implement this plan is detailed in the Joint Commissioning Strategy developed by NHS Medway and Medway Council.

Following the approval of this Strategic Plan and the Joint Commissioning Strategy, the council and NHS Medway will hold events to share the key messages of this document.

These events will be held across Medway to ensure that they are accessible to all. Where possible transport will be laid on. As part of these events there will be exhibitions from services that support older people.

4. APPENDICES

1. Details of Consultation
2. Diversity Impact Assessment

Consultation: How Medway had its say

The Older People's Programme Board requested a strategic plan for Older People in Medway. The board was made up of representatives of the health and social care economy. The board approved the strategy as being ready for consultation.

Consultation has taken a number of forms to ensure that all potential users of Older People services have had an opportunity to contribute to the development of this plan.

Consultation event

In April 2008, Medway Council and NHS Medway arranged a consultation event for the public to hear their views about the opportunities, services and housing stock available in Medway. Other stakeholders included health and social care professionals, providers and councillors.

About 150 people attended the event. They rated how the council and NHS Medway contributed to older people achieving the seven outcomes in *Our Health, Our Care, Our Say*.

1. Health and well-being
2. Quality of life
3. Making a positive contribution
4. Exercise of choice and control
5. Freedom from discrimination or harassment
6. Economic well-being
7. Personal dignity

They also suggested how services could be improved.

The key messages from the event were:

Information

They wanted:

- More information for people from black or minority ethnic (BME) communities about the availability of clubs/leisure activities
- An advisory service available to everyone
- More advice on what vulnerable people (including carers) are entitled to
- More support for financial issues
- More information and sign posts to local groups
- Community activities and support in community promoted
- Different methods of information used not just by telephone

Independence

They wanted:

- To do some things for themselves. All too often they felt that they were dependent on other people looking after them
- Assessments about their ability to use the internet to not be based on stereotypes
- Affordable support

Continued integration within the wider community

They wanted:

- Older people included in all other options available to the rest of the community
- Support for older people to ensure that they still contribute to society
- More toilet facilities

Support

They wanted:

- Day care facilities to be downstairs not upstairs
- An advocacy service to build relations with the elderly to access funds/services they are entitled to
- Better access to local groups and moving around Medway
- Culturally sensitive services
- Help to go shopping
- Help with gardening for under 70s
- Staff within the service should be culturally sensitive (including a person's faith/religion) to all communities including the 'indigenous' community.

Citizens' panel

A citizens' panel is a representative sample of local residents who have volunteered to participate regularly in local consultation. The Medway Citizens' Panel consists of 1,276 residents who, as a group, are representative of the local area by geographical area, age, gender and ethnicity.

A postal survey was sent to all members of the Medway Citizens' Panel in April 2008. 582 members completed and returned the questionnaire. This represents a response rate of 46 per cent.

In the analysis, the survey was weighted by gender, age, socio-economic group and area. This weighting was undertaken so that the responses were representative of the profile of Medway's population, as recorded in the 2001 census.

The number of residents from the Black or Minority Ethnic group (BME) replying to the survey was 10 which is less than two per cent and lower than the BME for Medway as a whole (six per cent). Because the sample size for the BME is so small, it was not possible to make sensible use of the responses from this section of the community. However, the focus groups were interviewed about the plan and these included our two largest groups within the BME community.

The survey began with a series of seven topics that reflected the seven outcomes of 'Our Health, Our Care, Our Say'. Within each topic, the respondents were asked to rate a number of actions in order of priority; and to suggest other actions relevant to the topic.

Health and Well-being

'The council and health services continuing to work together to set up projects which make it possible for older people to manage their own health' was ranked as most important by over a third of all respondents – this was markedly ahead of any other issue.

Quality of Life

Three issues generated the greatest response. Just over a quarter of residents ranked *'Tackling litter, graffiti, abandoned vehicles and fly tipping so that neighbourhoods feel cleaner, safer and greener'* as most important, while *'Promoting projects which encourage older and younger generations to work together to develop trust and respect'* and *'Working with transport provider partners to meet the transport needs and requirements of older people'* were the next most frequently ranked as most important, both at 16 per cent.

Making a positive contribution

Three issues were ranked as most important by around a fifth of all respondents; these were (in descending order):

- *'Ensuring that issues raised by older people are included in all future strategies'*
- *'Asking older people about the best way for the council to consult with them'*
- *'Assisting older people and carers who want to continue in or get employment'*

Exercise of choice and control

'To take into account, when developing the council's customer access policies and services, older people's preferences for traditional communication methods' was cited as most important by just over a quarter of all respondents. The next issue most frequently ranked as of importance by a fifth of all respondents was *'Offering people more choice and control over adult care services'*.

Freedom from discrimination or harassment

Two fifths of residents ranked *'Tackling all forms of harassment experienced by older people in Medway'* as most important to them. This was markedly ahead of the next issue most frequently ranked as most important which was *'Raising awareness and providing an effective safeguarding service for all vulnerable adults'* (16 per cent).

Economic well-being

A quarter of all respondents ranked *'Raising awareness of council tax benefit amongst older people and improving the claims process'* as most important – this was closely followed by *'Consulting with older people on how to make accessing benefits easier'*, with just under a quarter ranking this issue as most important.

Personal dignity

A third of all respondents ranked '*Providing more services for older people living alone and in isolation*' as most important to them. This was followed by '*To make sure that funding from central government keeps pace with the increased demand on adult care services arising from the increasing number of people aged over 80 in Medway*', which was ranked as most important by fewer than a quarter. Those aged 75+, however, were more likely to cite this issue as the most important to them.

Focus groups

Five focus groups contributed to the development of this document. They were:

1. Chinese community
2. General adults
3. Lesbian, Gay and Bi-sexual community
4. SAATHI group
5. Turkish community

Copies of the survey report, consultation summaries and questionnaires that inform these messages are available on request.

Diversity Impact Assessment

Diversity Impact Assessment: Screening Form

Directorate Adults & Children	Name of Function Older People's Strategic Plan and Joint Commissioning Strategy for Health and Social Care 2010-13		
Officer responsible for assessment Genette Laws	Date of assessment 10 December 2009	New or existing? Existing	
Defining what is being assessed			
1. Briefly describe the purpose and objectives	The purpose of this strategy is to support older people in Medway over the next three years, by: <ul style="list-style-type: none"> • assessing the needs of individual older people in Medway clearly, and • providing accessible, effective and efficient services that will support older people in Medway The two main objectives are: <ul style="list-style-type: none"> • to maximise income and resources of older people • to develop services and accommodation so people can stay healthy, safe and live independently for as long as possible 		
2. Who is intended to benefit, and in what way?	All people over 50 years of age in Medway, regardless of whether or not they are eligible for adult social care support from the Council: a total population of nearly 80,000 according to 2007 mid-year ONS estimates, about 4,000 of whom are over 85. (The number of people over 65 in Medway is set to rise by 10,000 in next 10 years ²) They will benefit by having information, advice & guidance (e.g. about eligibility to benefits and healthy living) and access to community-based support (e.g. on discharge from hospital, help to get to doctors' appointments, carers' breaks) in Medway. ¹ See http://www.medway.gov.uk/index/environment/developmentplan/88080.htm ² <i>Sub-national population projections, 2006, Office for National Statistics (ONS).</i>		
3. What outcomes are wanted?	Older people, particularly those who are vulnerable, maintain their independence; people travel easily and safely in Medway, and everyone benefits from the area's regeneration.		
4. What factors/forces could contribute/detract from the outcomes?	<u>Contribute</u> Clearly identified needs obtained through a thorough, inclusive consultation	<u>Detract</u> Institutional inertia to recognise the need for cross-directorate	

	<p>process.</p> <p>Strong relationships with key partners especially NHS Medway</p> <p>Transformation of adult social care through personalised and individualised budgets.</p> <p>Regeneration projects in Medway Council</p> <p>Social cohesion and good community relations</p>	<p>participation in delivering the outcomes.</p> <p>Finite funding resource</p> <p>Lack of recognition of the need to be inclusive in universal services</p> <p>Demographic changes</p>
5. Who are the main stakeholders?	Older people and the unpaid carers of older people in Medway, NHS Medway, Providers of services, other directorates within Medway Council, and other key strategic partners.	
6. Who implements this and who is responsible?	Adult Social Care Division, Medway Council and Integrated Commissioning, NHS Medway. Implementation of the strategy will involve other organisations including voluntary groups and care agencies.	

Assessing impact		
7. Are there concerns that there <u>could</u> be a differential impact due to <i>racial groups</i>?	YES	The views from various consultation groups did not identify issues specific to any racial groups.
	NO	
What evidence exists for this?	<p>A thorough consultation process across service user groups has ensured that relevant needs and issues have been considered across the main BME groups in Medway.</p> <p>Given that the citizen panel did not provide statistically credible information from participants within the BME community, nor did the consultation event have sufficient number of attendees from the BME community, focus group interviews took place with the two largest sections of the BME community: Asian and Turkish communities and as a result we recognise the need for a network of information and advice that will meet the diverse needs in Medway so that we can tackle the health and social care inequalities described in the joint commissioning strategy.</p>	
8. Are there concerns that there <u>could</u> be a differential impact due to <i>disability</i>?	YES	It was recognised that particular issues identified by people with long term conditions or over-looked groups will be addressed by the Joint Commissioning Strategy.

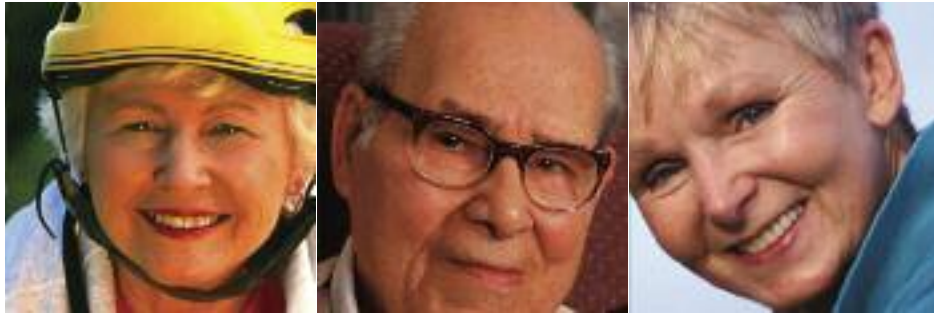
	NO	The plan also recognises that people with pre-existing long term conditions such as learning or physical disabilities should be beneficiaries of the outcomes within this plan once they turn 50.
What evidence exists for this?		A thorough consultation process across the diverse groups of older people to ensure that potential service users had an opportunity to share their comments included a one-day event that was attended by 100 people, a citizen panel survey and focus group interviews detailed in appendix 2 of the strategic plan. The OPP actions recognise and respond to the needs of individuals and carers affected by dementia, and those just discharged from hospital.
9. Are there concerns that there <u>could</u> be a differential impact due to <i>gender</i>?	YES	The consultation groups were an appropriate mix of males and females.
	NO	
What evidence exists for this?		A thorough consultation process across all service user groups has ensured that relevant needs and issues have been considered for both genders. No specific issues were raised by either gender.
10. Are there concerns there <u>could</u> be a differential impact due to <i>sexual orientation</i>?	YES	Brief statement of main issue
	NO	
What evidence exists for this?		One of the focus groups interviewed about this plan was a LGBT group. They identified that they were concerned that they felt the need to hide indications of their sexuality when services were coming into their home. The Plan specifically addresses this concern.
11. Are there concerns there <u>could</u> be a have a differential impact due to <i>religion or belief</i>?	YES	Brief statement of main issue We do not have specific data from consultations to be confident that religious groups have been consulted.
	NO	However, the council routinely records the religion of people who have an assessment about their social care needs.
What evidence exists for this?		At future events we will be asking attendees for demographic information on a voluntary basis. This will be addressed as part of the next review of the strategy. The person centred approach advocated in the plan aims to address any issues that could arise in relation to religion or belief.
12. Are there concerns there <u>could</u> be a differential impact due to people's <i>age</i>?	YES	There was a mix of age groups from 50+
	NO	

What evidence exists for this?	A thorough consultation process across all service user groups has ensured that relevant needs and issues have been considered across age groups. This included use of the citizen panel, a widely advertised event that was attended by about 150 people and the focus group interviews. However, information about access to services for e.g. over 85s is not currently available: an action has been taken to ensure age group information is routinely monitored for use in future planning.	
13. Are there concerns that there <u>could</u> be a differential impact due to <i>being transgendered or transsexual</i> ?	YES	Brief statement of main issue
	NO	
What evidence exists for this?	This is flagged up for consideration on a council-wide basis.	
14. Are there any <i>other</i> groups that would find it difficult to access/make use of the function (e.g. people with caring responsibilities or dependants, those with an offending past, or people living in rural areas)?	YES	
	NO	
What evidence exists for this?	The strategy is available on request and will be in hard copy or electronically. The OPP plan includes communication events around Medway to share the key messages of the document with all those interested. Information about access to services for people in isolated areas is not currently available: an action has been taken to ensure this information is routinely monitored and used for future planning. Note: The CP survey revealed that 40% of respondents said 'freedom from discrimination and harassment for older people in Medway' was a priority. This is addressed in the Older People's Plan in relation to our actions to ensure that older people feel safe about living in, and travelling around, Medway.	
15. Are there concerns there <u>could</u> be a have a differential impact due to <i>multiple discriminations</i> (e.g. disability <u>and</u> age)?	YES	Brief statement of main issue
	NO	
What evidence exists for this?	Please see above	

Conclusions & recommendation

16. Could the differential impacts identified in questions 7-15 amount to there being the potential for adverse impact?	YES	Brief statement of main issue
	NO	

17. Can the adverse impact be justified on the grounds of promoting equality of opportunity for one group? Or another reason?	YES	Please explain N/A
	<u>NO</u>	
Recommendation to proceed to a full impact assessment?		
NO	This function complies with the requirements of the legislation and there is evidence to show this is the case.	
NO BUT ...	What is required to ensure this complies with the requirements of the legislation? (see DIA Guidance Notes)?	Expertise is being developed to understand the profile of older people as regards sexual orientation and religion or belief in an unobtrusive way when undertaking consultations. A way of ensuring detailed information about the number of people who access services (e.g. by age, by religion/belief, by ward) will be/has been put in place.
YES	Give details of key person responsible and target date for carrying out full impact assessment (see DIA Guidance Notes)	



Who to contact



Medway Council Customer services: 01634 333333 8am to 8pm (Mon-Fri) 9am to 1pm (Sat)

Please note: Calls to customer services may be recorded or monitored for security and staff development purposes.



- Genette Laws, Social Care Commissioning Team, Gun Wharf, Dock Road, Chatham, Kent ME4 4TR
- Christine Tingley, Older People Services Team, Gun Wharf, Dock Road, Chatham, Kent ME4 4TR
- Wendy Alleway, Older People Joint Commissioning Team, NHS Medway, 50 Pembroke Court, Chatham Maritime, Kent, ME4 4EL.



Website: www.medway.gov.uk/socialcare



Minicom: **01634 333111**

This information can be made available in other formats from **01634 333333**

If you have any questions about this leaflet and you want to speak to someone in your own language please ring **01634 335577**

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中文	331781	हिंदी	331783	Polski	332373	ଝଡ଼ିଆ	331786	فارسی	331840	Lietuviškai	332372