

Healthy Ageing

living well and living longer

Director of Public Health
Annual Report 2016

Terri Roche



Why focus on Healthy Ageing?

“Provides the opportunity to shine the light on the rich asset that older people are within our society and also to consider the changes that are developing within our older population”

Considerations include:

- Ageing population
- Changing communities
- Older people as local asset
- Value of focussing on prevention
- Improving quality of later life



Report content

- Local and National Data
- Key Facts
- Views from the past
- Local narrative
- Good practice examples
- Key messages to take away



Local data highlights

Rotherham's over 65s population is growing the fastest.
By 2025

- 21.7% of population will be over 65
- Over 85s population will rise by over 40%.
- Rotherham has lower Life expectancy than England (men and women)
- Life expectancy and healthy life expectancy gap is greater than England average (men and women)
- Poor perception of “their own health” reported in Census surveys by older people in Rotherham



Healthy Ageing Framework Structure

Four sections

- Healthy behaviours and lifestyles
- Age friendly environment and community support health
- Encouraging social inclusion
- Quality integrated services and prevention interventions



Healthy behaviours & lifestyles – adding life to years and years to life

Includes:

- Obesity
- Fruit and veg
- Inactivity
- Alcohol
- Tobacco
- Sexual health
- Living with Long Term Conditions (LTCs)
- Making Every Contact Count (MECC)



Healthy behaviours & lifestyles – adding life to years and years to life

Key messages:

- To promote the 5 a day and balanced diet messages and their importance in later life, including hydration .
- Older adults to be move active and meet CMO guidelines of 150 minutes per week including strength and balance activities.
- It is never too late to stop smoking
- Alcohol misuse in later life leads to increased hospital admissions
- Older people are made aware of the health risks of regular and excessive alcohol use



Healthy behaviours & lifestyles

Recommendation 1

All services should encourage lifestyle behaviour change in older people where appropriate, particularly in the most disadvantaged communities. This could be achieved through taking a systematic approach to MECC.



Age friendly environment & community supporting health

The impact of where we live on our health in later life

Includes:

- Role older people play in their communities (e.g. volunteering)
- WHO Age friendly cities and communities
- Excess winter deaths
- Poor quality housing impact
- Cold homes and fuel poverty
- Falls prevention and support



Age friendly environment & community supporting health

Key messages are to:

- Plan together
 - Use a Framework or plan to join activity and work towards a common goal for Healthy Ageing
 - Housing need to plan adequately for the ageing population, considering account of tenure changes and promoting independence
 - Preventing falls and providing early intervention for those who have fell is an important factor in maintaining independence
- Work together
 - A wide range of people can identify vulnerable people who may be at increased risk (e.g. cold weather, falls)



Age friendly environment & community supporting health

Recommendation 2

Rotherham's Health and Wellbeing Board considers implementing the WHO 'Age Friendly Cities and Communities' and become the first area in South Yorkshire to achieve this accreditation, learning from other UK cities that have already begun this work. This would be complementary to the Borough's aspiration to be young people and dementia friendly.



Encouraging social inclusion

Challenges and opportunities that have an impact in later life, includes:

- Maintaining independence
- Carer responsibilities – for partners, friends, grandchildren
- Income, work, benefits and volunteering (giving back)
- Education and literacy
- Discrimination
- Mental health
- Dementia
- Loneliness and social isolation



Encouraging social inclusion

Key messages:

- Maintaining independence requires all stakeholders to work together and with individuals.
- Older people play a significant role as care givers.
- Opportunities for over 65s to remain in work are greater
- Volunteering is important as a social activity to combat social isolation and loneliness.
- Health literacy is an important factor to support self management
- Age discrimination needs to continue to be in policy developments.
- Dementia prevention and support agenda needs to continue to be considered.
- Mental health within later life needs to be the responsibility of all organisations across the system



Encouraging social inclusion

Recommendation 3

The social inclusion of older people in Rotherham needs to be at the heart of policy and delivery across the Rotherham Partnership, addressing issues such as maintaining independence, income and participation, mental health, loneliness & isolation. To achieve this goal, older people must experience proactive involvement and participation in life and society as a whole.



Quality integrated services and preventative interventions

Working together to commission and deliver the best services for older people in Rotherham.

Includes:

- Health and social care integration
- Asset based approaches
- Screening and immunisations
- NHS Healthchecks
- Personalised End of Life Care planning
- Integrated Wellness Service



Quality integrated services and preventative interventions

Key messages:

- Health and social care integration is underway
- Screening programmes identify and treat individuals early.
- People 65+ have higher health risks from flu, pneumococcal and shingles.
- NHS Health checks detect early signs of illness and disease.
- Personalised end of life care planning will increase in importance as our population ages.
- Integrated wellness service will target communities and individuals of the greatest need, providing a comprehensive behaviour change pathway.



Quality integrated services and preventative interventions

Recommendation 4

All partners to deliver against the aspirations and commitments within the Rotherham Integrated Health & Social Care Place Plan, and to continue to strive for the highest quality services for older people. This is to include an increased focus on prevention, early identification and self-management, with clear pathways for lifestyle behaviour change for older people that support individuals to make changes when the time is right for them.



Next steps

4. Monitoring and reporting on progress



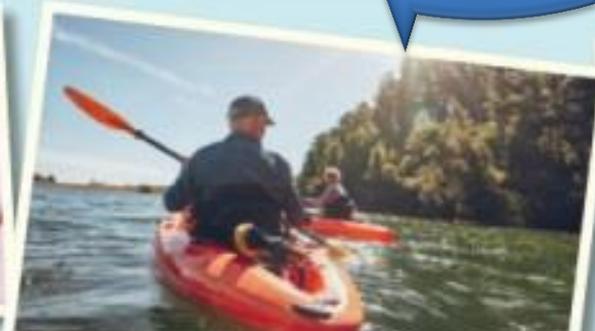
1. Sharing the report with key Stakeholders



2. Facilitating the development of key actions



3. Developing an action plan





Thank you

Any questions?

