



Report to: Policy Review Scrutiny Committee

Subject: Health Promotion Services for the over 60s in Gedling

Date: 20th July 2010

Author: Councillor Barbara Miller

1. PURPOSE OF THE REPORT

To report on the methodology and findings of the above Policy Scrutiny Working Group and make recommendations for improvements to the management and accessibility of Health Promotion initiatives for people over 60 in Gedling.

2. BACKGROUND

- 2.1** The review was prompted by the reality of an increasing aging population and the growing need for multi agency strategies to ensure maximum health and quality of life for older people.
- 2.2** The Working Group comprised of Councillors B. Miller (Chair) S. Creamer, W. Doe, M. Dunkin, P. Feeney, S. Mason Kempster, C. Powell.
- 2.3** During the course of the review, the group met with Keith Tansley, Head of Service, Gedling Leisure, Mary Corcoran, Older persons Health Lead, Gedling PCT/ NHS Nottinghamshire County, Jackie Beacroft, Neighbourhoods Lead at Gedling Homes, Laurence Quirk, Health Lead at Gedling CVS, Joe Pidgeon, Head of Service, NCC Inter Agency Planning and Commissioning and Cathy Harvey, NCC Healthier Communities Manager. The group also liaised closely with the Gedling LSP Older persons Sub Group, local residents and voluntary groups.

3. SCOPE OF THE REVIEW

The working group sought to gain an awareness of the needs of the target group, assess current health promotion provision, examine where gaps might exist and consider how those gaps might be addressed. The scope and work plan are attached at **appendix 1**.

4. RECOMMENDATIONS

The working group makes the following recommendations to Councillor B. Tait, Portfolio holder for Strategic Planning, and Councillor W. Golland, Portfolio Holder for Leisure and Wellbeing:

4.1 Improve the Management and Coordination of Older Health promotion services

- Gedling LSP to re evaluate funding and service level agreements
- Establish more robust and streamlined management, coordination and evaluation of older health promotion partnership initiatives in order that the cost / benefits of schemes can be better identified and work streams adjusted accordingly.
- An Older persons Champion to be nominated at Cabinet level to provide additional corporate impetus to address the impact of an aging population.

4.2 Increase access to services and activities

- Evaluate the working relationship between the Primary Care Trust, Gedling Leisure, NCC Council's Adult Social Care and voluntary groups how can this be developed further to increase take up of preventative initiatives by older people?
- Streamline public access to Over 60s Health Promotion activity, including:
 - a. A single contact number and web link for Over 60s activities
 - b. A ward based leaflet giving details of key local services and contact points, to include Ward Councillor details and photograph.
 - c. Initiate a rolling programme of "drop in" Health check events for older people via the older people's voluntary group network, local community and health centres, incorporating referral to preventative health activities.
 - d. Consider restructuring the charging policy and access times based the findings of this review and on further older customer research currently underway within Gedling Leisure, i.e. a concessionary rate for couples and local older community group outings.
 - e. Older person's Personal fitness and nutritional DVD's to be shown on GP Surgery waiting room video screens, plus details of local activities and groups.

4.3 Build the capacity of the voluntary sector

- In partnership with Gedling CVS, address the capacity building and funding needs of Older People's voluntary groups, including the development of their policies and support processes.
- Outreach mechanisms of statutory agencies must link in strongly with local voluntary groups to enable the referral of long term dependent members on to mainstream intervention and support.
- Consider a P.R campaign aimed at increasing the number of active volunteers leading older people's voluntary groups, to encompass training in First Contact Referral and celebration of the achievements of local groups.
- Create opportunities for recognition and reward for Volunteers

4.4 Target those geographical areas and individuals that are most disadvantaged and vulnerable

- Gedling LSP to address pockets of Older Health disadvantage in priority Neighbourhoods as identified by our survey and by the Neighbourhoods Team.
- Gedling LSP to consider the findings of the County review of the First Contact Referral Scheme and its implications for access to Gedling services
- Improve mechanisms for intervention at known points where older persons' vulnerability is increased, i.e. following bereavement, after a fall; during, or following, an illness and where an older person has been a victim of crime.
- Our Survey and focus group findings and actions to be picked up by the Gedling LSP Older persons sub group, specifically:
 - a. Address the specific needs of our diverse communities and the voluntary organisations that support them.
 - b. Gedling's Housing Strategy to be "Age Proofed", ensuring balanced and integrated communities and enabling older residents to retain their local social and support networks where possible.
 - c. Further work to be carried out by the Gedling LSP to profile and address the mental health needs of older citizens, including issues of depression, anxiety and dementia.

4.5 Review the impact of working group recommendations

- A 6 month review meeting to be scheduled into the Scrutiny work plan in February / March 2011, to which the portfolio holders for Leisure and Strategic Planning will be invited.

5. INFORMATION GATHERING

5.1 Statistics (taken from the Gedling LSP Older Person Profile)

The Borough has an ageing population, with an increasing percentage of residents who are 45 and over and a decreasing percentage of residents who are under 45. According to population estimates, the age group 65+ has increased by over 5% since 2001, while the number of 0-19 year olds has decreased by 3.79%. Based on the mid-2006 population estimate, the over 60 population of Gedling Borough is set to rise by 35% by 2026.

5.2 The Working group carried out a programme of consultation which included:

- Information gathering meetings with representatives of the Gedling PCT, Gedling CVS, Gedling Borough Council Leisure, Gedling Homes and Nottinghamshire County Council.
- A series of focus groups with a range of five older peoples' voluntary groups from across the Borough
- A survey targeting the older community promoted throughout Gedling with a prize draw included, which received over 600 responses.

The consultation percentage summary report is attached at **appendix 2**.

- A summary of Voluntary and Statutory Health Promotion Provision in the Borough is attached at **appendix 3**
- Health Promotion services Management, coordination, outputs and costs are attached at **appendix 4**
- The Gedling LSP Older people sub group action plan map is attached at **appendix 5**

6. FINDINGS

The working group became familiar with a wide variety of partnership led Health Promotion services for the over 60s currently available in Gedling.

6.1 Key partnership initiatives include:

- **Exercise on prescription** – A partnership between the PCT and Gedling Leisure
- **New leaf smoking cessation** – delivered by the PCT
- **Slimming club vouchers** – Issued by G.P. Surgeries
- **Chair based exercise classes** run by trained volunteers – Gedling CVS
- **Free swimming for the over 60's** – funding and the service cease in 2010
- **Concessionary Gedling Leisure Card** -Gedling Borough Council
- **Heartbeats Cardiac Rehabilitation** – delivered by Gedling Leisure, funded by PCT
- **“Get Going in Gedling” health walks** – delivered by Gedling Leisure
- **“Moving More Often” programme** (gentle activity for older, frailer people)
- **I.T. Champions** – improving the I.T skills of older people Quick access to everyday living equipment, without the need for an occupational health assessment – Nottinghamshire County Council
- **Buyer with Confidence** - a zero cost Trading Standards initiative - NCC
- **Activity Friends** - funded jointly by the PCT and NCC (this scheme requires continuous encouragement to maintain uptake.)
- **Older persons Forums** – i.e. the Arnold Golden Eagles, which are very active and influential in directing and improving services for older people. (NCC)
- **The Community Outreach Advisor Scheme**, run by Age Concern, linked to:
- **First Contact** – a checklist referral scheme for the Over 50s (NCC).
- **The Tenants' Advice Shop (and a Landlords' Forum)** is run to provide general information and advice, and to give the opportunity for discussion about housing issues.

6.2 Methods of connecting older citizens to Health Promotion Services include:

- **Link Age Plus** – funded by the Department for Work and Pensions, this is a new way of configuring services for older people, providing one point of contact for services. There have been 8 pilots running in the country, of which

Nottinghamshire has been one; “**Notts 50 plus**”. It is now nearing its programme end.

- There are also many locally based, voluntary sector led lunch clubs, fitness and social groups, and Gedling CVS is currently establishing a virtual network of preventative resources in Gedling for older people, to increase awareness and take up of these and other initiatives.
- Initiatives are promoted widely through GP Surgeries, local libraries, on Local Authority and NHS websites, via leaflets and publicity at local community and leisure centres and through the One Stop Shop.
- Individuals are referred by GP’s, by the Gedling Community Outreach Advisor and via the First Contact over 50s referral scheme.

6.3 Services available elsewhere in the County, but not available in Gedling

- **The Handy Person Service (SNHPS)**, which helps older or disabled residents, and their carers, with odd jobs around the home. It can be accessed by owner occupiers, tenants of local authorities, housing associations or private landlords.
- **Security Gardening** - Laurence Quirk at GCVS had initiated a volunteer group however it did not sustain, due to a lack of funding and volunteers.
- **Shopping support**
- **50 plus resource centres**

6.4 Gedling Homes Housing needs review

The working group was made aware of the upcoming Gedling Homes review of resident housing needs, where the emphasis is moving towards individual support needs assessments and the promotion of independent living.

6.5 East Midlands Ambulance Service

In response to issues raised during the review about patient transport to outpatient appointments, the working group examined the findings of a Nottingham City Council Scrutiny review of the East Midlands Ambulance Service, which had raised issues about the inflexibility of the provision.

Findings of the Over 60s Health Survey

The Over 60s Health Promotion Survey took place between 1st March and 30th April and findings were collated during May and June. The questionnaire was made available and promoted through Leisure and Community Centres, GP Surgeries, Parish Councils, Older Peoples Voluntary Groups and Over 50s Forums. Over 600 responses were received. The average age of respondents to the survey was 72 years, and the prize draw winner, an Arnold resident, was presented with a free 1 year Gedling Leisure Card by the Mayor of Gedling at the Redhill Leisure Centre Annual Open day on 18th July 2010.

Headline results

Access to GP Services

- 67% are able to get an appointment with their GP within 2 days
- 53% live within a mile of their designated G.P. surgery
- 40% walk to their surgery
- 48% go by car
- 24% have difficulty in getting to and from the surgery
- 34% have followed up printed leaflets and guidance from the surgery
- 9.5% have successfully accessed the Positive Moves exercise referral scheme via their surgery
- 3.9% have successfully accessed smoking cessation advice
- 3.7% have accessed the citizens advice bureau
- 1% have used vouchers for slimming clubs
- 58% found health promotion advice and guidance from the G.P. helpful
- 4% have accessed NHS Direct for out of hours advice in the last 6 months
- 2.2% dialled 999 instead
- 13% felt that their G.P Surgery could do more to help older people keep fit and healthy

Access to Local Health and Fitness Activities

The top 6 most popular group health activities were:

1. Local library activities
2. Local leisure centre activities
3. Social groups
4. Voluntary Groups
5. Keep fit
6. Friends group

Mid ranging were:

1. Dog walking, Bowling, swimming, gardening, grandchildren
2. Walking groups
3. Dance Sessions
4. Lunch club
5. Private Gym

Least popular were:

1. Self help group
2. Yoga

Health benefits achieved in order of popularity:

1. **43.4%** felt more mobile
2. **42.2%** felt more well and happy
3. **31.2 %** are maintaining a healthier weight
4. **21.7%** are eating more healthily
5. **14.1%** are more able to live independently
6. **12.9%** are in less pain
7. **7.3%** have given up smoking

Regularity of exercise in order of popularity:

1. **27.5%** never
2. **25.8%** occasionally
3. **19%** 3 days per week
4. **14%** 5 days per week
5. **6.8%** 4 days per week

Where the over 60s go for advice in order of popularity

Sources of advice

1. Local G.P
2. Friends and family
3. The internet
4. The local library
5. Local NHS Services
6. Television
7. Gedling Borough Council
8. The Warden (warden aided service)
9. Other
10. Nottinghamshire County Council

Barriers to take up of activities

1. The cost is too high
2. Activities are inappropriate to my physical abilities
3. I don't want to go on my own
4. There is not enough information
5. The distance is too far to travel
6. The times are not convenient
7. Activities not appropriate to my age
8. I feel unsafe going out /worry about crime
9. Other
10. Activities not appropriate to my culture

6.6 Overview of Survey findings

- Most people could get a G.P appointment within 2 days, however to see their own G.P. often required a wait of 3 – 5 days
- Almost 50% had access to the internet, although only 10% accessed health information this way on a regular basis. Most went to their G.P, followed by friends and family, then the internet.
- A high number of people wanted to see more locally based information about activities on their doorstep, and have regular local health M.O.T drop in facilities in their community.
- A high number wanted access to locally based fitness groups and someone to help with personal training plans and nutritional advice for older people.
- Cost and appropriateness of activities were key barriers, as well as a need for companionship.
- Some were disheartened by the short term nature of some of the targeted activities, i.e. positive moves.
- People tend to access services through social groups and voluntary clubs along with Libraries and Leisure centres.
- 53% of respondents rarely or never take part in Health and fitness activities

6.7 Findings of Consultation with Voluntary Groups

A summary of outcomes of focus groups with voluntary organisations is at appendix 2.1 of the Over 60s Health Survey report.

- The most outstanding areas of benefit that people felt by participating in older persons' voluntary and community groups were social contact, access to information and support and a local, accessible environment to take part in health activities.
- The capacity and sustainability of groups was very varied, with those in areas of recognised deprivation being noticeably less resourced with limited infrastructure and linkage to wider strategic health initiatives than those in more affluent areas.
- The Asian and Caribbean Elders lunch clubs and Golden Eagles Forum provide a voice for sections of the community that are otherwise under represented, and it would be beneficial for them to link up in some way.
- Almost unanimously, members heard about their group through friends and neighbours.
- It is evident that if we want to increase the take up and improve the quality and effectiveness of Health Promotion Services in Gedling, then partners

need to be “plugged in” to a far greater extent than at present to the support structure of voluntary groups. There is great potential for these groups to become a referral point and a route for individuals to take up statutory Health promotion initiatives.

7. CONCLUSIONS

- 7.1** The working group acknowledged that there is a wide range of preventative health provision for older people in the Borough, delivered through partnerships involving Gedling CVS and Voluntary Groups, the Primary Care Trust, Gedling Borough Council and Nottinghamshire County Council Adult Social Care team.
- 7.2** The way that the services are designed clearly aims to address the needs we found reflected in our survey, i.e. Activity Friends, Chair based gentle exercise at local venues; however take up of many initiatives is far lower than it could be, and over half of our respondents are still engaging in little or no health promotion activity.
- 7.3** Nottinghamshire Opportunity Age and the 50 plus programme had provided an opportunity to consolidate services for older people, however the concept of 50 plus centres and schemes to provide intermittent support to those living independently in the community, i.e. gardening, shopping and D.I.Y support had not impacted fully upon Gedling Borough, despite it having the largest aging population amongst the local districts.
- 7.4** There are questions about how partnership Health services for the older community are managed and coordinated. Whilst services are delivered by skilled and enthusiastic officers and volunteers, there is a marked lack of clarity across the partnership and a fragmentation of service which needs to be addressed, and the referral systems need closer examination as to their effectiveness.
- 7.5** There is a sense in the anecdotal evidence of our survey respondents that targeted facilities for the Over 60s are seen as short term and of a promotional nature rather than fully integrated and sustainable, i.e. “age proofed”. Individuals often feel passed from one service or organisation to another, rather than being given holistic advice and information based on their personal situation and needs.
- 7.6** The relationship between appropriate housing, transport, local social networks and activity, integrated mental and physical health activities for older citizens needs to be recognised and addressed at strategic level, in joint working and service planning. It is hoped that the action plan of the Older Persons sub group of the LSP will provide that platform.

8. PROPOSALS

That the recommendations contained in this report are referred to Cabinet, and shared with the Gedling LSP and the Voluntary and Community Groups consulted during this review.

9. BACKGROUND PAPERS

- 9.1 Improving Care and Saving Money: Learning the lessons on prevention and early intervention for older people (Department of Health)
- 9.2 Nottinghamshire Opportunity Age Strategy 2009 – 12
- 9.3 Under pressure: Tackling the financial challenges for councils of an aging population (Local Government report Feb 2010)
- 9.4 Don't Stop Me Now: Preparing for an aging population (Audit Commission National Study, Nottinghamshire County Council 13.2.09)
- 9.5 Nottingham City Council Scrutiny review report: East Midlands Ambulance Service patient transport
- 9.6 Gedling LSP Older persons profile 2009/10
- 9.7 Notes of meetings with Over 60s Health promotion providers

10. ACKNOWLEDGEMENTS

The working group would like to thank the following people for their participation and support during this review:

Laurence Quirk (Health lead -Gedling CVS)
Mary Corcoran (Consultant - NHS Nottinghamshire County)
Keith Tansley (Head of Service -Gedling Leisure)
Joe Pidgeon (NCC – Head of Service Joint Commissioning/Inter Agency Planning)
Cathy Harvey (NCC – Healthy Communities Manager)
Jacqui Beacroft – Neighbourhoods Lead - Gedling Homes)
Stephen Bray (Head of Service Gedling Strategy and Performance)
Lance Juby, (Manager, Gedling LSP)
Peter Baguley (Head of Service, Planning and Environment)
The Gedling Borough Council Wardens, Gedling Leisure service coordinators and Democratic and Community administrative staff