

Heneiddio'n Dda
yng Nghymru

Ageing Well
in Wales



Ageing Well in Wales

Ensuring Wales is a good place to grow older for everyone

Impact and Reach Report

May 2018



AGE-FRIENDLY
communities in Wales

Cymunedau sy'n Gyfeillgar

I OED YNG NGHYMRU

Foreword

Since its official launch in October 2014, the Ageing Well in Wales programme has continued to achieve considerable success. The first Ageing Well Impact and Reach report was published in June 2017, and this second report highlights some of the key achievements across the programme over the past twelve months. This report complements my Progress Report¹, looking back at the key achievements and notable practice since Ageing Well in Wales was launched in 2014.



Progress is being made at all levels of Ageing Well. At a European level, the 4-star Reference Site status establishes Wales as one of the exemplar countries/regions in Europe via the European Innovation Partnership on Active and Healthy Ageing (EIP-AHA). At a strategic level, an ever-expanding partnership (currently over 70) includes partners from across the public, voluntary and, increasingly, private sectors, working on actions across the five priority themes.

At a Local Authority level, colleagues are working on their local Ageing Well plans, and making good progress in collaboration with other partners/agencies and older people themselves. At the community network level, over 1,600 individuals, representing over 500 groups and organisations, are now part of the Ageing Well movement, working on their own community-based solutions to help empower and enable older people to lead healthy and active lives within their communities.

Ageing Well also complements key legislative drivers such as the Social Services and Well-being (Wales) Act 2014 and the Well-being of Future Generations (Wales) Act 2015. As key platforms to bring partners together and work towards preventative, sustainable outcomes for people of all ages, I have engaged with all Public Services Boards (PSBs) and following the publication of my Guidance to PSBs, I am encouraged with the inclusion of key Ageing Well themes in their draft local well-being plans, the recognition that decisions must be made 'with' rather than 'for' older people, and that the lives and wellbeing of older people are not restricted only to issues of health and social care.

¹ <https://bit.ly/2LOG7FK>

Similarly, the Welsh Government Strategy for Older People 2013-23, the National Dementia Plan 2018-22, the Employability Plan, and the forthcoming strategy on tackling loneliness and isolation, can provide added impetus to the work of Ageing Well, helping to provide strategic direction and the establishment of age-friendly communities across Wales. Furthermore, Ageing Well in Wales priorities continue to receive extensive coverage in local and national press and significant engagement remains with politicians at all levels.

Ageing Well in Wales continues to be a national movement and I am delighted with the engagement from individuals, community groups, social enterprises and a broad and diverse range of partners from all sectors across Wales. The 'Celebrating Communities' events held in early 2018 demonstrated the positivity, enthusiasm and desire from colleagues to do more and to take forward the partnership approach with older people. All have something to offer, and by working together, highlighting good practice and identifying low-cost, high-impact innovative solutions, all can make a significant contribution to the health and wellbeing of people aged 50+ in Wales.

Whilst there is much to be done to ensure that Wales is an age-friendly nation and a good place to grow older for everyone, the work of Ageing Well in Wales partners, both big and small, is making a real difference to the lives of older people in Wales.

It has been a pleasure and privilege to chair Ageing Well in Wales and I would like to take this opportunity to offer my sincerest thanks to all those who have participated and contributed, to my team for driving the work forward, and to older people for taking part, sharing their thoughts and ideas, and working with partners to develop an age-friendly Wales.

A handwritten signature in black ink that reads "Sarah Rochira". The signature is written in a cursive, flowing style.

Sarah Rochira

Older People's Commissioner for Wales // Chair, Ageing Well in Wales

Age-friendly communities

Strategic Aim: To make Wales a nation of Age-Friendly Communities

If Wales is to be a good place to grow older for everyone, then empowering and enabling older people and supporting the development of age-friendly communities must be the overarching aim. Wales is a nation of older people and yet, all too often, older people feel excluded, isolated and unable to participate in their communities due to a range of barriers.

An age-friendly community is inclusive of people of all ages and considers how best to support people as they age. It works with older people to ensure that the provision of facilities, infrastructure and services enable and empower everyone to have full and active lives within their community. A high value is placed on encouraging people of all ages to come together, share ideas, discuss concerns and priorities, and identify solutions that are low-cost yet high-impact.

Transportation

Activity	Partners	Description
Accessible trains	Great Western Railway (GWR) / First Travel, Swansea University	<p>GWR have begun a process to explore how they can make journeys on their trains more accessible and welcoming for older people. Dementia Friends sessions have been delivered to over 3,000 frontline staff.</p> <p>GWR are working in partnership with Swansea University to determine how signage, ticketing and announcements can be made more age-friendly, and are working with Network Rail and Arriva Trains Wales to implement improvements in stations as well as on their own services.</p>

<p>Public transport 'Train the Trainer' sessions</p>	<p>Traveline Cymru, Age Cymru</p>	<p>This programme, delivered by Traveline Cymru, ensures that there are a growing number of champions who can confidently provide public transport information to older people and others². Traveline Cymru is also working with Age Cymru to visit lunch clubs in order to ensure that older people are aware of the services and know how to access information. Traveline Cymru also provides a freephone number, a service that is highly valued. The majority of users are women aged 65+³.</p>
<p>Accessible and Inclusive Public Transport Objectives</p>	<p>Welsh Government</p>	<p>These objectives, published in December 2017, include the aim to provide access to safe, affordable, inclusive, accessible and sustainable integrated age-friendly transport systems. The objectives will feed into and strengthen the Welsh Government's plan to support the bus industry in Wales, as well as place accessibility at the core of the new Wales and Borders Rail Franchise^{4,5,6}.</p>
<p>Connecting Communities in Wales</p>	<p>Community Transport Association (CTA) Wales & community transport operators</p>	<p>The project will help to strengthen and develop community transport provision across Wales⁷. The project is being delivered through the Welsh Government Rural Communities – Rural Development Programme 2014-2020, which is funded by the Welsh Government and European Union. The development of transport innovation networks will help to identify gaps in provision, improve provision for</p>

² <https://www.traveline.cymru/business/train-the-trainer/>

³ <https://www.traveline.cymru/news/2017/08/22/customer-satisfaction-continues-to-rise-at-traveline-cymru-despite-a-drop-in-wales-overall/>

⁴ <https://beta.gov.wales/sites/default/files/publications/2017-12/policy-statement-accessible-and-inclusive-public-transport-objectives.pdf>

⁵ <http://gov.wales/newsroom/transport/2016/160915-economy-secretary-outlines-plan-to-support-bus-industry/?lang=en>

⁶ <http://gov.wales/topics/transport/rail/wbrf/?lang=en>

⁷ <http://www.ctauk.org/in-your-area/wales.aspx>

		<p>older people and address connectivity barriers within communities. The project will build on existing notable practice in Wales, including Wheels 2 Meals by DANSA in Swansea/Neath Port Talbot⁸, the Bus Buddies project delivered by the Pembrokeshire Association of Community Transport Organisations (PACTO)⁹, and Denbighshire Dial A Ride¹⁰.</p>
<p>Flintshire Community Travel Scheme</p>	<p>Flintshire County Council</p>	<p>The scheme has been developed by the Local Authority to address gaps in public transport provision and to provide a solution for those who, for a variety of reasons, do not have access to a car or public transport. Within the scheme, five areas have been identified where alternative transport provision needs to be developed. A range of solutions have been created, including TaxiBus, Ring and Ride, and community bus schemes¹¹.</p>

⁸ <http://www.dansa.org.uk/>

⁹ <http://www.pacto.org.uk/BusBuddiess.php>

¹⁰ <https://en-gb.facebook.com/Dial-A-Ride-Denbighshire-Ltd-1430004433948466/>

¹¹ <http://www.flintshire.gov.uk/en/Resident/Streetscene/Community-Transport-in-Flintshire.aspx>

Housing

Activity	Partners	Description
Cylch Caron	Ceredigion County Council, Hywel Dda University Health Board, Mid Wales Housing, Welsh Government	The model brings together health, housing and social care to improve outcomes for older people in Tregaron. The model will develop a new integrated community resource with extra care housing and will lead to effective and sustainable health and social services, support independent living and provide flexible services that address individual needs in the area ¹² .
Give Where You Live	Cartrefi Conwy	A volunteering scheme which supports older people to help each other out using their own skills through time banking. Older tenants benefit from practical help and support, whilst volunteers are rewarded through their time bank 'credits'. The scheme involves Cartrefi Conwy and includes housing schemes in Llandudno and Colwyn Bay ¹³ .
Healthy Home assessments	Care & Repair Cymru	Care & Repair has delivered over 12,000 Healthy Home assessments to older people in Wales. The assessments combine prudent health advice with practical interventions such as aids and home adaptations to reduce the real risk of a fall ^{14,15} .

¹² <http://www.wales.nhs.uk/sitesplus/documents/862/Cych%20Caron%20Project.pdf>

¹³ <https://cartreficonwy.org/get-involved/older-people/give-where-you-live/>

¹⁴ <http://www.careandrepair.org.uk/en/>

¹⁵ <http://www.careandrepair.org.uk/en/news/falls-are-not-inevitable-part-growing-old/>

Home wellbeing checks	South Wales Fire and Rescue Service	<p>South Wales Fire and Rescue Service are currently moving from the traditional Home Safety Check to the new Safety and Wellbeing visit. The visit focuses on the health and wellbeing of people in their homes and helps vulnerable and older people to maintain their independence, to live longer in their own homes and enrich their quality of life and wellbeing. During the visit South Wales Fire & Rescue carry out a complete fire safety check, along with falls prevention advice and an onward referral program to Local Authority and health board falls prevention and rehabilitation teams. In addition, advice is given on Crime Prevention, Carbon Monoxide and smoking cessation.</p> <p>In addition to this the Service continues to work with many external partners including Age Cymru, Care and Repair, Welsh Ambulance Service, Dŵr Cymru and Western Power. With the increased training staff have received around Safeguarding the team are able to identify and support / refer vulnerable people.</p> <p>Alongside Gwent Police the Service is piloting a programme in Monmouthshire responding to high risk missing persons, including people living with dementia.</p>
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Housing initiatives in Cwm Taf & across Wales	Care & Repair Cymru, RNIB Cymru, Action on Hearing Loss Cymru	The Managing Better Service is a national three-year programme with Care & Repair Cymru, RNIB Cymru and Action on Hearing Loss Cymru to deliver specialist services to older clients with sensory loss ¹⁶ . The Warm Homes Project (also delivered in Bridgend, Pembrokeshire, Ceredigion, Conwy and Denbighshire) focuses on improvements to cold, poorly insulated housing to reduce patient demand for GP/hospital visits and improves a range of health and wellbeing outcomes ¹⁷ .
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¹⁶ <http://www.careandrepair.org.uk/en/news/service-ensures-people-are-managing-better/>

¹⁷ <http://www.cynon-taf.org.uk/news/care-and-repair-announces-new-warm-homes-prescription-scheme>

Social participation

Activity	Partners	Description
Age-Friendly Communities ERDF project	Conwy County Borough Council	Work continues to build on the previous Age-Friendly Communities project funded by the European Regional Development Fund (ERDF) through the Ireland Wales INTERREG 4A Programme ¹⁸ . In 2017, Llandrillo College hosted intergenerational training events open to staff and third sector organisations. The Conwy Community Wellbeing Service and the Participation officers continue to work with the third sector to embed intergenerational practice across all ages.
Age-Friendly Culture Network	Amgueddfa Cymru – National Museum Wales, Arts Council of Wales, Gwanwyn – Age Cymru	The network was launched in 2017 ¹⁹ . It was created with Amgueddfa Cymru - National Museum Wales working with the Arts Council of Wales, Ageing Well in Wales, and Gwanwyn – Age Cymru to help ensure that museums, galleries and libraries in Wales are age and dementia friendly. The network also aims to develop better ways to engage with older people and improve their quality of life and wellbeing through involvement with arts, culture and heritage.

¹⁸ http://agefriendly.info/afc/conwycountyboroughcouncil/?page_id=394

¹⁹ <http://www.agefriendlyculturenetwork.co.uk/>

Arts from the Armchair	Theatr Clwyd, Betsi Cadwaladr University Health Board	'Arts from the Armchair', funded by Theatr Clwyd and Betsi Cadwaladr University Health Board, enables participants to engage in a wide range of arts-based activities inspired by the theatre's programme of work, joining actors, musicians, costume makers, scene painters, lighting and sound technicians.
cARTrefu	Age Cymru and Arts Council of Wales	cARTrefu is a national programme, the largest of its kind in Europe ²⁰ , that promotes creative opportunities for older people living in care homes to express and rediscover their creativity and connect with those around them in life-affirming and joy-filled ways. This in turn improves and sustains their wellbeing and quality of life.
Company55	Flintshire County Council	Theatr Clwyd has created Company55 to offer experiences that aim to improve the health and wellbeing of people in the community aged 55+. It involves a weekly session exploring different aspects of creative theatre enabling individuals to try something new, make new friends and have fun
Sports and leisure facilities	Age Cymru, Aura, FAW Trust, Bridgend County Borough Council, Flintshire County Council, Neath Port Talbot County Borough Council, Swansea	Age Cymru activities continue to help and support older people across Wales. Examples including the volunteer-led Nordic Walking and Tai Chi sessions ²¹ , and Gwanwyn, the month-long national festival held across Wales in May each year celebrating creativity in older age ²² .

²⁰ <http://www.arts.wales/arts-in-wales/cartrefu>

²¹ <https://www.ageuk.org.uk/cymru/health--wellbeing/nordic-walking/>

²² <https://www.ageuk.org.uk/cymru/health--wellbeing/gwanwyn/>

	<p>Council, National Exercise Referral Scheme (NERS)</p>	<p>Aura, an employee-led Community Benefit Society, has taken on the management of the majority of leisure centres and libraries previously managed by Flintshire County Council as part of the Council's approach to implementing Alternative Delivery Models to provide sustainable services. Aura aims to improve the quality of life for older people and others through the provision of popular culture and leisure opportunities that improve mental health and physical wellbeing^{23,24,25}.</p> <p>Bridgend have used the Park Lives initiative to encourage older people to be more active outdoors. Park Lives is a national project funded by Coca Cola looking to achieve increased physical activity. The project is running until 2020 and is part of a partnership with Neath Port Talbot and Swansea. In Bridgend, a number of older people are participating in the Tai Chi and Wellbeing programmes in five parks or green spaces across the borough. Over a hundred older people have participated in the activity and up to two-thirds return for further sessions. The initiative has also supported multi-generational activity at community events²⁶.</p> <p>The 'Bowl Me Over' scheme encourages stroke survivors and their carers to try indoor bowling across Bridgend County Borough²⁷.</p> <p>In Monmouthshire, the National Exercise Referral Scheme (NERS) is referring patients to the FIT4life programme. The programme offers a</p>
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²³ <https://www.theatrclwyd.com/en/whats-on/company55/>

²⁴ <http://www.wales.nhs.uk/sitesplus/861/news/45219>

²⁵ <https://aura.wales/about/aura-wales-homepage/>

²⁶ <http://www.bridgend.gov.uk/services/schools/schools-out/parklives-fun-activity-days.aspx>

²⁷ <http://www.bridgendindoorbowls.co.uk/community-links/>

		<p>range of activities, including walking groups, Tai Chi, and gentle exercise²⁸.</p> <p>Walking football in Wales is increasing in popularity and is a great way for older people to stay healthy and active, improve social opportunities and networking with others. A number of walking football clubs are already in place with new clubs being developed across Wales²⁹.</p>
<p>The Anatomy of Resilience</p>	<p>Social Care Wales</p>	<p>In October 2017, a revised version of the toolkit was published. The toolkit highlights the importance of using the voices of older people in Wales to improve the way services are commissioned and delivered. The practical toolkit identifies the key issues and barriers, complements Ageing Well themes and emphasises the importance of social interaction, maintaining independence, being connected to others and being mentally and/or physically active³⁰.</p>

²⁸ <https://en-gb.facebook.com/MCCNERS/>

²⁹ <http://welshfootballtrust.org.uk/WalkingFootball.ink>

³⁰ https://socialcare.wales/cms_assets/file-uploads/The-anatomy-of-resilience-Toolkit.pdf

<p>Time Credit programmes</p>	<p>Spice Charity</p>	<p>The charity helps older people across Wales through a number of Time Credit programmes. Time credits encourage new individuals to get involved in communities and services. The Time Credits model works simply, for each hour that an individual contributes to their community or service, they earn a Time Credit. This Time Credit can then be spent on accessing an hour of activity, such as watching a show at the theatre, accessing a training course or leisure opportunity, or gifted to others. Funded by the Welsh Government's Sustainable Social Services, Spice's Active Ageing project sets out an ambitious programme to activate the older population as assets within their communities and, by doing so, to reduce loneliness and isolation and improve health outcomes. The project has an overarching focus on the role of Time Credits to provide new and alternative sources of support for people as they age, as well as working with statutory services to reconfigure existing provision. The project focuses on improving a number of impact areas, including improved mental wellbeing, quality of life and a reduction in accessing formal services, as well as an increase in accessing community services. There are already a number of Time Credit programmes in Wales, including Rhondda Cynon Taf, Cardiff, Swansea, Carmarthenshire as well as a new programme in north Wales</p> <p>^{31,32,33,34}</p>
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³¹ <http://www.justaddspice.org/>

³² <http://www.justaddspice.org/programme/rhondda-cynon-taf-time-credits>

³³ <http://www.justaddspice.org/programme/cardiff-time-credits>

³⁴ <http://www.justaddspice.org/programme/carmarthenshire-time-credits>

Respect and social inclusion

Activity	Partners	Description
<p>Age-friendly communities work in Pembrokeshire</p>	<p>Pembrokeshire County Council; Volunteering Matters & others</p>	<p>People in Milford Haven are enjoying weekly social groups based around board games and handicrafts, a much-missed lunch club is up and running again, 70 people receive news on the Milford Small Steps email group, and very local, low-cost or no-cost activities are being publicised on a monthly basis³⁵. Further work is being developed to build on the age-friendly commitments and actions in Fishguard and Goodwick. Both communities participated in a World Health Organisation (WHO) pilot in 2015 looking at barriers and solutions to becoming age-friendly in cities and communities worldwide^{36,37}. Following on from this work, the Point Youth Service in Fishguard is working with the community to make the area dementia friendly.</p>
<p>Guide to being an age-friendly business</p>	<p>Ageing Well in Wales</p>	<p>The guide helps to ensure that local businesses consider the needs of customers of all ages (see the 'Publications' section for further information)³⁸.</p>

³⁵ <http://ruralwisdom.org/category/wales/milford-haven/>

³⁶ <http://www.ageingwellinwales.com/Libraries/Documents/Fishguard-Goodwick-Indicator-Report---formatted.pdf>

³⁷ http://apps.who.int/iris/bitstream/10665/203830/1/9789241509695_eng.pdf?ua=1

³⁸ <http://www.ageingwellinwales.com/Libraries/Documents/Ageing-Well-in-Wales-Impact-Reach-Report-June-2017-ENGLISH.pdf>

Civic participation and employment

Activity	Partners	Description
<p>Neath Port Talbot Older Persons Council</p>	<p>Neath Port Talbot County Borough Council & Older Persons Council</p>	<p>An example of effective civic participation, a group of older volunteers within the borough work in collaboration with the Local Authority, the Health Board, the third sector and others. The Council engages with older people on a number of key issues and concerns and also responds to consultations. Liaison forums with the Local Authority's cabinet and senior officers, held twice a year, provide an opportunity to engage directly with decision-makers and discuss issues which impact on the lives of older people. This unique engagement is considered as good practice and has been acknowledged by the European Commission and the Wales Audit Office³⁹.</p>
<p>Rural Wisdom</p>	<p>Volunteering Matters</p>	<p>The project is helping to develop and establish age-friendly communities across Wales. In Flintshire, the Leeswood and Pontblyddyn community has established an Age-Friendly Community Steering group. Following a series of consultation and engagement activities, priorities that will enable everyone in the community to age well have been identified and an Action Plan has been developed. Initial actions include increasing the use of the community centre by installing Wi-fi, transforming the facilities into a multi-purpose community space and improving</p>

³⁹ <http://www.nptolderpersonscouncil.org.uk/>

		communication about the range of facilities, activities, and events in the community. Local skills, expertise and resources are being developed and will support other communities to become age-friendly ⁴⁰ .
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⁴⁰ <http://ruralwisdom.org/tag/leeswood/>

Communication and information

Activity	Partners	Description
<p>Age-friendly publications</p>	<p>Ageing Well in Wales & partners</p>	<p>The publications ‘Making Wales a nation of age-friendly communities: A practical guide to creating change in your community’, ‘A guide to being an age-friendly business’ and ‘How to age well: A guide to planning for a better life’ have been produced by Ageing Well in Wales in conjunction with a variety of partners. The guides are designed for individuals, communities and businesses that want to take action to become more age-friendly and improve the quality of their later life. A scheme to recognise the efforts of organisations and community schemes is also being developed to help promote and share good practice^{41,42}.</p>
<p>Blaenau Gwent 50+ Information Task and Finish Group</p>	<p>Blaenau Gwent County Borough Council & 50+ Forum</p>	<p>The Group has undertaken an analysis of where older people live across the borough. The Group has also reviewed the physical ‘information networks’ available, and ‘Information Champions’ roles have been created to help promote information across the area and promote the DEWIS portal, developed by the Local Government Data Unit, as part of that work⁴³.</p>

⁴¹ <http://www.ageingwellinwales.com/Libraries/Documents/Creating-Age-Friendly-Communities-eng.pdf>

⁴² <http://www.ageingwellinwales.com/Libraries/Documents/Age-Friendly-Business-Guide-eng.pdf>

⁴³ <https://www.dewis.wales/>

<p>Cynghrair Pobl Seiriol Alliance</p>	<p>Isle of Anglesey County Council & others</p>	<p>The Alliance has been developed to improve local facilities, encourage the sharing of resources, skills and knowledge, and promote intergenerational links. A community transport scheme has been introduced to help younger and older people. Social activities are regularly held in three local community hubs including Llanfaes Community Centre, whilst improvements have been made to Llanddona Village Hall to make it more accessible⁴⁴.</p>
<p>Electrical safety amongst older people in Wales</p>	<p>Electrical Safety First (ESF)</p>	<p>ESF are helping to ensure that older people are aware of electrical risks in their homes and know how to access help and support. An ESF report, in partnership with Swansea University, found that older people in Wales are disproportionately at risk of experiencing an electrical fire in their homes. The report was launched at the Senedd in November 2017, and ESF are working with others to ensure that older people can live safely in their own homes for as long as possible⁴⁵.</p>
<p>Home safety messages & work for older people</p>	<p>Mid and West Wales Fire and Rescue Service; British Red Cross; Age Connects</p>	<p>Mid and West Wales Fire and Rescue Service provide training to the British Red Cross and Age Connects so that they can deliver home safety messages to their clients and refer those with more complex home safety needs to the Service for further support. Fire and Rescue staff are trained to identify where older people could benefit from greater support and work with agencies to refer vulnerable older people.</p>

⁴⁴ <http://www.poblseiriol.co.uk/pobl-seiriol-alliance/4592255574>

⁴⁵ <https://www.electricalsafetyfirst.org.uk/media-centre/press-releases/2017/11/older-people-in-wales-are-more-at-risk-of-electrical-fires-and-accidents/>

Vale of Glamorgan 50+ Strategy Forum	Vale of Glamorgan County Council & 50+ Forum	An active and impactful forum for older people that includes over 300 members. Around 16,000 hours of volunteering per year helps and continues to support older people across the Vale ⁴⁶ .
Your Wellbeing, Your Government	Diverse Cymru, C3SC	A number of events have been held in Cardiff and the Vale that have included older people from all backgrounds. These events have explored barriers to involvement and developed a way that public sector organisations can deliver engagement in ways that work for diverse people ⁴⁷ .

⁴⁶ http://www.valeofglamorgan.gov.uk/en/our_council/older_peoples_strategy.aspx

⁴⁷ <https://www.diversesecymru.org.uk/wp-content/uploads/Coproducing-Engagement-Cardiff-12-March-9.45-am-2.jpg>

Community support and health services

Activity	Partners	Description
'Live Well with Hearing Loss'	Action on Hearing Loss	An innovative support and advice service for people who are deaf or have hearing loss, supported by a regional model of volunteer support to increase people's independence, voice and control. Nearly 1,200 people have benefited from the project to date and it supports people to help themselves and self-manage their condition ⁴⁸ .
Ageing Well Denbighshire	Denbighshire Voluntary Services Council	In partnership with the local Voluntary Services Council (DVSC), 'Ageing Well Denbighshire' will create opportunities for people to volunteer and support older people and others in the area ⁴⁹ .
Community Inclusion Grant Scheme	Wrexham County Borough Council	The Community Inclusion Grant Scheme provides start-up funding to community groups to develop low-level support and activities for older people. Focusing on promoting and supporting innovative, citizen-centred projects, one-off small grants of between £250 and £2,500 are awarded to support neighbourhoods and communities to deliver proactive preventative interventions for older people. The aim of the grant scheme is to stimulate the development of community schemes and to support intergenerational projects and the sharing of knowledge and skills between generations. The

⁴⁸ <https://www.actiononhearingloss.org.uk/about-us/our-work-across-the-uk/wales/how-we-support-you-in-wales/live-well-with-hearing-loss/>

⁴⁹ <https://artisans-collective.org.uk/>

		grant is now in its fifth year and continues to grow and support a range of community-based activities ⁵⁰ .
Community pharmacies in Wales	Community Pharmacy Wales	Community pharmacies in Wales are active in supporting the health and wellbeing of older people in the community in a number of ways ⁵¹ . Examples include managing chronic conditions in the community by providing information, education, monitoring and diagnostic support to patients; the promotion of healthy living by providing advice on obesity, exercise, diabetes, smoking cessation, alcohol usage, nutrition and immunisation; the provision of Discharge Medication Reviews so that patients have a better understanding of their medication and are less likely to be readmitted as a result; promoting the 'keep warm and safe' principles that also contribute to the falls prevention agenda; supporting self-care and the roll out of the Choose Pharmacy IT platform and the provision of the Common Ailments Service by September 2018; and supporting dementia care through information provision and early identification.
Good neighbour scheme	Pembrokeshire County Council	The Good Neighbour Scheme in Pembrokeshire has helped a number of older people. The scheme provides practical help and support to people dependent on their needs and circumstances, such as home maintenance, transportation or bringing shopping home to the individual ⁵² .

⁵⁰ https://www.wrexham.gov.uk/assets/pdfs/social_services/market_postion_statement_2015.pdf

⁵¹ <http://www.cpwales.org.uk/>

⁵² <https://www.pembrokeshire.gov.uk/your-everyday-life/good-neighbour-schemes>

<p>Introduction to Self-Management course</p>	<p>Rhondda Cynon Taf 50+ Forum; 1,000 Lives Improvement Service, Education Programme for Patients Cymru</p>	<p>This course, supported by the 1,000 Lives Improvement Service and the Education Programme for Patients Cymru, was developed specifically for people with living with a health condition or for those who care for someone with a health condition⁵³. The courses have helped to support individuals with a health condition to develop skills to help them to manage their health and wellbeing. Additionally, courses have helped individuals develop the confidence to take responsibility for their own care and make better use of health services, whilst also encouraging them to work in partnership with health and social care professionals. The course focuses on three key messages: take care of your health and wellbeing, carry out normal activities whenever possible and manage emotional changes.</p>
<p>Music in Hospitals & Care</p>	<p>Music in Hospitals & Care</p>	<p>A charity that works with a wide range of people who, due to health conditions or disability, are unable to access or experience live music within their local communities. The charity brings live music to older people and others in hospitals, hospices, care homes, day centres, and community settings⁵⁴.</p>

⁵³ <http://www.wales.nhs.uk/sites3/page.cfm?orgid=537&pid=11453>

⁵⁴ <https://mihc.org.uk/wales/>

Solva Care	Solva Care, Pembrokeshire County Council	Solva Care is an innovative community-based project focusing on social care. Solva Care enables older people to stay in their own homes and remain part of the community, offers a way to tackle loneliness and isolation and provides extra support for families and carers ⁵⁵ .
Talking Points	Denbighshire County Council, Betsi Cadwaladr University Health Board	'Talking Points' is a partnership between Denbighshire County Council and Betsi Cadwaladr University Health Board to find out what help is available to support their health and wellbeing in their area. 'Talking Points' sessions are held in towns and nearly 300 people have benefited to date, resulting in fewer requests for health and social care services ^{56,57} .

⁵⁵ <https://solvacare.co.uk/>

⁵⁶ <https://www.denbighshire.gov.uk/en/resident/health-and-social-care/adults-and-older-people/talking-points.aspx>

⁵⁷ <https://www.denbighshire.gov.uk/en/resident/news/january-2018/Talking-Points-go-from-strength-to-strength.aspx>

Outdoor spaces and buildings

Activity	Partners	Description
National Walking Month	Living Streets	Living Streets promote National Walking Month, held every May, to encourage older people and others to add more walking into their daily routines for health and wellbeing, through the #Try20 campaign ⁵⁸ , for example.
OPERAT (Older People's External Residential Assessment Tool)	Swansea University's Centre for Innovative Ageing	<p>Swansea University's Centre for Innovative Ageing has designed and published OPERAT^{59,60}. This tool enables people to make simple assessments of how well their neighbourhoods meet the needs of older people. In conjunction with Ageing Well in Wales, Swansea University is training groups of older people to carry out the assessment in their communities, as well as capturing results of assessments nationally.</p> <p>Swansea Council and Swansea University have been successful in a funding application to the Social Care Research Capacity Building Grant to roll out OPERAT in conjunction with Age Friendly Communities guidance, community development skills and an introduction to appreciative enquiry. This will be piloted in two communities in Swansea. The aim of the project is to provide older Swansea residents with the tools to undertake a small co-produced</p>

⁵⁸ <https://www.livingstreets.org.uk/what-we-do/projects/walking-with-older-people>

⁵⁹ <https://www.operat.co.uk/>

⁶⁰ <https://bmcpublikealth.biomedcentral.com/articles/10.1186/s12889-016-3681-x>

		action research projects that will improve the age friendliness of environments that are less than optimal.
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Dementia Supportive Communities

Strategic Aim: To make Wales a dementia supportive nation by building and promoting dementia supportive communities

It's been estimated that there are over 45,000 people in Wales living with dementia, with well under half of these having received a formal diagnosis^{61,62}. In the next five years, the number of people living with dementia in Wales is expected to rise to over 55,000.

A dementia supportive community is one in which people living with dementia, along with those who care for them, are involved with and engaged with their communities. It is a community in which their voices are heard, and they are able to make a positive contribution. Through being more compassionate, more caring and understanding, a dementia supportive community doesn't just benefit people affected by dementia – it benefits all who live there.

Activity	Partners	Description
A pocket guide to being dementia supportive	Alzheimer's Society, Brecon Dementia Friendly Community	The Ageing Well 'Pocket guide to being dementia supportive' has been very popular and provides individuals, volunteers and groups with practical advice and support on how to establish dementia supportive communities. A number of Ageing Well partners are promoting the guide, including selected branches of Barclays and NatWest ⁶³ .

⁶¹ <https://blog.alzheimers.org.uk/campaigns/dementia-action-plan-wales/>

⁶² <https://www.walesonline.co.uk/news/wales-news/wales-lowest-dementia-diagnosis-rate-2497243>

⁶³ <http://www.ageingwellinwales.com/Libraries/Documents/Pocket-Guide-to-Being-Dementia-Supportive-eng.pdf>

<p>Cardiff & Vale Dementia Friendly Region</p>	<p>Cardiff Council, Vale of Glamorgan Council, Cardiff & Vale University Health Board</p>	<p>Cardiff West and Barry have received formal recognition by the Alzheimer’s Society, whilst work on formal recognition for the region continues. There are now over 7,000 dementia friends and the movement continues to expand⁶⁴. Cardiff Council is also working with a range of partners to help ensure that Cardiff becomes a dementia friendly city⁶⁵.</p>
<p>Dementia Friendly Communities</p>	<p>Alzheimer’s Society Wales</p>	<p>The work undertaken by the Alzheimer’s Society in Wales to develop, promote and rollout dementia supportive / friendly communities⁶⁶. There are currently nearly 112,000 Dementia Friends in Wales, supported by the advice and support of Alzheimer’s regional coordinators and other partners. There are over fifty villages, towns, cities in Wales that are already recognised as Dementia Friendly Communities, as well as national organisations, such as the Welsh Ambulance Services NHS Trust and North Wales Police, that have been recognised as Dementia Friendly, with more working to receive this recognition⁶⁷.</p>
<p>Dementia Friendly Gardening</p>	<p>Age Connects North Wales Central</p>	<p>Age Connects North Wales Central provides a range of schemes and interventions that help and support people living with dementia. Examples delivered over the past year include therapeutic</p>

⁶⁴ <http://www.cvihsc.co.uk/our-priorities/older-people/dementia/cardiff-vale-dementia-friends/>

⁶⁵ <https://www.cardiffnewsroom.co.uk/releases/c/16316.html>

⁶⁶ https://www.alzheimers.org.uk/info/20028/contact_us/832/wales

⁶⁷ <https://www.dementiafriends.org.uk/WebArticle?page=dfc-public-listing#.Woa69mciEdX>

		gardening sessions near St Asaph and the provision of targeted support to people with early onset of dementia ⁶⁸ .
Dementia Friendly Rhondda Cynon Taf & Merthyr Tydfil	Rhondda Cynon Taf County Borough Council, Merthyr Tydfil County Borough Council	Work is underway to establish Merthyr as a dementia friendly community, following developments in Rhondda Cynon Taf, initially with Maerdy as the first dementia friendly village in the county borough and then subsequently with the development of Dementia Friendly Pontypridd ^{69 70} . In Merthyr Tydfil County Borough Council, Dementia Friends training is being rolled out across staff via the Dementia Champion, whilst workshops have been held in the community to engage with people and identify what help and support people living with dementia and their families require ⁷¹ .
Dementia Friendly Organisations	Amgueddfa Cymru - National Museum Wales, British Gas, Dyfed Powys Police; Mid & West Wales Fire & Rescue Service, National Trust, Welsh Ambulance Services NHS Trust	Amgueddfa Cymru - National Museum Wales has continued to develop its dementia programme across sites. A dementia friendly audit was carried out at the National Waterfront Museum, Swansea, giving valuable information for future planning. A dementia friendly underground tour was also launched at Big Pit in 2017, and a series of creative activities for people living with dementia took place at the National Museum, Cardiff. British Gas has delivered Dementia Friends awareness sessions to 21,000 staff ⁷² . All British Gas staff working on energy efficiency programmes in Wales are receiving Dementia Friends training, and

⁶⁸ <http://www.ageconnectsnwc.org/en/services/>

⁶⁹ <https://www.walesonline.co.uk/news/local-news/maerdy-become-first-dementia-friendly-10335858>

⁷⁰ <https://www.walesonline.co.uk/news/local-news/pontypridd-officially-become-dementia-friendly-11020707>

⁷¹ <https://www.dewiscil.org.uk/workshops-on-making-your-community-dementia-friendly>

⁷² https://www.britishgas.co.uk/media/r/1495/british_gas_employees_ready_to_help_customers_liv

		<p>British Gas led on the development of a dementia friendly guidance for the utility sector which was published in February 2017⁷³.</p> <p>Dyfed Powys Police has run Dementia Friends sessions with over 400 frontline staff⁷⁴, and staff are provided with copies of the Ageing Well in Wales 'A pocket guide to being dementia supportive' to assist them.</p> <p>Mid and West Wales Fire and Rescue Service is working towards becoming a dementia friendly organisation. The Service has assisted in establishing dementia friendly communities across the region, and has a delivery plan in place to provide Dementia Friends sessions to all staff over the next two years.</p> <p>Dementia Friends training has been delivered in a number of National Trust sites across Wales.</p> <p>The Welsh Ambulance Services NHS Trust launched its three-year Dementia Plan in October 2017. The plan aims to improve the experience for people living with dementia who use their services, as well as considering the impact it will have on the workforce</p>
<p>Dementia Friendly Singing</p>	<p>Forget-me-not Chorus</p>	<p>The Forget-me-not Chorus supports people living with dementia and their families through weekly singing sessions in Cardiff⁷⁵.</p>

⁷³ <https://www.centrica.com/news/building-dementia-friendly-society>

⁷⁴ <https://www.dyfed-powys.police.uk/en/newsroom/press-releases/dyfed-powys-police-is-working-towards-becoming-a-dementia-friendly-organisation/>

⁷⁵ <https://www.forgetmenotchorus.com/>

<p>Dementia Friendly Sports</p>	<p>Glamorgan Cricket Club, Gwynedd Council, Sporting Memories Network; HALO Leisure, Wrexham Football Club</p>	<p>Glamorgan County Cricket Club is working to be recognised as dementia friendly. The club has become a Dementia Friendly Cardiff member and will support staff and volunteers to receive Dementia Friends information sessions, as well as reviewing the accessibility of the SSE SWALEC stadium for people living with dementia⁷⁶.</p> <p>In Gwynedd, the Leisure Service in the Local Authority is responsible for running the pioneering DementiaGo scheme, which aims to make a physical and mental difference to those who live with dementia, and those who care for them. The scheme, supported by the National Exercise Referral Scheme, currently runs in five centres and participants take part in physical and social activities in the centres⁷⁷.</p> <p>In Bridgend, Halo Leisure is working with the third sector to ensure that their staff are trained as Dementia Friends. A dementia friendly swimming programme is being developed, including a review of building features that will encourage participation amongst older people and contribute towards age-friendly facilities⁷⁸.</p> <p>The Sporting Memories Foundation helps to unlock the power of sporting reminiscence to unite generations and help people living with dementia. The Foundation is expanding its work across Wales and aims to improve opportunities for people living with dementia to participate in sporting events and receive help and support in the</p>
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⁷⁶ <http://www.glamorgancricket.com/cricket/news/2017/november/glamorgan-pledge-to-be-dementia-friendly.html>

⁷⁷ <https://www.publichealthnetwork.cymru/en/news/dementiago-exercise-class/>

⁷⁸ <http://haloleisure.org.uk/news/1068-dementia-friendly-swimming-sessions-have-launched-at-bridgend-life-centre>

		<p>community through sport. Through events held across Wales, Ageing Well has helped to raise awareness of the Foundation, to promote its work and encourage people to get involved⁷⁹.</p> <p>Wrexham Football Club has received official Dementia Friendly status and continues to develop its work. In October 2017 a Dementia Friends sessions was held with the players and staff, with further work planned to engage with local communities⁸⁰.</p>
Dementia Friendly Toilets	Llanelli Dementia Friendly Community	<p>Llanelli Dementia Friendly Community is expanding and includes a broad range of partners, including the Town Council and local businesses. Actions include the introduction of 'Slower Shopping Tuesday' for people living with dementia, the introduction of the UK's first dementia friendly market and the launch of the Toilet Paper Pack in Llanelli, encouraging businesses to make their public toilets dementia friendly. All community facilities owned by the Town Council will be made dementia friendly by the end of 2018^{81,82}.</p>
Dementia Meeting Places	Dementia Matters in Powys	<p>Dementia Matters in Powys has begun a three year Big Lottery funded project to assist and support people living with dementia. Some of their early achievements include the establishment of several Dementia Meeting Centres in Powys. Meeting Centres are</p>

⁷⁹ <http://www.sportingmemoriesnetwork.com/>

⁸⁰ <https://www.wrexhamafc.co.uk/news/dementia-friendly-racecourse-community>

⁸¹ <http://llanellionline.news/2017/11/07/dementia-friendly-llanelli-launch/>

⁸² <http://llanellionline.news/2016/07/16/dementia-friendly-market/>

		low-cost community-based ways of supporting people living with dementia and their families ⁸³ .
Dementia Roadmap Wales	Aneurin Bevan University Health Board, Gwent Association of Voluntary Organisations (GAVO), the five Local Authorities in south east Wales, the Royal College of General Practitioners Wales and Dementia Pathfinders Community Interest Company	The Dementia Roadmap Wales is a web-based platform providing high quality information about the dementia journey alongside local information about services, support groups and care pathways to support living well with dementia in south east Wales. Since the Roadmap was launched, nearly 2,000 people have used the sites and over 8,000 pages have been viewed ⁸⁴ .
Dementia Services Project	Flintshire County Council	The Dementia Services Project aims to ensure that people can live well with dementia, and works with communities, businesses and organisations to support this aim and tackle stigma around dementia. Four towns have received Dementia Friendly accreditation and another four are working towards being Dementia Friendly ⁸⁵ . Through this work a range of Dementia Friendly projects and initiatives have emerged including: <ul style="list-style-type: none"> • Eight Memory Cafes across the county offering a range of stimulating activities and themed events

⁸³ <http://www.dementiamatterspowys.org.uk/dementia-meeting-centres>

⁸⁴ <https://wales.dementiaroadmap.info/>

⁸⁵ <http://yourcouncil.flintshire.gov.uk/english/januaryfebruary-2017/your-council/dementia-friendly-flintshire>

		<ul style="list-style-type: none"> • The ‘Creative Conversations’ Care Home project in partnership with Bangor University that explores the use of a range of media to engage with residents • ‘A Friendly Face’ befriending scheme has been setup by volunteers to help people newly diagnosed with dementia. The scheme supports people to meet up and discuss their feelings and experiences with others who have a diagnosis • Intergenerational projects with schools • Dementia friendly cinema screenings, swimming and crown green bowling⁸⁶.
Dementia Supportive Practice Community- North Wales Dementia Network	<p>Bangor University.</p> <p>Individuals living or supporting someone who is living with dementia, academics, and workers from health, social care and charities working to support individuals living with dementia.</p>	<p>The Network is a platform to sharing best practice, improving collaboration between research, services and people affected by dementia, and increasing the impact of dementia research into practice via a series of face-to-face meetings, conferences and Social media. The network has over 250 members and is hosted by Bangor University.</p>
Empowering the voices of people living with dementia	<p>Dementia Empowerment and Engagement Project (DEEP), Re-Live</p>	<p>The Dementia Empowerment and Engagement Project (DEEP) in Wales supports people living with dementia to have their voices heard. A growing number of DEEP groups in Wales support people living with dementia, their families and carers to improve services and policies that affect their lives. DEEP members provided crucial</p>

⁸⁶ <http://www.bbc.co.uk/news/uk-wales-north-east-wales-41265466>

		<p>feedback to the Welsh Government on the National Dementia Action Plan^{87,88}.</p> <p>The Re-Live theatre company are taking their award-winning play <i>Belonging / Perthyn</i>⁸⁹ on tour around Wales following successful performances in 2017. This bilingual play reflects the real-life experiences of people living with dementia. Ageing Well in Wales and partners will be providing support and signposting at performances in Wales.</p>
Intergenerational programmes	Bangor University, Darlun TV, S4C, BBC Wales and Gwynedd Council.	A series of programmes looking at the impact of shared care involving children attending pre -school nursery care and older adults in Day care centres in Wales shown on S4C and BBC Wales with a focus on the BBC Wales programme on children joining adults in a Dementia Day care facility. Research is ongoing under the lead of Bangor University.
Prestatyn Dementia Friendly Community	Prestatyn Artisan's Collective	Over 100 people have attended Dementia Friends sessions and working with the Alzheimer's Society has led to at least six local Dementia Friends Champions. Older people and others are invited to the Artisan's Collective to participate in dementia friendly drop-ins, use adapted bikes, and enjoy mind music ⁹⁰ . The work of the

⁸⁷ <http://dementivoices.org.uk/>

⁸⁸ <http://dementivoices.org.uk/wp-content/uploads/2016/12/Welsh-Dementia-Strategy-collaboration-with-DEEP.pdf>

⁸⁹ <http://www.re-live.org.uk/belonging/>

⁹⁰ <http://prestatynfriendly.co.uk/>

		<p>Artisan’s Collective CIC has been recognised and shortlisted for the Voluntary Arts Epic Awards 2018⁹¹.</p>
<p>South East Wales / Gwent</p>	<p>Gwent Regional Partnership Board</p>	<p>In south east Wales, the Regional Partnership Board, through links with the five Public Services Boards⁹², are working together to develop dementia friendly communities. To date, 15,000 people have received dementia friends awareness sessions (including over 4,000 people in Newport⁹³) and 200 people have trained as champions.</p> <p>St Joseph’s RC High School in Newport has been accredited as the first dementia friendly school in Wales⁹⁴. Similarly, Blaen-y-Cwm school in Brynmawr has become the first Dementia Friendly school in Blaenau Gwent, and Griffithstown school in Pontypool is the first dementia friendly school in Torfaen^{95 96}.</p> <p>Blaenavon Post Office has become the first Dementia Friendly Post Office in Gwent⁹⁷.</p> <p>In Caerphilly, a range of work has been undertaken to establish dementia friendly town centres. Partnership working between the Local Authority, the Alzheimer’s Society and town centre businesses has led to work that will make town centres more inclusive for people living with dementia. The development of Town</p>

⁹¹ <https://www.voluntaryarts.org/epic-awards-artisans-collective-cic>

⁹² The five Public Services Boards are: Newport, Caerphilly, Blaenau Gwent, Torfaen and Monmouthshire

⁹³ <http://www.newport.gov.uk/en/Care-Support/Older-People/Dementia-friendly-Newport.aspx>

⁹⁴ http://www.southwalesargus.co.uk/news/15310397.Dementia_friendly_school_is_a_first_for_Wales/

⁹⁵ http://www.southwalesargus.co.uk/news/15901194.Brynmawr_39_s_Blaen_y_Cwm_becomes_the_first_dementia_friendly_Blaenau_Gwent_school/

⁹⁶ <https://www.torfaen.gov.uk/en/News/2017/October/10-Torfaen-primary-school-is-the-first-in-Gwent-to-become-Dementia-Friendly.aspx>

⁹⁷ <http://www.southwalesbusiness.co.uk/en/Welcome-Zone/News/2015/December/Blaenavon-business-becomes-Dementia-Friendly.aspx>

		<p>Centre Digital Memory books using local history images are accessible at a growing number of Memory Cafes and also in local libraries.</p> <p>The Winding House in New Tredegar was the first dementia friendly museum in Wales and includes a Memory Café, where people living with dementia can meet and socialise⁹⁸.</p> <p>Blackwood Miners' Institute and the local cinema also have dementia friendly performances.</p> <p>The publication of 'The Elephant Who Forgot' book, written and published by the Caerphilly Parent Networking Group, helps children to better understand dementia⁹⁹.</p>
<p>The Herbert Protocol</p>	<p>Gwent Police</p>	<p>The Herbert Protocol encourages care homes, carers, families and friends to hold information about the person with dementia that can help the police find them if they do go missing¹⁰⁰. Furthermore, all Gwent Police officers and community support officers have attended Dementia Friends sessions and new staff will receive sessions via their induction.</p>

⁹⁸ <https://your.caerphilly.gov.uk/windinghouse/visitor-information/visitor-information>

⁹⁹ <http://www.caerphilly.gov.uk/News/News-Bulletin/December-2015/Caerphilly-becomes-Dementia-friendly-community>

¹⁰⁰ <https://www.gwent.police.uk/en/advice/advice/g-m-graffiti-modern-slavery/missing-people/the-herbert-protocol/>

Falls Prevention

Strategic aim: To support older people to reduce their risk of falling, reducing the number of falls amongst older people in Wales

Falls prevention is a key issue in the improvement of health and wellbeing amongst older people. It is estimated that between 230,000 and 460,000 people over the age of 60 fall in Wales every year. There is also a significant financial cost to health and social care services associated with dealing with the results of falls. Falls are estimated to cost the NHS in the UK more than £2.3 billion per year, and evidence suggests that falls prevention can reduce the number of falls by between 15% and 30%^{101,102}.

There is increasing recognition amongst key partners that more needs to be done to tackle falls amongst older people in Wales. This preventative approach benefits everyone: it improves the resilience and quality of life of individuals, and reduces the need for costly health and social care interventions. Preventative physiotherapy, for example, could lead to nearly 9,400 fewer falls and an estimated £15.8 million in cost savings¹⁰³.

Activity	Partners	Description
Community Assistance Team (CAT)	Conwy County Borough Council; Denbighshire County Council; North Wales Fire & Rescue Service; Welsh	The Community Assistance Team (CAT) is a pilot collaboration based in Conwy and Denbighshire which involves North Wales Fire and Rescue Service utilising resources to support the Welsh Ambulance Services NHS Trust (WAST) ¹⁰⁴ . CAT are mobilised at the request of WAST to people who have fallen, but who have not sustained an injury. On arrival, CAT personnel assess the faller in

¹⁰¹ <https://www.nice.org.uk/guidance/CG161>

¹⁰² <http://www.1000livesplus.wales.nhs.uk/falls>

¹⁰³ <http://www.csp.org.uk/professional-union/practice/your-business/evidence-base/cost-falls>

¹⁰⁴ <http://www.nwales-fireservice.org.uk/keeping-you-safe/community-projects/community-assistance-team/>

	Ambulance Services NHS Trust.	liaison with a clinician by phone. A home safety check is then carried out, including a falls risk assessment tool (FRAT) questionnaire. In addition, the team can carry out a crime prevention check on behalf of North Wales Police. To date, CAT has attended over 1,200 calls. 78% of these did not require the attendance of WAST and were dealt with by the Fire and Rescue Service. In total the pilot has saved nearly 1,900 hours for WAST to attend otherwise critical calls since its inception.
DVD on home exercises to reduce risk of falling	Elderfit	The Chartered Society of Physiotherapy, Care & Repair Cymru, Older People's Commissioner for Wales and the National Exercise Referral scheme have all contributed to a DVD of falls prevention exercises produced by Elderfit ¹⁰⁵ .
EXTEND Classes	Age Cymru, Vale of Glamorgan Council	Age Cymru has provided a number of volunteers with training to deliver EXTEND falls prevention classes in communities across Wales. Vale of Glamorgan Council are working with EXTEND trainers to ensure their classes are available to older people in the area.
Falls Fuel Tank	Cardiff & Vale University Health Board	The Falls Fuel Tank is a short video which details simple steps all of us can take to reduce our risk of falling. The video is currently being used in various organisations throughout Wales ¹⁰⁶ .

¹⁰⁵ <http://elderfit.co.uk/>

¹⁰⁶ <https://youtu.be/KW49BJ8xmrs>

Get Up & Go	Chartered Society of Physiotherapy (CSP)	CSP's Get Up & Go booklet, which provides simple advice on how you can reduce your risk of falling, has been supplemented by a standalone set of six simple exercises that can be done by anyone in their homes. The exercises are available in both printed and video formats ^{107,108,109} .
Home improvements / assessments	Care & Repair Cymru	Care & Repair Cymru help 45,000 older people each year to stay independent in their homes, delivering 27,000 home improvement works. Of these, 56% are related to preventing falls. Care & Repair interventions combine prudent health advice with practical interventions, such as aids and home adaptations, to reduce the risk of a fall ^{110,111} .
i-Stumble	Aneurin Bevan University Health Board; Welsh Ambulance Services NHS Trust	The Aneurin Bevan University Health Board and Welsh Ambulance Services NHS Trust (WAST) are working with nursing and residential homes on a falls protocol. Staff in homes are trained to use the WAST i-Stumble app and lifting aids, resulting in the number of calls to the ambulance service from homes reducing by 41% and older people who have fallen being assisted more rapidly in their homes and not being inappropriately transferred to hospital ¹¹² .

¹⁰⁷ <http://www.csp.org.uk/publications/get-go-guide-staying-steady>

¹⁰⁸ <http://www.csp.org.uk/publications/get-go-guide-supplement-six-exercises-staying-steady>

¹⁰⁹ <https://www.youtube.com/watch?v=n8s-8KtfgFM&feature=youtu.be>

¹¹⁰ <http://www.careandrepair.org.uk/en/>

¹¹¹ <http://www.careandrepair.org.uk/en/news/falls-are-not-inevitable-part-growing-old/>

¹¹² <http://www.careforumwales.co.uk/uploads/1%20Stumble%20x2.pdf>

Move It or Lose It	Royal Voluntary Service	The Royal Voluntary Service has worked with the ‘Move It or Lose It’ social enterprise to carry out a pilot to better understand how simple resistance-based exercise can reduce the risk of falls ¹¹³ . The pilot found that older people benefit in a number of ways, including improved mobility, strength and balance. It was also found that taking part in groups could reduce anxiety and combat loneliness. The scheme has now been expanded to include hospital and community-based services.
National Falls Awareness Week	Age Connects Wales, Age Cymru, Care & Repair Cymru	An annual Falls Awareness Week has been established, led by Care & Repair Cymru, Age Cymru and Age Connects. During the week, partner agencies are encouraged to talk to their clients and customers about falls, helping to destigmatise the fear of falling and to make having conversations about falls commonplace.
OlympAGE Games	Bridgend County Borough Council; National Exercise Referral Scheme	Bridgend County Borough Council with partners including Bridgend College and Sport Wales, hosted the latest OlympAGE Games event in December 2017. The games are part of a wellbeing initiative which has been rolled out in local care settings to improve physical and mental wellbeing. Before the event, local students supported day centre participants and care home residents to prepare and practice for the games. The event attracted hundreds of older people and promoted a variety of different ways to stay healthy and active. Groups from local care homes and day centres participated in Olympic-themed

¹¹³ <https://www.royalvoluntaryservice.org.uk/our-impact/improving-physical-function-in-older-adults>

		events, with a range of games and activities that can help to improve physical and mental wellbeing, and contribute towards the falls prevention agenda. Some local third sector agencies are now organising their own satellite OlympAGE events in partnership with the council ¹¹⁴ .
Pimp My Zimmer	Aneurin Bevan University Health Board	Staff in care homes noticed that residents were falling because they could not recognise their walking aids, or differentiate them from those of other residents. By personalising the walking aids and offering a range of colours and themes that appeal to the individual, 'Pimp my Zimmer' is leading to significant reductions in falls; one care home claims the project has reduced falls by up to 60%. The project has received significant media interest and is looking to expand beyond south east Wales ^{115,116} . The project has been covered by the BBC World News service, receiving 2.8 million global views. Working with Citizens Cymru, Aneurin Bevan University Health Board and its partners are now planning to lobby manufacturers to produce zimmers in a range of dementia friendly colours.
Prudent Healthcare National Falls Prevention Task Force	1,000 Lives Improvement Service, Age Cymru, Care & Repair Cymru, Fire & Rescue, Public Health Wales, Welsh	The Task Force brings together all relevant partners to coordinate efforts to ensure that there is a consistent national approach to tackling falls across Wales. The Task Force is based on the former Ageing Well Expert Advisory Group on Falls, encompasses the prudent healthcare and health and housing agendas, and brings

¹¹⁴ <http://www.bridgend.gov.uk/media-centre/2017/december-2017/11-12-2017-older-people-find-their-mojo-at-the-2017-olympage-games.aspx>

¹¹⁵ <http://www.bbc.co.uk/news/av/health-42284621/pimp-my-zimmer-project-reduces-falls>

¹¹⁶ <http://www.wales.nhs.uk/sitesplus/866/news/47028>

	Government and all health boards in Wales.	together the 1,000 Lives Improvement service, Public Health Wales, and Community Housing Cymru ¹¹⁷ .
Sheltered Housing Falls Prevention Programmes	Rhondda Cynon Taf County Borough Council, Cwm Taf University Health Board	The project is run in sheltered housing schemes and community venues over a period of 10-15 weeks with a range of partners delivering each session. The overall aim of the project is to increase participants' awareness of falls and to reduce their risk of actually having a fall. The project is made up of information sessions, which include subjects such as foot and nail care and appropriate footwear, management of medicines and the importance of medicine reviews, as well as home safety advice which can highlight hazards in the home environment. Other sessions introduce gentle exercises; these sessions are tailored especially for older people and participants are encouraged to take part at their own pace and ability. These include Tai Chi, Chair Yoga, Low Impact Functional Training (LIFT) and 'Jiveobics'. The remaining sessions offer practical advice, with the Welsh Ambulance Services NHS Trust advising on what to do in the event of a fall, and the British Red Cross delivering First Aid training whilst colleagues from physiotherapy look at participants' functional mobility. A resource pack and handbook have been developed to accompany the sessions.
Slipper Talk	Torfaen Libraries	The Torfaen Library 'Slipper Talk' project aims to improve the health and wellbeing of older people, while bringing together younger and older people to encourage better understanding

¹¹⁷ <http://www.1000livesplus.wales.nhs.uk/falls>

		<p>between the generations. Schoolchildren in Torfaen have been wrapping up pairs of safe slippers to distribute to older members of the community and help prevent falls in the home over the winter¹¹⁸.</p>
<p>Steady On ... Stay SAFE</p>	<p>Falls Task Force</p>	<p>‘Steady On...Stay SAFE’ is a public falls prevention awareness campaign. The Falls Task Force is now working nationally to embed evidence-based falls prevention activities in community services across Wales¹¹⁹. The Task Force has run workshops to share good practice and to promote the falls prevention agenda, and has delivered Falls Brief Intervention training across Wales.</p> <p>In February 2018, the Task Force hosted the first ever Falls Prevention Summit, including participants from other parts of the UK¹²⁰. Task Force members highlighted the work which has progressed in Wales under the three key Steady On...Stay SAFE pillars: Strength and balance, safe home environments and falls history.</p> <p>The campaign was showcased through a major national initiative undertaken by Community Pharmacy Wales and Public Health Wales¹²¹. All 715 community pharmacies across Wales supported the campaign and its key messages to reduce the risk of falls and to dispel the myth that falls are an inevitable part of growing older.</p>

¹¹⁸ <https://www.torfaen.gov.uk/en/News/2017/December/19-Children-wrap-safe-slippers-for-Christmas.aspx>

¹¹⁹ <http://www.wales.nhs.uk/sitesplus/888/news/43975>

¹²⁰ <http://www.csp.org.uk/news/2018/02/27/falls-prevention-fuel-tank-video-launched-wales-falls-prevention-awareness-week>

¹²¹ <http://www.careandrepair.org.uk/en/news/falls-awareness-week/>

Welsh Ambulance Falls Improvement Plan	Welsh Ambulance Services NHS Trust, Aneurin Bevan University Health Board.	The Welsh Ambulance Services NHS Trust established a Falls Strategic Group in July 2017 which is tasked with designing and implementing a Falls Improvement Plan. A number of pilot improvement projects have been undertaken to identify alternative ways of working to improve the quality and responses for non-injury falls. These include: the Falls Response Service (working in partnership with Aneurin Bevan University Health Board ¹²²), Ambulance Volunteer Service, and the Response Service in Cardiff and the Vale.
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¹²² <http://www.was-tr.wales.nhs.uk/?gcid=1375&pageid=2&lan=en>

Opportunities for Learning and Employment

Strategic aim: To ensure the experience of older people in Wales is optimised through continued learning and employment

With an ageing population, an increasing number of older people want or need to work. Employing older people benefits everyone. It improves older people's financial resilience and can improve their health and wellbeing. Older workers strengthen workplaces, enabling younger workers to benefit from the exchange of skills and knowledge. Provided with the right support and opportunities, older people can make a significant contribution to the economy, and yet older workers and jobseekers often experience ageism. As highlighted by the Welsh Government's 'Prosperity for All' national strategy, now is the time to 'use the talents of all our people for longer and we must ensure that we do not waste the abilities of our older workers'¹²³.

Significant funding reductions to adult and community-based learning across Wales have had a huge impact on older people's lives. In one year (2014/15), funding for adult community learning was reduced by over a third¹²⁴. For some, learning is essential to gain new skills and qualifications to remain in or return to the workplace. For others, learning is about social interaction, seeking new challenges, self-fulfilment and mental stimulation. Whilst learning opportunities for older people have been reduced, there are a number of initiatives, schemes and classes that still provide older people with a wealth of learning opportunities across Wales.

Despite some key developments, there is much more to do to ensure that employers in Wales recognise the benefits of employing older people, that older employees are provided with the right skills and support to remain in the workplace, that older jobseekers are provided with adequate levels of help, support and information to get back into employment, and that older people are able to access lifelong and community-based learning, regardless of where they live.

¹²³ <http://gov.wales/docs/det/publications/171212-economic-action-plan-en.pdf>

¹²⁴ <http://www.bbc.co.uk/news/uk-wales-25755799>

Employment

Activity	Partners	Description
Agile Nation 2	Chwarae Teg	Agile Nation 2 is a European Social Fund/Welsh Government funded programme that is delivered by Chwarae Teg. It has been developed to help improve the position of women of all ages in the workforce across the priority sectors in Wales. Older women continue to benefit from the programme in terms of increased confidence, the ability to deal with work challenges and improving personal skills ¹²⁵ .
Learning & Employment Research Group	Business in the Community, Centre for Ageing & Dementia Research (CADR), Learning & Work Institute, PRIME Cymru, Welsh Government	The Centre for Ageing and Dementia Research (CADR) is leading on an 'Opportunities for Learning and Employment' research group. The group, formed in 2017, brings together key partners and is a platform to improve learning and employment opportunities for older people, identify barriers and develop solutions. The group brings together many of the key partners involved in the former Ageing Well Expert Advisory Group on OLE.
OPUS Project	Isle of Anglesey County Council, Conwy County Borough Council, Denbighshire County	In Anglesey, Gwynedd, Conwy and Denbighshire, the European Social Fund OPUS project has helped to provide older jobseekers with mentors to establish links with local business and improve

¹²⁵ <https://www.agilenation2.org.uk/>

	Council, Gwynedd Council, Torfaen County Borough Council	employment prospects ^{126,127,128} . In Torfaen, older people are supported to get back into the workplace via the WCVA 'New Challenge' project funded by the European Social Fund ¹²⁹ .
People Don't Have a Best Before Date	Welsh Government	The Welsh Government 'People Don't Have a Best Before Date' campaign encourages employers to recruit and train older workers. The campaign promotes the benefits of an age-diverse workforce ¹³⁰ , including case studies, a toolkit for managers of older workers, and myth-busting information.
Skills Gateway for Adults	Careers Wales	The Skills Gateway for Adults, managed by Careers Wales, helps people of all ages who are unemployed. An increasing number of people aged 50+ are using the service, and receiving help, support and information online, via a telephone helpline and also a face-to-face service. Throughout 2017/18, the service has continued to provide high quality careers information, advice and guidance to adult clients. Over the previous year, 16% of the clients seen face-to-face were aged 50+ and were supported by the Gateway to progress onto skills provision or directly onto employment, education or training ¹³¹ .

¹²⁶ <https://www.gwynedd.llyw.cymru/en/Council/News/Press-releases/June-2017/DewchilansiadcynllunOPUSGwyneddaM%C3%B4n.aspx>

¹²⁷ <http://beta.conwy.gov.uk/en/Resident/Social-Care-and-Wellbeing/Children-and-families/Family-Support-Services/Lets-Get-Working/Lets-Get-Working.aspx>

¹²⁸ <https://www.denbighshire.gov.uk/en/resident/jobs/opus/opus.aspx>

¹²⁹ <https://www.torfaen.gov.uk/lgs/en/Torfaen-Talks/Spring-2017/Skills-and-Jobs.aspx>

¹³⁰ <https://businesswales.gov.wales/skillsgateway/people-dont-have-best-date>

¹³¹ <http://www.careerswales.com/en/skills-gateway/>

<p>Support for older workers in the workplace</p>	<p>Wales TUC</p>	<p>The Wales TUC has been actively supporting older workers in a number of ways. Examples include workshops on learning and employment opportunities for older people, entitled ‘Lifelong learning: Skills and training challenges facing older people in the workplace and beyond’, at the annual Union Learning Reps conferences in February 2018¹³²; the publication of ‘The Menopause: a workplace issue’ report, understanding how the menopause affects women in the workplace¹³³; and the forthcoming publication of a toolkit for older employees, in partnership with Ageing Well in Wales.</p>
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Learning

Activity	Partners	Description
<p>Community Learning Clubs</p>	<p>Men’s Sheds Cymru, University of the Third Age (U3A)</p>	<p>The University of the Third Age (U3A) continues to provide a wealth of learning opportunities for older people across Wales¹³⁴. Around 14,000 older people belong to the 59 U3As in Wales where members contribute to a wide variety of interest groups in a friendly and supportive atmosphere. U3As offer learning opportunities on a broad range of issues, including learning languages, art, local history, walking and ten-pin bowling. U3As</p>

¹³² <https://www.tuc.org.uk/sites/default/files/Net%20News%20No%202%20February%202018%20Chwefror.pdf>

¹³³ <https://www.tuc.org.uk/research-analysis/reports/wales-tuc-pleased-publish-its-new-report-%E2%80%98menopause-workplace-issue%E2%80%99>

¹³⁴ <https://u3asites.org.uk/walesu3a/welcome>

		<p>recognise that older people have a wealth of knowledge, skills and experience to share and contribute.</p> <p>Men's Sheds Cymru has secured a three year Big Lottery bid to strengthen and expand its work in Wales¹³⁵. Nearly 40 Sheds are already in place in Wales. Sheds can make a real difference to the lives of older men. Each Shed is set up as autonomous community-run group to ensure its long-term sustainability. Men's Sheds provide a range of activities, including woodwork, repairing motor vehicles, and playing musical instruments, and do much to reduce loneliness amongst older men, as well as improving confidence, and promoting social interaction.</p> <p>The Ageing Well 'Guide to setting up a community learning club' provides advice and support on how communities can use skills, knowledge and facilities to establish local learning clubs¹³⁶.</p>
<p>Digital Inclusion</p>	<p>Age Connects Cardiff & The Vale, Wales Co-Operative Centre, Vale of Glamorgan Council</p>	<p>Digital Communities Wales (DCW), a Welsh Government programme delivered by the Wales Co-operative Centre, aims to ensure that people of all ages are not digitally excluded and have the skills to benefit from digital services and technologies. Within DCW, Digital Heroes are young volunteers who help other people to get online in their local community. Heroes are trained by DCW and come from various settings. Following their training, the Heroes deliver their digital sessions in a range of settings, including care homes and hospital wards. The outcomes are proving to be hugely beneficial to both the Heroes who develop</p>

¹³⁵ <http://www.mensshedscymru.co.uk/>

¹³⁶ <http://www.ageingwellinwales.com/Libraries/Documents/Learning-Club-Guide-eng.pdf>

new skills and confidence from helping others and the people they are helping to learning new digital skills. With over 1,000 Heroes now trained across Wales, this intergenerational movement is proving very popular.

Digital Heroes help people of all ages to get online. For example, pupils trained as Heroes in Merthyr Tydfil worked with the Merthyr Leisure Trust to organise and run digital sessions in the library hub. The sessions included a number of older people who benefited from digital learning and the advice and support provided by Digital Heroes^{137,138}.

Age Connects Cardiff & The Vale has been running bespoke one-to-one sessions at the Age Connects health shop in Barry supporting older people get online for the first time.

In the Vale of Glamorgan, new supported housing initiatives have also been introduced, including a pilot time credits scheme for council tenants, that includes digital champions. Vale of Glamorgan Council has also secured funding to establish computer suites within sheltered schemes to provide older people in rural communities access to IT equipment. Additional computer suites are provided in other sheltered housing schemes in the area, supporting older people to get online.

¹³⁷ <https://digitalcommunities.gov.wales/>

¹³⁸ <https://www.youtube.com/watch?v=fsVGd2Nu9pA>

<p>GrandFest Cymru</p>	<p>Royal Voluntary Service, Amgueddfa Cymru – National Museum Wales</p>	<p>The Royal Voluntary Service, in partnership with Amgueddfa Cymru – National Museum Wales and Ageing Well in Wales brought GrandFest to Wales for the first time¹³⁹. GrandFest is a one-day festival that celebrates the skills and talents of older people, and shares these with younger generations. The first GrandFest Cymru was held at St Fagans National Museum of History in July 2017.</p>
<p>Online learning courses</p>	<p>Open University</p>	<p>Older learners across Wales continue to benefit from free learning via the OpenLearn and OpenLearn Cymru websites^{140,141}. These websites, provided by the Open University, include hundreds of free courses and learning resources, and are promoted in local communities through the OpenLearn Champions project¹⁴².</p>
<p>Personal finance training and support</p>	<p>Age Cymru Swansea Bay, Money Advice Service</p>	<p>Age Cymru Swansea Bay received funding from the Money Advice Service to deliver financial advice to people aged 65+. Between March and November 2017 they worked with 150 older people, providing advice on financial safeguarding¹⁴³. As a result of the project, older people have a better understanding of financial products, and it has helped to increase people's awareness of how to identify and report scams.</p>

¹³⁹ <https://museum.wales/stfagans/whatson/9504/GrandFest-Cymru/>

¹⁴⁰ <http://www.open.edu/openlearn/>

¹⁴¹ <http://www.open.edu/openlearncreate/theme/openlearncymru/home.php>

¹⁴² <http://www.open.ac.uk/wales/en/our-work/in-the-community/openlearn-champions>

¹⁴³ <http://www.ageuk.org.uk/cymru/swanseabay/news/mas-funding-won/>

<p>Simon Says</p>	<p>Caerphilly County Borough Council</p>	<p>Caerphilly County Borough Council has developed a range of learning resources that they have shared online for others to make use of¹⁴⁴. The ‘Tidy Gin’ Dignity Games include quizzes, word searches and adaptations of Snakes & Ladders and Scrabble that tackle issues around dignity, respect and equalities, offering informal, easy to use and effective ways of generating discussion, challenging stereotypes and raising awareness. The ‘Simon Says’ campaign cartoons address falls prevention, rogue traders and reducing poverty through increasing entitlement uptake. Caerphilly has used these effectively in a range of ways, including social media, on bin lorries and as leaflets¹⁴⁵.</p>
<p>Skills for Work Week</p>	<p>Learning & Work Institute</p>	<p>Promoting opportunities for older people and raising awareness of schemes and programmes that can help improve learning and skills outcomes featured in the Learning & Work Institute Skills for Work Week¹⁴⁶, held in May 2017, and will also feature in Adult Learners Week¹⁴⁷, held in June 2018.</p>

¹⁴⁴ <http://www.caerphilly.gov.uk/Services/Services-for-adults-and-older-people/Caerphilly-50-Positive-Action>

¹⁴⁵ <http://www.caerphilly.gov.uk/News/News-Bulletin/October-2016/Simon-Says-check-what-you-re-entitled-to?lang=en-GB>

¹⁴⁶ <http://www.learningandwork.wales/our-work/promoting-learning-and-skills/skills-work-week-15th-21st-may-2017/>

¹⁴⁷ <http://www.learningandwork.wales/our-work/promoting-learning-and-skills/adult-learners-week/>

Welsh Library Services	Society of Chief Librarians of Wales	The Society of Chief Librarians in Wales works on a number of schemes and initiatives to ensure that older people can access libraries and benefit from library services. Examples include talking books for those with sensory loss; e-services for those who are online; housebound and care homes services where books are delivered to older people who are unable to access libraries; and reading groups. Libraries across Wales also host 'Knit and Natter' groups that encourage older people to meet, socialise, and have fun.
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Loneliness and Isolation

Strategic aim: To reduce levels of loneliness and isolation and their negative impact on health and wellbeing as experienced by older people

Since the formal launch of Ageing Well in Wales, there has been a step change in discussions around loneliness and isolation, and an increasing recognition that loneliness is a serious public health risk that has serious and devastating impacts on older people and others. It is estimated that around 500,000 people in Wales feel lonely always or often, and that a lack of social interaction is as damaging as smoking 15 cigarettes a day¹⁴⁸. As an age group that are more likely to experience life changing events such as bereavement or sudden illness and are disproportionately affected by reductions in 'lifeline' community services such as public buses, toilets and libraries, loneliness and isolation can particularly affect older people, and at least 75,000 older people in Wales have reported 'always or often' feeling lonely¹⁴⁹.

Key partners are now recognising that Wales cannot afford to have a generation of older people at risk of loneliness and isolation, a situation that has exacerbated by the loss of 'lifeline' community services such as public buses, toilets, and libraries. The 2017 National Assembly Inquiry into loneliness and isolation has helped to highlight some of the key issues¹⁵⁰, whilst the Welsh Government commitment to publish a cross-government strategy on loneliness and isolation by March 2019 should provide strategic direction and collaborative actions¹⁵¹. The cost of not tackling loneliness and isolation for our health and social care services is too great, and the personal cost for the individual is far greater.

¹⁴⁸ <http://www.assembly.wales/en/newhome/pages/newsitem.aspx?itemid=1794>

¹⁴⁹ <https://www.ageuk.org.uk/cymru/policy/age-cymru-policy-publications-1/no-one-should-have-no-one-tackling-isolation/>

¹⁵⁰ <http://www.assembly.wales/laid%20documents/cr-ld11310/cr-ld11310-e.pdf>

¹⁵¹ <http://gov.wales/newsroom/health-and-social-services/2018/isolation/?lang=en>

Activity	Partners	Description
Camau Cadarn / Positive Steps	British Red Cross, Royal Voluntary Service	This partnership project supports older people across Wales to regain their independence and reconnect with their community following a crisis. The project focuses on confidence building and identifying practical solutions to any barriers that may hold older people back from social participation ¹⁵² .
Campaign to End Loneliness	Campaign to End Loneliness, Carmarthenshire County Council, Pembrokeshire County Council	<p>Following the second Annual Learning Network conference, held in partnership with Ageing Well in Cardiff in January 2016¹⁵³, the Campaign to End Loneliness has launched a dedicated workstream in Wales.</p> <p>The Campaign is working on pilot projects to tackle loneliness and isolation in Carmarthenshire and Pembrokeshire. A number of workshops have been held to discuss the issues, to identify gaps in provision and propose solutions that help to address loneliness in the area.</p> <p>The Campaign Manager for Wales is co-located with the Ageing Well team in order to ensure close collaboration and partnership working. In May 2018, the Campaign launched its public awareness campaign across the UK¹⁵⁴.</p>

¹⁵² <http://www.redcross.org.uk/en/Where-we-work/In-the-UK/Wales/Wales/LocalServices/Positive-steps>

¹⁵³ <https://www.campaigntoendloneliness.org/campaign-events/the-2nd-annual-learning-network-conference/>

¹⁵⁴ <https://www.campaigntoendloneliness.org/press-release/campaign-end-loneliness-launches-wales/>

<p>Community Connectors / Local Area Coordinators</p>	<p>Various Local Authorities and County Voluntary Councils in Wales, British Red Cross</p>	<p>In Cwm Taf, Community Coordinators assist in supporting and signposting people that are lonely and isolated to relevant activities, services and groups across Rhondda Cynon Taf and Merthyr Tydfil^{155,156}.</p> <p>In Swansea and Neath Port Talbot, Local Area Coordinators help people of all ages to build relationships within their community and support older people who are at risk of loneliness and isolation. The Mid and West Wales Fire and Rescue Service has seconded a staff member to work as a Local Area Coordinator in Swansea, supporting the needs of older people and promoting closer collaboration between partners. Local Area Coordinators also help people avoid reaching a crisis in their life or help people to recover if a crisis has already happened^{157,158}.</p> <p>In Newport, Community Connectors help older people to access local activities, groups and clubs, whilst the Newport Support Partnership brings together Volunteering Matters and other partners to develop a single point of contact to deliver a range of services, including advocacy, carers respite, community support and information^{159,160}.</p>
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¹⁵⁵ <http://www.interlinkrct.org.uk/2017/03/community-coordinators-bulletin-march-2017/>

¹⁵⁶ <http://www.vamt.net/older-people-eng.php>

¹⁵⁷ <https://www.swansea.gov.uk/localareacoordination>

¹⁵⁸ <https://www.npt.gov.uk/7288>

¹⁵⁹ <http://www.newport.gov.uk/en/Care-Support/Older-People/Community-Connectors.aspx>

¹⁶⁰ <https://newportsupportpartnership.co.uk/>

In Pembrokeshire, Community Connectors support older people and others to take positive steps to improve their health, be more social, volunteer or get out and about using community transport¹⁶¹.

In Wrexham, Community Agents provide easy access to a wide range of information that enables people to make informed decisions about their present and future needs. Face-to-face contact has been identified as being of particular importance to older people. Agents work with people who may be at risk of being isolated and provide an important person-centred prevention service. The scheme is funded through the Welsh Government Integrated Care Fund and there are currently twelve Agents in post across the County Borough.

The British Red Cross 'Community Connector' service, funded in partnership by the Co-op, provides up to twelve weeks of person-centred support to help adults who are experiencing loneliness to connect back to interests, people, connections and groups locally. The service, operating in Torfaen, Carmarthenshire, Conwy and Newport, works collaboratively with community groups and other organisations to identify need and complement existing services to reach and support people most in need.

¹⁶¹ <http://accessiblepembrokeshire.com/en/pembrokeshire-association-of-voluntary-services/>

<p>Ffrind i Mi / Friend of Mine</p>	<p>Aneurin Bevan University Health Board</p>	<p>In Gwent, the ‘Ffrind i Mi / Friend of Mine’ initiative led by Aneurin Bevan University Health Board is creating a powerful social movement to tackle loneliness. The scheme works with older people and veterans who feel lonely through volunteering and befriending services. Funded through the Health Technology Wales Scheme and the 1,000 Lives Improvement service, the initiative works with communities and existing volunteer befriending services to match those who feel lonely with volunteers around shared interests. ‘Ffrind i Mi’ was nominated for the 2017 South Wales Argus Health and Care Awards and the initiative has been featured on local, national and international stages ^{162,163}.</p>
<p>Food with Friends</p>	<p>St. Catherine’s Church, Gorseinon</p>	<p>Food with Friends in Gorseinon is a free monthly meal for the whole community. It brings together people of all ages and backgrounds, and provides an opportunity for people to meet and get to know one another. The event is supported by a range of partners, including local businesses, town and county council representatives, and members of local churches¹⁶⁴.</p>

¹⁶² <https://www.ffrindimi.co.uk/>

¹⁶³ http://www.southwalesargus.co.uk/news/15582619.HEALTH_AND_CARE_AWARDS__Projects_that_work_together_make_our_final/

¹⁶⁴ <http://www.stcath.org.uk/food-with-friends>

<p>Making a difference: A pocket guide to help you deal with loneliness</p>	<p>Centre for Ageing & Dementia Research (CADR)</p>	<p>This publication, produced by Ageing Well in Wales in partnership with CADR has been very popular and provides helpful advice and support on how to tackle loneliness and how address loneliness amongst friends, family and colleagues. The guide has helped to start conversations about a subject that has, until recently, been deeply stigmatising to discuss and acknowledge¹⁶⁵.</p>
<p>Wales Against Scams Partnership (WASP)</p>	<p>Age Cymru</p>	<p>WASP, chaired by Age Cymru, brings together key partners to coordinate efforts on scams prevention. The aim is to make Wales a safer place for vulnerable people by working as a partnership that can influence change in areas where criminals currently operate. A number of partners are active on scams prevention in Wales. Examples include:</p> <ul style="list-style-type: none"> • The Friends Against Scams initiative led by National Trading Standards • A comprehensive Banking Protocol across all banks • Training for home carers and social workers to recognise possible victims • Scams awareness sessions and training provided by Barclays, NatWest and British Gas • The Financial Exploitation Safeguarding Scheme led by Carmarthenshire Trading Standards^{166,167}.

¹⁶⁵ <http://www.ageingwellinwales.com/Libraries/Documents/Loneliness-pocket-guide-eng.pdf>

¹⁶⁶ <https://www.friendsagainstscams.org.uk/>

¹⁶⁷ <http://www.tradingstandardswales.org.uk/news/news-item.cfm/newsid/258>