



Ageing Well in Wales

Phase Two Action Plan Progress Report

June 2017

Ensuring Wales is a good place to grow
older for everyone

Ageing Well in Wales

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Foreword



Since its official launch in October 2014, the five-year Ageing Well in Wales programme has continued to achieve considerable success. Phase Two of Ageing Well began in October 2016, and the Action Plan progress report within this document highlights how the actions are being taken forward with our strategic partners.

I am pleased with the progress made at all levels of Ageing Well. At the European level, the new 4* 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 the strategic level, an ever expanding partnership (currently over sixty) includes partners from across the public, voluntary and, increasingly, private sectors, working on actions across the five priority themes.

At the 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 1,300 individuals, volunteers and 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 Wellbeing (Wales) Act 2014 and the Wellbeing 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 am encouraged with the inclusion of key Ageing Well themes in their draft assessments of local wellbeing, the need to make decisions with older people rather than to older people, and the importance of considering the needs and circumstances of older people beyond health and social care.

Furthermore, the refreshed Welsh Government Strategy for Older People 2013-23 will provide added impetus to the work of Ageing Well, helping to provide strategic direction and the establishment of age-

friendly communities across Wales. Ageing Well 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 buy-in from individuals, community groups, social enterprises and a broad and diverse range of partners from all sectors across Wales. The 'Celebrating Communities' events in late 2016 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.

Looking ahead, I look forward to making further progress with Phase Two and building upon the collaborative approach taken to date to ensure that Wales is a good place to grow older for everyone.

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

Phase Two Achievements

Ageing Well has achieved the following during Phase Two (the Action Plan progress report section provides further details on actions taken by strategic partners):

- Wide-scale engagement via network events with individuals, community groups, voluntary and public sector across Wales – raising awareness and building partnerships to work towards Ageing Well goals.
- Two successful and high-level ‘Celebrating Communities’ events, held in Bangor (November 2016) and Cardiff (December 2016). The events attracted more than 250 participants and a range of Ageing Well partners took part via presentations, networking opportunities and exhibition stalls.
- Input into the new National Prudent Healthcare Falls Prevention Taskforce – built upon the work of the Ageing Well Falls Prevention Expert Advisory Group.
- Input into the successful falls prevention awareness campaign in early February, promoting the ‘Steady On...Stay SAFE’ campaign with Community Pharmacies Wales and partners.
- Input into the Age-Friendly Culture Network, leading to age and dementia-friendly museums and galleries in Wales.
- Input into key strategies, reports and action plans at national level e.g. Welsh Government Expert Group on Housing an Ageing Population in Wales and Welsh Government Delivering Digital Inclusion: A Strategic Framework for Wales^{1 2}, and the inclusion of Ageing Well themes in some of the draft assessments of local wellbeing prepared by the Public Services Boards^{3 4 5}.
- Continued expansion of the Ageing Well network of over 1,300 individuals, representing over 500 organisations.

¹ <http://gov.wales/docs/desh/publications/170213-expert-group-final-report-en.pdf>

² <http://gov.wales/docs/dsjlg/publications/comm/160316-digital-inclusion-strategic-framework-en.pdf>

³ <https://www.ceredigion.gov.uk/SiteCollectionDocuments/CeredigionForAll/HSCWB/ceredigion-assessment-of-local-well-being.pdf>

⁴ <http://www.swansea.gov.uk/psbassessment>

⁵ http://www.cwmtafhub.org/KMS/dmart.aspx?strTab=PublicDMartComplete&PageContext=PublicDMart&PageType=item&DMartId=105285&breadcrumb_pc=PublicDMartComplete&breadcrumb_pg=search&breadcrumb_pn=dmart.aspx&filter_Status=2

- Continued support to the north Wales Ageing Well network, bringing together key partners across the region to work on joint priorities and highlight good practice.
- Continued support to the 21 Local Authority Ageing Well plans⁶, providing advice and assistance to the Strategy for Older People coordinators and local government colleagues.
- Further work on the Ageing Well website, development of an online compendium of useful resources and good practice⁷.
- Completion of five guides raising awareness and providing help, support and useful information: Dementia Supportive Communities⁸; Age-Friendly Communities⁹; Coping with Loneliness¹⁰; Age-Friendly Businesses¹¹; and setting up Community Learning Clubs¹². In addition, completion of Age-Friendly Business postcards, enabling older people to engage directly with local businesses.

⁶ Rhondda Cynon Taf CBC and Merthyr Tydfil CBC have produced a joint Ageing Well plan

⁷ <http://www.ageingwellinwales.com/en/resource-hub>

⁸ <http://www.ageingwellinwales.com/Libraries/Documents/Pocket-Guide-to-Being-Dementia-Supportive-eng.pdf>

⁹ <http://www.ageingwellinwales.com/Libraries/Documents/Creating-Age-Friendly-Communities-eng.pdf>

¹⁰ <http://www.ageingwellinwales.com/Libraries/Documents/Loneliness-pocket-guide-eng.pdf>

¹¹ <http://www.ageingwellinwales.com/Libraries/Documents/Age-Friendly-Business-Guide-eng.pdf>

¹² <http://www.ageingwellinwales.com/Libraries/Documents/Learning-Club-Guide-eng.pdf>

Phase Two Action Plan Progress Report

Age-Friendly Communities

Lead Partner(s)	Action
Developing an Age-Friendly Community	
Local Authorities, WLGA	Work with Local Authorities to develop the age-friendly communities proposals in the local Ageing Well plans, follow-up on their Dublin Declaration commitments.
<p>Progress: Developments are taking place in communities across Wales. For example:</p> <ul style="list-style-type: none"> - Further work is being undertaken to establish Fishguard and Goodwick (Pembrokeshire) as an age-friendly community following a WHO pilot¹³. This work has been taken forward via the ‘POINT Across Communities’ project bid, which encourages intergenerational work and the exchange of life and employment skills between younger and older people. - In Flintshire, Leeswood and Pontblyddyn have embarked on the process of age-friendly community development. Big Lottery Funding has been awarded to progress the work, providing additional support to the community. The funding comes from a wider project to develop age-friendly communities in rural Wales through the Volunteering Matters Rural Wisdom project¹⁴. 	
CADR, Living Streets, Local Authorities	Rollout the age-friendly walkability survey across Wales, engaging with communities across Wales to better understand how walkable people find their neighbourhoods. Evaluate findings and identify actions to take forward with Local Authorities and key partners.
<p>Progress: Individuals and communities across Wales are participating in the survey and are providing useful feedback on the key issues in their areas. The evaluation</p>	

¹³ <http://www.ageingwellinwales.com/Libraries/Documents/Fishguard-Goodwick-Indicator-Report---formatted.pdf>

¹⁴ <https://volunteeringmatters.org.uk/news/big-funding-big-project-shaping-rural-communities-support-older-people/>

of responses will be completed by the Autumn 2017 and will provide an indication of how age-friendly Wales' streets are and what actions are needed to improve walkability.

<p>Volunteering Matters, Age Alliance Wales, Cymru Older People's Alliance (COPA), Local Authorities</p>	<p>Volunteering Matters, in partnership with the Local Authority Strategy Coordinators and Age Alliance Wales, to develop the Wales Guide to Developing Age-Friendly Communities and the Wales Age-Friendly Indicator Set. In partnership with COPA, publication of a short guide to Age-Friendly Communities, guides on the WHO domains and the development of good practice models and a recognition scheme for the engagement of older people in decision-making to inform local action plans.</p>
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Progress: A range of new materials and resources were published in Spring 2017, providing individuals and communities with some practical advice and support on how to develop age-friendly communities in their areas^{15 16}. Development of an age-friendly recognition scheme to recognise good practice across Wales. Furthermore, the Centre of Innovative Ageing at Swansea University has published OPERAT (Older People's External Residential Assessment Tool), a tool to measure how well their neighbourhoods meet the needs of older people, and will be training older people on how to use the tool¹⁷.

Developing an Age-Friendly Community through transport

<p>RNIB Cymru, Age Alliance Wales</p>	<p>An increasing number of bus and train stations, and active travel routes across Wales become age-friendly so that older people, and those living with sensory loss, have a better experience and accessibility as a pedestrian and when travelling by bus and/or rail.</p>
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Progress: There is increasing recognition that age-friendly transport needs to be a priority across Wales. Relevant developments include the Welsh Government's commitment to develop age-friendly and accessible transport following the Cabinet Secretary's announcement, an Age Cymru event in December 2016^{18 19}, and the establishment of a new Welsh Government Accessible Transport Panel.

¹⁵ <http://www.ageingwellinwales.com/Libraries/Documents/Creating-Age-Friendly-Communities-eng.pdf>

¹⁶ <http://www.ageingwellinwales.com/Libraries/Documents/Age-Friendly-Business-Guide-eng.pdf>

¹⁷ <http://www.swansea.ac.uk/media-centre/latest-research/newtoolwillhelpolderpeopletoratetheircommunity.php>

¹⁸ <http://gov.wales/newsroom/transport/2016/141214infra/?lang=en>

Developing an Age-Friendly Community through outdoor spaces and buildings	
Local Authorities	An increasing number of communities, local parks and green spaces across Wales become age-friendly. For example, these places are more accessible for older people to stay physically active, include good signage, have adequate provision of public toilets and sufficient park benches. To support Local Authorities, publication of new age-friendly publications on streets, green spaces and transport.
Local Authorities, Welsh Government	Planning departments and the Welsh Government Planning Guidance take forward an age-friendly approach so that older people live in a more inclusive and accessible area and decisions are made that consider their needs.
<p>Progress: There is increasing recognition that age-friendly planning needs to be a priority across Wales. Relevant developments include engagement with Local Authority colleagues at the WLGA event in January 2017, and recommendations to work with local planning authorities to establish age-friendly neighbourhoods in the Expert Group on Housing an Ageing Population in Wales report²⁰. Furthermore, development of new age-friendly publications on streets, green spaces and transport, to be published in late 2017/early 2018.</p>	
Developing an Age-Friendly and Dementia Supportive Community through social participation, respect and social inclusion	
National Museum Wales, Visit Wales, Cadw, Arts Council of Wales, Society of Chief Librarians, Sport Wales	An increasing number of local galleries, libraries, museums and sports venues become age-friendly and dementia supportive so that these places, and cultural events and heritage sites, better understand older people's needs, provide relevant support and are age-inclusive.
Age Alliance Wales, Carers	An increasing number of local banks, shops and community pharmacies become age-friendly and are better able to understand and respond to the needs of older people with

¹⁹ <http://www.ageuk.org.uk/cymru/latest-news/age-friendly-transport-event/>

²⁰ <http://gov.wales/docs/desh/publications/170213-expert-group-final-report-en.pdf>

Trust Wales	dementia and their carers, as well as those living with sensory loss, through providing relevant support, an inclusive service and appropriate signposting.
COPA	Develop an engagement mechanism for older people to engage and speak to local businesses about being age-friendly.
<p>Progress: Development and expansion of the Age-Friendly Culture Network, led by Age Cymru, Amgueddfa Cymru - National Museum Wales and the Arts Council of Wales and launched in April 2017. The age-friendly business guide was published in Spring 2017 and provides businesses with practical advice and support on how to make themselves age-friendly²¹. An engagement mechanism to enable older people to link directly with businesses was also published in Spring 2017²².</p>	

²¹ <http://www.ageingwellinwales.com/Libraries/Documents/Age-Friendly-Business-Guide-eng.pdf>

²² <http://www.ageingwellinwales.com/en/business>

Dementia Supportive Communities

Lead Partner(s)	Action
Developing a Dementia Supportive Community at a local level	
Local Authorities, WLGA	Work with Local Authorities to develop the dementia supportive communities proposals in the local Ageing Well plans.
<p>Progress: Developments are taking place in communities across Wales. For example:</p> <ul style="list-style-type: none"> - Anglesey County Council is working with Crossroads to provide tailored day care services for people living with dementia. This is a pilot project testing out a community commissioning model with the Local Authority providing a facilitating role to support Social Enterprises and Community Alliances to commission services directly with care providers. - In Llanelli, partners have built upon the success of community initiatives such as establishing the first dementia friendly market in Wales by rolling out 'Fulfilled Lives', an outcome based commissioning service. The project involves community resilience coordinators who work with domiciliary care providers to support dementia friendly venues based on the needs and interests of individuals. - In Neath Port Talbot, the Council staff's own Health and Wellbeing Group has sponsored Alzheimer's Society dementia awareness sessions for all staff, as many are carers or may know someone living with dementia, and as a large employer this has increased community awareness. - The Leisure Service in Gwynedd Council 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 currently runs in five centres and participants take part in physical and social activities in the centres. - Swansea is working towards achieving its dementia friendly city status, whilst similar work is being undertaken to develop Barry as a dementia supportive 	

community (Vale of Glamorgan).

- In the Gwent 'region', the five Public Services Boards²³, through links with the Regional Partnership Board, are working together to adopt dementia friendly accreditation through the Alzheimer's Society. The accreditation involves staff receiving Dementia Friends awareness, designating a lead champion within the organisation and promoting dementia friendly practices. To date, 11,000 people have received dementia friends awareness and 200 people have trained as champions. St Joseph's RC High School in Newport has also been accredited as the first dementia friendly school in Wales.

Alzheimer's Society

Rollout the Ageing Well guide on dementia supportive communities, engage with individuals, volunteers and local community groups across Wales to provide practical advice and support on establishing a local dementia supportive community.

Progress: Significant interest in the guide amongst individuals and communities across Wales²⁴. Further Ageing Well network events on dementia supportive communities, with the latest taking place in Denbigh and Bridgend in March 2017.

Developing a Dementia Supportive Community with a clear, strategic and joined-up approach at national level

Welsh Government

Development of a new National Dementia Strategy with clear measureable actions for a range of partners so that Wales is a better place for older people living with dementia, their family and carers.

Progress: The draft strategy was published and was open for consultation until early April 2017²⁵. The final strategy is expected to be published in the Autumn. In the Gwent 'region', the regional Dementia Board has developed a draft dementia strategy to set out how the recommendations of the National Dementia Strategy will be delivered for the people of Gwent. The regional strategy, supported by local Assembly Members, will include an action plan setting out the actions to progress, and the regional strategy will be launched in conjunction with the National Dementia Strategy.

²³ The five Public Services Boards are: Newport, Caerphilly, Blaenau Gwent, Torfaen and Monmouthshire

²⁴ <http://www.ageingwellinwales.com/Libraries/Documents/Pocket-Guide-to-Being-Dementia-Supportive-eng.pdf>

²⁵ <https://consultations.gov.wales/consultations/draft-national-dementia-strategy>

Developing a Dementia Supportive Community with improved community safety and better awareness of social issues affecting people living with dementia	
Police and Crime Commissioners	The Gwent Police ‘Herbert Protocol’ ²⁶ is developed across all police forces in Wales so that older people living with dementia in care homes who go missing are found.
Progress: North Wales Police, in partnership with Conwy County Borough Council, has undertaken a pilot with the aim to ‘save minutes and lives’ when care home residents go missing ²⁷ . Dyfed Powys and South Wales Police are also introducing the scheme in their force areas.	
Developing a Dementia Supportive Community through an increasing number of individuals learning about and raising awareness of dementia to better support people living with dementia	
Alzheimer’s Society	The Dementia Friends and Champions initiative continues to extend across Wales so that individuals and organisations have a better understanding of dementia and are encouraged to take local actions that will make a big difference to the lives of people living with dementia, and their carers.
Progress: An increasing number of individuals and institutions are being recognised as Dementia Friends. For example, the police team in Prestatyn has undertaken Dementia Friends training, North Wales Fire and Rescue Service has become the first dementia friendly organisation in north Wales, whilst the Welsh Ambulance Service was shortlisted for the Alzheimer’s Society Dementia Friendly Awards 2016 ^{28 29 30} . With the focus on person-centred care, the Welsh Ambulance Service has also introduced ‘This is me’, a simple and practical tool that people living with dementia, particularly those with communication difficulties, can use to tell staff about their needs, preferences, likes and dislikes ³¹ . In Powys, the success	

²⁶ <https://www.gwent.police.uk/en/advice/advice/g-p-graffiti-paying-a-fine/missing-people/herbert-protocol-living-with-dementia/>

²⁷ <http://www.northwalessafeguardingboard.wales/missing-adult-scheme-launch-herbert-protocol/>

²⁸ <http://prestatynfriendly.co.uk/police/>

²⁹ <http://www.nwales-fireservice.org.uk/news/2017/1/12/north-wales-fire-and-rescue-service-becomes-first-dementia-friendly-organisation-in-north-wales/?lang=en>

³⁰ <http://www.was-tr.wales.nhs.uk/Default.aspx?gcid=1345&pageId=2&lan=en>

³¹ <http://www.ambulance.wales.nhs.uk/assets/documents/20ee74ef-df2a-4936-9b27-a7c441063fa0635767021683586473.pdf>

of the grassroots initiative Brecon Dementia Friendly Community has led to the launch of Dementia Matters in Powys³², which will coordinate the actions of community groups with Local Authority and statutory bodies across the county, sharing good practice and building upon existing success.

Developing a Dementia Supportive Community through better support, understanding and empathy in health settings

Local Health Boards

Family carers of older people living with dementia are able to stay with their relative in hospital as their expertise is recognised as a core part of the care team. This will enable individuals living with dementia to respond more positively to treatment and improve decision-making about the individual and family carers needs.

Progress: Abertawe Bro Morgannwg University Health Board has pledged its support for John’s Campaign, which recognises the important role carers have in the lives of people living with dementia (February 2017)³³. The importance of the campaign is also reflected in a Community Health Council report on ‘Older People in Community Hospitals: Avoiding Boredom and Loneliness’³⁴.

Developing a Dementia Supportive Community through improved access and participation in sport and culture

Alzheimer’s Society, The Sporting Memories Foundation

Promote and expand the Sporting Memories³⁵ approach across Wales so that older people living with dementia have better opportunities to participate in sporting and cultural events, and receive help and support in the community through sport.

Progress: Following consultation with older people and local, regional and national service providers, funding bids have now been submitted by The Sporting Memories Foundation for a five year project. Core partners for the Sporting Memories Wales project include Glamorgan County Cricket Club and Alzheimer’s Society, and expressions of interest have also been received from many

³² <http://www.dementiamatterspowys.org.uk/>

³³ <http://www.wales.nhs.uk/sitesplus/903/news/43952>

³⁴ <http://www.wales.nhs.uk/sitesplus/documents/903/Older%20People%20in%20Community%20Hospitals%20%28Final%20Report%20English%20December%202016%29.pdf>

³⁵ <http://www.sportingmemoriesnetwork.com/>

professional sports clubs across Wales.

Falls Prevention

Lead Partner(s)	Action
Improving and addressing falls prevention at a local level	
Local Authorities, WLGA	Work with Local Authorities to develop falls prevention proposals in the local Ageing Well plans.
<p>Progress: A number of developments are taking place across Wales. For example:</p> <ul style="list-style-type: none"> - Domiciliary care staff in Flintshire have been trained to use Falls Risk Assessment Tool (FRAT). - Care Home staff in Swansea are receiving falls training and making use of the Falls Prevention Guide. - Community Wellbeing Coordinators in the Vale of Glamorgan are working with GPs to signpost people towards falls prevention initiatives. - The Community Assistance Team (CAT) pilot in Conwy and Denbighshire has helped people who have experienced a fall at home³⁶. The pilot has resulted in positive outcomes such as reduced waiting times for assistance, reduced pressure on Ambulance Service colleagues and a more effective pathway into the falls prevention service for those who need help after a fall. - Cwm Taf Local Health Board has worked with partners to develop a Falls Awareness Resource Pack and Handbook. Following a successful pilot, falls awareness sessions are being rolled out in partnership with Registered Social Landlords. Participants take part in a ten week course to inform, educate and provide practical advice on falls awareness. - Consultation events on falls prevention being held across Wales. 	
Improving and addressing falls prevention at national level	
Welsh Government, Care and Repair, Public	Take forward the Welsh Government Prudent Healthcare Falls Prevention National Task Force, bring together all relevant partners to coordinate efforts on falls prevention and develop common aims and outcomes so that there is a consistent national

³⁶ <http://www.ambulance.wales.nhs.uk/Default.aspx?gcid=1359&pageId=2&lan=en>

<p>Health Wales, CSP, Age Cymru, Local Health Boards, 1000 Lives Improvement</p>	<p>approach to tackling falls across Wales.</p>
<p>Progress: The Task Force met in January 2017 as part of the 1000 Lives Improvement prudent healthcare event on falls prevention for older people³⁷. Key priorities include raising public awareness to reduce the risk of falls amongst older people, and developing a data sharing pathway between the NHS and non-NHS organisations.</p>	
<p style="text-align: center;">Improving falls prevention through the development of the ‘Make Every Contact Count’ approach</p>	
<p>Care and Repair, Age Cymru, Welsh Ambulance Service NHS Trust, Fire and Rescue Services</p>	<p>Agencies and services entering people’s homes provide practical information and advice on falls so that older people are more aware of the risks of falling and know how they can help themselves.</p>
<p>Progress: The Welsh Ambulance Service and Aneurin Bevan University Health Board have launched the Falls Response Service, which has already helped more than 200 people who have experienced a fall³⁸. Care and Repair, in partnership with key partners, is undertaking further steps to roll out the Making Every Contact Count (MECC) approach³⁹, whilst Fire and Rescue Services across Wales are also committed to MECC and supporting older people in their community safety role^{40 41 42}.</p>	

³⁷ <http://www.wales.nhs.uk/sitesplus/888/news/43788>

³⁸ <http://www.was-tr.wales.nhs.uk/?gclid=1375&pageid=2&lan=en>

³⁹ http://www.careandrepair.org.uk/news/2016/10/27/my-pledge-to-help-prevent-falls/?text_size=1

⁴⁰ <http://www.wales.nhs.uk/sitesplus/documents/888/13.%20Emma%20Girvan.pdf>

⁴¹ <http://www.mawwfire.gov.uk/English/Contacts/Pages/CorporatePlan1722/Objective-1.aspx>

⁴² https://www.wao.gov.uk/sites/default/files/seminar_documents/Frequent_Users_Making_Every_Contact_Count.pdf

Improving falls prevention through the dissemination of helpful guides, toolkits and awareness raising campaigns	
Public Health Wales, Age Cymru, Chartered Society of Physiotherapy	The 'Steady on...Stay SAFE' campaign ⁴³ , the 1000 Lives Improvement service ⁴⁴ , the 'Avoiding slips, trips and falls' guide ⁴⁵ and the 'Get Up and Go' guide ⁴⁶ are all promoted and developed across Wales so that older people are more aware of the risks of falling and know how they can help themselves. Development of a falls prevention tool and brief intervention.
Progress: A successful falls prevention week was held in February 2017 to highlight the 'Steady On...Stay SAFE' campaign ⁴⁷ . The week involved a number of partners and focused on the key messages to reduce the risk of falls amongst older people: stay active and strong, tell someone if you fall, and be aware of trip hazards at home. Furthermore, Community Pharmacy Wales launched an awareness raising campaign throughout February to highlight the risk of falls and how to avoid them ^{48,49} . The National Task Force will also prioritise interventions using the 'Steady On...Stay SAFE' campaign ⁵⁰ .	
Improving falls prevention through better engagement and consultation with older people in health settings	
Local Health Boards	Local services and primary care practices have a better understanding of older people's circumstances and provide relevant help and support so that they are less likely to fall.
Progress: A number of developments are taking place across Wales. For example, clinical staff in Betsi Cadwaladr University Health Board are attending compulsory falls training, and the Hospital Falls Pathway for north Wales was launched in December 2016. Falls prevention continues to be a priority in Cardiff	

⁴³ <http://www.wales.nhs.uk/sitesplus/888/news/43975>

⁴⁴ <http://www.1000livesplus.wales.nhs.uk/falls>

⁴⁵ <http://www.ageingwellinwales.com/Libraries/Documents/Avoiding-Slips-Trips-and-Falls.pdf>

⁴⁶ <http://www.csp.org.uk/publications/get-go-guide-staying-steady>

⁴⁷ <http://www.careandrepair.org.uk/en/news/falls-are-not-inevitable-part-growing-old/>

⁴⁸ <http://www.screeningforlife.wales.nhs.uk/news/43975>

⁴⁹ <http://www.cpwales.org.uk/Contractors-Area/Public-Health-Campaign/Falls-Campaign/Contractor-Briefing-Letter.aspx>

⁵⁰ <http://www.ageingwellinwales.com/en/resource-hub/fp-resources>

and Vale University Health Board, with further opportunities for older people to participate in the Otago Exercise Programme⁵¹.

Improving falls prevention through encouraging older people to participate in exercise classes and health, wellbeing and sport schemes

Public Health
Wales, Age
Cymru, Welsh
Local
Government
Association,
Local
Authorities

The National Exercise Referral Scheme (NERS)⁵², which supports older people following a clinical referral to improve their strength, posture and balance to reduce the risk of falls, delivered by the Local Authority Specialist Level 4 PSI NERS instructors operating to standard evidenced based guidelines. The Age Cymru Low Impact Functional Training (LIFT) exercise classes, are promoted and expanded across Wales so that older people's resilience is improved and they are less likely to fall.

Progress: The NERS Falls Prevention Pathway is only accessible following a referral from an approved NHS Health Professional. It is currently offered in all of Wales' Local Authorities except one and referrals are slowly increasing.

⁵¹ <http://www.cardiffandvaleuhb.wales.nhs.uk/falls-prevention>

⁵² <https://wlga.wales/national-exercise-referral-scheme-ners>

Opportunities for Learning and Employment

Lead Partner(s)	Action
Improved Opportunities for Learning and Employment at a local level	
Local Authorities, WLGA	Work with Local Authorities to develop learning and employment opportunities proposals in the local Ageing Well plans.
<p>Progress: A number of developments are taking place across Wales. For example:</p> <ul style="list-style-type: none"> - The ‘Simon Says’ awareness raising campaign in Caerphilly highlights key issues for older people, including developing financial skills and the uptake of financial entitlements⁵³. - The European Social Fund OPUS project led by Anglesey Council involves an Older Person’s Mentor to make the links with local businesses and improve older people’s employment prospects in such workplaces. - The provision of opportunities for older people in Torfaen to get back into the workplace via the WCVA New Challenge project funded by the European Social Fund, for example the introduction of job placements for individuals with ‘host’ companies and targeted skills and training opportunities through the Council. - In Cwm Taf, Local Authorities will help to promote age-friendly businesses via relevant materials and awareness raising publications. 	
Improved Opportunities for Learning and Employment through promoting age-friendly and age-diverse workplaces and tackling ageism in employment	
Welsh Government, Business in the Community, Wales TUC	Rollout the Ageing Well guide on age-friendly businesses, engage with employers across Wales, provide practical advice and support on how to make businesses more age-friendly.
<p>Progress: The guide was published in Spring 2017, and has been shared with employers of all sizes across Wales via Ageing Well networks⁵⁴.</p>	
Welsh	Encourage employers and services across Wales to develop age-

⁵³ <http://www.caerphilly.gov.uk/News/News-Bulletin/April-2016/Simon-Says-campaign-is-launched>

⁵⁴ <http://www.ageingwellinwales.com/Libraries/Documents/Age-Friendly-Business-Guide-eng.pdf>

Government	friendly workplaces and tackle ageism via the ‘Age of Investment’ campaign ⁵⁵ so that older employees and jobseekers are better able to access employment opportunities.
<p>Progress: Phase Two of the campaign is underway, with the focus on raising awareness amongst employers of the need to retain older workers, and encourage employers to invest in the skills of their workforce. Research on skills investment and older workers took place in February 2017. The campaign will continue to focus on a positive media profile around the value of investing in skills and the contribution older workers have to make. Furthermore, the campaign linked with other partners during Skills for Work Week in May 2017⁵⁶, and a specific older people’s media campaign was also launched in May 2017⁵⁷.</p>	
<p align="center">Improved Opportunities for Learning and Employment through increased and better access to apprenticeship opportunities</p>	
Welsh Government	Apprenticeship opportunities for people of all ages are developed. Actions to develop older people’s skillsets are included in the all-age Employability Programme so that older people are better able to access employment opportunities.
<p>Progress: Opportunities for older people to take on apprenticeships were highlighted during Apprenticeship Week Cymru in March 2017⁵⁸. The all-age Employability Programme will be published in the Summer 2017, and will help promote age-diverse workforces, engage with employers to identify ways of retaining and recruiting older workers, and identify the skills needs of older workers, including adult community learning, digital and financial skills.</p>	
<p align="center">Improved Opportunities for Learning and Employment through the development of digital skills and uptake of digital services</p>	
Welsh Government	An increasing number of older people become digital users via the Digital Inclusion Strategic Framework for Wales ⁵⁹ so that they have the skills and confidence to access learning and employment

⁵⁵ <https://businesswales.gov.wales/skillsgateway/age-investment>

⁵⁶ <http://www.learningandwork.wales/our-work/promoting-learning-and-skills/skills-work-week-15th-21st-may-2017>

⁵⁷ <http://gov.wales/newsroom/educationandskills/2017/170517-no-best-before-date-for-welsh-workers/?lang=en>

⁵⁸ <http://gov.wales/topics/educationandskills/skillsandtraining/apprenticeships/apprenticeship-week/?lang=en>

⁵⁹ <http://gov.wales/topics/science-and-technology/digital/digital-inclusion/?lang=en>

	opportunities.
<p>Progress: Older people will continue to benefit from digital inclusion opportunities via the Digital Communities Wales programme⁶⁰. Recent examples include the Third Sector Doctor Project in Wrexham and the Newydd Housing project, which provides housing tenants in Rhondda Cynon Taf and the Vale of Glamorgan with IT kit and support^{61 62}.</p>	
<p>Improved Opportunities for Learning and Employment through the development of financial skills, better financial planning and improved financial resilience</p>	
<p>Money Advice Service, Welsh Government</p>	<p>An increasing number of older people are able to manage their finances better via the Financial Capability Strategy for Wales⁶³ and Financial Inclusion Strategy for Wales⁶⁴ so that they can plan better for the future, feel more confident about financial planning and are more resilient with their finances in later life.</p>
<p>Progress: Meetings have been held with financial capability forums across Wales in February/March 2017 to discuss key issues for older people. Work continues to address older people's financial needs via the Welsh Government Financial Inclusion Delivery Plan, published in December 2016⁶⁵. Good practice at the local level includes a new Money Advice Service 'What Works Fund' project in partnership with Age Cymru Swansea Bay⁶⁶. The project will support people aged 65+ in Swansea with confidence building on financial planning, help individuals to understand how to use online financial services, and how to plan ahead and manage their finances through life events.</p>	
<p>Improved Opportunities for Learning and Employment through the development of key skills in later life</p>	
<p>Learning and Work Institute,</p>	<p>Development of a 'Guide to Ageing Well' so that older people become more resilient and better prepared in later life through the</p>

⁶⁰ <https://digitalcommunities.gov.wales/updates/2m-support-for-digital-communities-wales-announced/>

⁶¹ <https://digitalcommunities.gov.wales/updates/digital-inclusion-and-the-third-sector-doctor-project-at-avow/>

⁶² <https://digitalcommunities.gov.wales/updates/innovative-project-helps-housing-tenants-access-it-kit-and-support/>

⁶³ https://prismic-io.s3.amazonaws.com/fincap-two%2F3f5d1d53-7e35-44f2-aae2-e5e9c8904a28_fincap+wales+full+strategy.pdf

⁶⁴ <http://gov.wales/topics/people-and-communities/communities/debt/?lang=en>

⁶⁵ <http://gov.wales/docs/dsjlg/publications/comm/161214-delivery-plan-en.pdf>

⁶⁶ <http://www.ageuk.org.uk/cymru/swanseabay/news/mas-funding-won/>

Welsh Government	uptake of digital, financial and wellbeing skills.
Progress: Discussions are underway with key partners regarding this piece of work, which is scheduled for publication in late 2017/early 2018.	
Improved Opportunities for Learning and Employment through the development of community and adult-based learning	
Learning and Work Institute, Royal Voluntary Service, Men's Sheds, Open University, U3A	Rollout the Ageing Well guide on setting up a community learning club, engage with community groups, volunteers and individuals across Wales, provide practical help and support to establish a local community group using existing skills, knowledge and facilities.
Progress: The guide was published in the Spring 2017 and has been shared across Wales via Ageing Well networks ⁶⁷ .	
Learning and Work Institute, Open University, education providers	Communities and volunteers are better supported and know how to set up community-based learning groups so that older people are able to access local learning and skills opportunities.
Progress: Opportunities for older people to access community-based learning was discussed at the Learning and Work Institute conference on Adult Learning in November 2016, with further awareness raising during Adult Learners Week in June 2017 ⁶⁸ .	

⁶⁷ <http://www.ageingwellinwales.com/Libraries/Documents/Learning-Club-Guide-eng.pdf>

⁶⁸ <http://www.learningandwork.wales/our-work/promoting-learning-and-skills/adult-learners-week-0>

Loneliness and Isolation

Lead Partner(s)	Action
Address loneliness and isolation at a local level	
Local Authorities, WLGA	Work with Local Authorities to develop strategies to tackle loneliness and isolation in the local Ageing Well plans.
<p>Progress: A number of developments are taking place across Wales. For example:</p> <ul style="list-style-type: none"> - In Flintshire, a ‘heatmap’ has been developed to help identify people at risk of experiencing loneliness, particularly in rural areas. Working with partners to consider opportunities to alleviate/reduce the risk of loneliness, the new map will be used alongside local knowledge and information to help ensure that resources are directed towards those most likely to be in need of help and support. - In Carmarthenshire, weekly activity programmes have been developed to address loneliness within extra care schemes and residential care homes, whilst similar activities and support have been developed to help older people in sheltered housing who are at risk of loneliness and isolation. - Since its launch in January 2017, Local Authorities in South East Wales are working with Aneurin Bevan University Health Board on the ‘Ffrind i Mi’ initiative, which helps people who feel lonely or isolated through partnership working, volunteering and befriending services⁶⁹. 	
Address loneliness and isolation by the dissemination of helpful guides, toolkits and campaigns	
Campaign to End Loneliness, Royal Voluntary Service, British Red Cross, Men’s	Toolkits, resources and awareness raising materials are promoted and developed across Wales so that the needs and circumstances of older people are better understood and they are less likely to feel lonely and socially isolated.

⁶⁹ <https://www.ffrindimi.co.uk/>

Sheds	
<p>Progress: The Campaign to End Loneliness is delivering a new UK-wide project to tackle loneliness through community collaboration⁷⁰. The project will involve a dedicated coordinator to oversee progress in Wales as well as pilots taking place in Carmarthenshire and Pembrokeshire. Furthermore, the British Red Cross/Royal Voluntary Service ‘Camau Cadarn’ project continues to help older people to regain their independence and make them less susceptible to the risks of loneliness⁷¹.</p>	
<p style="text-align: center;">Address loneliness and isolation through the development of a national strategy involving key partners</p>	
Welsh Government	Tackling loneliness and isolation is identified as a public health priority via a National Strategy which will set actions to ensure that older people are less likely to feel lonely and socially isolated.
<p>Progress: Discussions continue on the development of a National Strategy, which is due to be published in 2018. Before then, the National Assembly for Wales’ Health, Social Care and Sport Committee is undertaking an Inquiry into loneliness and isolation⁷².</p>	
<p style="text-align: center;">Address loneliness and isolation through the development of community support</p>	
Age Cymru	Action is taken by a wide range of partners via the Wales Against Scams Partnership (WASP) ⁷³ so that older and vulnerable people across Wales are less likely to be victims of doorstep crime and scams.
<p>Progress: WASP partners will hold further discussions on the possibility of publishing an impact report in 2017, outlining achievements since the formal launch in March 2016. Further publications could include a ‘How to avoid scams’ guide, and further discussions will be held regarding a joint piece of work with the National Assembly for Wales’ Cross-Party Group on Older People and Ageing.</p>	

⁷⁰ https://www.biglotteryfund.org.uk/global-content/press-releases/uk-wide/130117_uk_local_neighbourhoods_inspired_tackle_loneliness

⁷¹ <http://www.redcross.org.uk/About-us/Media-centre/Press-releases/Regional-press-releases/Wales-and-western-England/British-Red-Cross-and-Royal-Voluntary-Service-improve-the-independence-of-older-people>

⁷² <http://senedd.assembly.wales/mgIssueHistoryHome.aspx?IId=16359>

<p>CADR, Royal Voluntary Service, British Red Cross</p>	<p>Rollout the Ageing Well guide on coping with loneliness, engage with community groups, individuals and volunteers across Wales, provide practical help and support to ensure that older people are more resilient and less likely to experience loneliness.</p>
<p>Progress: The guide was published in the Spring 2017 and has been shared across Wales via Ageing Well networks⁷⁴.</p>	
<p>Address loneliness and isolation through the development and expansion of mental health and befriending services</p>	
<p>Welsh Government, Local Health Boards</p>	<p>Through the Together for Mental Health Delivery Plan for Wales⁷⁵, services, including befriending schemes, have a better understanding of the impact of loneliness and social isolation on mental health so that older people are less likely to feel lonely and socially isolated.</p>
<p>Progress: Continue to work on the priority area 'To improve the health and wellbeing of people in Wales by reducing loneliness and unwanted isolation' with key partners.</p>	
<p>Community Housing Cymru, Housing Leadership Cymru</p>	<p>Housing associations and social landlords better understand the risks of loneliness and isolation and provide help and support so that older tenants are less likely to feel lonely and socially isolated.</p>
<p>Progress: Take forward the commitments to reduce loneliness and isolation in the Welsh Government Expert Group on Housing an Ageing Population in Wales report⁷⁶. Discussions are also underway with ategi regarding the potential rollout of Homeshare in Wales.</p>	

⁷⁴ <http://www.ageingwellinwales.com/Libraries/Documents/Loneliness-pocket-guide-eng.pdf>

⁷⁵ <http://gov.wales/topics/health/nhswales/plans/mental-health/?lang=en>

⁷⁶ <http://gov.wales/docs/desh/publications/170213-expert-group-final-report-en.pdf>