

Welcome...

Welcome to the first edition of the **Partnerships for Older People Projects (POPP)** newsletter. Older people have told us that they want to be cared for in their own homes and communities for as long as possible. They want services, which enable them to have greater personal control over their health and well-being, to be empowered to manage their changing needs and to support independence and interdependence. These aims lie at the heart of the POPP programme and are reinforced by the vision set out in the White Paper, *Our Health, our care, our say: a new direction for community services*.

The White Paper highlights the importance of giving people more choice and a louder voice with a view to shifting the whole system towards the active engaged citizen in his or her local community. The meaningful engagement of older people is an underlying principle of the POPP programme. This newsletter presents some early examples of how older people are being engaged and involved at both national and local level within the POPP programme. We hope that you will find this interesting and informative.

The Department of Health launched Partnerships for Older Peoples Projects (POPP) in March 2004. The programme is investing £60 million ring-fenced funding (£20m in 2006/07 and £40m in 2007/08) for Councils with Social Services Responsibilities (CSSRs) to establish locally innovative pilot projects in partnership with older people, PCTs, the voluntary, community and independent sector. The key aim of the pilots is to deliver large-scale system reform across health and



POPP supports older people making a positive contribution

care services to deliver improved outcomes for older people.

The pilots are focused on demonstrating improvements in the following three key areas:

- ◆ providing more low-level care and support in the community to improve the health, well-being and independence of older people, preventing or delaying the need for higher intensity and more costly care;
- ◆ reducing avoidable emergency admissions and/or bed-days for older people; and
- ◆ supporting more older people to live at home or in supported housing such as sheltered or Extra-care housing, as opposed to in long-term residential care.

The POPP programme is awarding funding of up to two years to 29 partnerships across the country during 2006-2008, with a view to demonstrating a range of models and identifying approaches, which are potentially replicable across England in different health

Continues on page 2



The Brighton and Hove Older People's Council

In June 2003 Brighton & Hove became the first local authority in the country to establish a directly elected older people's council. The Older People's Council (OPC) is an independent body set up and supported by Brighton and Hove City Council. The OPC works in partnership with the City Council and other large statutory services (e.g. health) making sure that older people have a say in the services and policies.

The idea of a directly elected body came from Denmark where it is a statutory requirement for every town and city to elect a Seniors' Council.

The Older People's Council exists to ensure that the needs and contribution of older

people is never ignored. The success of the OPC is due to the hard work and diligence of its elected members, who scrutinise policy and committee papers, keep up to date with a vast range of issues, attend meetings and forums, and take up issues with city councillors, local MPs and directly to government Ministers when appropriate.

Continues on page 8

Welcome... (cont)

and social care communities.

The pilots have been launched in two phases. The first phase (19 pilot sites) were launched in May 2006 and were awarded a share of £41m.

The second phase (10 pilots) were announced on 7 December 2006 and are being awarded a share of £18.5m.

The second phase pilots became operational on 1 May 2007.

All pilots are receiving implementation support through the Care Services Improvement Partnership (CSIP) and are subject to robust evaluation at local and national level.

The Department of Health is funding a two and a half year national evaluation of the POPP programme, which began in April 2006.

The national evaluation is being led by the University of Hertfordshire in partnership with the London School of Economics, University College London, the University of Keele and John Moores University.

A progress report providing interim findings and key lessons learnt will be published in the autumn and a final report will be published in October 2008.

Useful websites:

www.hertsac.uk/cripacc

www.changeagentteam.org.uk

The experiences of a Dorset Wayfinder

The identification, support and development of a network of older people as local leaders for change is a key component of the **Dorset POPP project**.

David

David Cramer, aged 65, is a Dorset Wayfinder who has just qualified for a bus pass. "I first became involved in Wayfinders when I lost my job on medical grounds and was re-housed in a housing association complex for older people. I became aware that the biggest problem facing older people was loneliness". He saw an advert in the local newspaper recruiting Wayfinders before the project had got off the ground. In the interview he instantly knew it was a role that he could feel comfortable in.

David describes the Wayfinders four-day training as "superb - it covered equality and diversity - it was a real insight. Our role is to get information out to older people and let them know we can help." He recently manned a Wayfinders information table in a medical centre and it was so successful that they now have a fortnightly presence in the centre. "People are waiting for the doctor's appointment in the surgery anyway so they have the opportunity to chat and ask us for advice. If we can't help them there and then, we make an appointment to visit them at home."

Wayfinders' primary task is to signpost older people to where they can access specialist advice and services to enable them to have a more comfortable life. It takes the more mundane tasks away from social workers so eases the burden.

For the purposes of Wayfinders, Dorset has been split into 33 cluster areas – with approximately two Wayfinders in each. That makes 60 Wayfinders in total in the county, each working nine hours per

week. Each cluster is guided by a neighbourhood leader.

Examples of how they have helped people include an elderly lady who received two different energy bills for the same service and was getting very distressed. She had previously changed suppliers but their IT system had made a mistake. Wayfinders arranged for a Citizens' Advice Bureau expert to come round to solve the problem.

Another example is a lady whose husband has been admitted into a care home but she could not catch a direct bus to visit him. Wayfinders helped her with transport.

Wayfinders helps with life's irritations and problems such as finding a trustworthy tradesperson or filling in complex forms. As David says: "We try to get across that there is help available."

Brenda

Brenda, aged 76, another Dorset Wayfinder says: "We visit older peoples' lunch clubs in villages and towns to explain what Wayfinders does. We belong to Age Concern in Dorchester so work in partnership with the charity. We find out what older people want, research the information and get back to them. We give them the ideas, then let them make decisions. It empowers them to make informed decisions."

Brenda lost her husband a few years ago and now throws her heart and soul into helping others in the community.



POPP enhances a healthy body and mind

For more information email: dorsetpopp@dorsetcc.gov.uk

Teleclub - a technological triumph

Norfolk's **At Home but Not Alone** comprises six sub-projects, one of which is the ground-breaking 'Teleclub'. This is a social club run using technology, mainly the telephone but it also introduces older people to IT and email. It aims to offer older people more diverse and stimulating contact than just a traditional befriending service.

The Teleclub initiates discussion groups via conference calling, to link older people with each other and also volunteers. Norfolk is a very rural county where face-to-face social interaction is not always easy and sometimes impossible for older people, so teaching people to use technology can reduce isolation. Most Teleclub members are in their early 80s and have little previous IT or technological experience but they have been very receptive, with 50 enthusiastic regular users after only a few months.

Hospital radio and parish newsletters are used to spread the word, which is essential as the target audience is isolated people who are obviously hard to reach.

To enable Teleclub to happen, Norfolk POPP funds technology training courses for older people both at

community centre and in their own homes. It employs four dedicated full-time staff, alongside volunteers recruited by Norwich and Norfolk Volunteer Service.

Age Concern Norfolk runs the service on behalf of POPP. Brian Jones, Project Manager at Age Concern, explains that to join costs £10 but is free to social worker referrals. Members get up to three calls per week from volunteers; they also run conference calls to put members together. "Members list their personal interests on a form, and these are cross-referenced with other older people in their area. They also receive a quarterly magazine."

POPP and Age Concern also deliver free IT training to the over 65s and work in partnership with 22 libraries around the county, as they run a book club where favourite reads are discussed over the phone.

A signposting service to other organisations and agencies refers older people to specialist advice and help. Brian Jones cites an example where a Teleclub member reclaimed £1000 in back benefits.

Website: www.athomenotalone.co.uk



Madge Kellet, one of the older people who featured in the DVD filmed as "talking heads"

Hearing the voice of users and carers "Loud and Clear"

Leeds POPPs produced a short film entitled **Loud and Clear** to give service users and carers an opportunity to speak to 90 delegates at their celebration event in March 2007.

The Leeds programme provides services specifically for older people with mental health needs and so there are particular challenges to ensuring that older people with dementia and other mental health needs have a real voice.

DVD was used as a communication medium for the event, allowing POPP staff to talk to older people about

Continues on page 8

Perspective of a POPPs Project Manager

On 1st May 2006, Gloucestershire POPP project officially started. It is called **Gloucestershire Care Homes – Part of our Community**.

We are working with older people and the independent sector to look at what is needed in the future, how care services can develop and how best to equip staff for a changing role.

In order to do this, one of our work streams in a comprehensive and complex programme is our Care Home Support Team. We have recruited 26 staff to our multi-disciplinary team, and whilst they didn't all arrive on day one, we are only missing a podiatrist and a speech and language therapist!

The team is working directly with staff in care homes and will be delivering training and support to staff at all levels in the organisation. Our aim is to ensure that staff are enabled, and have opportunities to access local training with colleagues across the health and social care sector. Our staff have been recruited from a wide range of backgrounds, but all have a passion for ensuring improved outcomes for older people.

We are at the very early stages of the programme, but are already being welcomed and invited into homes, which gives immediate encouragement.

If you would like further information, please **contact Justine Rawlings**, Project Manager, on 01452 425 290

Friends who cook together, stay together

POPP promotes active ageing

'Anyone for Lunch?' is a project for older people aimed at bringing folks together in an enjoyment of cooking and healthy eating. The project is managed by **Dorset Food and Health Trust**, which is identifying groups that might benefit. They are especially keen to run cookery sessions for people who have been recently bereaved or have found themselves in the role of carer, but have little or no cookery skills.

The Trust is also looking to help people with specific health problems, such as diabetes, by showing how a good healthy diet can be beneficial in helping to manage such conditions. They are also organising community lunches and helping to set up lunch clubs, which it is hoped will become self-sustaining with the aid of the clubs securing volunteers. Project Worker Sally Knight said: "One of the aims of the project is to get people together and show them that cooking doesn't have to be a chore."

POPP funding will be used to pay for venues, ingredients and project workers to run the events.

Website: dorsetpopp@dorsetcc.gov.uk



POPP supports older people's involvement



Engaging the excluded

Older people were involved from the start in the **Luton POPP** monitoring group. There are now four monitoring group representatives on the main steering group. Of the four representatives, one representative represents Asian community groups and another represents the African Caribbean communities. This has drastically changed the composition of the steering group.

Older people have taken on an equal role to statutory agencies in planning POPP projects and implementation plans. They have become involved in POPP sub-groups, for example, training, equality and carers. They will also be actively involved in the discussions around sustainability. Older people have even represented the POPP partnership at important multi-agency meetings without the support of members of paid staff. Previously excluded and marginalised groups of older people have been actively engaged.

Some of the older people involved in POPP have mental health problems, so are service users. It has also been essential that representatives from the BME communities in Luton have been present and are able to speak up on behalf of their communities. Further work will be undertaken over the next year to look at the needs of hard to reach/excluded groups of older people.

UK Older People's Advisory Group

Over the past year and a half, members of the **UK Older People's Advisory Group (UK OPAG)**, supported by Better Government for Older People and Help the Aged, have been working in partnership with the Department of Health on the POPP initiative. Members of the POPP advisory group are volunteers and their perspective and real life experience of the POPP Advisory group regarding both the challenges and successes of grass roots involvement, has been invaluable.

Advisory group members have brought to the table the issues that really matter to them within partnership working and have given an insight in to important factors, which are often overlooked, that can help or hinder meaningful involvement. For example, recognition that older people are not a homogeneous group, ensuring that involvement is not a one-off but a continuous process which is planned and informed.

This insight from the perspective of local older people will continue to be of real benefit to the programme, helping to promote a culture of responsiveness and partnership working across the country, which is grounded on the needs and aspirations of local people and communities.

POPP promotes peer mentoring



Opportunity for Engagement: Evesham Older People's Forum in Action



POPP enhances quality of life

The **Evesham Older People's Forum** is a group working within the WiNN (Worcestershire Neighbourhood Network) site in Evesham and the surrounding villages. The WiNN staff team could not have anticipated the breadth of involvement and enthusiastic support offered by the membership of the Older People's Forum over the past twelve months.

This article identifies three specific examples of their involvement:

- ♦ Many of the OPF committee are excellent advocates of the need to retain a healthy body and mind and were keen to be involved in the delivery of "active ageing" sessions in the locality. Some had witnessed at first hand the benefits of chair-based exercise, such as 'Extend' and so decided to tender for a contract with Worcestershire County Council. This was successfully gained and we now have a weekly Extend class attended by up to thirty older people and led by a newly trained teacher who is a member of the forum. A further two people are to be trained over the next few months, in order that they too can provide exercise sessions. The entire operation is planned, operated and monitored by OPF members.
- ♦ Discussions with the OPF membership highlighted their concerns regarding the high incidence of falls

FISHNETS for health

Northumberland FISHNETS support and promote healthy active life in older age.

They have established a website is for older people, their families and friends. It is also for anyone who works with older people. Crucially, older people are responsible for the project's direction via a Northumberland FISHNETS Partnership Board and are involved throughout all aspects of the initiative. FISHNETS moves beyond consultation with older

people to their full engagement in the planning, delivery, management, direction and evaluation of the project at every stage.

To encourage physical activity the first Young at Heart event was held at a Sports and Leisure Centre in Alnwick in May 2006. The sport of New Age Kurling was so popular that a set has been purchased for use at the centre. The second Young at Heart event was held at the Sports and Arts Centre in Cramlington on National Falls Awareness Day in June 2006. Here Salsa dancing proved so popular that a daytime session is being offered on a trial basis in addition to the existing evening session.

within the area, so, in co-operation with the WiNN Evesham Health Development Worker, and the Health Visitor for Older People team from the PCT, a steering committee was established to promote National Falls Awareness Day. They hosted an event, 'Staying Steady', which attracted 130 older people. On the day, the OPF members prepared the venue, organised transport where required, assisted with the public address system and provided all the refreshments for visitors. Evaluation and feedback highlighted the excellent team spirit and the benefits of having older people involved from the planning stage onwards.

- ♦ Concerns regarding the health of men and their frequent reluctance to seek medical advice was a serious consideration of the OFP chairperson, Fred Kaler, and other male members of the forum. A group of older men had identified Men's Health Week (11-16 June) and approached the WiNN team regarding a collaborative venture.

Yet again, the four participants, in co-operation with the Health Development Worker, organised publicity distribution, sourced a venue and, on the selected day, actively engaged with male shoppers passing through the main shopping centre in Evesham.

The fact that they too were older men enabled the majority of those shoppers targeted to talk openly about their health concerns, their general level of fitness and to access relevant information. This event was certainly enriched by the men's willingness to assume a frontline role and to work collaboratively with the WiNN team!

What would we do without them!

Photo courtesy of Biotechnology and Biological Sciences Research Council

Contact Worcester WiNN team on: 01905 20327



Website: www.northumberlandfishnets.org

‘At Home, Not Alone’



Norfolk County Council and partners were selected by the Department of Health to pilot a range of innovative preventative services for older people. The Partnership has been given £3.6 million to set up, run and evaluate the ‘At Home, Not Alone’ project from April 2006 through until March 2008.

The ‘At Home Not Alone’ project will pilot a range of services all with a focus on supporting older people to feel confident in their own homes through reducing social isolation, and providing information, advice, and practical support at the time when it is needed. The majority of the services are new to Norfolk, and some are the first of their kind anywhere in the UK.

The County Council’s partners include: Age Concern Norfolk, Age Concern North Norfolk, Alzheimer’s Society, Norfolk Older People’s Fora, Norfolk PCT, Great Yarmouth & Waveney PCT, Norfolk & Waveney Mental Health Partnership Trust, East of England Ambulance Service, Queen Elizabeth Hospital - King’s Lynn, Norfolk & Norwich University Hospital, James Paget Hospital, Norfolk Constabulary, Norfolk Fire & Rescue Service and Norfolk’s District Councils.

Website: www.athomenotalone.co.uk



POPP gives practical help



POPP ensures equal access to services

Sheffield Expert Elders Network

The **Expert Elders Network** comprises 105 older people who volunteer their time to advise the NHS and local authority on the planning, design and delivery of local services. It was created by a local partnership of older people, carers, the City Council, the NHS and the voluntary sector.

The Expert Elders Network is about the empowerment of older people, to ensure they have a strong voice in how services are shaped to meet their needs – and not just health and social care services but the everyday services that help people go about their lives: public transport, building design, parks and open spaces, housing and libraries. It is part of the ‘Strategy for an Ageing Population’.

The project co-ordinators of the Expert Elders Network, along with a steering group of older people, have designed a service that enables older people to register their specific interests and type of involvement ranging from commenting on draft policies, to sitting on service modernisation boards, to helping write job descriptions. The co-ordinators promote the availability of this ‘well’ of knowledge, and encourage organisations to register requests for older people’s participation.

Nick Partridge from the Communications Team in the City Council recently asked for Expert Elder input into his recruitment process. He comments: “Bill’s involvement gave us a real insight into the needs of older people and the skills that we need to have to engage with them better in the future”

The Art and Design Research Centre at Sheffield

Hallam University received funding for a project investigating the design of the home for older people. The project involved engaging with stakeholder groups in discussions. Simon Bowen of Sheffield Hallam University said: “As designers we continually strive to ensure the products we develop meet the real needs of the people who use them. Sheffield’s Expert Elders have been invaluable in this respect. They have offered an articulate, detailed and passionate insight into the lives of older people.”

In order to provide structure and the opportunity to share ideas and develop a collective voice, the Expert Elders got together and the Sheffield Older People’s Empowerment Network (SOPEN) began in 2006. As Joan, Expert Elder, says: “Would you deny the value of 1,000 years of experience sitting round this table?”

Continues on next page



POPP offers advice and advocacy

Older People have something to say on service improvement

The **Southwark POPP pilot** wanted to find out how older people viewed the changes being made by its hospital discharge teams to the way services were provided.

The Southwark POPP Work Groups planned a service-user experience questionnaire. It was agreed that the hospital discharge teams would embed the delivery of the questionnaire in their routine practice to gain feedback from as many service users as possible. Where possible, the survey data would be collected by someone who had not been involved in the delivery of services.

From March 2007, the hospital discharge teams have been presenting a service-user experience questionnaire to all service-users in a semi-structured interview as part of their six-week review.



POPP combats ageism

The data from 108 service-users suggests high levels of satisfaction with the hospital discharge teams' service. Service-users report services along several dimensions are, on average, 'good' (77% satisfaction rating). They state they and their families are included in the process (73% satisfaction rating), they are treated with dignity and respect (80% satisfaction rating) and state the services are reliable (73% satisfaction rating).

Service-user feedback

was extremely positive and useful suggestions for improvement have included: "Extend the service to three months to make sure we are back on our feet fully before discharge" and 'More information is needed from the hospital discharge team (e.g. arrival times of carers)."

Sam Mayne, Acting Head of Intermediate Care and Hospital Discharge, said: "This data provides important information for improving services further. Comments that raise areas for improvement will be actively considered by operational managers."

She adds: "By sharing this positive service-user feedback with staff members it has become an important part of the change management process for Southwark. Showing all staff involved in the change process that service-users are positively experiencing the changes, is important as it helps to keep everyone on-board and motivated."

Website: www.hertsac.uk/cripacc



POPP supports personal decision making

Sheffield (cont)

By the end of June 2007, there were 105 people registered with a wide variety of skills, professions, and interests. The network represents the diversity of Sheffield, with 15% of members coming from black and minority ethnic communities, and 67% being female. Already there is evidence that opinions and voices from outside the traditional male, white community are now being heard.

Examples of the impact of Expert Elders:

- ♦ The job descriptions for Rapid Response nurses were changed to include mental health skills as older people felt that "ordinary" intermediate care services did not recognise the number of older people with mental health needs.
- ♦ The Council's Private Sector Housing Team used Expert Elders to help draw up the eligibility criteria for the Minor Works Assistance Grant (to help financially vulnerable older owner occupiers).
- ♦ Working with the City Council and Brunel University on the DIADEM project (Delivering Inclusive Access for Disabled or Elderly Members of the Community), which aims to make online forms easier to fill in.

Lewis, Expert Elder, sums up nicely: "This project has let the genie out of the bottle; you can't get it back in now."

The Brighton & Hove Older People's Council *(continued from page 1)*



POPP promotes independence

The work of the OPC has included:

- ◆ Campaigning for more and better sheltered accommodation for older people.
- ◆ Campaigning to reduce the amount of time older people have to wait to be assessed for and receive a hearing aid.
- ◆ Campaigning to make the beach accessible for people with mobility problems through the provision of special matting.
- ◆ Campaigning for the retention of indoor bowling in a major redevelopment of local sports facilities.
- ◆ Challenging the Department of Transport and Government Ministers to maintain important rail links for the city with the Midlands and the North - links which avoid the stressful need to change termini in London.

- ◆ Campaigning for better control of fireworks.
- ◆ Making sure that the local providers of health and social care talk to older people about what they need so that services are fitted around people - people aren't forced to 'fit' around the services.
- ◆ Supporting the successful campaign to secure free bus travel for older people.

The OPC doesn't just agitate for others to do things - it takes direct action itself. OPC achievements include:

- ◆ Establishing, with the local Pensioners' Forum, an annual older people's day in the city that attracts in excess of 1000 people.
- ◆ Designing and promoting The Older People's Council Medical Card, which thousands of older people in the city now carry. The simple life saving card allows older people to carry at all times details of the medication they are taking.
- ◆ Helping to establish an independent radio production company for older people.

Members of the OPC are elected by older people living in Brighton & Hove. Any older person aged 60 years or over and resident in the city can stand in the election. Elections for the OPC take place every four years around the time of the elections for the local city council.

For the purposes of the OPC election Brighton and Hove is divided into nine electoral zones. Each zone is based upon a group of two or more wards. Each zone elects one member to the OPC and one substitute member. The first full OPC election was held in 2003, when nine older people were elected onto the OPC by postal ballot from an electoral register of 40,000 Brighton and Hove residents aged 60 or over.

For further information please contact:

Paul Martin, Policy Advisor, Brighton & Hove City Council, paul.martin@brighton-hove.gov.uk

Hearing the voice... *(continued from page 3)*

their experiences in a relaxed environment and film these conversations. This avoided the daunting task of speaking to a large audience face-to-face.

The DVD was also designed for staff training and development, so it was themed to enable users and carers to address issues that mattered to them, and that could form future training sessions, including:

- ◆ Communication
- ◆ What makes a good worker?
- ◆ Decision making and support
- ◆ Respect and dignity

It was apparent that people were happy to be filmed, and this has led the project to think about the therapeutic use of this medium, for example in video diaries for the purposes of service development and possibly care planning. These ideas are currently being developed within the Programme. Those individuals filmed really appreciated the opportunity to have their say, and to feel they were making a contribution to the service.