

# Draft

# Joint Cambridgeshire Older People Strategy

Version 0.5b – working draft for consultation

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## **Developed by:**

Cambridgeshire County Council  
Cambridgeshire and Peterborough Clinical Commissioning Group  
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Comments on this draft strategy are welcome. Please send any comments to [geoff.hinkins@cambridgeshire.gov.uk](mailto:geoff.hinkins@cambridgeshire.gov.uk) by July 31, 2014 to inform the next draft version.

## **Summary**

### **Our Vision:**

*Older people are more independent, more active and more engaged in their communities for as long as possible; knowing that if they need them, they can rely on services which are joined up, flexible, creative and focused on keeping them well.*

### **Outcomes:**

- Older people remain living at home and actively engaged in their communities into later life
- People retain or regain the skills and confidence to look after themselves and their families into older age
- Carers of older people are able to cope with and sustain their caring role and to choose the support which is right for them; and
- Older people live with dignity and are protected from harm and isolation.

### **Areas of focus:**

- Building strong, sustainable communities which support people to age well
- Helping people to help themselves
- Preventing crisis and helping people to recover from crisis
- Flexible and creative long-term support for those that need it

### **Features of an effective system:**

- Support that helps people to age well
- A universal network helping older people to find advice, information and community and public sector services
- Coordinated and intelligence-led early identification and early intervention
- Multi-agency and multi-disciplinary teams with joint assessments and a lead professional where appropriate
- Joint initiatives and flexible budgets

## Vision

Cambridgeshire's Health and Wellbeing Strategy, agreed by all of our organisations working across the county, includes a commitment to *support older people to be independent, safe and well*. It describes our shared goal to support older people in Cambridgeshire to live healthy lives, engaged and empowered to make decisions about their own health and wellbeing and play active roles within their local communities – as well as providing cost-effective and effective services to those that need them. Our vision for this strategy is that *Older people are more independent, more active and more engaged in their communities for as long as possible; knowing that if they need them, they can rely on services which are flexible, creative and focused on keeping them well*. This document is not intended to set out in detail what each of our organisations will do. Instead it aims to summarise the principles that all of our organisations agree to consider when planning and designing their services.

By working together, the partners signed up to this strategy want to make sure that across Cambridgeshire:

- Older people remain living at home and actively engaged in their communities into later life
- People retain or regain the skills and confidence to look after themselves and their families into older age
- Carers of older people are able to cope with and sustain their caring role and to choose the support which is right for them; and
- Older people live with dignity and are protected from harm and isolation.

We need to work together towards achieving these goals. A wide range of services are provided by a number of organisations across the county that have an indirect and direct impact on supporting older people. However, the elderly population is increasing significantly and at a pace which far outstrips the funding available to our organisations. If our current service models continue, the reality is that unsustainable proportions of our budgets will be spent on health and social care services over the next twenty years.

For those people that need them, adult social care and acute health services are vital; and access to services must be protected. But we must find ways of preventing people from needing these services. Reducing demand for acute health and long-term social care services starts long before health and social care services have traditionally become involved in people's lives. People's health is affected by many different factors, known as the 'wider determinants' of health. Most people know that people's individual health is affected by their age, gender and genetic factors; and their individual lifestyle, such as what they eat, and the amount of exercise they get. However, the wider model recognises that health and wellbeing is also affected by community networks (the amount of support that they get from friends, family and the local community); living and working conditions such as housing and work environment; and wider socio-economic, cultural and environmental factors.

These are influenced not just by services provided to older people but by the environment people live in, including factors such as parks and open spaces; environmental health; and community volunteering. Getting these right for everyone can support people to stay well and stay active into their older age, reducing the need for health and social care services.

## Older people's needs in Cambridgeshire

In order to achieve this vision, there are a number of needs and challenges that must be addressed:

- **An aging population:** In Cambridgeshire, we expect to see the number of people over 65 grow by around a third over the next ten years, with a clear expectation that this will put pressure on services. The number of older people will grow faster than the population as a whole.
- **Increasing levels of need:** As the population ages, it is expected that more people will need more intensive support in more advanced old age. We will see a significant increase in the numbers of people aged over 85; older people tend to be at more risk of becoming frail or developing conditions like dementia. This increases vulnerability to crises like financial hardship, a fall, or bereavement.
- **A growing county:** At the same time, the county's population is set to grow significantly, with a number of new housing developments – creating opportunities for development but also challenges in providing the facilities that people need in order to ensure that older people can remain independent in their communities for as long as possible

### Meeting the challenge

In short, the growing and changing population of older people will put pressure on resources – both staffing and budgets. All public sector organisations in Cambridgeshire are facing unprecedented financial challenges, and over the next five years funding is set to decrease significantly in real terms.

In the past, services for older people have focused on beginning support for older people when their needs are greatest – such as when they have a hospital stay or following a crisis at home. This means that a majority of the budgets across our organisations are spent on providing expensive and specialist support for a minority of older people. By getting good basic services in place that create communities that support people to age well; by intervening earlier and supporting more people to remain independent, rather than only providing support once people reach a serious level of need; and by working together to provide better services tailored to individual people that use them; we can support more people and reduce the demand on funding. All of our organisations play a part in this:

- The Cambridgeshire and Peterborough Clinical Commissioning Group is responsible for ensuring that high quality NHS services are provided to people in the county. This includes people who are admitted to hospital for emergency treatment, as well as those living with long-term health conditions.
- Cambridgeshire County Council is responsible for Adult Social Care services for older people. These include prevention, early intervention and support for vulnerable adults, including provision of advice, information, advocacy and support for carers. It also includes assessing the needs of adults with particular vulnerabilities and then commissioning, procuring and providing services that meet people's assessed eligible needs.
- District Councils and the City Council provide a range of services which impact on older people's health both directly and indirectly. These include planning; housing and homelessness; leisure and culture; and community safety and anti-social behaviour. They also provide a range of front-line universal services that can act as 'eyes and ears' on the ground to identify older people that may be in need of more support.

## What will we focus on?

In order to create sustainable services that help older people to stay independent, active and engaged in their communities for longer, we will look at services across all partners; working to design a system that has four key areas of focus:

- **Building strong, sustainable communities which support people to age well**

We want older people to enjoy long and healthy lives, feeling safe at home and connected to their community. However, there remain major inequalities in life expectancy aged 65; 11 per cent of people aged over 75 report feeling isolated, and 21 per cent feel lonely.

The majority of services provided in our local areas can impact on the wider determinants of health. We need to make sure that we get housing right for older people; prevent social isolation amongst older people living alone; and promote 'age-friendly' communities. This can be done through our housing and homelessness services; through support provided by local health services to people who are developing greater needs; and by ensuring that a range of services provided in local communities are accessible to all.

We also need to think about planning to support people to age well when developing new communities. Planning new estates, villages and towns in ways that minimise car use, provide easy access to local facilities and to public transport can help to encourage more active lifestyles as people get older; ensure that people can remain living in their housing of choice for longer; and to avoid people becoming isolated from others.

- **Helping people to help themselves**

We will support people to help themselves, through easy access to information and advice for older people and their carers; through activities, support and friendship that will contribute to individuals' wellbeing and ability to live independently in their local communities. Alongside communities, supportive families and carers are crucial; families and carers are usually best placed to support individuals.

- **Preventing crisis and helping people to recover from crisis**

We will work together across the services provided by our organisations to identify those that are at risk or vulnerable to developing greater needs, and respond accordingly, by working with them to put support in place that will enable them to remain independent. This will need effective referrals between organisations and a quick and efficient response to identify whether support would be beneficial.

Crises are inevitable and when they occur we will work to ensure that a coordinated response from all agencies is put in place quickly, but that wherever possible older people are supported to remain in their homes and communities once the crisis is over, rather than moving into long term social care services.

- **Flexible and creative long-term support for those that need it**

For people that need more long-term support from health or social care, we will make sure that they are in control of the care that they receive and that the care looks across their full range of needs - not just what they can receive from any one of our organisations.

## **Features of an effective system**

In order to achieve the outcomes and focus described above, we will need to set up some joint initiatives across all of our services. This will require close working by all of our organisations, the voluntary sector and private care providers. The system is likely to include the following features:

- **Support that helps people to age well**

We will help people to plan for old age, through access to advice before they become 'older people'. We will signpost people to financial advice, and advice on healthy lifestyles – such as eating well and exercising; and ensure that across all of our core services – for example leisure and cultural services or primary health care, people are made aware of opportunities that will help them to age well. We will seek to work with local employers to provide support for people working longer, and encourage them to plan for their future.

- **A universal network helping older people to find advice, information and community and public sector services**

We will provide coordinated advice on health, housing and social care services, in ways which will be quick to access, clear, friendly and personalised. We will coordinate information available across our organisations to make sure that if people will get the right information, regardless of who they ask. As well as information available online and through leaflets, 'Community navigators' will work face to face with older people to signpost them to relevant services and explain how the system works. We will work to provide reliable advice and support for older people before they become frail or need to access more intensive services.

- **Coordinated and intelligence-led early identification and early intervention**

We want professionals across all public sector agencies to be proactive in identifying need and either help to address it there and then, or to refer the person quickly to the most appropriate service. To make this happen we will improve information sharing between organisations in contact with older people about individuals at risk of requiring more support in future – for example by building on the 'orange cards' scheme in place at some district councils, whereby all front line staff act as 'eyes and ears' on the ground to identify and refer potentially vulnerable people to appropriate support. We will also work closely with the voluntary sector to support those caring for family members.

- **Multi-agency and multi-disciplinary teams with joint assessments and a lead professional where appropriate**

We want to create multi-disciplinary teams for people that need more support, which have access to expertise from health, social care, housing, voluntary and other sector professionals, who will work together to coordinate services. In particular, social work, GP surgeries and other health provision can be much more closely aligned to improve information flows and enable more integrated decision making. This concept is a feature of all Local Commissioning Group plans. We also want to ensure that all professionals visiting and older person in their home will commit to check and review their wellbeing and share this information with other members of the team.

- **Joint initiatives and flexible budgets**

We will undertake strategic work together to develop joint initiatives that will reduce the cost to the public purse; take into account benefits and costs to individual partner organisations; and ensure that any cost reductions are shared equitably between organisations. We will design a more flexible approach to budget management which allows practitioners from different partners to combine their resources or work across organisational boundaries to find the most cost-effective solution.

## How will we know we have been successful?

<to be completed>

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