

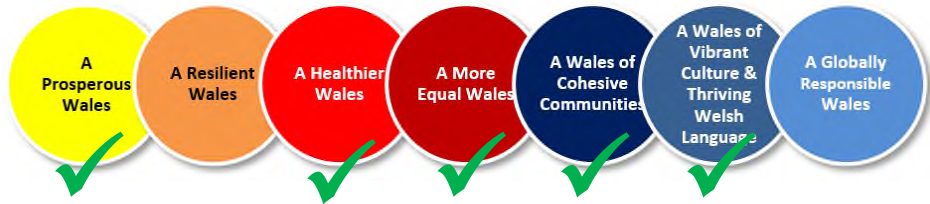


Well-being Objective 11

Age Well - A Council-wide approach to support Ageing Well in Carmarthenshire

So why is this important?

- Wider services can make an important contribution in supporting and sustaining the independence of older people and reducing the demand on Social Services and Health Care.
- When planning services for older people, we need to listen to what they have told us.
- In deciding what to do, we need to ask ourselves, would this service *be ok for me or my relatives*
- Tackling the causes of loneliness and social isolation is a national priority for the Welsh Government.
- Older people's rights must be promoted and protected so they can age well and are protected against ageism, discrimination and abuse. (See the Older People's Commissioners priorities)
- So that older people able to participate fully in their communities.
- We fully support the '*Dublin Declaration on Age-Friendly Cities and Communities in Europe, 2013*'.
- The Council has determined to make Carmarthenshire a dementia friendly county along the lines of the Alzheimer's Society Dementia Friendly Community Programme.



Why this should concern us?

- Older people are a significant asset to Wales, worth over £1bn to the Welsh economy annually. We must take forward an asset-based approach which, rather than focusing on the costs of providing services for older people, considers instead the cost of not investing in older people
- Carmarthenshire has an ageing population and by 2039 around 1 in 3 residents will be aged 65 +.
- Older people who are supported by tailored services and living in inclusive communities, are able to contribute more to the local economy and society.
- When surveyed older people have told us that they want as much support as possible to help them do the things they enjoy and to be able to manage day to day.

What do we need to do?

- We need to 'join-up' our diverse divisions and departments to support independent living and to help older people live in their communities. Making sure that the impact of all service changes on elderly people are carefully thought through.
- We need to consult in a meaningful way with older people who are often '*experts by experience*' and know the services they need to remain active and independent in their communities.
- We need to focus on an outcome based approach to draw out the changes and improvements seen in an individual's life – we need to build services around the outcomes older people need.
- We need to examine how we will work with the Public Service Board (PSB) to achieve the Older People's Commissioner for Wales's targets for inclusion in the PSBs *Well-Being Plan*.

How will we do this?

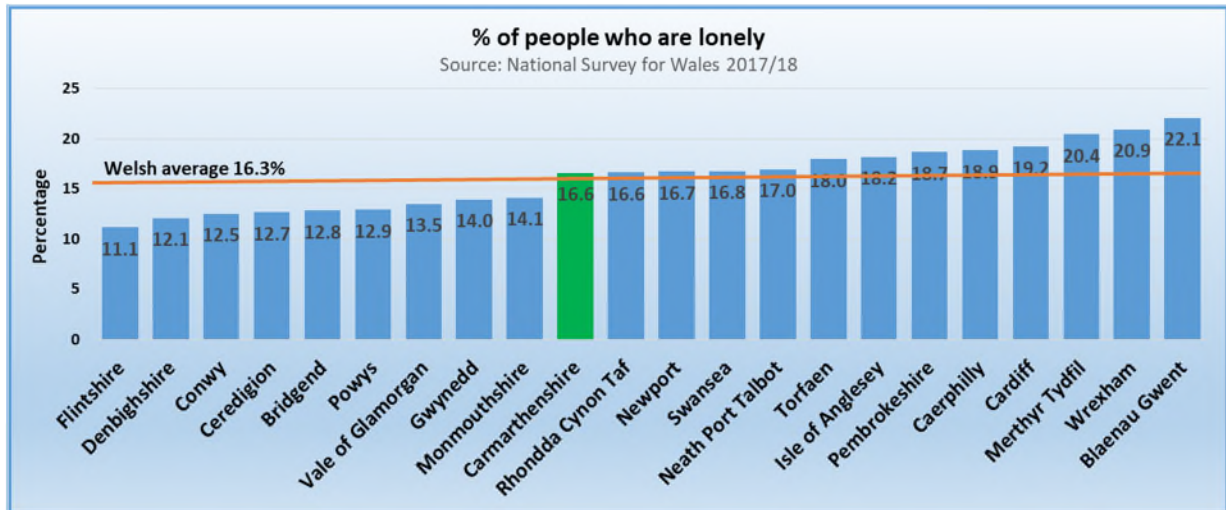
- The Welsh Government will be publishing their new Strategy for an Ageing Society in the Spring of 2019. The Council will need to refresh and respond to the local priorities emerging from this national strategy.
- In doing this the Council will also take account of the Older People's Commissioner's priorities and the World Health Organisation's age friendly priorities for action.

Key Measure of Success

People who are lonely (National Survey for Wales)(National Well-being Indicator)

According to the 2017/18 [National Survey for Wales](#),

16.6% of participating adults in Carmarthenshire **classed themselves as lonely**, this is slightly above the Welsh average of 16.3% but has reduced from previous year's result of 17.1% and we continue to be in 10th position.



Please note that this survey result is for all participating adults and not just the elderly.

An example of what we are doing

Carmarthenshire is kind

The 50+ Forum annual event was held on the 14 September 2018 at the Botanic Garden with 634 attendees. Close working relationship with colleagues in the Communities Department were developed in order to deliver the **Carmarthenshire is Kind** focus. This focus talked about the concept of kindness and encouragement that great things are possible with only the simplest acts of kindness and generosity.



Lead Executive Board
Member
Cllr Linda Evans
Cllr Jane Tremlett



View our **detailed delivery plan** against this objective