



# Well-being Objective 11

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

**60% agree we live in an age friendly community**

However, our 50+ Forum Survey shows a 5% fall from 65% to 60% for last year

### Why it is important

- Ageing well – ‘adding life to years, not just years to life’ – is important for each of us, and for our country as a whole. Older people should be seen as a vital part of society and should be able to have more opportunities to participate in and contribute to our economy and our communities. Older people are a significant asset to our community and economy.
- 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.

### Success Measure

**16.6%** of people  
are lonely

Source: National Survey for Wales  
Was 17.1%



### Explaining the Results

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 10<sup>th</sup> position.

In our 50+ Forum Survey 70% of respondents felt that we were doing sufficient work to address loneliness and isolation and made some suggestions for improvement.

### Progress Made – to take forward the 5 aims of the national and local Ageing Well Plan

#### 1. AGE FRIENDLY COMMUNITIES

- Our links with the 50+ Forum have been strengthened during the year and a bi-monthly email to all 50+ Forum members is now issued through Dotmailer, which has received a positive response from those receiving the message.
- The Carmarthenshire 50+ Forum have now established their own communications group in response to last year's 50+ Forum survey, where older people did not feel enough information is provided regarding services available, events and important information which impacts them.

#### 2. DEMENTIA SUPPORTIVE COMMUNITIES

- Our 50+ Survey, undertaken during 2018, showed a very small increase in agreement that we have Dementia Supportive Communities
- In June 2018 the Council resolved a Notice of Motion to explore the feasibility of making Carmarthenshire a dementia friendly county.
- We now have over 6,000 (4,847 17/18) [dementia friends](#) across the county.



### 3. FALLS PREVENTION

- ⦿ Excellent progress has been made during the year to deliver staff training through the Making Every Contact Count (MECC) initiative. The initiative recognises that staff across health, local authority and voluntary sectors, have thousands of contacts every day, and staff are trained to give them the competence and confidence to deliver healthy lifestyle messages and to help encourage people to change their behaviour and to direct them to further support.

### 4. OPPORTUNITIES FOR EMPLOYMENT AND NEW SKILLS

- ⦿ The availability of various Digital training resources for older clients has been complied and contact details distributed via partner organisations. Promotion events for the 50+ Forum have been held in Carmarthen, Pontyberem, Ammanford and Llanelli.

### 5. LONELINESS AND ISOLATION

- ⦿ We also organised the 50+ annual event held at the Botanic Garden with 600+ attendees. Carmarthenshire is Kind was the focus the event, which gave key messages and evidence about the positive effects of kindness on health and wellbeing.

## Strengthening local communities and alleviating the pressures on health & social care services.

Once again an example of how older people are a significant asset to Carmarthenshire



A Llanelli pensioner is honoured with British Empire Medal - William Henry Gerwyn Jenkins was recognised in Queen's Birthday Honours for services to the Samaritans



Executive Board Members For  
Housing: Cllr Linda Evans &  
Social Care & Health:  
Cllr Jane Tremlett



View our [detailed progress here](#)  
against this objective