



## Well-being Objective 11

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

**Over 10,000** pro-active well-being calls were made over the 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.
- ⦿ The *Older Peoples Commissioner, Heléna Herklots* sets the ambition of ‘Making Wales the best place in the world to grow older’.

#### Success Measure

*Feeling Lonely* - updated data is unavailable due to COVID-19

We normally measure the success of this Well-being Objective with the above National Survey for Wales result but unfortunately due to COVID-19 there is no updated data available for the measure. The most recent data published in June 2020 showed that **16.2%** of participating adults in Carmarthenshire **classed themselves as lonely**, this was above the Welsh average of 14.43% but had reduced from the previous result of 18.3%.

#### Progress on this Well-being Objective taking account the effect of COVID-19

- ⦿ We have rolled out of the CONNECT programme across Carmarthenshire that provides proactive well-being support, including proactive well-being calls and digital inclusion.
- ⦿ We have funded intergenerational projects where connection between children and older people were promoted, such as the school children ‘virtually’ attending care homes.
- ⦿ We have increased digital inclusion of older people in response to the COVID-19 pandemic.
- ⦿ We have launched *Connect to Carmarthenshire*, time-banking platform and active volunteering schemes in partnership with the third sector to promote social connectedness.



## Carmarthenshire Project CONNECT finalists for an award

Carmarthenshire has designed and implemented an innovative and large-scale programme focused on supporting older people's independence and #wellbeing through a technological and digital approach that has been acknowledged as good practice not only across Wales but across the UK. This programme is called **CONNECT** and is delivered in partnership with Delta Well-being, health and social care and the third sector, funded by Welsh Government Transformation funds.



The project in Carmarthenshire is a finalist in the Public Sector Transformation Award for Excellence, as it exemplifies our ambition of working across sectoral boundaries to deliver a radical, person-centred approach to well-being, care and support. It involves implementing a new model of self-help and pro-active care, enabled by Technology Enabled Care (TEC), improving the well-being of individuals, which in-turn allows people to stay independent for longer, reducing demands on long term or acute care.

This programme is based on a model operating Spain which we adapted to fit in Carmarthenshire. This has not been done before in the UK and certainly not at the scale implemented in Carmarthenshire. Since February 2020 nearly 2,000 Carmarthenshire residents have been supported by the project and it has been instrumental in our response to the COVID pandemic. We do this is through:

- Well-being calls
- Digital support and TEC packages
- Help to re-engage with the local community (digitally currently, but physically longer term)
- Access to an appropriate Community Response Team 24/7, if in crisis



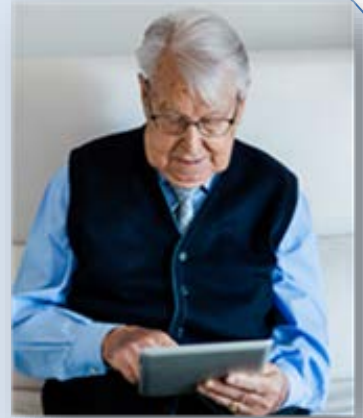
Over **10,000** pro-active well-being calls were completed between April 20 and January 21

An additional **9,000** well-being calls to provide COVID support



When surveyed **88%** of clients feel considerably safer with the service

# Raymond's story...



*Widower Raymond moved into sheltered accommodation after his beloved wife sadly lost her battle to cancer a few years ago. He was referred to CONNECT after being hospitalised for six weeks.*

*Paying tribute to his family, he said although he had always received great support from them due to COVID-19 he was unable to see them as he had received a shielding letter advising him to self-isolate.*

*Without being able to spend time with his loved ones and friends socially, and with no sporting activities taking place to go and watch, he began to feel "very depressed and lonely."*

*Through CONNECT, Raymond receives vital weekly well-being calls. This includes checking he has enough food at home and can access any prescriptions or medication.*

*Speaking about the benefits of the well-being calls he told us, "I really look forward to the calls. I appreciate them. It's nice to have a friend to talk to. I used to feel depressed in the week, but now I look forward to the calls every Monday morning. They have helped me regain my confidence, which is important. These calls help save lives as without them, I'd feel very down and would likely need more help from the NHS. I really feel like a different person after we've spoken."*

*Through the CONNECT service, Raymond also has a red button lifeline which he can press any time he needs help or support, and it goes directly through to the team's 24/7 Monitoring Centre. CONNECT also enables Raymond to have access to a 24/7 Community Response Service, if in crisis.*

## Going forward...

During our annual review of the Well-being Objectives, the updated Corporate Strategy for 2021/22 will show this Well-being Objective 11 combined with Well-being Objective 10 to become -

***Age Well - Support older people to age well and maintain dignity and independence in their later years***



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