

# Integrated Care programme for older people



## Engagement of Older People



**February 2013 – August 2015**

## Introduction

This report provides an overview of the way older people have been engaged in the Integrated Care for Older People (ICfOP) programme in Salford between February 2013 and August 2015. The report focuses on the work carried out through the community asset working group.

## Background – Salford Together

Salford Together is the name given to ICfOP programme which is about transforming the health and social care system, promoting greater independence for older people and delivering more integrated care. It has a triple aim to:

1. Deliver better health and social care outcomes
2. Improve the experience of service users and carers
3. Reduce overall health and social care costs

To work towards achieving these aims of the ICfOP there are three component parts of the programme:

- Promotion and increased use of **Local Community Assets** to support increased independence and resilience for older people
- Establishment of an integrated **Centre of Contact** to support navigation, monitoring and support
- Establishment of **Multi-Disciplinary Groups** supporting older people who are most at risk, as well as providing a broader focus on prevention and signposting to community support

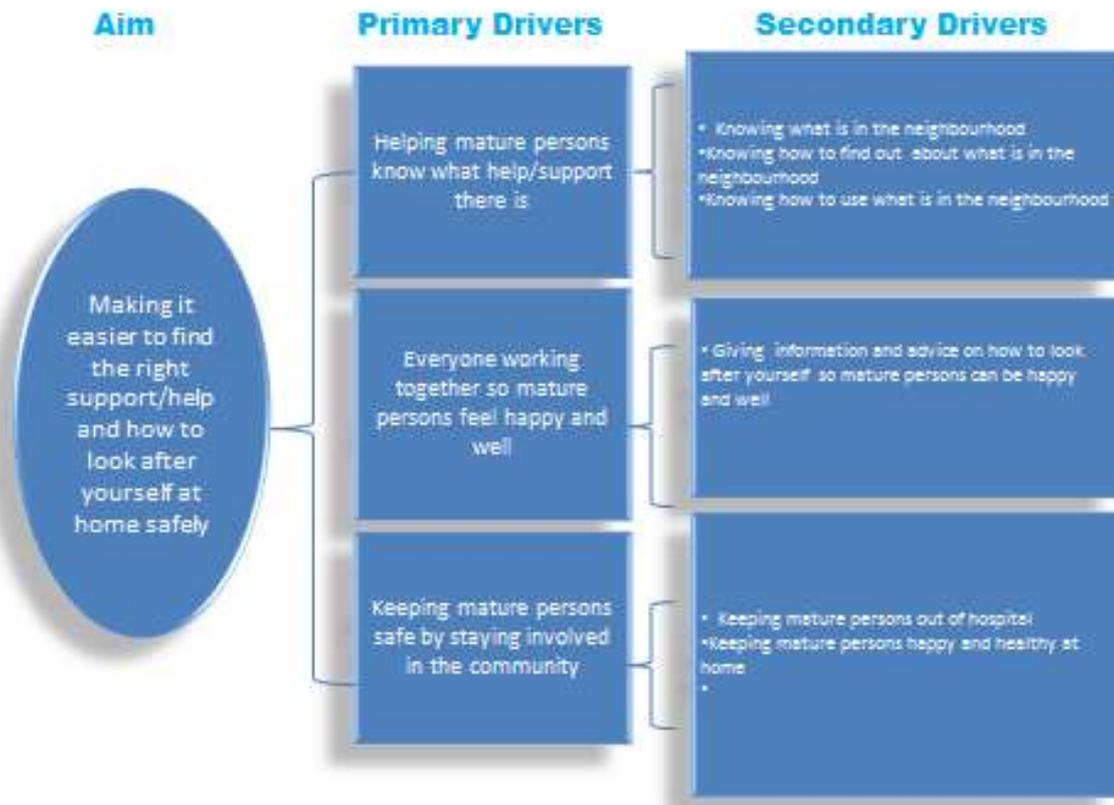
To measure how successful we are in achieving those aims, we have also set out some improvement measures, with targets set for 2020.

1. Reducing emergency admissions and readmissions
2. Reducing permanent admissions to residential and nursing care
3. Improving the quality of life for users and carers
4. Increasing the proportion of older people who feel supported to manage their own conditions
5. Increasing satisfaction with the care and support provided to older people
6. Increasing the flu vaccine uptake for older people
7. Increasing the proportion of older people who die at home or in their preferred place of dying.

**Involvement of older people in the delivery of the Salford Together model** The following provides details of the role older people have played in the design, development, test and delivery of key elements of the ICfOP programme.

The starting point for engagement was helping to set the priorities for the programme and producing the plain English version of the driver diagram for the programme which is set out below;

## Integrated Care Programme – plan English version



### Engagement of older people in the ICfOP programme

Much of the engagement of older people has been carried out through two complementary approaches:

**The Citizen Reference Group (CRG)** This formal structure was established as part of the ICfOP programme. The group of local older people are supported through a development worker and meet monthly to look at aspects of the programme – acting as a critical friend. Members engage with areas of work which interest them and act as ambassadors for the programme by sharing key messages from the programme with their own networks.

**The community asset work stream project group** have engaged with older people through the network of partners who attend the monthly meetings (housing providers, development workers, third sector organisations, health workers and Salford City Council). Older people are invited to take part in workshops and focus groups to understand what is important to them to support their own health and well-being.

### Community Asset Work Stream

**Vision:** The vision for the community asset model is that Salford is a city which celebrates the role of older people (known in Salford as Sally Ford). It provides support when needed to enable older people to live healthy, independent lives for as long as possible, and that quality care and support is available when needed.

The Community Asset Work Stream has established a project group with a membership of 35 people from organisations across Salford who all bring different skills and knowledge.

#### **Community asset work stream project group membership**

The work stream includes a wide range of partners including older people, Salford City Council, Salford University, Housing providers, Local Businesses, Charities, Social Enterprises, and Third Sector organisations, all working across a number of areas including housing, volunteering, befriending and Leisure and Health Improvement connections.

The group meets monthly and has since February 2013 been building on a number of tests of change to develop their model of working which will support the key outcomes for the wider ICfOP programme

#### **Community asset model:**

- A Sally Friendly City – ***the commitment of the city to support older people to stay healthy and well.***
- Sally Standards and Sally well being plans- ***the commitment by older people to support their own health and well being.***
- A set of tools developed by and for older people based in local neighbourhoods – ***the commitment of community and deliverers to support older people to stay healthy and well***

#### **Community asset tools**

The model developed by the community asset working group looks to address the barriers which affect older people and increase the risk of social isolation, loneliness or depression. The barriers identified are: ***Limited physical activity, lack of access to information, not eating well, not engaged in activity***, by addressing these barriers we will be able to:

- Reduce emergency admissions
- Improved quality of life for users and carers
- Increase the proportion of people that feel supported to manage own condition

#### **Deliver model for Community Assets**

The Community Asset element of the ICfOP is delivered by a Salford based Charity Inspiring Communities Together (ICT). ICT is a neighbourhood based Charity with a mission to support the local residents of Charlestown and Lower Kersal (CHALK) which is located within the Salford boundaries of East Salford. ICT use the learning from their activity in CHALK to sell products across Salford and other surrounding neighbourhoods of Great Manchester. ICT have been commissioned to deliver the project management and community development element of the Community Asset work stream for the ICfOP in Salford.

#### **About Inspiring Communities Together**

**Mission** – We will achieve positive outcomes for local people based on the knowledge understanding and information that the community have about their area, through empowering individuals and groups to release their potential to develop their own solutions.

**Vision** – We will embed approaches which have worked locally in particular

maintaining a culture of partnership working and working to retain specific interventions or activities where they have provided positive outcomes for local people based on the knowledge and information the community have about the area

**Values –**

- We will be accountable to and representative of the local community
- We will be innovative and provide value for money in our approach to deliver of every-thing we do
- We will value all volunteers, staff and members of the organization

<b>How do we know we are making a difference</b>	<b>what is the difference we are making</b>
<p>Specific aims</p> <ul style="list-style-type: none"> <li>• Improve capacity and skills to feel more confident to try new things</li> <li>• Improve self-confidence to get involved and make a difference</li> <li>• Nurture networking and share experiences</li> </ul>	<ul style="list-style-type: none"> <li>• Strengthening local Voices</li> <li>• Improving peoples’ lives</li> <li>• Creating better places to live</li> </ul>

**The engagement model**

The community asset work stream project group engages with older people through the network of partners who attend the monthly meetings (housing providers, development workers, third sector organisations, health workers and Salford City Council). Older people are invited to take part in workshops and focus groups to understand what is important to them to support their own health and well-being. Older people have also been supported to attend learning events for the ICfOP programme both as attendees and presenting in person and through films (sharing their personal stories). The model of engagement has built on the Gold Standards for Community Engagement developed by Partners in Salford.

**Community Engagement** is both the process and the result of working together to ensure the whole population influences the decision making processes that affect their lives. Community Engagement is the development and sustaining of working relationships to assist every-one to understand and address the needs and issues experienced by particular communities

There are a number of ways in which we can achieve good community engagement. Within Salford these are represented as four types of activity:

- **Information Giving** is where residents and communities are provided with information on services, including how to access them, their performance, future changes, and progress on issues affecting them, but don't have the opportunity to provide direct comment.
- **Community Consultation** is a process of dialogue that leads to a decision. Consultation should be related to a decision that an organisation intends to take, but where the views of a community must be taken into account. The process should be fully inclusive, and provide feedback on any decision made.
- **Community Involvement** is when people are involved in the design, development and direction of activities and services in cooperation with public agencies and organisations. This results in the people who use services having a say in decisions about how and by whom services are purchased, provided and controlled

- **Devolved Responsibility** builds upon the community involvement method but also includes a responsibility for the community to deliver the activities, actions and services agreed by the decision-making body.

**Starting the engagement process**

Older people developed through a programme of workshops, a set of questions they felt would provide the starting point for the development of the community asset model. They then went out and asked other older people:

Questions	Collective Results
<ul style="list-style-type: none"> <li>• What motivates you to get up in the morning?</li> <li>• What makes you feel good?</li> <li>• How do you find out about things?</li> </ul>	<ul style="list-style-type: none"> <li>• like to be involved in activity and events to help their well being</li> <li>• like to find out about things by talking to other people and being social connected</li> </ul>

The Salford Development Worker for older people also worked with two groups of older people to identify how socially connected they felt on a personal level.

**The Salford Forum of Older People (SFOP)** - a socially connected senior network which identifies local concerns and links into city wide priorities with older people, share ideas and promote partnership working to enable collective action to find solutions.

**Pennine Court Sheltered Housing Scheme** – Residents within the scheme that live in studios or bedsits and have the support of a scheme warden. A coffee morning was arranged by the warden.

Both groups were asked the same set of questions:

Questions	Salford Forum of Older People	Pennine Court
Who are the main people in your life?	The group agreed that family, friends, neighbours and pets are very important in their lives, when they are positive relationships. The majority of older people enjoy activities but need to be healthy and well to participate. And have confidence or someone to go with. They felt happy when they have good relationships with the main people in their lives, in good health, and able to do things for themselves and others including pets	There is limited access to activities and ways to being socially connected than the members of the SFOP have. However some of the residents are happy with connecting with the staff and other residents, and the people who attended the activities in the scheme enjoyed them.
What activity do you like to do with them?		
Why?		

The results of this initial older person engagement has helped to shape the work of the community asset project group work stream and develop the community asset model for working. Using the four elements of community engagement as defined by the Salford Gold Standards set out below is the activity which has taken place between February 2013 and August 2015 through the community asset work stream.

## Information giving

### Case study:

*Irene was doing a tech and tea course during the break I spoke to her about wellbeing plans and malnutrition, I showed her the malnutrition quiz which she filled out and then we discussed the answers together she was surprised that people can suffer malnutrition without realising even if they appear overweight, I went over to get an armband from my bag and continued to the table where we were sitting I noticed that Irene was crying, I asked her what was the matter she was just so upset that malnutrition was still rife and that more and more older people were still being referred to hospital suffering from Malnutrition. Irene felt that the information I gave her would make her think more about the type of foods she bought and try to make better choices when doing the weekly shopping for a neighbour she looks after.*

***Irene said “I will make sure that I help my friend stay fit and healthy by making better healthy food choices for her. I do use the local butcher and he puts together small meat packs that are perfect for us older people”.***

This element of community engagement has ranged from:

Holding an information session at Salford Shopping City where over 50 older people were given information about the programme in February 2015. Organising a tea and information event for over 55 older people from across Salford

Attending events including the Big Chin Wag, Carers Event, Coffee Morning at Walkden, Older person Day, health and well-being event and dying matters.

Between April and August 2015 the Salford Together Development Worker attended groups across Salford to raise awareness the programme alongside distributing well-being plans and eating well in later life tools. Over this period 270 Well- Being plans have been distributed and 80 eating well in later life quiz's completed.

Month	Venue	Location in Salford
April	Emanuel Church Rainbow Rooms British Legion Critchley House Boothtown Community Centre St Johns Church Spring Bank Barton Ladies St Clements Church	Langworthy Eccles Pendleton Swinton Boothtown Pendlebury Seedley Barton Ordsall
May	LKC Flower Arranging Eccles Gateway Dementia Café Carers Walkden Gateway Agnes Hopkins Centre Dying Matters Walkden Church	Lower Kersal Eccles Worsley Walkden Swinton Walkden
June	Heraldric Court Edward Onyon Court	Charlestown
July	Arts Group Swithen Wells Community Café Keep fit & Tea Dance Cheshill Court	Irlam O'The Heights Little Hulton Little Hulton Irlam O'The Heights

	Kurling Walkden Guild Hall Community Centre Friendship Group Gentle Exercise @ Lady James Hall Humphrey Booth Centre Swinton Hall	Irlam O'The Heights Walkden Kersal Irlam Swinton Swinton
August	Sequence Dance Forever Young Group British Legion Tracy's Hairdressers Card Ladies Lombardy Court	Walkden Eccles Pendleton Kersal Kersal Pendleton

## Community Consultation

**Using technology** – 1 workshop session to understand how older people used mobile phones. 4 questionnaires completed. This work was used to develop the tech and tea test of change model.

**Telling the story community assets film** - 5 older people involved in filming and editing of community asset mapping film. This film has been show at a number of ICfOP events

**Developing the Centre of Contact model** - workshop session taking place August 2013 with number of key stakeholders – 10 older people attended and took part in session which helped to shape the Centre of Contact model

**Classic Study** – 4 older people have been attending sessions with Manchester University to act as the reference panel for the Classic study including helping to shape the fee- back approach.

**Salford Together branding** – Workshop session in March 2014 to develop the brand for the ICPfOP. The design of the logo reflects the feed-back from the workshop. The group did not want an image of an older person but want the logo to reflect Salford coming together to support each other. The hands represent this with the S representing Salford in the colours of the partners Salford magenta and Salford Royal Blue.

## Community Involvement

**Map existing assets** – During March 2013 an asset mapping tool developed with older people through 2 workshop sessions. 12 older people took part in workshop sessions to agree 3 questions which they would go out into their networks and ask:

- what motivates you to get up in the morning
- what do you do that makes you feel good
- how do you find out about things

Older people spoke to their own networks using questions developed – 82 questionnaires completed

**Starting your own community group tool kit** – 3 sessions held with Barton Ladies Group to understand and develop a tool kit for others wishing to set up their own group. Approach developed used to set up the Friendship Group in Eccles with Barton Ladies.

**Sally surfer test of change** – 6 volunteers were recruited in January 2014 to help develop and deliver a test of change in the Limes Intermediate Care facility. The test involved volunteers engaging older people in using technology to share experiences of things which were important to them.

**Eating well in later life (Malnutrition in older age)** – During December 2014 and March 2015 as part of the national malnutrition task force work older people worked with professionals to develop a set of tools which can be used by older people to identify and help people who may not be eating well. The Salford Together development work has been using these tools to raise awareness at a neighbourhood level. Nine older people along with three service providers have come together and:

- Provide feed-back on leaflets which will be used within doctor surgeries to raise awareness of malnutrition and how to prevent people becoming malnourished.
- Offer alternative ways of promoting the malnutrition messages
- Gain an understanding of what malnutrition is and the role every-one can play in helping to reduce the numbers of people effect.

During the session the group designed postcards and fridge magnets to complement the design of the posters created for use in the GP practices in Salford (which were themselves designed by the Student Dieticians) The postcards have some simple messages on one side and on the reverse an invitation and voucher for people to come to Age UK Salford's Critchley House & Cafe where they can have a free drink and cake and collect their free fridge magnet.



6 older people took part in a shopping trip with Clinical Dietitians to enable them to understanding what foods they should be buying to stay healthy and well.

**Sally Well Being standards** – During January 2014 workshops took place with 22 older people and 6 service providers to produce a set “Sally standards” which reflect what Sally will do for herself and others. The Sally Standards which were developed have been used in the introduction to the Well-Being plans.



**Tech and tea** - Working with Salix Homes we ran a programme of tech and tea sessions within sheltered housing schemes.

<http://communityreporter.net/videos/tech-and-tea-2015>



Between January 2015 and May 2015: 18 sessions of tech and tea were delivered across 3 sheltered housing schemes: Muirhead Court (8 sessions), Spring Bank (5 sessions), Alexandra Court (5 sessions). More sessions were delivered at Muirhead Court as this supported the intergenerational element of the project.

A total of 23 older people took part in the project (Male - 11, Female – 12)

- 100% of participants scored 4 or 5 after the course saying they felt that they were learning and doing interesting things in their community. At the start of the course 100% scored between 1 and 3.
- 100% of participants scored 4 or 5 after the course saying that they felt that they had made more social contacts with people in their community. At the start of the course 100% of participants scored between 1 and 3.

**Sharing the Salford Together story** – Older people have supported a number of presentation events along with partners to share their stories including

The North West elected members older person champions network held their last meeting in Salford and invited community assets to present the work they are doing with older people in Salford. 3 older people supported the presentation

Community Assets presented as part of the Vanguard visit with 10 older people attending the session and 2 presenting the role older people have played in developing the model

Attending the Salford Together learning events as participants as well as supporting the community asset work stream update presentations.

### **Devolved Responsibility**

**Volunteering in Care homes** – The Salford Together Volunteer coordinator has recruited 10 volunteers to support a project based in 2 care homes which will involve Volunteers visiting both care homes once a week supporting activity coordinators to provide activities, for example, group activities such as bingo or art and craft sessions, or 1-to-1 activities such as helping individual residents with life-story projects or providing companionship. The project will run from July 2015 – October 2015 and a full evaluation of the impact on care homes, impact on volunteers working in care homes and the impact on the residents and their families has been built into the model



**Well-being champions** – This work has just started with 11 older people now attended a training session on how to complete well-being plans. The champions will help support other older people to complete plans through attending older person groups, events and volunteering in GP surgeries.

**Neighbourhood activity** – There are many older people across Salford supporting small groups of activity. The Salford Together Development Worker has been contacting these groups to arise awareness of the ICfOP programme and advise them of the neighbourhood fund which is available to help them with their deliver of activity. Over the next six months we will be monitoring groups who access this fund to capture the value of community activity across Salford being carried out by older people for older people.

For further information about the work of the Community Asset Working Group or type of work ICT do please check out our website [www.inspiringcommunitiestogether.co.uk](http://www.inspiringcommunitiestogether.co.uk) or contact:

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