

Time of Our Lives Strategy 2008 – 2011 improving and promoting quality of later life in East Sussex Action Plan 2008 - 2009

1) Quality of life area - looking forward from fifty				
Objective	Key actions	Timescales	Lead and partners	Outcomes
1.1) Promote healthy lifestyles - Develop a strategy for promoting and improving the health and well-being of older people that focuses primarily on the key priority areas: Tackle health inequalities, reducing smoking, tackling obesity, improving sexual health, mental health and well-being, reducing harm and encouraging sensible drinking through PCT Health Improvement planning process (from <i>Promoting a Healthy Old Age Steering Group Implementation Plan Jan2008</i>).	<ol style="list-style-type: none"> 1. 2007/08 East Sussex Downs and Weald PCT & Hastings and Rother PCT's HImp plans refreshed to reflect objectives within the Joint Commissioning Strategy for Older People. 2. Structures reviewed and 2008/09 plans developed. 	<p>May 2008</p> <p>Plans in place by May 2008, implementation ongoing in 2008/09</p>	East Sussex PCTs, District and Borough Councils, ESCC; Transport and Environment, Adult Social Care, voluntary and community organisations.	Improved health in later life <ul style="list-style-type: none"> - improved responses by organisations and communities to the key priority areas.
1.2) Opportunities for learning development and leisure	Tie in with the Joint Carers' Strategy and the forthcoming Joint Physical Disability and Sensory Impairment Strategy to tackle barriers to employment and access to	Carers Joint Action Plan 2008 -2009; respond to National Strategy for Carers (expected during 2008/09).	Physical Disability and Sensory Impairment Strategy Group (to be set up) and Carers' Strategy Group; ESCC; Adult Social Care, DWP Job Centre Plus, Care	<ol style="list-style-type: none"> 1. More options for the long-term workless to seek employment. 2. Increased life opportunities for carers.

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	leisure and life opportunities in the 50 plus age group.		for the Carers, ESDA and other voluntary and community organisations.	
1.3) Engage with 50plus age group	Explore potential research project into expectations of 50plus age group.	March 09	ESCC; Adult Social Care, Library and Information Services, AirS, Age Concern East Sussex, University of Sussex; University of Brighton	Better understanding about what residents currently aged 50 - 65 will want from care and housing support services in the future.
	Hold 50 plus Enterprise fair in Hastings and share the outcomes (c.f. 7.3)	April 2008	Hastings and St Leonards Seniors' Forum; Rother Seniors' Forum; Ten Sixty Six Enterprises, Hastings and Bexhill Economic Alliance, Age Concern Hastings, Hastings Borough Council	Increased awareness about opportunities and sources of employment support for people over fifties.

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2) Quality of life area - staying active and healthy				
Objective	Key actions	Timescales	Lead and partners	Outcomes
2.1) Promote a healthy old age	Tackle health inequalities, reducing smoking, tackling obesity, improving sexual health, mental health and well-being, reducing harm and encouraging sensible drinking through PCT Health Improvement planning process (<i>from Promoting a Healthy Old Age Steering Group Implementation Plan Jan 08</i>)	May 2008 (Delivery of 2007/08 East Sussex Downs and Weald and Hastings and Rother PCTs' Health Improvement Plans (HImp) with elements reflecting 50plus and older people)	PCTs District and Borough Councils, ESCC; Transport and Environment, Adult Social Care	Improved health in later life - improved organisational responses to the key priority areas
	Further develop and promote the use of the library service's community information website (ESCIS) as an information resource	March 2009	ESCC; Library and Information Services, Adult Social Care, voluntary and community organisations	<ol style="list-style-type: none"> 1. Increased hits on ESCIS website 2. Increase in number of organisations entered on database
	Assess feasibility of Interreg programme IV older people related project (learning exchange on involving/engaging older people/active citizenship health and wellbeing), or other sources of funding.	September 2008	ESCC; Adult Social Care, older people's forums PCTs, voluntary and community organisations, University of Sussex, University of Brighton	Better understanding of approaches to healthy ageing, engagement and participation
	'Produce two editions per year of Exploring East Sussex (programme of	Ongoing through to March 2009	ESCC; Transport and Environment, older people's forums	Use of the countryside is promoted to older people, increasing levels of activity and

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	guided walks and environmental events) attracting 7000 participants of which 3500 are older people'			fitness
	Complete, launch and roll out 'Forward from Fifty' the older people's handbook	Forward from fifty to be completed launched and rolled out by June 2008	ESCC; Adult Social Care, Library and Information Services, PCTs, ESSA, ESDA, Care for the Carers, Age Concern East Sussex, Sompriti and voluntary and community organisations	Better information and signposting to advice and support for older people
	Mark International Older People's Day (1/10/08) to promote positive ageing	Hold first planning meeting by June 2008	ESCC; Adult Social Care, PCTs (health promotion), ESSA/ older people's forums, Age Concern, Help the Aged	Growing older is seen to be a positive thing and the county is seen to be a positive place to be an older person.
	Provide training for teachers in supported exercise classes	April 08	PCTs, EXTEND, Adult Social Care	Increased availability of supported exercise in health, social care, housing support and community settings

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3) Quality of life area - continue to learn and develop and be culturally active				
Objective	Key actions	Timescales	Lead and partners	Outcomes
3.1) Learning for life (opportunities for cultural, personal or leisure learning)	Identify a process for involving older learners in decisions about personal development and leisure learning	April – June 2008	East Sussex Adult Learning and Skills Partnership Board, older people's forums, U3A	<ol style="list-style-type: none"> 1. Increased awareness of opportunities 2. Increased involvement in shaping provision where possible
	Access - ensure that signposts for learning opportunities are included in 'Forward from Fifty' the older people's handbook	Forward from fifty to be completed launched and rolled out by June 2008	ESCC; Adult Social Care, Library and Information Services, PCTs, ESSA, ESDA, Care for the Carers, Age Concern East Sussex, Sompriti and community organisations	Better information and signposting to advice and support for older people
	Publicise home library service where volunteer capacity exists	March 2009	ESCC Library and Information Services, Adult Social Care, PCTs, voluntary and community groups	Increased take up of services in targeted areas
	Clarify Library and Information Services provision to care centres	March 2009	ESCC Library and Information Services, Adult Social Care	Care centres clearer about range of services available to them and how to access them for their residents/users.
	Work with Adult Learning and Skills Partnership Board to raise awareness of the need for Personal and Community Development Learning (PCDL) provision to be made available to vulnerable older people and carers as priority learners	May 2008	ESCC Strategic Economic Development and Skills; Adult Social Care	Recognition in the East Sussex Adult Learning and Skills Strategy and some action underway.

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	Develop new approach to Word County, to include emphasis on older people and ensure programmes are designed for older people	Programme to be delivered in 2008/2009	East Sussex Arts Partnership, De La Warr Pavillion,	More opportunities for older people to participate in literary events across the county.
	Explore possibility of work being undertaken to increase access to community buildings as learning venues	By December 2008	East Sussex learning and Skills Partnership Board	Increased access to learning provision
3.2) Learning for work	Increase awareness of Train to Gain, progress on Individual Learner Accounts and other relevant skills initiatives	Start May 2008	East Sussex Adult Learning and Skills Partnership Board	Increased awareness of Train to Gain

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4) Quality of life area - playing a part and contributing to community life				
Objective	Key actions	Timescales	Lead and partners	Outcomes
4.1) Broad spectrum of older people's views to be heard	Refresh Involvement strategy annual work plan for 2008/09	July 2008	ESCC Older People's Interdepartmental Working Group, PHOA	Older people's views about services are heard and acted upon
	Evaluate older people's engagement day and make recommendations for the next steps	Report to ESCC COMT by July 2008	ESCC Older People's Interdepartmental Working Group, ESSA/older people's forums	Increased engagement at a strategic and decision-making level across the range of services important to older people
	Ensure that older people's forums are integrated with the new Local Involvement Network (LINK)	April – July 2008	ESSA, ESDA, ESCC Adult Social Care, PCTs	Older people's views about health and social care services are heard and acted upon
4.2) Older People have a direct voice in strategic planning	Ensure links with district and borough planning services to influence policies and documents such as Local Development Framework, sustainable community strategies etc.	Ongoing	ESCC Adult Social Care, older people's forums, Wealden District Council, Hastings Borough Council, Lewes District Council, Eastbourne Borough Council, Rother District Council	Older people's views about local services are listened to and acted upon
4.3) Create opportunities for older people to take part in community action	Work with older people's forums to put activities or on events at the local level in 2008/09.	At least one activity per forum between April 08 to March 09	Older people's forums and all partners; ESCC, PCTs, DWP, Sussex Police, District and Borough Councils, voluntary and community organisations	Increased levels of participation and active citizenship amongst older communities in East Sussex

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5) Quality of life area – feeling safe and secure				
Objective	Key actions	Timescales	Lead and partners	Outcomes
5.1) Feel safe in own home	Hold joint 'days of action' to raise awareness about door-step crime.	Ongoing during 2008/09	ESCC Trading Standards, Sussex Police	Older people are confident and informed about risks from doorstep callers.
	Carry out home safety checks and aids and adaptations through referral and signposting mechanisms such as County Connect and Forward From Fifty the guide to later-life in East Sussex, and the Navigator Service	Ongoing during 2008/09	East Sussex Fire and Rescue, Falls Service, Home Improvement Agencies, ESDA, Care for the Carers, ESCC; Adult Social Care	Older people live in safe and secure environments.
5.2) Increased confidence in local traders	Promote the use of the updated Buy With Confidence (BWC) Directory and engage additional members to the approved trader scheme through local events, including the Local Life Show and local publications	Updated BWC directory widely available by April 2008; awareness-raising ongoing throughout 2008/09.	ESCC Trading Standards; Library and Information Services; Adult Social Care, older people's forums, local business forums	Older people are informed and confident consumers and are protected.
5.4) Integrate older people into communities	Arrange meeting between East Sussex Seniors' Association (ESSA) and the East Sussex Youth Cabinet	By December 2008	ESSA, East Sussex Youth Cabinet, ESCC adult social care, children's services, safer communities team	Older people and young people understand each others' issues and ways of getting their issues heard.
5.5) Hear the voice of older people at the local level about safer communities issues	Further develop relationships between local older people's forums and Neighbourhood Policing	By March 2009	ESSA/local older people's forums, Sussex Police	1) Older people's views about crime and safety issues are heard and taken into account. 2) Older people are reassured about crime levels where they live.

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6) Quality of life area – getting out and about; transport and access to services				
Objective	Key actions	Timescales	Lead and partners	Outcomes
6.1) Promote increased dialogue between older people and transport planning	Work with partners to ensure that older people's views are heard within transport consultation and planning processes.	Ongoing	ESCC transport and environment, transport providers, older people's forums	Older people's views about transport issues are heard and taken into account
6.2) Improving local access to services	Develop Joint Information Project to enable better signposting to services for frontline staff and the public	March 09	ESCC, adult social care, libraries, PCTs, older people's forums, voluntary and community organisations	Better signposting and referral information available to frontline staff and the public
	Ensure that signposts for transport are included in 'Forward from Fifty' the older people's handbook	Forward from fifty to be completed launched and rolled out by June 2008	ESCC; Adult Social Care, Library and Information Services, PCTs, ESSA, ESDA, Care for the Carers, Age Concern East Sussex, Sompriti and community organisations	Better information and signposting to advice and support for older people

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7) Quality of life area – healthy finances				
Objective	Key actions	Timescales	Lead and partners	Outcomes
7.1) Streamline services to ensure equitable and timely access to advice and support	Hold series of public events to raise the profile of the County Connect referral hub and engage new partners	By November 2008	ESCC Adult Social Care; Library and Information Services, East Sussex Fire and Rescue Service, Local Pensions Service, East Sussex Healthy Homes etc.	Older people have better access to a range of community advice and support services
	Streamline financial assessment information	Ongoing	Joint Team Project Board – ESCC Adult Social Care, DWP, District and Borough Councils, CAB, Age Concern East Sussex	Older people only have to give their details once during financial assessment processes
7.2) Better access to the full range of benefits and entitlements, advice and support	Develop Joint Information Project to enable better signposting to services for frontline staff and the public (cf 6.2)	March 2009	ESCC, adult social care, libraries, PCTs, older people's forums, voluntary and community organisations	Better signposting and referral information available to frontline staff and the public
	Evaluate the outcomes of the Support To Access Care Services (STACS) pilot	Reporting end of July 2008	ESCC adult social care, service users	Better access to information and advice about care services for people who will be paying the full costs for services.
	Complete, launch and roll out 'Forward from Fifty' the guide to ageing in East Sussex, to include information and signposts on financial wellbeing.	Forward from fifty to be completed launched and rolled out by June 2008	ESCC; Adult Social Care, Library and Information Services, PCTs, ESSA, ESDA, Care for the Carers, Age Concern East Sussex, Sompriti and community organisations	Better information and signposting to advice and support for older people
7.3) Increase awareness about opportunities and	Hold 50plus Enterprise fair in Hastings and share the outcomes	April 08	Hastings and St Leonards Seniors' Forum; Rother Seniors' Forum; Ten Sixty Six	Older people have the choice to remain economically active

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sources of employment support for people over fifties.	(cf with 1.3)		Enterprises, Hastings and Bexhill Economic Alliance, Age Concern Hastings, Hastings Borough Council	
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8) Quality of life area – quality of life for older people who need care and support				
Objective	Key actions	Timescales	Lead and partners	Outcomes
8.1) Support people with low to medium levels of need (also see 2.1 and 3.1)	Report outcomes of Independence First pilot projects	Reporting of pilot will continue to June 2008	ESCC adult social care, PCTs, voluntary and community organisations	Support is provided so that situations are prevented from becoming worse.
	Monitor progress with Assistive Technology	Initial report from independent evaluation due May 2008	Telecare Project Group (ESCC adult social care, PCTs, Housing representatives)	Support for older people to stay in their own homes
	Develop the online self assessment form	Prototype (for individuals with needs) available for user testing in May 2008	ESCC Adult Social Care; Corporate Web Team	More streamlined access to needs assessment for older people and carers.
8.2) Promote quality of life outcomes for people with high levels of need	Continue to liaise and work with voluntary and community sector partners (e.g. through mechanisms such as the new Speak Up Forum) to increase the range of services available to older people.	Ongoing in 2008/09	ESCC; Policy and Communication; Adult Social Care, PCTs, voluntary and community organisations	A wide range of services is available to support older people's independence, wellbeing and quality of life.
	Tie in with local older people's housing and support strategy implementation to ensure that quality of life and wellbeing is promoted in a range of housing settings	Ongoing through implementation plans in 2008/09	ESCC Adult Social Care; District and Borough Councils; Registered Social Landlords; independent providers of housing and accommodation; Age Concern; local older people's forums	People's care and support needs are met within their chosen housing setting.
	Engage with older people about initial steps for Individual / Personal Budgets	Communications /engagement strategy in place by September 2008	ESCC adult social care, PCTs, older people's forums	Older people have a voice in the development of Individual budgets

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	Further develop models to effectively engage older people with care needs, including older people with mental health problems.	March 09 (as part of broader approaches to engagement of service users)	ESCC adult social care, PCTs; East Sussex Seniors' Association; Sussex Partnership Trust, East Sussex Hospitals Trust, Alzheimers Society, Mind, AiRs, Age Concern, older people's forums	The views of users of older people's care services are heard and taken into account
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