

Denbighshire's Ageing Well Plan

2015/2019

*Ensuring Denbighshire is a good place to grow older for
everyone*

Foreword

Cllr Bobby Feeley – to follow

Ageing Well in Denbighshire



Introduction

This is Denbighshire's first **Ageing Well Plan** and it should be considered alongside both our Wellbeing Plan 2014 – 2018, which is our single overarching plan for Supporting Independence and Resilience and our Supporting Independence Strategy which is our key strategy for supporting the people within their community and preventing the need for statutory intervention.

Denbighshire's Wellbeing Plan 2014-2018 vision:

- ✓ People are active, connected and contribute to their community.
- ✓ People take notice of what's going on around them, and in doing so, people keep learning about their world
- ✓ People prioritise their wellbeing and actively plan to maintain their independence

This Ageing Well Plan sets out how the five priority themes of the [Ageing Well in Wales Programme](#) will be delivered in Denbighshire. The five themes are: Age Friendly Communities, Dementia Supportive Communities, Falls Prevention, Opportunities for Employment, Learning & New Skills, Loneliness and Isolation. The Plan can only be delivered effectively if we can do more on a partnership basis to enable people maintain their own health and wellbeing as they become older.

*“There is much that individuals can do to maintain their own health and overall wellbeing, but much more is required if we want Wales to be a good place to grow older. Public services, the third sector, the commercial sector, national and local government and many others must work together, for example, to create age-friendly environments, opportunities for learning and employment and ensure that practical support is available to prevent loneliness and isolation. A joined-up approach is required that focuses on very clear outcomes, outcomes that reflect the biggest challenges faced by people to age well.”- **Sarah Rochira, Older Peoples Commissioner.***

The key elements of this Ageing Well Plan align with the Well-being outcomes within the Social Services and Well-being (Wales) Act 2014 which are intended to promote independence and give people a stronger voice and control. Together, they will promote equality, improve the quality of services and enhance access to the provision of information people receive. It will also encourage a renewed focus on prevention and early intervention.

The following principles have been identified by the Welsh Government's Strategy for Older People in Wales (2013-2023) and we wish to adopt these in relation implementing this Ageing Well Plan and making Denbighshire a better place in which to grow older.

- **Social participation** – older people enjoy a better quality of life, have active social lives (if desired), and loneliness and unwanted social isolation is minimised. Older people are not subjected to abuse.
- **Diversity** – older people are not discriminated against because of their age, and do not experience multiple discrimination on account of gender, ethnicity, disability, religion and belief, or sexual orientation in addition to their age.

- **Access to information** – older people have access to information and advice about services and opportunities, and are not disadvantaged when accessing them.
- **Learning and activities** – older people have opportunities to be engaged in lifelong learning and other appropriate social activities
- **Healthy ageing** – older people enjoy good physical, mental and emotional health and well-being with the aim of being able to live independently for longer, with a better quality of life and continue to work and participate in their communities.
- **Shared spaces** – older people find public places welcoming, safe and accessible.
- **Living in the community** – older people are able to participate and contribute in their communities and access services and amenities.
- **Housing** - Older people have access to housing and services that supports their needs and promote independence.

- **Energy** – older people live in energy efficient homes and can afford to heat their homes to the temperature required to protect health.

The Ageing Well Programme's overall aim is to ensure that within Wales there is an improvement in the well-being of people aged 50+. The intention is to support and champion a positive attitude towards ageing and the benefits an ageing society brings and to ensure that older people have a strong voice that is listened and responded to.

We are committed to ensuring that this programme is implemented effectively in Denbighshire.

Local Context

Denbighshire County Council has an overall population of 94,510 (2013 Mid-Year Estimates) with 40,445 aged 50 and above; more people across the whole of England and Wales are living past 100 – 7,090 in 2002 to 12,320 in 2012 (ONS mid-term data) and many people will spend as long or longer in retirement than in employment. Older people make important contributions to society as family members, carers, volunteers and as

active participants in the workforce and through contributing to society in other ways such as voting in elections for example.

See Appendix I for further information about Denbighshire's population

This Ageing Well Plan has 5 key elements:

Age Friendly Communities - Such communities will encourage and enable older people to engage with their surroundings and environment, and continue to engage socially within those communities, thereby maintaining their health, independence and wellbeing.

Falls Prevention - Will help older people to maintain their health, safety and wellbeing, live longer in their own homes and remain active in their communities.

Dementia Supportive Communities - Need to demonstrate a high level of public awareness and understanding of dementia in all our communities.

Opportunities for employment, learning and new skills – Recognising that older people have a wealth of knowledge and experience which is often undervalued The aim is to increase the recognised value of older people through further learning, training employment and volunteering opportunities.

Loneliness and Isolation -They have been shown to have a significant impact on health and general wellbeing. Eradicating loneliness and isolation may be unrealistic but we need to work at all levels in identifying and the root causes.

The following section provides more detail of each of these elements including; expected outcomes, key actions and priority tasks for 2015-2016.

[Age Friendly Communities](#)

Overarching Aim: To make Denbighshire a County of Age Friendly Communities

The World Health Organisation sums up an Age Friendly Community as follows: “An age-friendly city adapts its structures and services to be accessible to and inclusive of older people with varying needs and capacities.”

In practice, an Age-Friendly community is one where local people have decided to prioritise better support to people as they age. This can include physical design, promoting better access and mobility, promoting people’s social engagement and developing support and relationships between the generations. The most important aspect is that it is an integrated approach to thinking about the places where people live and how best to promote older people’s wellbeing and engagement with their physical and social environments.

As part of the process for Wales to be recognised as an Age-Friendly Nation, Denbighshire is one of the 22 of Welsh Local Authorities which has signed up to the Dublin Declaration; showing our real commitment at a local level to creating communities that are inclusive and supportive for all, regardless of their age.

Denbighshire County Council signed the Dublin Declaration confirming its commitment to ongoing work and policy development around Age Friendly communities and participation in a co-ordinated network across Wales. It will also give recognition to the council's leadership and commitment to addressing the needs of older people. The Declaration also includes a pledge that where it is possible we will take forward action in the following areas:

- a. Awareness of older people
- b. Processes of citizen-centred engagement
- c. Urban spaces and public places
- d. Housing
- e. Public transport systems
- f. Participation in social and cultural life
- g. Employment and volunteering opportunities and lifelong learning
- h. Community support and health services

A number of these priority areas are already embedded within existing service activity and resources in Denbighshire, and reflect the County Council's commitment to improving the quality of life for older people in the county by providing quality services. This is evidenced through the priorities outlined in our Wellbeing Plan and Supporting Independence in Denbighshire Strategy (SID).

Outcomes and Actions

1. The importance of Age-Friendly Communities is recognised at all levels throughout Denbighshire

1.1. Support the creation of Age-Friendly Communities across Denbighshire.

1.2. Define what is meant by an Age-Friendly Community in a Denbighshire context and to formalise the recognition process our communities need to follow in order to be officially recognised as being Age-Friendly.

1.3. Establish Age-Friendly Champions in local communities.

2. The voices of all generations are heard and actively included in the creation and ongoing development of their Age-Friendly Communities.

2.1. Actively promote the inclusion of all generations in discussions about their community, with particular reference to groups sharing protected characteristics.

2.2. Facilitate the development of shared public spaces (both physical and social) as an integral element of an Age-Friendly Community.

2.3. Support and encourage communities to identify and realise the assets (actual and potential) that contribute towards an Age-Friendly Community.

3. Denbighshire's Governance structures and processes support the development of Age-Friendly Communities and inter-generational practice.

3.1. For Age-Friendly Communities to feature in key strategic planning documents in all Local Service Boards.

3.2. Develop information packs, training and development resources and learning networks for professionals, to embed the understanding and practice of Age-Friendly approaches in strategic planning and implementation.

3.3. Establish Age-Friendly Advocates within our Planning, Housing, Transport and Education departments.

Priority Tasks 2015 -2016

- Develop 1 Intergenerational Age Friendly Community in Bodelwyddan via the Bodelwyddan Town Plan, where loneliness has been identified as a specific issue. Within the activity, explore development of befriending schemes and other opportunities to bring people together; for example setting up a My Life, My Way group, University of the Third Age (U3A), 50+ Forum.
- Actively promote the inclusion of all generations in discussions about their community, with particular reference to groups sharing protected characteristics for a shared understanding of what constitutes an Age Friendly Community.
- Work with Communities for All Ages UK, Age Connect North Wales Central and Denbighshire's community to produce 1 DVD for Denbighshire outlining characteristics of age friendly communities.
- Work with People to People/Pobl i Bobl in Corwen to support and encourage communities to identify and realise the assets (actual and potential) that contribute towards an Age-Friendly Community.
- Develop information packs, training and development resources and learning networks for professionals, to embed the understanding and practice of Age Friendly approaches in strategic planning and implementation
- Raise awareness of Age Friendly Communities with Local Authority service heads, partners (including Health, Town & Community Councils and Third Sector) to influence the creation of communities that are inclusive for all people regardless of age.
- Hold 1 full day Age Awareness Training event with Vocational Lead in Health, Workforce Development and Third Sector, providing opportunity for Denbighshire's older people to inform the programme and assist with the day as trainers.

Falls Prevention

Overarching aim: To support older people to reduce their risk of falling, reducing the number of falls amongst older people in Wales.

Falls prevention is a key issue in the improvement of health and wellbeing amongst older people. Falls are a major cause of disability and death in older people in Wales, and result in significant human costs in terms of pain, loss of confidence and independence. It is estimated that between 230,000 and 460,000 people over the age of 60 fall in Wales each year. Between 11,500 and 45,900 of these suffer serious injury: fracture, head injury, or serious laceration. The work of the Falls Prevention network will help older people to maintain their health and wellbeing, live longer in their own homes and remain active in their communities.

There is also significant financial cost to health and social care services associated with dealing with the results of falls. Falls are estimated to cost the NHS in the UK more than £2.3billion per year¹⁴. Evidence suggests that falls prevention can reduce the number of falls by between 15% and 30%, and that well organised services, based on national standards and evidence-based guidelines, can prevent falls and reduce death and disability from fractures.

A number of substantial national and local initiatives are underway in Wales to address the issue of falls, ranging from prevention through to treatment. Whilst the 1000 Lives Multiagency Falls Collaborative for Wales focuses

on those who have already fallen, the falls prevention network of Ageing Well in Wales will address early intervention for those older people at risk of falling for the first time. The network and any development and delivery of falls prevention services that result from the Programme will support an older person's wellbeing as well as addressing specific identified risk factors for falls. This work will link with Public Health Wales' Transforming Health Improvement Programme which is looking at evidence-based interventions on key topic areas across the life course

Outcomes and Actions

1. Older people and their carers are aware of the preventable causes of falling and know how to reduce their risk.

1.1. Work with older people and their carers to develop **increased awareness of the risk of falls, and** promote the value of early intervention and prevention to reduce the risk of falling.

1.2 Explore with our partners what interventions that can be delivered by professionals and volunteers to raise awareness of falls risk and preventive measures with individual older people and their carers.

2. Current levels of early identification and preventive interventions are mapped and assessed to inform future development.

2.1. Implement available guidance to assist with:

- early identification of risk,
- developments of risk assessment tools
- development of appropriate interventions in all settings
- development of preventive interventions including ,falls prevention exercise classes, home safety checks, installations and modifications, medication reviews, low vision assessments and sight tests, and footcare.

2.2 Develop local audit/mapping of local services in these areas

2.3. Identify barriers to the availability of interventions outlined in 2.1 and work with partners to seek solutions and increase provision, ensuring that interventions are evidence based and evaluated

3. Falls prevention is integrated into other older people's health and social care programmes as part of a wider 'ageing well' approach.

3.1. Collaborate with other local programmes such as those on frailty, dementia, concussion and chronic conditions, to develop complementary/integrated approaches and protocols in relation to risk assessments and interventions.

3.2. Promote access to and strengthening of community based opportunities, such as Ageing Well clubs, to support healthy ageing and as key exit routes for maintaining and improving health and strength after discharge from formal falls services.

3.3. Work with the providers of community healthy ageing clubs, classes and events to support the development of evidence based activities.

Priority Tasks 2015 -2016

- Reduce number of falls through promotion of the Falls Prevention Strategy; raising awareness of the risks of falls amongst older people and prevention.
- Work with Falls coordinator in Denbighshire to promote falls awareness amongst older people through dissemination of Falls Risk Assessment Tool (FRAT) leaflet.
- Increase number of people identified at risk of falls through partnership work. For example SPoA officer and Fire Service officers are trained in use of FRAT as part of Home Safety Assessment.
- Work with partners to increase numbers of community settings where interventions can be carried out rather than Leisure Centre bases
- Collaborate with other national programmes such as those on frailty, dementia, chronic conditions for example to develop integrated approaches in relation to interventions
- Promote access to and strengthening of local community based opportunities (such as Age Connect NW Central toe nail cutting service, Fire Service, Care & Repair and so on) to support health ageing as part of key exit routes after discharge from formal falls service

Dementia Supportive Communities

Overarching Aim: To make Wales a dementia supportive nation by building and promoting dementia supportive communities

Statistics from the Alzheimer's Society show that of those living with dementia in the UK, 84% live in England, 8% in Scotland, 5% in Wales and 2% in Northern Ireland. If the prevalence of dementia remains the same, the number of people with dementia in the UK is forecast to increase to 1,142,677 by 2025 and 2,092,945 by 2051, an increase of 40% over the next 12 years and of 156% over the next 38 years.

Developing dementia supportive communities is crucial to the wellbeing of older people, especially the thousands of people living with dementia, regardless of official diagnosis, and the people around them that are also affected.

People affected by dementia talk about the everyday challenges they face in living well with dementia. This can include difficulty using technology, getting appropriate service in shops, banks and post offices, using transport, going on holiday and maintaining social contact and hobbies. Although help from health and care services is

vitaly important, making it possible for people affected by dementia to live well will require help from people and organisations across society

A dementia supportive community is any community that shows a high level of public awareness and understanding of dementia (for example, a local or national organisation such as a shop, bank or corporation, or a village, town or city). Such communities are more inclusive of people with dementia, and improve their ability to remain independent and have voice, choice and control over their lives. Creating dementia supportive communities requires a social movement: one that mobilises all sections of society to act, respond and give their time, inspired by the ambition to make their community more dementia friendly.

As emphasised by the Welsh Government's National Dementia Vision for Wales, people who receive an early diagnosis of dementia and are given access to appropriate information, support and care, are able to live well with dementia. The Dementia Supportive Communities network will work to facilitate this and encourage the development of communities and have the capacity to support people affected by dementia so they can enjoy the best possible quality of life.

The network recognises that it is not only the individual who is affected by dementia, it also impacts on their family, friends, colleagues and carers. Ageing Well in Wales therefore uses the term 'people affected by dementia' to recognise the wider effects

Outcomes and Actions

1. Denbighshire is an environment where people affected by dementia feel confident, valued and understood.

1.1. Engage with people affected by dementia to identify what constitutes a 'dementia supportive community' and disseminate best practice examples.

1.2. Work with partners to further develop and adopt a national recognition process for 'Dementia Friendly' community and commercial businesses and organisations.

1.3. Establish a compendium of organisations, dementia action alliances and communities in Denbighshire that are working towards being recognised as dementia supportive/friendly.

2. People affected by dementia in Denbighshire note an improvement in the timely identification of dementia and support provided before, during and after identification.

2.1. Work with professional bodies, organisations and community groups to improve assessment, diagnosis and care.

2.2. Identify current support available to people affected by dementia, as well as gaps in provision.

2.3. Identify and promote current and future opportunities for prevention.

3. Enhanced and extended education, training, information and advice around dementia is established.

- 3.1. Promote positive images of people affected by dementia to drive attitudinal change.
- 3.2. Ensure engagement of public services, such as housing and transport, with the dementia agenda.
- 3.3. Promote awareness and understanding of dementia and the issues people affected by dementia face

Priority Tasks 2015 -2016

- Establish a compendium of organisations, dementia action alliances and communities in Denbighshire that are working towards being recognised as dementia supportive/friendly.
- Identify and promote current and future opportunities for prevention
- Health: Promote uptake of mandatory e-learning package for all staff on Dementia Awareness within health (BCU)
- Leisure Services: Raise awareness and understanding of Dementia through commissioned play (The “D Word)
- Health: Develop Dementia Safe Environments within Community Hospitals
- Promote use of Dementia RED Care Information Points at GP Surgeries.
- Assist and promote Alzheimer’s Society’s recruitment of Support Volunteers to raise awareness of dementia.
- EMH Project Groups: continue to work to ensure that Dementia becomes ‘everybody’s business’ and that the dementia friendly communities are strengthened. Continue to develop informal peer to peer support within the groups.
- Reablement staff working within EMH Project Groups: Ensure that appropriately trained care staff will be available to address any personal care issues which may arise, expanding accessibility to the groups to a ‘wider audience’: Normalise attendance at the groups and ensure everyone’s dignity is maintained at high standards throughout the day.
- Provide carers of people living with dementia with greater access to a wider range of support and information through close working partnership with Healthy Carers Worker.
- Involve EMH Project Workers in Denbighshire’s People to People Talking Point - to provide advice and information about a range of dementia friendly opportunities within the local community to minimise reliance on formal services and enhance individual’s quality of life and sense of wellbeing.
- Create further Dementia Friendly Groups during 2015/2016; encourage the development of working relationships with the Rotary Club in Ruthin to engage with community volunteers and the 3rd Sector.
- Take forward Dementia Friends sessions in schools and colleges during the coming academic year, to facilitate intergenerational understanding.
- Continue to strengthen links and engagement with health colleagues and Glan Traeth.

Opportunities for Learning and Employment

Overarching aim: To ensure the experiences of older people in Wales (Denbighshire) is optimised through continued learning and employment

Older people have a wealth of knowledge and experience which is currently underappreciated and undervalued in the workplace. Tackling age discrimination and recognising the value and worth of older people in Wales will be a key feature in the work of this network; older people are currently worth over £1 billion to the Welsh economy every year. The network will aim to increase the recognised value of older people through further learning, employment and volunteering opportunities.

It is good for the individual, the community and the economy for older people to be engaged in some form of employment, education or training. Learning for older people has a range of benefits, such as:

- ✓ Promoting full economic and societal participation
- ✓ Contributing towards personal wellbeing and fulfilment
- ✓ Supporting creativity and innovation, and
- ✓ Increasing efficiency as workers or volunteers.

The need to prioritise opportunities for employment and new skills for older people has been added to the Ageing Well in Wales Programme in recognition of its prevalence as an issue for older people in Wales. The Strategy for Older People (Phase 3) 2013-23 states that older people who are unemployed are more likely to be

long-term unemployed; around 45% of unemployed people aged 50-64 have been unemployed for a year or more compared to 30% of 18-24 year olds and 38% for 25-49 year olds.

With the economic downturn affecting the traditional models of retirement, older people must be able new learning and employment opportunities to remain in or re-enter the labour market. Older people require access to learning for a number of reasons. For example, with an increasing number of older people unable to afford retirement at State Pension age, the provision of learning and skill development opportunities to improve their employment prospects becomes ever more important. For other older people who are able to retire when they choose, access to learning is a key factor in maintaining their wellbeing. Learning and skills development in this context includes financial and digital inclusion, helping older people to become more resilient in later life.

By improving the employment prospects of older people and empowering them to remain engaged longer with society, Opportunities for Learning and Employment will also complement the work of the Loneliness and Isolation network.

Outcomes and Actions

1. Older people in Denbighshire benefit from maximised opportunities for participation.

- 1.1. Increase the number of older people who volunteer.
- 1.2. Increase the number of older people continuing their learning and skill development before and after retirement.
- 1.3. Identify and share successful community models for older people's participation.

2. Older people in Wales benefit from maximised opportunities to increase their income.

- 2.1. Increase the numbers of people aged 50+ in Wales who are economically active.
- 2.2. Develop and improve older people's financial inclusion schemes.
- 2.3. Increase the number of people aged 50+ who are accessing education and training.

3. Older people in Wales feel empowered to plan effectively for their future.

- 3.1. Raise awareness amongst older people of current governmental and other advice and information schemes to assist in building their financial resilience.
- 3.2. Develop a live compendium of current provision.
- 3.3. Work with partners to run a pilot programme to support older people through economic transitions.

Priority Tasks 2015 -2016

- Increase the number of older people who volunteer through use of Denbighshire's Volunteer Kinetic
- Publicise Volunteer Kinetic to all partners and across Ageing Well Networks
- Work in partnership nationally to produce 1 on line pre-retirement training resource
- Deliver 1 training session on Age Awareness with older people, Vocational Lead (Health) and Social Care Workforce Development Officer
- Outline how schools and businesses can work together though Denbighshire's Economic Business Development "Pathways Plus".
- Contribute to the OPUS Business Plan: A key target group is people 54+.
- Work with and contribute to Cyswllt Dysgu ACL partnership Strategic Plan (2014-2017)
- Hold 1 Celebration of Learning event with Cyswllt Dysgu partnership.
- Work with Cyswllt Dysgu, North Wales Women's Centre, University of the Third Age, Communities First and others to promote the range of opportunities for learning and development.
- Work with partners e.g. Denbighshire Voluntary Services Council, Communities First, Age Connect North Wales Central, British Red Cross, NW Women's Centre and others to promote opportunities for older people to volunteer, train and develop.
- Promote My Life, My Way across the County. Establish 1 new meeting group with the focus on Creativity and Growth.

Loneliness and Isolation

Overarching Aim: To reduce levels of loneliness and isolation and their negative impact on health and wellbeing as experienced by older people.

Loneliness and isolation are cross-cutting issues that seriously impact on the health and wellbeing of older people in Denbighshire. They are also the basis for social exclusion and are a significant and pressing problem that cross all boundaries of social class, race, gender identification, sexual orientation, financial status and geography. Eradicating loneliness and isolation may be unrealistic, but working at all levels, individual, organisational and strategic, identifying and tackling the root causes is not.

Research demonstrates that loneliness has an effect on mortality that is similar in size to smoking 15 cigarettes a day. It is associated with poor mental health and conditions such as cardiovascular disease, hypertension and dementia. Loneliness also has a much wider public health impact too, as it is associated with a number of negative health outcomes including mortality, morbidity, depression and suicide as well as health service use.

Given the budgetary reductions to community and public services, often seen as “lifelines”, older people are at an increased risk of loneliness and isolation, sometimes referred to as “silent killers”. More than 75% of women and a third of men over the age of 65 live alone. Without the means to leave their homes, or with fewer visits from community workers and service providers, an increasing number of older people will feel lonely and isolated resulting in damaging effects to their mental health.

One of the key priorities of Ageing Well in Wales and the Strategy for Older People in Wales is tackling loneliness and social isolation. Loneliness amongst older people is a problem for some people living in Denbighshire, in fact evidence suggests that loneliness affects people of all ages. One of the ways we aim to address this in Denbighshire is to have 3 questions about loneliness added to the next Resident's Survey.

Tackling loneliness and social isolation will require an intergenerational approach, facilitating or supporting active involvement of and connection to Denbighshire's communities.

Supporting an individual's independence, promoting empowerment and emphasising inclusion within communities will not be addressed by formal service provision alone, but through informal support: There is a need to work in partnership to develop or re-able strong communities that are able to take action themselves in support of their own health and wellbeing. Such communities are built on a high quality physical environment, and supported by universal services and appropriate and accurate information. This therefore can only be addressed in partnership with people and the communities themselves through adoption of an asset based approach to address issues.

Outcomes and Actions

1. Loneliness and isolation are recognised as public health and safety issues in Denbighshire.

- 1.1. Raise the profiles of loneliness and isolation as public health issues.
- 1.2. To ensure that health and social care information and advice services address the impact of loneliness and isolation on older people's wellbeing.
- 1.3. Empower older people to be aware of the risks of loneliness and isolation to their wellbeing.

2. The main causes and factors of loneliness and isolation amongst older people living in Denbighshire are identified and understood.

- 2.1. Identify the key causes of loneliness and isolation amongst older people.
- 2.2. Identify the impact loneliness and isolation have on the individual, the community and the economy.
- 2.3. Identify and develop current and potential interventions that could successfully reduce loneliness and isolation amongst the emerging older generation.

3. The provision of innovative and accessible support is developed, addressing the impact of changes to life circumstances that older people face.

- 3.1. Ensure older people are properly and meaningfully consulted regarding public transport provision.
- 3.2. Ensure older people have the financial means to participate in social activities.

3.3. Older people are aware of and have access to housing schemes that promote social interaction and inclusion.

Priority Tasks 2015 - 2016

- Hold 1 Learning Exchange on Loneliness between older people, front line staff and other professionals to identify the key causes of loneliness and isolation amongst older people.
- Add 3 questions on Loneliness to Denbighshire's Resident's Survey (Using UCLA Loneliness measurement Scale) to begin to understand loneliness.
- Identify the impact loneliness and isolation have on the individual, the community and the economy.
- Produce 1 bilingual information sheet on loneliness.
- Promote key causes of loneliness to partners.
- Develop 1 additional My Life, My Way group within Extra Care Housing (ECH), working with ECH Officer.
- Ensure that the loneliness agenda includes people living in Care Homes: Introduce and test Denbighshire's My Life My Way within 2 Care Homes in Denbighshire.
- Develop access to, and the range of befriending schemes in Denbighshire, including people living in Care Homes and carers; promote Telebuddies, NW Women's Centre, Gofal and Age Connect NW Central initiatives.
- Ensure older people are properly and meaningfully consulted regarding public transport provision.
- Raise the profile of loneliness and isolation as public health issues
- Work with faith groups to develop access to faith based support; Engage with the Minority Ethnic Elders Advocacy (MEEA) Project to raise awareness of the project amongst local minority groups.
- Work with the Denbigh 'Carriageworks' to assist development and promotion of Inter Faith work such as Threshold Choirs
- Prompt further interventions to address loneliness - such as Community Navigator pilot - through continued promotion of Literature Review on Loneliness to partners.

Appendix I Denbighshire's older population at 2013

	Number	%
50 plus	40445	42.8%
60 plus	27716	29.3%
65 plus	21189	22.4%
75 plus	9439	10.0%
85 plus	2663	2.8%

Estimates for mid-2013 by age profile for people over 50 in total and by gender.

	Male	Female	All
Aged 50	687	734	1421
Aged 51	691	730	1421
Aged 52	635	689	1324
Aged 53	717	618	1335
Aged 54	637	619	1256
Aged 55	569	639	1208
Aged 56	584	612	1196
Aged 57	595	586	1181
Aged 58	598	615	1213
Aged 59	571	603	1174
Aged 60	594	617	1211
Aged 61	608	630	1238
Aged 62	635	673	1308
Aged 63	663	683	1346
Aged 64	724	700	1424
Aged 65 to 74	5763	5987	11750

Aged 75 to 84	3093	3683	6776
Aged 85 and over	944	1719	2663
Total over 50	19308	21137	40445