

Promoting health and well being **for older people**



A summary of Cumbria County Council's Commissioning Strategy
for Older People and their Carers 2007 to 2016



About this booklet

Cumbria County Council's Adult Social Care Directorate has produced a *Commissioning Strategy for Older People and their Carers 2007 to 2016*. This sets out our vision for how we wish to support older people and their carers in the future and the things we will be doing to turn this vision into a reality.

This booklet is a summary of the full strategy document and aims to tell readers about the main points of the strategy. We hope members of the public, and in particular older people will find it informative. You can get a copy of the full strategy from the address at the end of this booklet and from our website.

Why do we need a strategy?

We need a strategy to set out our plans for the kinds of services we believe that older people will want in the future. We want Cumbria to be a great place for older people to enjoy good quality, active, healthy and fulfilling lives. To achieve this we know that current services for older people need to change.

There are many reasons for this:

- The numbers of older people in Cumbria are increasing and this will place greater demands on services. In 2003, 25% of Cumbrians were over 60 years old but by 2028, this will increase to 37.5%. The numbers of older age groups like 74-85 and over 85s will increase even faster. These changes in the population will make increasing demands on services for older people.

What is our vision for older people's services?

- Older people's expectations are also changing and services will need to change to meet these. Through the use of surveys, focus groups and forums, older people in Cumbria are telling us what they would like to see in the future. While people who have services are generally satisfied with these, there are areas they would like to see improve. In particular, we will need to offer services which meet individual's needs better by providing older people with more choice and more control over their services.
- The Government is also expecting us to make big changes. The Government's White Paper 'Our health, our care, our say' asked councils and health services to change. They would like to see more emphasis on preventative services, health promotion and services provided in the community.
- There are other changes happening locally. There are proposals to change Cumbria's health services through what is called 'Closer to Home'. In addition, we will be working with other local organisations to improve local services.

The strategy is not, therefore, just about what we will do. While we have a lead role in the health and well-being of older people, we cannot achieve what's needed alone. The strategy makes clear we will need to work closely with health services, other council services, providers of services, voluntary organisations, communities and of course older people themselves.



Our vision is:

We wish to improve the health and well-being of older people and their carers. This will enable them to play a full role in their community and lead healthier, safer, active and fulfilling lives. Older people should have the same choices and enjoy a similar quality of life as everyone else. In short, we wish to create a service for older people and their carers that we are proud of and would want for our families and ourselves.

Building on this vision, we would like to see services that:

Are of high quality:

- meeting national quality standards and wherever possible exceeding them;
- ensuring that dignity and privacy of older people are respected at all times;
- safeguarding older people against abuse and mistreatment;
- challenging discrimination of older people; and
- provided by multi-skilled staff offering flexibility and continuity of care.

Meet people's needs:

- responding to an older person's individual needs and circumstances;
- offering them informed choice about their care and support; and
- helping people lead longer, healthier and active lives.

Work with communities:

- taking into account the needs and abilities of carers and the community in which an older person lives; and
- enabling older people to be part of their communities.

Are useful, convenient and accessible:

- enabling older people to live as independently as possible in their own homes or in a place they call home and to have maximum control of their lives;
- being easily accessible to all older people;
- being delivered in the person's home or as close to it as possible;
- aiming to avoid inappropriate admission to hospital or care homes, and enabling people to return home from hospital as soon as possible; and
- being well co-ordinated and delivered promptly when needed and when they will be most effective.



What change is needed?

Currently, most social care services are provided to a relatively small proportion of the older population who have the greatest needs. Services are often arranged through professionals from a limited range of choices.

We need to change this. We wish to recognise and celebrate the massive contribution older people make to the economic, cultural and social diversity of Cumbria. We wish to support all older people to stay fit, remain active and be socially included engaged in the communities they live in. We want older people to have full access to ordinary, everyday services. We wish to promote good health and well being, enabling older people to exercise choice and maintain their independence.

This approach will ease the growing pressures on community health and social care services. It will mean that those older people who do need services in the future can expect to receive high quality, modernised services, that are designed around meeting an individuals own personalised requirements.

How will we achieve these changes?

To achieve these changes, we have set out five outcomes, that is, five things we would like to see happen. We have then set out our plans to achieve these. The full strategy will give you all the detail on these plans. This summary will give you a flavour of what we would like to see.

Outcome one

Older people should be healthy and well, able to make a positive contribution, and able to access mainstream 'everyday' services.

Older people should:

- be healthy and well;
- be able to access normal everyday activities;
- feel safe at home and in the community; and
- be able to make a positive contribution to the community.

We will achieve this by working with partner organisations around health promotion, improving access to universal services (such as libraries), and supporting actions that enable older people to feel safer in their neighbourhoods.

Outcome two

Older people should be as independent as possible for as long as possible.

Working with the voluntary sector, we will offer advice and support to older people who are at risk of losing their independence. We will also offer them access to prevention services that promote their independence. We will work with the voluntary sector to develop new ways of providing and funding localised support and prevention services.

Outcome three

Older people should have choice and control over services tailored to meet their individual needs.

To do this we will offer an assessment, advice and brokerage service to all older people.

For those who need social care and support services, we will:

- identify individual budgets to enable them to exercise greater control over their services which are tailored to meet their individual needs; and
- help them produce individual support plans that describe what they would like for the future and how they will use their individual budgets to achieve this;



We will also offer timely and responsive support to older people and their carers facing an unexpected crisis.

Outcome four

Older people should be able to access social care services of the right quality in the right place and at the right time.

We will achieve this by offering older people:

- modernised home care and day care services;
- a wider range of new services to support them at home;
- more opportunities to be supported in extra care housing that they either rent or buy; and
- the best possible care in good quality homes close to their own communities if they need long term care away from their home.

We will also offer carers of older people improved services, greater choice and support to enable them to continue in both their caring role and in having an ordinary life.

Outcome five

Older people should be able to access both health and social care support in a seamless manner.

To do this, we will offer older people who have ongoing health conditions and high levels of social care need:

- co-ordinated health and support services; and
- integrated services able to meet both health and social care needs.

If you require this document in another format
(eg CD, audio cassette, Braille or large type)
or in another language, please telephone 01228 606060.

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**Jeigu norétumėte gauti šią informaciją savo kalba,
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For a copy of the full strategy and to send us any comments, please contact:

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