



## Meet the Ageing Well in Wales Team

**Daisy Cole** is the Ageing Well Programme Director and Director of Wellbeing and Empowerment for the Older People's Commissioner. Daisy leads on the Commissioner's policy work such as the recent Care Home Review.

**Gweneira Raw-Rees** is the Ageing Well in Wales Programme Lead. For over a decade she was the Strategy for Older People Co-ordinator for Ceredigion so knows first-hand the issues facing older people in rural areas.

**Steve Huxton** co-ordinates the work involving the Ageing Well in Wales network. Steve is working with partners to develop various activities around Wales to help bring people together to deliver positive change for older people.

**Beverley Jervis** has developed Ageing Well in Wales' work around Dementia Supportive Communities. We're sad to say that Bev will be soon leaving the team in order to take up new opportunities—we wish her all the best for the future!

**Iwan Williams** is the Communities, Local Government and Wellbeing Lead within the Commissioner's policy team and leads on Ageing Well activity involving European partners.

## Get Involved

For Ageing Well in Wales to be a success, we need your help. If you're doing something in your work or community related to aims of Ageing Well in Wales, we would love to hear from you.

Membership of the Ageing Well in Wales network is free and open to everyone. It provides an opportunity to make connections to others committed to improving the wellbeing of older people in Wales, to find help and support, to promote and share ideas, and to influence our society for the better.

You can contact us by email at [ageingwell@olderpeoplewales.com](mailto:ageingwell@olderpeoplewales.com), on Twitter (@AgeingWellCymru) or by phone on 029 2044 5030.

**Together we will make Wales a good place to grow old for everyone.**

# Dementia Supportive Communities

On 12<sup>th</sup> August the first of our planned Dementia Supportive Communities Network events took place at the Newport Centre. The event focused on making communities dementia friendly. Rhiannon Davies from Brecon and Hay Dementia Supportive Community Group spoke passionately about the difference that small actions can make to becoming dementia friendly. The event was a great success with ideas being shared and new partnerships formed.

It was inspiring to meet so many people dedicated to making their communities and workplaces dementia friendly. The event ended with everyone making pledges on what they will do next to make a difference - those small things combined together can have a huge impact.

Comments from participants included:

*“Really encouraged by today. There is hope that we can make a difference locally”*

For more information on the Dementia Friendly Brecon, visit [www.dementiafriendlybrecon.org.uk](http://www.dementiafriendlybrecon.org.uk)

To book a Dementia Friends session, visit [www.dementiafriends.org.uk](http://www.dementiafriends.org.uk)



A packed house at the Newport Centre



Some of the personal pledges made at the event

## Help make your community more Dementia Friendly

Our event in Newport was the first of a series of events we are running across Wales supporting people who would like to make their communities more dementia-friendly.

Our next event will be held on **Wednesday 23rd September** at **The Halliwell Centre, Carmarthen**, with more events to be announced soon.

The events is free to attend, and will provide you with an opportunity to share ideas, make new partnerships, and get specialist advice.

For more information, and to book a place, please email:  
[ageingwell@olderpeoplewales.com](mailto:ageingwell@olderpeoplewales.com)

# Fishguard & Goodwick help define what it means to be Age-Friendly

Earlier this year, Ageing Well in Wales contributed to a pilot project in Fishguard & Goodwick to help define a set of indicators that can be used to measure how age-friendly a community is. The project was part of a global initiative organised by the World Health Organisation, which saw Fishguard & Goodwick working alongside cities such as Hong Kong, Shanghai, New Delhi and Washington DC.



The people of Fishguard & Goodwick enjoy some local food while viewing pictures of how younger people define age-friendly communities.

Helping to determine what makes an area friendly for all ages was a process which captured the imagination of the entire community, and has led to a number of new schemes and groups being established locally. Following the completion of the pilot, a celebratory event in Fishguard brought together many of the people who had taken part.

The full report on the Fishguard & Goodwick pilot project can be downloaded from <http://goo.gl/PeMgXV>

For more information on the WHO's age-friendly city programme, go to [www.who.int/kobe\\_centre/ageing/age\\_friendly\\_cities/en/](http://www.who.int/kobe_centre/ageing/age_friendly_cities/en/)

## Want to make your community more Age-Friendly?

If you would like to find out more about what it means for communities to be age-friendly, and what you can do to improve where you live, then we'll be running our first age-friendly community events on **Tuesday 20th October in Barry**, and **Tuesday 27th October in Aberystwyth**. The events are free to attend, and open to all.

### **20th October:**

- **Barry**

### **27th October:**

- **Aberystwyth**

The events are an opportunity to meet other people committed to making Wales a good place to grow older in, to share ideas, form new partnerships, and get specialist advice and support. For more information, and to book a place, please email:

[ageingwell@olderpeoplewales.com](mailto:ageingwell@olderpeoplewales.com).

## Welsh businesses to support Older People

We are proud to announce that Ageing Well in Wales will be an official partner of the Business in the Community Wales Action Week 2015. Business in the Community is a unique business-led charity that champions responsible business.

**BUSINESS  
IN THE  
COMMUNITY**

Each year during Wales Action Week, businesses around Wales work with community groups and charities to raise awareness and contribute positive change towards a chosen social issue. This year, the focus of Wales Action Week will be the wellbeing of older people, and we are delighted to be working with Business in the Community to help identify opportunities for businesses to make a meaningful difference to the lives of older people.

For more information on Wales Action Week, visit [www.bitc.org.uk/wales/what-we-offer/wales-action-week](http://www.bitc.org.uk/wales/what-we-offer/wales-action-week)

## Our Health, Our Health Service

Welsh Government is asking for views on how quality and governance of the NHS can be improved. This wide-ranging consultation should be of interest to anyone concerned with improving the healthcare of older people, and we encourage Ageing Well in Wales members to respond. More information can be found at <http://gov.wales/consultations/healthsocialcare/service>

## Campaign to End Loneliness comes to Cardiff

Ageing Well in Wales will be co-hosting the Campaign to End Loneliness Learning Network Conference in Cardiff on 20th January 2016. The event will bring together people from around the UK to share good practice and discuss how we can work together to tackle the impact of loneliness.



Speakers from around Wales will showcase some of the great work already going on in our communities, while workshops will help to identify how we can most effectively reach out to and help those most in need.

The event promises to be a great opportunity for people working on the issues of loneliness in Wales. Highlights from last year's event can be seen online at [www.campaigntoendloneliness.org/learning-network-conference](http://www.campaigntoendloneliness.org/learning-network-conference)

Full information on the event will be made available shortly. For more information contact [ageingwell@olderpeoplewales.com](mailto:ageingwell@olderpeoplewales.com)



## Free training to tackle fuel poverty

Being able to keep your home warm is essential to wellbeing, but is all too often a challenge for older people. Nest is a Welsh Government scheme to help make homes warmer and more energy efficient.



Nest provides independent advice on keeping your home warm and saving money, and can arrange for free home improvements for older people in receipt of means tested benefits.

Nest also provides free training for individuals and organisations to help them advise people on how to make their homes energy efficient and warm. If you regularly visit older people's homes and would like to receive training on how to best tackle fuel poverty, contact Nest on **0808 808 22 44**, or email **[advicewales@est.org.uk](mailto:advicewales@est.org.uk)**

For training in Mid and South Wales, contact Daniel St. John at [daniel.stjohn@est.org.uk](mailto:daniel.stjohn@est.org.uk)

For North Wales contact Rick Ward at [rick.ward@est.org.uk](mailto:rick.ward@est.org.uk)

For West Wales contact Rhian Liddard at [rhian.liddard@est.org.uk](mailto:rhian.liddard@est.org.uk)

## Stay Strong, Stay Steady, and Prevent Falls

ProFouND (Prevention of Falls Network for Dissemination) is a European initiative to raise awareness of the issue of avoidable falls and to share good practice on falls prevention.



The website (**[www.profound.eu.com](http://www.profound.eu.com)**) has a wealth of useful information for anyone interested in helping prevent falls, including a new awareness campaign, Stay Strong, Stay Steady.

Ageing Well in Wales is currently developing a falls awareness campaign with Public Health Wales which will tie-in with the ProFouND campaign - watch this space for more information soon.

## Co-Producing Age-Friendly Environments

Ageing Well in Wales has recently published a guide for organisations and communities to co-producing age-friendly environments with older people.

Co-production is the process in which communities work together in partnership with local authorities and service providers to ensure that services meet local needs.

The English guide can be downloaded from <http://goo.gl/2AYViV>, with the Welsh guide to be made available shortly.

More information on co-production in Wales can be found at [www.allinthisogetherwales.wordpress.com](http://www.allinthisogetherwales.wordpress.com)

## Finance Wales offers a helping hand to carers

As the nation gets older, it is becoming increasingly common for people to have caring responsibilities for older relatives. Juggling work and family caring commitments presents a real challenge for many, but often goes unrecognised. Recent reports from Business in the Community and Ros Altmann have highlighted the importance of supporting staff who are carers, and shown how this can benefit both employees and employers.



One business leading the way is Finance Wales. Recognising that an increasing number of its staff have adult caring responsibilities, the firm has established a Caring for the Elderly forum, allowing its staff to share their experiences, and is reviewing its policy on flexible working based on feedback from the group. Finance Wales is also working with Age Connect to provide information sessions and support for staff in the workplace.

Ageing Well in Wales is working with employers and employees around Wales to help businesses adapt to an ageing workforce and population. We're really excited to see companies such as Finance Wales taking such positive and progressive steps, and hope to see other business follow their lead .

For more information on Finance Wales' support for carers, contact Finance Wales at [info@financewales.co.uk](mailto:info@financewales.co.uk) or 0800 587 4140.

Carers Wales offer advice and support for people with caring responsibilities. More information can be found at their website, [www.carersuk.org/wales](http://www.carersuk.org/wales)

The Ros Altmann report, A New Vision for Older Workers can be downloaded from <https://goo.gl/2eKHxf>

The Business in the Community report, The Missing Million: Recommendations for action can be downloaded from <http://goo.gl/gOCvgn>

# All Aboard First Bus on its journey to become Dementia Friendly

As the population ages, the possibility of frontline employees, like bus drivers, coming into direct contact with older people with dementia increases. In light of this, First Bus group are taking steps to give its staff training in how best to handle situations where people are found to be confused or disorientated on the bus.

Following on from successful events to raise awareness of the challenges faced by partially sighted passengers, First Cymru teamed up with Dementia Supportive Community Swansea and Home Instead Senior Care to hold a dementia awareness event at their Swansea depot on Friday 3<sup>rd</sup> July.

A number of First Bus staff became Dementia Friends and an opportunity was provided for bus drivers and people living with dementia to swap places, allowing each person to understand the difficulties the other might face when travelling by bus.

Natacha Tagholm, Regional Customer Service Manager said:

*"Events we have run in the past have enabled drivers to be more understanding of the issues people face and it has allowed them to be prepared to offer gentle help and assistance if people need it. Equally members of the public often come away with a greater appreciation of some of the challenges faced by bus drivers."*

For more information contact Natacha Tagholm at [natacha.tagholm@firstgroup.com](mailto:natacha.tagholm@firstgroup.com) or 01792 572255



Gweneira Raw-Rees, the Ageing Well in Wales Programme learns about challenges faced by bus drivers and passengers

# Get in Touch with Your Local Strategy Coordinators for Older People

Every local authority in Wales has a strategy coordinator for older people, who help to implement the Welsh Government's Strategy for Older People, and work with their local communities to improve services for older people.

Ageing Well in Wales works closely with the Strategy Coordinators, who do an invaluable job in supporting older people across Wales.

If you're an older person, or work to improve the wellbeing of older people in your community, it's well worth getting in touch with your local coordinator to see how you can work together.

County	Coordinator	Email	Tel
Anglesey	Brian Jones	brianjones@anglesey.gov.uk	01248 752 010
Blaenau Gwent	Emma Scherptong	emma.scherptong@blaenau-gwent.gov.uk	01495 355 935
Bridgend	Andrew Thomas	andrew.r.thomas@bridgend.gov.uk	01656 642 236
Caerphilly	Mandy Sprague	spragm@caerphilly.gov.uk	01443 864 277
Cardiff	Andrew Lucas	alucas@cardiff.gov.uk	02920 872 536
Carmarthenshire	Kevin Pett	kpett@carmarthenshire.gov.uk	01267 224 676
Ceredigion	Naomi McDonagh	naomi.mcdonagh@ceredigion.gov.uk	01267 224 676
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