

NORTH YORKSHIRE COUNTY COUNCIL

CARE AND INDEPENDENCE OVERVIEW AND SCRUTINY COMMITTEE

2 FEBRUARY 2012

Annual Report of the Older People's Champion

1.0 Introduction

1.1 This is my twelfth champion's report – this year's report not only concentrates on the dignity campaign but also includes activities I have been involved in locally, regionally and nationally throughout the year as North Yorkshire County Council's Older People's Champion.

2.0 Expected Outputs

2.1 Amongst the expected outputs in the role specification for member champions it states:

- Provide an annual report to the Executive on my subject area, outlining key performance issues, areas for development, opportunities in general and the views of partners and stakeholders from the area concerned.
- To answer relevant questions on the subject area I am championing at Council Meetings.
- Attendance at each area committee during the course of a year.
- Provide an annual input into members' development programme.
- Report on an annual basis to the relevant scrutiny committee.
- Participate in quarterly meetings with key/lead officers in the subject area concerned
- Be members of appropriate corporate working groups relating to subject areas I am championing.

3.0 My Report

3.1 I hope when you have read this report, you feel I am meeting the designated outputs; my aim is to work collaboratively with the relevant portfolio holder, and the director of health and adult services. In addition I have meetings with appropriate officers in the directorate and always ensure I am well informed regarding the future direction of health and adult services while at the same time sharing the information and knowledge I have gained during another year of being North Yorkshire County Council (NYCC) Older People's Champion as is required. (Appendix 1 DWP Bulletin 32)

- 3.2 As a member of the North Yorkshire (NY) Older People's Partnership Board, I learn how older people in North Yorkshire feel about a number of issues, for example, the most recent consultation was on the refresh of the JSNA.
- 3.3 There was no County Older People's Conference this year, due to a budget reduction for the North Yorkshire Forum for Older People. Ryedale over 50s Forum held an event in Malton where 85 older people attended. I was invited to be on the panel with the area and district older people's champions and local MP Anne McIntosh. I have also been invited to speak at the tri-forum event at Whitby in March.
- 3.4 The coalition government is very supportive of the engagement with older people and has provided funding for the nine regional forums and three devolved nations to ensure the voices of older people in our regions are heard. I represent North Yorkshire older people on the Executive Board of Future Years, and I am also the chair of the Yorkshire and Humber Forum on Ageing.
- 3.5 My main task is to ensure I engage with the older people in North Yorkshire and bring their views to the attention of government. Each sub area in the region has two representatives who are actively engaged with the older people in their area.
- 3.6 I am the representative for Yorkshire and Humber on the UK Advisory Forum on Ageing (UKAFA) which meets quarterly in London. Paul Burstow MP, Minister for the Care Services and Steve Webb MP, Minister at the DWP jointly chair the meetings. We have also set up an English Chairs Forum (ECF) and it is this latter forum which is valued by Government departments and often used as a reference group to find out what older people think about an issue. My aim is to ensure that government departments take account of the effects on older people living in remote rural areas of any policies which are being developed. My next priority is in connection with rural transport, or lack of it for older people in areas like North Yorkshire.
- 3.7 Recently Tim Hughes (DEFRA) asked if I would write to him answering the following.
- Do personalised budgets work in rural areas? (TH is concerned about a lack of choice of service providers in rural areas.)
 - What are the opportunities for the voluntary sector to develop their service offer?
 - What are the most important features of good practice to counter social isolation in rural communities?
- 3.8 The dignity campaign is alive and well, albeit in a watered down version of the original campaign. Work is continuing in health and adult services to evaluate progress so far, and to embed dignity in policy and practice. Dignity in care is still very much an issue, as a number of recent national reports have highlighted. National Dignity Action Day on 1 February 2012 will provide an opportunity to raise awareness of the campaign. In North Yorkshire, HAS and

library colleagues will be working together to get the message out to communities that 'Dignity is everybody's business'.

- 3.9 I have met the Department of Health Clinical Director for Dignity, Professor David Oliver on two occasions in London. He is determined, with the help of the Royal College of Nursing, to stamp out the terrible treatment which some older people experience in residential homes and hospitals.
- 3.10 At a national level the UKAFA has asked for the training of nurses to be reviewed. The voices are getting louder highlighting the need for additional training, support and appropriate information for professionals working with dementia patients.
- 3.11 I attended the Equality and Human Rights Commission Event in Sheffield, purely from the perspective of age discrimination. It was a most interesting event. At the next ECF meeting on 13 February 2012 I have been asked to submit questions regarding the insurance industry and any issues / problems older people have experienced.
- 3.12 I recently attended the Chief Fire Officers' Association launch of 'Ageing Safely' protecting an ageing population from the risk of fire in the home. In North Yorkshire Fire and Rescue Service (FRS) the officer named for this work is Colin Hunter and I have had a meeting with him and hope to have more to look at how this work can be progressed in North Yorkshire. The number of older people who die in fires is rising despite the work carried out by the NY FRS.
- 3.13 At a national level, the most recent campaign the Government has launched is to reduce isolation and loneliness. I have signed up to the isolation and loneliness task group of the Age Action Alliance. In North Yorkshire excellent work has been carried out by Age UK on the matter. The Voice of Ripon and the Richmond and Hambleton over 50s Forum have carried out work to identify those people at risk of isolation and loneliness and not known to any of the care services. I have requested at a Scrutiny Board Meeting the feasibility of a small working group being set up with the Area Older People's Champions to identify others at risk, who may not be known or in receipt of any care services.
- 3.14 There are three themes that I intend to continue to focus on and give an additional drive during this New Year as North Yorkshire County Council's Older People's Champion. The themes are as follows –
- Dementia
 - Isolation and Loneliness
 - Fire Safety within the home
- 3.15 In conclusion, I must express my thanks for the work of the members of the North Yorkshire Forum for Older People and the Older People's Partnership Board. Their views are invaluable to me; I could not function without them.

4.0 Being a Dementia and Dignity Champion

- 4.1 I was delighted to be invited to sign the Dementia Declaration on National Dignity Action Day 2011. There are currently 750,000 people in the UK with dementia, this is set to double within the next 30 years. There are many activities going on to raise awareness of those with dementia across England, including Dementia Awareness Week, taking place during 20-26 of May 2012. The Alzheimer's Society's annual flagship awareness-raising campaign "Remember the person" is a huge opportunity to raise awareness and understanding of dementia and to get people to "remember the person" behind the dementia.
- 4.2 By signing the pledge on National Dignity Day I have committed myself to give the Gift of Time. The Care and Independence Scrutiny Committee believes that NYCC can become an exemplar authority, not just in terms of elected member awareness of the condition but also the level of their involvement with dementia issues in the communities they represent.
- 4.3 One of the six questions which members could address as a way of becoming involved is:

- What can a community leader achieve and what influence can they have?

In this connection, I would like to briefly report on the involvement I have had in 2011.

- I have attended the Hambleton and Richmondshire Alzheimer's Society, Community Dementia Forum (the inaugural meeting)
- I have registered for training as a dementia champion; there are four whole days of intensive training. I have attended my first, my second is later this month, I have learned a huge amount already and hope to complete more pending availability.
- Our extensive training programme for North Yorkshire employees is superb.
- I am linked to the North Yorkshire and PCT dementia network.
- I have had meetings with Airedale General Hospital, first to encourage a Dignity Policy and then a visit to see for myself the progress made to take account of older people with dementia who are in-patients. (Appendix 2)
- I attended the Awards evening at Barchester Homes, where Threshfield Court, who specialise in dementia care were awarded for the quality of care they provide.
- I am a member of the Advisory Panel for the Memory Bank Project. (Appendix 3)

- 4.4 I attended an Alzheimer's Forum meeting in Fitzwilliam, near Pontefract where I learned that the Arriva Bus Company are training their drivers in dementia awareness to be proactive and assist their customers as best they can.
- 4.5 York are aiming to become a Dementia Friendly City, special protocols are in operation to deal with those using York railway station who may be unaware of where they need to be.
- 4.6 'Singing for the Brain' groups are being set up across the North region bringing huge benefits to people with dementia. I was invited to the Annual Meeting of Bradford District Care Trust; one item on that agenda was a choir demonstrating the importance of singing.
- 4.7 As travelling on buses in particular, offers relief from isolation and loneliness, my aim for 2012, is to encourage bus companies to raise driver awareness of dementia, so a person with dementia can continue to use public transport and remain independent.

COUNTY COUNCILLOR SHELAGH MARSHALL
Member of North Yorkshire County Council, NYCC Older People's Champion and
Craven Area Committee Older People Champion.
(Annual Report)

January 2012

Appendix 1 DWP Later Life news letter, issue 32

Appendix 2 "Room for Dignity" Dignity in Care at Airedale NHS Foundation Trust
Hospital

Appendix 3: Memory Bank

Later Life Newsletter

Later Life Newsletter

No 32 – January 2012

What have older people got to offer?

This publication of interim findings from a Joseph Rowntree Foundation research project - *'Not a one way street'* - examines support for older people based on a simple idea - why not harness the talents and assets of older people who need support and create mutually beneficial relationships for those involved? This is the principle guiding the work of The Elders, a group committed to promoting the universal human rights we all share. [read the report](#)

Contribute to new disability strategy

On 01/01/12 the government announced a discussion with disabled people to gather suggestions for a new cross-government disability strategy. The Government's ambition is to enable disabled people to fulfil their potential and have opportunities to play a full role in society. To realise this ambition, they want to tackle barriers to realising aspirations and individual control, as well as change attitudes and behaviour towards disabled people. A guide has been produced to help organisations run events to consider the new strategy, and money is available to support this (deadline for applications 20 Jan). [Access the facilitation guide](#) and click here to [make your views known](#). Discussion closes 9th March 2012.

A Better Life - what older people with high support needs value

Joseph Rowntree [report](#) gives older people with high support needs a voice to articulate what they want and value in their lives, and explores key aspects of well-being older people say they value:

- Social – relationships, interactions, social and cultural activities;
- Psychological – control, independence and decision-making;
- Physical – living in a safe and secure environment.

Bereavement Benefits Public

Consultation: launched on 12/12/11 (until 5/03/12), this public consultation is seeking views on proposals to simplify the payment system and contribution conditions. The consultation paper is available on the [DWP website](#)

Factual guide to employing older workers

– a toolkit is available on *Business Link* for small and medium employers, designed to help understand the legislation, and offers practical advice and case studies. [access the toolkit](#)

Biggest ever cash increase to the basic State Pension

Pensioners will benefit from the biggest cash increase to their basic State Pension from next April as it goes up by September's Consumer Prices Index of 5.2% - an increase of £5.30 a week, the biggest cash increase since the State Pension was first introduced. [read more](#)

New information about working past retirement age

The removal of the Default Retirement Age means that most people can now choose when they want to retire. To help

Appendix 1

customers understand their options, DWP have provided new information and case studies on [Directgov](#) These pages also include advice on working for longer, tax relief and how to approach employers about flexible working.

Employers and jobseekers over 50 called on for national study

With twice as many workers aged 50 plus compared to under-25s now in employment in the UK, there is a pressing need for employment policies, workplace design and occupational health provision to take account of the needs of the ageing workforce. The national Working Late project's research team is keen to talk to employers (including HR professionals and line managers) and jobseekers that over 50 as part of their study exploring the benefits and obstacles to working up to and beyond state pension age. Anyone interested in taking part should contact the Loughborough University research team directly on **01509 223 025** or email a.r.twumasi@lboro.ac.uk

The Life Academy are hosting free tax workshops for voluntary sector organisations

to help raise awareness and understanding of tax issues, so they can better support clients, beneficiaries or members. Contact Stuart Royston on stuart.royston@life-academy.co.uk.

Contact: simon.wilkinson1@dwp.gsi.gov.uk

ROOM FOR DIGNITY

Brief report on the progress to implement Dignity in Care at Airedale NHS Foundation Trust Hospital

It is three years since I sat down at Airedale Hospital with those who are responsible for the care of older people to discuss the development of a Dignity Policy. It was said that writing the Policy was the easy part, writing the Action Plan and ensuring this was embraced by all would be the challenge.

With an emphasis on Dementia, which is growing in awareness at long last, I asked for a meeting with the Lead Nurse on Dignity in Care to see for myself the changes implemented in the last three years and more recently to include those dementia.

This report is describing the good practice and changes which have been made within the hospital to improve the recovery of all older people including those with dementia who were admitted to hospital for either elective or emergency admission.

During admission or following surgery, those patients with dementia and with the permission of carers and relatives, a butterfly is placed on their bed-head. Consultants and doctors are then instantly aware of the patient's full condition.

A 'step down' ward has been created in October this year for all older patients following surgery. The atmosphere is relaxed as patients have a choice of eating at a table with others or alone close to their bedside. There are opportunities for exercise with physiotherapists and discussions with staff to enable confidence to return before discharge to their own home. A volunteer works on the ward daily to talk to patients, to address the issue that nurses do not always have time to talk to patients.

Doors are painted in distinctive colours (e.g. the ladies toilet entrance is painted red) so that it is easier for patients particularly those with dementia to know the direction they need to walk without bothering staff.

For me the jewel in the crown is behind a door marked 'Room for Dignity'

Many older people who arrive in an ambulance may arrive dressed only in a nightwear and dressing gown. This simply reflects the changes in our society, where many live alone without knowing their neighbours and relatives may live many miles away.

(2)

Some waiting to return home may have an accident. In which case they too are brought to this ward and are taken into 'The Room for Dignity.' Here all those in need are kitted out with new clothes to wear on discharge.

The standard kit in Winter for men is, a pair of track suit bottoms, tee shirt, pullover, wind proof anorak and slippers. All of which are organised by a volunteer who works full time. The clothes are given to patients, they are bought with funds raised at coffee mornings and donations. Some donations are given by the patients themselves or their relatives.

Already this good practice is spreading to a nearby hospital.

Volunteers have been recruited to help patients with difficulties eating, to be helped at mealtimes, whether it is cutting up some of the food or opening those tough cellophane packets. Carers/relatives are also encouraged to come into this ward to help at mealtimes.

I took with me a copy of the DH Clinical Director for Dignity, Professor David Oliver's 'National commitment to the care of people with dementia in general hospitals and returned home with a copy of 'Dignity in Practice: An exploration of the care of older adults in acute NHS Trusts' (Preventing Abuse and Neglect in Institutional Care of Older Adults) published in June of this year by Tadd et al under the terms of a commissioning contract issued by the Secretary of State for Health Project 08/1819/218 and carried out by Cardiff University and the University of Kent.

Shelagh Marshall – October 2011
Dignity Champion,
Dementia Champion,
Older People's Champion (NYCC) and
member of the UK Advisory Forum on ageing.

MEMORY BANK

What is Memory Bank?

It is an innovative DVD resource pack for use with memory work and reminiscence therapy. It is designed to be enjoyed by older people, people with mild to moderate dementia, and by the people who care for them. Research has shown that Memory Bank has a tangible effect on mood and improves wellbeing, communication and engagement and has been evaluated by Bradford University.

Each film is based on a familiar theme offering a rich supply of material to watch and share. Themes include holidays, schooldays, domestic and working life. Each pack has six short films, all professionally selected and edited to help unlock memories, along with a selection of photographs, suggested activities and a wealth of ideas of things to talk about.

Benefits for people affected by memory disorders can include; connecting a person's past with the present, it helps them to regain a sense of self, beyond their illness or infirmity. Memory Bank's archive footage is a great way of bringing these experiences alive and sharing rediscovered memories.

After watching one of the films for myself, I was particularly struck by and moved following the response from a person suffering dementia within the film, who said:

'It was so nice to be able to talk about something I knew about'

This really does highlight what an isolated world people suffering from dementia must experience.

Shelagh Marshall
NYCC Dementia Champion 2011/12