

| | |
|----------------------|---|
| Topic: | “Healthy Ageing in Staffordshire: Adding Life to Years and Years to Life”, The Annual Report of the Director of Public Health for Staffordshire, 2014/15 |
| Date: | May 2015 |
| Board Member: | Professor Aliko Ahmed, Director of Public Health |
| Author: | Aliko Ahmed |
| Report Type | For Decision |

1 Purpose of the Report

- 1.1 The Board is asked to review the content and findings of the **“Healthy Ageing in Staffordshire: Adding Life to Years and Years to Life”, the Annual Report of the Director of Public Health for Staffordshire, 2014/15 (“APHR”)** and to take decisions and actions on the recommendations that are outlined within.
- 1.2 The theme of the report is the health and wellbeing of older people in Staffordshire (1). This is fully aligned with the Health and Wellbeing Strategy with the particular aim of reviewing opportunities to promote more healthy and active ageing for older people.
- 1.3 The APHR highlights the demography of the ageing population as a global and local trend. It identifies the need for **a shift in emphasis from a ‘deficit’ view of ageing to a more positive focus, promoting healthier and more active ageing**. Key to this is promoting the assets and contributions that older people bring to their communities and wider society.
- 1.4 The overall purpose of the APHR is to highlight the health and wellbeing outcomes currently experienced by older people. The rationale for this is to further develop the shared prioritisation of older people by partners across Staffordshire alongside the ‘Frail Elderly’ priority in the Staffordshire Health and Wellbeing Strategy. The report illustrates several specific areas of key concern to both initiate and inform a **leadership debate amongst the Board and its partners and a subsequent call to collaborative action**.
- 1.5 The Board is asked to consider the APHR and approve the recommendations which are summarised in paragraphs 2.v and 3 of this paper.

2 The content and findings of the Annual Report include:

- (i) A summary overview of the **demographic trends** and how Staffordshire compares.
- (ii) A specialist guest contribution on the evidence base for **targeting physical activity for older people and its impact on reducing frailty**.
- (iii) An evidenced-based **framework** produced by the World Health Organisation to **promote healthy and active ageing** across four domains which greatly influence and impact on the health and wellbeing of Older People: **Right Environments, Healthy Lifestyles, Social inclusion and Quality Services**.
- (iv) A deep-dive **analysis to assess the current outcomes experienced by Older People in Staffordshire**. This evidences some major areas of concern which demonstrates that older people experience poor outcomes across the four domains.
- (v) **Next Steps** with recommendations for a range of stakeholders, including the Staffordshire Health and Wellbeing Board to take action to address the concerns identified and the recommendations made in the report. These recommendations are included in the report on pages 11, 32,33 and specifically for the Health and Wellbeing Board include:
 - The SHWB should consider developing a countywide Healthy Ageing Strategy as part of its overall intention to promote better health and wellbeing for older people
 - To underpin this strategy the World Health Organisation's Life course approach to Health and Active Ageing can offer a valuable framework to implement change and measure progress
 - The SHWB Board should work alongside the Joint Transformation Group to ensure that the recently developed single frail elderly care pathway is extended to include a broader health and wellbeing pathway for all older people
 - The SHWB and relevant partners such as planning bodies, district and borough councils and housing providers should work together to plan and design 'lifetime neighbourhoods'.
 - The SHWB should take forward its agreed approach to prevention with particular focal areas such as housing and health

3. Recommendations:

3.1 Health and Wellbeing Board Members to note the content of the report and to consider its actions and next steps in response to the report recommendations

References:

1. **"Healthy Ageing in Staffordshire: Adding Life to Years and Years to Life", The Annual Report of the Director of Public Health for Staffordshire, 2014/15**

Professor Aliko Ahmed, Director of Public Health for Staffordshire
Leo Capernaros, Health Development Officer
Denise Vittorino, Strategic Lead Health and Wellbeing