

HEALTH AND WELLBEING BOARD



TO:	Health and Wellbeing Board
FROM:	Sayed Osman Strategic Director for Adults, Health and Strategic Commissioning
DATE:	2 nd September 2021

SUBJECT:

Living Longer Better Ageing Well Approach in Blackburn with Darwen

1. PURPOSE

To update the Health and Wellbeing Board on the development of the Living Longer Better approach to support active ageing in Blackburn with Darwen.

2. RECOMMENDATIONS FOR THE HEALTH & WELLBEING BOARD

To support the Living Longer Better approach in Blackburn with Darwen

3. BACKGROUND

Healthier Lancashire and South Cumbria have commissioned Sir Muir Grey to work with them to develop the Ageing Well programme across the footprint. Sir Muir's [Living Longer Better programme](#) provides a framework which encourages a whole system culture change around active ageing.

The opportunity for Blackburn with Darwen to participate in the Longer Better Ageing Well programme is a perfect fit for our local collective strategic priorities. The Ageing Well Partnership feels that the development of this programme can enhance and support our ambition for Blackburn with Darwen to be a place where it is good to grow old.

Our aim is to spread and embed positive attitudes to ageing amongst our older population; and empower and support our workforce to champion a culture that increased physical and cognitive activity can add healthier years to a life, whatever the age of the person.

Our approach will be to create a culture of enablement, resilience and independence utilising strength and asset based models with co-production at the heart.

4. RATIONALE

This year has seen an unprecedented time where high numbers of our older population have been shielding. The impact of lockdown has increased the resulted in inactivity and social isolation which has had a huge impact on our older adults resulting in a deconditioning pandemic.

Physical activity is an important factor in staying healthy and can play a key role in COVID-19 outcome management and resilience after lockdown. Physical activity plays an important role in tackling health inequalities and can formulate part of a COVID resilience and recovery programme.

The Age Well Partnership proposes to work with our Healthier Lancashire and South Cumbria colleagues to develop our local approach to healthy active ageing in Blackburn with Darwen.

Our key priorities are:

- To improve understanding amongst our workforce of the benefits of physical and cognitive activity for all older people
- To provide opportunities for workforce and professional development to embed this approach into everyday practice
- To embed a 'making every contact count' and coaching approach to spreading positive attitudes to ageing and encouraging activity
- To utilise our community networks to disseminate key messages ensuring we reach all parts of the community
- To provide opportunities to share good practice and positive stories

Our principles are:

- This must not be a stand-alone 'project'. It must be embedded in other key work streams including the development of PCN's and the integrated neighbourhood teams structures and workforce development programmes
- It must be driven by data and intelligence and ensure approaches recognise the cultural diversity of our communities
- It will support wider programmes to tackle health inequalities
- It must utilise existing expertise and opportunities including the Voluntary sector Prevention Partnership, and the Adult Learning and Together an Active BwD programmes

Key strategic drivers and interdependencies:

- The ambition to be an age friendly borough
- The Active Ageing Framework
- The development of the Pennine Lancashire Integrated Care Partnership and its work streams
- Population health management programme and approaches
- Health Inequalities commission
- The Eat Well, Move More, Shape Up strategy

Governance and development

The Blackburn with Darwen Age Well Partnership will provide strategic oversight of the programme. Responsibility for driving development will be delegated to a Development Action Group.

5. KEY ISSUES

The long term success of the approach will require senior level and whole system buy-in to creating a culture of change around active ageing. The Age Well Partnership will provide the strategic guidance and support for the roll out of this approach and champion it within any relevant forums.

6. POLICY IMPLICATIONS

In taking a new approach to supporting active ageing there is an opportunity to embed this into commissions, policies and strategies affecting older adults. During the development of the Active Ageing Framework the Age Well Partnership will be able to explore any opportunities for influencing policy and strategy to support healthy active ageing for all in Blackburn with Darwen.

7. FINANCIAL IMPLICATIONS

As part of the Age Well partnership arrangement, funding amounting to £10,000 is available from the Healthier Lancashire and South Cumbria Integrated Care System to Age UK BwD to develop the approach.

There are no immediate additional financial implications for the Borough Council, any expenditure incurred will be met from existing budgets.

8. LEGAL IMPLICATIONS

None identified.

9. RESOURCE IMPLICATIONS

This programme will be sponsored and monitored by the Age Well Partnership with development delegated to a small multi-agency task and finish group to embed the approach.

Officers from the Council's Adults and Health department and Age UK BwD are developing the initial approach which will then be managed by a wider group facilitated through the Healthier Lancashire and South Cumbria funding.

10. EQUALITY AND HEALTH IMPLICATIONS

By taking this population approach we will be embedding a system wide change to support healthy active ageing for everyone in Blackburn with Darwen. During the development of this work there will be opportunities to target those with greatest need.

Working with the partners engaged in the Age Well Partnership we will be evaluating the approach to ensure it is impacting positively across the population.

11. CONSULTATIONS

This approach has been discussed and agreed with the Age Well Partnership.

VERSION:	1.0
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DATE:	2 nd September 2021
BACKGROUND PAPER:	Eat Well Move More Shape Up Strategy

