



Maintaining wellbeing for older people through preventative services

Sally Rivers

Head of Operations

Royal Voluntary Service Cymru

sally.rivers@royalvoluntaryservice.org.uk

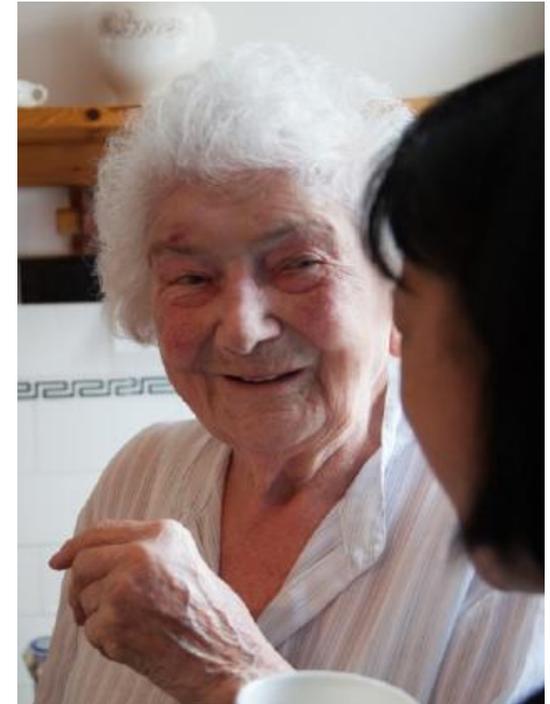
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SOCIAL WELLBEING: A CINDERELLA SERVICE, OR THE BIGGEST SOCIAL CHALLENGE OF OUR TIME?

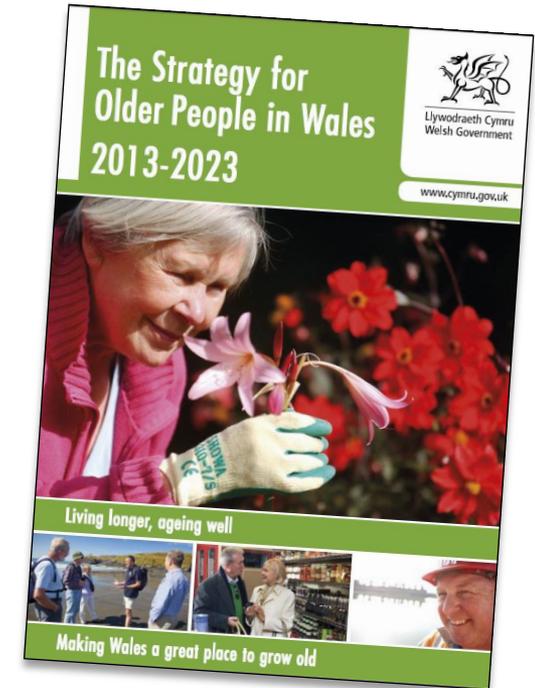
- Unpacking 'wellbeing'...
- Wellbeing ≠ absence of illness!
- Prevention ≠ traditional public health interventions
- Need to be much more ambitious and holistic when thinking how we make Wales a good place to grow old.
- **Remember - older men in Wales are the loneliest cohort in the UK. Is that what we want for our nation?**



THE POLICY DRIVERS

Welsh Government are clear about what they expect:

- The Strategy For Older People in Wales 2013-23:
 - Renewed focus on preventative care;
 - Recognition of the importance of social resources;
 - Evaluation of loneliness levels.
- Over-50s annual health checks – these are likely to include an assessment of an older person’s susceptibility to loneliness.
- Most importantly of all, the Social Services & Wellbeing (Wales) Bill – will put a duty on local authorities to provide preventative services.



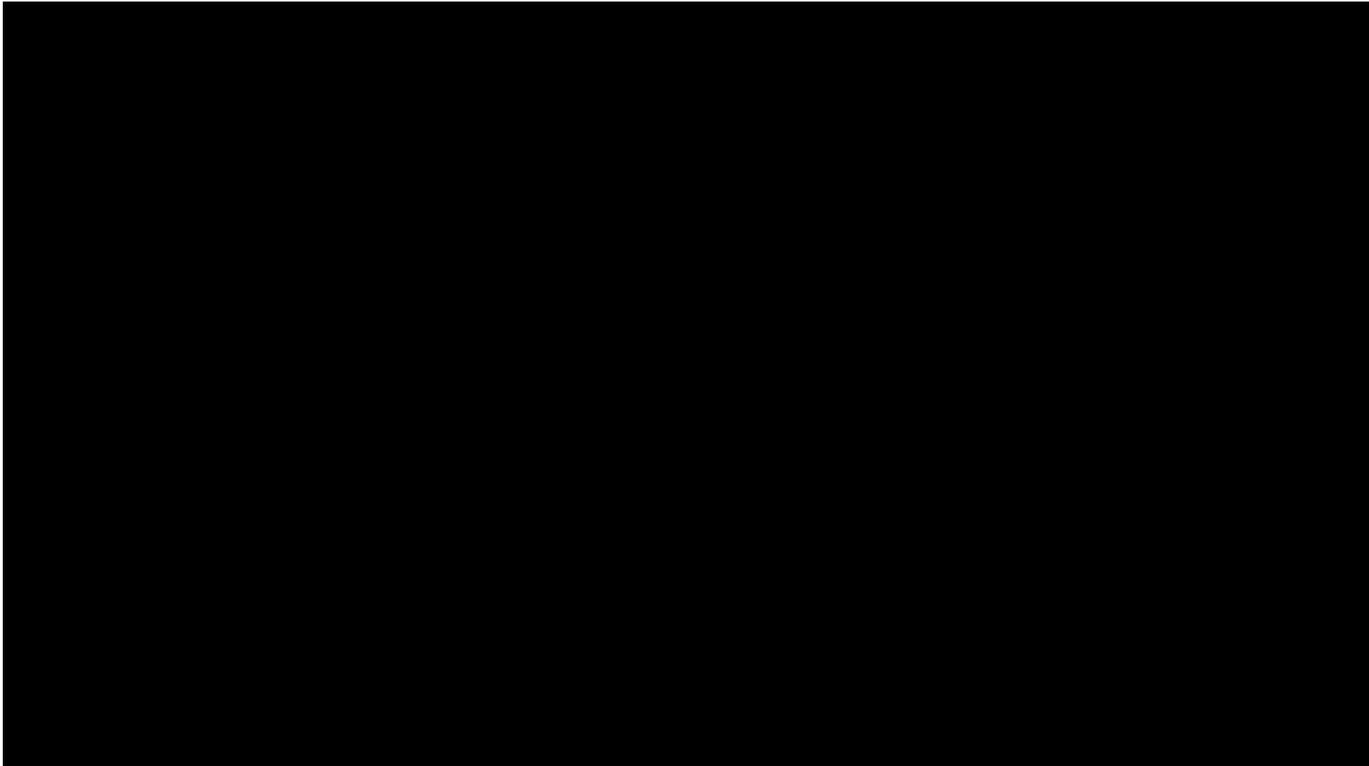
Social and emotional support are therefore a policy priority.

WE CAN'T AFFORD TO NOT DO IT: the financial case for prevention

- Older people who are lonely are more likely to end up back in A&E after they have returned home following a spell in hospital.
- WLGA / ADSS: “...most local authorities have raised the eligibility threshold to ‘substantial’ and ‘critical’... however, the risk is that moderate need may escalate to substantial without appropriate or adequate community support”
- BMA in Wales: “With tough decisions on savings to be made... we must sustain our vision in Wales for a preventative approach to health management which will save the NHS money in the long term.”



WHAT DOES THIS LOOK LIKE IN PRACTICE?





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 0845 608 0122

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