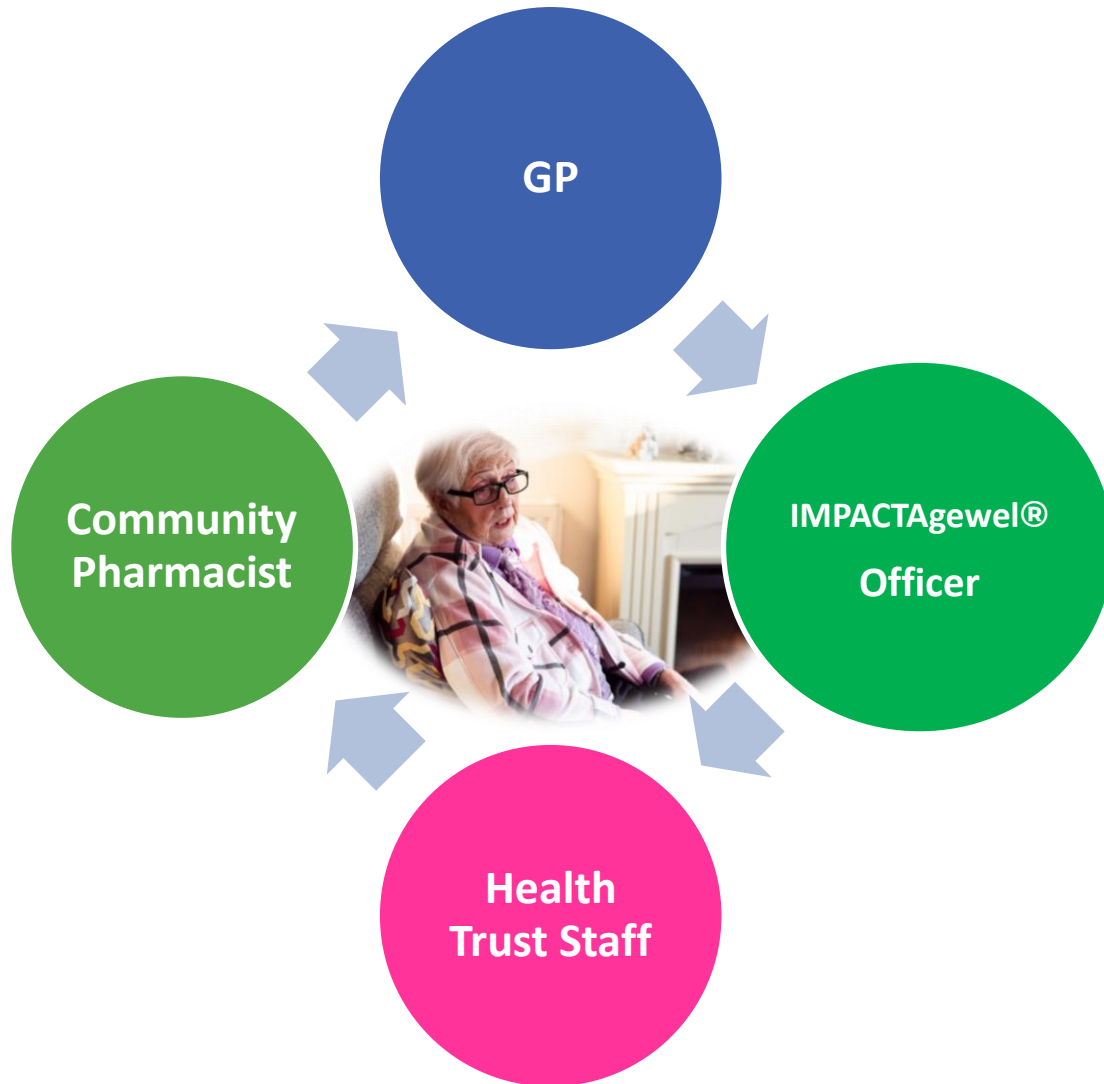


# The Role of Community in Population Health



Jenny Marshall, Executive Director of Community Programmes  
for Mid & East Antrim Agewell Partnership

# IMPACTAgewell®



## Target Audience

*Those most at risk/ vulnerable due to isolation & loneliness, co morbidity & polypharmacy*

## Referral Criteria

- Aged 60 years & over
- Living alone or with another person aged 60 years & over
- 1 long term health condition including Frailty

# IMPACTAgewell® Funding Model

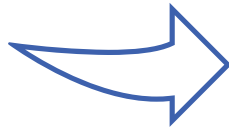
Where → the → money → follows → the → person



**Funders**

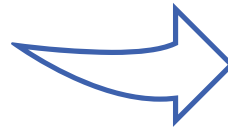
£ 2,572,740.00 of funding  
invested over eight years from  
The Dunhill Medical Trust and  
SPPG.

Dunhill - £998,145.00  
SPPG – £1,224,595.00



**Agewell**

Funding Invested in an Assets  
Based Community  
Development Approach to  
improving the lives of Older  
People



**Community  
Partnerships**

£25 per social prescription  
invested in local community  
groups  
£61,152 over the eight years



**Older  
Person**

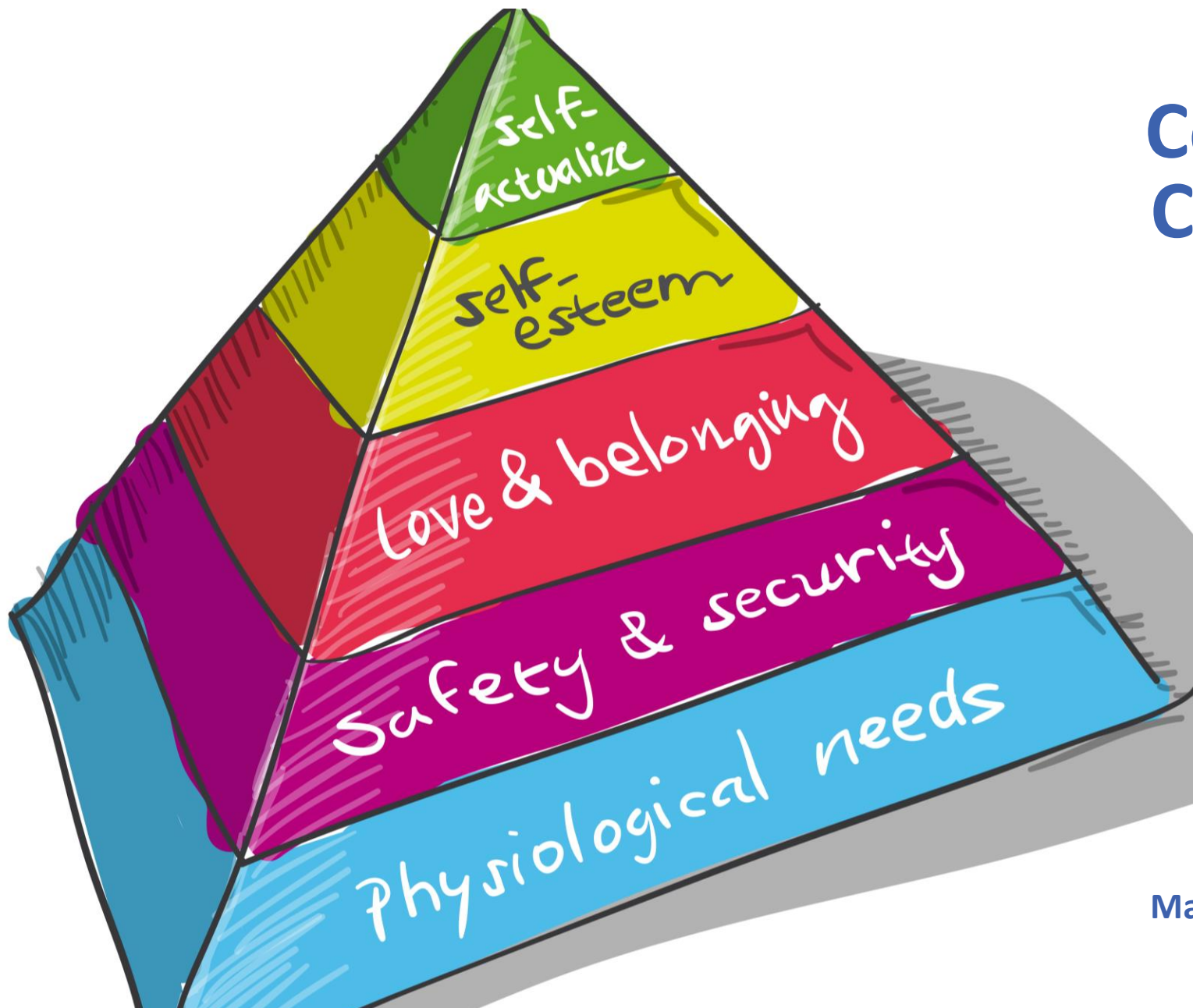
Better **PHYSICALLY**  
Better **EMOTIONALLY**  
Better **CONNECTED**

Asset Based Community Development approaches show that connecting people and creating more resident-to-resident relationships builds interdependence and reliance on each other. Connecting people to their shared interests, and enabling them to exchange skills and resources, helps communities identify and take action on the issues that are most important to them.

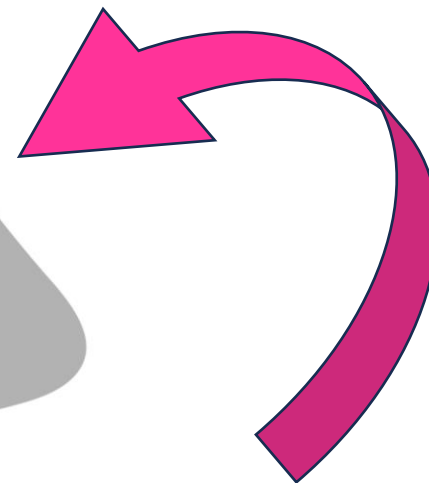
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*How to rebuild relationships with communities through asset-based approaches, Nesta 2020*

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# Community Needs Consultation 2020



Maslow's Hierarchy of Need

# Why Are We Best Placed?



- Older Carers needed practical support in the home



*Creases for Carers Service – Free Door to Door Ironing Service for Older Carers*



- Gap in service provision for face-to-face befriending



*Building Flourishing Friendships – Face to Face Befriending Service for those most isolated*



- Older People lacked confidence to make use of community transport



*Agewell Adventures - Building confidence to utilise Over 60 SmartPass to access transport*



- Lengthy waiting lists to access counselling/often no transport to get to appointments



*Telephone Counselling for Older People*

Our 2020  
Community Needs  
Consultation  
identified;

# *“Close enough to understand the need, agile and independent enough to fill the gap”*



## **Creases for Carers**

*Door to Door Ironing Service for Older Carers*



## **Agewell Adventures**

*Building confidence to utilise Over 60 SmartPass to access transport*



## **BFF Befriending**

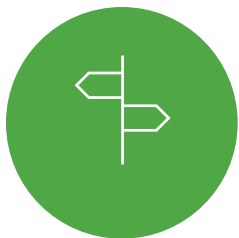
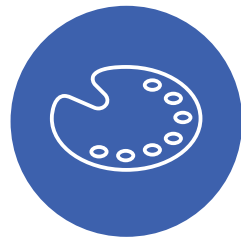
*Befriending Service supporting those most at risk of isolation and loneliness*



## **Telephone Counselling**

*Telephone Counselling for Older People*





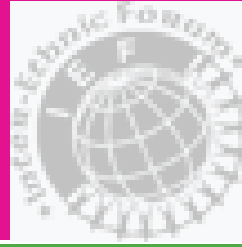
Community Assets!

- GP
- Pharmacy
- Referrals to Visual & Auditory
- Benefits Checks
- Community/Accessible Transport
- End of Life Planning
- Telephone Counselling
- Handyperson Service
- Befriending
- Creases for Cares – Ironing Delivery
- Activity Groups
- Home Safety Checks
- IT Support
- Signposting to long term health condition groups
- Agewell Adventures
- Crime Prevention
- Health Publications
- Signposting to local services
- Fire Safety Check
- Support Services



# Partnership Working

## Stories are evidence



## Isolated Couple

Criteria waived;  
Living with son & family

### Referral from Inter-Ethnic Forum

- No English
- Financial crisis
- Living with Diabetes & Multi co – morbidities
- Health inequalities

### First Visit – JOINT

- Interpreter support required
- No income/no entitlement to government funds
- Isolation
- Mobility issues
- No Social Contact
- Limited family support
- Basic needs not being met

### Over the 6 Month Support Period

- Support for benefits application
- Linking with GP to provide supporting evidence
- Information and support of understanding health conditions
- Clothing donations from local church
- Occupational therapy home assessment
- The Law Centre advice re Immigration Status
- Support with GP appointments/ medical appointments
- Support with written correspondence due to no literacy skills
- Support with employment contract
- Support with personal banking & finance management
- Emotional support & empathy
- MEACAS benefits entitlement and advice
- MEAAFC – ineligible, support for family member application
- OT Referral – Equipment provided & recommendation for rehousing
- Housing Executive – Appropriate housing application
- PIP claim - awarded



# IMPACTAgewell® Awarded

*Best Health Creating Population Health Management Approach*

- Excellence in Health Creation Awards 2022



*“Health is made at home;  
hospitals are for repairs . .  
.”*

Building a Healthy and Health Creating Society, Lord Nigel Crisp - Former Chief Executive NHS