AGEING WELL STRATEGY ACTION PLAN

THEME 2:   Keeping me informed in accessible ways

Ref	What we plan to do	Why we are doing it	Who is responsible?	When will it be done by?
Priority: To develop a new information strategy targeted on the older population of the borough that uses a mix of communication methods that ensures accessible options for all;				
1	Work with the Lead for the new Information and Advice Strategy to include a set of outcomes for older people	Feedback has repeatedly shown that older people find it more difficult to access information and advice in the borough, especially in digital form. They also find it difficult to navigate the system.	Lead for I&A Strategy	
2	More effective promotion of Local Link, including what they provide, to be delivered to older and BME users[1] with limited English, especially how to access care assessments. Also to be promoted to other organisations providing information and advice and allowing better coordination and joint up working Could Local Link work alongside and be co-located with Social Prescribing?	It has become clear that there is a lack of awareness amongst information and advice providers around who Local Link are, and exactly what services they provide. There is also feedback from service users, especially older ones and among them those from BME communities that they find it difficult to access information and adult social care, care assessments etc.	Local Link/Carers and Crosscutting Issues	30 June 2018
3	Promotion of information and advice services is carried out in a wide range of formats (e.g. on screens in hospitals and GP waiting rooms) and community languages (e.g. Bengali, Bangla TV stations).	We have been informed that particular groups of people, such as older Bangladeshi women, find it more difficult to find out about what services are available due to language and literacy issues.	Commissioned I&A providers/Carers and Crosscutting Issues	30 September 2018
4	As part of the information and advice strategy, ensure increased promotion of the Community Catalogue and maintenance of listings so that, for example, social workers know where to find up-to-date	Feedback showed that some social workers gave out-of-date information to clients, Commissioning to ensure that social workers know where to find up-to-date information	Lead for I&A Strategy	30 June 2018

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	information.	on local and universal services		

Priority: To work with GP practices, Idea Stores (including the Idea Stores Learning Programme) and other locations where public information is made available, to develop a standard approach to displaying information relevant to older people in a way that allows this information to be easily accessible;

5	Via community ambassadors, LinkAge Plus, and through Idea Stores and the GP care group, ensure that leaflets with relevant information is displayed in Idea Stores and GP surgeries, is up-to-date an regularly checked, and displayed in such a way that it is easily accessible for older people (example Gateway Housing's display in sheltered housing)	Feedback and the Annual Residents' Survey indicate that many, especially older people, struggle with information technology and have requested alternative formats such as leaflets and posters in day centres, at GP surgeries and in Idea Stores and libraries.. Often the information displayed on leaflets is out-of-date or displayed in such a way that it is difficult to access.	Community Ambassadors, Idea Stores, GP surgeries,	30 September 2018
6	Language: relevant information and advice is provided via Bangla television for those who do not read Bengali. Also use of Bengali and other community languages on screens in GP surgeries	It is apparent that there remain language barriers that prevent access to services. Written information, whilst important, is not the only way and is not suitable for those with limited literacy levels.	Commissioned I&A providers	30 September 2028
7	. Improve accessibility for those with mental health or living with dementia or HIV/AIDS through frontline staff awareness training. (Talk to Chris Lovitt/Public Health about HIV/AIDS training).	To ensure better understanding needs for particular groups and to address any stigma attached so that service users can disclose, We have been told that there is limited awareness for service users with mental health issues or living with dementia and have been provided with examples of front line staff not dealing adequately with users due to a lack of awareness and patience	Customer Service, Idea Stores,	30 September 2018
8	Ensure older people receive travel training where appropriate and that the travel training is promoted to older people who have lost the confidence to travel independently.	A lack of knowledge and confidence in taking public transport can leave some older people isolated or reliant on other people or expensive taxis to access services or appointments. Travel training has been successfully delivered to sections of the community to enable those who benefit to travel safely and confidently on public transport.	Transport team	30 June 2018 and ongoing

Priority: To continue to work with Idea Stores, via the Idea Stores Learning Programme, and voluntary and community sector providers to deliver basic computer literacy programmes that give an increasing number of older people the skills and confidence to make more use of the internet as a source of information;

9	Improve the IT training provided so that the objectives, as much as possible, are tailored to an individual's circumstances and ambitions. This is already done to a degree by housing providers but can be expanded and include other providers.	There are a number of training avenues available, resulting in a varied approach to training. These may not best be tailored to the requirements of individuals and could deter older people from seeking IT training.	Idea Store, Commissioned Providers e.g. LinkAge Plus.	30 September 2018

			Housing providers	
10	Explore more very local drop ins for IT issues or phone service, easier to do with smart phones or tablets but not desktops. Age UK East London undertake this action to a degree already for phones and tablets but not computers,

Idea Stores: more drop-in sessions to support residents who may find the Local Presence new systems difficult to use, IT drop ins can be include as part of the current weekly drop-in activity 'Make the Most of Your Tablet, Your Computer and the Internet'

Could one Community Ambassador be someone with IT knowledge?? | Often people get stuck at home when using a laptop/computer or tablet despite having had some training and they lose interest as they don't know how to go beyond the issue. Local drop ins provided by housing providers, for example, or a phone number to call in that case to help them resolve these issues which may be easy to resolve but big issue for service user | LinkAge Plus, AGE UK EAST LONDON, Community Ambassador?? | 30 March 2019 |

Priority: In particular, with regards to the above priority, to seek opportunities to develop new intergenerational programmes to supplement existing schemes that bring together younger and older people to support increasing computer literacy;

| 11 | Explore closer collaboration between commissioned services, especially LinkAge Plus and Idea Stores that also include intergenerational initiatives. | Idea Stores offer a range of services e.g. primetime etc for older residents, they also have tutors. Feedback from the Idea Stores showed that the Idea Stores are happy to get feedback about any interests/activities older people may have/like to see at Idea Stores form IT to arts and crafts, reminiscences etc. Younger people should be involved in this; e.g. it could help with work placements | LinkAge Plus/Idea Stores | 30 June 2018 |
| 12 | Include the requirement for intergenerational projects in service specifications and grant requirements. Work with commissioned providers such as day centres and at LinkAge Plus and Idea Stores to build intergenerational projects into their activities | These kinds of initiatives would also address loneliness and isolation, bring about greater understanding between younger and older people, and address IT literacy, including using email and Skype to communicate with families and friends and services. | Ageing Well Commissioning Managers | 30 June 2018 and ongoing |

Priority: To work with social housing providers in the borough to improve the availability and reliability of wifi networks on estates and in supported housing settings;

| 13 | Work with relevant partners to ensure that digital inclusion strategy action plan is delivered that has a number of action points for housing providers | The DIS has now moved to the Anti-Poverty Taskforce and the group overseeing it became defunct. Ensure that it is revived. | Anti Poverty Taskforce? | 30 March 2019 |
| 14 | Explore what is already happening in the borough regarding good practice, identify gaps and ensure that good practice is taken up by other housing providers | There are examples of good practice already happening in the borough, e.g. Gateway exploring discounted broadband offers for their residents. As a large percentage of older people live in social housing, it is | Housing providers | 30 September 2019 |

		important to identify where there are gaps in provision.		
	**Priority: To work with social housing providers, voluntary and community sector organisations and other partners to develop programmes that support older people to use technology to access information, advice and services, and for communication purposes. This will build on existing initiatives being delivered by a number of local organisations and groups.**
15	Support older people purchasing best value broadband packages by supporting them to access USwitch or similar comparison tools,	Although training is delivered to older people, many do not have their own equipment or broadband to make the most of the skills they have learned. They are reliant on accessing IT in public places, including IDEA stores. There are also examples of older people falling victims of scams or experience bad customer service when arranging their own IT package.	LinkAge Plus or Age UK East London?	30 September 2018
16	Explore appointing Community Digital Champions to spread the message regarding IT amongst peers; explore the potential of the future Community Ambassadors scheme to provide this (link to theme 8)	IDEA stores have digital champions to pass on skills within the IDEA store setting. Peer support is known to be invaluable, so why not combine the two?	Community Ambassadors	30 March 2019