

Promoting Healthy Ageing and Maintaining Independence in Trafford: a multi-agency approach

Background

Across Greater Manchester, there is a predicted 29 per cent increase in the proportion of people over 65 by 2032, and the proportion of over-85s is expected to double. We should celebrate the fact that more people are living longer and the opportunities that brings. However, for many people, older age brings with it increasing physical and mental multi-morbidities; Guzman-Castillo and colleagues¹ have recently estimated that between 2015- 2025 a quarter of the extra years gained after age 65 years will involve disability, with the largest relative increases in dementia cases. However, many long term conditions are preventable through modifiable risk factors, including up to 35% of dementia cases. This demonstrates the need for effective public health interventions to tackle the main risk factors for chronic disease and associated disability, including poor diets, smoking, high alcohol consumption, and physical inactivity.

The role of the Health and Wellbeing Board in promoting healthy ageing in Trafford

In order to reduce the negative impact of these demographic changes, we need to make sure that our population enters older age in the best possible health, and that they are able to maintain this for as long as possible. The Health and Wellbeing Board, as a multi agency partnership, is well placed to lead this work, linking in to the interventions outlined in the Vision 2031 plans.

The outcomes that will be delivered through a structured approach to promoting healthy ageing are **increased independence; reduced hospital and care home admissions; improved mental health; improved social cohesion; and lower health and social care costs.**

The importance of this work is recognised through the inclusion of the Ageing Well strands within the GM Population Health Plan, and through the development of the GM Ageing Hub, which includes the following key themes:

- Economy and Work
- Age-friendly Places
- Healthy Ageing
- Housing and Planning
- Transport
- Culture and Learning

Trafford, in common with all other GM boroughs, needs to be able to demonstrate the positive impact it is making in all these areas, if we are to bridge the projected funding deficits.

Overall, therefore, for Trafford to make the maximum difference to the health of its older people, interventions are required at three levels:

- Actions to promote healthy lifestyles in middle age
- Social, structural and environmental changes (as outlined by the GM Ageing Hub)
- Systematic identification of higher risk older people and promotion of evidence based interventions

The specific health and social care issues that give particular risks to older people being able to maintain their independence are **frailty; falls; and dementia**. Addressing these will involve a multi agency and multi professional approach, including advice on the identification of higher risk individuals and the relative merits of different interventions (which will include advice on physical activity, diet and hydration etc).

Proposal

For Trafford, this will involve a strengthened lifestyle and behaviour change offer, with a focus on reducing inequalities, as well as more attention to the impact of the built environment on healthy ageing (linking to the work of the GM Healthy Ageing Hub), and to the development of systematic approaches to the more clinical areas identified within the Health Ageing section of the GM Population Health Plan.

In order to progress this work, it is proposed that a Programme Manager for Healthy Ageing is appointed on an 18 month contract, to plan, co-ordinate and deliver the changes required in Trafford.

The role will include collation of local and national evidence to inform the development of a local strategy and action plan, assessment of relative priorities, and project management of the implementation of this. The post holder will report to the Director of Public Health, and will be accountable to the Healthy Ageing Strategy Group, a subgroup of the HWBB.

There will be a particular focus on understanding and addressing the impact of **falls, frailty and dementia** in Trafford. This will require public engagement with the prevention aspects of the work, as well as delivering systematic clinical and service engagement. Through the focus on Healthy Ageing, the post holder will be expected to take an asset based approach to delivery, while at the same time keeping the issues relating to frailty as a central theme. The post holder will use the evidence from NICE and guidance within the Five Year Forward View and other sources to

help inform their assessment of Trafford's current position and how to improve this both cost effectively and at pace.

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1. Guzman-Castillo, M, Ahmadi-Abhari, S, Bandosz, P et al. Forecasted trends in disability and life expectancy in England and Wales up to 2025: a modelling study. (published online May 23)*Lancet Public Health*. 201

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