

TRAFFORD COUNCIL

Report to: Trafford Covid-19 Public Engagement Board
Date: 19th Oct 2020
Report for: Information
Report of: Louse Wright, Partnerships and Communities Team

Report Title

Update from the Age Well Board

Background

On International Day of Older Persons the Age Well Board launched the Older People's Voices campaign. The Board hopes that this will generate interest from older people who want to get involved as champions and be the eyes and ears of older people in the Borough and share their thoughts and experiences as well as helping us with sharing key messages.

The Board is currently being supported by one of its members who is very much a community champion and working with the community hubs to identify members of the community who may wish to get involved in the Older People's Voices.

We know that this method of communication will be especially important as we seek to disseminate messages over the winter period.

The Age Well Board will also be distributing an e-newsletter to partners to support the sharing of key messages and information.

Priorities for work on Age Well Board over next 3-6 months?

- Winter messaging, growing voice of older people in Trafford, currently exploring links to community hubs to get messages out
- Presenting older people as 'Valuable not Vulnerable'
- Contribute to partner agencies work, where possible, promotion of pension credit work by Age UK via Trafford Council Comms
- Encourage older people to remain active in their communities, mainly digital here, due to endemic community transmission of COVID-19
- Continue to update and progress Dementia Action Plan for Trafford, via Dementia Strategy Group

Barriers or challenges faced?

- Getting older people's work to be a priority, faced with dominant COVID-19 issue and rising community transmission
- As COVID-19 levels increase, risk of older people being shielded and deconditioning, less visible with effects on social isolation and loneliness

What are the opportunities?

- To grow the voice of older people across the borough and to enable and empower them to make the changes they want to see
- To showcase the role of older people in communities and demonstrate how

integral they are, fulfilling a range of roles supporting others, and in terms of knowledge and lived experience

- To engage older people with technology, where desired, so they can continue to enjoy their lives by maintaining connections with friends and family, at a time when they cannot socialise, due to COVID-19

Recommendation(s)

To note the update

Contact person for access to background papers and further information:

Name: Louse Wright

Extension: 2849