

# Marlborough Positive Ageing Accord

## Introduction

1. In 2007, at the request of the Marlborough Older Persons Forum, Marlborough District Council commenced a process to develop a Positive Ageing Strategy that would include, among other actions, reporting to the Office of Senior Citizens on contributions to the wellbeing of older people in Marlborough.
2. After discussions with Forum members, it was subsequently agreed to develop a “Marlborough Positive Ageing Accord”, recognising that achieving positive outcomes for older people necessitated the commitment of multiple agencies, and ultimately entailed a whole of community response. The Accord records the commitment of its members to achieving the highest possible quality of life for older people in Marlborough.

## Structure of this document

3. The Accord document sets the context for ageing in Marlborough, including any particular issues, challenges, or opportunities that have been identified; describes the purpose of the Accord, and sets the principles and objectives. It also records the signatories to the Accord. A separate schedule identifies the particular actions that will be undertaken in the current period. The schedule of actions is revised annually.

## Marlborough Positive Ageing Accord: Context

4. Both the total number of older people in the Marlborough community, and the proportion of older people in relation to other ages, is increasing. Between 1991 and 2006, the number of people aged over 65 increased from 4,680 to 6,876; equivalent to a 47% increase. Over the same period, Marlborough’s total population increased by around 21%. More significantly, the median age (the age where half the population is above, and half below this point) of Marlborough’s population increased from 34 in 1991 to 41 in 2006. Statistics New Zealand projects that by the year 2016 22% of Marlborough’s population will be 65 years or older, and that by 2026 the median age will be 51.3. NZ’s median age is not expected to pass 50 years before 2050, if then.
5. These increases are the product of two primary factors: the ageing of the “baby boomer” cohort born from 1945; and improvements in health status. Up to this time, the improvements in health status have been the more significant factor in extending people’s life spans, and their independence into older age without major disability. From 2010, the first of the baby boomers will begin to enter the 65+ age group, and these two factors will combine to affect both this cohort’s expectations and its capabilities.
6. Old boomers will be more physically capable, and personally mobile, than previous generations, and will have different lifestyle expectations arising from their life experiences. In comparison to their predecessor generations, this cohort is more affluent, and is better educated than their predecessor generations. Its members have a history of political engagement and activism, will be more physically and socially active, and will have higher expectations of services and amenities. Its members are likely to be more assertive in pursuing their interests, both collectively and individually.
7. These general trends obscure many important differences that will continue to exist within the older community, especially between different ethnic groups. For example Maori and Pacific Island people have a lower median age, and despite improvements have a lower average life expectancy than other ethnicities, arising in part through differences in their access to and use of health services, and lifestyle and customary practices. Older Maori and Pacific Island people tend also to experience ageing in a different cultural context from Pakeha New Zealanders. The New Zealand Asian

community will also figure in the older cohort, and exhibits its own unique characteristics. Although the older Marlborough community is projected to be predominantly Pakeha New Zealand or European in its ethnicity for at least the next ten years, other ethnicities will be an important feature.

8. Gender differences will also remain, with women tending to live longer than men (although this gap is decreasing), and being less financially secure than either couples or single men.
9. There will also be significant differences in the distribution of wealth, with many older people being relatively asset rich (with the principal asset being their home), but with low incomes and/or very limited liquidity. It is likely that older people will continue to be active in the workforce, whether from choice or necessity. A simultaneous scarcity of labour in younger cohorts will add force to this trend, with employers compelled to become more flexible in designing jobs to suit the needs of an older workforce.
10. These changes have implications for many service providers, including government and non-governmental agencies. There are very few models for how to manage the likely impacts: effectively, Marlborough is on the leading edge of a major social transformation that is being experienced across most of the world. What is evident is that any organisation with responsibilities towards older people will need to continually re-evaluate their practises to ensure they are responsive to the new generation. Principles of inclusion and participation will be more and more important as this transformation continues, as will the need for integration and collaboration. The most important factor will be in harnessing the force of the change; utilising the wisdom, energy, and optimism of the boomer generation in order to continue the trends of social, environmental, and cultural progress that were hallmarks of the post WWII period.
11. The Marlborough Positive Ageing Accord is designed to support a whole-of-community response to this challenge.

### **Purpose**

12. The 2006 – 2016 Long Term Council Community Plan includes the outcome of Marlborough being “a community where people can age positively, where older people are highly valued for their experience, wisdom and character, and where they are recognised as an integral part of families and communities.”
13. The community plan notes that Marlborough District Council will work with other community partners, separately and collectively, to help achieve the various outcomes. The purpose of this accord is to identify these partnerships, and provide a framework for the various actions that will be undertaken, to support positive ageing in Marlborough.

### **Principles**

14. Partners to the Accord commit to:
  - Support and assist each other in the achievement of the objectives of the Accord, according to their resources, and according to the decisions of their governing bodies
  - Monitor and report on the progress of their specific undertakings
  - Meet annually to review progress on the objectives of the Accord, update the available information on positive ageing (including any necessary responses) and to confirm their continued commitment to the Accord.

## Objectives

15. The objectives of the accord are adopted from the 10 priority goals of the National Positive Ageing Strategy. These are:

- Goal 1: Secure and adequate income for older people
- Goal 2: Equitable, timely, affordable and accessible health services for older people
- Goal 3: Affordable and appropriate housing options for older people
- Goal 4: Affordable and accessible transport options for older people
- Goal 5: Older people feel safe and secure and can “age in place”
- Goal 6: A range of culturally appropriate services allows choices for older people
- Goal 7: Older people living in rural communities are not disadvantaged when accessing services
- Goal 8: People of all ages have positive attitudes to ageing and older people
- Goal 9: Elimination of ageism and the promotion of flexible work options
- Goal 10: Increasing opportunities for personal growth and community participation.

16. Objectives for the accord are set on an annual basis, and reflect the priorities that have been identified by partners, pre-existing and/or continuing commitments, and the resources that are available. Objectives for the forthcoming year are set out in the accompanying schedule.

## Schedule of Actions (attached)

17. Actions to be undertaken by Accord partners are detailed in the attached table.

## Monitoring and reporting

18. Accord members will be responsible for monitoring their own performance against their respective actions. Members will meet annually to review progress on the actions that have been undertaken in the preceding year, and prepare a submission of results to the National Positive Ageing report. Sector reports will be produced providing detailed information on the experience of older people in accessing services or pursuing their aspirations in the 10 goal areas of the Accord.

## Marlborough Positive Ageing Accord: Schedule of Actions 2010/2011

Agency	Goal(s)	Objective	Actions	Measures of achievement
<b>Marlborough District Council and Marlborough Positive Ageing Accord Group</b>  <a href="http://www.marlborough.govt.nz">www.marlborough.govt.nz</a>	Uniting the community to support positive ageing  Goals 5 & 10 Keeping active	Older people and people in the community are aware of older people's rights, entitlements and services in the community	<ul style="list-style-type: none"> <li>▪ Positive Ageing Information Strategy implemented</li> <li>▪ Feedback from surveys informs initiatives to raise awareness of positive ageing matters in the community</li> </ul>	<ul style="list-style-type: none"> <li>▪ Continue implementation of information strategy to June 2011 to communicate information on positive ageing to the Marlborough community</li> <li>▪ Investigate other options for disseminating information.</li> <li>▪ Conduct a survey by June 2011 to measure the level of Marlborough residents' awareness and knowledge of the rights and entitlements of older people.</li> </ul>
	Goals 2 & 5 Access to services	Older people are healthy, active and engaged in the community	<ul style="list-style-type: none"> <li>▪ Expo held was well attended and a range of agencies participated</li> </ul>	<ul style="list-style-type: none"> <li>▪ Hold a two-yearly expo to provide information and advice to older people to support and extend their lifestyle choices</li> <li>▪ Support provision of an annual Celebration of Older People.</li> </ul>
	Goals 2, 4, 5 & 7 Marlborough Positive Ageing Accord	Older people have accessible services that meets their needs	<ul style="list-style-type: none"> <li>▪ Reporting process for service improvements established and service complaints to advocacy groups decreased</li> </ul>	Maintain feedback and reporting process between advocacy groups and service providers to improve services and accessibility for older people.
	Positive Ageing Accord Action Plan  Goals 1-10	Older people's needs are addressed	<ul style="list-style-type: none"> <li>▪ Marlborough Positive Ageing Accord Action Plan implemented</li> </ul>	<ul style="list-style-type: none"> <li>▪ Implement the Marlborough Positive Ageing Accord Action Plan to co-ordinate and integrate actions of agencies and organisations that provide services for older people</li> </ul>

<b>Age Concern Marlborough Inc.</b>	1	Ensure that older persons have adequate, secure income for their needs	<ul style="list-style-type: none"> <li>Assist older persons to access assistance to address housing needs. Advocate re assessment of income and supplementary allowances on their behalf</li> </ul>	<ul style="list-style-type: none"> <li>Client reassurance and retained sense of dignity when supported.</li> </ul>
	2	Older persons have access/positive response at all levels of care for health concerns	<ul style="list-style-type: none"> <li>Ensure respect, clarity, understanding of all health processes and procedures. Advocate with health issues, decisions and choices and options. Opportunities to provide/ collaborate with Health Promotion Seminars in Community</li> </ul>	<ul style="list-style-type: none"> <li>Renewal of personal confidence and empowerment by being acknowledged/heard and informed</li> </ul>
	3 & 5	Older persons to maintain independent living and have access to affordable housing. That homes are safe, secure and warm	<ul style="list-style-type: none"> <li>Support/advocate and assist to access financial assistance to provide for housing needs and seek to encourage implementation of safety and security measures by raising awareness with community seminars targeted towards the older age group</li> </ul>	<ul style="list-style-type: none"> <li>Encouragement to seek information and support, raising awareness in a public forum allows reflection and discussion which leads to positive action. Taking responsibility for personal safety and security measures</li> </ul>
	4	Affirm competence and confidence with driving skills and knowledge/access to transport options to maintain quality independence	<ul style="list-style-type: none"> <li>Facilitation of Safe with Age refresher driving courses. Agency for the Total Mobility Scheme. Provide information about The Blenheim Bus – route, timetable and fares. Assist access to funding for mobility scooters where</li> </ul>	<ul style="list-style-type: none"> <li>Availability of transport options allows older persons to maintain independence and social contacts</li> </ul>

			appropriate	
<b>PSUSI –Enliven Positive Ageing Services</b>	1	Secure adequate income for older people	<ul style="list-style-type: none"> <li>Assisting older people who are clients of our agency and who are in financial difficulty to access full entitlements from ACC, Health and Work and Income</li> </ul>	<ul style="list-style-type: none"> <li>Clients report satisfaction with their situation</li> </ul>
	2, 5,6 & 10	Provide positive ageing services that support older people to live safely and with dignity in homes of their choice and enable them to have contact with people who love them and who they love back	<ul style="list-style-type: none"> <li>Providing appropriate support and practical help that older people require to age in place through the provision of home support services from multi disciplinary teams, falls prevention programmes and social work support</li> </ul>	<ul style="list-style-type: none"> <li>Client evaluations show outcomes of well being, social connection, social functioning and sound worker/client relationships are being achieved.</li> <li>NMDHB and other referrers are satisfied with the range and quality of services provided by the PSUSI</li> <li>Services maintain accreditation under the community sector standards</li> </ul>
	4	Provide affordable and accessible transport options for older people and community groups in Marlborough	<ul style="list-style-type: none"> <li>Administration and coordination of the Marlborough Community Trust van</li> </ul>	<ul style="list-style-type: none"> <li>Improved well-being and social connection is experienced by older people as a result of access to affordable transport options.</li> </ul>
		As above	<ul style="list-style-type: none"> <li>Provide day activity programmes that enable social contact between frail older people while also giving carers a break</li> </ul>	<ul style="list-style-type: none"> <li>As above</li> </ul>

		As above	<ul style="list-style-type: none"> <li>• Implement the recommendations of our cultural audit to formalise relationships with iwi and develop resources for staff and volunteers to ensure our work respects the cultural values of diverse ethnic groups</li> </ul>	<ul style="list-style-type: none"> <li>• As above plus staff indicate satisfaction with their access to appropriate support advice and training in our annual staff survey</li> <li>• PSUSI identifies and responds to the cultural values and beliefs of service users and their family/whanau</li> </ul>
	8,9 & 10	<p>Promote the role of elders as valuable members of the community and create opportunities for meaningful participation in community life</p> <p>Promote workforce development that provides flexible work options and supports the elimination of ageism</p>	<ul style="list-style-type: none"> <li>• Through our Enliven branding and our media publicity, contribute towards promoting ideas of positive ageing, recognising the value and contributions older people make to society</li> <li>• Develop and promote services that foster intergenerational connection such as Synergy mentoring, HomeCare, HomeShare, Sages, elder involvement in schools, youth involvement in day programmes.</li> <li>• Encourage and involve volunteers of all ages in our activity</li> <li>• Provide employment for older people who wish to keep working</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation, client and community feedback shows the role and value of elders is recognised and visible.</li> <li>• As above</li> <li>• Surveys show volunteer satisfaction and increased no's</li> <li>• PSUSI retains a mature workforce and is regarded as a good employer</li> </ul>

			<ul style="list-style-type: none"> <li>• Implementation of PSUSI's healthy workplace policies</li> <li>• PSUSI offers home support services training that is NZQA approved</li> </ul>	
<b>NMDHB</b>	Goal 1	Secure an adequate income for older people	<ul style="list-style-type: none"> <li>• Continue to refer people who may benefit from additional financial support to MSD or other agencies</li> </ul>	<ul style="list-style-type: none"> <li>• The number of referrals.</li> </ul>
	Goal 2	Equitable, timely, affordable and accessible health services for older people	<ul style="list-style-type: none"> <li>• Improve the quality of assessment and care of older people through the use of comprehensive electronic assessment (InterRAI assessment system) in the community.</li> <li>• Wairau Hospital site development.</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation of the InterRAI Home Care assessment tool in the Support Works agency.</li> <li>• Well designed hospital that meets universal design (good parking, signage, access etc)</li> </ul>
	Goal 3	Affordable and appropriate housing options for older people	<ul style="list-style-type: none"> <li>• Incorporate the Disability Housing research information completed locally into the DHB housing plan.</li> <li>• Universal design housing leaflet is printed to highlight important design considerations when building or moving into a new home.</li> </ul>	<ul style="list-style-type: none"> <li>• DHB has a housing plan which considers low cost housing and housing for people with a disability.</li> <li>• Leaflet is available at several outlets including PHO and District Council Offices.</li> </ul>
	Goal 4	Affordable and accessible transport options for older people	<ul style="list-style-type: none"> <li>• Continue to refer those who may benefit, to the total</li> </ul>	<ul style="list-style-type: none"> <li>• The number of referrals</li> </ul>

			mobility scheme	
Goal 5	Older people feel safe and secure and can “age in place”	<ul style="list-style-type: none"> <li>• Improve the quality of assessment and care of older people through the use of comprehensive electronic assessment (InterRAI assessment system) in the community.</li> <li>• Implement the NMDHB Strategy for a restorative model of service in the Community Care and Support sector.</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation of the InterRAI Home Care assessment tool in the Support Works agency.</li> <li>• Those who are assessed as needing community care and support receive a package of support focused around meeting their individual goals.</li> </ul>	
Goal 6	A range of culturally appropriate services allows choices for older people	<ul style="list-style-type: none"> <li>• The Kaumatua service review undertaken in 07/08 will reduce isolation for kaumatua and improve maintenance of health and wellbeing</li> </ul>	<ul style="list-style-type: none"> <li>• Implement the service and review by June 09.</li> </ul>	
Goal 8	People of all ages have positive attitudes to ageing and older people	<ul style="list-style-type: none"> <li>• Promote the use of the NMDHB ‘Elder-Friendly Guidelines’ in health, disability and commercial sector.</li> </ul>	<ul style="list-style-type: none"> <li>• The guideline is available through the DHB &amp; MD Council office.</li> </ul>	
Goal 9	Elimination of ageism and the promotion of flexible work options	<ul style="list-style-type: none"> <li>• NMDHB is an Equal Opportunity Employer.</li> </ul>	<ul style="list-style-type: none"> <li>• Demographic analysis of the workforce.</li> </ul>	
Goal 10	Increasing opportunities for personal growth and community participation	<ul style="list-style-type: none"> <li>• Implement the NMDHB Strategy for a restorative model of service in the Community Care and Support</li> </ul>	<ul style="list-style-type: none"> <li>• Those who are assessed as needing community care and support receive a package of support focused around meeting</li> </ul>	

			sector.	their individual goals.
<b>Marlborough Grey Power</b>	1 - 10	Promote the welfare and well-being of all Marlborough people in the 50 plus age group	<ul style="list-style-type: none"> <li>• Be an advocate to service providers of the rights and entitlements of older people</li> </ul>	<ul style="list-style-type: none"> <li>• Attend and contribute to forums and meetings of service providers</li> </ul>
			<ul style="list-style-type: none"> <li>• Represent the interests of older people, individually and collectively, on specific issues and cases</li> </ul>	<ul style="list-style-type: none"> <li>• Satisfactory outcomes suited to the circumstances of individual cases</li> </ul>
			<ul style="list-style-type: none"> <li>• Provide information to older people, that assists them in their welfare and well-being</li> </ul>	<ul style="list-style-type: none"> <li>• A regular newsletter is distributed to all Grey Power members</li> </ul>
<b>Ministry of Social Development- Work and Income</b>  <b>Blenheim Super Centre</b>	To enable our Community to understand what they may qualify for in the way of financial assistance, once they qualify for NZS	<p>To advise the wider community that are nearing the age of 65, what their entitlements are through Work and Income</p> <p>To advise our community what is required to apply for NZS</p> <p>To clarify information for people prior to them qualifying for NZS, rather than them relying on information from friends. This is often incorrect.</p>	<ul style="list-style-type: none"> <li>• To be part of an Information - sharing meeting hosted by our local Council</li> <li>• To present a power-point presentation and be available to answer general questions, as well as individual questions. To have written information available and up to date pamphlets regarding entitlements</li> </ul>	<ul style="list-style-type: none"> <li>• People being better prepared when making application for NZS</li> <li>• People being better informed about entitlements and able to knowingly make the best financial decisions accordingly</li> </ul>
	To support our local community in the 65+ age group	Attend the monthly meetings for the Forum of the Older Person, hosted by the local council, and actively participate	<ul style="list-style-type: none"> <li>• At least one Super Centre Case Manager to attend these monthly meetings on a rotational basis</li> </ul>	<ul style="list-style-type: none"> <li>• Quality information for NZS Case Managers about other agencies that work with the same client base.</li> </ul>

	Working towards the future with the high level of retirement people in our community	Have one NZS Case Manager on the positive Aging Strategy Accord to provide information about the aging population from Work and Incomes perspective	<ul style="list-style-type: none"> <li>The said Case Manager to attend meetings and work with the Accord towards a united goal</li> </ul>	
<b>Marlborough District Council</b>	3	Improve the thermal and energy efficiency of older peoples homes	<ul style="list-style-type: none"> <li>Retrofit thermal insulation of MDC housing stock</li> </ul>	Retrofit completed.
	3	Assist older people's access to affordable housing	<ul style="list-style-type: none"> <li>Provide a stock of housing units suited to the needs of older people at rents equal or less than prevailing market rents</li> </ul>	<p>Monthly reports provided from property manager</p> <p>Annual review of affordability undertaken</p>
	4,10	Improve older people's access to services and connectedness to the community	<ul style="list-style-type: none"> <li>Provide a low cost public transport service servicing routes and destinations needed by older people</li> <li>Manage Total mobility scheme</li> <li>Provide reserved parking for people with disabilities</li> </ul>	<p>User survey undertaken annually</p> <p>3% patronage increase per annum</p> <p>Regular reporting on scheme to responsible Council committee</p> <p>Ensure % of disability parks meets or exceeds national standards</p>
	6, 10	Assist older people's access to information for learning and recreation	<ul style="list-style-type: none"> <li>Manage a Biennial Seniors expo</li> <li>Provide Library services that are suited and responsive to the needs of older users</li> </ul>	<p>Expo held by 30 June 2009</p> <p>Review and report from Manager Library Services.</p>

Positive Ageing Accord Action Plan 2010/2011

	2,6,10	Assist older people's access to services and amenities for physical activity and recreation	<ul style="list-style-type: none"> <li>• Implement Physical activity strategy actions relating to older people</li> <li>• Ensure Council-funded recreational facilities are accessible to older people</li> </ul>	<p>Contracts with service providers include services and activities relevant to the needs of older people</p> <p>Barrier free audit included in development of new aquatic centre</p>
	10	Provide opportunities for older people to participate in Council's decision-making processes	<ul style="list-style-type: none"> <li>• Convene Older Persons Forum and provide pathways to Council processes</li> </ul>	10 meetings of older persons forum held per annum
	5	Assist in ensuring that older people feel safe and secure in their homes and communities	<ul style="list-style-type: none"> <li>• Co-ordinate Neighbourhood Support scheme</li> </ul>	Review and report on possible extension of the scheme.

\\tle...O:\Admin\A-E\C225\06\Positive Aging Accord Action Plan-all members-08-09-TLe.doc Saved 28/06/2010 09:16:00