

Central Coast Quality Ageing Strategy

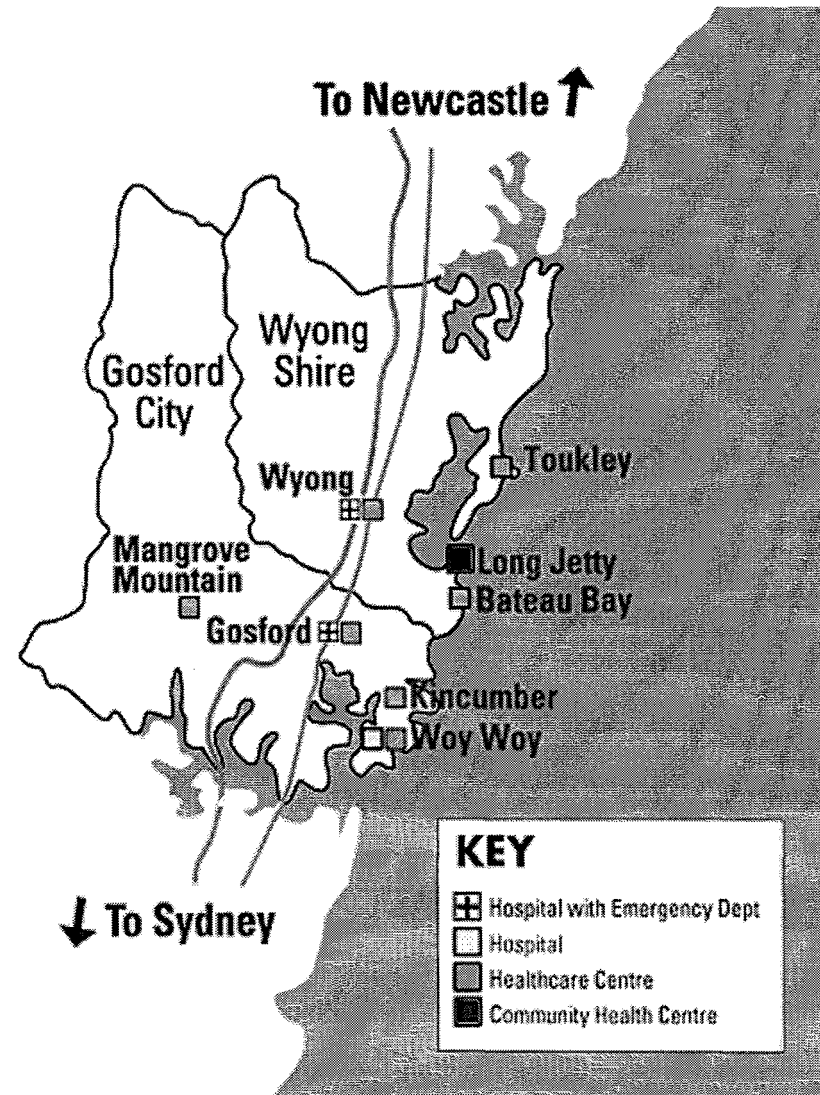


**Winner of Baxter Better Health Good
Health Care Award 1999
Minister for Health Award**

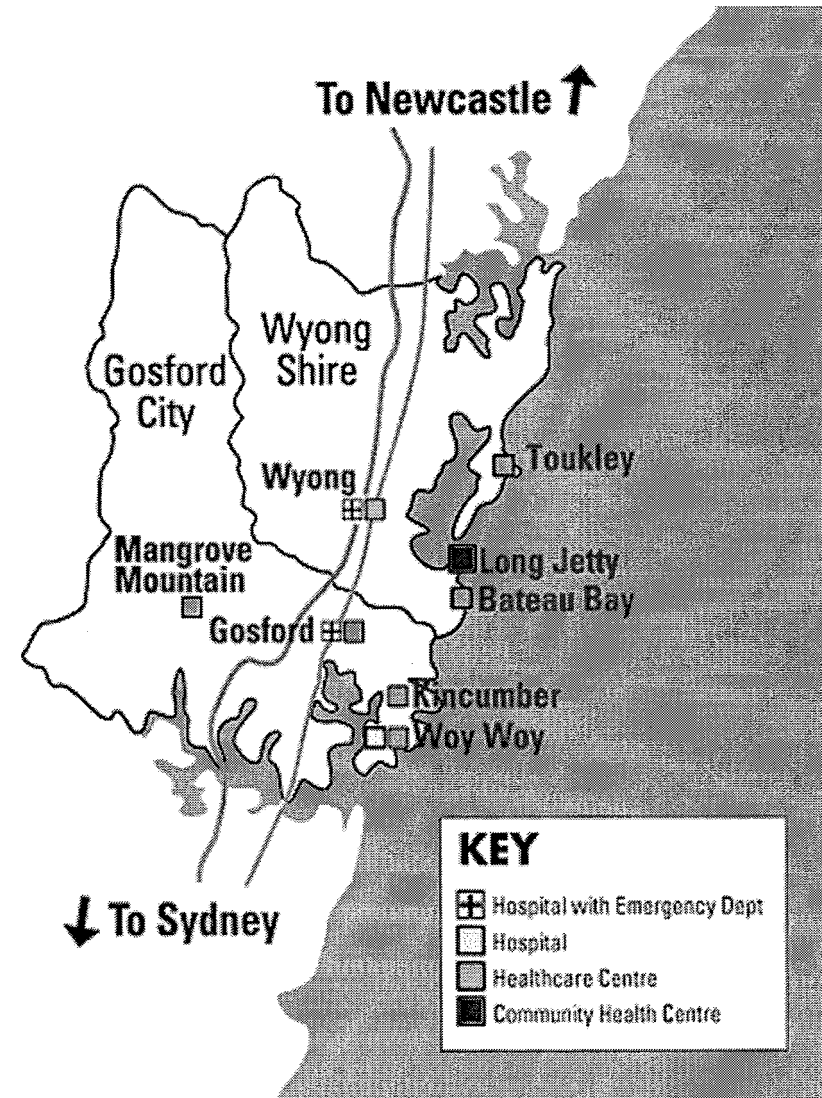
Taken at public hearing 24/2/05
Provided by Dr John Rackwell, CEO,
Central Coast Area Health.

Population Trends:

It is a distinct natural geographical area and because of the lifestyle it offers is a popular destination for retirees and young families



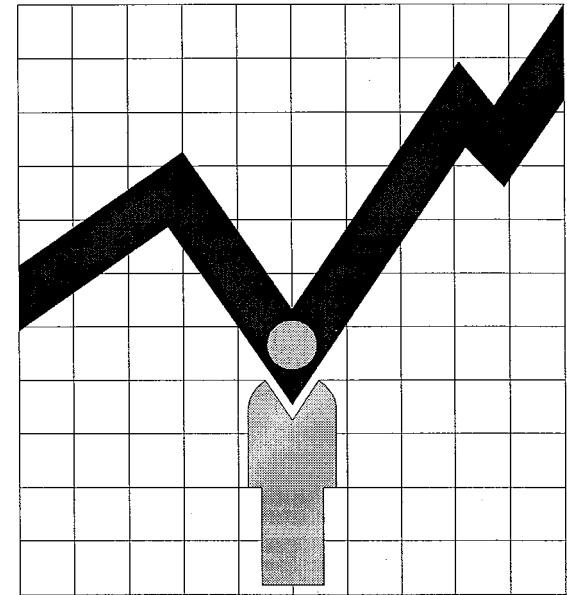
The availability of affordable housing and access to the freeway makes it a logical area for expansion between the two larger metropolitan areas of Sydney and Newcastle



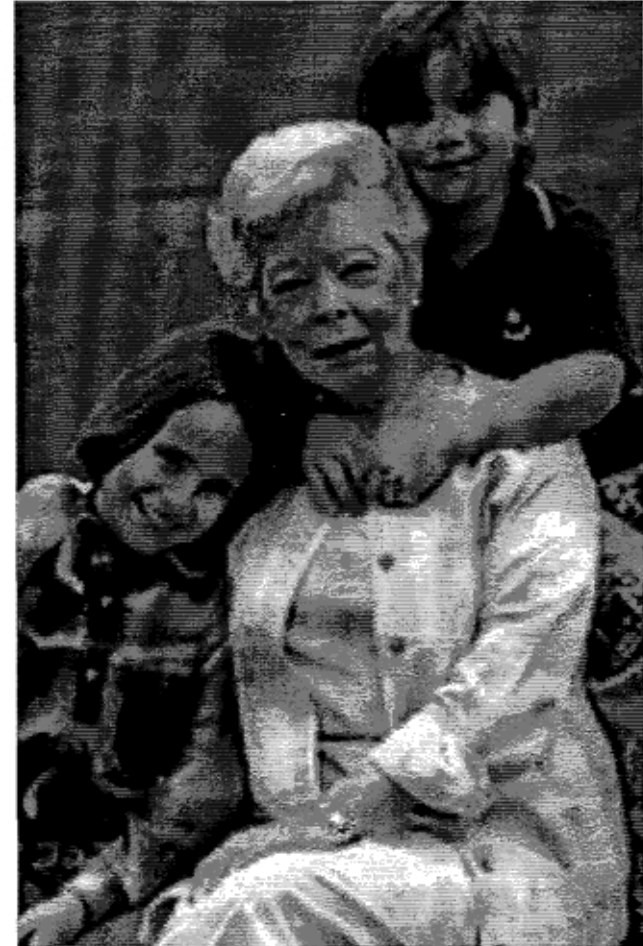
Between 1996 – 2001 the population on the Central Coast grew by 24,416 people representing a growth rate of 9.4%. During the same period the NSW state average grew by only 5.3% thus ensuring the Central Coast is still one of the fastest growing regions in the state.



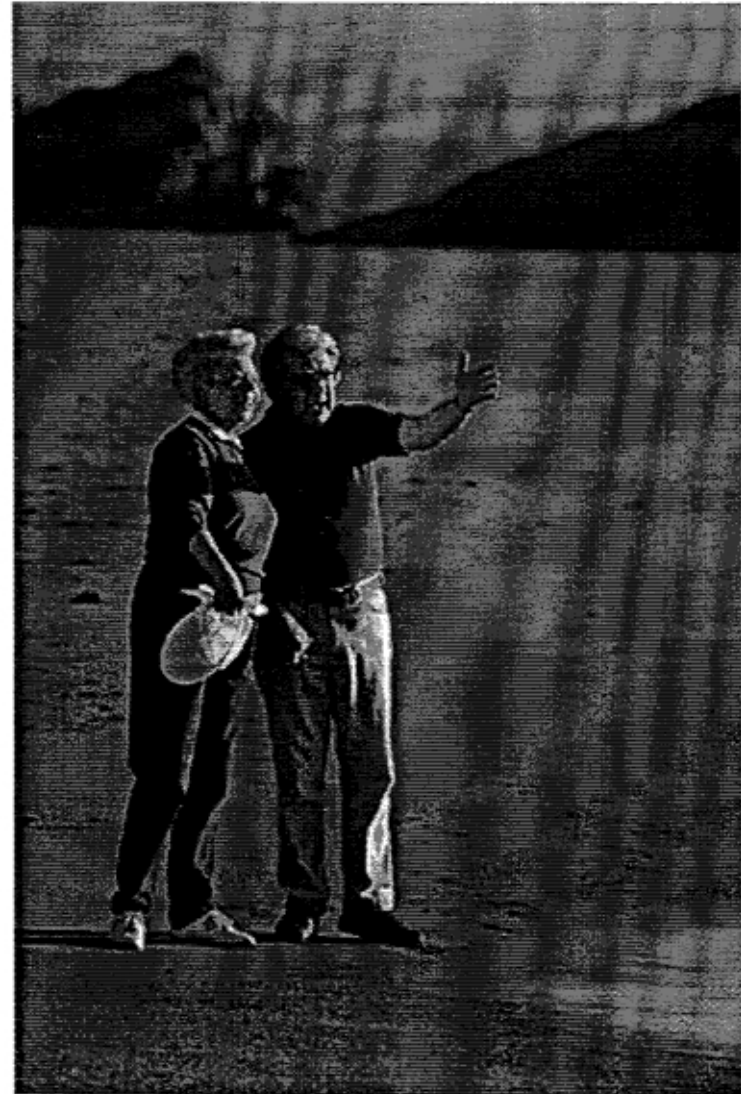
The proportion of Central Coast people in specific age groups mirrored those of NSW except in the 65 years and older category where a significant variation was recorded. 18% of Central Coast residents were aged 65+ as compared to 13% of the state average.



The Central Coast has one of the highest proportion of population aged 70 years and over of any region in NSW. Based on the 2001 ABS Census the Central Coast has 37,461 people aged 70+ representing 13.2% of the Central Coast population, compared to the NSW overall percentage of 9.5% for this age group.



For the 80+ age group the Central Coast has 13,032 people representing 4.6% of the population, compared with the NSW percentage of 3.2% for this age group.



Formation of Committee:

An area-wide multi-organisational approach was needed to address quality ageing issues on the Central Coast.



Services
Provided
by a RANGE of
AGENCIES.

Central Coast Quality Ageing Strategy Steering Committee Members

- ◆ Central Coast Health
- ◆ Com. Dept of Health and Aged Services
- ◆ NSW Health
- ◆ Gosford City Council
- ◆ Wyong Shire Council
- ◆ Local Service Providers
- ◆ NSW Dept of Ageing Disability & Home Care
- ◆ Central Coast Division of G.P's
- ◆ Consumer Reps
- ◆ Carer Reps
- ◆ NSW Housing Dept
- ◆ Dept Veterans Affairs

Proposed Outcome:

Development of a strategy which:

- ◆ raises the profile of the older population and portrays them in a positive light;
- ◆ promotes a person-centred approach to service delivery;
- ◆ promotes the coordination and integration of services;
- ◆ develops innovative and integrated funding models.

Terms of Reference:

Central Coast Quality Ageing Strategy
Steering Committee

- ◆ To develop and implement a strategy to improve the overall quality of life of the older people of the Central Coast by:
- ◆ Advocating for older people in society:
 - recognition of their important role
 - population based funding equity
 - individual rights

- ◆ Developing broader lifestyle options for older people which promote health, independence and self fulfilment
- ◆ Developing integrated funding models
- ◆ Developing innovative models of care which are:
 - person centred
 - coordinated
 - empowering
 - supportive of carers

Development of the Strategy:

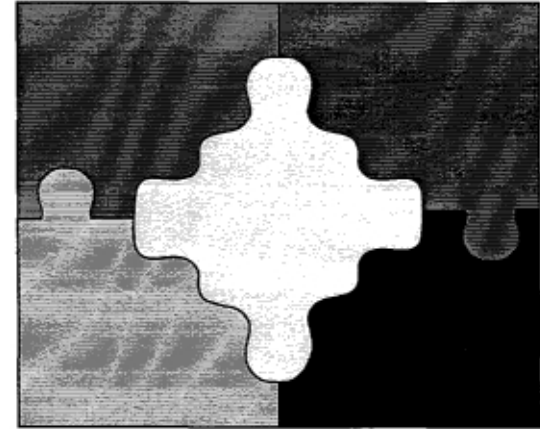
The strategy was been developed in consultation with older people, their carers and service providers to identify the issues perceived as most important.

Consultations took the form of:

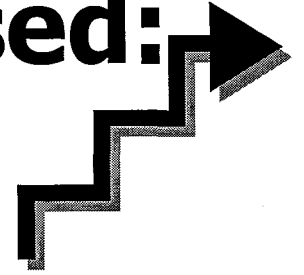
- ◆ Public Forums - Gosford, Wyong, Woy Woy.
- ◆ Phone In
- ◆ Meetings with special needs groups.

Issues Identified

1. Transport for older people
2. Improving access to information
3. Service coordination
4. Hospital admission & discharge protocols
5. Linking with IYOP strategies
6. Research to better understand ageing
7. Retirement planning
8. Creating a more supportive living environment
9. Managing, planning and funding of aged services on the Central Coast



How the Strategy Has Progressed:



- ◆ Strategy was officially launched in February 1999 by Minister for Health.
- ◆ Project Manager was appointed to coordinate implementation of recommendations. Position was jointly funded for the first 12 months by Local, State and Federal agencies participating in the Strategy. Central Coast Health have continued to fund the position.

- ◆ Quarterly newsletter "*Quality Ageing Matters*" is produced to provide key stakeholders and interested groups with feedback on progress of strategy.
- ◆ The Steering Committee agreed to formalise its continuing role and become the "Central Coast Quality Ageing Planning Consortium". Partnership agreement between the various agencies was signed at a ceremony on 1 September 1999, attended by The Honourable Faye Lo Po' MP.

1. Transport

A Transport Working Party comprising local transport operators, Department of Transport, Councils and consumers was formed.



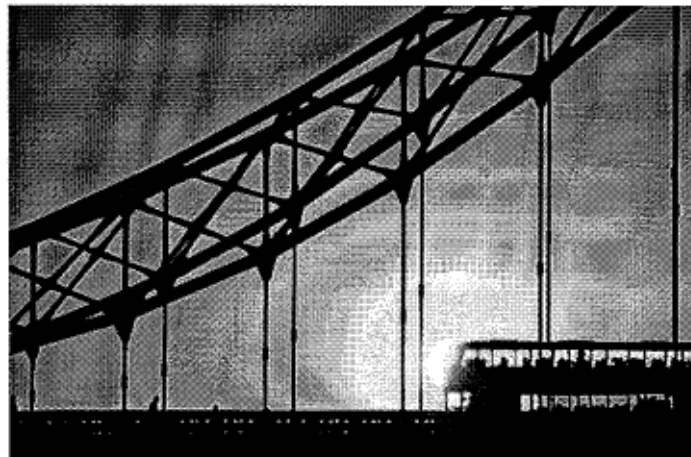
- ◆ Expression of Interest submitted to Department of Transport was successful. A grant of \$20,000 was approved to employ a transport consultant for a three month period. The transport consultant was required to research specific transport needs and provide the Transport Working Party with a Strategic Plan.



- ◆ The Transport Consultant's report was presented to the Quality Ageing Planning Consortium. One of the key recommendations to be explored further would see a major reshaping in the way transport is accessed and delivered on the Central Coast.



- ◆ Funding has been granted through Area Assistance for a Transport Development Worker to progress strategies from the Transport Consultant's report. This will improve access to transport for the whole community.



2. Improving Access to Information

Quality Ageing Strategy has hosted two "Fact Fiction & Reality" seminars - one in June 2000 and the second in October 2002 - for service providers to share information about their service with key stakeholders in the aged care field. This was a very successful day and will be held every 2 years. A directory of services was developed and has proven to be a useful resource for all stakeholders.



- ◆ Central Coast was chosen as a pilot area by Commonwealth Department of Health and Aged Care to hold an information seminar “All you need to know about placing a loved one in residential care”. This pilot has been evaluated and Commonwealth are considering providing funding for such events to be held several times a year in each area.

- ◆ The Quality Ageing Planning Consortium will work closely with Wesley Mission in establishing Carelink on the Central Coast.

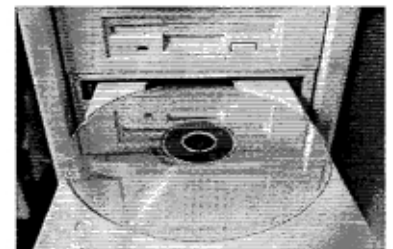


3. Service Coordination

Client Information and Referral Record (CIARR). A yellow wallet was introduced in August 1999 by HACCC service providers, Community Nurses, Aged Care Assessment Team and Community Aged Care Package providers. This will assist new clients to avoid multiple community service assessments.



- ◆ Central Coast Health has appointed a Clinical Nurse Consultant Continuum of Care who will focus on improving the transition of inpatients into the community.
- ◆ QAS has supported a pilot of 4CN - an IT project which will assist community based service providers with better communication technology to reduce duplication of often expensive services, as well as improving outcomes to our clients.



- ◆ The QAS supported a submission for the Dementia Advisory Service whose core activity is to identify unmet needs for people with dementia and advocate on their behalf.

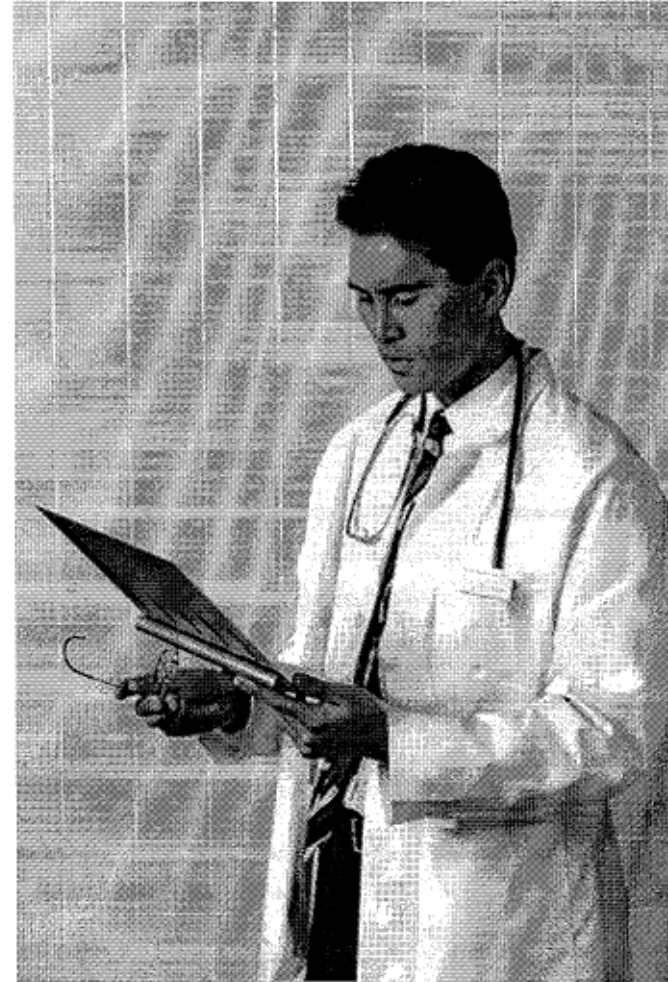
An interactive CDROM “It’s time to think about dementia” has been developed to educate GPs in the early diagnosis of people with dementia.

- ◆ A Primary Dementia Care Network has been established on the Central Coast to bring services together to share their knowledge and experiences.



4. Hospital Admission and Discharge Protocols

A Central Coast Health Corporate Discharge Policy has been developed in consultation with community support services and community.



- ◆ Central Coast Health appointed a Clinical Nurse Consultant - Gerontology who will focus on issues relating to the aged and their management.
- ◆ A Working Party was established to explore opportunities for Central Coast Health to become a more Aged Friendly hospital for patients and their carers.

5. International Year of Older Persons (IYOP)

- ◆ A range of IYOP events were encouraged throughout the Central Coast involving clubs, schools, scouts, local business and government organisations and services.



- ◆ A commemorative IYOP Calendar “Central Coast Celebrating IYOP” produced along with a special photographic exhibition for display in clubs and shopping centres.
- ◆ Involved in ‘National Seniors Week’ in September as part of an on-going celebration involving sporting, cultural, tourist and entertainment activities.



- ◆ “As Old as I am, as Young as I Feel”, all ages working together was produced and introduced to Central Coast schools.

The objective was to find ways to improve communication and understanding between younger and older people for mutual benefit and employment.



- ◆ Ageing & Disability Department chose the Central Coast to pilot “Experienced Hands”. A project working with volunteers for younger people and older people coming together.



6. Research

- ◆ A 12 month research project commenced in December 2002 on Health Outcomes in Geriatric Medicine: Goal Attainment Scale



7. Retirement Planning

- ◆ A course on Retirement Planning entitled “Starting Over Life After Work” has been designed by Central Coast Health Learning and Development Service.
- ◆ Course has been successfully piloted with Central Coast Health staff contemplating retirement. Evaluation has shown that the course content was excellent and well received.

- ◆ This two day training workshop is aimed at preparing staff for their retirement, in particular to help them develop a smooth transition from working into retirement. Partners of staff are invited to attend this interactive and informative program.



The priority health areas which are covered include:

- ◆ physical activity
- ◆ leisure and lifestyle
- ◆ handling stress
- ◆ nutrition
- ◆ preparing for the challenges of retirement



The Area will now give consideration to offering the course on an external basis.

- ◆ Central Coast Health Learning and Development Service submitted the course for the Baxter Better Health Good Health Care Awards 2000 and won the section “Caring for your Staff”.



8. Creating a More Supportive Living Environment

- ◆ Working Party has been established to progress issues raised in the report and identify opportunities for councils and other groups to enhance supportive living environments for older people. Membership has been extended to Police, Fire and Ambulance to explore opportunities for elderly people to make their own immediate environment safer.



9. Managing, Planning and Funding of Aged Care Services on the Central Coast

- ◆ The Quality Ageing Strategy 'whole of area' approach to planning has assisted the Department of Health and Aged Care gain a true insight into the needs of the aged on the Central Coast.

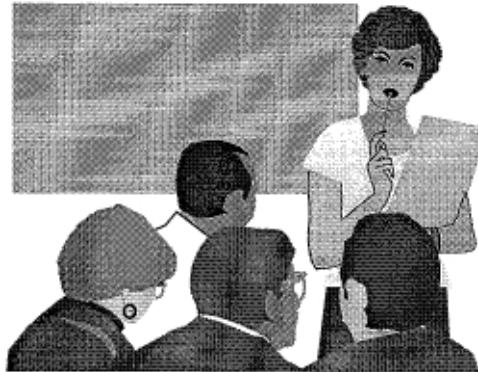


- ◆ Promotional articles have been developed to attract nursing home proprietors wishing to relocate to consider moving to the Central Coast.

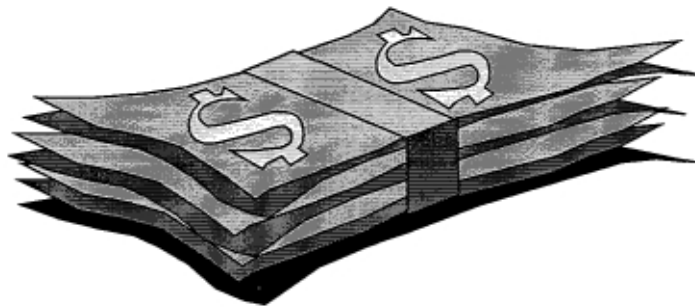


- ◆ The Dept of Ageing Disability & Home Care chose the Central Coast as a trial site for Services Provision Targets in areas of respite, case management and transport.

- ◆ A information session was held at Gosford/Wyong Council and a package of statistical information was developed to assist those interested in placing an Expression of Interest for Aged Care places on the Central Coast. This gave an overview of need and gaps in particular areas.



- ◆ A grant was sought from the Commonwealth Department of Health and Aged Care to research the care needs of older people on the Central Coast and develop a strategic plan for the Quality Ageing Consortium to progress.

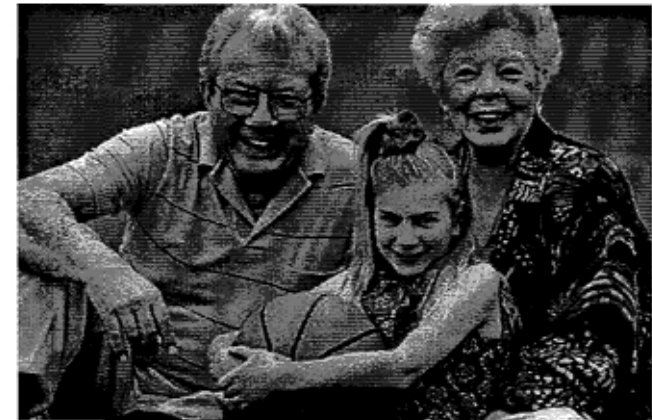


- ◆ Twyford Consulting were appointed and have consulted with key stakeholders over the last six months.
- ◆ The Consultant's report "Regional Service Planning for the Central Coast of NSW" will be presented at the April QAS Consortium meeting for ratification.

Factors Which Have Led To The Success Of The Strategy:

- ◆ Gaining a commitment of organisations to resource and support the project
- ◆ A shared understanding and agreement on the issues
- ◆ Partnerships are always stronger than individuals
- ◆ It's not always about more funding, it's about changing ways of working

- ◆ Built ownership and mutual respect to reduce competitiveness and create synergy
- ◆ Consultation and involvement of the community
- ◆ Political support
- ◆ Ability to look forward, beyond the immediate, to find solutions which are fit for the future



CONCLUSION

The approach to quality ageing issues taken on the Central Coast has already resulted in a number of gains for the Area and its older population. The involvement of all three tiers of Government in the process with other key stakeholders and older people on the Coast themselves has led to the development of an inter-sectorial area-wide approach to the planning of services for older people on the Central Coast, which is probably the first of its kind in Australia.

Whilst there is still much work to do,
the Central Coast will continue to take
a lead role in developing new
partnerships to achieve better life
outcomes for its older population.

