

Age UK: the bold new face of Age

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The new force combining

AGE and **HELPTHEAGED** WE WILL
Concern



Introduction

- Age UK – who we are and what we do
- Prevention – same word, different meanings
- Commissioning preventative services – barriers and solutions

Age UK

The new force combining
Age Concern and Help the Aged

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A new organisation working with and for older people

- Help the Aged and Age Concern England joined together on 1 April 2009 to create Age UK
- Bringing together the best of both charities
- Reducing duplication so that charitable money goes further
- Ending confusion between the two
- New charities in Scotland, Wales and Northern Ireland as well

Age UK Strategy

- **Vision:**

A world in which older people flourish

- **Mission:**

To improve the lives of older people

- **Organisation:**

A charity and a social enterprise driven by the needs and aspirations of people in later life

Our Vision: Creating a world in which older people flourish

This is how we intend to deliver it.....

- **Services**
- **Knowledge**
- **Influence**
- **Products**
- **Attitudes**
- **Engage**
- **Partners**

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Who are we going to work with?

- You
- local Age Concerns: but we hope they will share our name and brand
- Older People's forums and groups
- Friendship Centres
- Individual older people
- Other older people's organisations nationally and locally

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In the North East

- 4 local Age UKs – Darlington, South Tyneside, Sunderland, and Teesside
- Services – from Advocacy to Xylophone lessons
- Combined turnover of over £4m; 150 staff and over 1000 volunteers
- Aiming to have 5 more by April 2011 covering the rest of the region

Same word, different meanings

- Improved access to mainstream services, information and advice
- Health promotion: exercise, diet, smoking cessation, falls prevention
- 'That bit of help': low intensity practical support services
- Earlier intervention: support to sustain and restore wellbeing
- Admissions avoidance: targeted intensive support

Proving it works

“I am just writing to inform you of the huge difference your Befriending scheme at Age Concern has made to one of my heart patients.

Marie Forster was a frequent attendee to her GP and A+E with angina attacks. I was visiting regularly to try to avoid these admissions.

I could not put a true figure on the amount your service has saved the NHS, but **one admission to hospital on average for angina costs £1282, I am sure you have contributed to saving two of these.**

My visit, would cost £17 each and you will have saved potentially 3-4 of these, as we feel Marie is now well enough physically and emotionally to be in charge of her own condition, she now has the confidence to get out and about thanks to you.”

CHD Nurse, xxxx PCT

Total saving = £2,632

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POPPs Programme

- £60 million ring-fenced funding
- 19 pilot sites funded May 2006 – 2008
- 10 further pilot sites May 2007 – 2009
- 264,637 users either contacted or were referred
- 77% aged 70 and over, 32% aged 85 and over
- 33% married, remainder widowed, separated or single.
- Weekly income (where reported) was £100 less per week than the median income for the general population
- Age at which services used varies with deprivation
- Fewer men used lower-level services (1:3) than secondary or tertiary support (1:1)

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POPP Interventions

Gardening/
handyperson/
befriending/
learning/leisure

Primary Prevention
(n=49, 34%)

Holistic assessments/
Hospital aftercare/Falls
Prevention/ Peer
Monitoring and
support/Falls follow-ups

Secondary
Prevention
(n=40, 27%)

Rapid Response
Teams/ Hospital at
Home/ Intensive support
teams/ Case
Management/ Proactive

Tertiary
Prevention
(n=35, 24%)

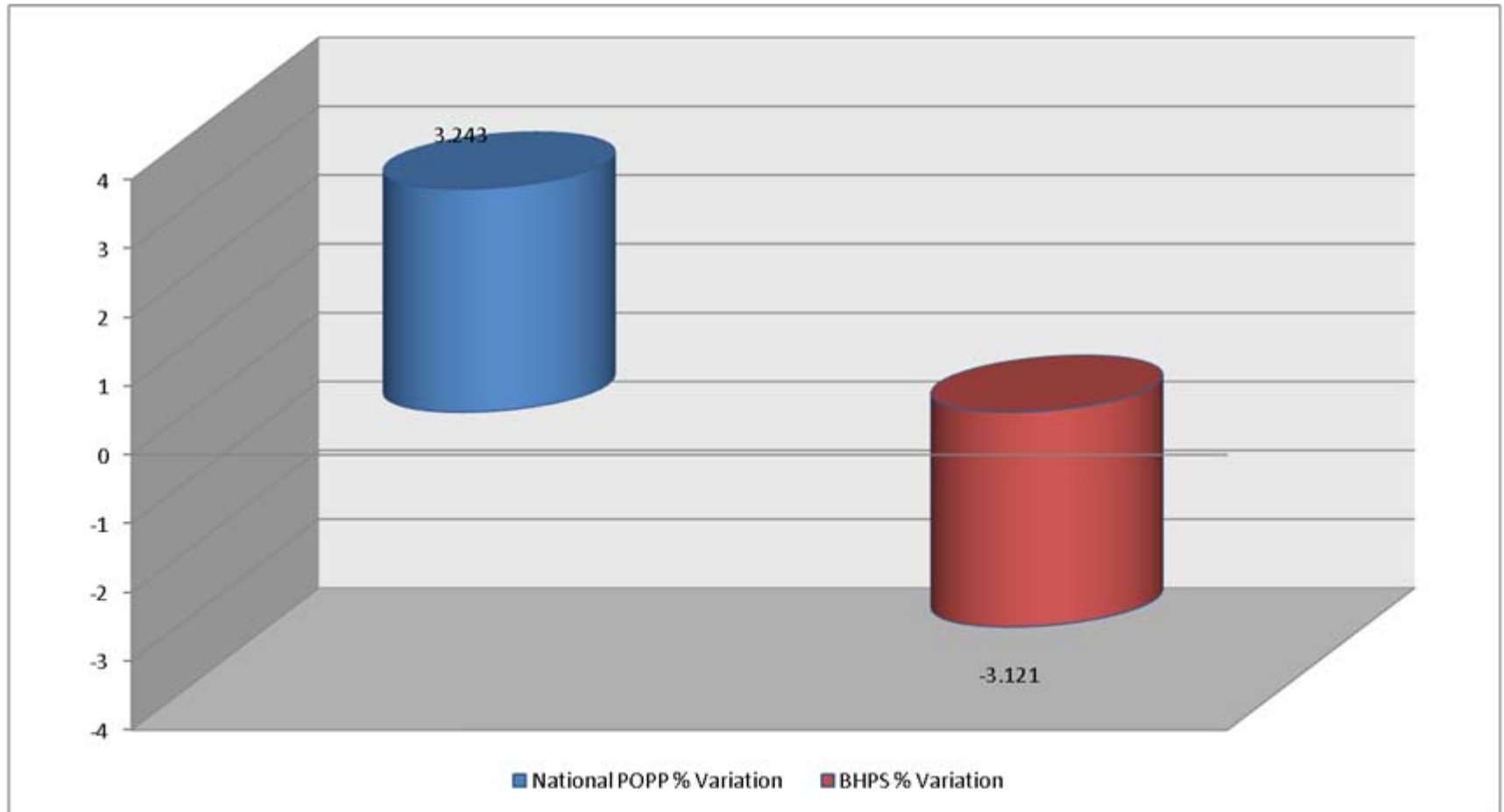
146 core
projects, 530
upstream
projects

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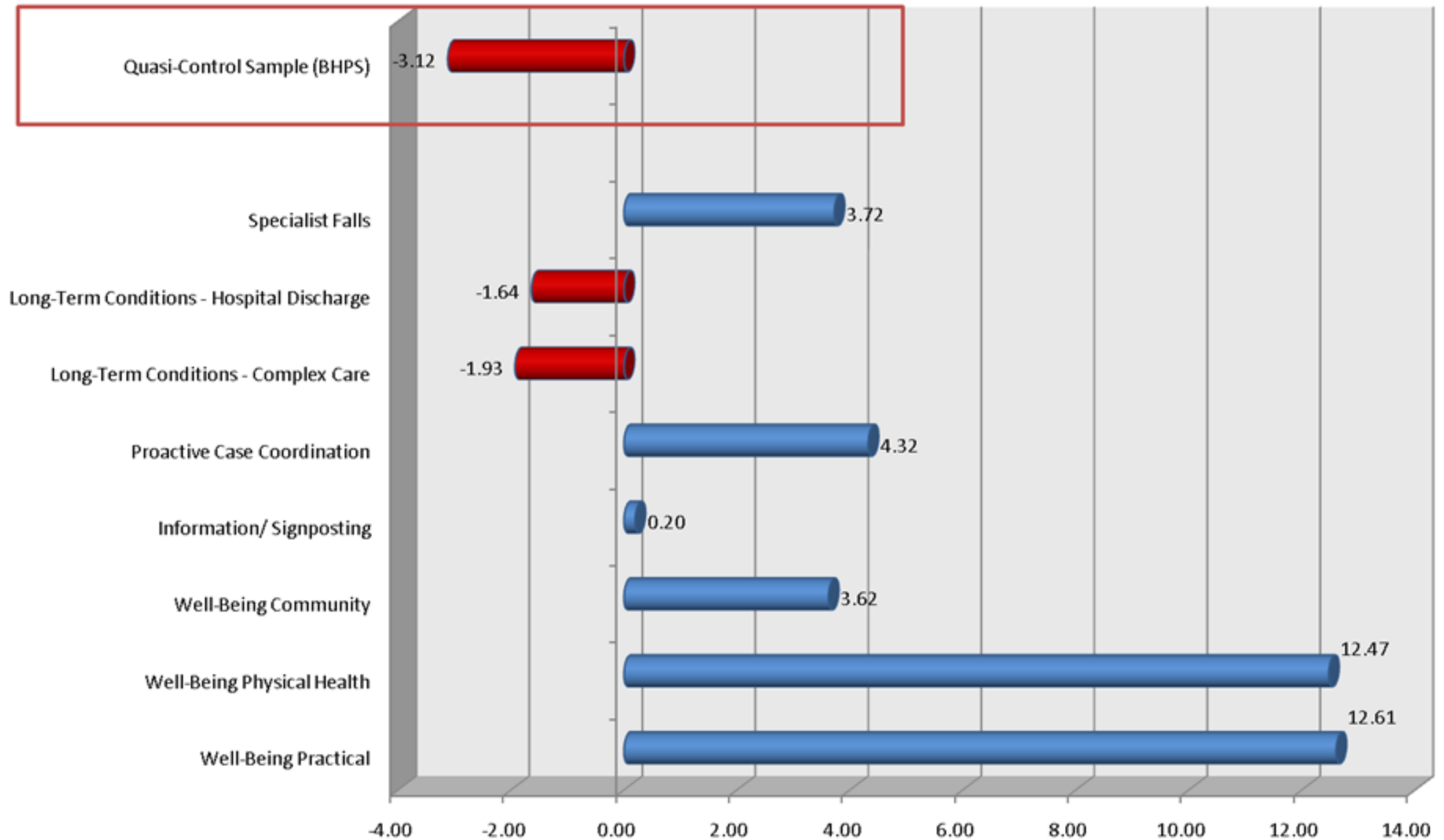
 ageUK

Outcomes & Impact: Health Related Quality of Life POPP & Quasi-Comparison group



Outcomes & Impact: HRQoL Categories of Projects

% Standardised Health Related Quality of Life Change (T1 & T2)



Outcomes and Impact

Categories; change in service use & costs

Project Category	Total Saving per person
Well-Being – Emotional/Social Isolation	-£30.16
Well-Being – Physical Health	-£126.33
Specialist Falls	-£25.45
Proactive Case Coordination	-£243.41
Hospital Discharge	-1741.29
Total	-£2166.35

Prevention Resources

- ❑ *Improving care and saving money: learning the lessons on prevention and early intervention for older people* Dept of Health, January 2010

www.dh.gov.uk/en/Publicationsandstatistics/index.htm

- ❑ *The National Evaluation of the Partnerships for Older People Projects* PSSRU, January 2010

www.dhcarenetworks.org.uk/Personalisation/