

Northumbria Healthcare
NHS Foundation Trust



building a caring future

HOSPITAL | COMMUNITY | HOME

**Michele O'Brien, Carers and Ageing Well Lead
Northumbria Healthcare NHS Trust
Ageing Well Allies**

@NorthumbriaNHS





Asset based and cost effective

- Building on the knowledge, skills and resources already in the community

Eyes and ears for the older community

- Promote health and wellbeing
- Early identification of changes, signposting and alerting

Integrated health and social care approach



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How can we

- Make every contact count?
- **Better disseminate health and social care messages?**
- Do something interesting, sustainable and of value to both the community and the individual worker?



Target group:

Individuals whose work or volunteering activity brings them into contact with older people





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Have the knowledge to be able to signpost or refer older people to other organisations or services.





ageing well
allies

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Resource
pack

Ageing Well
Network

**ONE DAY
TRAINING
PROGRAMME**

Allies
Newsletter

Access to
further
training

Understand:

- Barriers people experience
- Impact of social isolation
- Health improvement messages
- Safeguarding
- Role of family carers
- How to access help





knowledge
skills
confidence



“Very worthwhile relevant training. It reminds you to look at the bigger picture and not to ignore any small changes in older people.”



Moving Forward

- Refreshers – health bytes and newsletter
- Systematically broaden the reach
- Intergenerational approach



Learning points:

- Understand the assets in your community and work in partnership
- Remove corporate labels – be inclusive
- Tailor information to suit groups
- Provide follow up for sustainability
- Value evaluations and be prepared to change and grow

Thank you

Involvement and Service Development

Community Service Business Unit

Northumbria Healthcare NHS Foundation Trust

Tel: 01670 629000