

**Removing barriers and avoiding ‘winters of discontent’ –
creating a new *shared* narrative on ageing well**

Dame Philippa Russell,

Vice-President, Carers UK

E-mail: philipparussell118@gmail.com

Why we need a new narrative on ageing (and a 21st century perspective on care and support)

- ‘We are at risk of turning our greatest social achievement – the improvement in life expectancy – into a negative story, our ‘third age’ is all too often poorly informed, insufficiently anticipated and older people having a media image of ‘demographic burden and loss of quality of life.’
 - *[Lord Filkin, November 2018]*

‘Understanding and developing the Care Market, *‘We’re all carers now, caring is everybody’s business!’*

- **1.34m jobs in the adult social care sector**
- **145,000 Personal Assistants**
- **91,000 carers in the NHS**
- **6.4 million family carers – 1 in 10 of us can now expect to become a carer at some point in our lives!**
- **Changing patterns of care, greater complexity of care – and much higher expectations of ‘lives worth living’!**

Can we co-produce a new agenda for *shared* care and support in later life? Understanding the complexity of 21st century caring relationships.

- **Stephen and Margaret** – living with inter-generational care.
- **Understanding family life** and ‘conflicts of care’ within many modern families.
- *‘We are multiple users of care and support services. We need SHARED care, support which talks to us, recognises us as ‘experts by experience’. The whole family is affected by disability, long term conditions.’*



Moving from 'demographic timebombs' to active citizens – later life is not static!

- **'Big decisions and 'blame games'**
about transitions from hospital to care home, or family home to residential care.
- **From hospital to home: Whose responsibility?** – NAO estimates that 31% of hospital discharges of older people are delayed – because of lack of effective 'care transitions'..
- **'Ready, steady, go? Tracking citizen, carer and patient experience':**
Rethinking older people as change agents and micro-commissioners as well as carers/users/patients.



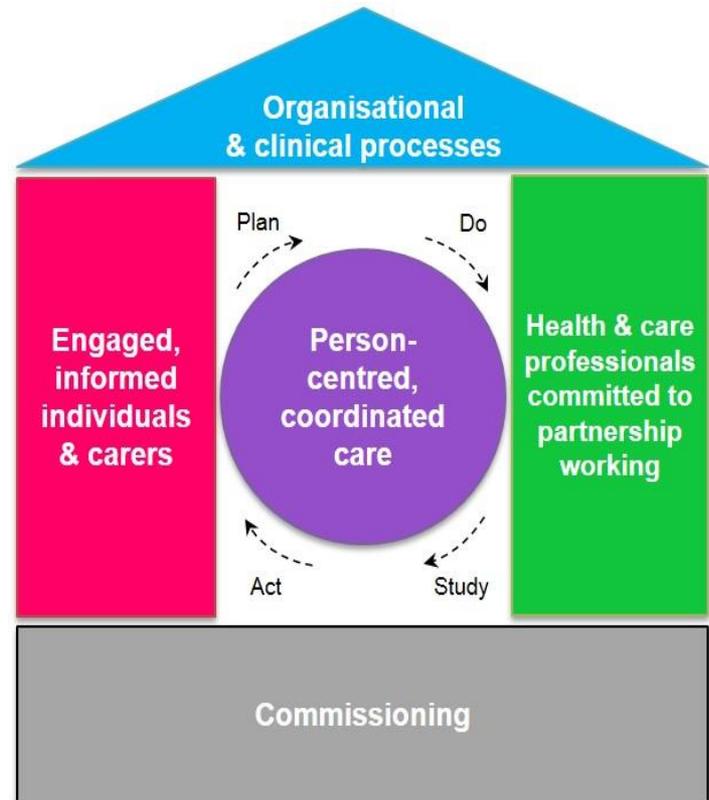
Home matters! Preparing for the '100 Year Life'!

- 'Personalised care – with choice and control for those needing care and support – means a diverse care market. Rebranding residential care as part of a spectrum of housing options with care is a prerequisite for delivering the 21st century care system we all want to see.' [Professor Paul Burstow (2014), Commission on Residential Care]



Building the House of Care' and creating a 'home life'.

- *'You need a life coach when you enter your third age! Later life can include multiple transitions, we need a flexible care market to manage our changing health and care needs'.*
- *'Ask us, your customers, what WE want – older people need to become activists in shaping their communities and their support services.'*



Physical, social and technological connectivity – challenges and opportunities for 21st century care (and an end to loneliness?)

- **Technological connectivity and digital inclusion:** New solutions to isolation; shared information, health and well-being and safeguarding BUT still major access issues.
- **Physical connectivity:** Taking a broad perspective of health and well-being including training, the built environment and transport.
- **Social connectivity:** For carers and patients and communities, a major issue – need for creative use of third sector, volunteers etc.



Skills for care and a 'home life': Support for the care workforce – the biggest challenge?

- 'Social care cannot continue as a Cinderella service – without a valued and rewarded work force. Adult social care cannot fulfil its central role of supporting elderly and vulnerable people.' [Amyas Morse (2018), launching National Audit Office report on social care workforce]
- 'Personalised care is more than providing a service. It should be a creative way of enhancing quality of life.' [CQC, State of Care, 2016-2017]

Growing a future! Making it real - a shared journey and a reminder that creativity in the Care Market is integral to the new narrative on ageing!

- ❑ **Simon's story – Community inclusion and choice and control**
- ❑ Living in his own home
- ❑ With a Personal Budget
- ❑ Range of activities
- ❑ Uses new technology
- ❑ Well supported staff
- ❑ Co-production with his family and friends
- ❑ *'Using all our creativity!'*



Putting people first - 'Compassionate leadership, compassionate care, co-production and COMMUNICATION' – As CQC AND Maya Angelou note, relationships matter!

Maya Angelou

I've learned that
people will forget what you said,
people will forget what you did,
but people will never forget
how you made them feel.