Aim of the Living Safely & Well at Home Programme
To support older people to live well in their current home, help prevent avoidable hospitalisation and moves into care, and make it possible for older people to return home after a stay in hospital.

Outputs

1. ‘Live Safely and Well At Home’ telephone advice service
Delivered by EAC FirstStop Advice Line advisors.

2. New ‘Live Safely And Well At Home’ information brochure
To be produced by C&RE for use by the national advisers and local partners.

3. Local ‘Live Safely And Well At Home’ outreach events & activities
Local outreach events and targeted activities (eg in healthcare settings) in at least 10 locations across England to be delivered by EAC FirstStop local partners.

Programme Outcomes

All targets were significantly exceeded:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Target (Individuals helped)</th>
<th>Outcome (individuals helped)</th>
<th>Outcome</th>
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<tbody>
<tr>
<td>1. ‘Live safely and well at home’ telephone advice service</td>
<td>3,000</td>
<td>3,392</td>
<td>Provided one-to-one information and guidance to 3,392 older people and/or family members by telephone, of which the vast majority wanted to weigh up whether to stay put or to move to more suitable accommodation.</td>
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<tr>
<td>2. Information pack and workshops/ training</td>
<td>3,000</td>
<td>18,000</td>
<td>Reached 18,000 older people via highly targeted use at localities reaching older people at risk across England - eg in hospitals, GP surgeries - including via the events noted below.</td>
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<td>3. Local outreach events - to reach older people at risk of health problems, hospitalisation, &amp; potential loss of independence at home</td>
<td>1,000</td>
<td>2,155 (informed/ advised/ assisted) PLUS 3,163 (informed/ advised)</td>
<td>Outreach events in 9 local areas reached out to help 2,155 older people who received information/ advice/ assistance to live safely &amp; well. A further 3,163 people were informed about help and services via targeted use of the self help brochures at local events.</td>
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Making a Difference to Older People's Lives

As well as exceeding the targets (as set out in the table above) the project has delivered an ongoing legacy providing continuing benefit for older people (see below Section 5, Conclusions) with extensive geographical coverage.

The launch of the project in January resulted in over 450 enquiries a month to the national Advice Line from March through to September, with just over 700 of these (21%) coming from people living in areas where local events were held and the rest from across the country. Whilst the national team was able to handle a majority of these cases, around 5% were referred to local level for casework and support.

Over the course of the project we saw a marked change in the nature of enquiries. Historically a high proportion of Advice Line clients have wanted to explore options for moving home; by contrast clients attracted by the campaign were much more likely to be wanting advice on staying put at home, including accessing care/support services, or returning home after hospitalisation.

The local events have achieved widespread coverage delivering clear information and advice with a focus on practical support to enable older people to live safely and well at home. Of particular importance is the fact that the local events have all been delivered by local Age UKs or Home Improvement Agencies.

These locally rooted agencies are well placed to ensure that the advice and information provided is linked to other practical help and support (handyperson schemes, befriending services, financial advice and information etc) to enable older people to maintain independent and fulfilling lives.

"Not only could we supply the packs but we could also support people to put the advice into practice, such as supporting with the removal of trip hazards or gaining a trusted trader for essential heating repairs."

Age UK Notts
The programme has been highly effective in delivering practically focused advice & help by maximising the reach of local partner agencies. Building on the successful FirstStop local partners’ programme with a network of local delivery agencies, it has been able to reach a significant number of older people.

The table below illustrates the outcomes achieved for individuals by the current partnership programme, funded by DCLG and externally evaluated by Cambridge Centre for Housing and Planning Research (CCHPR), over the last 12 months.

An illustrative case study is attached in Appendix A.

‘A range of positive outcomes have been achieved, including continued independent living, higher incomes, reduced isolation, access to housing equity and a better quality of life. Without the support, people would have struggled on and endured a lower quality of life and wellbeing, and many of the people …….would have experienced health problems, hospital discharge or entry into residential care’. Dr Gemma Burgess, CCHPR

Programme Activities

1. Telephone advice service

The new service was promoted by a variety of means including a new information brochure and local outreach events (as below), a dedicated website area and a redesigned FirstStop flyer. It was delivered by an expanded national FirstStop advice team.

Advice service clients may be older people themselves, or family members or carers acting on their behalf. Advisors are recruited and trained to be able to inform and advise clients authoritatively on a wide range of housing, care and related finance matters, and to do this in a way designed to help them arrive at their own decisions on their way forward. Conversations are not time limited, but when dealing with complex enquiries, advisors are encouraged to be aware of the danger of overloading clients with too much information in one conversation, and to propose a follow-on in a day or two. Where an advisor feels that specialist advice, local knowledge, or face-to-face support or casework would be helpful, s/he will propose a referral to another FirstStop partner organisation.
3,392 new clients used the service during the project:

<table>
<thead>
<tr>
<th></th>
<th>Mar-14</th>
<th>Apr-14</th>
<th>May-14</th>
<th>Jun-14</th>
<th>Jul-14</th>
<th>Aug-14</th>
<th>Sep-14</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Clients</td>
<td>543</td>
<td>516</td>
<td>495</td>
<td>473</td>
<td>466</td>
<td>448</td>
<td>451</td>
<td>3,392</td>
</tr>
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2. Information materials

A new brochure entitled Living Safely & Well at Home – A practical guide to improving your home to make it safer and healthier was designed and delivered by Care & Repair England and endorsed by the Age Action Alliance. An initial print run of 8,000 copies was followed by a second print run of 10,000 copies of a revised edition.

FirstStop’ s standard promotional brochure was revised and updated, re-titled Live safely and well at home, and re-published with a print run of 4,000. This is distributed very widely to organisations across the country.

‘The overwhelming response was that the literature was very useful with information people had not previously thought about, and it was clearly set out’. Suffolk Care & Repair

‘The leaflet was extremely popular and staff discussed the content of the leaflet with attendees to make sure that this was useful and relevant and our contact details were added to ensure they had a local point of contact, if they required the service in the future’. Black Country Housing Group

‘The information in the brochures raises awareness amongst the over 50s of housing issues that may affect health, reducing their risk of hospital admission’. Age UK Isle of Wight

3. Local Events

Local events and activities were arranged in 10 different local areas (1 still to be completed), many with events in multiple localities. Locations have ranged from the Isle of Wight to Northumberland.

A variety of ways has been used to ensure the widespread dissemination of the live safely and well at home message. The nature of events has ranged from providing information & advice in local hospitals to an advice stall at a county show.

Event localities: Suffolk, Notts, Isle of Wight, Middlesbrough, Warwickshire, Northumberland, West Midlands (Birmingham, Sandwell, Walsall, Dudley), Hull (Hull & East Riding of Yorkshire), Oxfordshire, Rutland and East Northamptonshire.
Total number of older people reached with information/advice/help 2155*
Number of brochures given to older people at local events 3163*
*From 9 events, with one locality report due by 31st October

‘The project has proven extremely useful …… allowing Age UK Isle of Wight to raise awareness of not only the messages highlighted within the project but also about other services and support that is available.’ Age UK Isle of Wight

4. Outcomes

4.1 Providing information, advice and help to older people

Over 5,000 older people have been provided with information, advice & help to enable them to live safely and well at home.

Two small scale sample client surveys were conducted during the project eliciting 45 responses and producing unambiguous evidence of clients’ satisfaction and willingness to recommend the service to others (100%), and that we had helped them feel more confident about making the right decisions (100%).

For example, a pop-up exhibition was staffed by volunteers and staff from AUK Warwickshire in Warwick Hospital between 4th-7th August was visited by 35 patients. Each was provided with a copy of the brochure, advised and given the option of the practical help services that Age UK deliver (handyperson/ HIA/ care/ safety) and many thought it was “excellent”.

‘I found out about a lot of services and support that I didn’t know were out there’ Attendee at Goodwin Trust event in Hull

4.2 Raising awareness amongst professionals of the importance of home safety checks and the big impact of small changes in the home environment.

Both AUK Notts and AUK Isle of Wight identified a clear link between the promotional activities and their practically focused housing services.

For example, AUK Isle of Wight will be following up the local events with information about their relevant practical help at home services, including the local Handyman, Falls Prevention and Good Neighbour Scheme.
4.3 Development of links with local health providers

The Goodwin Development Trust’s event for older people in Hull was also attended by key representatives from the NHS Clinical Commissioning Group and Public Health.

Events organised by AUK Isle of Wight and AUK Northumberland provided opportunities to develop links with local hospitals and GP surgeries to ensure that the key messages of home health checks remain prominent.

Middlesbrough Staying Put commented on the value of health and social staff training and awareness sessions based on the brochure.

‘The packs were particularly well received in the hospital setting and hospital staff commented on how useful the packs were for people facing discharge’. Age UK Northumberland

AUK Northumberland now plan to increase their promotional activity in local hospitals.

AUK Warwickshire will build on the initiative through their work with 34 GP practices in the south of the county covering Warwick and Stratford DC areas, with 130 GPs referring their high priority older patients for guided discussions in their homes.

The discussions will focus on what other services, or practical support or adaptations might enable them to continue to live safely and well at home.

4.4 Development of community connections to support older people to live safely and well at home.

A number of local partners noted that their events had improved local networking, including Black Country Housing Group, Suffolk Care & Repair and AUK Oxfordshire.
‘The Fire Service were particularly pleased with the take up for smoke alarms [at the joint event]’. **Age UK Northumberland**

‘Collaborative ventures with Warm Homes Healthy People Project (Suffolk County Council initiative), and Lofty Heights (hoarding specialists), are already underway’. **Suffolk Care & Repair**

Goodwin Development Trust’s event in Hull involved joint working with over 30 different local organisations and services, with one attendee commenting on the ‘wonderful network of services and people’.

**4.5 Significantly raised profile of sources of information, advice and help with living safely and well at home.**

AUK Isle of Wight will make the Live Safely and Well at Home brochure available on their website and Facebook pages, which will also offer a link to the EAC FirstStop website. Packs will be made available to Care Navigators who are working as part of the My Life a Full Life Project. In addition the Age UK Isle of Wight Newsletter which is distributed to over 400 volunteers will continue to be utilised in promoting the project’s messages.

‘The profile of services that help people maintain their independence and wellbeing at home was raised.’ **Age UK Oxfordshire**

**4.6 Leveraging additional support.**

Nationwide’s financial support proved very helpful in discussions with Government (DCLG) about its continued funding for the broader EAC FirstStop programme, and we expect an announcement shortly of new funding for 2015-16.

Goodwin Development Trust was able to use the evidence of Nationwide’s financial support to obtain additional charitable trust funding to meet the cost of their event.

AUK Oxfordshire was able to attract donations in kind to the value of £1,134. This almost doubled the value of their Nationwide grant.
5. Conclusions

The targets set for the Live Safely and Well at Home programme were significantly exceeded.

Nationally:

- The EAC FirstStop Advice Line has helped an additional 3,392 older people to review their living circumstances and make decisions about how best to ensure that their home will support a safe, healthy and active life in older age.

- The project has substantially increased the number of clients who look to the service for information and advice on how to make their existing home work better for them, as opposed to moving to a new home or into care.

Locally:

- The target for reaching out to older people locally via use of the Live Safely and Well at Home brochure was 3,000. By mid-October 18,000 copies had been printed and sent to local agencies with 15,000 already distributed, including over 3,000 at local events organised by EAC FirstStop’s local partners.

- The target for the number of older people who have been practically helped to live safely and well at home through targeted local events was 1,000. By mid-October over 2,000 older people have been provided with information/advice/help to live at home through a wide range of local events and an additional 3,163 assisted through provision of information.

The opportunity to participate in the initiative has been widely welcomed by FirstStop’s local partners, with a range of activities effectively targeted at older people. There are a number of lasting outcomes from the initiative including:

- The Living Safely and Well at Home brochure continues to be available for local partners and events and is in high demand, with a further 10,000 produced in early October 2014.

- The initiative has raised awareness of the importance of practical features of the home that pose a risk and of the help that can make people safer, amongst both older people and the professionals working with them.

- There has been an improvement in partnership working at a local level, particularly with the health sector, which is gaining recognition of the importance of patients’ homes in living safely and well. This is helping to drive forward better ways to work together so that older people, both in the short and medium terms, are better supported to live safely and well at home.

The project has been able to demonstrate that effective partnership working involving housing, health and social care, alongside targeted action to reach older people at risk, has been an effective way to enable a large number of older people to live safely and well at home.

Sue Adams, CEO, Care & Repair England
John Galvin, CEO, Elderly Accommodation Counsel

24th October 2014
Appendix A

Case Study – EAC FirstStop national service
Support to stay at home

“I called FirstStop about Mum who is 94. She was struggling to manage the stairs at home. We made a joint decision to have home improvements as she says that she will never go into a home and will die at home….

FirstStop provided all the necessary information, they were very helpful, can’t fault them. All the information they gave was helpful as I did not have a clue about funding or who to apply to. FirstStop told me all of this. I had been in touch with DWP but they were unhelpful. The local council were helpful once I had been passed from person to person and left messages that were never returned.

The home adaptations were funded through a grant, I did not know that this was available before I called FirstStop. Little information is given to old people and their families about things like that, most of what you find out is through hearsay. The information is just not there for elderly people, especially on things like home improvements. FirstStop filled a gap.”

Case Study – Suffolk Care & Repair
Avoiding risk of hospital admission

**About the person (age/tenure/length of residency/household status etc)**
Mrs B is aged 84 and has severe mobility issues, is dependent upon a frame and uses an electric scooter outdoors. She is an owner occupier and lives alone. She receives some domiciliary care support as well as attending a weekly lunch club. She has no family living locally.

**About the issue**
Mrs B was clear that she wanted to remain living as independently as possible in her own home. However she was having increasing difficulty accessing the first floor bathroom and was restricting day time visits to the toilet upstairs to help cope. Having already had one fall at home, she was afraid of falling again with the possibility of a hospital admission as a result. Although eligible for a disabled facilities grant, the local authority had already fully committed their annual budget. Mrs B was therefore facing the prospect of having to wait at least a further 16 months before her grant application could be considered. The Occupational Therapy service referred her to the housing and care options service to try to identify alternative options.

**Action taken**
The housing and care options case worker visited Mrs B and talked through her options. She obtained very competitive quotes for the installation of a stair lift. These were lower than Mrs B had expected and after discussion with her family she decided to spend her limited savings on having a stair lift installed. This was organised by Care & Repair and all carried out within 3 weeks of the case worker’s initial visit. The Care & Repair handyperson also carried out a home safety check and undertook a few small jobs to make Mrs B’s home safer.

The caseworker also arranged for Mrs B to be linked with a befriender who shares her enjoyment of a game of scrabble, and also organised a telephone buddy service, providing a practical and effective solution to Mrs B’s concerns about being lonely and socially isolated.

**Outcome**
- Successful installation of a stair lift averting the risk of further falls and hospitalisation, making effective use of private resources to meet an urgent need
- Enhancing Mrs B’s well-being and independence by linking her with other supportive services
Any comments/quotes from others involved

Six weeks later with all services in place, Mrs B commented that the lift and the befriending had opened up her life, making her feel more safe, and confident in her own home and had increased her sense of wellbeing enormously.

Ref 12 Q2.1