Campaign Aims
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 Summary
• Local ‘Live Safely and Well at Home’ outreach events: Providing information and face-to-face advice, and informing people about EAC FirstStop’s other advice services;
• National ‘Live Safely and Well at Home’ telephone advice service: Delivered by EAC FirstStop Advice Line advisors.

Outcomes 2014-15

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<tr>
<th>Activity</th>
<th>Older people helped</th>
<th>Outcomes</th>
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<tbody>
<tr>
<td>1. ‘Live safely and well at home’ telephone advice service</td>
<td>4,000</td>
<td>4,786</td>
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<td>2. Targeted local outreach events delivering face-to-face advice</td>
<td>1,000 via one-to-one advice</td>
<td>1,309</td>
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<td>3. Distribution of information packs</td>
<td>10,000</td>
<td>17,292</td>
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One-to-one information and guidance provided to 4,786 older people and/or family members, of which the vast majority wanted to weigh up whether to stay put or to move to more suitable accommodation.

21 targeted outreach activities reached 1,309 older people with one to one information/ advice/ assistance to enable them to live safely & well at home.

17,292 ‘Living Safely & Well at Home’ information packs distributed at outreach events.
1. Making a Difference to Older People's Lives

The campaign has been built around the EAC FirstStop advice network, a voluntary partnership of 3 national and 30 local information and advice services for older people. EAC’s national partner Care & Repair England has led the recruitment of local partners into the campaign and managed a grant funding programme to enable them to stage local events and activities designed to reach out to all older people in localities across the country.

At these events, local partners have distributed specially produced information materials which explain to visitors how they can make their homes more suitable for later life, tell them about services that can help them do this, and inform them of the full range of FirstStop housing advice services. Many people have benefitted from one-to-one advice sessions at the events themselves, and many more from subsequent contact with either the local agencies or the EAC FirstStop national Advice Line.

The value of involving locally rooted agencies in the campaign cannot be overestimated. All have been Age UKs or Home Improvement Agencies, well placed to ensure that the advice and information they provide is linked to practical help and support – handyperson services, befriending, financial advice, home help and care services, transport etc – to enable older people to tackle any problems in or related to their home.

'Really, really, useful. Without events like these most of us would never know what help is available.' Participant at event organised by Spire Homes in Oakham

Since its launch in January 2014 the campaign has reached over just 50,000 older people via this combination of local events, targeted information materials, face-to-face advice sessions, skilled telephone advice and local casework and support. As well as exceeding targets agreed with Nationwide, the campaign is delivering an ongoing legacy, providing continuing benefits to older people over a wide geographical area.

The extension of the campaign from October 2014 enabled us to continue the programme of part-funded local events, delivering immediate benefits to many more thousands of older people and encouraging an increasing number to make subsequent use of FirstStop local and national advice services. The events also provided opportunities for our local partner organisations to build or strengthen their links with local health and social care agencies, helping them to understand the crucial importance of a suitable home in enabling people to live safely and well in older age.

As a result of the local outreach events and other campaign publicity, over the last 12 months EAC’s national Advice Line service was used by an average of 400 additional clients each month. The national Advice Team fully handled around 95% of client cases generated by the campaign, with the remainder referred to local level for more intensive casework and support.

Over the course of the campaign we have seen a marked and welcome change in the nature of enquiries. Historically a high proportion of national service clients have wanted to explore options for moving home, typically into sheltered or retirement housing. By contrast clients attracted by the campaign are much more likely to be seeking advice on staying at home, including improving or adapting their homes or accessing care/support services, or returning home after hospitalisation.
The table below illustrates the outcomes achieved for individuals by the whole FirstStop local partnership programme, funded by DCLG and externally evaluated by Cambridge Centre for Housing and Planning Research (CCHPR), over the 18 months to March 2015.

"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**

2. Programme Activities 2014-15
2.1 Telephone advice service

The extended service was promoted by a variety of means including a new information brochure and local outreach events, 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.

4,786 new clients used the service during the year:

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<tbody>
<tr>
<td>New Clients</td>
<td>383</td>
<td>384</td>
<td>368</td>
<td>382</td>
<td>374</td>
<td>383</td>
<td>384</td>
<td>396</td>
<td>401</td>
<td>419</td>
<td>443</td>
<td>469</td>
<td>4,786</td>
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2.2 Information materials

An information package *Living Safely & Well at Home – A practical guide to improving your home to make it safer and healthier*, designed and delivered by Care & Repair England and endorsed by the Age Action Alliance, went to a third print run and a total of 28,000 have now been produced for use across England. These clearly signpost readers to EAC FirstStop for further help and advice.

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.
2.3 Local Campaign – Outreach Events & Activity

Local outreach activities were supported in 7 different local areas, many with events in multiple localities. The nature of events has ranged from providing information & advice in local hospitals to a ‘market place’ event in a community centre. Each locality was provided with at least 240 copies of the Living Safely & Well at Home information package to use in their area.

Supported outreach event localities: Worcester, Shepway in Kent, Oakham in Rutland, Northumberland, Stafford, Newcastle-upon-Tyne and Nottinghamshire. Events are also due to take place in Bungay, in Suffolk.

Other localities where outreach was undertaken using the Living Safely & Well at Home package: brochures have widely distributed both in terms of location and type of agency. Organisations to which brochures have been sent include the Open University, Department of Woks and Pensions and Airedale NHS Trust as well as home improvement agencies and other voluntary and community sector organisations. Over 30 different localities or areas have received brochures including Cornwall, Rochdale, Southend, Bristol and York.

Total number of older people helped / given 1:1 advice at outreach events 1,309
Number of older people informed / advised via information materials at events 1,555

3. Outcomes from local outreach activity

3.1 Individual outcomes

Under the funded outreach activity programme local areas were required to report back on the specific one to one advice action taken that contribute to enabling older people to live safely and well at home. A wide range of outcomes were recorded. At the event organised by Spire Homes 20 people were referred on to the Falls Prevention Team and 25 for advice regarding assistive technology. In Northumberland 20 people were referred on for specific advice and support regarding health and social care including falls prevention clinics, pulmonary rehabilitation and exercise classes. In the events organised by Worcestershire Care & Repair and Spire Homes a number of attendees were referred for follow up visits by home improvement agency staff including issues such as adaptations for safe bathing and support for affordable heating. A number of local events involved the Fire Service. At Age UK Hythe &
Lyminge’s event resulted in 18 follow up appointments; in Northumberland 29 follow up visits were arranged for smoke alarms and home safety checks.

‘It’s been a really useful event. I’ve spoken to lots of people who were all really helpful. It was well worth coming to.’ **Attendee at event organised by Spire Homes**

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

Although the local events were targeted at older people in many cases arranging the events provided an opportunity to raise awareness amongst other professionals about issues involved in enabling older people to live safely and well at home. Typically, almost 140 brochures were provided to staff working in other services. For example, feedback from Age UK Northumberland noted that hospital staff and ward managers were particularly interested in the Live Safely and Well at Home materials and the Age UK guides for their waiting rooms and day rooms.

‘We found that one-to-one conversations were by far the most successful way of sharing information’. **Professional attending local event organised by Age UK Hythe & Lyminge**

### 3.3 Development of links with local health providers

A number of local events were specifically aimed at developing links with local health providers. Age UK Northumberland arranged a ‘road show’ which was taken to six local hospitals whilst Worcester Care and Repair focused their events on six GP practices and health centres.

A number of local partners commented on the value of the events in developing links with local health providers. Worcester Care & Repair commented that the events enabled them to create awareness in health care settings where they have not previously worked, and in a number of localities they have been asked to run further sessions. In addition events were supported by members of the local Patient Participation Groups, providing a further route to extend awareness of sources of information and advice to enable people to live safely and well at home.

‘There was a shift in emphasis in the project as there was a high demand for support from GP practices….. If [further grants are available] in the future we will ideally allocate the majority of the resources to GP practices, ensuring maximum access to patients and professionals’. **Age UK Notting & Nottinghamshire**

A similar picture emerged from the events which took place in Northumberland. Age UK Northumberland noted that referral pathways have improved, particularly with community hospitals.
Following the success of the events funded through Nationwide they intend to provide regular advice sessions on living safely and well at home in a local GP practise and in two local hospitals, demonstrating a lasting impact of the local event grant.

Links were also strengthened with the Northumberland Handyperson service which will enable older people in need of minor repairs to be promptly referred on for assistance.

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

Project reports all noted very positive feedback. Local events have enabled more effective links to develop between different agencies and have also resulted in greater awareness of how services may work better together.

‘We found the day very useful and enjoyed speaking to your attendees (even the one that was promised a good looking warden). Hopefully the information and equipment we were able to share will help keep them safe and happy.’ Paul James, Kent Community Warden Service, local event organised by Age UK Hythe & Lyminge

In some localities agencies intend to build on this to arrange further events in the future. For example, AgeUK Northumberland UK and the Fire Service have discussed working together around other issues around hoarding and fire safety.

Age UK Notts commented that the project has helped foster good relationships to further the wider health and social care integration agenda and commented that statutory, health and other professionals are now better informed about the range of third sector support available to patients.

‘The proactive nature of the project ensured older people were informed and enabled to live safe and well in their own homes. With this information and support older people were less likely to be admitted to hospital, less likely to fall and less likely to experience cold related health problems’ Age UK Notts and Nottinghamshire

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

Whilst in some localities local partners focused their activities on developing and improving links with local heath agencies, in other areas the focus was on building networks and raising awareness amongst both statutory and voluntary sector agencies. In Staffordshire a Living Safely and Well at Home fair was arranged involving a number of different agencies including
Stafford Borough Council, Beat the Cold, Medequip (a company running community equipment stores providing a range of aids for people with disabilities) and Stafford and Rural Homes Telecare.

**The event was very worthwhile for us, and we would like to be considered for similar events across the region**: Medequip, Stafford event

In Rutland Spire Homes organised a Winter Health and Wellbeing Day. A wide range of agencies were welcomed to the event by the Director of Housing Services at Spire Homes outlining the aims of the day noting that the funding was provided via Nationwide through the EAC First Stop. About 45% of attendees travelled in from surrounding rural areas extending the reach of the Live Safely and Well at Home message.

**‘That was fantastic - we are so glad we popped in. We’ve spoken to lots of people and taken details of a couple of services we'll be phoning soon.’** Attendee at the event arranged by Spire Homes

### 3.6 Leveraging additional support

The success of small local events can on occasions enable further local events to be delivered. For example, in Kent the experience of running the Live Safely & Well at Home event encouraged Age UK Hythe & Lyminge to successfully apply to deliver an outreach day in similar style at a rural village hall which took place in Bossingham, Kent, on 17th March 2015.
4. 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 4,786 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 information package was 4,000 for this phase of the campaign, and 7,000 for the whole project to date. In fact 28,000 copies have been printed and over 23,000 already distributed at events across England staged by Care & Repair England or at local, Nationwide-funded events organised by EAC FirstStop’s local partners.
- During this phase of the campaign, a target to provide practical help to 1,000 older people to help them live safely and well at home has been comfortably exceeded. At targeted local events, 1,309 older people have been provided with information/ advice/ help to live at home through a wide range of local events and an additional 17,292 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.
- The initiative continues to raise 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 increasingly recognises 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
2nd October 2015
Appendix A

Case Study – EAC FirstStop national service
Support to re-settle after hospitalisation

The national FirstStop Advice Team received a call from a hospital social worker. Her client, Mr G, was in hospital but the social worker felt he may not be able to return to his private rented home due to its poor condition.

Mr G was however discharged home with a care package, but was soon back in hospital after having a fall. His social worker visited him and found the conditions appalling and dangerous, as well as suspected financial abuse from a friend.

Our Advisor has worked to bring all the relevant agencies together to seek a solution. Although no alternative accommodation has yet been found, Mr G now has very high priority, and sources for finance and furnishings have been identified as there is very little in his current home that he will be able to take with him.

Case Study – Age UK Northumberland local event

During the “roadshow” information event at Blyth Community Hospital advice was sought by the family of an elderly patient, Mr N. He owned his own property and until his recent admission to hospital was quite independent and needed no help or support in the home. However his family were now concerned about the risk of falls around the home and he was finding the stairs more of a problem.

The adviser discussed with the family the options available to him i.e. extra hand rail on the stairs via a referral to adult services or an OT assessment for a stair lift. The family asked for details of stairlifts to buy and an information pack was sent out on return to the office. The adviser drew to their attention the section in the Living Safely and Well at Home leaflet concerning “Stairs and Falls” and the actions that they could take to increase their father’s safety.

Mr N was also a smoker and a referral was made for him to have his battery operated smoke detector replaced with the free 10 year detector provided and fitted by Northumberland Fire & Rescue Service. Age UK Northumberland, thus reducing the risk of the smoke detector failing.

Case Study - Care & Repair Worcestershire local event

Mr P attended the event at Kidderminster after seeing it advertised locally. He is a carer for a friend, Ms K. She has multiple sclerosis, is not receiving any support and is struggling in the bungalow she owns as she has been at risk of falls. Mr P wanted information about Disabled Facilities Grants and any other options which might be suitable for Ms K. He was also looking for information and advice about other support services both for Ms K but also for himself as a carer.

The adviser spent time with Mr P at the event giving him information and advice, and also referred him to Worcestershire Carers Association. (The Carers Association was involved with another of Worcestershire Care & Repair’s Live Safely & Well at Home events). Mr P was also provided with advice about the falls prevention team and the adviser arranged to make a follow up visit to discuss this with Ms K with regard to making a formal referral.