

Better Health, Fairer Health

Regional advisory group for Later Life

Minutes of the meeting held Thursday, 9 October 2008
Training Room, Government Office for the North East

Attendance:	Prof Oliver James Debbie Smith Prof Jim Edwardson Jan Slade Lynne Corner Bernard Esi Jeff Featherstone Helen King Audrey Lax Wendy Howe Ken Brown Richard Curless	Newcastle University CSIP Years Ahead Chair Help the Aged Years Ahead County Durham & Darlington NHS Trust SHA Newcastle PCT NE Older People Advisory Group Northumberland Fishnets Better Government for Older People North Tyneside General Hospital
In Attendance:	Marj Harrison Simon Mills	Public Health North East Public Health North East
Apologies Received:	Charlotte Clarke Helen Charnley Chris Grey Jan Douglas	Northumbria University Durham University Sunderland Hospital Middlesbrough Council

1. Introduction

The Chairman, Professor Oliver James, introduced himself and explained his role. He welcomed members to the first meeting of the group and asked them to introduce themselves.

He asked members to consider the best possible representation on the group. The following additional suggestions were made:

- Old age psychiatry – to be brought forward for discussion at a future meeting
- Wider Local Authority representation
- Kasia Kurowska, representative for older people at ANEC recommended.

Action:

Marj Harrison to send invitation letter to Kasia Kurowska

2. Overview presented by Keith Aungiers

Keith Aungiers presented an overview of the *Better Health, Fairer Health* regional strategy with specific reference to the *Later Life* theme. General discussion followed Keith's presentation. The following points were raised:

- Group asked to consider what their perception is of the list of topics in *Better Health Fairer Health*
- Size and content of agenda is essential. To initially agree items which would add value.
- Meetings to be bi-monthly with a report to the Strategic Health Authority and the Public Health Board after a year.
- Meetings need to be focused with clear actions. Potential areas of action to be considered:
 - How to find areas of good practice and health inequalities
 - How to commission any research required
 - With regard to Research & Development - to identify how to commission work if needed to be carried out
 - Measures needed to increase independence amongst older people
 - Need to identify the roles of other groups
 - Important to concentrate on key areas to ensure good outcomes
 - Informal communications with other groups re what areas/issues to be identified in *Better Health Fairer Health* and to produce an A4 sheet by June 2009.
 - Use the communications and social marketing collaborative to produce recommendations/actions by July 2009.
 - Use the social marketing skills of Simon Mills to produce recommendations/actions by July 2009 for the Strategic Health Authority.
 - It is the work of the group to identify where there are overlaps between the RAGs and to record what is being done by other groups.

Action:

Marj Harrison to arrange bi-monthly meetings for the next 12 months

Action:

Copy of presentation to be circulated with minutes.

3. Terms of Reference

Draft Terms of Reference were circulated.

Action:

Group to consider further items to be added to Terms of Reference.

4. Membership Review

Appropriate membership of the group is essential. Other groups have specific actions around stroke, cancer, etc. Discussion is needed to identify key relationships with other groups.

5. Review and Prioritise Commitments

- Group need to look at limited number of areas to review and make recommendations.
- Group should have a collaborative role in our areas also covered by other groups.
- Need to look in detail at raising public awareness.
- Agenda to have two levels : 1. key tasks
2. complexities of older age.
- Group to add their weight to regional implementation of national strategies including the National Strategy for Dementia, the final version is to be issued in November 2008.
- Need to challenge other organisations what is being done re insulation, social marketing, warm front grants and winter deaths.
- Need to think of questions to ask PCTs and Local Authorities re what they are doing to improve winter health protection for older people.
- Ask the Strategic Health Authority for information and for data to be shared and identify data.
- Find out what Government Office targets are and what data is submitted related to winter warmth.

Action:

Richard Curless to write a brief statement on the role of the Later Life RAG as a “critical friend”

6. Communications & Social Marketing Strategy

Simon Mills explained that communications and social marketing were an integral part of *Better Health, Fairer Health* - and would be integral to delivering it.

Communications and social marketing support would be provided by a collaborative. This is a 'virtual' organisation, the core of which is Simon Mills along with Julie Marsh, and Jen Armstrong from the SHA. It was also envisaged that staff from primary care trusts whose work involves communications and social marketing would do one or two days' work a month for the collaborative.

The way it will work was described in the paper included in the minutes for today's meeting. Regional advisory groups will identify communications and social marketing requirements for their work and the collaborative will work these proposals up into a coherent plan and then deliver it.

Action:

Jan Slade to check what is happening in other areas re the winter health action plan produced by the Strategic Health Authority.

Action:

Information from the Strategic Health Authority & GO re winter deaths to be circulated with papers for the next meeting.

Action:

To go on next agenda.

7. Appointment of a Vice-Chair

Jan Slade agreed to be Vice Chair. She will attend the Public Health Board on 23 October.

8. Any Other Business

Friday, 13 February 2009 – a year-on event for Regional Advisory Groups has been arranged to get the Groups together to look at the support infrastructure.

9. Date of the Next Meeting

13:00-15:00pm on Monday, 8 December in Gallowgate 2, Government Office for the North East, Citygate, Newcastle upon Tyne