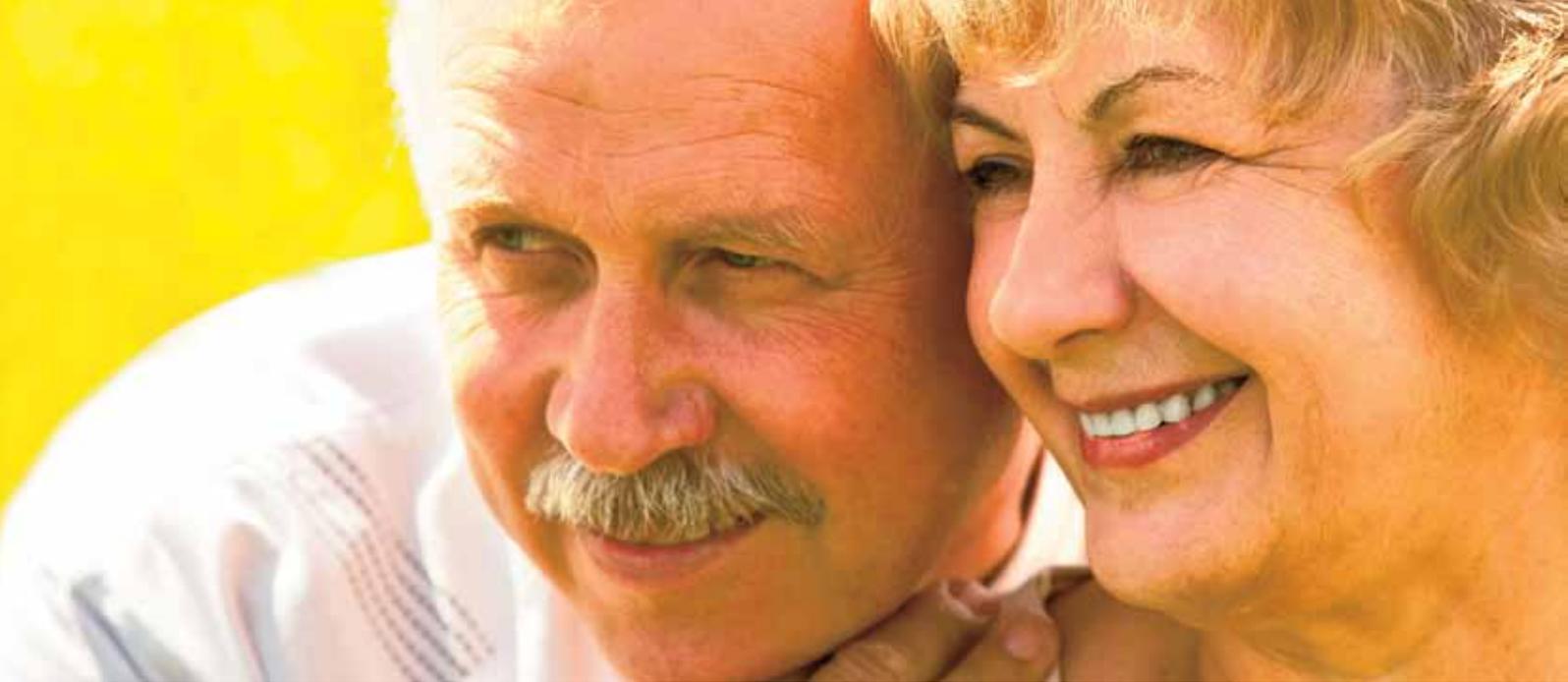




Healthy Ageing Strategy 2012–2017

9243 8888

mvcc.vic.gov.au



Mayor's message

Moonee Valley is proud of its diverse community and values the contribution that older people make to our city.



This strategy will help us provide an accessible and positive environment that encourages and supports the participation of older people.

We want our municipality to continue to be a great place to age, where older adults can stay healthy, active and engaged. Having an age-friendly city will benefit our families, our economy and our wider community.

This strategy is the result of an extensive consultation and I would like to thank everyone involved. We have sought and considered the opinions and experiences of many people across Moonee Valley, residents and professionals, older adults and younger adults.

This collective reflection has led to what we believe is a solid framework for the whole of our community to continue to offer an inclusive society that appreciates and fosters older people's involvement.

Cr Jim Cusack
Mayor of Moonee Valley



Our vision

As people age, they have a valued place in the community with opportunities for friendship, enjoyment, wellbeing, care and support.

Together, the whole community, Council and service providers can realise this vision.

As we age we often share common hopes, such as having the opportunity to contribute to and participate in our community.

Our Healthy Ageing Strategy

This Healthy Ageing Strategy provides a strategic direction and actions for Council to support healthy and active ageing and to improve people's experience of ageing.

The Strategy was developed from conversations and information gathered from over 1,000 people who live in Moonee Valley.

The Strategy has been developed in response to what the community and Council said.

The Strategy's goals reflect a partnership approach between Council, the community and community service providers. These goals provide an opportunity for a whole-of-community approach to ageing well in Moonee Valley.

Together with residents, services and businesses, Council wants to make Moonee Valley a great place to age, where older people can stay healthy and active, and where their participation and contribution to the community are valued and encouraged.

Our target population

People are living longer, resulting in a growing number and growing proportion of older people in the total population. Over the next ten years Moonee Valley is predicted to have 3,500 more people who are 60 years and over.

The Healthy Ageing Strategy will apply a life stages approach and take into account the various needs and aspirations of people as they age. The primary target population for the Strategy is people over 60 years.

Implementing the Strategy

A Healthy Ageing Action Plan will accompany the Healthy Ageing Strategy. The Action Plan outlines activities, timelines and progress measures under each goal. The Action Plan will be embedded in Council business, work plans and reporting.

The Strategy builds on and informs Council's other plans and strategies including:

- Moonee Valley Next Generation 2035 (Community Vision)
- Council Plans
- Community Wellbeing Strategy – Municipal Health and Wellbeing Plan
- Road Safety Plan
- Leisure and Open Space Strategy
- Library and Learning Strategy / Learning Community Framework
- Diversity Access and Inclusion Strategy

Why a Healthy Ageing Strategy?

The world's population is ageing: people are living longer. This brings opportunities as well as challenges for communities.

Research to date shows most people will live active and healthy lives, and it is only in the last few years of a person's life that their health and wellbeing capacity will profoundly diminish.

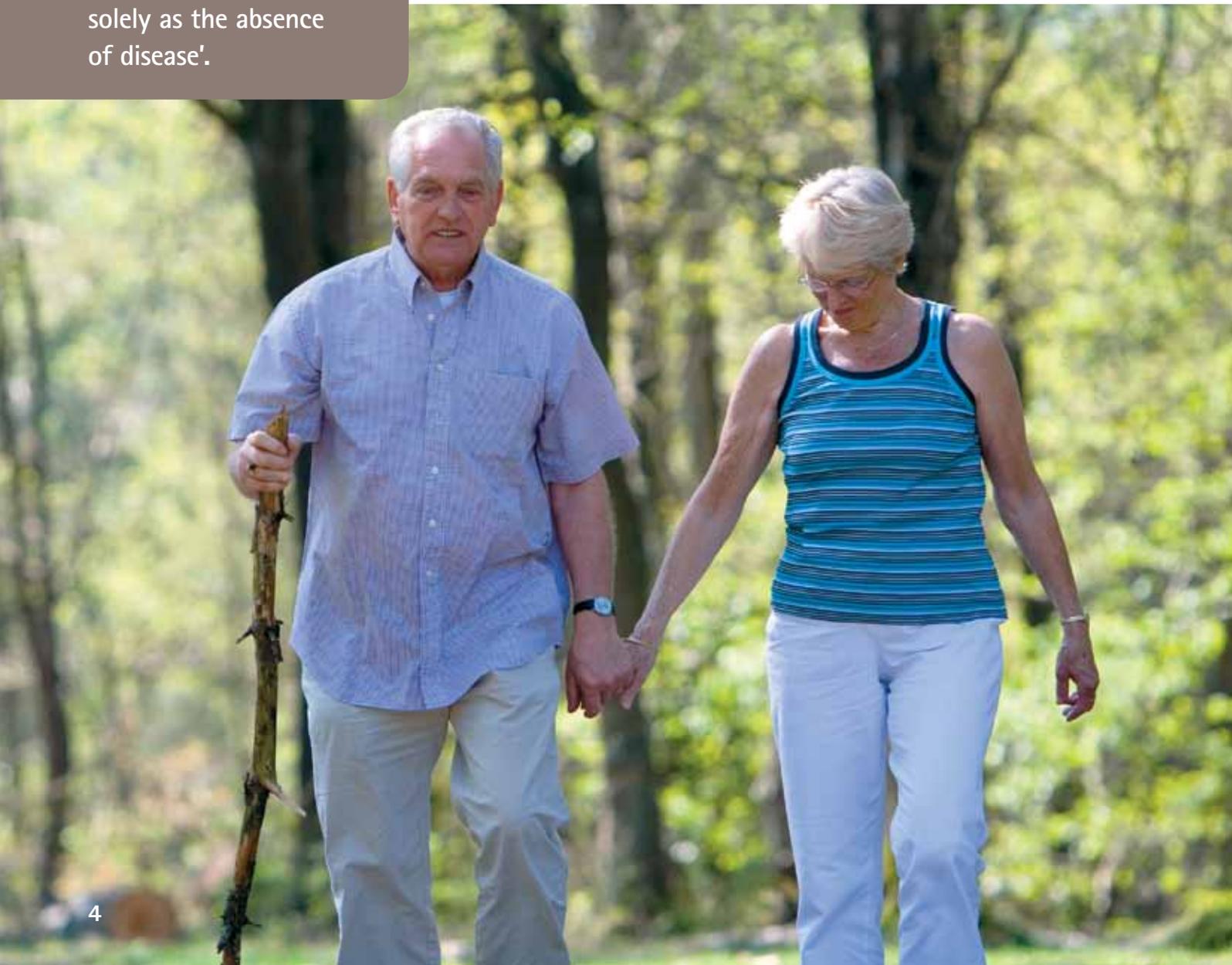
Healthy and positive ageing research also shows there is an increasing number of lifestyle conditions and illnesses that affect health and wellbeing as people age. These lifestyle conditions include isolation, lack of physical and mental

activity and stimulation and poor nutrition. These conditions can contribute to illnesses such as diabetes, depression and dementia. Increasingly it is understood that many illnesses can be prevented and/or the onset delayed through active, social and purposeful lives.

The World Health Organisation (WHO) defines health broadly as 'a state of complete physical, mental and social wellbeing; not solely as the absence of disease'.

'Much loss of function that was once thought to be 'normal' ageing is actually the result of not being physical.'

Council of the Ageing



"Aged people need to feel that they are able to contribute to the community."



Improving our approach to ageing

This Healthy Ageing Strategy is developed within the context of new thinking about how people age as well as Commonwealth, State, and Local Government policies and service provision.

New directions and policies for supporting people as they age involve looking beyond the traditional aged care support services to include a greater focus on a preventative approach, providing opportunities for participation in community life as people age, and promoting independence throughout a person's life stages.

The Healthy Ageing Strategy includes an increasing focus on active and healthy ageing – both in how the services are structured and delivered and in the type and range of services offered. Services now aim to be more person-focused and to build on a person's strengths to assist them to remain in control of their wellbeing for as long as possible.

Under the *Local Government Act 2010*, Council has an important role in improving the overall quality of life of people in the community and in promoting cohesive and healthy communities.

Council undertakes this role in a number of ways including the provision of services, local and regional planning, maintaining facilities and advocating for the interests of the community.



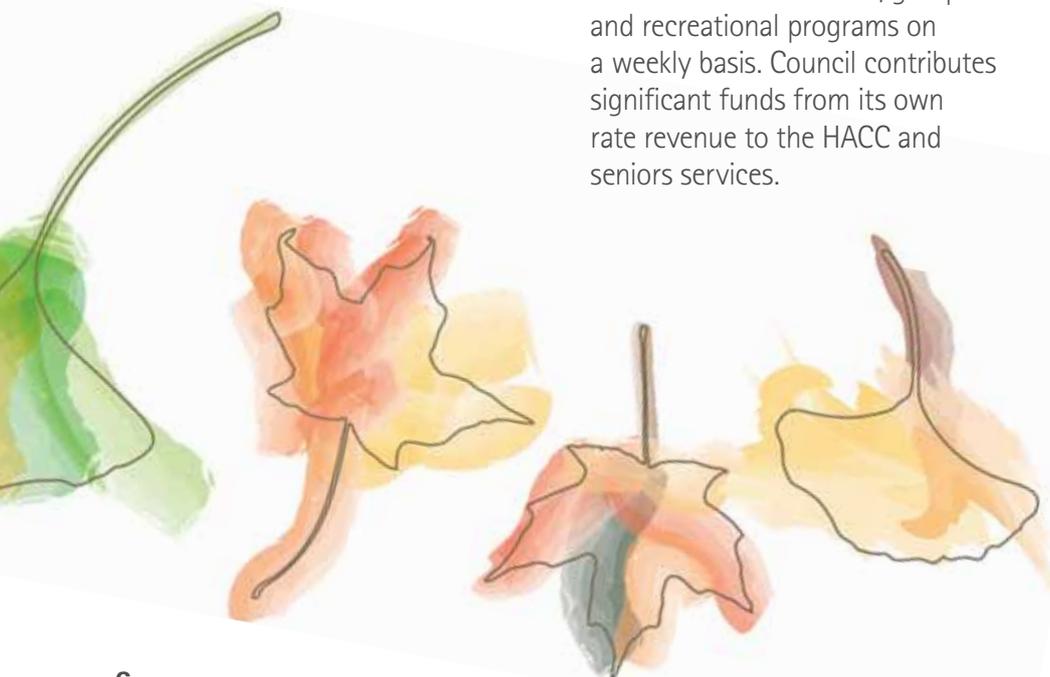


Ageing well takes place within a broader 'quality of life' context including health, social, physical, emotional, nutritional, housing, socio-economic, family and community circumstances.

Moonee Valley City Council has a long history of delivering Home and Community Care (HACC) and seniors support services to the community. Current services include a broad range of support services and community based healthy ageing programs with 4,101 residents receiving one or more services in the 2011/12 financial year. Service delivery involves 133 staff and 107 volunteers and more than 800 seniors attend clubs, groups and recreational programs on a weekly basis. Council contributes significant funds from its own rate revenue to the HACC and seniors services.

The Moonee Valley Healthy Ageing Strategy has been developed to reflect the new approaches for service delivery and for embracing healthy and active ageing as a whole-of-community approach. The Healthy Ageing Strategy reinforces Council's commitment to continuing to provide Home and Community Care and support services to people as they age as well as aligning service delivery, planning and development with new approaches and directions.

Strengthening a partnership approach to active and healthy ageing between Council, residents, businesses and allied health and community services builds capacity to meet the needs of a growing ageing population.



What the community said

The Strategy was developed from conversations and information gathered from over 1,000 people who live in Moonee Valley. This included 829 residents, 136 current Aged and Disability clients, service providers, Councillors and Council staff.

Clear themes emerged from the conversations and consultations:

- People want a range of social, mental and recreational activities
- Transport is a major barrier to older people participating in the community
- Lack of knowledge of what is available is a major barrier for older people's participation in groups, activities and the community
- Family, friends and community are important for a person to stay active and connected as they age

In order of most frequently reported, survey recipients identified the following as most important:

- Secure and stable housing
- Keeping mentally active
- Healthy food and eating well
- Financial security
- Feeling safe
- Being able to get out and about independently
- Having access to care and support when needed
- Keeping physically active
- Family support
- Having access to transport
- Keeping socially active and meeting people
- Access to interesting activities in the community
- Being part of the community

Over 90 per cent of survey respondents gave Moonee Valley a 'good' to 'excellent' rating as a place for people to stay healthy and active as they age.



Principles underpinning the Strategy

- Active ageing is a whole-of-community response
- Active ageing requires a population-based approach and preventative focus
- Older people have a wide range of capacities and are a resource to families, communities, economy and society
- Older people are not a homogeneous group and have a diversity of interests, abilities, socio-economic and housing conditions, languages, backgrounds and sexual orientations
- Older people have the right and freedom to participate in public life
- An age-friendly city is one that is friendly for all
- Those most in need are targeted for support and services
- Barriers that prevent older people from participating in the life of the community can be reduced

'Active ageing is a life-long process shaped by several factors that alone and acting together favour health, participation and security in older adult life.'

World Health Organisation (WHO) Global Age-friendly Cities

In an age-friendly city, policies, services, settings and structures support and enable people to age actively. Age-friendly cities are shaped by social, environmental and economic factors including:

- respect and social inclusion
- housing
- participation
- communication and information
- outdoor spaces and buildings
- transportation
- social participation
- civic participation and employment

World Health Organisation (WHO) Global Age-friendly Cities





Council's role

To achieve healthy and active ageing, there needs to be a whole-of-community response.

Council has a key role in developing age-friendly cities and strategic partnerships to enable people to age actively.

Council's role includes:

- Facilitation
- Resources and services
- Advocacy
- Planning
- Coordination
- Collaborations and partnerships





Strategic Goals
Healthy Ageing Strategy
2012-2017



Strategic Goal 1: Moonee Valley is an age-friendly city

Ageing well in Moonee Valley is strengthened by a whole-of-Council and whole-of-community response to developing Moonee Valley as an age-friendly city.

Our strategic focus

- Foster a whole-of-community approach that includes partnerships between community, Council, Allied Health, community services and local businesses.
- Ensure integrated planning and an age-friendly approach are a core part of all of Council business.
- Work towards becoming a recognised age-friendly city.

Key actions

- Implement and monitor the Healthy Ageing Strategy.
- Plan and allocate resources across relevant Council departments to implement the Healthy Ageing Strategy goals and actions.

- Undertake integrated long-term planning for an ageing population responding to population projections for the 60+ population.
- Adopt strategies to support an age-friendly Council workforce.
- Identify improvements and opportunities for inclusion of older people's health and nutrition needs in Council's key planning documents such as the Health and Wellbeing Plan, the Recreation Strategy and the Diversity, Access and Inclusion Strategy.
- Foster and strengthen partnerships across the municipality and continue to take a key strategic role in planning and coordination for healthy and active ageing.

Age-friendly planning includes housing, health, recreation, safety and transport.

"I need birds, trees, transport, parks and shops within walking distance."



Strategic Goal 2: Older people are engaged and their voices are valued

Increase and improve two-way engagement that genuinely values older people's views and informs Council's leadership role in supporting an age-friendly Moonee Valley.

"Talking to older people respectfully is important. Listen to their ideas, they have a lot to offer."

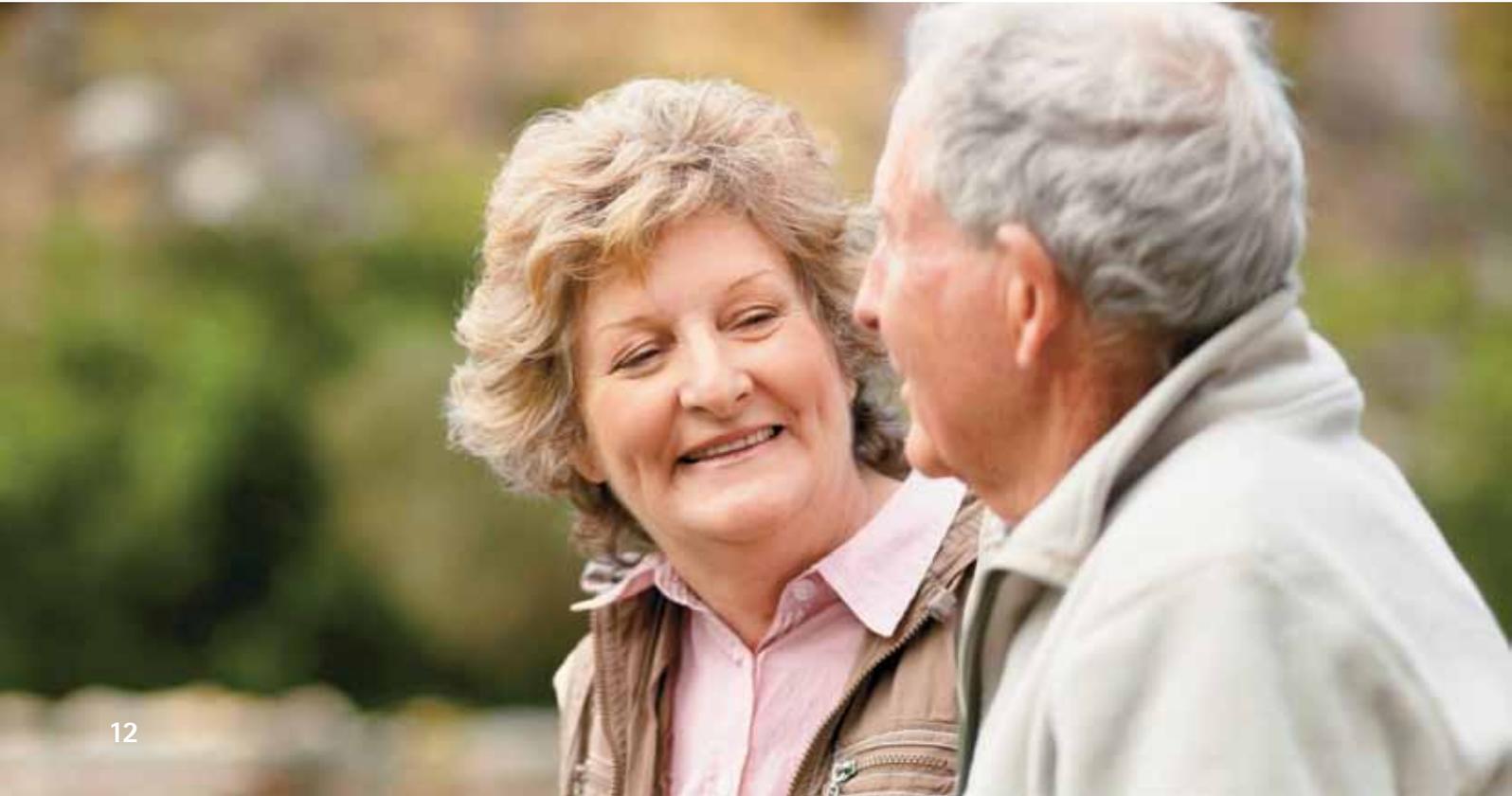


Our strategic focus

- Improve our understanding of older people in the community today and into the future, understand their interests and aspirations, and understand their needs and issues.
- Explore opportunities for older people to become more engaged with Council through regular and appropriate two-way consultation strategies.

Key actions

- Develop a range of best-practice engagement strategies and initiatives to engage with older people and ensure they are part of community conversations.
- Continually monitor the extent that Council's engagement reaches older people and address areas for improvement.
- Develop an ongoing dialogue strategy with older people interested in participating in Council feedback and consultation processes.
- Ensure good communication and understanding across all areas of Council on the diversity, needs, issues and aspirations of older people in Moonee Valley.
- Undertake demographic profiling of older people in Moonee Valley to strengthen Council's knowledge base of older people in Moonee Valley.





Strategic Goal 3: People are kept well informed as they age

Ensure older people have access to information that promotes and supports their participation in the community and encourages active ageing.

Our strategic focus

- Promote health, wellbeing and active ageing activities.
- Continue to develop and increase the profile of the annual Moonee Valley Healthy Ageing EXPO.
- Apply an 'older person's lens' to all community information to inform improvements to content, format and processes.
- Encourage and empower older people to make their own decisions.

Key actions

- Ensure all Council communication includes strategies appropriate to reach all older people including older people who speak English 'not well' or 'not at all' and/or who have a sensory impairment.
- Expand the current Aged Services Newsletter through increasing the circulation to all people in the community over 60 years and shift the focus of the newsletter to provide active ageing information.
- Continue to develop the Healthy Ageing EXPO to provide opportunities for the community to experience displays and interactive information on a wide range of active ageing activities.
- Explore partnership opportunities for planning and implementing health promotion and information sessions targeting older people in Moonee Valley.
- Broaden the responsibility of Council support staff as conduits for communication between residents and Council.
- Explore the potential of Council to develop or coordinate the development of a whole-of-community electronic directory.



"I find it difficult to find out what is available to join."

"Difficult for older persons with little English."



Strategic Goal 4: Services for older residents are of high quality

Continue to deliver high quality aged care services to promote independence and support people to remain living in their community.

Our strategic focus

- Continue to provide an effective and consistent service to meet the needs of frail older people, people with disabilities and their carers in partnership with allied health and community care services.
- Align Aged and Disability support services and policies with the policies and directions of the aged care sector.
- Plan for an increasing ageing population and increasing demands for care and support.
- Implement a partnerships approach across health and community support services to support the accessibility and integration of support services for people as they age.

Key actions

- Continue Council's focus on earlier intervention rather than high complex care needs and develop strategies for guiding the targeting of services.
- Embed a person or family-centred approach across all aspects of aged and disability services ensuring continuous focus on building on people's strengths and capacity for wellness and independence.
- Continue to support and develop the capacity of the Aged and Disability workforce to meet new challenges and to respond to an ageing population.

- Strengthen strategic partnerships and alliances with allied health and community support services in the municipality.
- Explore opportunities to support families, neighbours and volunteers in supporting older people living at home.



A photograph of a middle-aged man with a mustache and glasses, wearing a light blue and white striped short-sleeved shirt and blue jeans. He is walking a golden retriever on a leash along a paved path. The background shows trees and a grassy area. A quote is overlaid in a grey box in the top right corner.

"It is important for people responsible for services to the aged to be sympathetic and understanding. They must be able to put themselves into the shoes of the aged."



Strategic Goal 5: Older people benefit from a range of activities

Encourage people as they age to participate in a range of activities that promote health, wellbeing and social inclusion.

"To me, a wide variety of activities at low cost means friends and mental stimulation."

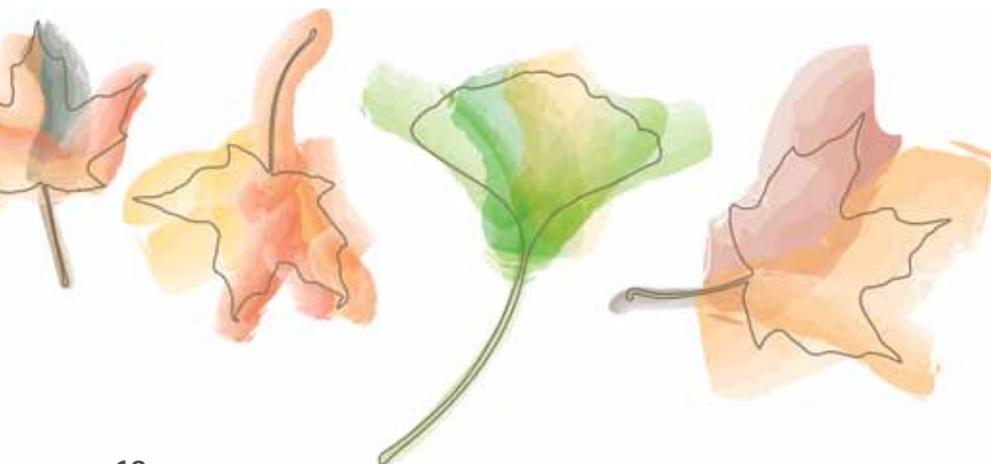
"Dancing keeps people active physically and mentally and provides a choice for social interactions. I love it."

Our strategic focus

- Place greater emphasis on Council's role in promoting early prevention support.
- Actively explore and facilitate opportunities for older people to participate in activities of their interest, such as art, music, dance, recreation, debate, book clubs and sharing of stories.
- Increase opportunities for older people to participate in life-long learning, the sharing of their experiences, and learning with the broader community.

Key actions

- Creatively utilise available venues and open space.
- Support access and participation by regularly reviewing facilities and venues to identify access issues and implement modifications.
- Pilot/trial new approaches to coordinating and delivering activities.
- Ensure an age-friendly approach is prioritised in Moonee Valley's Health and Wellbeing Plan.
- Include age-friendly activities in the development of the Recreation Plan, such as walking groups, exercise in parks and affordable exercise and recreational programs.
- Utilise partnerships within Council departments and across the municipality to continue to develop initiatives that address the provision of a range of social, mental and physical activities.



Strategic Goal 6: Ageing is supported through a caring community

Build community capacity to embrace and support inclusion and participation in the community for people as they age.

Our strategic focus

- Facilitate opportunities for the whole community to become involved in providing support for older people living in the community.
- Promote and celebrate the benefits of a caring community.
- Develop collaborations and partnerships across generations and across the community to foster a caring community.

Key actions

- Encourage and create volunteering opportunities throughout Council.
- Explore and facilitate opportunities for 'caring for your neighbours' across the municipality.
- Promote volunteering opportunities in the community.

- Create close links with schools and educational institutions in the municipality to promote inclusion of older people in community.
- Promote and facilitate opportunities for intergenerational activities.

"A key ingredient for an age-friendly community is to provide the widest possible range of opportunities and activities."



Strategic Goal 7: Accessible transport options are increased

Increase transport options for older people to enhance their independence, community participation and access to activities.

“Not enough transport to keep older people connected.”

Older people reported difficulty in accessing and using public transport. Issues raised included fear of falling, safety (particularly at night), not understanding myki and the lack of accessible and affordable taxis.

Our strategic focus

- Encourage a whole-of-government and business response to address transport accessibility and options for older people.
- Develop a long-term plan for sustaining a solution-based focus to addressing transport barriers for older people.
- Continue to provide a community transport service to meet the needs of the community within the scope of available resources.

Key actions

- Ensure older people's transport needs in Moonee Valley continue to inform Moonee Valley's Integrated Transport Plan.
- Explore creative options to increasing transport options for older people, including using volunteers, using Council vehicles, shuttle services and dedicated taxis.
- Support programs that build an older person's capacity to use public transport.
- Maintain a community transport service subject to government funding.
- Liaise with transport providers (bus, tram and taxi industries) to improve practice around transporting older people and to be more age-friendly.





Strategic Goal 8: The ageing population's needs are understood and represented

Continue to represent and advocate for the needs of Moonee Valley's growing ageing population.

Our strategic focus

- Ensure the voices of people as they age are heard and represented across the three tiers of government and decision makers in areas that affect wellbeing and opportunities for people as they age.
- Ensure older people are considered across all relevant areas of Council.
- Actively promote positive images of older people.

Key actions

- Gain an understanding of needs and issues of people when they age and advocate and represent these when appropriate.
- Facilitate coordinated regional responses to representing and advocating on behalf of older people.
- Particular foci for advocacy will be:
 - Fair, equitable and adequate State and Commonwealth funds for aged and disability services.
 - Exploring transport needs through improved transport options.
 - Affordable and flexible housing options.
- Identify opportunities with the community, local services and agencies to explore and advocate issues impacting on the ageing population.
- Participate in key project management/steering groups in the municipality that have a focus on an ageing population.

"I think there should be more consultation with people – asking for people's ideas, getting people together to talk about problems and find solutions."



Strategy prepared by Effective Change Pty Ltd for the City of Moonee Valley.

Moonee Valley Language Line

عربي	Arabic	9280 0738	Ελληνικά	Greek	9280 0741	Español	Spanish	9280 0744
中文	Cantonese	9280 0739	Italiano	Italian	9280 0742	Türkçe	Turkish	9280 0745
Hrvatski	Croatian	9280 0740	Somali	Somali	9280 0743	Việt-ngữ	Vietnamese	9280 0746

All other languages 9280 0747

Hearing Assistance 133 677

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