

Good morning! And thank you so much for coming to Bristol. The title of my talk today is 'LIVING WELL THE BRISTOL PROJECT', preventing loneliness and isolation and that's what I'm going to focus this on morning (Improving the quality of life for people). My objective is that by the end of this session we'll have explored together what we mean by quality of life, and how we can help more older people to have their quality of life improved.

SO WHAT DO WE MEAN BY QUALITY?

It means different things to each of us, when we talk about care and support services, something very specific, but hard to describe. We know it when we see it. So I'd like to get back to basics, to what underpins quality , to what we humans actually need.

I'm going to start with a name you may have heard of before, Abraham Maslow ; you've probably used some of his ideas perhaps without even realising it, because his work is at the basis of so many things. Abraham Maslow was an educational psychologist and in 1943 he put together the learning from his study of children and formalised all the things that human beings need to survive and to grow effectively. Some of it seems so obvious now, a starving baby doesn't need toys, it needs food; a well-fed child doesn't need more food, it needs stimulation and so on. Maslow put all the things we need in a series of levels, with the most important coming first, our physiological need, These levels of need are sometimes shown as a pyramid, although Maslow himself never showed his theory as such, and the theory is called 'The hierarchy of need'. So at the bottom, the most important layer, without which we cannot survive, he put air, food, water, shelter, appropriate warmth, sex, sleep. the housing we have just heard about fulfills one of our most basic needs, and when you have those things,

you can survive at the most basic human level. So now, we have shelter safety, food and drink we should be Ok. Shouldn't we? Well there's more to it than that. Maslow put on his next level what he called our safety needs. security, order, stability, safety from fear, protection from the elements. Now we're getting somewhere. And its at this point I remember a book I read in the 60s which had a tremendous affect on me. It was called Dibs, in search of self, and it is the story of a little boy living in luxury with well educated very middle class parents, who was said by those parents to be educationally subnormal. But the woman who wrote the book, with Dibs' permission, came to realize that far from being educationally subnormal, written off by his parents, Dibs had extremely high intelligence, and was in the end, a warm and loving person. `dibs was the victim, not of physical cruelty, not of neglect, he was well fed, not deprived he had many many toys, but he was deprived EMOTIONALLY because his parents were what later came to be called 'refrigerator 'parents. They had never given him affection, picked him up and cuddled him,told him he was gorgeous,kissed him, given him love. And he reacted by withdrawing from his unhappy situation, he was an elective mute. Someone who chooses not to speak. Maslow would have recognized Dibs, because in his theory, On the next level 'belonging' or 'social needs' are the things all humans crave , he put, affection and love, from our family, from our friends, from our tribe,our work group,our peers, from romantic relationships. And he believed if we had all those things, THEN we would meet our self esteem needs. We would feel we were respected, and we'd respect ourselves; we'd have recognition, and achievement, status, prestige, we would truly feel "Because I'm worth it!"and if we were lucky enough to have had all

those levels in our life, we would be able to become the person we were meant to be, to self actualize- to pursue our inner talents, realize our personal potential, seek personal growth, our creativity, our fulfillment. And you can see his theory has some good solid home truths. Of course you can't exist without air, you can't survive without water, and if you live in permanent fear in a camp in Syria or under blockade in Ukraine,, not knowing what happens from day to day , even with food and family, you are not likely to be happy. And when we apply this to older people, we see that Maslow still holds true. If you are lonely, and isolated, missing out on the belonging layer- and its very easy to be lonely even in a crowd, no friends, no-one to talk to, family deceased, maybe you can't speak the local language, (Bristol has 91 languages spoken in the city), you too won't be the fulfilled happy person you were born to be, and the quality of your life is likely to be poor.

Now for some facts.

Bristol Older People's Forum has just done a survey of all our members. We produced 60 questions which we invited members to answer, and 843 people bothered to fill the whole thing in and send it back. We have analyzed the responses and achieved a summary, but the full report is still outstanding, due to family illness of our analyst.

However, we know enough to see that 51% of our people lived alone, that loneliness and isolation came fourth in their table of problems(high utility bills came top in case you're wondering)that 34% of people sometimes felt lonely,isolated and cut off from modern life,while 7% felt that all the time, did,while 50% had contact with family, a friend or neighbour daily, others were not so lucky; 55% felt that people tended to treat the elderly like children,45% felt that health professionals treated older people as a nuisance. If we think

of these figures in terms of Maslow, we can see that there are a lot of lonely, isolated, unhappy people ! In fact according to the City Council an estimated 6000 to 11000 older people are lonely and isolated. GPs report being approached by significant numbers of older people who say they are lonely and feel isolated. And that's why, last year, when I was asked to join in the City of Bristol's bid to get millions of pound of lottery money into the city, to help with projects that would improve the quality of life of people like this, who suffer loneliness and isolation, I said yes. So let me tell you about the Bristol Project. It's called BAB, Bristol Ageing Better, I bullied the rest of the Board into that name, because it says BAB, and that's Bristolian for love, or duck or sweetheart. Come on me Bab!

The lottery invited 102 cities to enter a bidding race to get the lottery money. Here in Bristol, as elsewhere in the West Country, we started our bid. We wrote a submission as to our ideas, and began to invite organisations and agencies who work with older people to join us in a citywide partnership. It was great because lots signed up, and we now have 80 partners, ranging from small organisations to people like Aardman Animations, and we were off. Last year we heard that we got through the first stage, and now had to choose a lead body who would administer the money. AgeUK Bristol was chosen, after a series of meetings, and we wrote the next bit. Then we heard that 70 cities were eliminated, but we were in the last 32. We have since formed a Board, (I am Deputy Chair) because older people have to be at the heart of the bid, and 90% of the Board is older people, we've held board meetings and three wider partnership meetings, set up a website, and with Aardmans help, chosen our logo. And if we're successful you may be hearing more about a certain Babs and even seeing her.

We started our citywide conversation with older people. We want to know what they think . We're asking them three questions, about loneliness, and the results of our conversations will inform the next bit of bid, and will be reported back to the partnership at our conference in March. All nearly 3000 members of Bristol Older People's Forum received a letter asking for their views , with an envelope enclosed to send them back. And they are coming in, in droves. We've been on all the local radio stations, radio Bristol, Ujima inner-city radio, Bristol Community Radio, we've asked all our partners to collate views from their members. I was talking through an interpreter to two Chinese groups of elders only Monday. We're talking to other communities about their best practice. At the very least, even if we don't get through and get the money,, we will already have formed a strong network of agencies, many of whom have never met, or heard of each other before, and that can only be positive for the community as a whole.

We already know who some of the lonely and isolated are. When my Mother was alive, and I visited her twice a week and more often if I could, I saw the same sad faces ranged around the walls of the Nursing Home. Their most basic needs were being met, but quality of life according to Maslow? I don't think so. The university of Birmingham in it's report this year called 'Healthy Aging in the 21st Century called for a new Statutory Post of Commissioner for Older People in England, and for the Human Rights of Older people to be at the heart of health and social care policy. I agree. I am sure you will be horrified as I was to find that if you pay for yourself in a Residential or Nursing Home, your human rights are not covered by the Human Rights Act. My recent correspondence on this issue with my M.P.Dawn

Primarolo produced this statement from the Minister Jeremy Hunt to whom she had referred my letter "The human Rights Act relates to the relationship between individuals and the State. It is not intended to directly impose obligations on parties to purely private arrangements- in this case the relationship between an individual and a private care provider." So if the Council pays for you, your human rights are covered, and if you pay for yourself, they are not. And the Government has no intention of changing the rules. This cannot be right.

I would like to see an Act of Parliament which deals with the abuse of Elders and vulnerable Adults, formulated on the Children Act 1990. It would make it plain that all providers of care would be breaking the law if they abused or neglected adults. I asked the National Pensioners People's Parliament years ago to push for a law, and the Action Alliance too. The framework was being worked on in Parliament and then the election came. We still haven't got one. You may already know that the government final report on the abuse of vulnerable adults reported in February 6th this year, said that 132 councils had reported a total of 176,000 safeguarding alerts. 61% of referrals were for women, 62% were adults aged 65 and over. 51% were adults with a physical disability. Bristol City Council's consultation on the Quality of Life ended in December, their report will be interesting. I agree with the title they gave that consultation "Quality is everybody's business".

So in our workshop now, bearing Maslow in mind, I would like you to address these questions and record your answers on a flip-chart. Yes, someone has to scribe!!

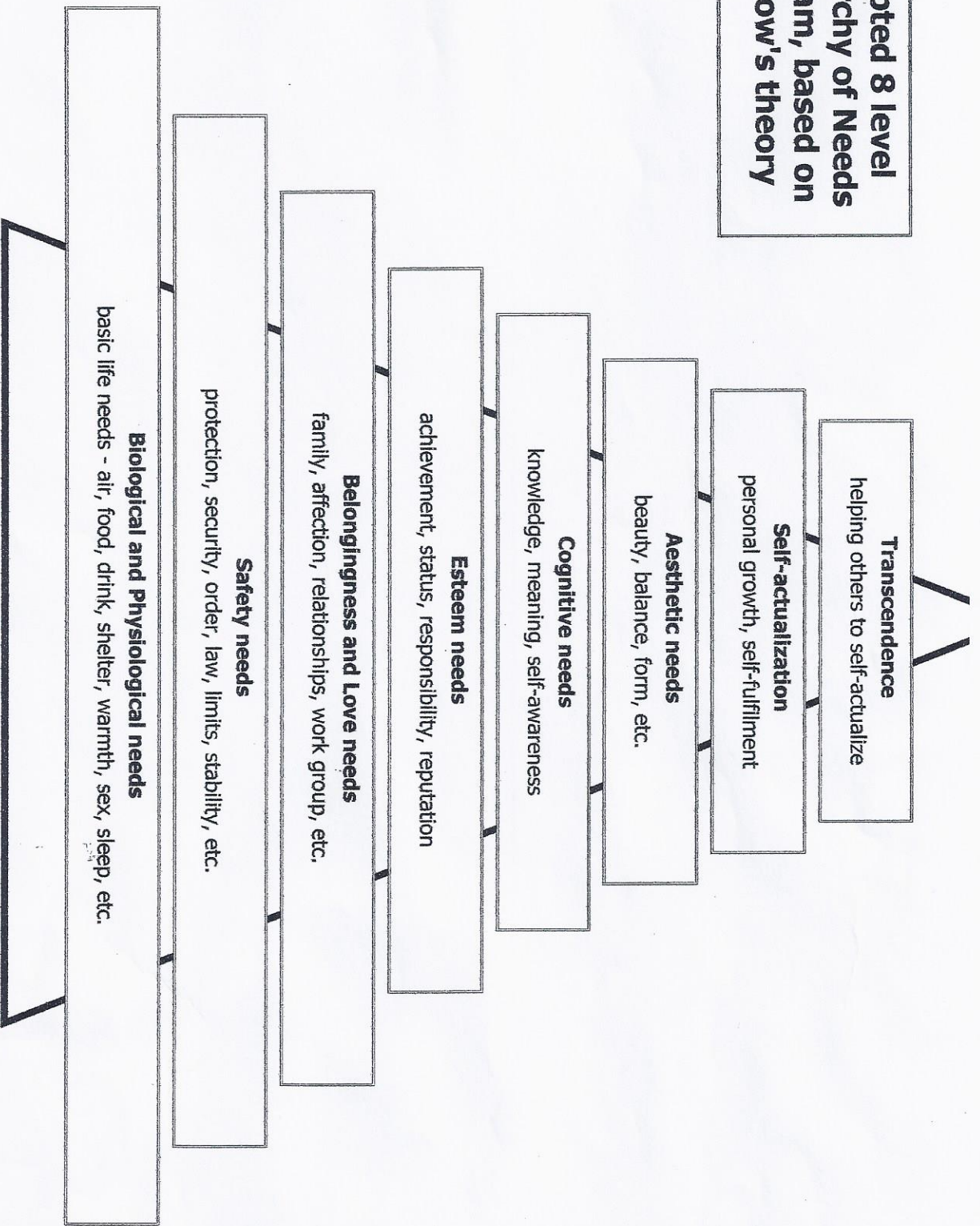
Work-shops: (1) "What affects the quality of life of people who are cared for by domiciliary staff/ extra care staff

- (2) What can we do to improve the quality of life of the people for whom we care ?
- (3) You are the manager of extra care housing /domiciliary staff . What would you put in a 'good practice' handbook for your staff? At least five things please!
- (4) At the end of 30 minutes, we'll ask for one answer to each question from each table, hopefully something new each time.

We shall put all the flip-charts round the room for people to see what good ideas the other tables had, and if they thought the same as you, over lunch. Thank you for listening and off we go!



**Adapted 8 level
Hierarchy of Needs
diagram, based on
Maslow's theory**



© design alan chapman 2001-7 - adapted by persons unknown based on Maslow's Hierarchy of Needs

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Organisations in Membership of S.W.S.N.

Age Concern BARNSTAPLE & DISTRICT Association
BATH Ethnic Minority Senior Citizens Association (BEMSCA)
BEAMINSTER Area Seniors Forum
BRADFORD-ON-AVON Senior Citizens Forum
BRIDGWATER Senior Citizens Forum
BRIDPORT AREA Older People's Forum
BRISTOL and AVON Chinese Women's Group
BRISTOL Older People's Forum
CAMELFORD & District Senior Citizens Forum
CARADON Senior Citizens Forum
CARRICK Over 50s' Forum
CHARD, ILMINSTER & CREWKERNE Pensioners Forum
CHELTENHAM Pensioners Forum
CHRISTCHURCH Over 50s Forum
CLEVEDON Senior Citizens Forum
DARTMOOR Over Fifties Club
55+ DORCHESTER & DISTRICT
DORSET Association of Senior Forums
ERLESTOKE Seniors (HMP)
FERNDOWN Area 50+ Forum
FOREST Seniors' Network
GLOUCESTERSHIRE Older Peoples Assembly (GOPA)
Greater BEDMINSTER Older Peoples Forum
HMP CHANNINGS WOOD Over 50's Forum
IVYBRIDGE BRANCH – Senior Council For Devon
LAUNCESTON Over 50s' Voice
MELKSHAM & District 55+ Forum
NORTH CORNWALL 50+ ALLIANCE
OKEHAMPTON and Area Senior Council for Devon
OTTERY ST MARY & DISTRICT Later Life Forum
PENWITH 50+ Forum
PLYMOUTH Pensioners & Fifty Plus Action Group
PLYMOUTH Senior Citizens Forum
POOLE & DISTRICT Pensioners' Association
PORTISHEAD Senior Citizens Forum
R M A PENSIONERS Gloucester
SHAFTESBURY & Villages Fiftyplus Forum
SHERBORNE & DISTRICT Senior Citizens Group
SOUTH GLOUCESTERSHIRE Senior Citizens Forum
STURMINSTER NEWTON & District Over Fifties Forum
SW TUC Pensioners' Committee
SWANAGE Area Seniors Forum
SWINDON Older Peoples Forum (SOPF)
TAUNTON & WELLINGTON Pensioners Forum
TEWKESBURY Boro' Seniors' Network
THE NATIONAL FEDERATION of Occupational Pensioners, SW Branch
TORBAY Older Citizens Forum
VERWOOD Area Fiftyplus Forum
WAREHAM Area Seniors Forum
WESSEX Pensioners Convention
WEST SOMERSET Seniors Forum
WEYMOUTH Area Seniors Forum
WILTSHIRE & SWINDON Users Network
YEOVIL & District 50+ Forum