

# Social care - keeping warm and well

Applying the winter health strategy at a local level

The bottom half of the slide is decorated with three overlapping, wavy bands of color. From top to bottom, the colors are a bright cyan, a teal, and a dark purple. The bands curve upwards from left to right, creating a sense of movement and depth.

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## Building on our strengths

- Age UKs promote health and well-being in later life
- Age UKs work at grassroots levels and with community based volunteers.
- Age UKs work with one of the cohorts most affected by winter cold.
- Nationally Age UK has developed an evidence base so we can be as effective as possible in reducing winter deaths and ill-health.
- Age UKs provide a range of preventive services tailored to the needs of individuals
- Age UKs work in partnership with other groups – complementing each others strengths.

# North Yorkshire's Winter Health Strategy provided an opportunity to develop a framework for action

## Spread the Warmth

Each winter one person dies needlessly every seven minutes



Last winter Mavis' house was freezing. The only place she could keep warm was in bed. Age UK helped her get warm again.

[Watch Mavis' story](#)

## Winter health resources



Support communities to maintain their own wellbeing

Capacity to inform and signpost people to services and support

Echoing our aim to foster prevention and independence

Reduce social isolation and loneliness

Be part of a joined up focus to prevent or delay illness, disability, and dependence.

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# Village Agents for Health – effective signposting and knowing your community

## Village Agents in Craven

Support to improve health and well being for older residents



### Village Agents Scheme is based in these areas :

- **Ingleton** - Gaynor Brown
- **Embsay** - Maxine Bentley
- **Sutton-in-Craven** - Derek Blackwell



A Village Agent is based in one of these areas and can assist you in a range of issues, either personally or through linking you to others who will be able to help.

Going out of our way to develop a trusting relationship within a community.

Getting to know what's out there

Being visible and accessible for those who are themselves often invisible to their community

Building a network to provide for successful signposting

Building the capacity of the community to support each other.

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# Keep Warm in Craven – identifying what will make a real difference



## Warm and Well in Settle

**Friday 12 December, 10am – 3pm**  
Victoria Hall, Settle, BD24 9DZ

Keep healthy in cold weather  
Get to grips with fuel bills  
Make your home ready for winter

For more information, call **01729 823066**  
or email [sbradley@ageuknorthcraven.org.uk](mailto:sbradley@ageuknorthcraven.org.uk)



- Challenged to make a difference to the impact of winter on older people and address fuel poverty
- What suits our community most – housing stock and energy efficiency
- Income maximisation – addressing fuel poverty
- Support to enable people to make their own fuel provider choices

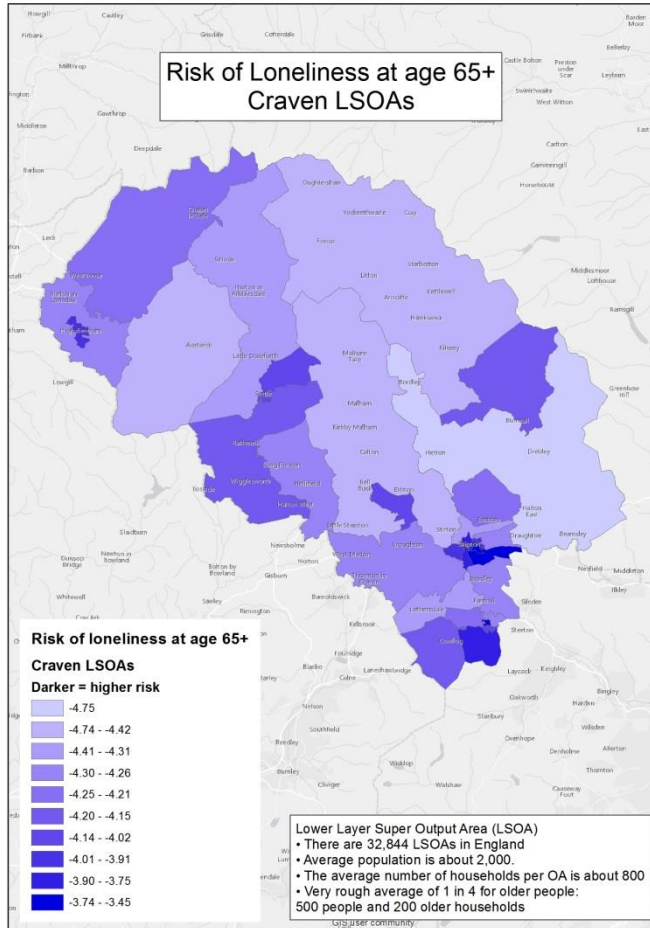
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# Community ambassadors – resources which help volunteers to make a real impact



- Bringing together research to provide evidence of effective messages
- Development of simple attractive ways to help confidence and good communication
- Building on community experience and contacts to spread the crucial messages

# Testing Positive Approaches to Loneliness – supporting the whole person



Reaching isolated and lonely people

Talking through what will help most – looking at all life's facets

Capturing what might be the approach that changes things

Practical help as well as company – more money, safety in the home, transport

Accepting that we can address isolation but loneliness is harder to address

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# Winter Plus – partnerships to identify vulnerable people



Building on learning from Testing Approaches to Loneliness

Combining companionship with access to practical help – access to skills and funding we don't have

Developing awareness from other organisation to identify people we may don't yet know.

Improving referral pathways between groups

Tracking and learning from referrals



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## Four pathways of action

- Individual personalised level – what’s going to make biggest impact
- Valuing the resources within the communities with whom you work
- Working in partnership to ensure there is no one way to identify those who are most vulnerable to winter cold.
- Ensuring what we have done makes a difference – measuring distance travelled – still working on this one!

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