

Sendai Framework for Disaster Risk Reduction 2015-2030

Commitment: Improving Disaster Resilience in an Ageing Greater Manchester

By GMCVO (Ambition for Ageing) and the Greater Manchester Resilience Unit

Progress Report January 2023

Building on the findings from ‘Resilience in an Ageing Greater Manchester’

Activity on ageing and resilience in Greater Manchester has been shaped over the last couple of years with the response to the Covid-19 pandemic. Building on the findings from the ‘Resilience in an Ageing Greater Manchester’ report (2018), a range of initiatives have been put in place to support older people and to enhance a future age-friendly strategy and ‘ageing in place’ initiatives for Greater Manchester. Work undertaken by partners in the Greater Manchester Ageing Hub (led by Greater Manchester Combined Authority) has included:

#ValuableNotVulnerable campaign, Oct 2020, International Day of Older Persons (IDOP)

‘Valuable, not vulnerable’, was the chosen theme for IDOP celebrations in Greater Manchester in 2020 for the GM Ageing Hub Partners working with GM Older People’s Network (GMOPN). The campaign highlighted positive stories and realistic depictions of older adults responding to the challenges of coronavirus – whether that’s working on the frontline in paid employment, being active in the community, or caring for family and neighbours. The aim was also to counter the many negative depictions and stereotypes of older people during the pandemic, including the labelling of entire age groups as vulnerable or frail.

The communications campaign was coordinated by the Greater Manchester Ageing Hub at the Greater Manchester Combined Authority but is the product of the ageing eco-system in the city region which includes: the Greater Manchester Older People’s Network, the ten local councils, Greater Sport, the NHS and the voluntary and community sector. There’s some fantastic content from community reporters [Talking About My Generation](#), and their video celebrating older people as rock stars.

The ‘Valuable, not vulnerable’ approach now continues to be used throughout the work the Ageing Hub partners do to challenge ageist stereotypes and present a diverse narrative about ageing in the city-region within communications.

- [Valuable not vulnerable – a new ageing narrative \(manchester.ac.uk\)](#)
- [Valuable not vulnerable – how Greater Manchester is changing the narrative on ageing | Centre for Ageing Better \(ageing-better.org.uk\)](#)

Keeping Well at Home (spring 2020), Keeping Well this Winter (winter 2020), Winterwise (winter 2022) campaigns

In May 2020, the GM Ageing Hub worked with the University of Manchester's Healthy Ageing Research Group to develop the 'Keeping Well at Home' printed guide to support older people self-isolating during the pandemic. This responded to the intelligence gathered by the Ageing Hub ecosystem that many older residents were struggling to access key information around the Covid-19 pandemic as it was predominantly being provided online. Bespoke printed information and advice for older people was needed for key messages to reach older people, particularly those on low incomes. As well as information on Covid-19, the Keeping Well at Home printed guide covered evidence-based and good practice advice on how to get up after a fall, strength and balance exercises, and nutrition and hydration. The publication was evaluated by the University of Manchester and recognised by the WHO as good practice.

A further publication – Keeping Well this Winter - followed in winter 2020, supplementing the original Keeping Well at Home content with winter specific advice and guidance. Innovations to address reach and distribution at this point included colleagues in Rochdale distributing the guide at covid vaccination centres. Keeping Well this Winter was produced in English, Urdu, and Bengali; a simplified Easy Read version was also produced, as well as audio and British Sign Language version.

As part of the action to address the cost of living crisis in the UK, a further 'Winterwise' printed guide was published in December 2022. Developed in partnership with national older people's charity Independent Age, the guide combines the contents of the previous printed guides with extended information on finance and keeping warm. Building on local distribution networks developed through the Keeping Well guides, over 330,000 copies have been printed and distributed in English, Urdu, Bengali and Easy Read; an online audio version is also available.

- [Keeping Well At Home, Greater Manchester Combined Authority's Ageing Hub booklet \(who.int\)](#)
- [Keeping Well at Home Guide | The University of Manchester](#) includes link to evaluation
- [Keeping Well this Winter - Greater Manchester Combined Authority \(greatermanchester-ca.gov.uk\)](#)
- [Winterwise guide - Greater Manchester Combined Authority \(greatermanchester-ca.gov.uk\)](#)

Creative Care Kits, Great Place, GMCA in summer 2020

To support older adults with isolation during the Covid-19 pandemic Greater Manchester produced a Creative Care Kit containing a range of activities to be completed at home using the materials provided. This formed part of the response by the [Great Place programme work with Older Adults](#).

- [Thousands of Greater Manchester older people to receive support through Creative Care Kits - Greater Manchester Combined Authority \(greatermanchester-ca.gov.uk\)](#)

Covid-19 and social exclusion, Manchester Urban Ageing Research Group (MUARG), University of Manchester - research on marginalisation and experiences of Covid (Ageing Better/ MCC/ GMCVO funded)

With funding from Centre for Ageing Better, Manchester City Council, Policy@Manchester and GMCVO researchers began working with local voluntary organisations working with marginalised communities in 2020 to understand the impact of the Covid-19 pandemic. A number of published

articles resulted from this work, along with a report and recommendations that have been considered by GM Ageing Hub and other partners. Further work led by Professor Chris Phillipson looking at the research one year on was undertaken in autumn 2022 and will be considered further by the Ageing Hub Executive Group.

- [COVID-19 and social exclusion - Manchester Institute for Collaborative Research on Ageing - The University of Manchester](#)

Doing Digital in Later Life, GMCA and Good Things Foundation (2022)

The Greater Manchester Ageing Hub and charity Good Things Foundation joined forces to produce a new practical guide to support more people to get online and benefit from doing digital in later life.

Following his re-election in May 2021, the Mayor of Greater Manchester, Andy Burnham, announced ambitions for Greater Manchester to become one of the first city-regions in the world to equip all under-25s, over-75s and disabled people with the skills, connectivity and technology to get online. 93,000 over 75s are digital excluded in Greater Manchester with a third never having used the internet; recent research shows that the pandemic hasn't led to a big rise in over 75s going online.

This new guide has been designed for anyone from relatives and friends to carers and front-line workers to help them get started and support someone they know to do digital in later life. The content has been produced with organisations supporting older people in Greater Manchester and with input from older people. It also recognises the wider digital and technological exclusion many over 75s experience, such as those unable to heat food because their microwave is so complicated, or to use their digital central heating systems so are carrying a portable heater from room to room.

- [Doing digital in later life: a practical guide - Greater Manchester Combined Authority \(greatermanchester-ca.gov.uk\)](#)

Ageing in Place Pathfinder, GMCA, Manchester School of Architecture (Manchester Metropolitan University) and Local Partners, 2022-2026

In response to the work to support continued recovery from the pandemic in Greater Manchester, and 'build back better' the GM Ageing Hub has secured philanthropic funding matched with local resources to deliver a 4-year Ageing in Place Pathfinder. Working in eight neighbourhoods in Greater Manchester to test new ways of supporting older people to live well for longer with better health and connections in their local community. In these neighbourhoods older people will lead the way on deciding how best to invest in ways that link their needs as they age to the community in which they live.

The Pathfinder will help recovery from the impact of Covid-19 and bring additional support during the cost-of-living crisis. The work aims to reduce levels of social isolation and improve people's health and general wellbeing, with a focus on older people living alone. Working within areas of deprivation and with marginalised communities to understand how we can tackle inequalities in later life, be more inclusive and provide a greater range of opportunities in communities.

The activities in each of the neighbourhoods will be different, reflecting the unique character of each neighbourhood and the needs of the older people living there. Local partnerships will include the local council, housing providers, health services, voluntary groups and other local organisations co-producing and delivering action plans with older people. Over the life of the Pathfinder we will be ensuring that what we learn locally can support us to expand, sustain and scale the programme so that all places in Greater Manchester are a "great place to grow older".

Greater Manchester Older People's Network **Mental Health Campaign and Mental Health Network**

In March 2022 the GMOPN launched, 'Don't Brush it Under the Carpet' a mental health campaign to raise awareness of self-harm in older people aiming to support older residents who may be depressed and guide them to support. The campaign was co-produced with older people working with a range of organisations and supported by the Greater Manchester Health and Social Care Partnership. It aimed to respond to a lack of awareness around these issues as they affect older people amongst older people, family members and health professionals. And the campaign responded to an increased awareness of mental health concerns as part of the pandemic. Following this campaign, the Network has launched a GMOPN Mental Health Network across the city-region and recruited a development worker to develop and connect older people and professionals around issues of mental health in later life.

- [Mental Health campaign | GMOPN](#)