



Comisiynydd Pobl Hŷn Cymru
Older People's Commissioner for Wales

**Making Wales the best
place in the world to grow
older**





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Older People's Commissioner for Wales

Older People in Wales;

- 877,000 people aged over 60 in Wales
- £2.19bn contribution to the economy
- 20% living in relative income poverty



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End ageism and age discrimination

- Increase the recognition and understanding of the impact of ageism upon older people and society
- Empower people to challenge ageism and age discrimination
- Make sure that older people's voices are listened to and acted upon, and that their legal rights are upheld
- Improve older people's access to training and employment
- Tackle discrimination against older people in the workplace
- Improve older people's access to high quality health, care and other public services



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End ageism and age discrimination

“The NHS should be equal for all. I recently heard that [people] living longer is costing the NHS. That comment made me feel guilty for being alive”



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Stop the abuse of older people

- Increase the awareness of the abuse of older people amongst professionals and across wider society
- Improve the access to support services for older people at risk of or experiencing abuse
- Enable more older people who experience abuse to access legal justice
- Prevent incidences of abuse of older people



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Stop the abuse of older people

“A number of people who have been abused never report it or refuse to confirm suspicions for a variety of reasons...but most importantly, the fear that reporting the abuser will result in worse treatment in the long run.”



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Enable everyone to age well

- Encourage and support age-friendly communities to be established throughout Wales
- Enable more people to get to where they want to go and do the things that matter to them
- Improve the access to advice and support to age well
- Improve older people's access to the health services they need to age well
- Improve the access to financial support older people need to age well
- Enable more older people to be empowered to effect change



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Enabling everyone to age well

- Empowering older people to effect change
- Making communities in Wales more age-friendly
- Transport to health services
- Making transport services more age-friendly



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Enabling everyone to age well

“A lifetime of work experience and skills is often going to waste, when with a little help and support retired people could enjoy being a part of their community.”



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Current projects and how to get involved



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Ageing Well Cards

- Where has it come from?
- What is it?







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Ageing Well Cards




Please be patient
I am visually impaired 

Do you have a seat for customers?
I need to rest 

Please speak slowly and face me when speaking
I am hard of hearing 


Please be patient
I have dementia 

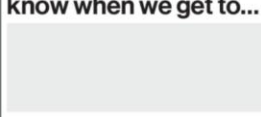
Please be patient
I have difficulty in speaking 

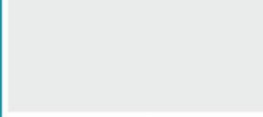
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You can use these cards to let people know you need a little help. For more information, or more cards, contact us on 02920 445 030 or at ageingwell@olderpeoplewales.com


These cards are based on the Better and Safer Journey card scheme developed by First Group. We would like to thank First for all their assistance and support. For more information, visit www.firstgroup.com




Do you go to...


Driver, please let me know when we get to...


Please put your own message here


Please can you direct me to the nearest toilet? 

Driver, please wait for me to find my seat before moving away 

Please be patient
I can struggle counting change 



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Ageing Well Cards

Where is it going and how can I get involved?

- **Community Action pack**
- **Supporters pack**

Cymru Oed-Gyfeillgar



Age-Friendly Wales



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#EverydayAgeism

Ageism is built on myths and stereotypes about older people.

Together we can knock it down!

**Let's work together to end
#EverydayAgeism**





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#EverydayAgeism

The campaign

- Ageism is built on myths and stereotypes
- Stereotypes include positives (older people being seen as warm and wise), although negative connotations such as 'less physically active' and 'less competent than younger people' exist



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#EverydayAgeism

Nia's story

“I had a letter through from my phone company saying that if I paid for my line rental upfront for a year then I could save some money[...]When I finally got through to a person, I started giving my details and then she told me that I couldn't sign up for the deal as I didn't have an email address. I said I didn't think this was fair as many pensioners like me don't use computers and prefer to pay our bills 'the old fashioned way', but she said there was nothing she could do.

“It's just not right that lots of people who could really benefit from cheaper bills are automatically excluded from saving money because they're not 'online'.”



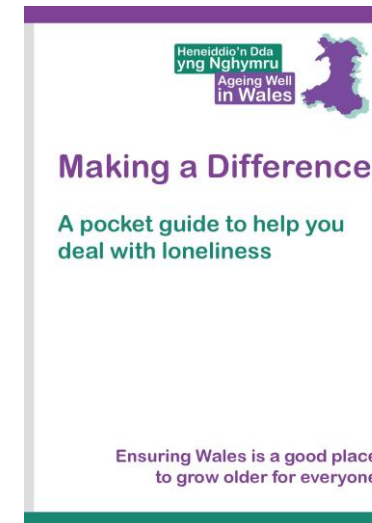
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Materials

Making a difference: A pocket guide to help you deal with loneliness

- Information was taken from Dr. Deborah Morgan's research project 'The Transient Nature of Loneliness and Social Isolation in Later Life'
- Over 20,000 have been sent out across the country and continue to be requested by organisations from all sectors





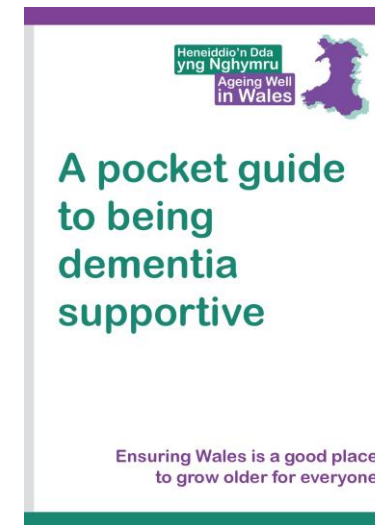
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Materials

A pocket guide to being dementia supportive

- Written together with the Joseph Rowntree Foundation and Alzheimer's Society
- Over 25,000 have been sent out across the country and has been the catalyst to creating more useful guides with organisations





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Diolch yn fawr – Thank you

