



Napier's **POSITIVE AGEING STRATEGY**

2020-2024

Te Rautaki Tipu Ora
o Ahuriri

MARCH 2020



Contents

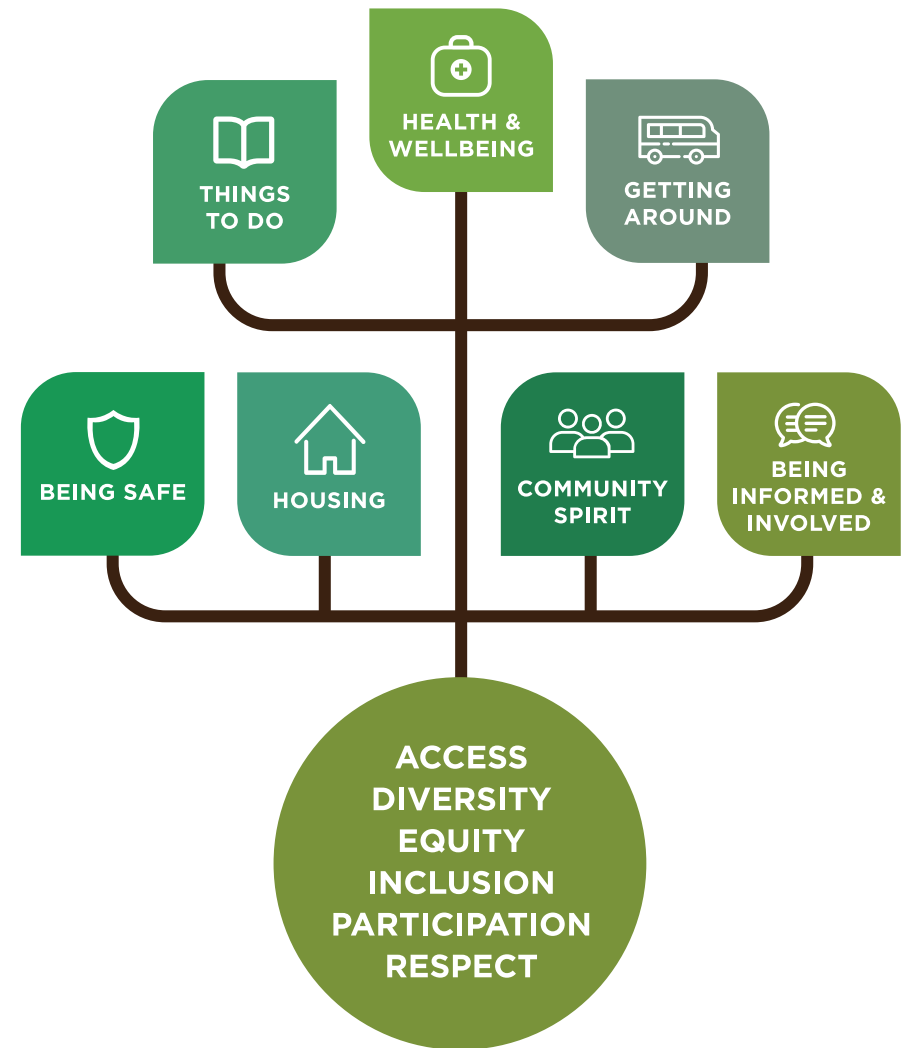
Strategy Summary	1
Background	2
Older People in Napier	3
Napier's Positive Ageing Vision	4
Key Principles	4
Priority Areas	5
Strategic Links	7
Making the Strategy Happen	8
Monitoring and Review	10

Strategy Summary

Napier's Positive Ageing Strategy is portrayed in this stylised tree. The tree shows the Strategy's vision, the seven priority areas, and the underpinning core principles. The priorities and principles are all weighted equally and are in no particular order.

The tree represents enduring strength, growth and protection, stability, wisdom and beauty - all of which reflect the intent of this Strategy.

Vision: Living well, Ageing well



Background

Population ageing is a large social change affecting many parts of the world and Napier is no exception. Just over 12,000 people aged 65 and over currently live in Napier - 550 identify as Māori; and 40% live in Taradale/Greenmeadows. Older Napier residents make up 20% of our population, higher than the national average of 15%.¹

In twenty years' time, or possibly earlier, the number of older people² living in Napier will increase substantially - numbering 19,500 and making up 26% of our population. In a matter of a few years, seniors in Napier will outnumber children for the first time ever. This will become the 'new normal' not only for our city, but also for most of New Zealand.

Coupled with the rapidly changing demographic make up of our population, lifestyles are also changing as our population ages. Life expectancies are higher now than ever, older people are more likely to work longer, many are taking on childcare roles, and those moving into this age group are both more culturally diverse and more active than

the previous generation. There are also challenges associated with ageing such as having a fixed, limited income, changing health needs including living with a disability, negative perceptions of 'the elderly', and the possibility of experiencing social isolation.

This purpose of this Strategy is to outline an age friendly approach for Napier with the overall vision of people 'living well and aging well'. An advisory structure was established for the Strategy's development to ensure it was well-informed by agencies, providers, and seniors living in the Napier community. These views, combined with local data and information have been key to shaping the vision and seven priority areas.³

Importantly, the Strategy spans a wide range of sectors, services and activities. It will require leadership and collaboration amongst multiple agencies and organisations to achieve the vision. The Strategy covers the period 2020-2024 and provides guidance and direction for our city into the future.

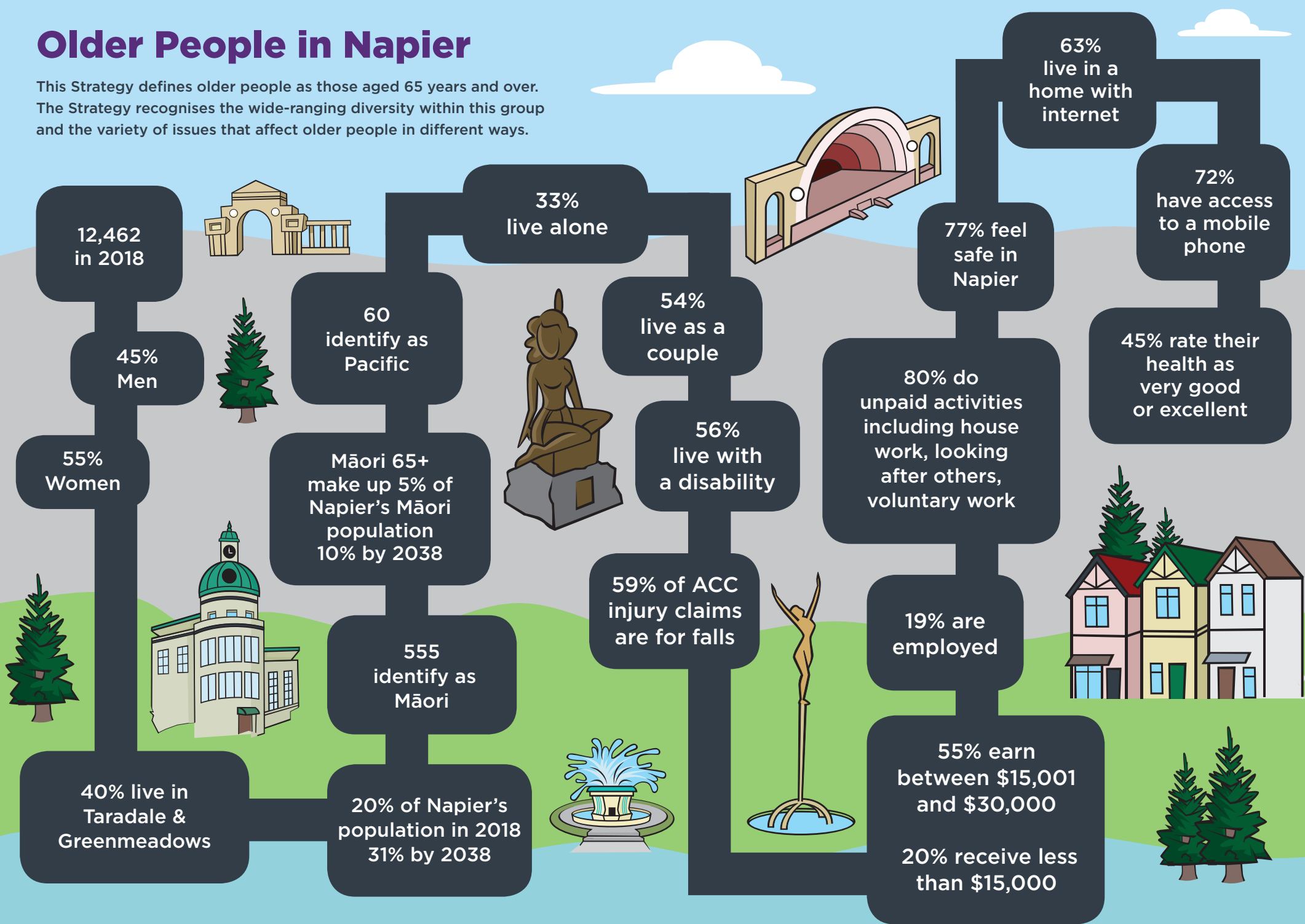
¹ According to the latest available data, from the 2018 Census of Population and Dwellings.

² Defined as 65+ years for the purpose of this Strategy.

³ Detailed information about the Strategy's development is contained in the accompanying document, *Napier Positive Ageing Strategy: Background Document 2019*.

Older People in Napier

This Strategy defines older people as those aged 65 years and over. The Strategy recognises the wide-ranging diversity within this group and the variety of issues that affect older people in different ways.





Napier's Positive Ageing Vision

The Strategy's vision is:

'Living well, ageing well'.

This vision reflects the community's desire to recognise that ageing affects everyone in our community.

Key Principles

Key principles identified for the Strategy are:

- **Āheitanga, access**
- **Rerenga kētanga, diversity**
- **Mana taurite, equity**
- **Whakawhāititanga, inclusion**
- **Whai wāhitanga, participation**
- **Kauaunau, respect**

These underpin the Strategy and will guide implementation.

Priority Areas

Seven priority areas are proposed for the Strategy. These were established in discussion with the community and following a review of key information. Actions will be identified for each priority area, and each priority will be overseen by a lead organisation. Napier City Council will have an oversight role for implementation of the Strategy.

The seven priority areas closely align with the domains of the World Health Organization's Age Friendly City model.

In no particular order, the seven priority areas and lead organisations are:

Te wairua hapori - Community spirit **Positive Ageing Strategy Advisory Group**

Feeling valued and having social connections with whānau, friends, and the community so people feel a sense of belonging and recognition.

Kia mōhio, kia mahi - Being informed & involved **Age Concern Napier**

Having access to information and resources about services and support so people feel well informed and are prepared for ageing.

Kia haumarū - Being safe **Safer Napier Strategic Group**

Having a safe city, safe neighbourhood, and safe streets so people feel safe to age in their community.

Hāereere - Getting around **Hawke's Bay Regional Council**

Ensuring services and facilities are easy to get to and affordable and accessible transport options are available.

Hauora & oranga - Health & wellbeing **Hawke's Bay District Health Board**

Having access to affordable health and support services to remain healthy, active and independent.

Ngā whare - Housing **Napier City Council**

Having suitable housing options that are affordable and accessible so people are safe and secure, warm and healthy, and feel part of the community.

Hei mahi - Things to do **Napier City Council**

Having accessible, affordable facilities, recreational and leisure spaces, and cultural activities so people have the opportunity to participate.



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Strategic Links

This Strategy has close links with a number of key documents that support positive ageing.⁴

Locally, the Strategy aligns with the vision of Napier City Council's Long Term Plan 2018-2028, which is a *vibrant and sustainable city for all*. It also has close links with the Safer Napier programme, which has the vision of *Napier is a safe and healthy city*, the Napier Disability Strategy vision of *Napier is a city for everyone*⁵, and Hawke's Bay District Health Board's *Improving Health Services for Older People in Hawke's Bay Strategy 2011-2026*.

National and international linkages include:

- Age Friendly Cities and Communities model (World Health Organization)⁶
- Better Later Life Strategy 2019 (New Zealand)⁷
- Healthy Ageing Strategy 2016 (New Zealand)⁸
- Sustainable Development Goals (United Nations)⁹
- Other New Zealand territorial authorities.

The World Health Organization's Age Friendly Cities and Communities model aims to foster healthy and active aging across a range of domains, covering both the physical and social environments. The model includes eight domains, which focus on identifying and addressing enablers and barriers to the well-being and participation of older people.¹⁰ The domains overlap and interconnect with each other. They are:

- outdoor spaces and buildings
- transportation
- housing
- social participation
- respect and social inclusion
- civic participation and employment
- communication and information
- community and health care.

The intention is that the Age Friendly Cities model may be adopted for Napier once this Positive Ageing Strategy is embedded.

⁴ For more detail, refer to the accompanying *Napier Positive Ageing Strategy: Background Document, 2019*.

⁵ Napier City Council, 2019.

⁶ extranet.who.int/agefriendlyworld/age-friendly-cities-framework/ Accessed January 2019

⁷ <http://www.superseniors.msd.govt.nz/about-superseniors/ageing-population/index.html> Accessed November 2019

⁸ www.health.govt.nz/publication/healthy-ageing-strategy Accessed January 2019

⁹ <https://www.un.org/sustainabledevelopment/sustainable-development-goals/> Accessed January 2019

¹⁰ See *Napier Positive Ageing Strategy: Background Document, 2019* for details.



Making the Strategy Happen

An implementation plan will be developed for the Strategy. This will be directed by a Positive Ageing Strategy Advisory Group comprising representatives from organisations leading the priority areas, organisations/groups who provide services to or support seniors, and seniors who have a lived experience of ageing in Napier City.

The purpose of the Advisory Group will be to:

- provide leadership, guidance and support for implementation of the Strategy
- proactively share resources, information and experience to achieve the vision of the Strategy
- prioritise actions for implementation
- deliver actions in the 'Community Spirit' priority area
- monitor progress towards implementing the Strategy.

The Advisory Group will be supported by Napier City Council. It will have a terms of reference, which will be reviewed annually.

The implementation plan will identify a set of actions under each of the seven priority areas. The actions will be prioritised and phased over the five-year period of the Strategy to ensure they are manageable and achievable.

Actions will be funded through a combination of organisations' existing budgets and new or external funding sources, on a project-by-project basis.





Monitoring and Review

The Strategy will be reviewed every five years. Regular assessments of progress will be undertaken for the following population and performance measures, and others as appropriate.

Overall life in Napier	% of 65+ who rate their overall life in Napier as good or very good (Social Monitor survey)
Safety	% of 65+ who feel safe in Napier (Social Monitor survey)
Quality of life	% of 65+ who report improved quality of life in previous three years (Social Monitor survey)
Personal health	% of 65+ who rate their personal health as good or very good (Social Monitor survey)
Volunteering	% of 65+ undertaking volunteer community work (Social Monitor survey)
Social Isolation	% of 65+ feeling lonely in previous four weeks (Social Monitor survey)
Advisory Group	% of Advisory Group members satisfied with their involvement (Member survey)

The implementation plan will be reviewed annually to ensure actions remain relevant and the plan reflects new or emerging issues.

Where possible, projects will apply a review or evaluation approach appropriate to their size, cost, nature and duration using a variety of tools (eg, surveys, feedback forms, discussion groups, outcome measurement).

Project evaluations/reviews will cover some or all of the following:

- **What was done?** Purpose, target audience, rationale, approach
- **How well did we do it?** For example, number of people involved, participant satisfaction, budget vs actuals, unexpected outcomes
- **Is anyone better off?** For example, reduced duplication, increased collaboration (shared projects, new partnerships, organisations working together), increased opportunities, increased knowledge, changes in behaviour
- **Lessons learnt.** What worked well, what didn't, should the activity continue, what should be changed (who, what, where, when, how)?





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