

# Gwynedd Oed Gyfeillgar

## Action Plan

Presented by:  
**Cyngor Gwynedd**



**Mewn cymdeithas lawen iach,  
neb rhy fawr, neb rhy fach.**

**Llwyd o'r Bryn**

*In a happy and healthy society, no one's too important and no one is too small.*



# Our action plan

Our action plan for Gwynedd has been developed following conversations with older people across Gwynedd and our partners, as well as information collected from forums, conferences, workshops and events held over the past years to discuss age-friendliness, ageing, and the older population of Gwynedd. This is a working document that will be continuously developed.

The action plan has been split into the eight domains of an age-friendly community: housing, transport, social participation, outdoor spaces and buildings, respect and social inclusion, civic participation and employment, community support and health services, and communication and information.

Each domain will focus on what we know, examples of good practise, what we've heard, and what we are planning to do.

# Housing

Having different types of houses and places for individuals to live is very important in order to meet the needs of our population. Whether it is support to stay at home in their community or moving to an extra-care housing type of complex.

Making sure that we work closely with our partners to ensure that housing developments are diverse, accessible and available in various locations across Gwynedd is key.

I'm glad that I moved to extra care housing when I did. There is so much going on every week and we've got a great community here.

**[F, 86, Bala]**

I've contacted [housing association] for some changes and there's a long wait, having some home assistance would help a lot

**[F, Caernarfon]**

The staff are great, the food is great, I've got good friends here and I am very happy here.

**[F, Llanaelhaearn]**

The benefits of Homeshare are great for me and I think it is fantastic. My children...agree that it gives peace of mind...that he can be there in case of an emergency

**[F, Rhiwlas]**

## Homeshare Gwynedd

Homeshare is a project which helps people live in their own homes for longer. It works by matching householders looking for companionship and practical support with people looking for an affordable alternative to rented accommodation. Homeshare matches participants based on shared interests.

Audrey and James, have been living together for some months under the Homeshare scheme, and Audrey notes that **“having James here gives me such reassurance and companionship, especially during these long winter nights”**



James and Audrey enjoy a chat over a cup of tea

## Case Study Fron Deg, Adra

The Fron Deg development comprises 28 independent apartments designed to meet the needs of residents over 55 and those with disabilities. Key features of the scheme include 28 community flats that were built to provide comfortable and independent living spaces for over 55s and those with disabilities. The development also includes a common lounge and kitchen, which fosters a sense of community and provides communal spaces for socialising and leisure. Fron Deg is located in a convenient location which allows access to local facilities to ensure easy access to essential services and to be able to live in a vibrant community atmosphere. There is also a site warden on site and residents will benefit from the presence of a dedicated individual on site for 18 hours a week, offering help and support as needed.



This development is part of a partnership between Adra and Cyngor Gwynedd as part of Gwynedd's Affordable Housing Development Program. This scheme was funded by the Welsh Government through Cyngor Gwynedd's Social Housing Grant.

# Our housing action plan

- Homeshare Gwynedd is looking to recruit more individuals to become involved with the scheme.
- Cyngor Gwynedd is looking into developing more extra care locations across the county.
- Adra is looking at their current assets and what needs to be developed across Gwynedd to meet the needs of a growing population.
- Adra is also working on their home adaptations list to ensure they can best support the home adaptations that are needed at their tenants houses.
- Care and Repair Gwynedd and Môn support individuals across Gwynedd with their home adaptations and will continue to offer their services and support and build on their work.
- Grŵp Cynefin is developing an exciting project in Penygroes with various partners called 'Canolfan Lleu' - you can learn more here: <https://www.grwpcynefin.org/en/find-a-home/new-developments/canolfan-lleu-penygroes/>
- Adra is also developing more locations similar to Fron Deg, Pwllheli, that are 'needs led'. They will develop Plas Penrhos in Bangor which will have 44 units and another development in Caernarfon with 18 units.
- Gwynedd Council and Clwyd Alyn Housing Association are developing an extra care plan in Penrhos, Pwllheli.
- Gwynedd Council is doing a lot of work to understand the needs that are needed in terms of assets and housing plans across the County.

# Transport

As Gwynedd is a large rural county transport is important to allow individuals to be able to participate in social events, to work, to access health services, and much more.

This can be challenging, especially in some areas of Gwynedd where public transport cannot be accessed as often as some people need. In Gwynedd, this has meant looking at different possibilities and the increase of community transport initiatives.

I sometimes wait for the bus and it doesn't turn up. I then have to go back home and go down the village later.

**[F, 81, Bethesda]**

I live in a village and we only have one service bus a day and most of the times it's too early for me to get on it.

**[F, 67, Llanllyfni]**

To go to the GP I have to take two buses and if one is late or early I'll miss my connection and have previously missed an appointment

**[F, 77, Abersoch]**

It takes me over two and a half hours to reach Ysbyty Gwynedd and often I only get offered morning appointments.

**[F, 75, Abersoch]**

## O Ddrws i Ddrws

O Ddrws i Ddrws works across the Llŷn Peninsula area, which is a rural area of Gwynedd. They provide a community transport service for residents of Llŷn communities who need the service due to age, health (mental or physical), or disability, or because there is no safe and suitable public transport service available. The name translates directly as 'from door to door' explaining exactly what the service provides. They support individuals to reach medical appointments, carry out their weekly shopping, socialise and much more.

O Ddrws i Ddrws supports around 300 individuals every year with multiple visits and tasks. They're always looking for volunteer drivers who have their own vehicles, and time to contribute and enjoy the company of others. It's a great way to make new friends.

## Case Study Y Dref Werdd

Y Dref Werdd is a community enterprise and offers community transport around the Blaenau and Penrhyndeudraeth area. They also work in partnership with O Ddrws i Ddrws, Yr Orsaf, and Partneriaeth Ogwen and have developed a network that support each other and are looking to expand what they currently offer.

Y Dref Werdd helps many older residents to get to medical appointments, shopping and social activities. This is how they helped one woman in her 80s. who needed to travel 35 miles to Ysbyty Gwynedd hospital:

Before starting to use Y Dref Werdd as a form of transport, the lady had to leave her house at 7:30am and would not be home until after 8pm as that was her only option whilst using public transport. Y Dref Werdd was able to step in and get her to and from her hospital appointments at times that worked for her, with a stop at the supermarket on the way home to complete her weekly shop. This allowed the woman to have more free time, to complete her shopping and appointment together, and to have the opportunity to socialise with the driver. This is only one of many examples where the scheme has been able to help.

Community transport can be more flexible and can better meet the needs of the individual accessing the service.



# Our transport action plan

1. Canolfan Henblas, Y Bala is working on establishing a community transport initiative for their local area.
2. Community enterprises Partneriaeth Ogwen, Y Dref Werdd, Yr Orsaf and O Ddrws i Ddrws are working together to employ more community transport drivers and to build on their current provision. Their partnership is called Partneriaeth Trafnidaeth Cymunedol Gwynedd.
3. The Welsh Ambulance Service is working with local partners to recruit more volunteer drivers and to expand their services across Gwynedd.
4. Findings from Ardal Ni 2035 have recognised the areas in Gwynedd that are most in need of support regarding transport. Various partners will be working closely with those communities to build on the opportunities and support the communities in achieving what's needed.

# Social Participation

Being able to stay connected is essential, and across Gwynedd communities offer various activities, locations, and events to allow individuals the opportunity to participate socially. Social participation can differ from area to area, and also for each individual, ranging from opportunities to get involved in forums and workshops to attending a craft class or a chat over a cup of tea. Our age-friendly partners listen to what people want locally and cater, when possible, to what's needed.

Some partners also offer small community grants to help communities and groups to offer social participation activities across Gwynedd.

My favourite time of the week is Monday afternoon because I know that the children from the school are coming here.

**[F, Bangor]**

I like attending forums and events as I can learn but also it's a chance for me to raise issues and talk about what worries me

**[F, Bethesda]**

I like attending various events as I'm reminded that my voice is still important and I always feel empowered afterwards.

**[F, Llithfaen]**

There is a lot on every week and I'm never home but sometimes it would help if these groups would talk and avoid holding events on the same day

**[F, Tywyn]**

## Bridging the Generations

Cyngor Gwynedd appointed a full-time Bridging the Generations Co-ordinator in July 2018, and at the same time worked in partnership with Bangor University and KESS 2 to conduct research looking into the effect of intergenerational work across Gwynedd. The work, carried out by an early career researcher, resulted in a MSc research thesis which looked into bridging people and their community: **“The challenges and obstacles facing intergenerational work”**. This has also been covered in an academic article that emphasises Gwynedd’s work as being the first local authority to appoint a full-time intergenerational co-ordinator, whilst discussing **current challenges and aspirations** within the field.

Intergenerational work has been an important part of Cyngor Gwynedd’s Age Friendly journey because it’s a way to bring generations together, build community resilience and reduce loneliness. The work was carried out in various forms by a variety of partners. Here’s a look at a **report** on the three first months of 2023 with funding received from Welsh Government and Public Health Wales Betsi Cadwaladr.

## Case Study Forums, events and conference

Around Gwynedd, we have held various forums and events to hear the voices of older adults and share information. As Gwynedd is geographically a large area, we have trialed many initiatives, including local area forums where we have shared information and heard from individuals living in those areas. As well as arranging events and forums, we also attend groups that already meet and present our work and have a conversation with those that attend.



Another priority in Gwynedd is the cost-of-living challenge, and we have been working in partnership with the local Tackling Poverty Team, attending community meetings and Hubs around Gwynedd. This shows the importance of working in partnership to reach an support people.

# Our social participation action plan

1. Following the findings of Ardal Ni 2035 consultation the Regeneration Officers in Cyngor Gwynedd will continue to work with local organisations, groups, and various age-friendly partners to ensure that developments are made in areas where gaps have been recognised.
2. Various Age-Friendly Gwynedd partners will hold events across Gwynedd in 2024-25 including 'Preparing for Winter' events and '5 ways to well-being' events. They will include information, activities, and older people's forums. All these events will be co-organised by some age-friendly partners.
3. Bridging the gap between schools and care homes to ensure there are more intergenerational opportunities across Gwynedd is something that has already started. An intergenerational handbook will be shared with each school, community hub, care home, and various partners to encourage connections.
4. North Wales Housing Association, ADRA, and Grŵp Cynefin are all working on becoming accredited in the intergenerational field to be able to offer more intergenerational community opportunities.
5. Local councillors and staff from age-friendly partners will continue to go around local areas and talk with individuals. This will include attending events, as well as walking around communities and having conversations with people on their doorsteps.

# Outdoor spaces and buildings

Communities thrive from having outdoor spaces and buildings that welcome everyone, from community hubs to gardens to friendship benches and other initiatives that make people feel that they belong. Having enough of these spaces where people of all ages can spend time together builds community resilience.

Age-friendly partners offer various opportunities within these categories, and will continue to work together to develop further opportunities, taking into account the findings from Ardal Ni 2035 to fill the gaps.

Having that place in the community where I know I can go to, at anytime, helps me a lot.

**[M, Caernarfon]**

Since starting attending Clwb Seiont I have seen many more people than I do usually in a week.

**[F, Caernarfon]**

It would be nice to have more allotments or somewhere I could go with my friends to garden.

**[F, Caernarfon]**

Since our community cafe has closed a lot of people socialise less as they don't have that space where they can meet

**[M, Dyffryn Ardudwy]**

# Case Study Friendship Benches

2024



Working with various partners, groups, and local artists across Gwynedd, over 20 Friendship Benches have been built and painted. Each Friendship Bench was created by working with various local groups of all ages and a local artist. The artwork on each bench was inspired by local history and what was important for the local participants in each location. The benches project brought people together within the workshops to design the benches, and later when they were placed in their localities as a social asset. The bench at each location encouraged conversation, and the importance of looking out for individuals within your own community, leading to reduced social isolation. Here are some of the benches:

**Tywyn: [Hopes friends will be made thanks to benches | cambrian-news.co.uk](https://www.cambrian-news.co.uk)**

**Bangor: [‘Love Me Do’ – Friendship Bench Celebrates The Beatles Visit To Bangor | The Bangor Aye](#)**

## Case Study Porthi Dre, Caernarfon

Across Gwynedd ten Community Hubs have been set up with each one offering something a little different. One of the community hubs is Porthi Dre which is based in Caernarfon.

Porthi Dre offers a packed week of activities for older people in the area. Every Monday Clwb Seiont offers a variety of activities and hot lunches, and of course the most important element being a chance to socialise. A free hot lunch is also available every Tuesday and Thursday at Rhannu Sgran where a warm nutritious meal is served as well as a chance to enjoy a chat with other attendees. Other weekly



clubs in the hub include Caban Cofis, similar to Men's Sheds, and Pwytho Dre a weekly sewing group, as well as a cuppa and cake drop in. Various third sector organisations hold drop-in and information sessions at the venue also.

# Our outdoor spaces and buildings action plan

1. Community hubs across Gwynedd are being developed with ten already up and running and another three in development. These hubs are located in community buildings and offer various types of support within their local communities, as well as some outdoor spaces.
2. Development of community spaces within schools in Gwynedd - providing a bridge between the local school and the community as well as a great asset for communities.
3. Cyngor Gwynedd and Parc Cenedlaethol Eryri are continuously working to make more accessible walking paths around Gwynedd.
4. Antur Waunfawr has a project called Beics Antur which offers various bicycles for hire so that everyone can enjoy nature and their local areas on a bike. This scheme offers free rental for people over the age of 65. These includes e-bikes, side-by-side, tuk-tuks, trikes, and a bike suitable for wheelchair user. Antur Waunfawr plans to build on their current capacity with Beics Antur.
5. Adra, Grŵp Cynefin, and North Wales Housing Association are all ensuring that the communal spaces in their extra-care housing locations are available and used by different local groups.
6. Antur Aelhaearn has purchased an disused public toilet building and are hoping to re-open the toilet as a community run initiative. They are also hoping to open a community gym by working with other age-friendly Gwynedd partners.
7. Y Dref Werdd has a Green Prescription project - other age-friendly partners are keen to learn more and look at possibilities.

# Respect and Social Inclusion

Respect for individuals of all ages is important in any community but by bringing people of all ages together with intergenerational projects we can ensure that we teach different generations the importance of respecting each other.

Respect can also be built by raising awareness e.g dementia awareness.

An inclusive community includes the importance of having buildings, pavements, and areas that are inclusive, accessible, and welcoming to everyone.

We need more information for those that are not online or using anything like that  
**[F, Caernarfon]**

The children have been coming to do crafts with us and since then when I see them in the street they always say hello!  
**[F, Penygroes]**

Since the school started the intergenerational project my daughter is always asking when can she visit the care home next  
**[Parent of a child in an intergenerational project - Bangor]**

My mum is 90 and in a wheelchair and I'm in my 70s and it's challenging knowing where we can go together that is [wheelchair] accessible.  
**[F, Caernarfon]**



## O Lon i Les

Another initiative delivered by O Ddrws i Ddrws is a project called Lôn i Les (Road to Wellbeing) aimed at getting people out and about following the lockdowns. They take individuals and groups to local events and social occasions and even arrange some themselves. Lôn i Les has been running since 2021 and currently supports about 65 individuals from all over Llŷn to attend various activities including guest speakers, afternoon teas, and craft sessions.

The scheme reduces loneliness and isolation and brings people together to socialise. Since the Covid lockdown many individuals have found it difficult to get out and about to activities, and many have given up driving. Initiatives such as Lôn i Les support those individuals to be active members of their communities by allowing them access to all kinds of activities.

## Case Study

# Dementia Friends Sessions

The Dementia Actif Gwynedd team has worked to increase dementia awareness across the county. By raising awareness around dementia, social inclusion for those living with dementia is improved within our communities. The sessions were prepared by Alzheimer's Society and delivered by Cyngor Gwynedd staff and Dementia Actif Gwynedd staff members. The sessions challenge the stigma and myths surrounding dementia and raise awareness around the small changes we can all make in our daily lives to support those around us who live with dementia. Over the years we have raised awareness among many hundreds of people around the county and delivered the session to a total of 1,133 in 2023 alone. Sessions were delivered to a variety of groups including friends and families of those living with dementia, care home staff, community groups, and schools.

Working with the in-house IT department at Cyngor Gwynedd we have also been able to add a new feature to the Dementia Friends' session which includes a VR experience.

Dementia Actif Gwynedd also arranged for the Dementia VR Bus to attend various locations across the county (training provided by [training2care](#)). This training was offered to friends, families, caregivers and care workers across Gwynedd.

# Our respect and social inclusion action plan

1. Communities across Gwynedd will become Dementia Friendly Communities, receiving support from Dementia Actif Gwynedd, the Regional Partnership Board, and Cyngor Gwynedd.
2. Dementia Actif Gwynedd and Cyngor Gwynedd will continue to offer Dementia Friends sessions ensuring that more people across Gwynedd become Dementia Friends.
3. The purpose of bridging the generations is to create new connections between children and people of every age. This will increase the respect and understanding between the generations and create stronger communities. Schools, organisations, care homes, and other community initiatives across Gwynedd will continue to work together to build on intergenerational opportunities.

# Civic Participation and Employment

Older people have a wealth of knowledge and experience which is currently underappreciated and undervalued. It is important to encourage opportunities for older people to work and to volunteer if that is the wish of the individual.

Gwynedd is a rural area where there are a lot of challenges around civic participation and employment, including transport. Hopefully working in an age-friendly manner will resolve some of these challenges.

My work revolved around helping “older people” around my community...where some are younger than myself!

**[F, 74, Bethesda]**

Sometimes I feel I do more since I “retired” but I can choose what I do and it’s different everyday!

**[F, Caernarfon]**

It’s hard keeping up with everything as it’s all online.

**[M, Unknown]**

# Case Study

## Gwaith Gwynedd

2024

Gwaith Gwynedd has set 'people over the age of 50' as one of their target groups by encouraging them in to work. This campaign is closely aligned with the 5 ways to well-being campaign and how employment can help to keep the brain healthy and offers plenty of social interactions.

Gwaith Gwynedd supports people into work but also supports individuals to up-skill so they can apply for different jobs and career changes, whatever their age. A career change can be daunting, especially with no support, but Gwaith Gwynedd can help individuals navigate their career change and help them recognise the skills that they need.



# Case Study

## Cymunedoli Cyf.

Members of Cymunedoli Cyf. (third sector groups and social enterprises) work closely within their local areas to make a difference within those communities. The benefits created by Cymunedoli Cyf. can be seen from the data collected from 23 of the members (out of the 33 in the network) and proves that strength comes through working together. These figures prove the social, economical and environmental worth of community enterprises across Gwynedd. All these enterprises work through the medium of Welsh. Here's an overview of what has been accomplished across the whole of Gwynedd:

**Turnover total of £13.56m**  
**Assets worth of £43.2m**  
**Employ 239 full time workers**  
**Employ 215 part time workers**  
**536 volunteers**

By offering local work and volunteering opportunities across Gwynedd Cymunedoli Cyf. ensures that being a rural area is not always an obstacle.

# Our civic participation and employment action plan

1. Various partners will look at the possibility of joining the age-friendly employer pledge.
2. Mantell Gwynedd will have a new post to support individuals into volunteering roles within their local communities.
3. Grŵp Cynefin are planning to recruit an age-friendly officer to work with some of these challenges and support their tenants.
4. Cymunedoli Cyf. are looking to increase its network of 33 members to support their community enterprises supporting local employment and volunteering.
5. Look into community time banking to ensure that we give back and thank volunteers by supporting their wellbeing and helping them in the way needed to age well.

# Community Support and Health Services

Gwynedd is a rural county and therefore access to health services can be challenging, but is of course essential. Working closely with communities can support developments to provide access to health services.

Community support is essential in an area like Gwynedd and organisations and community hubs are all working closely within their local areas to support local needs. Recent findings from Ardal Ni 2035 have helped communities to recognise the gaps and what needs to be done.

I phone the [GP] surgery and I can't get an appointment even when I call at 8am.  
**[F, Bethesda]**

Since attending Clwb Seiont [Porthi Dre] I've been able to have more answers about issues where I didn't know where to ask before  
**[F, Caernarfon]**

We don't need much, just a place where we can meet for a 'paned' and a chat once a month  
**[F, Felinheli]**

I would like a drop-in health clinic and notification of anything suitable for my age group  
**[F, Bangor]**

## Dementia Actif Gwynedd

A Dementia Actif Gwynedd staff member shares an insight to the importance of including access to classes both face-to-face and online through a **magic moment**:

“Attending the online classes has given a person living with dementia the confidence to attend Arfon’s face-to-face class. She felt that she couldn’t always keep up with the pace of a face-to-face class and stopped attending. She felt that following a slower-paced online class was more suitable for her at that time. However, by now, she reports that attending the online classes has increased her confidence, and because of that, she has returned to the face-to-face class at Arfon which she enjoys, and feels that she can keep up with the exercises much better. Now, the live online classes have been cancelled for the time being due to staff capacity - however, along with her husband, they continue to do the online sessions at home, by following previously recorded sessions.”

## Magic Moment Community Hubs

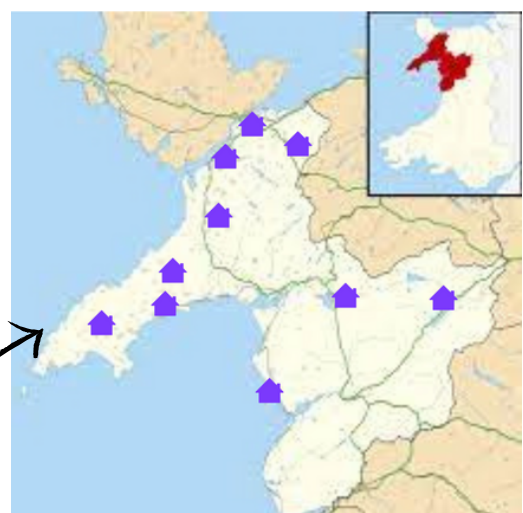
### Someone to talk to:

“I came into contact with this man through the GP surgery. The man had suffered a stroke and as a result, had lost his job and needed help to navigate his way through lots of new things and changes. Having the opportunity to talk to me, as he lived alone, was very much valued by him and I managed to help him with a whole raft of issues including claiming benefits, claiming back overpayments, accessing Fareshare and Foodbank provision, and accessing the ‘Expert Patient Programme’ to help and improve his long term health.”

### Why is this a Magic Moment?

‘One local point of contact was all that was needed to sort out many problems and improve the person’s wellbeing.’

Map of current locations of all ten community hubs across Gwynedd.



# Our community support and health services action plan

1. Community Catalyst is a service in Gwynedd that supports individuals to start their own micro-enterprises to meet the needs of what people need locally for support.
2. Cyngor Gwynedd are developing the work with Direct Payments by raising awareness and trying to get more individuals who qualify to ensure they get support through the system.
3. Some organisations across Gwynedd have Social Prescribers who work closely with all partners in that local area (Mantell Gwynedd and Antur Aelhaearn)
4. Betsi Cadwaladr are trialling a health hub drop-in in Tywyn area (South Gwynedd)
5. Cyngor Gwynedd and organisations across Gwynedd have set up over 10 community hubs with an extra three locations currently being explored.
6. Llechen Lân Project at Cyngor Gwynedd are trying to understand how to meet the needs of an ageing society in Gwynedd and their access to social and health services.
7. Cyngor Gwynedd's Education Department are spending £1.2m on alterations to develop Community Rooms within schools across Gwynedd.
8. Continue to provide cost of Living drop-in sessions across Gwynedd to link individuals with organisations and information.



# Communication and Information

A growing number of older people in Wales are at risk of social exclusion and being left behind as the use of digital technology continues to play an even greater role in our everyday lives.

It is important that communicate in a variety of different ways so that no one is left behind. In a digital world this can be challenging, and making sure that information is shared using different platforms is essential.

I don't use Facebook or go online and then I hear about events after they've happened.

**[F, Bangor]**

It would be great to see more support groups and drop-ins where we can go for financial support

**[M, Blaenau Ffestiniog]**

I have no idea how to fill in forms or how to access information or services. Knowing where to turn to would help me.

**[M, Bangor]**

Sometimes it's overwhelming and there's too much shared, too many different organisations to contact. It would help to have one place to look for information

**[F, Caernarfon]**

# Case Study

## Y Dref Werdd - Drop-in

The Dref Werdd in Blaenau Ffestiniog has weekly drop-in sessions to help people in the local area, Bro Ffestiniog. They offer a variety of support and are rooted within the community. They are now seen as a vital asset. As well as helping maximising income, food support and energy advice, they also have a successful social prescribing programme which works to alleviate social issues such as mental health and health problems in general.

### Outcomes for the Beneficiaries of the Drop-in Centre and Ffiws

514 people have received support from the Drop-in Center in 2023.

- **Improve mental well-being**

69% of the center's beneficiaries feel that their mental health has improved

- **Reduce loneliness / feeling isolated**

66% of the center's beneficiaries feel less lonely and isolated since attending the centre

- **Better financial independence**

59% of the center's beneficiaries feel better financial independence after receiving support from the drop-in centre

### Outcomes for the HWB Beneficiaries

96 people have received support from the HWB in 2023.

- **Improved self-esteem**

94% of the HWB beneficiaries reported an improvement in their self-esteem

- **Reduce loneliness / feeling isolated**

100% of the HWB beneficiaries feel less lonely and isolated after receiving support

- **Improve physical health**

83% of the HWB beneficiaries feel improved physical health after receiving support

- **Reduce stress, depression, anxiety**

88% of the HWB beneficiaries feel less stressed, depressed and anxious after receiving support

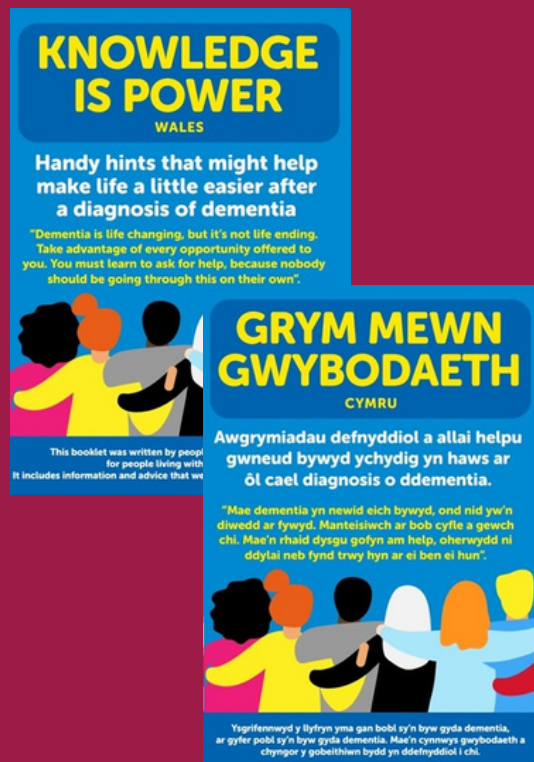
Since starting the drop-in in 2019 they have helped over 4000 individuals with different issues.

# Case Study

## Knowledge is Power

The booklet was created in a collaboration between the following groups in the DEEP network – Caban Bangor University Educators, DEEP United Dwyfor & Meirionnydd and Fuse and Muse in Swansea. **“Dementia is life changing, but it’s not life ending. Take advantage of every opportunity offered to you. You must learn to ask for help, because nobody should be going through this on their own”** is one of the messages that is shared with this booklet.

The purpose is to include relevant information in one place and has been co-produced by listening to individuals who have gone through the diagnosis and learning about what helped them and what they wished to know at that time. Since the release of the first booklet the group have gone on to develop Knowledge is Power 2 and are looking to produce Knowledge is Power for Carers as well in 2024.



# Our communication and information action plan

1. Communicating what's happening across Gwynedd will be a priority. An age-friendly quarterly newsletter (digital and paper version) as well as weekly updated social media posts will share relevant information for older people. We will also explore the use of a Whatsapp/Telegram group to share information.
2. Age-friendly events will be held locally across Gwynedd. These events will be organised by partners who are part of age-friendly Gwynedd, with various partners sharing information, support from officers face to face, taster sessions of different local activities and an opportunity to contribute and share.
3. Cyngor Gwynedd is working to understand what information is available. This will allow us to make sure that all information shared is up-to-date and relevant but also share the correct information when needed.
4. Community hubs, libraries, and Citizens Online will continue to offer digital lessons to aid more individuals to learn basic technology skills that will help them navigate the online world.
5. Partners across Gwynedd are looking at the data they are able to share. Hopefully this will support data reporting and how partners share and support each other. This will also lead to better co-production, less duplication and an opportunity to recognise the gaps across our local areas.
6. Mantell Gwynedd will continue to build on the way they communicate with partners across Gwynedd while sharing information from various partners daily.
7. Cyngor Gwynedd is leading a project around Dewis Cymru to increase the information available on the platform and to encourage the usage of the information platform.
8. Sessions around income maximisation for older people arranged across Gwynedd in September/October 2024.
9. Welfare advocates, energy advisors and CAB (Gwynedd Citizens Advice) hold drop-ins about information and to offer support for people in Siop Gwynedd and public spaces.