mayo

Age Friendly Strategy

2016 - 2020

FOREWORD

Mayo Strategy for Older People

The key objective of Mayo County Council is to help build a County which we describe as Sustainable, Inclusive, Prosperous and Proud! Central to this vision is the role of our older people and this document outlines a new strategy to improve the lives of all older people in County Mayo. The Age Friendly Counties Programme aims to create communities in which we enjoy an excellent quality of life and continue to participate fully as we grow older.
We invite you to take part by making your own contribution to the actions outlined in this strategy.

A Plan Developed with Older People

The Mayo Strategy is built on extensive consultations with older people and organisations working with them. It was developed by Mayo's Age Friendly County Alliance and is led by an Alliance Group comprising the most senior decision makers from key public, private and not-for-profit agencies as well as representatives of the Mayo Older People's Council. Older people are at the heart of this Strategy and their participation will be vital to delivering the objectives.

New Focus on Older People

The world's population is ageing! People are living longer and healthier lives and are experiencing older age very differently from our grandparents' generation. In Ireland, while this change is happening later than other European countries, the number of people over 65 which for decades stood at around 11% of the population is rising. It is projected to reach 20% by 2036 and will include many more aged over 80.

Thinking behind the Strategy

The Mayo Strategy is grounded on current national and international research and knowledge, and incorporates a number of key principles agreed by the partners in the Alliance, which include;

- Recognition that older people are critical contributors and a key resource to our society.
- Commitment to the direct involvement of older people in deciding priorities,

shaping actions and bringing about change.

- Emphasis on improving the physical environment, and an understanding that where we live greatly affects how we live.
- Awareness that age-friendly principles and practice create environments and communities which benefit all age groups.
- Realisation that everyone has an interest in these developments, as we all hope to be 'older' and to live in a community and a society that respects, includes and cares for us.

The Plan

The plan covers eight specific areas for action each followed by a section on creating the right framework for getting the work done.
The eight areas are - Outdoor Spaces and Public Buildings; Transportation; Housing; Value and Respect; Social Participation; Communication and Information; Civic Participation and Employment; Community Support and Health Services.

Invitation

Mayo as an Age Friendly County will be a better place for all of us and we look forward to your support and collaboration in delivering on the objectives of this strategy and in helping to build that brighter more inclusive future!

Peter Hynes,
Chief Executive.
Mayo Co. Co.

Cllr Michael Holmes
Cathaoirleach.
Mayo Co. Co.

Nobody grows old merely by living a number of years.
We grow old by deserting our ideals.
Years may wrinkle the skin,

but to give up enthusiasm wrinkles the soul.

Samuel Ullman

Introduction

This is the first Age Friendly Strategy for County Mayo. It's intention is to improve the lives of all people in County Mayo as they age and to create a county where future generations can reach old age feeling healthier, more positive and engaged in their community. It is an evolving strategy that gives commitments to improving key areas of infrastructure, services, information, and our overall social response to older people's issues in County Mayo, now and into the future.

The Age Friendly Programme will see a range of key agencies working together with the community at both decision making and operational level to promote and maintain the best possible health and well-being for people in the county. The programme recognises that older adults are a diverse and ever changing group and that no single group or organisation is able to respond to the challenges and opportunities that our changing demographics present. At the heart of the programme therefore is partnership, between organisations and with the community, particularly our valuable older adults, with a shared vision of making Mayo a great place in which to grow up and grow old.

This strategy document has been developed by Mayo Age Friendly Alliance in consultation and co-operation with older people from across the county. The Alliance is made up of senior personnel in Public Sector agencies and other key organisations who are able to make decisions on behalf of their organisations in terms of service delivery and development. A critical addition to this alliance membership will be members of the newly formed Mayo Older Person's Council.

Meet Your Age Friendly Alliance

- Mayo County Council (Chief Executive)
- Health Service Executive (General Manager)
- An Garda Siochana (Chief Superintendant for Mayo District)
- Mayo County Council (Cathaoirleach)
- GMIT MAYO Institute of Technology (Director)
- Mayo, Sligo, Leitrim Educational Training Board (Chief Executive Officer)
- Mayo Volunteer Centre
- Mayo Sports Partnership
- Mayo PPN
- Chamber Of Commerce
- Leader Partnership Companies
- Age Friendly Ireland
- Mayo Older People's Council
- Community Action on Dementia in Mayo

Pictured are Alliance Members, from left front row, Cora Gilligan, Mayo LCDC, Sarah Wetherald, Age Friendly Ireland, Peter Hynes, Chief Executive, Mayo County Council, Fiona Cunnane, Volunteer Centre, Pat McHale, Mayo Age Friendly Coordinator. From left back row, Pat Howley, Mayo Sligo Leitrim Education and Training Board, Mandy Gaynor, An Garda Siochana, Stephanie Colombani, Westport Chamber, Frances Maloney, Community Action on Dementia in Mayo, Caroline Bradshaw, Age Friendly Ireland and Anne Ronayne, Mayo Sports Partnership.

What do we mean when we say ageing?

Ageing is often seen in broad phases such as entering old age, active old age, frailty and dependency. These phases are not age specific and acknowledge that ageing is a diverse experience and that older people are individuals with varied needs, interests, circumstances, choices and cultural influences. In fact the basic motivations of people do not age and what is important to you at 20 is likely to still be important to you at 80 and so each older adult is just as different from one another as any teenager, graduate or twenty-something is.

For the purpose of the Mayo Age Friendly County Strategy, older people are generally defined as being people aged 55+.

What is Age Friendly?

An Age Friendly county can be described as a county that recognises the great diversity among older people and promotes their inclusion in all areas of community life.

It is a county that respects their decisions and lifestyle choices plus anticipates and responds to their needs and preferences.

The WHO definition of Age-Friendly describes a society in which "service providers, public officials, community leaders, faith leaders, business people and citizens recognize the great diversity among older persons ,promote their inclusion and contribution in all areas of community life, respect their decisions and lifestyle choices and anticipate and respond to ageing-related needs and preferences"

What This Means for Mayo

Our ambition to be Age Friendly means that Mayo will:

- Become a great place in which to grow old.
- Have easily accessible public buildings, shops and services.
- Incorporate older people's views into significant decisions being made about the county.
- Promote a positive attitude to ageing and address stereotypes of older people.
- Create opportunities for older people to be engaged with their county socially, as employees and as volunteers.

As an alliance, we have a strong commitment to achieve our vision for an Age Friendly Mayo, which is made easier by the fact that the different partners share a number of principles such as:

1. A recognition that older people are critical contributors to our society. Their direct involvement in deciding priorities, shaping actions and bringing about change is essential to successful planning.
2. An acknowledgement that local communities can tap into older people's knowledge and experience. When they do, communities can more easily face their challenges and develop innovative responses to their service needs, particularly as they relate to ageing.
3. Support for the generational and inter-generational dividend to be reaped from both adopting age-friendly practices and planning with ageing in mind since the 'yet-to-age' group also aspire that as they 'age' they will live in a respectful, inclusive and caring community.

Why we are adopting an age friendly strategy?

"If you design for the young you exclude the old, but if you design for the old you include everyone."

Glenn Miller,
Director of Education and Research,
Canadian Urban Development Institute

Statistics, both nationally and globally, tell us that populations are ageing as people are living longer, healthier lives. The Department of Health notes that by the year 2021, the number of older people living in the State is expected to increase to 775,000, representing an increase of 55 per cent in 11 years. In Mayo, our population of older people (over 55 years) has increased from 31,784 in 2006 to 35,460 in 2011 (11.6% increase) which represents over one quarter (27.1%) of the local population. This was higher than the State average of 21.8%.

County Mayo is the third-largest of Ireland's 32 counties in physical area, and is the fifteenth largest in terms of population. According to the Central Statistics Office (CSO), County Mayo had a population of 130,638 persons in April 2011. There were 19,539 persons aged 65 years and over (15%). The population of older people aged 65 or over, increased by 14.4 per cent while the number of persons aged 100 or over was recorded as 389 - an increase of 100 persons on 2006.
The Central Statistics Office also reports that Ireland had the most gender balanced population in the EU in 2007. However, for the older age groups the proportion of females in the population was higher in the 65 and over age group. This was driven by a greater longevity of females, at 81.6 years in 2006, compared with 76.8 years for men.
Special consideration must be given to the rural peripherality of County Mayo and its islands and the level of disadvantage associated with its geographic location.

The Dublin Declaration on Age Friendly Cities and Communities was initially developed in association with the World Health Organisations (WHO) Global Network of Age-friendly Cities, the Ageing Well Network (forerunner organisation

to Age Friendly Ireland), and the International Federation on Ageing. The aim of the Declaration is to solicit support for a range of actions that are broadly based on the eight domains identified by the WHO in its Global Age-friendly Cities Guide. The cities, counties and communities, globally, who have signed the Dublin Declaration to date share a common set of values and principles. They are prepared to commit to actions that will improve the quality of life of older people.

The World Health Organization has been carrying out important work in this area through its 'Age Friendly Cities programme'. This programme is part of an international effort to address environmental and social factors that contribute to active and healthy ageing. The programme helps cities and communities to become more supportive of older people by addressing their needs and by meeting these needs we create cities, towns and communities that are friendly to all ages from children, to parents with pushchairs and people living with mobility issues. The needs of older people are responded to across eight themes:

- The Built Environment
- Transport
- Housing and Home
- Value and Respect
- Social Participation
- Civic Participation and Employment
- Communication and Information
- Community Support and Health Services.

In Ireland, Age Friendly Ireland is the national organisation charged with the localised roll out of this global initiative. At the launch of this strategy, there is now a full commitment from every local authority area in Ireland to engage with the Age Friendly Programme. This reflects a recognition that in order to make ageing a positive experience in the future, we need to start planning now and planning effectively.

The national Age Friendly Logo, and specifically the County Mayo adaptation of this is owned locally by all organisations and the community. It is a logo that you will see throughout a range of projects and initiatives across the county to signify that the project is helping to make Mayo a better county to grow up and grow old in.

An Irish context and policy directive

Currently the age structure of the Irish population is younger than most other countries in the EU. From 2016 onwards, Ireland's proportion of older people will begin to increase. By 2046, there will be 1.4 million people in Ireland aged 65 and over, three times more than the older population now. This older group will make up 22% of the total population, compared to 11% of the population in 2006. Life expectancy rates have increased and are expected to continue increasing significantly. It is expected that by 2046, men will live to their mid-80s and women even longer. The number of people aged over-80 is expected to rise more dramatically, from 128,000 in 2011 to about 480,000 in 2046. The young population was higher than the older population in 2011 - with 976,600 compared to 531,600. But the CSO has predicted that this will reverse by 2036, and the gap will be even wider by 2046 when there is expected to be between 112,000 and 561,000 more older people than young. The economic impact of this growth in the number of older people will be seen primarily in relation to pension provision and in health and social care provision.

Cllr. Cyril Burke
Cathaoirleach,
Mayo County Council.
Signing the Dublin Declaration
on the 13th June 2013.

Add to this the fact that older people, now and in the future, will encompass a broader spectrum of socioeconomic, physical, ethnic and cultural conditions and capacities, and this means that policymakers and community leaders will need to review and amend their policy and programming tools now to connect with this generation in a way that creates maximum value for all of society.

The Age Friendly Cities & Counties Programme (AFCC) was launched to address the needs of an ageing population using an innovative multi-agency approach involving collaboration between stakeholders and older people themselves.

Appendix 1 shows the various international, national and local policies that the Age Friendly Cities and Counties Programme aligns with.

Your Mayo Age Friendly Programme

In Mayo this Age Friendly Strategy will be a far-reaching document that will tie in with the LCDC (Local Community Development Committee) and it's implementation of the LECP (Local Economic and Community Plan), particularly in relation to commitments aimed at improving the health and wellbeing of older people. As of January 2016, the actions detailed under the Community Supports and Health Services theme of the Mayo Age Friendly Strategy will now sit under the Health and Wellbeing subgroup of the LCDC. Many of the actions will have a very tangible impact on the county, while others, such as those relating to awareness-raising work, will be more subtly felt.

(i)　What we have already achieved

Accessibility

Before the Mayo Age Friendly Alliance was established, much work has been completed by Mayo County Council in the area of accessibility surveys. The audits were carried out when the Disability Act came into force and an overall implementation plan was prepared and implemented by the Engineering Areas. Research and consultation included:

- Surveys of older people
- One-to-one interviews
- Focus groups
- Physical audits of town
- Broad consultation sessions
- Survey of service provider organisations

It is hoped that we can build on these findings with the incorporation of learning from the Age Friendly experience to date.

Engaging With Healthy and Positive Ageing Initiative (HaPAI)

Mayo is one of 18 Local Authorities who have engaged with the HaPAI research project.

The Department of Health is leading a joint national programme with the HSE and Age Friendly Ireland (AFI) to develop indicators to measure progress towards the objective of making Ireland a great place in which to grow old. Supported by Atlantic Philanthropies, this project, the Healthy and Positive Ageing Initiative

(HaPAI) operates on a national and local level.

At local level, many Age Friendly Cities and Counties Programmes, have committed to participate in the HaPAI initiative through the administration of a single survey in up to twenty local authority areas during 2015 and 2016.

- A standardized questionnaire has been used, allowing comparisons with national benchmarks from surveys such as TILDA or European benchmarks such as the European Quality of Life survey. The HaPAI/AFCC survey has included questions from each of the areas in Age Friendly Cities and Counties Strategies; Outdoor spaces and buildings
- Transportation
- Housing
- Social inclusion
- Participation, Communication and information
- Community support and health services.

In Mayo, 502 people aged 55 and older were interviewed for the HaPAI/AFCC survey during 2015. Results have shown that, in general, the majority of those aged over 55 older people living in Mayo are happy with the local environment. For example 99% of people like living in their neighbourhood 'a lot', and 97% are happy with the general appearance and upkeep. However, the survey also found some differences between satisfaction levels of the 'younger old' (55-69 years) and those aged over 70. The findings of the survey suggest that there are some issues that the Age Friendly Cities and Counties Programme could address in order to ensure that Mayo can become and even better place in which to grow old. This is an initiative led by the Department of Health with Age Friendly Ireland and the HSE, supported by funding from the Atlantic Philanthropies. The research is aligned to the two national strategies, the National Positive Ageing Strategy and Healthy Ireland and at local level, offers evidence to support the development of AFCC strategies to identify relevant priorities and actions that will help improve the quality of life for all people as they age.

The project will eventually amount to approximately 9,000 participants aged over 55 years which is bigger than many national surveys covering the whole population and this will allow us to compare County Mayo against national and international data. Findings from the HaPAI research in the county feature throughout this strategy.

Foxford Age Friendly Town

The Age Friendly Towns initiative which falls under the Age Friendly Cities and Counties Programme was piloted in Foxford during 2013. The main objective of the initiative was to improve the quality of life of older adults living in the town and to engage all residents to shape and enhance their own community.

The strategy produced identified the key stakeholders involved in the process and why the implementation of an Age Friendly Strategy was important for older people living in Foxford. Extensive desk research was carried out to build a profile of Foxford in terms of mapping the town boundary; age dependency rates; the number of carers; and illustrating the services provided in the town for older people.

Furthermore, various consultation methods were carried out with older people and other relevant associations including; focus group meetings with older people and other relevant organisations to ascertain their priorities on the positives and potential areas for improvement that will benefit older people in Foxford; undertaking Walkability audits with five older volunteers; arranging for older participants to complete core outcome surveys at the start and also at the conclusion of the Age Friendly Towns process to assess any progress in the town; and organising a public launch and consultation to summarise the actions and identify the relevant stakeholders who can implement them. The results of the desk research and consultation were collated and an Age Friendly Strategy for Foxford was developed, which reflects four priority areas articulated by older people and key stakeholders in Foxford.

The recommendations and actions for Foxford have been agreed with the County Age Friendly Alliance and this group will continue to work with the key organisations to deal with the actions identified within this strategy. Key achievements to date include.

- Dementia awareness event
- Pedestrian crossing installed
- Trusted tradesmen programme
- Footpath to railway station

Ultimately, the goals are for Foxford to become an Age Friendly Town and to provide tangible outputs that will improve the quality of life for older adults. Furthermore, the Age Friendly County Programme will work in cooperation with Community Action on Dementia in Mayo for Foxford to become a Dementia Friendly Community.

Members of the Foxford Age Friendly Town Initiative, 2013.

Mayo Sports Partnership

Mayo Sports Partnership, core funded by Sport Ireland and housed under Mayo County Council was launched in March 2005. Since then Mayo Sports Partnership has worked with many target groups including older people providing participation opportunities at local level.

Our Mission Statement is: "To plan, lead and co-ordinate the sustainable development of sport in Mayo". Since the establishment of the Mayo Age Friendly Alliance we have been working in partnership, creating opportunities for older people to become more physically active in their communities.

The overall aim is to involve older adults in all aspects of sport and physical activity more regularly. This includes active participation, organising, planning and leading activities for their peers at a local, regional and national level.

Through the work done by Mayo Sports Partnership in the Active 55's area with 12 Active 55's group's setup around the county, there was a greater demand for older people's activities. Active 55 involves an hour long light physical activity followed by a sociable cup of tea and areas that are involved include Crossmolina, Castlebar, Claremorris, Ballina, Ballinrobe and Westport.


Members of the "Go for Life" Mayo Team, June 2016.

As a result of interest from local active 55's and active age groups in becoming more physically active, the Go For Life Games were a perfect programme to run for interested groups.

From having a good working relationship with Age and Opportunity and looking at work that had already been done in this area, Mayo Sports Partnership outlined

the support that they were able to provide for programme start up.

Already this year there have been "Go for Life Games" days held in 6 areas throughout the county with over 160 participants taking part. These groups now meet and organise games days amongst themselves as well as Mayo Sports Partnership organised days. Fourteen people travelled to Dublin on the 10th June to represent Mayo in the National Go For Life Games day held in DCU.

Training is also a very important part getting older people more active and we have hosted PALs (Physical Activity Leader Training) training workshops in conjunction with the HSE. These workshops give leaders the tools for leading their groups and running light activity sessions. Indeed since 2005 close to 500 volunteers / fitness instructors would have attended leader training organised by Mayo Sports Partnership / HSE.
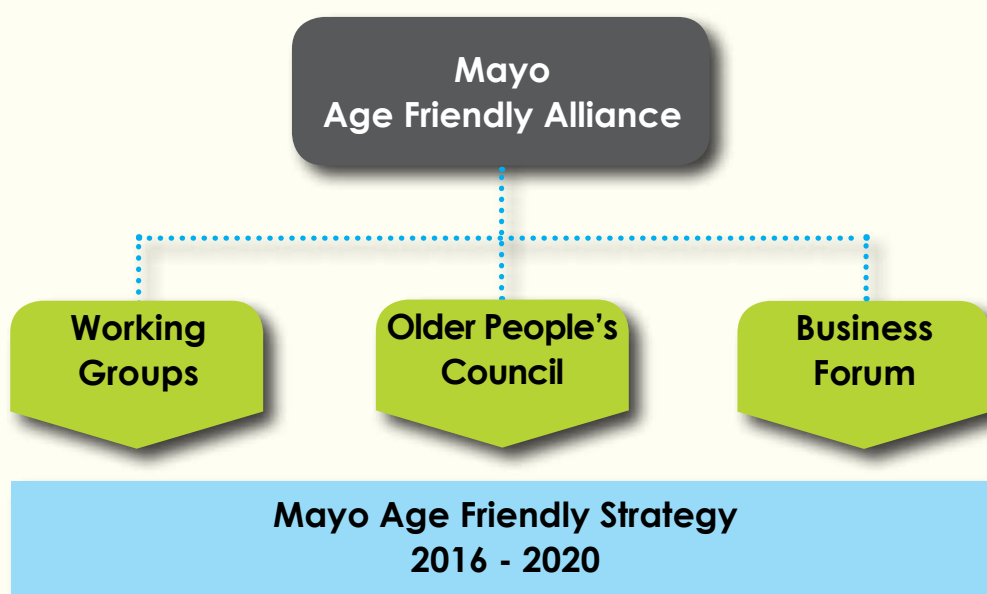
(ii) Age Friendly Structure

Mayo Age Friendly Alliance

The Mayo Alliance is chaired by Peter Hynes, Chief Executive of the local authority. The group comprises the most senior decision makers from the key public, private and not-for-profit agencies involved in providing supports and services to older people. Also at the Alliance table are representatives from the Business Forum, the many agencies and Working Groups and, most importantly, representatives from Mayo Older Persons Council when it is established.

Age Friendly Working Groups

These groups bring together all those organisations providing services to older people in the county – across the public, private and not-for-profit sectors- with a view to exploring how to improve the range and quality of those services and

make them more responsive to the expressed needs of older people. These groups are also responsible for the development and implementation of the actions laid out in this strategy.

Business Forums

These forums are designed to stimulate awareness among the business community about how best to grow their customer base, by deepening their understanding of older people's needs, preferences, behaviours and attitudes. They comprise business leaders from the area who have an interest in responding to those needs and see the opportunities for businesses to benefit from the 'age-friendly county initiative'. They explore opportunities across a range of sectors, including leisure, retailing, financial services, transport, health, communications and volunteering.

Mayo Age Friendly Strategy

This plan acts as a blueprint for Mayo as it sets out on the road to becoming an age friendly place. It contains specific commitments by agencies, service providers and older people's organisations, often in collaboration, to implement agreed changes reflecting the priorities expressed by older people in the consultation process.

Mayo Older People's Council (OPC)

The OPC is open to all older people across the county, together with those who support them. It exists to represent the views of all older people at Alliance level and to ensure that the commitments of organizations laid out in this strategy are fulfilled. It also takes responsibility for implementing, in conjunction with appropriate others, many of the changes and commitments laid out in this document, as well as promoting the programme across the county.

(iii) Outcomes Based Planning

In order to ensure that organisations fulfil their commitments laid out in this strategy and that we demonstrate their impact in the community, we will develop our actions with desired outcomes in mind.

This approach begins with the end in mind and then determines the actions, activities and the means, which will best achieve that end. By beginning the planning process with broad outcomes, it quickly makes it clear that no one agency on its own can improve these outcomes, but that progress requires various agencies to contribute and work collaboratively in a creative way to improve the lives of older people. It therefore challenges the 'silo' approach to planning

which encourages agencies to focus solely on what they see as their core roles and responsibilities rather than appreciating how they can contribute in a broader sense to the achievement of a range of outcomes.

This approach will also allow the Alliance to demonstrate progress in implementing its action plan - to show that it is 'making a difference'- by identifying relevant ways of measuring progress and tracking these indicators over the lifetime of the action plan. This is an increasingly important consideration as resources have become scarcer and there is a more pressing need to account for their effective use.

Finally, the approach brings the needs of older adult's right to the core of the planning process and ensures their views, opinions and experiences are given serious consideration in the planning process used by the Alliance. In order for this approach to work it is important that policies, strategies and services are based on a positive ageing approach that is informed by the needs of older adults.

The monitoring of OUTCOMES progress will form a key part of our annual report which will allow us to update the community on our progress each year.

Theme 1
BUILT ENVIRONMENT

OUTCOME :
Older adults are able to live in places where the social and physical environments are conducive to being out and about

Why It Matters

The physical environment in which older people live has considerable potential to enable or disable their physical, social, civic and community interactions. Local authorities, and other key organisations, can improve older people's well-being and quality of life by understanding and responding to their needs in terms of available access to outdoor spaces and to public buildings.
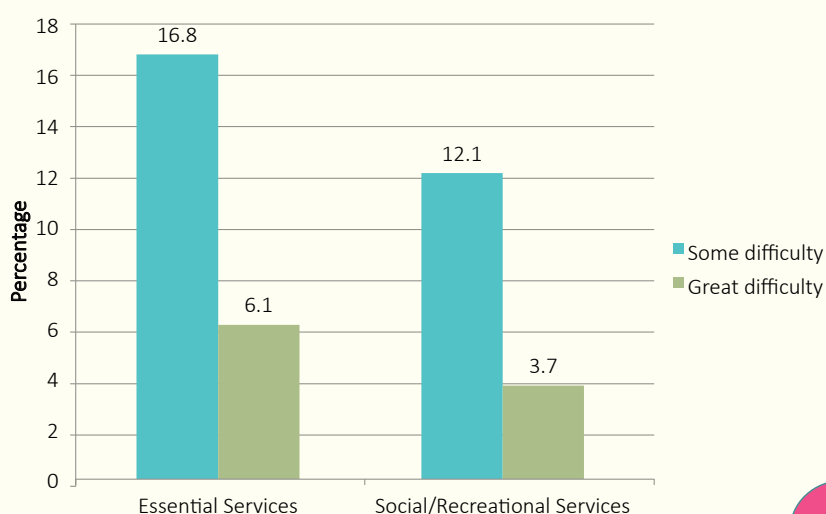
Careful planning decisions and use of resources will improve the everyday lives of people of all ages in the community.

What Our Older People Asked Us to Address

- Poor accessibility of streets and public buildings in towns and villages.
- Urban areas need an Age Friendly design (pedestrian crossings, pavements, seating).
- Review of the parking needs of older people.
- Give older people a say in new building projects and designs.

What the HaPAI research told us

Thinking of physical access, distance, ease of access through opening hours and the like, how would you describe your access to the following services?

Legend: ■ Some difficulty ■ Great difficulty

Essential Services: Some difficulty 16.8, Great difficulty 6.1
Social/Recreational Services: Some difficulty 12.1, Great difficulty 3.7

Y-axis: Percentage (0–18)

55 plus

Public Spaces and Buildings

difficulty in accessing at least one service

What Are We Going To Do

Action 1.1

Creating Age Friendly Buildings and Public Spaces.
Carry out a schedule of walkability audits of pavements, pedestrian crossings and streetscapes to review their accessibility for older people and the wider community. Included in this will be a review of details such as seating areas, green spaces, outdoor gyms and availability of toilets.

- Conduct walkability survey Castlebar Q3 2016.
- Conduct walkability survey Ballina Q4 2016.
- Conduct walkability survey of Westport Q1 2017.

How Will We Measure Success

- The number of Walkability audits carried out.
- Reference to Age Friendly findings in future development plans.

Lead Partner: Mayo County Council

Action 1.2

Ensure an Age Friendly approach is embedded in the delivery of all future development projects including:

- Consultation with older people in specific areas.
- Ensure adoption of Age Proof design principles for planners and engineers.
- Training for Local Authority staff on Age Friendly communities prior to the drafting of any new Development Plans.
- Explore options around providing Age Friendly seating and shelters at bus stops.

How We Will Measure Success

- Tracked changes in the physical environment (seats installed, pavements dished, traffic lights installed etc.).
- Number of staff who receive training.
- Number of consultations with OPC.
- Reference to Age Friendly planning in development tender documents.

Lead Partner: Mayo County Council

Theme 2
TRANSPORT

Outcome
Older adults are able to get to where they need to go, when they need to

Why It's Important
Access to appropriate transport can be the deciding factor between social isolation and community engagement. In our consultations across the country, the lack of transport is often cited as the main reason for older people:
- failing to maintain social connections.
- failing to keep important health appointments.
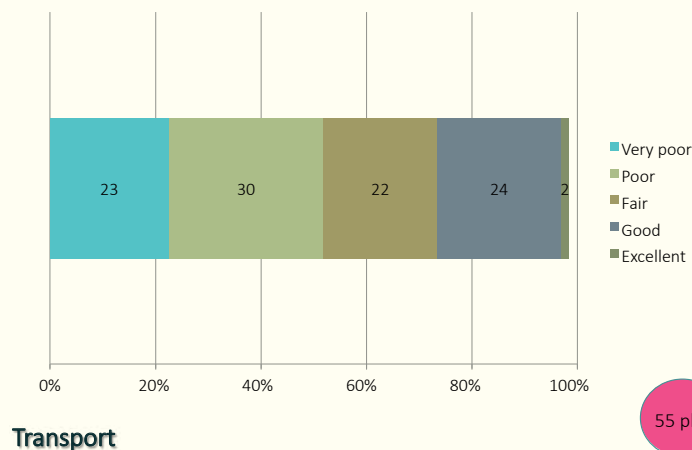- failing to access essential services.

Furthermore appropriate transport relates to frequency and scope of routes as well as the accessibility of vehicles.

What Our Older People Asked Us To Prioritise
- Transport is very limited in some parts of the county.
- Some areas have no access to public transport.
- Taxis are the only option in some areas and they are very expensive and some taxis will not operate in very rural areas.
- Interconnectivity - people living on the outskirts of town have no access to transport.
- Quality and availability of rural transport needs to be reviewed, to ensure better links with services, to Health Services, Hospitals etc.

What the HaPAI Research Told Us

How would you rate overall public transport options in your locality such as trains or public busses?

23	30	22	24	2

Legend:
- Very poor
- Poor
- Fair
- Good
- Excellent

0% 20% 40% 60% 80% 100%

Transport

55 plus

What We Are Going To Do

Action 2.1

Collaborate with the rural transport committee to examine the following:

- Integrated transport services to make better use of School and Community Transport buses.
- Transport route map for all current routes and audit availability of transport.
- Investigate volunteer car scheme.
- Introduce Age Friendly training to all rural transport workers.

Encourage community groups to make sure that transport is available to community events and work with rural transport to expand their remit to cater to the social participation needs of the community.

Lead Partner : Mayo Community Transport

What we hope to achieve
- Increase in frequency and volume of transport options available to older people.
- Greater availability of transport in rural parts of County Mayo.
- Examine possibility for discounts for older people.
- Increase in number of older people being able to attend local events.

How Will We Measure Success

- Percentage increase in number of passengers.
- Map the increase in routes.
- Map the increase in areas of coverage.
- Number of community and voluntary groups targeted with information.
- Evidence of community events incorporating transport.

Theme 3
HOUSING AND HOME

OUTCOMES :
Older people are supported to stay living in their own homes and connected to their communities; Older people feel and are safe in their own homes and their communities;

Why Is It Important

Home is strongly linked to independence for older people and remaining independent is greatly valued. However, home in old age can also be a place of negative experiences, which may involve isolation and loneliness or poor physical environment of the home and neighbourhood, which undermines the person's ability to live independently.

Research has shown that as people grow older, they spend relatively more time in their homes; on average, very old people tend to spend 80% of their time at home. The conditions in which people live and the appropriateness of the home environment to older people's needs are therefore likely to have a significant impact on their quality of life and health. Supporting independence enables older people to remain active members of their communities, which is to the benefit of the society at large.

What Our Older People Asked Us To Prioritise

- Overwhelmingly the ability to live in their own homes for as long as possible.
- Personal safety & security concerns as this can lead to isolation.
- More accessible information regarding housing options, home improvement grants, information on panic buttons, personal alarms critical for safety.
- Greater links and awareness of Community Policing.
- Feeling unsafe at home, in particular those living alone.
- Isolation in the home and fear of living alone.

What The HaPAI Research Told Us

If your home was no longer suitable for you (or your spouse), for example if you were unable to climb stairs or you needed additional support in the home.... **How do you feel about any of the following possibilities?**

	0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
About adapting your current house to your needs	3.8 / 16 / 80
Moving to an adapted type of housing	34 / 14 / 52
Moving in with your children	53 / 32 / 15
Living together with a few other older people	54 / 16 / 30
Moving to a nursing home	84 / 9.3 / 6.9
Moving in with a relative (not your children)	82 / 9.3 / 8.5

■ Negative ■ Neither negative nor positive ■ Positive

55+
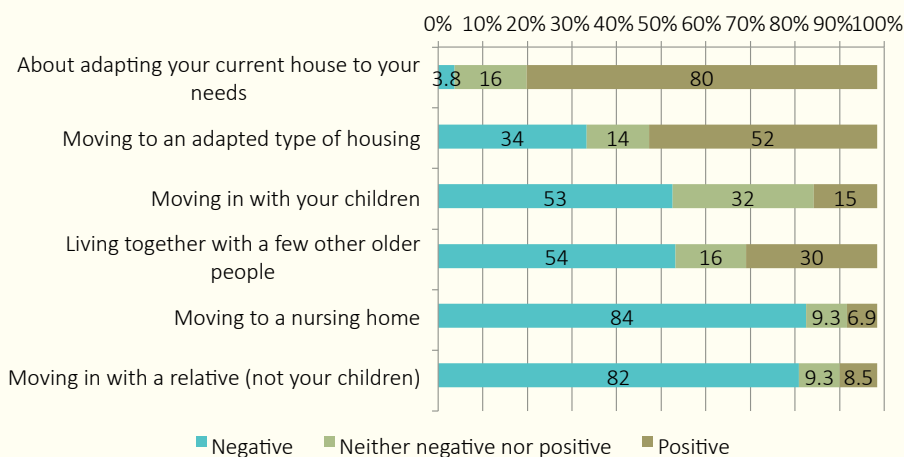
Housing

What Are We Going To Do

Action   3.1

Improve communication between An Garda Síochána and older people including:

- Develop station / district registers of older people (with consent) as a means of supporting engagement by community Gardaí.
- Build on the 12 point checklist developed for Foxford Town and expand across the county
- Deliver Community Policing Clinics in locations where older people meet.
- Garda talks on "keeping safe at home" for older people's groups.
- Introduce on a pilot basis the 'Crime Prevention Ambassadors' Initiative.
- Expand and promote Garda supported Community Alert / Neighbourhood Watch initiatives.

What Do We Hope To Achieve

- A better awareness of basic crime prevention measures.
- A reduction in perception of fear and better provision of practical information

and safety advice.

- Greater knowledge among Gardaí of older people and vulnerable people living alone in the community.
- An increase of numbers on the older persons registers.
- More opportunities to raise specific issues at local level with local Gardai.
- Older people will feel safe living in their own homes and in contact with their communities.

Lead Partner: An Garda Síochána

How Will We Monitor Progress
- Report on an increase in number of older people on station registers.
- Number of Safety Checklists distributed.
- The number of clinics delivered per year.
- One pilot Crime Prevention Ambassador scheme introduced, monitored and reported upon.
- Number of talks given per annum and attendees.

Action 3.2

Launch a publicity campaign on services for older people in Mayo.

Send information to all Mayo newspapers and facilitate accessible information regarding:
- housing options.
- home improvement grants.
- information on safety initiatives, panic buttons, personal alarms.
- information on who to call in an emergency.
- contacts for local Gardaí.

What We Want To Achieve :
 A far reaching and accessible media campaign that raises the awareness of older people with regard to services and entitlements and encourages them to engage with the Age Friendly programme.

Lead Partner: Mayo Age Friendly Alliance

How Will We Measure Progress
- Public awareness of publicity campaign.
- Report on number of radio interviews and newspaper coverage.

Action 3.3

Create greater access to information about services (home help, meals on wheels, health services and entitlements etc.) through the following:

- An information booklet.
- Talks and media interviews.
- An information fair for older people.
- Awareness raising programme on accessing and using personal alarms and pendants.
- Raise awareness of the Senior Helpline.
- Raise awareness of bereavement supports available and promote them in rural communities.

What We Want To Achieve
Greater awareness of various home support schemes. Increased uptake on personal alarm scheme. Increased uptake of meals on wheels, etc.

Lead Partner: Mayo Older People's Council (Local Older People's Groups)

How Will We Measure Progress
- Increase in the ownership of personal alarms by older people in Mayo.
- Numbers accessing home help.
- Numbers using Meals on Wheels services. Number of talks/events.
- Distribution of leaflets. Numbers attending events.
- Number of groups/individuals targeted with information.

Action 3.4

Information supports for older people at home to remain in their homes including:
- Produce leaflet on the septic tank charge.
- Information sessions on fuel efficiency for older people's groups.
- Information on grants for energy saving measures.
- Produce a list of average prices for various capital works.
- Produce a list of contact details for trusted trades people.
- Create wider access to information from the local authority (review of Communication Strategy with consideration of texting service, mail shots, social media etc.)

What We Want to Achieve
- Distribution of information sheets.

- Increased awareness through media coverage.
- Clear and accessible communication.
- Greater management and reduction of the costs of heating homes.
- Older people will have comparative price range for different items of work.
- Older people can make contact with vetted, reliable trades people.

Lead Partner: Mayo County Council

How We Will Measure Progress
- Distribution numbers of information leaflets.
- Number of information sessions held.

Theme 4
VALUE AND RESPECT

Outcomes
Older people are valued and respected as individuals for their unique life experiences.
Older people are part of communities that promote respect across the generations

Why Is It Important

Older people can often be stereotyped in a number of ways based on assumptions about their competencies, beliefs, and abilities across different areas. When these assumptions are based on one of the negative stereotypes about older people, ageism can result.

A 2007 study carried out in Ireland on behalf of the National Council on Ageing and Older People (NCAOP) found that 57% of respondents felt that society treats older people worse than it does its younger people while 62% disagreed with the statement that Ireland is an Age Friendly society. The over 80 age group (63%) and the group under 20 years old (81%) recorded the highest level of agreement that Ireland is not an age-friendly society.

There is evidence that, despite legislation against it, discrimination on age grounds continues. The Equality Authority recently reported that 27% of their case files are age-related and that this is currently the highest proportion of cases under the Employment Equality Acts.

In recent years a number of factors have contributed to an increasing social distance between generations. There has been a growing tendency for the generations to associate with and value their contemporaries to the exclusion of other age groups. An increased emphasis on self-sufficiency also contributes to intergenerational 'distance' and as families become more geographically dispersed, intergenerational contact within the family has reduced, leading to a gap in understanding between old and young.

Most Europeans do not believe that their governments are doing enough to promote a better understanding between the young and the old. In a Euro-barometer study, a higher proportion of Irish respondents (45%) strongly disagreed that the government was doing enough to promote intergenerational understanding.

What Our Older People Asked Us To Prioritise

- Stereotyping, ageism and assumptions of need (for instance assuming older people are hard of hearing).
- The need to encourage intergenerational respect and promote learning between children and older people.

Action 4.1

Raise awareness across the public sector about the needs and value of older adults through;

- Age wise training which will include the specific needs of older people will be offered to all public servants who wish to avail of it.
- Age Friendly publications.
- Ensuring that all public sector agencies specifically involve older people in consultation on any new programme or policy.
- Work in partnership with the LCDC to highlight and address the wider issues affecting the health and wellbeing of older people e.g. transport, housing, environment.

What We Want to Achieve

Service provider organisations and community groups to have a better understanding of older people's issues.

Lead Partner: Mayo Age Friendly Alliance.

How We Will Measure Success

- Number of staff undertaking training.
- Number of elected members undertaking training.
- Number of agencies taking up training opportunities.

Action 4.2

Opportunities to learn information technology skills through intergenerational projects such as classes in the use of technology for social and leisure purposes, to include:

- Skype.
- Email.
- Internet.
- Facebook.
- Mobile phones.
- Digital cameras.

Opportunities for intergenerational learning such as linking with youth clubs/GMIT/ MSLETB to learn how to use computers and mobile phones

What We Want to Achieve

Increase in the number of older people who are comfortably able to use digital technologies for social and leisure interactions.

Lead Partners: Mayo, Sligo, Leitrim ETB/ GMIT

How Will We Measure Success

- To offer a minimum of 4 programmes per year for 4 years, aiming to attract 8 learners per programme (or subject to demand). 128 learners in total.

Action 4.3

Gardai, as part of the Garda schools programme, will work with Age Friendly Ireland to further develop the training module on age friendliness aimed at students in primary and secondary schools which will be delivered by the Garda school officers.

What We Want to Achieve

- Challenge stereotypical images and concepts of ageing. Encourage a positive culture around ageing.
- Encourage transfer of wisdom and knowledge. Promote intergenerational activities.

Lead Partner: An Garda Siochana

How Will We Measure Success

- Number of school participating in the training module.
- Number of students participating in the training module.

Intergenerational road safety Initiative in Foxford, June 2016

Theme 5
SOCIAL PARTICIPATION

OUTCOME
Older people are supported to engage in social and public life

Why it Is Important

One of the main determinants of health and wellbeing is a sense of social connection or feeling part of a network of family, friends and community. In fact research has found that the health risks associated with lower levels of social integration are comparable to those of smoking, high blood pressure and obesity. A recent analysis of the Survey of Health, Ageing and Retirement in Europe (SHARE) data found that social engagement contributes to better health status in all countries and that the impact of social engagement on health has the potential to raise the number of people in good or very good health from 57% to 63% on average. Happiness among older people tends to increase in line with the number of people available for discussing important matters. Pinquart and Sorenson (2001) show that the frequency of contact with friends is more closely linked to self-reported life satisfaction than having contact with adult children.

A review of the literature suggests that interventions which promote active rather than passive social contact are more likely to impact positively on health and well-being. Passive interventions, such as one-to-one social support, home-visiting and health needs assessments have been shown to have only limited effectiveness. However, "active" interventions that promote the development of meaningful social roles and active engagement in local communities have demonstrated positive impacts on older people's quality of life and health.

What Our Older People Asked us to Prioritise

- Low levels using computer technologies. Few people using texts or emails yet most social opportunities are advertised here.
- Scope for greater involvement of older people in the arts.
- There are very few activities for men.
- Allotments & Community Gardens are a great resource for older people especially men.
- Lower levels of older people accessing sporting opportunities.
- Better coordination among organisations hosting events.
- Activities are often clustered, clash or are hard to get to.
- Loneliness and isolation are a problem for older people and detrimental to health and well being.

What Are We Going to Do

Action 5.1

Enhancing opportunities for older people's participation in social, cultural and community activities including:

- Develop initiatives that involve older people in the arts, including but not limited to, an annual programme of activities for the Bealtaine Arts Festival.
- Sustaining library programmes and resources relevant to older people (such as workshops, book clubs, storytelling, creative writing classes, audio books, assistive and adaptive technology). Continuation of block loan scheme to older person's groups. Monthly coffee morning for people with a visual impairment. Age Friendly library resources and equipment (for example, audio books, zoom text).
- All public libraries to undertake an Age Friendly Review and work to become Age Friendly Libraries.
- All public libraries to provide notice boards in the branch network to publicise age friendly initiatives.
- Sustain existing and develop further allotments & community gardens.
- Supporting existing Befriending Mayo service.
- Increase delivery of specific Sports Partnership programmes that attract older people into sporting activities, such as sports festivals, Go for Life games, New Age Kurling Games, Get Active Stay Active 55+, Line Dancing, Ten Pin Bowling, and Walking Festival.
- As an alliance, we will work together to try and better coordinate and promote activities in the community for older adults and will, where possible, give full notice of a calendar of events.

What We Want To Achieve

- Annual Bealtaine programme of events with opportunities for older people to be active as producers and consumers of the arts across a range of media.
- Increase in number of older people accessing library services/library events of relevance to older people.
- Developments in allotments/gardens.
- Increased uptake of community activities by older men.
- Increase in the number of older people engaged in sporting activities.

Lead Partner: Mayo County Council

How will we measure Success

- Number of events.
- Number of older people engaging in the arts. Number of older people accessing library services. Number of groups taking part in events.
- Numbers using community gardens/allotments.
- Number of older people taking part in sporting activities.

Theme 6
CIVIC PARTICIPATION & EMPLOYMENT

OUTCOMES
Older People are valued as individuals for their unique life experiences and have meaningful opportunities to shape and enhance the communities in which they live;
Older people are supported to remain economically independent and to continue to contribute to the economic viability of their county

Why Is It Important

The share of adult learners (aged 40 and above) in Ireland is one of the lowest in the EU at less than 0.5% (Eurostat 2011) The highest rate was seen in countries such as Belgium, Finland, Portugal and Sweden, (5%). There is growing evidence that continued mental stimulation in later life helps to promote good physical health. Recent neurological research also suggests that mental training in later life can boost intellectual power, assist in maintaining mental function and help to reverse memory decline.

Engaging in an educational programme – as well as increasing knowledge - can have other benefits such as increasing older people's belief in their ability to do things (self-efficacy), enhancing their quality of life, increasing motivation, coping skills and maintaining independence. As the number of older people increases and people live longer, developing and implementing strategies for maintaining cognitive health should be a priority for both individuals and societies.

Working in later life can provide vital additional income to avoid poverty in old age. Many people wish to remain in the workplace, others may need to work in order to maintain a standard of living gained through their working life or to compensate for poor returns from an occupational or private pension.

In addition to financial benefits, working into later life can have positive physical

and psychological effects. There is evidence that being deprived of the routines and roles associated with work can be psychologically stressful and damaging and that when people are forced to disengage from work, they lose their social roles and their health suffers. However, when alternative roles are found for them their health and wellbeing improved.

Research has found that the introduction of human resources initiatives such as a reduction in work requirements or adapting workplaces to suit older employees were linked to a significantly higher level of relative productivity of older employees. Other measures such as the introduction of age-mixed teams not only resulted in higher productivity of older employees but were also found to have a positive impact on the productivity of younger employees.

What Our Older People Asked Us to Prioritise

- Contribution of the private sector to the Age Friendly County process.
- The need for incentives for older people to be out and about.
- Older people want opportunities to participate in civic life and they should be consulted on all aspects of development that affect themselves and their families.
- Organisations need to recognise the pool of wealth and knowledge that older people have and respect their contribution.
- Older people have a contribution to make to all aspects of the society including business and enterprise.
- Creation of the Mayo Older People's Council.
- The need for county-wide representation of older people and a mechanism for ongoing consultation around key issues as well as an advisory role to organisations.
- The creation of ways for older people to give back in a more meaningful way without all the red tape.

What Are We Going To Do

Action 6.1

Creation of the Mayo Older People's Council (OPC).

These structures are the most important aspect of any Age Friendly Programme and allows older people the structure to both raise and be a partner in providing solutions that improve the quality of life for people in the community.

What We Want to Achieve
Development of an Older People's Council for Mayo using the national OPC guidelines. We will ensure broad representation on the network to include

individuals, day care centres, nursing homes, advocacy groups, service providers, and include older people from remote geographic areas. We will arrange for health service staff to meet with the Older People's Council on a regular basis to share information on health services and identify how services can be more age friendly.

Lead Partner: Mayo PPN (Public Participation Network)

How Will We Measure Success
- Establishment of the OPC.
- Training opportunities for the OPC.
- Representation of the OPC on key boards across the County.
- Increase in the number of older people participating in County structure.

Action 6.2

The role out of a training programme for public sector staff, both those already retired and those nearing retirement on Age Wise and Age Friendly Opportunities.

Rationale
There is a huge amount of knowledge, skill and awareness of key factors affecting the community among public sector staff. Often upon retirement these skills can be lost to the community and we want to work with organisations to encourage staff to use these skills for the benefit of society once they leave formal employment.

What We Want to Achieve
Create opportunities for retired staff to engage with Age Friendly initiatives, leading to skills transfer to the community and the creation of powerful and informed leaders among the older population

Lead Partner: Mayo County Council

How Will We Measure Success
- Number of retired staff participating in projects.
- Number of staff receiving mentoring as they approach retirement.

Action 6.3

(i) Engagement with private sector: Pilot the development of a corporate social responsibility action with a private sector company.
(ii) Pilot the Age Friendly Business Recognition Scheme - Work with local businesses in Westport to recognise the work they are already doing for older people, as

well as exploring how they can provide a more Age Friendly service which not only presents economic opportunities for the individual business, but also offers a better, more inclusive consumer experience to older people.

What We Want to Achieve
- Enhanced awareness among businesses of the older age consumer base.
- The creation of a more Age Friendly shopping experience for all the community.
- To enhance the economic opportunities for local business.

Lead Partner: Chamber of Commerce / LEO

How Will We Measure Success
- Case Study report of organisations participating.
- Number of businesses participating in incentives.
- Feedback report from older customers.

Action 6.4

Development of an Age Friendly Business Forum to develop and manage the roll out of a number of initiatives including;
- Delivery of Senior Enterprise Courses.
- Creation of Mentoring opportunities for retired business people.
- The Hosting of an Age Friendly Trade Fair.
- Expansion of the business recognition scheme.

What We Want To Achieve
- Opportunities for older people to be involved in the business world and maintain economic independence.
- Greater awareness and response by the business sector to the needs of older consumers.
- Enhanced economic prosperity for local business.

Lead Partner: Chamber of Commerce / Mayo County Council (Economic Development)

How Will We Measure Success
- Establishment of business forum.
- Number of older people involved in business forum.
- Number of related events/projects/activities.
- Report of Age Friendly Trade Fair.
- Feedback on profitability from engaged businesses.

Theme 7
COMMUNICATION & INFORMATION

OUTCOME
Older people have the information they need to live full and active lives

Why It Is Important

It is well known that older people living in the community need information on services and resources that can help them live independently and remain socially connected. Without fail our consultations have identified that information is key. The success of practically every other initiative in Age Friendly depends on the appropriate information being available in an accessible and timely manner.

What Our Older People Asked Us to Prioritise

- The need to educate the public about the Age Friendly approach.
- Language on forms is not user-friendly particularly for those who have literacy issues.
- The need for more collaboration between community service providers (Family Resource Centres, community centres etc.) on older people's issues.
- Locate appropriate venues for older people's active age groups and retirement groups to meet and share information.
- Need for information on services, activities, events at local level.
- The need for a 'one stop shop' model for access to information of relevance to older people.

What Are We Going To Do

Action 7.1

Raise awareness of Age Friendly work throughout the county, region and at national level, including

- Promoting Age Friendly through public displays, presentations and attendance at events.
- Promotion of the Age Friendly approach to community and voluntary groups for example through training and information.

- Promote the use of plain english to eliminate jargon by all service providers.
- Produce an Age Friendly Guide to inform service providers of barriers facing older people.
- The adoption of the Mayo Age Friendly logo by organisations across all activities aimed at improving quality of life for people as they age.
- Promote Health literacy:- the ability to obtain, read, understand and use healthcare information to make appropriate health decisions and follow instructions for treatment.

What We Want to Achieve
- Greater awareness of the Age Friendly process.
- Improved service delivery to older people.
- The adoption of plain English and NALA recommendations across all key documents by statutory and non-statutory organisations.
- Better coordination among organisations with regard to promotion and information distribution.
- Community and voluntary sector to have a better understanding of age friendly issues.

Lead Partner: Mayo County Council

How Will We Measure Success
- Number of Age Friendly displays.
- Number of presentations.
- Number of events.
- Review of Publication of guidelines / distribution numbers.

Theme 8
COMMUNITY SUPPORT AND HEALTH SERVICES

OUTCOME
Older adults can lead healthier and active lives for longer

Many common non life-threatening conditions can lead to disability and poor quality of life if left untreated. Chronic conditions can be prevented, deferred or mitigated through good health promotion, screening and preventative measures. In the future, it will become increasingly important to find ways to incorporate such approaches to reduce overall health costs as well as improving health and wellbeing.

We need to take a life course approach to the prevention of conditions that are prevalent in later life. Primary prevention could take place from teenage years by focusing on improving nutrition, exercise and immunisation rates, preventing accidents and increasing awareness about the risks of smoking. Secondary prevention, treating known risk factors such as blood pressure, cholesterol and low bone mass is most relevant to people aged 40 to 50 and tertiary prevention following ill health includes measures such as cardiac rehabilitation.

WHO and the Non Communicable Diseases (NCD) Alliance, estimate that primary prevention measures can prevent 80% of premature heart disease, 80% of Type 2 diabetes, and 40% of all cancers.

Access to services can be hugely important in helping older people to live independently in the community. One Canadian study found that while the needs of urban and rural patients were likely to be similar, the likelihood of receiving home care services such as palliative care and physiotherapy was significantly lower for persons in rural/ remote locations. Travelling to hospitals or temporarily relocating to be closer to a hospital where a loved one is dying may pose particular hardship for rural families. There is also evidence to suggest that people experiencing unmet need for services and support were more likely to develop more serious problems which potentially lead to admission to hospital or nursing homes.

The Irish Longitudinal study on Ageing (TILDA) study shows that more than a tenth

(12%) of those who have difficulties carrying out essential daily activities do not receive any help, either formal or informal. It also found that while older people are only slightly more likely than younger people to be admitted to hospital, their hospital stays tend to be longer. Their study suggests that part of the reason behind the higher use of services in hospitals is the absence of adequate support facilities and services to allow people to be discharged from hospital care into step down or other intermediate types of care.

What Our Older People Asked Us to Prioritise

- Need to address particular health issues of older people.
- Greater supports needed to prevent older people entering hospital and residential care.
- Access to hospital service- (service is good once you get into the system). Waiting lists to access health services is creating worry and stress in older people.
- Review of older people's medication on a yearly basis / Medicines overprescribed and can be expensive. Health Cover confusing for older people.
- Lack of awareness of signs and symptoms of illness related to ageing. Lack of understanding about how to stay fit and healthy while ageing.
- Need to address particular health issues of older people.

What Are We Going to Do

Action 8.1

Implementation of National Priority Programmes to improve health outcomes for older people at local level to include:
- Programme for the management of frail elderly.
- Programmes for the management and prevention of falls.
- Positive Mental Health.
- Chronic Disease Management.

What We Want to Achieve
Improved health outcomes for older people.

Lead Partner: Health Service Executive

How Will We Measure Success
Number of older people with increased access to specific services for chronic diseases.

Action 8.2

Increased focus on preventative care. Health promotion courses to be expanded.

What We Want to Achieve
Improved health outcomes for older people.

Lead Partner: Health Service Executive

How Will We Measure Success
Decrease in the number of older people entering residential care prematurely.

Action 8.3

Review of acute care pathways and outpatient referrals for older people and implement actions to reduce waiting times.

What We Want to Achieve
- Reduced waiting times for accessing services, more age friendly processes adapted.

Lead Partner: Health Service Executive

How Will We Measure Success
- Report on waiting times for older people accessing hospital appointments.
- Measuring number of homecare packages delivered.

Action 8.4

Targeted health promotion activities. Delivery of health promotion activities targeting older people in Mayo including:
- Roll out a series of information workshops on common ailments relevant to older people (e.g. Stroke, Heart Attack etc.).
- Design and roll out programme to promote health and wellbeing.
- Identifying and training leaders among older people to deliver training on health promotion.

What We Want to Achieve
Greater awareness of the signs and symptoms of a range of illnesses and conditions.
Greater awareness among older people of healthy living in older age.

Lead Partner: Health Service Executive

How Will We Measure Success

- The number of older people attending workshops and organised health promotion activities.
- Number of workshops and activities organised.
- The number of leaders identified.

The Way Forward

This strategy has set out high level actions to ensure that older people in Mayo are included in all aspects of the community, and that their voices and opinions are recognised and incorporated into all relevant decision-making processes in the county.

This strategy will be implemented over a five year period. Its delivery will be overseen by the Mayo Age Friendly Alliance. The Alliance will meet on a quarterly basis and will review progress annually. A number of working groups will be established to support the roll out of actions. These will include:

- A Transport Working Group
- An Information and Communication Working Group
- Health and Wellbeing Group
- Other groups, as needed

Older people will continue to be at the forefront of the implementation of this strategy through the Mayo Older People's Council and their participation in the Alliance and its working group structures.

The Local Community Development Committee in Mayo has set up a number of working groups with themes that can easily be aligned with the Age Friendly Strategy

A critical component of the delivery of this strategy will be the creation of the Mayo Older People's Council, which will be an extensive network of older people, their representative groups, day care/social services groups, and service providers such as nursing homes. The Forum will actively seek to attract membership from older people from all geographic parts of Mayo and from organisations not currently represented.

In a report called 'The New Agenda on Ageing', the key message of Age Friendly Ireland states that we have an opportunity for Ireland to become one of the best countries in which to grow old.

We want to ensure that Mayo becomes the best county in Ireland in which to grow old. This strategy will be our guide in realising that goal.

Appendix 1

Aligning Age Friendly to existing Structures

The Mayo Age Friendly Strategy builds on existing international, national and local strategies and frameworks such as:

- Mayo Local Economic and Community Plan 2015
- World Health Organisation's Global Age Friendly Cities: A Guide
- Programme for Government 2011-2016
- Mayo County Development Plan/ CORPORATE PLAN 2015 – 2019
- National Positive Ageing Strategy 2013
- National Action Plan for Social Inclusion (2007-2016)
- National Carer's Strategy (2012)
- National Dementia Strategy (2014)
- Healthy Ireland (2013)
- Report of the Working Group on Elder Abuse, Protecting Our Future (2002) and the 2009 Review of the Report
- The Nursing Home Support Scheme, Fair Deal introduced into the Nursing Home Support Scheme Act 2009
- The standards, regulation and inspection of nursing homes introduced in the Health Act 2007

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