



# **CLARE**

**Age Friendly Strategy  
2018 - 2022**



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# Foreword

As Chief Executive of Clare County Council and Chairperson of the Clare Age Friendly Alliance, it gives me great pleasure to present the 2<sup>nd</sup> Clare Age Friendly Strategy which builds on the achievements of the first.



These achievements include; incorporating Age-Friendly planning principles into the new County Development Plan; increasing Community Alert and Neighbourhood Watch programmes thus ensuring older people feel safer; increasing Clare Bus services so that travel is free to holders of ‘free travel’ passes; delivering a specific exercise programme for older people (‘Go For Life’) as developed by Clare Sports Partnership.

As life expectancy increases the onus is on society to adapt in a manner that provides older people with the physical, economic and cultural opportunities to ensure they enjoy the best quality of life. The development of an age-friendly society is both urgent and timely. Such a society benefits all whether ‘young’, ‘yet to age’ or ‘actively ageing’ and challenges the stereotype of ageing as a process of growing ‘frail’ and ‘dependent’.

This strategy sets out the international, national and county-level context within which we aim to achieve a number of outcomes that will facilitate the creation of an age-friendly society. I am very pleased that the Clare Age Friendly Alliance is playing its part in this development. I would like to acknowledge all of my colleagues in the Age Friendly Alliance Board and members of the Older People’s Council who are our partners in the Clare Age Friendly Programme. Through all their hard work, we strive together to make Clare a great county in which to grow old.

A handwritten signature in black ink that reads "Pat Dowling". The signature is written in a cursive, slightly slanted style.

*Pat Dowling, Chief Executive & Chair of the Clare Age Friendly Alliance*

# Message from Clare Older People's Council

The Clare Older People's Council represents the voice of older people in County Clare. It is a key stakeholder group of the Clare Age Friendly County Programme and aims to ensure consistency of services, supports and outcomes of the Clare Age-Friendly Strategy.

Its members attend the Age Friendly Alliance Board and Implementation Meetings of the Clare Age Friendly Programme and we would like to thank our colleagues in all the agencies for all their hard work. We look forward to continuing to work with you to achieve even more in the 2018 to 2022 Clare Age Friendly Strategy.

We host the Clare 'Older Person of the Year Award' every year during Positive Ageing Week where we acknowledge the great work that older people do within their own communities.

Members of the Clare Older People's Council attend the annual National Conventions of Older People's Councils as well as having a member attend the regular National Network of Older People's Council meetings in Dublin. We are very grateful to the funding provided by the Clare Age Friendly Alliance Board to enable us to meet the expenses of our members attending such events.

We hope you enjoy reading the Clare Age Friendly Strategy and would love to hear from you with your suggestions and ideas for improving life in our county.

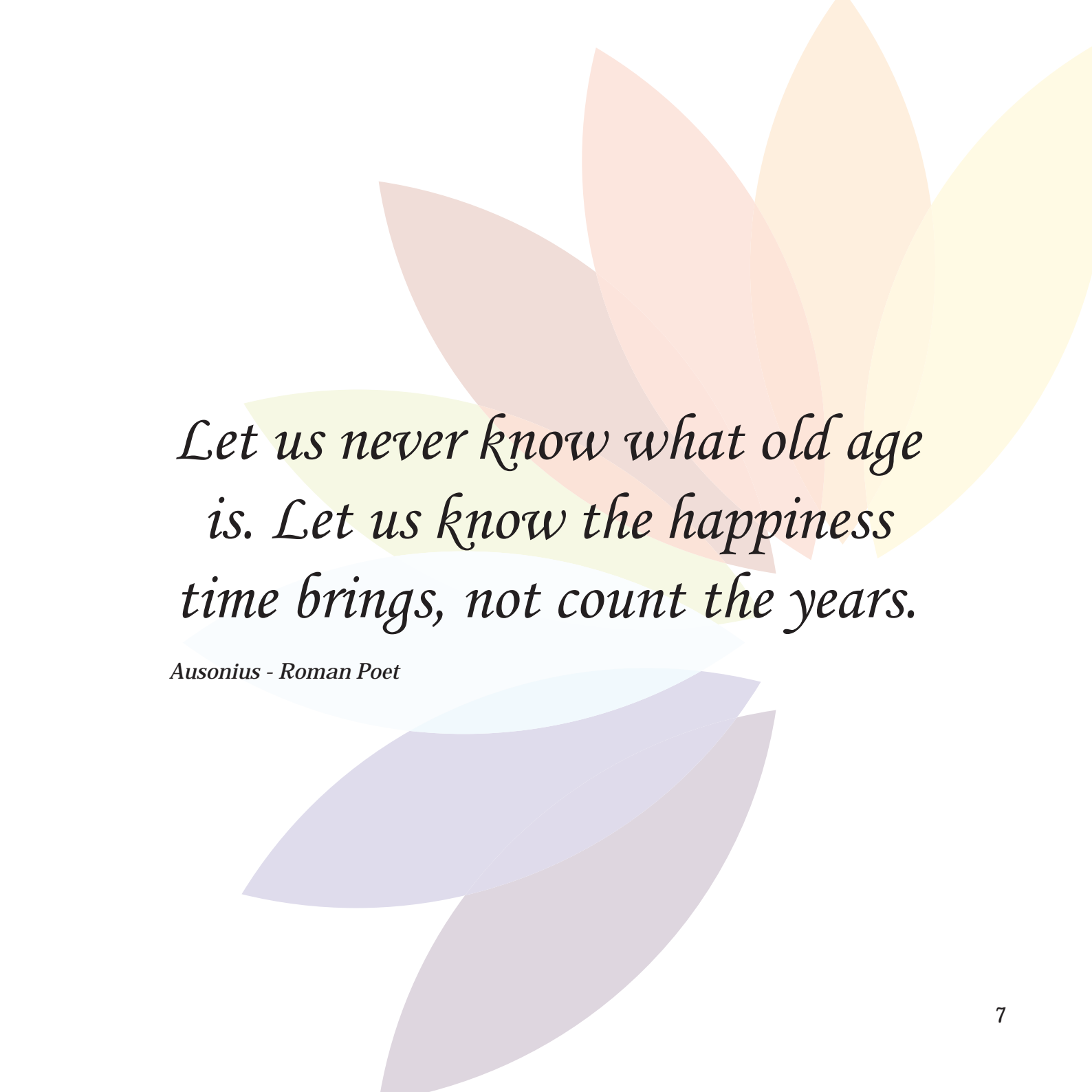
Contact: **clareolderpeoplescouncil@gmail.com** Tel: **065 6846489**



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*Carole Head - Chairperson*





*Let us never know what old age  
is. Let us know the happiness  
time brings, not count the years.*

*Ausonius - Roman Poet*

# 1. Introduction

This 2<sup>nd</sup> Age-Friendly Strategy for Clare addresses the opportunities and challenges posed by a predicted growth in the ageing population. It builds on the foundations of the County's first Strategy. While drawing on international & national experience, it continues to develop our county as a place where older people are supported, connected and valued for their contribution.

## 1.1 International & National Experience

Age Friendly principles have underpinned the World Health Organisation's (WHO) 'Global Age Friendly Cities Guide'. Ireland has committed to these principles by way of;

- the 'Dublin Declaration' (2011)
- the 'National Positive Ageing Strategy' (2013)
- the 'Healthy Ireland Framework' (2013)

**More locally these principles have been reflected in the:**

- Clare County Development Plan (CDP)
- Clare Local Economic Community Plan (LECP)
- Gardaí plan for Older People
- HSE plan for Older People

## 1.2 Principles Guiding the Strategy

While the Clare Age-Friendly Strategy is action-focused, all of the partners share the following principles:

1. Older people make a critical contribution to society by way of their knowledge, experience and wisdom. Their direct involvement in deciding priorities, shaping actions and bringing about change is essential to successful planning.



2. Intergenerational opportunities enrich the experience of people of all ages and help to combat ageism in the community. Older people pass on traditional practices, knowledge and experiences, while younger people offer information about emerging practices that help older people live more easily in a rapidly changing society.
3. While, in terms of physical planning, it may appear that the ‘actively ageing’ are the main beneficiaries, the ‘yet-to-age’ group benefit by way of a more accessible physical environment that offers greater opportunities for activity and social contact for all.
4. Building a society where people perceive themselves to be ‘safe’ and ‘secure’ benefits the ‘yet to age’ and the ‘actively ageing’ groups.

### **1.3 What do we mean when we say ‘Actively Ageing’?**

For the purpose of the Clare Age Friendly Strategy, we consider older people as those who are aged 55+. The stereotypical view of ageing is that it happens in distinct phases. These are assumed to be the same for everyone. They include ‘entering old age’, ‘active old age’, ‘frailty and dependency’. However, as these experiences are not age-specific, they are experienced differently and at different times, if at all, by different people.

The quality of our relationships, whether with ourselves, our family, our friends or our environment, is far more significant than our biological age. Our relationships are reflected in a great diversity of personal and social experiences and practices. Our basic motivations generally remain constant over our lifetime since what was important to us at 20 is generally important to us at 80.

## **1.4 What is an Age Friendly County?**

An Age Friendly County can be described as a county that recognises diversity among older people and promotes their inclusion in all aspects of community life. It is a county that respects older people's decisions and lifestyle choices. The purpose of our Age Friendly Strategy is to ensure that older people's ambitions and expectations are respected and the county's development is future-proofed in a way that best serves them.

## **1.5 Who participates in the Clare Age Friendly Alliance?**

This strategy has been developed by the Clare Age Friendly Alliance in consultation and co-operation with older people in Clare. The Alliance is a voluntary partnership of Clare Older People's Council (3 members) and senior decision makers from the following agencies:

- Clare County Council - Chief Executive & Chair
- HSE - Manager of Community Services for Older People
- An Garda Síochána - Chief Superintendent
- University of Limerick - Executive Dean
- Limerick Institute of Technology - Lecturer/Research Group Director
- Limerick Clare Education Training Board - Community Education Facilitator
- Independent Chairperson of the Implementation Team
- Clare Local Development Company Ltd. - Chief Executive
- Clarecare Ltd. - Manager
- Clare Bus Ltd. - Manager
- Family Carers Ireland Ltd. - Manager

Each member is committed to the realisation of this strategy as the means by which the quality of life for older people will be significantly improved.

## **2. Age Friendly Strategy 2018-2022**

### **2.1 International Context**

This strategy has been developed in the context of a growing international awareness of the need to plan for an ageing population. People are living longer. Since 1950 the average life expectancy at birth has increased by 20 years globally. In Europe it has increased by 10 years and is expected to increase by a further 10 years by 2050.

The growth in the number of older people was the impetus behind the World Health Organisation's (WHO) 'Age Friendly Cities and Counties Programme', which started in 2006. The programme aims to support people of all ages:

- to remain healthy and active in their community,
- to live safely and securely in their own homes,
- to stay connected to other people,
- to be treated with respect.

The WHO recommends a multi-agency approach to age-related planning and service provision. The following themes were established by the WHO in its publication 'Global Age Friendly Cities; a Guide' which identifies the key features of an 'Age-Friendly' World:



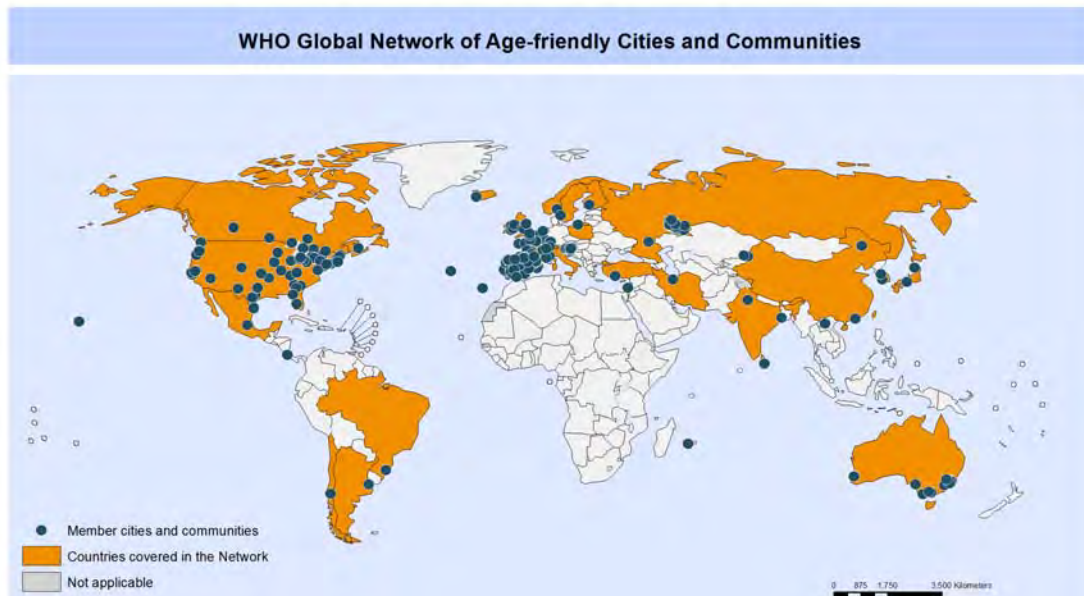
## WHO Global Network of Age-Friendly Communities

Clare has qualified as a member of the WHO's Global Network for Age-Friendly Communities. As a member, Clare is part of a growing global movement of communities, cities and regions that have pledged to meet the needs of their older residents. The global reach of this network is presented in Diagram 1.

### Diagram 1 - World Health Global Network of Age-Friendly Communities



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## 2.2 National Context

In 2013 the Government published the National Positive Ageing Strategy which set out a vision for an age-friendly society and recognised that all society whether Government, Business, Voluntary, Local Authorities and the public, have a role to play. The Strategy sets out how the vision would be achieved by working towards the following four national goals:

- Participation
- Health
- Security
- Research

## 2.3 Local Context in Clare

County Clare is situated in the Mid-West Region in the province of Munster. It is bordered on the west by the Atlantic Ocean and on the east by Lough Derg.

The county is the seventh-largest in Ireland (3,450 km<sup>2</sup>) and, in 2016, had a population of 118,817 of which, 35% lived in urban areas (Towns with more than 1,500 people) with the remainder living in small towns/villages or open countryside.



**35%**

**Live in an urban area**  
Inner city, suburb or town  
with 1,500+ population

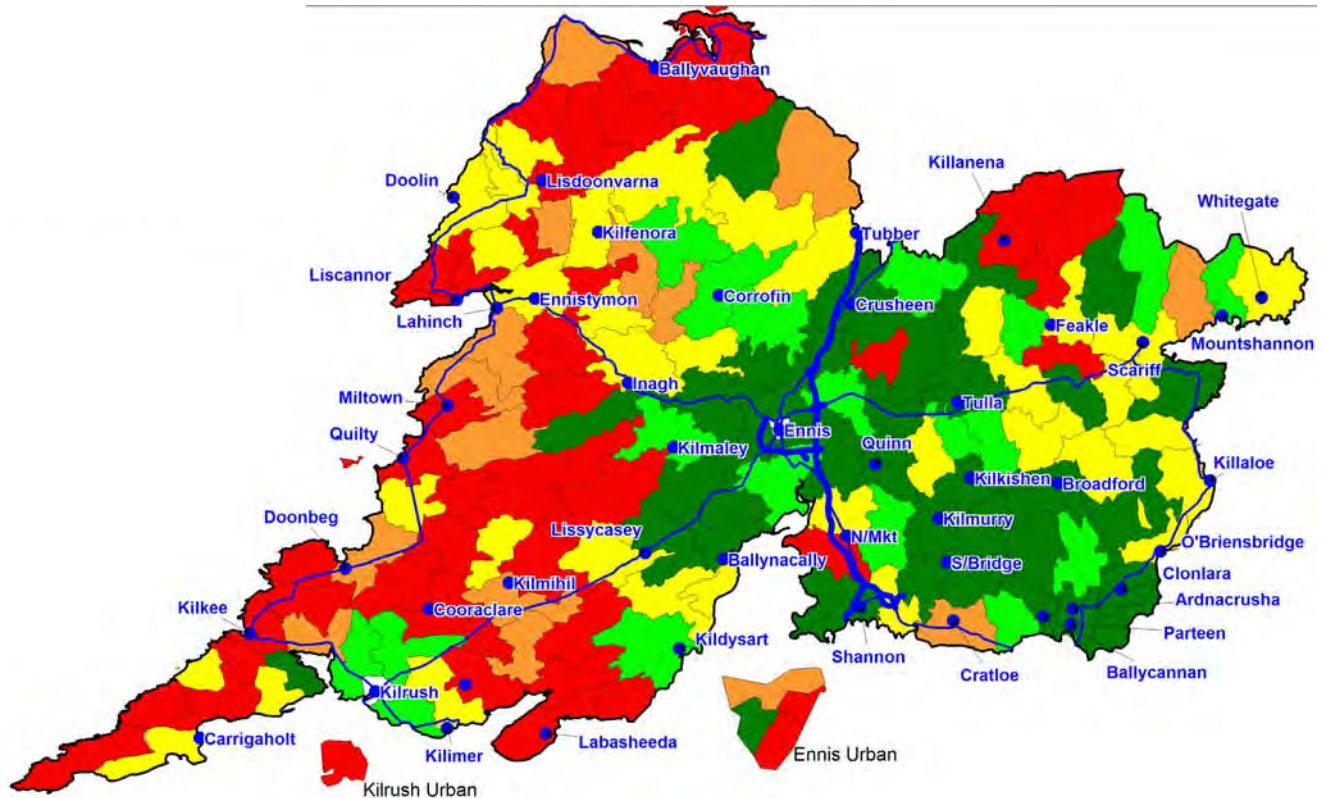


**65%**

**Live in a rural area**  
Countryside or village

It is apparent from Map 1 that the highest concentrations of 55+ in the overall population (shown in red and orange) are located in West, North and North-East Clare.

### Map 1 Concentration of 55+ by ED

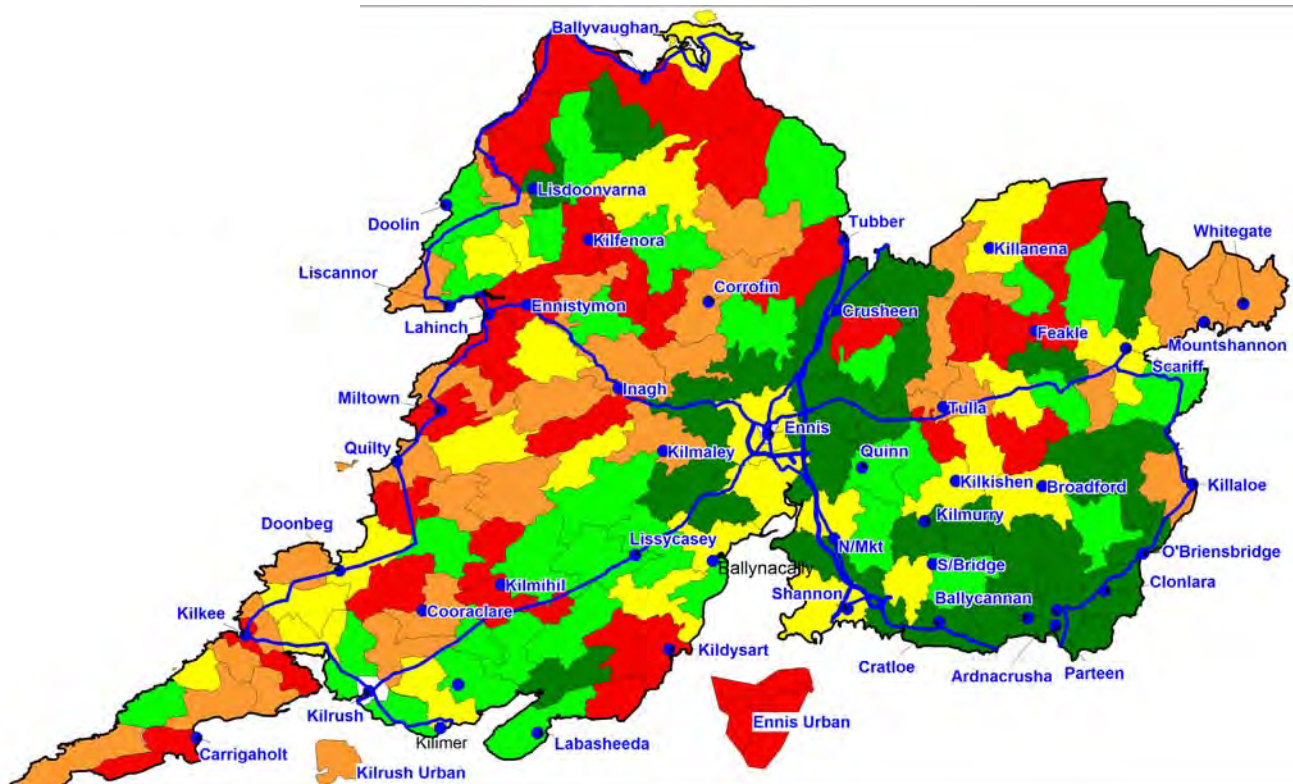


**% of People Aged Over 55 yrs per Electoral district (ED), 2016**  
 No. of people aged 55yrs + in Clare = 31,701. (27% of total population)

- Very high concentration of people over 55yrs. (34%-45%)
- High concentration of people over 55yrs. (32%-34%)
- Medium concentration of people over 55yrs. (28%-32%)
- Low concentration of people over 55yrs. (26%-28%)
- Very low concentration of people over 55yrs. (13%-26%)

Map 2 shows that a large % of the population 55+ who live on their own are located in rural areas and therefore many experience rural isolation.

### Map 2 Population of 55+ who live alone



**% of People Aged over 55yrs & Living Alone, per (ED), 2016**  
 No. of people 55yrs+ living alone = 6,800 ( 21% of all people over 55 yrs.)

- Very high concentration of people over 55 yrs living alone. (27%-41%)
- High concentration of people over 55 yrs living alone. (23%-27%)
- Medium concentration of people over 55 yrs living alone. (21%-23%)
- Low concentration of people over 55 yrs living alone. (17%-21%)
- Very low concentration of people over 55 yrs living alone. (10%-17%)



## Clare's Ageing Population

Population projections by the Central Statistics Office (CSO) suggest that the percentage of the population in Clare over 55 will increase from 27% (2016) to approx. 34% (2031)<sup>1</sup>.

### Overall % of 55's in 2016



**27%**

### Overall % of 55's in 2031



**34%**

## Increasing Growth of the Capital Town

The capital town of Ennis accounts for approximately 23% of the county's population and based on projected growth will increase by a further 25% by the year 2040<sup>2</sup>. The development of Ennis as an Age Friendly town will facilitate an increase in the older generation living in the town or visiting. Part of this development will be an Age Friendly Business Recognition Scheme within the shops and services. By using Ennis as a pilot town, both of these initiatives can be replicated in other towns in Clare.

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1 Population Projections for Mid-West Region - CSO Demography Dept  
2 Draft National Planning Framework 2020-2040

## 2.4 Research underlying the Strategy

This strategy was informed by the views of 500 older people (55+) who were randomly selected across the county by the **Health and Positive Ageing Initiative (HaPAI)** research team. The findings of that research indicated that the experiences of older people (55+) in the county differed from the national average in the following areas:

- **Safety/Security** - 96% and 77%, felt safe and secure during the day and at night, respectively, compared to 64% nationally.
- **Appearance and upkeep of their area** - 92% expressed satisfaction with the general appearance and upkeep of their area compared to 87% nationally
- **Transport** - 17% rated public transport in their locality as poor or very poor compared with 35% nationally.
- **Ageism** - 5.4% experienced ageism (negative attitudes or behaviour towards older people) compared to 13% in other counties.
- **Accessing Social Services** - 27% had difficulty accessing social services compared to 21% nationally.
- **Accessing Essential Services** - 28% had difficulty accessing essential services compared to 25% nationally.
- **Attitude to moving to a nursing home** - 89% had a negative attitude to moving to a nursing home compared to 79% nationally.
- **Physical Activity** - 43% met the guideline for adequate physical activity (more than 150 minutes per week) compared to 52% nationally.
- **Care** - 13% and 18% of the 70+ population needed help with mobility and housekeeping compared to 15% and 20%, respectively, nationally.

Further data from the HaPAI research is reported throughout the following sections.

## **2.5 Review of previous Strategy**

This strategy was also informed by the review of the previous strategy undertaken by the older people and the agencies which were involved with implementing it. They identified actions that were important but that had not been delivered or that had only been partly delivered:

- Adaptation of housing for older people
- Access to public transport
- Provision of bus shelters across the county
- Technology-related life-long learning programmes
- Increased 'neighbourhood watch' and 'text alert' schemes
- Increased opportunities for social/cultural participation
- A Social Calendar of activities

## **2.6 Outcome of Consultation & Research**

The Strategy was also informed by our consultation with older people and with the agencies working with them who identified the following:

- Isolation in rural areas
- Lack of internet connection and IT Skills
- Low participation in life-long learning
- Little availability of accessible toilets and resting places
- Poor quality of pavements and surfaces in urban areas
- Lack of discounts for older people
- Poor information on health & wellbeing services
- Poor public transport


## **2.7 Conclusion**

This strategy is laid out under the 8 themes established by the World Health Organisation for the development of Age-Friendly Communities. Each theme includes the findings from the Healthy and Positive Ageing Initiative (HaPAI) research survey, as well as consultation with older people and concludes with what we hope to achieve through our high-level initiatives which are detailed in the Action Plan on page 68.

## **2.8 World Health Organisation (WHO) Themes**

The World Health Organisation (WHO) identified eight themes in its Global Framework for the creation of Age-Friendly Communities. This strategy has been laid out under these themes in the following Chapters.





*Ageing is not only one of  
humanity's greatest triumphs;  
It is also one of our greatest  
challenges.*

*World Health Organisation*



# Theme 1 Outdoor Spaces and Buildings

## Introduction

There is increased recognition that our outdoor spaces and buildings impact on our physical and mental health. If we can safely move around easily and without hindrance, parents with pushchairs, persons with disabilities, older people and children who need to play, are all facilitated. ‘ageing-in-place’ implies that older people continue living in their communities and homes, for as long as possible.

Without proper planning, the physical environment and many essential public services e.g. transport, health, shops, and Gardaí, as well as private services e.g. shops, postal services and banking, can act as a barrier to older people remaining active in their community. This, in turn, can lead to deterioration in people’s physical and psychological health.

*“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*

## HaPAI Research Findings

The HaPAI research distinguished between ‘Essential’ and ‘Social/Recreational’ services on the grounds that access to ‘Essential’ services was of greater concern to people as they aged. The research also examined older people’s (55+) satisfaction with the ‘built environment’ and with ‘public spaces’

## Essential Services Include



*Public Transport*



*Postal Services*



*Banking*



*Shops*



*Local health services  
(Pharmacy/GP etc)*



*Garda Station*

## Social & Recreational Services Include



*Cinema /  
Theatre /  
Entertainment*



*Park / Green  
Area*



*Community  
centre / Social  
venues*

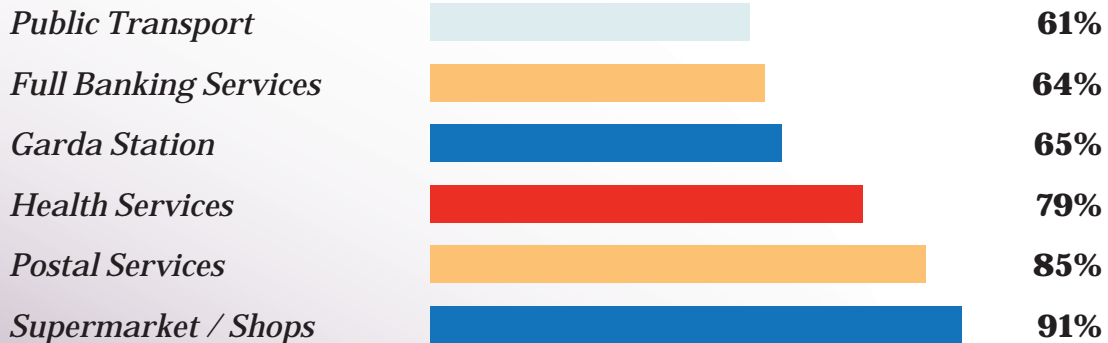


*Café /  
Restaurants*



*Public Library*

## Essential Services

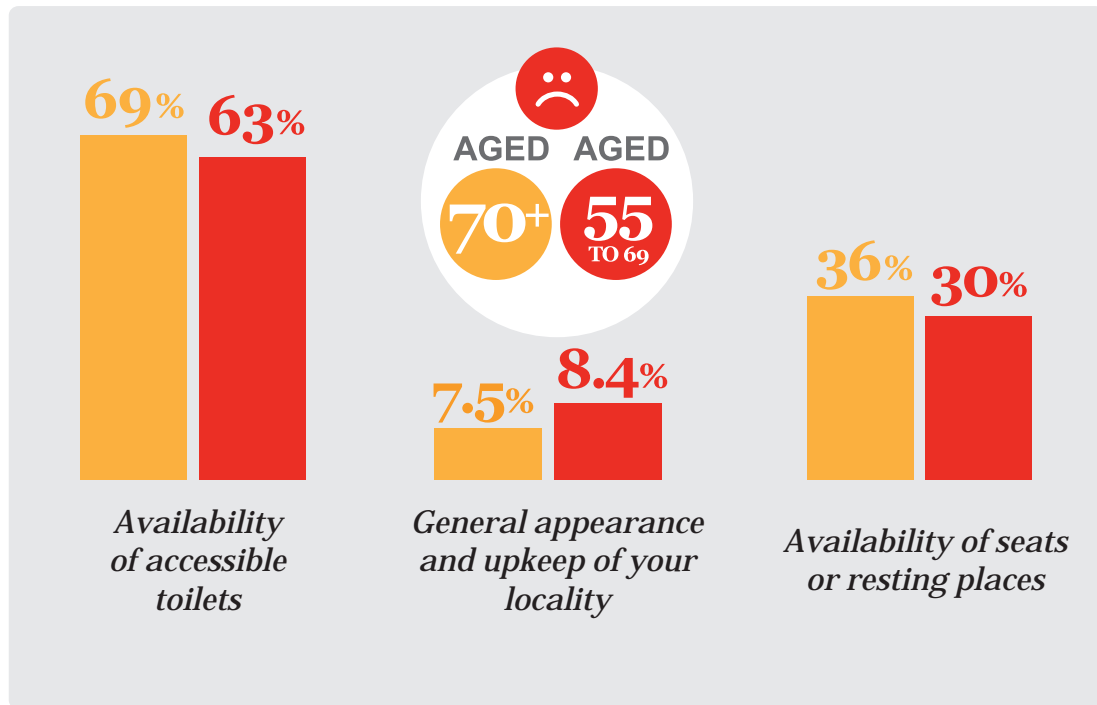




## Social & Recreational Services



## Rates of Dissatisfaction



Source: 'Clare HaPAI Report' by Dept. of Health, infographic designed by Language Communications.

Overall, satisfaction with 'Essential' services in Clare was good. 91% and 85% stated that Supermarkets/Shops and Postal services, respectively, were 'easily' and 'very easily' accessed. However, only 61% felt similarly about the Public transport service. Public transport and transport in general is dealt with in greater detail in the next Chapter.

In terms of 'Social/Recreational' services, 79% and 71%, respectively, considered Cafes/Restaurants and Parks/Green Spaces to be 'very satisfactory' and 'satisfactory'. However, only 25% reported Cinemas/Entertainment to be 'satisfactory' and 'very satisfactory'.



While 93% of older people 'liked living in their locality' and 91% were 'satisfied with sport and recreation opportunities in their area' and an average of 65% were satisfied in terms of 'accessible toilets', only 33% on average were satisfied with 'public seating and resting places' and only 8% were satisfied with the 'general appearance and upkeep of their locality'.

While satisfaction with the number of pedestrian crossings was greater than the national average, satisfaction with the following fell below the national average:

- Quality and continuity of footpaths/pavements
- Traffic calming measures
- Timing of pedestrian crossings and traffic lights

## **Review and Consultation with our Older People**

In addition to the HaPAI findings, the review of the previous strategy, as well as general consultation with older people, highlighted the following:

- Public spaces could be more user-friendly
- Better lighting, seating and shelter facilities were required
- Greater recreational infrastructure in public spaces would lead to greater usage of both
- Poor road and footpath surfaces made walking and cycling difficult and created significant risks for older people
- The absence of safe footpaths in rural areas limited older people's desire to get out and about
- The absence of designated 'disability parking' inhibited older people's access to services

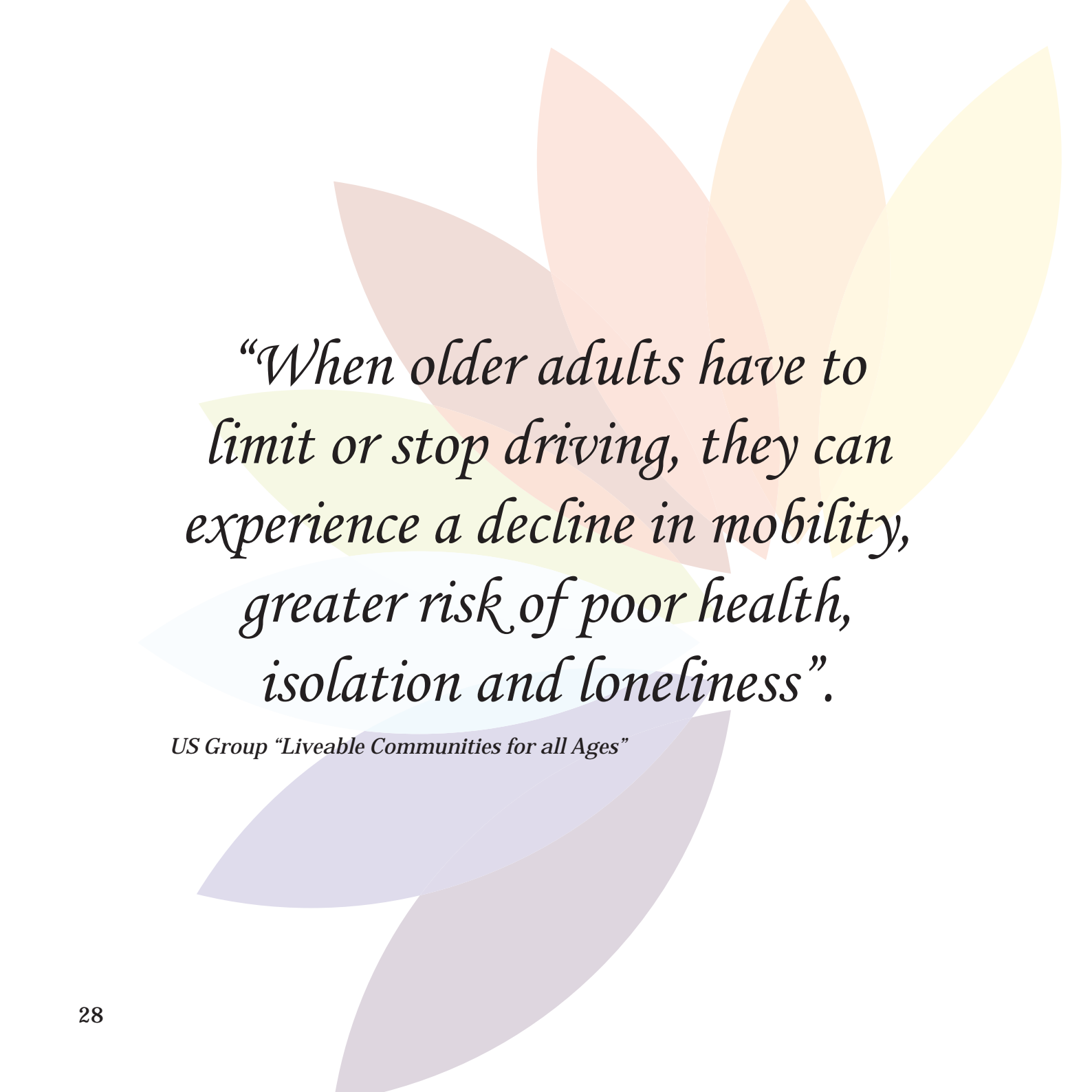
## **What we hope to achieve**

We will live in a county where older people are more actively involved in the social, economic and cultural life of their communities as a result of having developed services and created an environment that is more responsive to their needs and more conducive to their engagement and participation.

A number of the challenges identified will be addressed with actions such as:

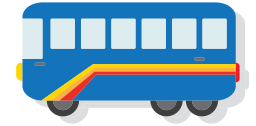
- Provide Age Friendly designated parking spaces close to town centres for easier access
- Improve accessibility & mobility in Towns through audits conducted by older people
- Install seating in key locations along walkways

Further actions are presented in greater detail in the Action Plan on page 68.



*“When older adults have to limit or stop driving, they can experience a decline in mobility, greater risk of poor health, isolation and loneliness”.*

*US Group “Liveable Communities for all Ages”*



# Theme 2 Transport

## Introduction



Owning and being able to use one's own transport or having access to affordable public transport, are key contributors to active ageing. Being able to move about influences social and civic participation and facilitates access to community and health services. The inability to use a car is a very significant loss.



However, as The Irish Longitudinal study on Ageing (TILDA) noted, public transport was 'poor' for 70% of the rural population compared to 20% of the urban population in Dublin. Accessible and affordable modes of transport present opportunities for:

- improved quality of life
- social and cultural engagement and participation
- stronger social integration and networking
- more sustainable use of public spaces, amenities/facilities
- fewer missed health and social care appointments, connectivity and volunteering

*“I would love to be able to get the bus in the evenings to attend social or cultural events so I don’t have to drive in the dark.”*

Clare’s public transport options include:

- Ennis-Dublin (via Limerick) and Ennis-Galway Rail Services.
- Bus Éireann inter-city and Local Services.
- Clare Bus Rural Transport Link is funded by the National Transport Authority (NTA) under the Local Link brand to provide rural transport services in Clare. The local link model developed in Clare since 2002 promotes equality of access in both vehicle and service design. A fleet of low floor easy access buses deliver flexibly routed bus services that are both reliable and timely while incorporating the ability to divert and reach out to as many people as possible
- Passengers per year over 65 - 10,895 (20%) of passenger trips



Clare’s tourism is enhanced by the key role played by Shannon International Airport, the third busiest airport in Ireland. Currently 43% of the airport’s passengers are over the age of 50.

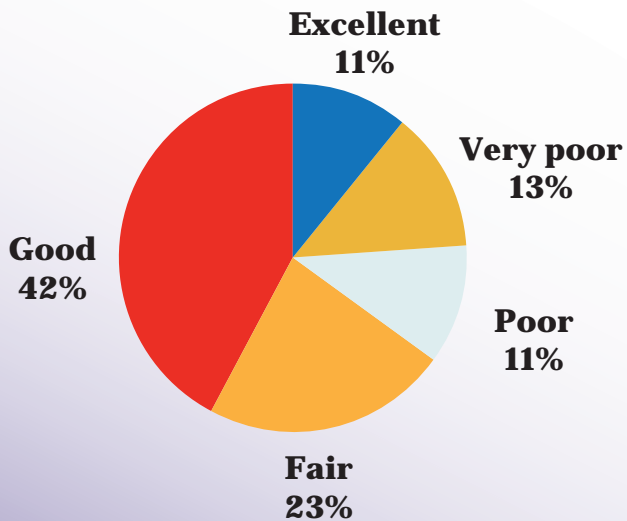
## HaPAI Research Findings



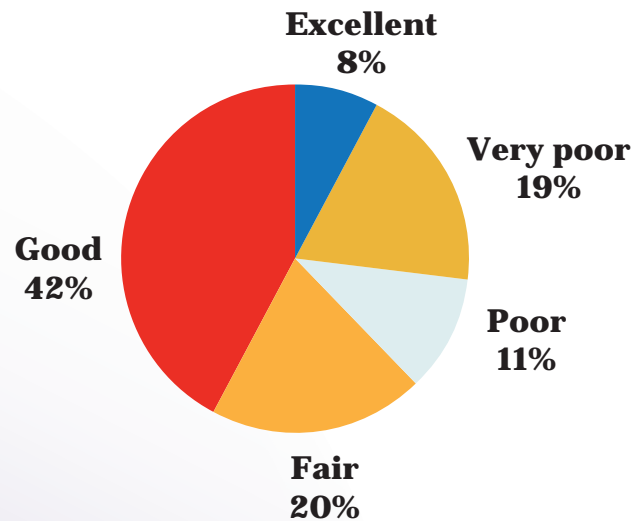
Reported that a lack of transport causes difficulty for socialising or essential tasks.

## Rating of Public Transport in Clare

### Age 55-69%



### Age 70+%





## **Summary of HaPAI findings in relation to Public Transport:**

The HaPAI survey reported that 26% of the county's older people (55+) rated public transport as 'poor' or 'very poor' and 15% experienced difficulty 'socialising or undertaking essential tasks' and this increased to 19% for those 'not currently driving' and 25% for those with 'walking difficulties'.

In relation to those aged 70+, 30% rated public transport as 'poor' and 'very poor'. While 59% drove in the past week, 37% had reduced their driving in the past five years (a trend found in other counties). While 10% reported difficulty attending health or social care appointments 'most or all of the time', a similar percentage reporting 'difficulty socialising'.

## **Review and consultation with our Older People**

In addition to the views of the 500 older people interviewed in the HaPAI survey the review of the previous strategy and consultation with older people in the county highlighted the following:

- Transport options could be more co-ordinated with health services and social activities
- public transport provision needed to be expanded in the evenings
- rural transport provision needed to be increased
- additional bus shelters and seating was required, especially in rural areas
- a community-led volunteer car scheme was needed
- facilities and services for older people needed to be improved at Shannon Airport and Ennis Railway Station
- Transport options need to co-ordinate with each other e.g. buses link in with other buses & trains

## **What we hope to achieve**

We live in a county where transport and mobility will allow people to enjoy many opportunities for socio-cultural engagement and participation in everyday life. A number of the challenges identified will be addressed with actions such as:

- Develop and expand the network of accessible rural bus services
- Deliver additional community-led rural transport options
- Develop Shannon as an Age Friendly Airport

Further actions are presented in greater detail in the Action Plan on page 68.



## Theme 3 Housing

### Introduction

A person's home and community is essential to their sense of safety, security and well-being. Feeling secure in one's environment strongly affects people's willingness to move about, which affects people's sense of independence, physical health, social integration and emotional well-being.

It is well-documented that older adults wish to "age in their own home". This requires that, as we age, we can continue to live in a way that is safe, affordable and connected to the community where the supports and services we need are available.

In many cases, alterations to our homes or specifically designed accommodation are necessary to assist a healthy and safe process. By including the principles of "Universal Design" architects, designers and planners have a major impact on how well people can continue to live in their own homes.

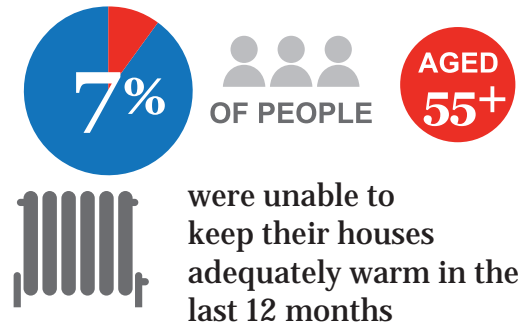
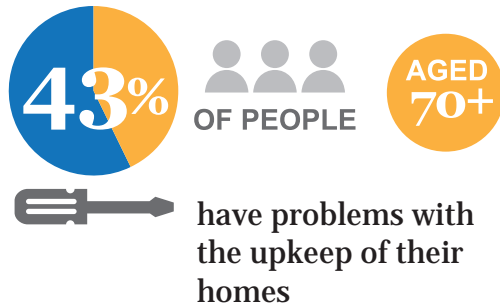
*"Staying safely at home and within the community is key"*

### HaPAI Research Findings

#### Housing Preferences

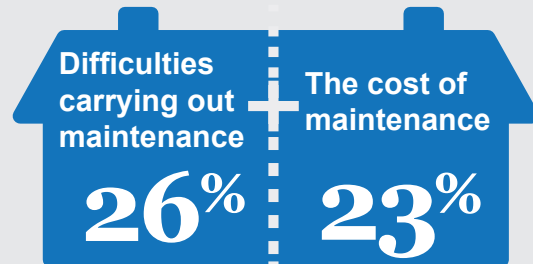


## Housing Maintenance



Living in Clare reported a lack of downstairs toilet/bathroom facilities

This was the most common problem people had with facilities



Were reported to be also problematic

Source: 'Clare HaPAI Report' by Dept. of Health, infographic designed by Language Communications.

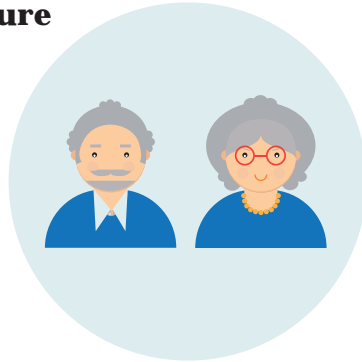
## Feeling Safe and Secure



**21.6%**

**Urban respondents**

*(Men & Women)*  
felt unsafe (day or night)



**10%**

**Rural respondents**

*(Men & Women)*  
felt unsafe (day or night)



**25.6%**

**Urban respondents**

*(Women)*  
felt unsafe (day or night)



**10%**

**Rural respondents**

*(Women)*  
felt unsafe (day or night)

## **Summary of HaPAI findings**

The HaPAI survey looked at the quality of older peoples' housing and the difficulties they faced in maintaining their homes. 43% for people 70+ had problems with the upkeep of their homes and 7% of people 55+ were unable to keep their homes adequately warm.

The survey also found that 13% of people 55+ noted that the lack of 'downstairs bathroom facilities' was the most common problem facing them. 26% had difficulty carrying out maintenance and 23% had difficulty with the cost of maintenance.

Interestingly, while 83% of older people (55+) had lived in the same house for more than 10 years, 36% of older people would consider moving to an adapted house if their own was no longer suitable. However, moving in with a relative (other than their children) was least appealing.

Going out at night is especially fearful for many older people. The survey showed that of the 8% who did not 'feel safe at home at night', 5% were women. Of the 23% who did not feel safe 'out and about at night', 17% were women. Women in urban areas were three times more likely to feel unsafe 'out and about at night' in comparison to their rural counterparts.

## **Review and consultation with our Older People**

The review of the previous strategy undertaken by the Alliance Board and the agencies who provided services and supports to Older People identified a number of problem areas such as:

- Shortage of people to undertake small domestic chores, including repairs and maintenance
- Shortfall in the number of 'Home Help' hours and 'Meals on Wheels' service
- Lack of small grants for alterations, home adaptations and personal safety equipment

- Poor heating and insulation
- Support for some people being discharged from hospital, particularly lack of care support at home or lack of home adaptation

Consultations with Older People identified a number of ways in which a greater sense of safety in their homes and a greater connection with the community could be achieved:


- By becoming more active personally
- By becoming more involved in ‘Neighbourhood Watch’ and ‘Text Alert’ Schemes and developing closer connections with the Gardaí
- By engaging in skill-swopping schemes
- By developing a list of readily available, reliable, reasonably priced, trustworthy trades people in each community, which may require Garda vetting.
- By increasing Gardaí community presence and by developing a home-calling Gardaí programme.
- By expanding the current ‘Community Alert’ programmes into more rural areas.

### **What we hope to achieve**

In order to best ensure that people are assisted to age safely, both in their own homes and communities, a number of the challenges identified will be addressed with actions such as:

- Rural Community Development Officers will play a lead role in assisting communities with supports to meet the needs of older people
- Expand ‘Urban Community Policing’, ‘Neighbourhood Watch’, ‘Community Alert’ and ‘Text Alert’ schemes
- Information to be more readily accessible on Home Adaptation Grants and Assistive Equipment Grants

Further actions are presented in greater detail in the Action Plan on page 68.



*“Older people are able to make valuable contributions to their communities, neighbourhoods and families if their needs are met with dignity, their differences respected and their involvement appreciated”.*

*(The World Health Organisation, Global Age Friendly Cities Guide, 2007)*





## Theme 4 Respect and Social Inclusion

### Introduction

Community participation, contributes to the respect older people enjoy.

*“Sometimes when I go out I feel like I’m invisible”*

Older people’s social inclusion positively contributes to their self-esteem and to the status with which they are respected by the community. Respect and social inclusion have positive health impacts while social non-participation is one of the risk factors of poor mental health.

Social exclusion is the unequal access of certain groups and individuals to the material determinants of well-being. These material determinants are economic (income, employment, savings, occupation, etc.) social (housing, education, transport, etc.) cultural (discrimination, status, esteem, etc.) and political (power, influence, etc.). As a result of exclusion, certain groups and individuals lack the material conditions necessary to enjoy the ‘normal’ economic, social, cultural and political activities of their community.<sup>3</sup>

If older people experience ageism, as a form of discrimination, they may be discouraged from participation. Intergenerational opportunities challenge ageism by highlighting the equal contribution of older people in passing on traditional practices and knowledge, and of younger people in passing on emerging practices and insights.

---

3 Identifying social inclusion and exclusion - United Nations

In addition, lifelong learning as well as participation in cultural and recreational activities, contribute to older people's quality of life and that of the wider community. As the World Health Organisation noted, social exclusion is not only materially costly, but physically, socially and psychologically damaging for all.

*“Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young”*

*Henry Ford*

Communities that are more socially inclusive, and where learning is lifelong, actively challenge and address:

- unequal distribution of the material determinants of well-being
- discrimination in its many forms, including ageism
- exclusion from the political process and electoral participation
- exclusion from employment opportunities and the business and enterprise community
- exclusion from active participation in life-long learning and cultural activity

## HaPAI Research Findings

Overall the 3 most common sources of negative attitudes were from:



People in the  
Community



Younger People

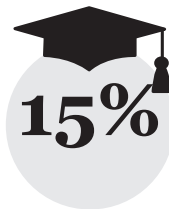


Financial  
Services Sector

## Educational Achievements



Primary  
Education  
Only



Have a Third  
Level or  
higher

## Barriers to Participation in Lifelong Learning

1 in 7 people aged 55+ in Clare experienced a barrier to participation in lifelong learning in the past 12 months.



5.1%

No suitable  
or interesting  
courses available



1.6%

Responsibilities  
in the home



1.1%

Lack of transport  
/ distance to the  
course



0.9%

Costs associated  
with taking the  
course

## **Summary of HaPAI findings**

In Clare, 5.4% of older people (55+) experienced ageism. This percentage was amongst the lowest nationally. Ageism was most prevalent among the general community (1.5%), younger people (1.4%) and the financial services (1.2%).

While 15% had a 3rd level qualification (similar to national average), 32% had Primary only compared to the national average of 35%.

Of those who reported experiencing a barrier to participation in lifelong learning, 'no suitable/interesting course' (5.1%), 'home responsibilities' (1.6%) and 'lack of transport' (1.1%) were the most common reasons.

## **Review and consultation with our Older People**

The review of the previous strategy undertaken by the Alliance Board and the agencies who provided services and supports to Older People and the consultation with older people identified a number of issues such as:

- Few opportunities for social & civic participation.
- Poor adjustment to retirement.
- Rural isolation
- Poor psychological health.
- Lack of awareness amongst policy-makers and service-providers as to **how best to provide services to older people.**
- Failure of service providers and the community in general to actively **listen to older people**
- Lack of intergenerational activity, where skills and knowledge could be shared in a mutually respectful manner.

## **What we hope to achieve**

We will be living in a county where the positive experiences of respect, esteem, status and social participation are more widely realised. A number of the challenges identified will be addressed with actions such as:

- Development of intergenerational projects particularly with secondary schools in rural areas
- Increase opportunities for participation in Lifelong Learning, political, cultural and recreational activities
- A Business Mentoring Programme involving retired people in partnership with the Local Enterprise Office and the Business Community

Further actions are presented in greater detail in the Action Plan on page 68.





*“Older people want opportunities to socialise and integrate with other age groups and cultures in their communities, activities and families”*

*The World Health Organisation, Global Age Friendly Cities Guide, 2007*



# Theme 5 Social Participation

## Introduction

Social participation and social support are strongly connected to health and well-being throughout life. Opportunities to participate in economic, political, social, cultural, leisure and spiritual activities in the community, allow older people to continue to exercise their competence, enjoy respect and esteem, and to maintain or establish supportive and caring relationships. Participation and engagement fosters social integration and are key to health and wellbeing. They can take many forms such as:

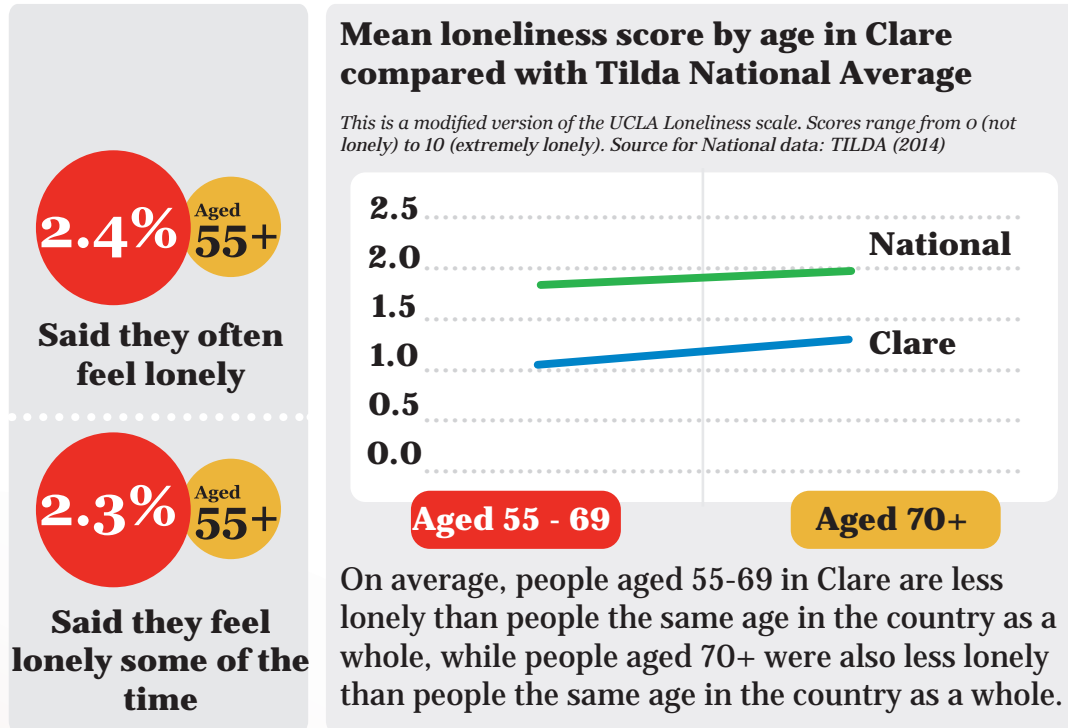
- volunteering in organisations and activities
- helping a neighbour
- making new friends
- attending events in the local community

## HaPAI Research Findings

### How often do people socialise?



## Loneliness in Older People



Source: 'Clare HaPAI Report' by Dept. of Health, infographic designed by Language Communications.

### Summary of HaPAI findings

In Clare, 1 in 3 people participated in a community group at least once a week and there was little variation between people aged 55-70 (37%) and people aged 70+ (34%). However, one in three reported that they had no interest in attending social activities.

In addition, 70% of people 55+ met relatives, friends and colleagues socially



at least once a week. However, 11% met people socially less than once a month or never. While one in four reported feeling lonely some of the time, one in forty reported feeling lonely often.

## **Review and consultation with our Older People**

The review of the previous strategy and consultation with Older People highlighted the need for:

- more access to politicians to raise issues and concerns nationally
- more social events
- more ongoing education, technological and lifelong learning opportunities
- more affordable and accessible (e.g. transport) social/recreational opportunities, especially for people with disabilities
- more awareness of the social activities and events that were available.
- more discount schemes in local shops to encourage greater local transactions with spin-offs for other local enterprises

## **What we hope to achieve**

Clare will be a county with a vibrant economic, social, political and cultural life that is attractive to people in terms of the opportunities it offers for engagement, participation and contribution. A number of the challenges identified will be addressed with actions such as:

- Develop an online monthly social calendar, also events to be advertised through the local Parish newsletter & community groups
- Co-ordinate a 'Cultural Companions' programme to create a social network of people who want to enjoy Arts & Cultural Events together
- Develop a Health and Wellness Programme for older people incorporating both physical and psychological health activities

Further actions are presented in greater detail in the Action Plan on page 68.



*“We just want someone to teach  
us how to use our smart phones”*

*Older Person*



# Theme 6 Communication and Information

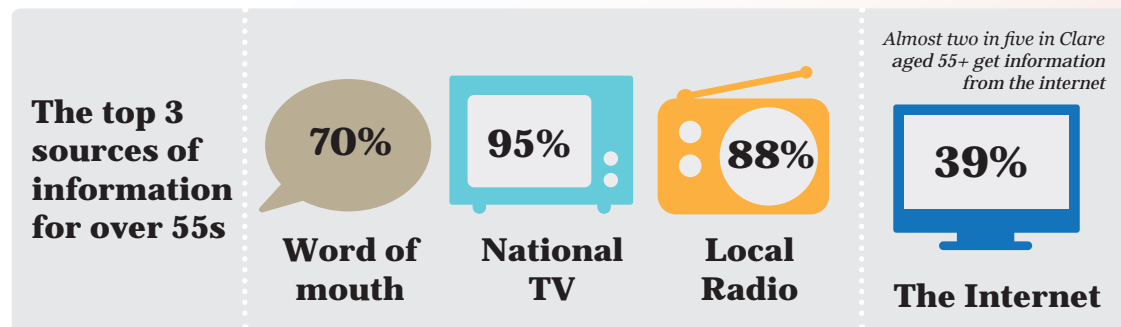
## Introduction

No matter how developed the society, word of mouth is the principal and preferred means of communication for older people, whether through informal contacts with family and friends or through more formal contacts in clubs, associations, public meetings, community centres and places of worship. Print and broadcast media are the most important sources of information.

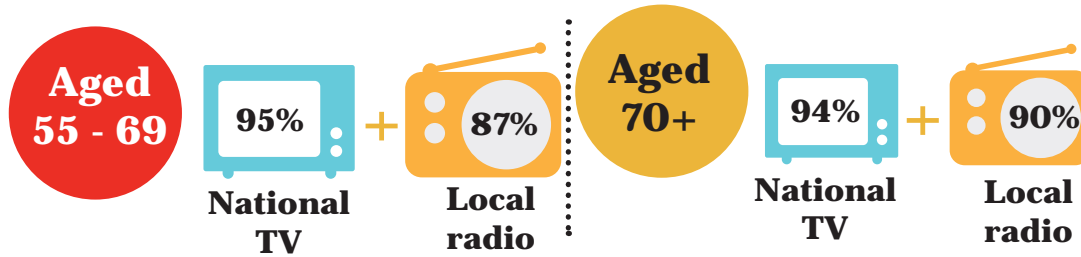
As noted in the previous Chapter, successful engagement and participation leads to better communication and information. This leads to increased opportunities for older people to have a say and to influence what happens in their community and their county. In this way they can ensure that resources are targeted to areas of greatest need. Additionally, people have the information and awareness of the many services that are available and the many opportunities that exist for social, cultural and spiritual participation in which they can engage at either a personal or communal level.

## HaPAI Research Findings

### Sources of information

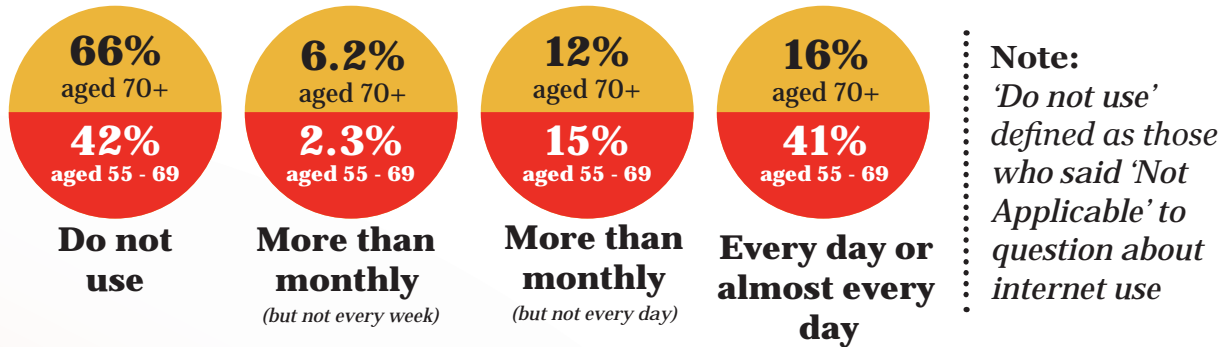


**Sources of information continued:**



**Internet use**

66% of Clare Residents aged 70+ did not use the internet in the past 3 months, compared to 42% aged 55 - 69.



Source: 'Clare HaPAI Report' by Dept. of Health, infographic designed by Language Communications.

**Summary of HaPAI findings**

Television, radio, word of mouth and internet were reported as the sources of information for 95%, 88%, 70% and 39%, respectively, of older people. There was little difference between those 55-70 years and those 70+.

However, it is important to note that only one out of every three (34% approx.), of those aged 70+, reported using the internet in the previous month and half of those (16%) reported using it on a daily basis. By comparison, three out of every five (60% approx.) of those aged 55-70 years reported using the internet in the previous month and two thirds of those (41% approx.) used it on a daily basis.

## **Review and consultation with our Older People**

The review of the previous strategy and the consultation with older people highlighted that there was:

- poor uptake of benefits or services to which people were entitled
- failure to apply for benefits and services in a timely manner
- a lack of information in general and of information about services in particular
- a lack of knowledge as to how and where to locate information
- poor public knowledge of emergency contact details
- poor use of radio and newspapers for information provision
- a lack of a single source of key information on services and contacts
- lack of broadband connection and of familiarity with computers, phone/tablet technologies leading to low internet usage
- a lack of application forms for goods and services outside the internet
- a need for clarity in documentation issued throughout the county.

## **What we hope to achieve**

Clare will be a county where interpersonal and customer/client communications will be a priority in terms of respect, clarity and responsiveness. Agencies, organisations and institutions are taking responsibility for ensuring that information about the public goods and services they provide, is adequately and comprehensively available in ways that are accessible to people of all ages.

A number of the challenges identified will be addressed with actions such as:

- Increase awareness of the importance of communicating effectively with people using accessible language
- Libraries and the Limerick Clare Education & Training Board (LCETB) will respond to the demand for basic IT and social media training courses for older people. Courses will be run in rural areas and aim to maximise participation
- Improve broadband connectivity in rural areas

Further actions are presented in greater detail in the Action Plan on page 68.



*“It’s been significantly proven  
that volunteering can help you  
stay healthy and live longer”*

*Older Person*



# Theme 7 Civic Participation and Employment

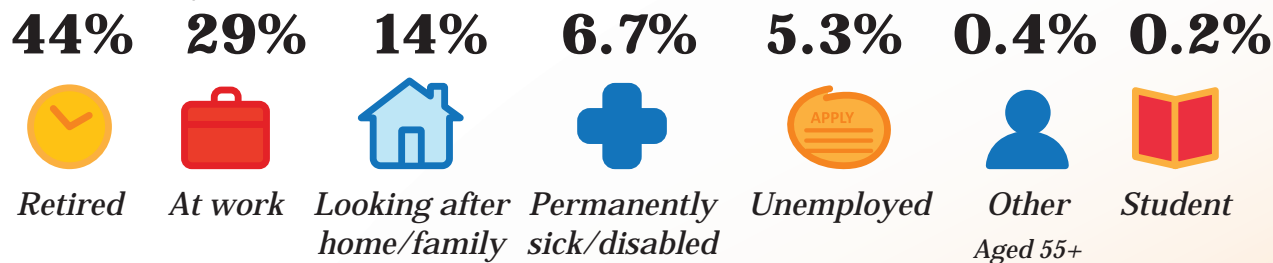
## Introduction

Older people do not stop contributing to their communities on retirement. Many continue to provide unpaid and voluntary work for their families and communities.

As the World Health Organisation states, an Age-friendly community provides options for older people to continue to engage in the political process and contribute to their communities by way of either employment or voluntary work. Therefore, it is important to provide older people with opportunities to continue in employment or to work as a volunteer in their communities.

## HaPAI Research Findings

### Employment status - 55+

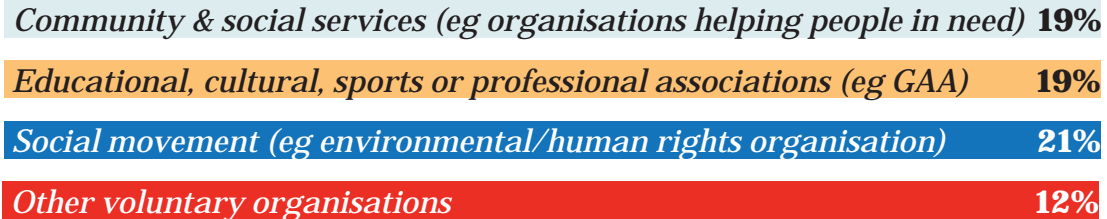


## Volunteering

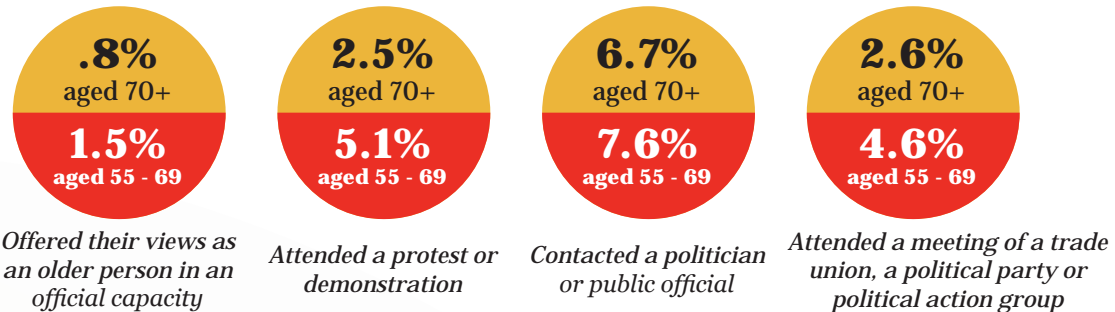
22% of people aged 55 - 69 and 18% of people aged 70+ volunteer at least once a month, 13% of these volunteer at least weekly

Source: 'Clare HaPAI Report' by Dept. of Health, infographic designed by Language Communications.

## The types of organisations that people volunteer with are:



## Political Activities



## Summary of HaPAI findings

Of those 55+, the majority were either retired (44%), employed (29%) or looking after home or family (14%).

Approximately 13% of people, aged 55+, volunteered once a week with another 7% volunteering once a month. The vast majority of volunteers were both happy with the time they gave to volunteering (86%) and with the range of volunteering options (78%). The most common areas of volunteering were: Social Movements such as the environment and human rights (21%), Community/Social Services that helped people (19%), Cultural/Sports/Professional Organisations (19%).



In terms of political type activities, the most common was contacting a politician/Public Official (7%), attending a meeting of a trade union/political action group/political party (4%) or a protest demonstration (4%).

### **Review and consultation with our Older People**

The review of the previous strategy and the consultations with older people highlighted the need for:

- better consultation on all aspects that affect the lives of older people
- more opportunities to contribute to business and enterprise
- Greater clarity as to where older people go for help to develop their **business ideas**
- Increased opportunities for older people to use their knowledge and **experience**
- more county-wide representation of older people
- improved planning for retirement such as a graduated approach to **help older people adapt to the lifestyle change**

### **What we hope to achieve**

Clare has an active and vibrant civic society underpinned by economically and voluntarily active older people. Opportunities for volunteering help to build a strong sense of community solidarity and equality.

A number of the challenges identified will be addressed with actions such as:

- Menroring Programmes will be promoted towards older people
- The Clare Older People's Council will provide opportunities for Civic engagement through annual road-shows in each Municipal District

Further actions are presented in greater detail in the Action Plan on page 68.



*“We’ve put more effort into  
helping folks reach old age than  
into helping them enjoy it”*

*Frank A. Clark - American Politician 1860-1936*



## Theme 8 Community Support and Health Services

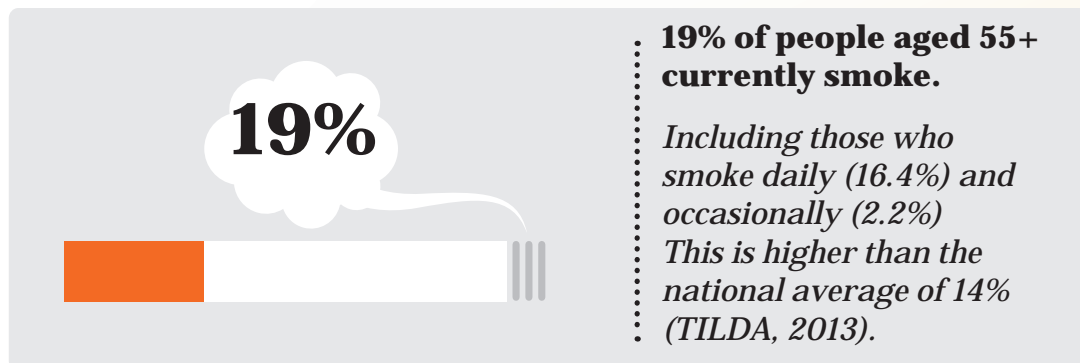
### Introduction

Older people want services that would allow them to tend to their health and personal care needs in their own homes and communities. The achievement of positive healthcare outcomes in any village or town is often dependent on the quality of the community-led and community-based supports that are available. These include the availability of healthy environments, facilities and social activities, without which towns and villages are simply places where people live.

There is a need for a wide range of community-led and community-based supports (e.g. help with housekeeping, shopping, meal preparation, personal hygiene, visits from doctors and other service providers) that often need to be part or wholly funded by the Public Health Service. These community-led supports are additional to those provided by private and public healthcare professionals.

### HaPAI Research Findings

#### State of Health

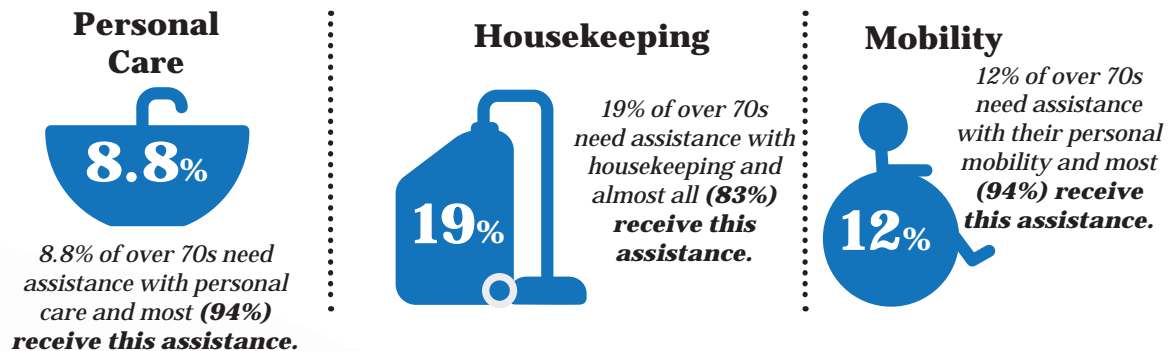


**43% of people aged 55 - 69 and 61% of people aged 70+ have a long standing illness or health problem.**

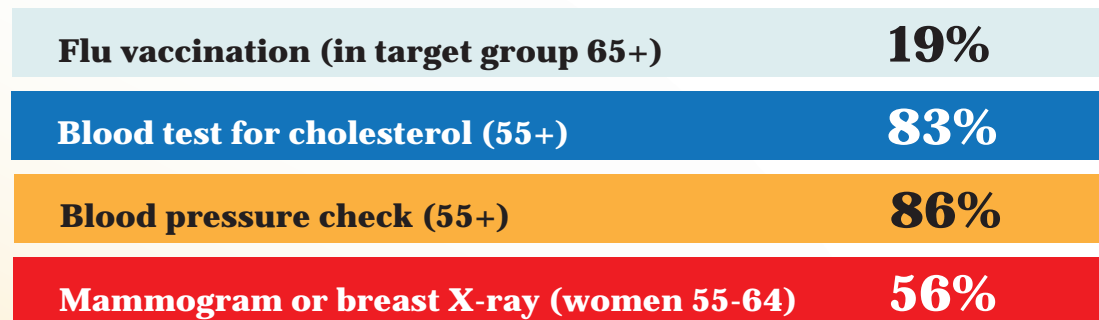
*13% of these people are severely limited in their everyday activities because of this health problem*

### **Assistance with Activities**

*Assistance with activities in those aged 70+ in Clare*



### **Preventive Health Services received in the past 12 months**



*Source: 'Clare HaPAI Report' by Dept. of Health, infographic designed by Language Communications.*

## **Summary of HaPAI findings**

22% of those 55-70 years and 38% of those 70+ reported that their health was not 'Good' or 'Very Good' with 16% of all older people smoking on a daily basis. 43% and 61% of those aged 55-70 years and 70+, respectively, reported a 'long standing health problem' with 13% of all older people reporting that they were 'severely limited in their daily activity as a result of their health problems'.

Half of the people aged 55 to 70 and a third of those 70+ did '150 minutes moderate physical activity per week'. Of those 70+, 19% needed assistance with housekeeping, 12% needed assistance with personal mobility and 9% needed assistance with personal care. Between 85% and 95% of those needs were met. Only 2% of those aged 55 to 70 needed such assistance. 0.3% of people 55+ cited 'distance or lack of transport' as the reason for 'not receiving health services in last 12 months'.

The most common preventative health checks for those aged 55+ were for Blood (86%), Cholesterol (83%) and Mammograms for women aged 55 to 64 (56%). For those aged 65+ it was Flu Vaccinations (62%).

7% of all older people (55+) were on a waiting list for at least a month.

## **Review and consultation with our Older People**

The review of the previous strategy and the consultations with older people highlighted:

- the need for better health promotion and prevention
- the importance of more tailored physical exercise classes
- discounts for leisure centres/exercise classes especially off-peak
- the need for more exercise opportunities in public spaces

- the need for reduced waiting times/waiting lists to reduce anxiety
- the need for greater co-ordination of health appointments and transport provision.
- greater provision of services on an outreach/ community basis.
- more opportunities for local community and public service providers to meet
- reduced waiting and transport times for ambulances in rural areas.
- the need to promote an awareness of the increase in deafness amongst older people with agencies and service providers.

### **What we hope to achieve**

The people of Clare will enjoy good health and timely access to the most modern health services as well as to the facilities and activities that support a healthy physical and psychological way of life.

A number of the challenges identified will be addressed with actions such as:

- Develop Age Friendly Parks.
- Expansion of 'Go For Life' Games Programme.
- Develop a Health and Wellness Programme for older people incorporating both physical and mental health activities
- Increase awareness of the Dementia 'Understand Together' campaign and the importance of developing inclusive communities for people with dementia, their carers, families and friends

Further actions are presented in greater detail in the Action Plan on page 68.

# High Level Initiatives

In response to the HaPAI research, the recent Census data, the wide ranging consultation and the review of the previous strategy, the following High-level Initiatives will ensure that Clare becomes a leading Age-Friendly County:

- Developing Age-Friendly Towns
- Supporting Age-Friendly Rural Living
- Increasing opportunities for a Life-long Learning Programme
- Advancing Age-Friendly Health and Wellbeing
- Developing an Age-Friendly Airport in Shannon

These high-level initiatives are significant contributions to the eight themes identified by the World Health Organisation (WHO) and are essential to the creation of an Age Friendly county on the basis of the analysis undertaken in the previous Chapters.

The various actions that will be undertaken under each of these High-Level Initiatives are set out in detail in the following Action Plan.

# Action Plan

The objectives of our Action Plan are set in the County context. This context was identified in both the consultation process and the interviews carried out with the key agencies that provide support services for Older People in the county. The action plan specifies Lead and Support partners and their responsibilities are clearly identified.

The success of the Action Plan, and consequently of the Strategy itself, depends on the collective capacity of all agencies and stakeholders to allocate resources, commit to the actions and develop Age-friendly practices.

It is also vital that a reporting process that engages with, and reaches out to, the widest possible community so that a 'whole community' approach to ageing is achieved.

## Review of the Action Plan

The Action Plan will be reviewed and updated annually to ensure that the Age Friendly Alliance's overall direction is in line, and consistent with, the needs of the community. The desired outcomes will be measured as follows:

- The achievement of the Action Plan's performance indicators and target(s).
- A yearly progress report prepared by the 5 Implementation Teams (Themed working groups) in conjunction with the Executive Committee of the Older People's Council will be distributed through the wider Older People's Council, Active Retirement groups, Age Friendly Ireland and the World Health Organisation
- The executive committee of the Older People's Council will monitor the actions in the Action plan and will provide feedback to the Age



Friendly Alliance Board and to the wider community

- The Older People's Council will assess the impact of the Strategy and overall progress towards developing a more Age-friendly county

### **Rising to the Challenge**

There is a real opportunity to develop sustainable Age-friendly communities and practices that will future-proof the county for the long-term effects of an ageing population. This Strategy and Action Plan reflect our collective commitment to achieving our vision of Clare as a great county in which to grow old.

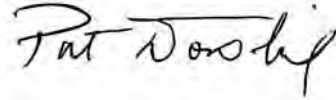
A critical component of the delivery of this Action Plan over the next 5 years will be the constant input and guidance of the Older People's Council who represent the voice of older people in Clare.

This strategy and Action Plan together are a testament to, and a celebration of, the positive contribution that a healthier and more active ageing population can make to our community and society in general. We aim to build on the already successful practices of partnership-working where co-operation and collaboration is coupled with creative thinking that draws on the wisdom of generations.

*Clare Age Friendly Alliance Board*

# Alliance Board

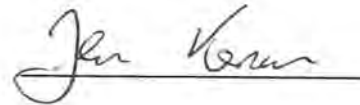
**Pat Dowling**  
**(Chief Executive &  
Chair of Age Friendly Alliance)**



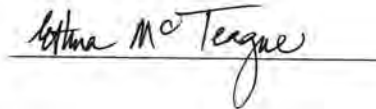
**Maria Molloy**  
**(Independent Chair of  
Implementation Team)**



**John Kerin**  
**(Chief Superintendent)**



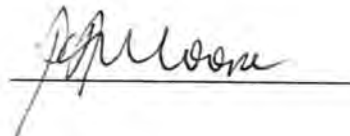
**Ethna McTeague**  
**(HSE)**



**Carole Head**  
**(Chair - Older People's Council)**



**Patricia Anne Moore**  
**(Pro - Older People's Council)**



**Stella O'Gorman**  
**(Vice Chair - Older  
People's Council)**



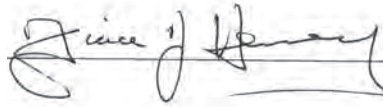
**Doirín Graham  
(CLDC)**



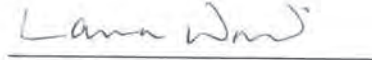
**Sheena Twist  
(Family Carers)**



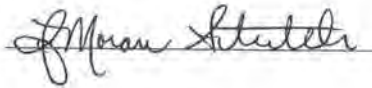
**Fiacre Hensey  
(Clarecare)**



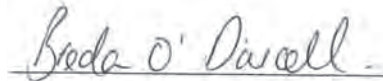
**Laura Ward  
(Clarebus)**



**Jennifer Moran Stritch  
(Limerick Institute of  
Technology)**



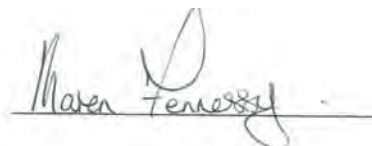
**Breda O'Driscoll  
(LCETB)**



**Rachel Msetfi  
(University of Limerick)**



**Karen Fennessy  
(Clare Co. Council)**



# Action Plan

## Age Friendly Towns

Actions	Lead Agency / Department	Support Agency / Department	Timeframe	World Health Organisation Theme
<p><b>1.1</b> Improve accessibility of a pilot town through a walkability audit conducted by older people.</p> <p>Areas to be looked at are:-</p> <ul style="list-style-type: none"> <li>• Installation of seating in key locations</li> <li>• Provision of Age Friendly designated parking spaces</li> <li>• Improvement in pavement surfacing for access and mobility</li> </ul>	Clare County Council	Clare Older People's Council	Years 2 - 5	*Outdoor Spaces & buildings
<p><b>1.2</b> Foster Age Friendly Business within a pilot town – looking at accessibility of shops, seating in shops, customer service and discounts for older people.</p>	Chamber of Commerce	Clare Co. Council	Years 2 - 5	*Respect & social inclusion
<p><b>1.3</b> Expand 'Urban Community Policing' and 'Neighbourhood Watch' schemes.</p> <p>Continued promotion of Crime prevention.</p>	An Garda Síochána		Years 1 - 5	*Housing & Security

## Age Friendly Towns

Actions	Lead Agency / Department	Support Agency / Department	Timeframe	World Health Organisation Theme
<p><b>1.4</b> Delivery of training on Age Friendly principles to Local Authority staff on Universal Design Housing &amp; the Public spaces.</p>	<p>Clare County Council</p>	<p>Age Friendly Ireland</p>	<p>Year 1</p>	<p>*Housing &amp; Security</p>
<p><b>1.5</b> Development of Age Friendly Parks incorporating Bowls, Outdoor Chess/ Draughts Area located in Lees Road and Tim Smythe Park, to encourage social participation and facilitate good physical and mental health.</p>	<p>Active Ennis – Clare County Council</p>		<p>Years 2 - 5</p>	<p>*Outdoor Spaces &amp; buildings</p>



## Age Friendly Rural Living Initiatives

<b>Actions</b>	<b>Lead Agency / Department</b>	<b>Support Agency / Department</b>	<b>Timeframe</b>	<b>World Health Organisation Theme</b>
<b>2.1</b> Develop an online monthly social calendar of events, to be promoted through local Parish newsletters & community groups	Family Carers	Clare Co. Council	Year 2	*Social Participation
<b>2.2</b> Co-ordinate a new social network for Clare's older citizens called 'Cultural Companions' to connect people interested in attending events for arts, culture & music.	Clare Co. Council	Cultural Companions Volunteers	Years 1 - 5	*Social Participation
<b>2.3</b> Develop Intergenerational projects particularly with Secondary Schools in rural areas – develop links with Transition Year Students.	Family Resource Centres – Older People's Projects	Comhairle na nÓg / Older People's Council/ Dept. of Education	Years 1 - 5	*Respect & social inclusion
<b>2.4</b> Expand 'Community Alert' and 'Text Alert' schemes. Continued promotion of Crime prevention.	An Garda Síochána	Age Friendly Alliance / Public Participation Network	Years 1 - 5	*Housing
<b>2.5</b> Develop well-lit community based bus shelters in rural areas.	Clare Co. Council	National Transport Authority	Years 2 - 5	*Transport

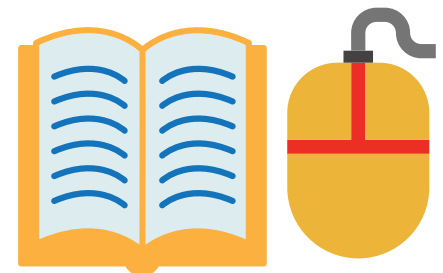


## Age Friendly Rural Living Initiatives

Actions	Lead Agency / Department	Support Agency / Department	Timeframe	World Health Organisation Theme
<b>2.6</b> Develop, expand and promote the network of accessible rural bus services.	Clare Bus	National Transport Authority / Clare Co. Council / HSE	Years 1 - 5	*Transport
<b>2.7</b> Provision of opportunities for civic engagement for older people through annual road-shows to be held in each Municipal District.	Older People's Council	Clare Co. Council	Years 2 - 5	*Civic Participation and Employment
<b>2.8</b> Expand a number of Rural Men's Shed Groups	LCETB / Clare Local Development Co / Irish Farmer's Association	Public Participation Network / Older People's Council / Active Retirement / HSE Mental Health		*Social Participation
<b>2.9</b> Recognition of the community contribution by Older People through the 'Clare Older Person of the Year Award'.	Older People's Council	Clare Co. Council / Community Groups / Public Participation Network	Years 1 - 5	*Respect & social inclusion
<b>2.10</b> Maintain current befriending services being offered Countywide to help combat rural isolation.	Clarecare	Family Resource Centres – Older People's Projects	Years 1 - 5	*Respect & social inclusion

## Age Friendly Life-long Learning Programme

Actions	Lead Agency / Department	Support Agency / Department	Timeframe	World Health Organisation Theme
<p><b>3.1</b> Expand the Business Mentoring Programme in partnership with the Local Enterprise Office and the Business Community.</p>	<p>Local Enterprise Office</p>	<p>Active Retirement Groups / Older People's Council</p>	<p>Years 2 &amp; 4</p>	<p>*Civic Participation and Employment</p>
<p><b>3.2</b> Libraries and Limerick Clare Education &amp; Training Board (LCETB) will respond to the demand for training courses identified by Communities. Courses will be run in rural areas and aim to maximise participation.</p>	<p>Clare County Library / LCETB / Family Carers</p>	<p>Older People's Council/ Active Retirement Groups / Public Participation Network / HSE / Age Action</p>	<p>Years 2 - 5</p>	<p>*Communication &amp; Information</p>
<p><b>3.3</b> Increase opportunities for older people's participation in third level courses through flexible learning initiatives.</p>	<p>Limerick Institute of Technology</p>	<p>Older People's Council / Active Retirement/ Age Action/ Age Friendly Alliance</p>	<p>Years 1 - 5</p>	<p>*Respect &amp; social inclusion</p>





## Health & Wellbeing

Actions	Lead Agency / Department	Support Agency / Department	Timeframe	World Health Organisation Theme
<p><b>4.1</b> Develop an Age Friendly Exhibition to provide opportunities for information sessions &amp; workshops. Promotion of health &amp; support services in the region, as well as nutrition, wellness, obesity prevention etc.</p>	Clare Age Friendly Alliance	Various agencies & service providers	Bi-annually	*Communication & Information
<p><b>4.2</b> Produce a 'Directory of Services' for older people for widespread distribution.</p>	Older People's Council	Clare Age Friendly Alliance/ Citizens Information	Year 2	*Civic Participation and Employment
<p><b>4.3</b> Increase awareness of deafness/impaired hearing and how to assist people with hearing difficulties.</p>	DeafHear - Limerick	Clare Older People's Council / Age Friendly Alliance	Years 2 - 5	*Community Support & Health Services
<p><b>4.4</b> Increase awareness of impaired vision/blindness and how to assist people who are visually impaired</p>	National Council for Blind (Limerick)	Clare Older People's Council / Age Friendly Alliance	Years 2 - 5	*Community Support & Health Services
<p><b>4.5</b> Raise awareness of 'Think Ahead' planning through a series of workshops aimed at older people – including enduring Power of Attorney, importance of wills etc.</p>	Older People's Council	Irish Hospice Foundation	Year 1	*Communication & Information

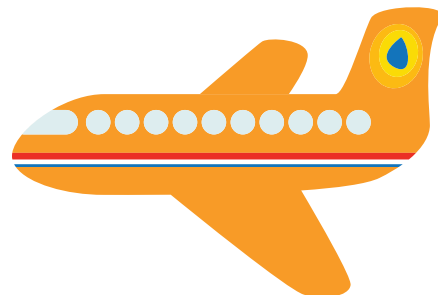
## Health & Wellbeing

Actions	Lead Agency / Department	Support Agency / Department	Timeframe	World Health Organisation Theme
<p><b>4.6</b> Development &amp; expansion of Physical Activity Programmes for adults age 50+.</p>	<p>Active Ennis – Clare County Council / Clare Sports Partnership</p>	<p>HSE Health Promotion / Clare Age Friendly Alliance</p>	<p>Years 1 - 5</p>	<p>*Community Support &amp; Health Services</p>
<p><b>4.7</b> Maintain Home Support Services for Older People to facilitate them remaining in their own homes.</p>	<p>HSE</p>	<p>Clarecare / Obair / Family Carers / Alzheimer’s Society</p>	<p>Years 1 - 5</p>	<p>*Community Support &amp; Health Services</p>



## Age Friendly Airport

Actions	Lead Agency / Department	Support Agency / Department	Timeframe	World Health Organisation Theme
<p><b>5.1</b> Incorporate Age Friendly principles into the airport environment in line with budgetary constraints.</p>	<p>Shannon Airport Authority (SAA)</p>	<p>Clare &amp; Limerick Older People's Councils / Clare &amp; Limerick Local Authorities</p>	<p>Years 2 - 5</p>	<p>*Outdoor Spaces &amp; buildings</p>
<p><b>5.2</b> Improve accessibility through audit conducted by older people.</p>	<p>Clare &amp; Limerick Older People's Councils / Clare &amp; Limerick Local Authorities</p>	<p>Shannon Airport Authority (SAA)</p>	<p>Year 1</p>	<p>*Respect &amp; social inclusion</p>
<p><b>5.3</b> Promote Shannon as an Age Friendly Airport in line with World Health Organisation guiding principles.</p>	<p>SAA / Clare &amp; Limerick Local Authorities</p>	<p>World Health Organisation / Age Friendly Ireland</p>	<p>Years 3 - 5</p>	<p>*Communication &amp; information</p>



**CLARE BUS**   
www.clarebus.ie

Tel : 061 924 375

Text : 086 8188 182

Charity No: 13551



## CLARE'S LOCAL BUS SERVICE

- Providing low floor, flexibly routed public transport in County Clare and South County Galway.
- Dedicated to keeping people connected to local services, education, employment, local amenities and the National Transport Network.
- Connecting with Bus Éireann and Iarnród Éireann services within the county.
- Easy to use, friendly and very affordable. Just ring to book.
- Free Travel Pass holders and under 5's are FREE.
- Reduced fares for under 19's.
- Single tickets can be purchased from Clare Bus outlets, books of tickets can be purchased through the Clare Bus office or on line at a 10% discount.
- All bookings are co-ordinated through our Travel Centre in Feakle.
- Talk to one of our staff and see how the service can work for you.

## TRAVEL CENTRE CONTACT DETAILS:

**Tel:** 061 924 375 | Monday – Friday 9am to 5 pm & Saturday 9am to 1pm

**Email:** travel@clarebus.ie

**Text:** 'Enquiry' to 086 818 8182 and we will call you back

Scheduled routes and information can be found at [www.clarebus.ie](http://www.clarebus.ie) and 

**CLARE BUS IS ALSO A REGISTERED RSA TRAINING CENTRE DELIVERING DRIVER CPC TRAINING** for professional bus and truck drivers at 2 local centres. Call 061 924 375 and ask for details. *All profit from the Training Centre goes to support the local bus service.*

## CLARE BUS - MAIN SERVICES

This is a flexibly routed bus service. To ensure travel it is necessary to pre book. Service schedule may be subject to change at times please contact the office to confirm travel.

## NORTH CLARE & SOUTH GALWAY

### WEEKLY SERVICES

**Friday:** Tubber - Gort

**Friday:** Carron - Gort

**Friday:** Aughinish/ Kinvara - Gort

**Friday:** Derrybrien - Gort

### WEEKLY SERVICES

**Saturday:** Corofin/Ruan - Ennis

**Tuesday:** Ballyvaughan/Fanore/  
Lisdoonvarna/

**Tuesday:** Kilshanny - Ennistymon  
Kilfenora - Ennistymon

## SOUTH CLARE & ENNIS

### MONDAY - FRIDAY

Ennis - Newmarket on Fergus - Shannon

Shannon - Newmarket on Fergus - Ennis

### MONDAY - FRIDAY

Shannon Town

### MONDAY - SATURDAY

Limited Ennis Town

## EAST CLARE

### FREQUENT SERVICES

#### MONDAY TO SATURDAY

Scariff - O'Callaghan's Mills - Tulla - Ennis

And surrounding areas

Feakle - Scariff

Tulla - Bodyke - Scariff

### SERVICES ON DAYS SPECIFIED BELOW

**Saturday:** Flagmount - Feakle - Ennis

**Tuesday & Saturday:** Whitegate -

Mountshannon - Ennis

**Monday to Friday:** Killaloe - Scariff

**Thursday & Saturday:** Quin - Ennis

## WEST CLARE

### MONDAY – FRIDAY

Cahermurphy - Mullagh - Quilty - Kilrush

Quilty - Doonbeg - Kilkee - Kilrush

**Friday only:** Cooraclare - Kilrush

Kildysart - Clarecastle - Ennis

### SERVICES ON DAYS SPECIFIED BELOW

**Saturday:** Miltown Malbay - Ennis

**Wednesday & Friday:** Kilbaha - Cross -

Carrigaholt - Moveen - Kilkee - Kilrush

**Thursday:** Carrigaholt - Moveen - Kilkee -  
Kilrush

*Clare Bus is a Registered Business Name of Clare Accessible Transport which is a not for profit company Limited by Guarantee.*



Building a  
Better Health  
Service

Seirbhís Sláinte  
Níos Fearr  
á Forbairt







COMHAIRLE CONTAE AN CHLÁIR  
CLARE COUNTY COUNCIL



Building a  
Better Health  
Service

Seirbhís Sláinte  
Níos Fearr  
á Forbairt



Clare Local  
Development  
Company



Bord Oideachais & Ollúna  
LÚIMNIGH & AN CHLÁIR  
LIMERICK & CLARE  
Education & Training Board



UNIVERSITY  
of  
LIMERICK  
OLUSCOIL LÚIMNIGH



Family  
Carers  
Ireland  
Fairness for Carers



Clare Age Friendly County Programme

Tel: **065 6821616**

Email: **info@clarecoco.ie**

Website: **www.clarecoco.ie/community/clare-age-friendly-county**

Designed in-house by Clare County Council

