

## Spring/Quality of Care

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# Scottish Helpline for Older People

**Listening like never  
before**

**0845 125 9732**  
(local call rate)

Textphone: 0845 226 5851

The Helpline is open 10am - 4pm  
Monday to Friday



The Scottish Helpline for Older People (SHOP) offers an independent, confidential telephone based information service to people aged 50 and over living in Scotland, and to those associated with them such as their carers and families. We have translation facilities and offer textphone for people with hearing difficulties.

**[www.olderpeoplescotland.org.uk](http://www.olderpeoplescotland.org.uk)**



Scottish helpline  
for older people

Calls are charged at up to 4p per minute plus up to 6p call set-up-fee from BT residential landlines. Charges from other BT lines, mobiles and other networks will vary.

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## The link between caring and listening



David Manion, Chief Executive

This edition of Advantage is focused on caring: the people who regulate it, the systems they use and what constitutes good care. The efforts of the regulatory and professional bodies to improve care standards are laudable, but we still read about standards of care that fall well short of the mark. The RCN's 'Dignity...' campaign is evidence if ever it was needed, that no-one can be complacent about dignity in care.

The RCN advocate a dignity-proofing standard to assess whether decisions by health authorities among others are taking dignity into account. The Scottish Government

are developing a Patient's Bill of Rights. Do we need more rules and standards? More bodies to enforce that which should be a deeply embedded part of the culture of caring organisations and professions? Arguably no, but let's not stop anyone raising the issue because it's right they do so.

It might be simpler however if rather than focusing on the producer end we all focus on the user end. If older people were truly listened to in any setting, everyone would be the wiser and more assured that standards were being met.

To the politicians, the leaders of the care professions and the regulatory bodies-and to local councils especially-can you put your hand on your heart and say that your organisations and listening to the concerns of older people? If you think they might not be - contact us and we'll give you a few ideas!

## A visit to the Scottish Helpline for Older People

On the 20th January 2009 the Scottish Helpline for Older People was delighted to welcome Shona Robison MSP, Minister for Public Health. The Minister met Helpline staff and volunteers, found out about their work and recent developments and met members of the consortium that supports SHOP.

The Helpline now deals with an average of around 1200 calls per month, a substantial increase in call volumes since it was launched 4 years ago, when it took on average 660 calls per month, and the numbers continue to rise. The Minister



Shona Robison

congratulated the Helpline on its efforts and stated she was keen to see such an important service continue to provide information to Scotland's older people.

SHOP is an impartial, confidential telephone-based information service for people living in Scotland aged 50 and over, and for those associated with them such as carers and families. The Helpline answers queries on subjects ranging from benefits to befriending services, care homes to council tax and most things

in between. Information packs are available to send out on a variety of subjects and callers can also get contact details for services in their local areas.

The helpline number is 0845 125 9732, it is open Monday to Friday from 10am to 4pm, and there is a message service available outwith service hours or when the lines are very busy. Free Translation facilities are available as is a textphone number for people with hearing difficulties (0845 226 5851).

## Age Scotland's New CEO

As plans for the bringing together of Age Concern Scotland and Help the Aged continue, the Transition Board of New Charity Scotland were pleased to announce in January that David Manion will be recommended as the CEO of the new charity.

David has been Chief Executive of Age Concern Scotland since 2005 and prior to that was Director of Age Concern London. David has also had an active political life, being a former Leader of Hackney Labour Group, and a Press and Campaigns Officer for the Labour Party in London during the 2001 general election and London local government elections.

David is married to Susan, who comes from Methil Hill

in Fife, and has two children, Corinne and James. David will now be working with the Board and the merger programme team to prepare for the launch of the new charity, aiming to give it the best possible start and ensure it is up to the task of working towards a Scotland where older people flourish as valued and equal citizens.

For more news, please see pages 16 and 17.

# ‘Pop up’ to the Museum of Childhood

Strathpeffer Lunch Club, based in Ross-shire, Highland, were invited to take part in an art project in conjunction with Highland Council’s Independent Museums Officer Lorna Cruickshank. They were asked to produce promotional pop ups to encourage people to visit the Highland Museum of Childhood in Strathpeffer.

The pop up banners are to be used at various events throughout Highland and outside the museum itself. They will be displayed at Inverness Museum in February, will be used at joint-museum publicity events in the future, and will appear at the launch of the Highland Museums Homecoming Project during April and May.

Linda Odd, Age Concern Scotland Community Worker, said, “The members of Strathpeffer Lunch Club were delighted when I told them about this opportunity. The group visited the Museum of Childhood for inspiration – this helped them to think about their own childhoods and consider possible subjects for their models –

then we worked for two sessions with a professional artist, Jane Bregazzi, who guided the older people making models from clay. The group had never done this sort of work before but she was very patient and encouraging.” Linda added, “It’s a good example of people going for it and being brave!”

keen to try modelling. Three dimensional work can be daunting. But they worked with great enthusiasm and we thoroughly enjoyed the time we had together. The models are lively and very individual.” Lorna was also thrilled with the work, describing it as “very colourful.”



The Strathpeffer Lunch Club (photographed by Derek Gordon)

The Lunch Club ladies produced various models including a toy rabbit replicating one of the museum’s oldest objects, a mermaid, a clown, a spitfire, a skipping girl, and teddy bears. These models were professionally photographed and then compiled by a graphic designer. The banners were then manufactured by Clip Design of Bristol.

Jane Bregazzi said, “I am delighted they were so

Strathpeffer Lunch Club treasurer and organiser, Ann Cunningham (81) said, “I’m a keen needlewoman, I had never tried modelling in clay. I found it most enjoyable and the results were surprisingly good.”

Has your group taken part in an inspiring project recently? Email us at [enquiries@acscot.org.uk](mailto:enquiries@acscot.org.uk), or write to us at our Edinburgh address and tell us about it. You could be featured in future editions of Advantage.

# Putting Caring 'Into the Spotlight'

The Scottish Government's Joint Improvement Team (JIT) have drawn together experts from health, housing and social care sectors to bring the issue of care at home 'Into the Spotlight'.

Over 350 people from across the sectors attended the first in a series of events on 2nd December 2008. Attendees explored current experiences and future developments and looked at how a more integrated approach across the sectors could provide better and more sustainable outcomes for people in receipt of care.

It was noted that whilst being cared for at home is the choice of most recipients and of their carers, emphasis is currently placed on care in institutions and hospital settings. There was also concern that the current profile of services is unsustainable in view of the ageing population and the economic climate. The conference view was that the need for change is immediate and undeniable and that will have significant implications for staff working in the sector; investment in recruitment, retention, training and development will all be important.

Delivering the major change to the profile of services and achieving a shift in the balance of care requires clear, strong leadership at both national and local level.

Shona Robison, Minister for Public Health, referred in her keynote speech to the need 'to trust and empower service users and carers more – allowing them to determine the type of support they require and the ways that support can be provided'. Councillor Ronnie McColl referred to COSLA's commitment to encourage 'the move to provide more care at home, to sustain the autonomy of the client, and to promote choice and empowerment in decision making.' These views were supported and reinforced throughout the conference as were policies on personalisation and self directed care.

Mr Elliott Davies, a full time carer to his wife for 7 years before her death 2 years ago, gave delegates an insight into the services she received. Mrs Elliot, who had Parkinson's, received home care, community nursing, specialist nursing, chiropody and equipment and adaptations services.



Receiving care at home

As a result his wife was able to stay at home until her final day and they both had very positive experiences of care at home.

The final session of December's conference, 'what difference does a day make?' focused on what specific actions should be taken forward after the event. The conference sponsors committed themselves to a programme of future national and local events to keep the spotlight on care at home throughout 2009.

A copy of the full conference report and slides are available on the JIT website. The website will be used to build further information and material on care at home as this programme develops. <http://www.jitscotland.org.uk/news-and-events/into-the-spotlight-series/>

# Telecare – increasing independence

Telecare is a term that covers a range of devices and services that enable people to live with greater independence and safety in their own homes.

Examples include falls monitors and motion sensors – devices that trigger a response from a call centre, such as a phone call to the person, or alerting a local carer or emergency services. Other examples include devices that directly alert the person in the home to a particular hazard, such as a water level monitor in a bath.

However, telecare is about more than developing the hardware systems. It is also about ensuring people are able to access those systems and get the support they need. Telecare should help to reduce the pressure on informal carers and to improve the quality of life of users. This requires different agencies providing health and social care to work together.

The Scottish Government's Joint Improvement Team (JIT) works to design, develop and deliver personal services for those requiring support and assistance to optimise their independence and happiness. They work directly with local health and social care partnerships across Scotland and they aim to see development in key action areas – one of which is Telecare – by supporting good practice initiatives and helping to identify innovative solutions that could inform wider strategic development.

The JIT set up the Telecare Development Programme (TDP) in 2006 to develop and enhance the services of all 32 local health and social care programmes.



As of March 2008, the following had been achieved:

- Over 5,900 hospital bed days saved due to reduction in number of delayed discharges
- Over 13,300 hospital bed days saved due to reduction in number of unplanned hospital admissions
- Over 39,500 care home bed days saved
- Over 11,700 nights of sleepover care saved
- Over 314,000 home check visits saved.

Taken together these identify a total estimated monetary saving of £11.6m to date; the programme is meeting its targets but the JIT believe this development needs to be seen in a longer term context, requiring continued investment and a consistent, strategic focus to be most effective. Most partnerships have yet to realise the full impacts of their local telecare programmes (nine are still at an early stage of development).

The programme will continue to implement the activities identified in the Telecare Strategy over 2009/10 and review progress so the telecare facilities in your area could still be about to expand.

You can contact the JIT at Area 3ER, St Andrew's House, Regent Road, Edinburgh, EH1 3DG or on 0131 244 3535 or by email at [jit@scotland.gsi.gov.uk](mailto:jit@scotland.gsi.gov.uk).

# Who regulates the care services?

Many of us will have a friend or relative who is currently a care service user, someone who is in a care home or receives housing support for example; you may be in receipt of these yourself. It's natural that we'd want the services provided to be of the highest quality and that we'd want reassurance that there was an authority in place to ensure that quality. The Scottish Government's National Care Standards help to outline the quality of care that should be provided by both adult and child care services; they provide a benchmark as to what service users can expect from their care providers.

The Care Commission is the authority, set up in 2002, which regulates all adult, child and

independent healthcare services in Scotland. They are responsible for ensuring that these care services meet Scotland's National Care Standards and employ 580 people to do so. This includes 360 Care Commission officers who inspect over 15,000 care services a year and have an annual budget of £30 million.

If, following an inspection, it is found that the care being provided by the service is not of the correct standard, the Inspectors ensure that any problems are quickly resolved and make suggestions for required improvements. A care service should provide you with a copy of its most recent inspection if asked; the Commission also has this information on its website. Services must

also be registered with the Commission before they are allowed to operate; registration information is also publicly available.

Inspection results are graded using a six point scale across the following four areas:

- 1) quality of care & support,
- 2) quality of environment/information,
- 3) quality of staffing and
- 4) quality of management & leadership.

Each area is graded 1 to 6 with 6 being the best. After each inspection a care service will receive four grades, for example 5,5,3,4. There is not one overall grade. Using this grading system means that each care service will know what areas of quality it needs to improve but also any areas that need immediate action.

You can also get your voice heard when it comes to inspecting services. The Commission believes that one of its greatest strengths is the involvement of care service users when carrying out its inspections. Views and concerns can be passed on as part of a group, as an individual or even by completing a questionnaire. During inspections you can ask for a private meeting with a Care Commission officer and a relative or other person can come with you if you need it.

To protect the people who receive care the Care Commission also responds to complaints by users of care services, family members and the public. If the complaint is shown to be accurate they can demand immediate corrective action. Ultimately, if a care service does not improve, they can close it down. The Care Commission can be contacted via their website which is [www.carecommission.com](http://www.carecommission.com) or by telephone on 0845 603 0890.

# Free Personal & Nursing Care

The long awaited report from Lord Sutherland into Free Personal & Nursing Care in Scotland resulted in the establishment of a working group by the Scottish Government with a remit to implement the recommendations in the report. Age Concern Scotland was invited to become a member of that group and to chair a sub-committee looking at information, in particular how older people and their carers are informed about the policy.

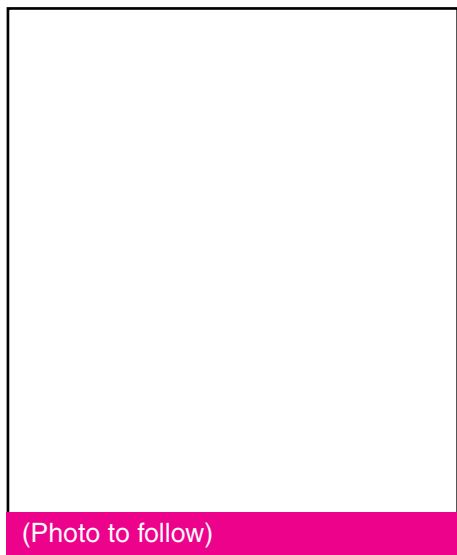
To ensure that any information materials are appropriate for the intended audience older people have been involved from the start. Users Panels in Fife and West of Scotland Seniors Forum have been the key contributors with additional input from networks of users involved in the Scottish Helpline for Older

People. Feedback from older people suggests using a question and answer format, written in plain English and not too text heavy. Suggestions have been made with regard to the information required, which is fairly straight forward and about who is entitled to Free Personal & Nursing Care, how do people get it, what it includes, what it doesn't include and how long should people have to wait to get it.

One of the Sutherland recommendations which has already been implemented is the clarification of the inclusion of meal preparation which has recently gone through the Scottish Parliament. This leaves no doubt around the contentious issue of meal preparation which many older people have been charged for.

# Fantastic Fundraising Efforts in Dumfries & Galloway!

Loren Griffiths and Donna & Jaeson McQuat, all regulars at the Douglas Arms Hotel in Castle Douglas, braved the elements on New Years Day to take part in the annual Dee Dip in Crossmichael, Dumfries and Galloway. The three had been sponsored to plunge themselves into the local river Dee.



(Photo to follow)

Speaking about the experience Donna and Jaeson said *"It was a very chilly experience, but we would do it again. Stewartry has a large population of older people so Age Concern Scotland is a worthwhile cause."*

This was the 7th time that Loren has completed the Dee Dip so she is well used to it! Following her dip Loren then went to the Douglas Arms Hotel, her local pub, where she continued her fundraising efforts by getting her hair shaved off. Robert McLaren, owner of the Douglas Arms Hotel, then added the proceeds of a table top sale to make a grand total of £503.21 to be donated to ACS. Well done!

# Wear a Hat Day 2008



Children from Neilston Primary School present their donation

This day was fabulous success – yet again! This was our fifth Wear a Hat Day and on December 5th people young and old, from all across Scotland, wore hats to raise money for older people. The Edinburgh Evening News supported the campaign and all sorts of fun was had by all sorts of groups – schools, nurseries, care homes, companies – even the cast of Mary Poppins at the Edinburgh Playhouse donned hats for charity! Altogether over £5,500 was donated by hat-clad supporters.

# A Big Thanks to the Edinburgh Evening News!

Age Concern Scotland was fortunate to be chosen as the Edinburgh Evening News Christmas Charity throughout December 2008. The newspaper encouraged people to donate money for cold alarms for older people. These alarms help people at risk of hypothermia by alerting them to falling temperatures in

their home. From generous residents of Edinburgh and the Lothians we raised over £3,000. This enabled us to buy 200 alarms which were distributed by local groups to people at risk. The Evening News campaign highlighted the problems of the cold weather for older people as well as raising much-needed funds.

# Generosity from Supporters in Glasgow

The congregation of Newlands South Church in Glasgow named Age Concern Scotland one of their three charities for 2008. Through collections at services and other initiatives they raised a wonderful £3,500 for our work with older people. Many thanks go to all involved for their generosity.

## Standard Life helps Age Concern Scotland Review its Impact!

Standard Life secondee, Jenny Moore, participated in a Community Investment secondment with Age Concern Scotland in the second half of 2008. She devised, researched, co-ordinated and designed the ACS Impact review for 2007/08. Jenny worked with the charity for 10 weeks in a full time capacity and produced a fantastic report, which will be invaluable in letting people know about our work and achievements throughout the year. Standard Life then kindly printed the report for ACS, providing great support all round.



Jenny in her winning hat

Jenny was a great temporary addition to the ACS team – she even won our staff Wear a Hat Day competition! Thanks Jenny and Standard Life!

## Travel2Give

We are delighted to announce that we have become a charity partner in the Travel2Give programme. Travel2Give are a non-profit organisation that creates donations of up to 5% of your holiday value every time you book with them. If you would like to know more either visit the special Age Concern Scotland page on their website at [www.travel2give.co.uk](http://www.travel2give.co.uk) and click on Age Concern Scotland or call them on 01563 528300. You have nothing to lose – we have a lot to gain!



## Bobble Hats - a huge success again!

An enormous thanks to all our knitters, who supported the campaign for a 3rd year running! Scotland provided 38,500 tiny bobble hats for innocent smoothies bottles that were on sale in Sainsbury's stores in November. As the companies donate a combined 50p for each hat knitted, a fantastic £19,250 was raised for work with older people. Many local groups knitted hats to raise money for their own work – well done! Why not start early and get knitting early for this year's Bobble Hat campaign?

## 118202

Don't forget to call this number for all your telephone number enquiries. Age Concern Scotland Directory Enquiries

on 118202 will help. The calls cost 40p, of which 9p comes directly to the charity. We have more calls than any other charity in Scotland – help us stay top of the table and raise much-needed income!

# Questions for Scottish Social Services Council



## 1. Can you outline the role of the SSSC?

The SSSC's role is to regulate and register key groups of social service workers, making sure people who work in social services are suitable to do so. This includes workers in care homes, nursing homes and managers of adult day care services.

We regulate their education and training and must be satisfied that workers meet the criteria to join and to remain on the Register. We also work closely with the Care Commission, who can be contacted at [www.carecommission.com](http://www.carecommission.com) or on 0845 60 30 891.

## 2. Can you tell us about the Public Register?

Registration of social service workers has been introduced to increase the protection of people who use services, making sure that workers have the right qualifications for the job that they are doing and are properly regulated. It will also bring the social service workforce in line with their professional colleagues.

All social service workers are required to abide by the SSSC Codes of Practice. The Codes of Practice for social service employers and social service workers sets out the standards of conduct and practice people can expect from them.

## 3. What does 'required registration' mean?

Required registration means that employers will be guilty of an offence if, without reasonable excuse, they employ a person as a worker who is not registered with the SSSC or with another relevant regulatory body such as the Nursing and Midwifery Council.

If workers are not appropriately registered by specific dates it will become an offence to employ them.

## 4. How does the Register benefit care recipients?

Registration sets qualification requirements and standards of conduct for workers. This helps build confidence among people who use social services, their carers and the wider public that they can depend on a trained and trusted social service workforce. The SSSC can take action against the small minority of workers whose conduct falls below the standards.

## 5. If one of our readers was dissatisfied with the care themselves or a relative were receiving, what would your advice be?

We advise people wishing to complain about the practice of a social service worker to first use the relevant employer's complaints procedure. If you are unsure whether or not your concern, or the information you have, is something the SSSC could consider, please contact us and we will be pleased to discuss it with you. There is information on making a complaint about a social service worker available at our website [www.sssc.uk.com](http://www.sssc.uk.com) under 'Protecting the Public'.

#### 6. What developments does the SSSC foresee in the regulation of care staff?

Required registration will mean a big change for workers, people who use services and their carers. It will make sure workers are competent and confident to undertake the important and complex work required of them and that they are suitable, and remain suitable, to work with children and adults who are vulnerable. One of our key objectives over the next few years is to raise awareness of the Codes of Practice among people who use services and carers.



The SSSC regulates and registers social service workers

The SSSC is currently looking for regulatory Committee Members comprising lay members (non-social service workers, i.e. members of the public, including those who use care services or are carers) who will form a pool of members to sit on respective hearing panels.

If you would like to get involved in our work and be part of our stakeholder reference panel please contact the SSSC on 0845 60 30 891 (option 2) or email [enquiries@sssc.uk.com](mailto:enquiries@sssc.uk.com).

# An Introduction to NHS QIS

NHS QIS promotes the improvement of quality healthcare for people in Scotland in a number of ways:

- It provides advice and guidance on effective clinical practice, including setting standards
- It helps manage and support implementation of improvements in quality
- It assesses the performance of NHS services, reporting and publishing findings.

Although NHS QIS has responsibility for many areas of improvement work that makes older people's healthcare experiences better, they are currently focused on improvements in three separate areas.

## Falls Prevention

In 2006, NHS QIS introduced a national Programme on the Prevention and Management of Falls. This programme was designed to promote the exchange of information and access to useful resources on falls prevention. They have been working with many local Community Health Partnerships on this issue and are developing a toolkit to aid future planning and development of falls services in local communities.



Could your group use some support?

## Hospital Nutrition

This Programme aims to improve the nutritional care of patients in hospitals. It aims to ensure that all healthcare staff involved in food and fluid provision have the necessary knowledge, skills and capability. It also recommends that a partnership approach is used so that all the different planning and delivery sectors of the NHS involved in nutrition ensure that the best care is consistently delivered and that waste is minimised.

## Healthcare Associated Infections

Following the tragedy at Vale of Leven Hospital, NHS QIS has been involved in a number of activities related to stopping the spread of infections caused by bacteria like MRSA and *c. difficile*. They have published five standards that hospitals should follow to ensure that the chances of catching infections are minimal. NHS QIS is also responsible for ensuring that hospitals implement these standards.

# Dignity essential to good care



We all want assurance that the highest possible standard of nursing care is available for older people.

One aspect of nursing care that is hugely important to an individual's wellbeing is being treated with dignity and being able to retain dignity.

When dignity is absent from care people feel devalued, lacking in control and comfort. They may also lack confidence, be unable to make decisions for themselves and feel humiliated, embarrassed and ashamed.

The Royal College of Nursing (RCN) understands the impact that dignity can have on the wellbeing of patients. In June 2008 they launched the 'Dignity – at the heart of everything we do' campaign with the aim of supporting the UK's nursing workforce as they deliver care for patients.

The RCN is concerned that, although dignity is clearly a vital component of patient care, it is becoming more difficult to ensure that it is maintained. This concern comes not only from anecdotal evidence but from a membership survey that the RCN conducted. The survey showed that, while 98% of respondents stated that the dignity of their patients is important to them, over 80% reported leaving their shift feeling distressed because they were unable to give the dignified care they want to, due to their workload.

The 'Dignity...' campaign aims to demonstrate that the nursing workforce cares passionately about this issue whilst boosting awareness of dignity in care, disseminating ideas for improvement and providing materials to help staff improve the quality of care.

Lobbying for changes to the culture and practice of health services to allow nursing staff to deliver dignified care is also part of the campaign and RCN Scotland have asked the Scottish Government and NHS health boards to assess all their decisions that impact upon patient care to ensure they improve, or at the very least maintain, dignity.

They'd like to see the introduction of a dignity-proofing standard, which those decisions – such as target waiting times, design of new hospitals or of items such as hospital gowns – could be assessed against.

A simple check-list of ways in which patient dignity would be improved or compromised could be developed, with decisions implemented only if it were established that they would maintain or improve patient dignity. RCN Scotland will continue to promote this approach to the Government as it develops its Patient's Bill of Rights.

To stay up to date with developments in the campaign, visit <http://www.rcn.org.uk/news/events/campaigns/dignity>.

# Merger News

Help the Aged (UK) and Age Concern England started discussions on a merger over 18 months ago to create a new charity incorporating the best elements of both organisations.

The vision is for four independently constituted charities to work together across the UK in partnership to provide substantial benefits for older people. Bringing together two well-established names in the field of ageing will combine over 100 years of experience in working to promote a better quality of life for older people.

On many previous occasions, both charities have worked together on specific campaigns, appeals and issues, but this move will join the charities together in each Nation with a joint Board, joint Chief Executive, a combined staff group and common aims and objectives.

In Scotland, detailed planning for the merger started last Summer and all the legal, regulatory and business planning work is nearing completion as we move closer to 1 April. An important step along the journey will take place at the Extraordinary General Meeting of Age Concern Scotland members in Edinburgh on 24 March where you will be able to express your views on the merger. Full details of the meeting are provided below.

For everyone involved from both organisations, it has been a time of uncertainty but also of excitement as the vision and priority actions for the new charity in Scotland have been discussed and agreed. The new charity will develop a new brand and name, operate under a new constitution and will be new in terms of both outlook and culture. It will be registered with the Office of Charity Regulation Scotland (OSCR)

The new charity will be known as Age Concern and Help the Aged, whether in Scotland or any of the other nations, until we agree across the UK the new brand and name for the combined organization. We will add 'in Scotland' to the name in Scotland to distinguish ourselves and the Scotland tag will also be added to the chosen new name, hopefully to be revealed within the next 6 months.

**Our vision is for a Scotland and a world where older people flourish as valued and equal citizens.**

We have agreed the following nine strategic objectives to help us work with older people towards the achievement of that vision.

## Development and information

Provide support, development and engagement opportunities for older people's member groups, and potential member groups.

Provide and support opportunities for older people's groups and member groups to participate in the wider work of Age Concern and Help the Aged in Scotland.

Provide relevant high quality information direct to older people and to organisations providing information to older people.

### Policy and influencing

To be the knowledge based authoritative source for social and public policy on issues affecting older people and to campaign with and for older people to reduce inequalities and disadvantage in Scotland and internationally.

Build and sustain research and policy development links with academic institutions, research centres and networks to become a focal point for knowledge transfer on older people's issues and population ageing.

To support the development of an internal dimension to the charity's work in Scotland, including stronger relationships with Help Age International.

### Income Generation and marketing

Promote and market Age Concern and Help the Aged in Scotland to appropriate audiences.

Generate restricted and unrestricted income.

### Support Services

Ensure the charity is fit for purpose through the development and maintenance of systems, working practices, policies and procedures that support compliance with appropriate legislation and quality standards and an appropriate communications strategy.

### In joining together we will:

- Bring the best work of both charities together
- Develop programmes of engagement and support across Scotland
- Listen to and promote the voices of older people on issues that affect them
- Work on assisting and empowering and supporting older people's groups and their self determined objectives
- Develop partnerships with Government, Local Authorities, Academia, and other nations at home and overseas
- Produce publications, leaflets and informative materials
- Campaign with and on behalf of older people
- Be an understanding and helpful friend and advocate

- Network good practice and connect our friends together
- Be an expert in policy and practice, supported by research and engagement
- Deliver regular Assemblies to engage with members
- Produce an annual showcase event to highlight activities and successes and plan for the future
- Avoid duplication and streamline our funding needs
- Revise the current Age Concern Membership offer to encourage more groups, forums and other agencies to join, enabling the new, combined organisation to become the biggest membership group for older people in Scotland
- Develop intergenerational work to bring communities together

Come to the Extraordinary General Meeting on Tuesday 24th March at 11am in Pollock Halls of Residence, 18 Holyrood Park Road, Edinburgh to hear about our proposals and help us to create a stronger charity for older people in Scotland

# Hot Tips on the Road

Roadshow events, as mentioned in the last issue of Advantage, have now been held in Dumfries and Paisley to publicise the Hot Tips Guide 2008. The guide, which gives hints and tips on how to keep warm, healthy and safe in winter, was passed out to attendees. A number of partner organisations were also there to take part in a café-style discussion moving from table to table to answer questions and give out valuable advice.



Local ACS Staff in Dumfries with the raffle prizes



Lochside Thursday Club with the Hot Tips Guide

The Paisley event took place on the 27th of January at Renfrewshire Information Centre and Café. The Dumfries event was held two days later and hosted by the Lochside Thursday Club. Local Age Concern Scotland staff were pleased to see a good turnout at each event and the partner organisations felt this was a great way to answer people's questions and to pass on information.

Ann Stephenson from Age Concern Scotland's Dumfries office said, "With the soaring cost of fuel bills, it is particularly important this winter for older people to have as much information as possible about how to stay warm and safe and cut down on energy costs."

The Hot Tips Guide has been extremely popular this year and all hard copies have been distributed by Age Concern Scotland, in partnership with WRVS. The guide is still available as a download from our website at [www.ageconcernscotland.org.uk](http://www.ageconcernscotland.org.uk).

# Face to face insurance service for the over 50s

IT'S A FACT that, over the last decade, some changes in the Insurance market and customer service in general have left many people without the opportunity to deal with someone on a face to face basis when it comes to sorting out their insurance. So does this mean that there is no alternative to ringing a telephone call-centre? Well no, because anyone over 50 who still values the personal touch will feel right at home buying their Home or Travel insurance from Age Concern.

The same personal, caring service that Age Concern is well known for in providing day care centres and lunch clubs for the elderly, is apparent in their approach to offering insurance too. At their local offices, friendly, trained arrangers are available to explain the policies thoroughly, cutting through the small print and jargon. As Lynn Fraser at Age Concern Enterprises (Scotland) Ltd commented "We find that people prefer to be able to talk over their insurance concerns with someone face to face and that's what we offer here. We can explain all the options available so the customer can decide exactly what cover is right for them. People leave knowing they've been given a friendly, helpful service from an organisation they can trust. And that's worth a lot."

The insurance products from Age Concern Insurance are aimed at the over 50s. For example, the travel insurance has no upper age limit and can provide annual multi-trip cover for regular travellers – something that few companies are prepared to offer to older people - because Age Concern have a thorough understanding of what older people need from their insurance.

Age Concern Insurance policies are developed with the needs older people in mind from an organisation that has their interests at heart – and

in this day and age, that's a reassuring thought. What's more, it's nice to know that any profits from Age Concern Insurance Services go to support the work of Age Concern.

So pop into Age Concern Enterprises (Scotland) Ltd at Causewayside House, 160 Causewayside, Edinburgh, EH9 1PR – they're open Monday to Friday from 9.00am to 5.00pm and rediscover some old-fashioned personal service. Call them on 0845 833 0758 for directions or more information.

## People over 50 trust Age Concern products & services

Home Insurance

Car Insurance & Breakdown

Travel Insurance

Funeral Planning

Gas & Electricity Supplies

For more information, visit us at:

Age Concern Enterprises  
(Scotland) Limited  
Causewayside House  
160 Causewayside, Edinburgh, EH9 1PR  
Tel: 0845 833 0758 & 0131 668 8025

**0800 085 3741**

Please quote ref: ALL700

**AGE**  
*Concern*

Any Age Concern detailed above is a registered charity.  
A46V5APR08 MC00000

**AGE** Scotland  
*Concern*

Age Concern Enterprises Ltd is authorised and regulated by the Financial Services Authority (311438). It arranges insurance through a network of appointed representatives operating from around 300 local Age Concerns across the UK.

# Age Concern Scotland

## Where we are



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Annan	01461 207 728
Badenoch & Stathspey	01540 662 210
Castle Douglas	01556 505 718
Cambuslang & Rutherglen	0141 643 3509
Dingwall	01349 862 648
Dumfries & Galloway	01387 244 300
East Kilbride & Hamilton	01698 723 277
Glasgow	0141 420 3686
Inverness	01463 713 160
Kirkcaldy (Fife User Panels)	01592 204 273
Lochaber (Fort William)	01397 703 333
Perth & Kinross	01250 875 040

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