



**HOROWHENUA
DISTRICT
COUNCIL**

Positive Ageing Strategy



Everyone is the age of their heart. ~Guatemalan Proverb



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Why have a Positive Ageing Strategy?

Horowhenua's ageing population presents unique challenges and opportunities for Council and community groups to develop and implement strategies that will help our older people to age positively and ensure that Horowhenua is a great place for older people to live.

There are an increasing number of seniors living in our community. Apart from a longer life expectancy, the current generation of senior people is healthier, more independent and active than previous generations. Over time there will be increased pressure on health and other services. The needs of this population group will change over time. These will have to be reviewed and updated on a regular basis. Therefore the requirements and activities provided for seniors will have to match their changing needs.

Thus it is important to look to the future, not only to anticipate areas of increased need, but also to create opportunities to enhance district wide social and cohesion and well-being for our seniors.

The Horowhenua Positive Ageing Strategy has been developed to ensure co-coordinated and proactive planning, facilitation, advocacy and support to be delivered by Council, working alongside other agencies and groups in the community.



Why has a Positive Ageing Strategy been developed?

In April 2001 the Office for Senior Citizens launched a Positive Ageing Strategy. The Strategy includes a framework of ten Positive Ageing principles to guide the development of initiatives and policies to help improve the quality of life of older people. The principles of Positive Ageing are:

1. Empower older people to make choices that enable them to live a satisfying life and lead a healthy lifestyle.
2. Provide opportunities for older people to participate in and contribute to family, whanau and community.
3. Reflect positive attitudes to older people.
4. Recognise the diversity of older people and ageing as a normal part of the lifecycle.
5. Affirm the values and strengthen the capabilities of older Maori and their whanau.
6. Affirm the values and strengthen the capabilities of older pacific people.
7. Appreciate the diversity of cultural identity of older people living in New Zealand.
8. Recognise the different issues facing men and women.
9. Ensure older people, in both rural and urban areas, live with confidence in a secure environment and receive the services they need to do so.
10. Enable people to take responsibility for their personal growth and development through changing circumstances.

Each year, the Office for Senior Citizens produces a New Zealand Positive Ageing Strategy Action Plan in which all Government departments identify projects they are undertaking that link to positive ageing goals. The vision of the Office for Senior Citizens is that the positive Ageing goals will not be limited to government but will also be adopted by local government and the community. The goals and key actions of the Positive Ageing strategy were developed through nation-wide consultation with older people. They are:

1. Secure and adequate income for older people.
2. Equitable, timely affordable and accessible health services for older people.
3. Affordable and appropriate housing options for older people.
4. Affordable and accessible transport options for older people.
5. Older people feel safe and secure and can age in place.
6. A range of culturally appropriate services allows choices for older people.
7. Older people living in rural communities are not disadvantaged when accessing services.
8. People of all ages have positive attitudes to ageing and older people.
9. Elimination of ageism and promotion of flexible work options.
10. Increasing opportunities for personal growth and community participation.

Although the Positive Ageing Strategy does not cover a specific age group, it can be noted that there are approximately 6,100 persons aged 65 and over in the Horowhenua region. The number of older people in our district is projected to grow from 20% to 27.3% of the population by 2021, which is higher than the current national figure of 18% and there is a need for Council and other agencies to be proactive in responding to their needs. The statistics show that most of our older people live in the urban areas of the district, particularly Levin and our coastal communities, where they should expect to enjoy easier access to health, education and recreational facilities. These communities are well aware of the impending changes to the makeup of their populations and, during the community



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development planning process, have signalled that they, too, wish to be proactive on how they manage changes to the infrastructure and services needed by their ageing populations.

In recognition of the number older people in our district, responding to changes in the Local Government Act 2002, plus issues arising from the community consultation commissioned in 2003 (Community Needs Analysis), and an invitation to become a part of the New Zealand Positive Ageing Strategy, the Horowhenua District Council determined it would formulate a strategy for older people.

The Positive Ageing Strategy for Horowhenua will guide decision-making on matters to do with older people, taking into consideration their current and future needs.



What is the overall Vision of The Horowhenua Positive Ageing Strategy?

Horowhenua is recognised as a great place to grow old.

"Empower older people to make choices that enable them to live a satisfying life and lead a healthy lifestyle."

What does the Vision mean?

The Vision means that with the implementation of the positive ageing strategy, the Horowhenua will be recognised by residents and non-residents as a vibrant, inclusive, society that embraces its senior population as a highly valued and integral part of the community, and where people can age positively.

This Vision will be supported by the Horowhenua District Council working towards an environment that affords:

- (i) opportunities for seniors to be active participants in the continuing development of the Horowhenua district;
- (ii) opportunities for the knowledge and experience of seniors to be employed to enhance the skills and knowledge of others in the district.

Council's support will include the adoption of the New Zealand Positive Ageing Strategy.

"Provide opportunities for older people to participate in and contribute to family, whanau and community."



What are the key objectives of the Strategy?

The Strategy will provide a set of principles and corresponding key actions that take into account the current and projected future needs of older people in our district that can guide Council, and other agencies, in its operation and decision-making.

The key principles of the Positive Ageing strategy for the Horowhenua District are to:

- (a) promote the concepts of Positive Ageing within the Horowhenua District and encourage all ages to recognise these;
- (b) promote the following New Zealand Positive Ageing Principles:
 - * Reflecting positive attitudes to seniors within our community.
 - * Affirm the values and strengthen the capabilities of seniors, Maori and their whanau.
 - * Recognise the diversity and strengthen the capabilities of all seniors from all ethnic groups.
- (c) work in a cooperative and collaborative way with other agencies to provide programmes that benefit all senior people;
- (d) encourage seniors to be active participants in all spheres of activity within the Horowhenua District;
- (e) assist seniors to have access to the information and resources required to meet their current and future needs in the areas of:
 - * Health, safety and wellbeing
 - * Physical environment
 - * Entertainment and recreation
 - * Education and training
 - * Employment and community involvement
 - * Family, neighbourhood and community networking.

"Reflect positive attitudes to older people."



How was the strategy developed?

Initially, Council officers reviewed all of the current local government policies focusing on the needs of older people and positive ageing. Policy documents from a wide variety of government and non-government agencies were also reviewed.

The demographic profile of Horowhenua's older people was primarily created through the collation of statistics available from Statistics New Zealand. Population projections were also provided via this means.

The issues for older people were identified from the Community Needs Analysis (CNA) consultation in 2003. Eleven public meetings with 300 residents identified issues and concerns for the whole community, including seniors.

In 2005 a Council working party was formed to develop a Seniors Policy.

"Recognise the diversity of older people and ageing as a normal part of the lifecycle."



"Affirm the values and strengthen the capabilities of older Maori and their whanau."

What are the key issues for Horowhenua seniors?

The Community consultations raised a number of specific issues relating to Horowhenua seniors, some of which could be addressed by the council directly and others that Council could advocate for. Areas of major concern are:

- affordable and accessible transport
- older people feeling safe and secure
- equitable, timely, affordable and accessible health services
- affordable and appropriate housing options
- information services for older people provided through good communication
- participation in decision making.

Specific issues arising from these areas that require specific initiatives in the Positive Ageing Strategy include:

- concerns about safety for residents in small coastal communities that have big increases in population during the summer, but no comparable increase in police presence.
- the provision of accessible health services throughout the district, liaising with the various health bodies.
- the provision of emergency housing, appropriate disability support services and support services for those who are semi-retired/retired.
- the establishment of a community resource service to pool activities such as volunteer driving and to co-ordinate volunteer development.
- that Mid Central Health provides for the needs of disabled people within the district, to ensure that adequate health and support services are provided and that communities are prepared for these changes.
- the need for a survey across the district to quantify the numbers of people in the district with disabilities and the need for services.
- that council is seen to have a positive advocacy role.

"Affirm the values and strengthen the capabilities of older pacific people."



What are the key initiatives that will see the *Horowhenua as a great place to grow old?*

The following are the 6 key initiatives that will have the greatest impact on achieving the objectives of the Horowhenua Positive Ageing Strategy over the next three years:

1. Develop a Horowhenua Older Peoples Information Network (HOPIN).
2. Develop a strategy to meet the current and future needs of senior disabled people.
3. Integrate the services provided to our seniors through the establishment of "one stop" service centre.
4. Implement a marketing plan promoting Horowhenua as a great place to grow old, including initiatives that will promote the image of older people and ensure a greater understanding and respect between the generations.
5. Establish a quarterly seniors forum to ensure the needs of the Horowhenua seniors are identified and effective policies are updated to benefit older people.
6. Develop a communication programme to support activities and programmes that demonstrate the benefits of employing older people.

"Appreciate the diversity of cultural identity of older people living in New Zealand."

"Recognise the different issues facing men and women."



What will Council do to ensure that *Horowhenua is a great place to grow old?*

To ensure the Horowhenua District Council plays its part in the achievement of the Positive ageing Strategy objectives it has developed three policy goals and actions to achieve those goals.

Goal One

In Horowhenua older people are valued, respected and included.

To achieve this goal Horowhenua District council will:

- * Ensure that older people are involved in decision-making on issues that affect them.
- * Ensure older people are included in the LTCCP consultation process.
- * Establish a quarterly seniors' forum to ensure the needs of the Horowhenua seniors are identified and effective policies are updated to benefit older people.
- * Implement a marketing plan promoting Horowhenua as a great place to be old, including initiatives that will promote the image of older people and ensure a greater understanding and respect between the generations.
- * Support activities and programmes that demonstrate the benefits of employing older people.
- * Support older people to organize community events that they have identified as beneficial to their well-being.

Goal Two

Horowhenua is a district that cares for the well-being of its older people

To achieve this goal Horowhenua District Council will:

- * Host a quarterly Positive Ageing forum.
- * Advocate on behalf of the community for the continual improvement of health services in the district.
- * Support the provision of programmes that encourage older residents to keep themselves well such as recreational, educational and fitness programmes that encourage healthy lifestyles.
- * Develop a Horowhenua Older Peoples Information Network (HOPIN).
- * Develop a strategy to meet the current and future needs of senior disabled people.
- * Encourage the integration of the services provided to our seniors through the establishment of "one stop" service centre and continue to support the provision of social services to older people.
- * Strive to keep rate increases to a minimum.
- * Advocate for a stronger police presence in coastal communities during the peak summer periods.



Goal Three

Horowhenua District provides appropriate services and facilities for its older people.

To achieve this goal Horowhenua District Council will:

- * Take cognisance of the physical and social requirements of older people in its provision of amenities and services.
- * Develop a strategy to meet the current and future needs of senior disabled people.
- * Provide a safe, well maintained network of footpaths that are suitable for pedestrians, wheelchairs and mobility scooters across the district, and install buzzers at traffic light crossings.
- * Advocate for a public transport system that is affordable and appropriate to the needs of older people.
- * Support the provision of a range of housing options for older people.

Each year the Community Development Unit will report back to the Joint Transport and Health Services Sub-Committee regarding progress that has been made towards attaining these policy goals.

"Ensure older people, in both rural and urban areas, live with confidence in a secure environment and receive the services they need to do so."

"Enable people to take responsibility for their personal growth and development through changing circumstances."



APPENDIX 1**EXISTING SUPPORT AND SERVICES FOR SENIORS**

(For address and contact details see: HDC Community Services Directory which can be accessed through the Levin Library Website: www.library.org.nz/resources or a hard copy can be obtained from the Customer Service Centre, Horowhenua District Council, 13 Bath Street, Levin)

Government Agencies

Accident Compensation Commission (ACC)
 Health & Disability Commissioner
 Police -Foxton Beach, Foxton Shannon & Levin
 Health & Disability Commissioner
 Housing New Zealand
 Human Rights Commission
 Inland Revenue Department
 Ministry of Health
 Ministry of Social Development – WINZ
 Child Youth & Family (CFYS)
 Department of Internal Affairs
 Te Puni Kokiri - Ministry of Maori Development
 Office for Senior Citizens

Iwi

Muaupoko Tribal Authority Inc
 Kaumatua Exercise Programme
 Te Runanga O Raukawa

Social & Other Services

Age Concern (Horowhenua)
 Best Care (Whakapai Hauora) Charitable Trust
 Choices Counselling Support and Awareness Programmes
 Christian Counselling Centre
 Citizens Advice Bureau
 Community Connections (NZ) Trust Inc
 Community Law Horowhenua
 Contact Incorporated
 Epilepsy New Zealand
 Foxton Beach Community Centre – Meals on Wheels, Volunteer Drivers.
 Foxton Beach Improvement Society
 Government Super annuitants Association, Horowhenua/Kapiti Branch
 Horowhenua Grey Power Inc
 Horowhenua Library Trust - Levin, Shannon, Foxton & Tokomaru Libraries
 Horowhenua Supergrans Inc
 Horowhenua Unemployed and Beneficiaries Community Centre
 Kere Kere Healthy Communities Network (KKHCN)



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Primary Health Organisation (PHO)
 Horowhenua Historical Society
 Levin & District Befrienders Inc
 Levin & District Senior Citizens Association Inc
 Levin Branch, National Council of Women
 Levin Citizens Advice Bureau Inc
 Manakau District Community Association
 Oasis
 Public Health
 PHO
 RSA
 Senionet Horowhenua Inc
 Te Awahou Maori Women's Welfare League
 Horowhenua Victim Support
 LTNZ Roding Co-ordinator
 60's Up Movement of NZ Inc

Environment

Foxton Beach Coast Care Society Inc
 Manawatu Estuary Trust Inc
 Ornithological Society of NZ
 Royal Forest and Bird Association - Horowhenua Branch

Disability

Advocacy Network Services Trust (Adnet)
 Blind Community Committee RNZFB
 Deaf Association of New Zealand
 Enable New Zealand
 Enable Tourism New Zealand
 Epilepsy NZ
 Hearing Association Inc, Horowhenua Branch
 Horowhenua Stairway Inc
 Levin Arthritis Support Group
 Levin Stroke Support Group
 LIFE Unlimited Charitable Trust Inc
 MASH Trust
 New Zealand Radio for the Print Disabled (Inc)

Please note –

This is not the comprehensive list of all services to the senior sector - Churches, Religious Organisations, Sporting groups, Clubs and Hobby groups are all listed in the Community Services Directory *see above for location*.

Age Concern (Horowhenua) Inc

In April, 2005, approval was obtained to form a new branch of Age Concern, Horowhenua. The Government 2005 budget provided funds through the Ministry of Social Development



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to have a new service for the prevention of Elder Abuse and Neglect for Taupo and Horowhenua. Age Concern Horowhenua won the Request for Proposal to provide this service in the Horowhenua and Otaki area.

In addition, funding has been obtained to provide four Health Promotions for the Elderly during 2006. The one day workshops will cover the following-

Surviving mobility-What are the options? Manageing with or without a motor vehicle.

Caring for the Caregivers

Enduring Power of Attorney---Being Prepared

Positive Ageing Strategy Workshop

Support and advocacy for the Elderly are provided on a regular basis.

It is hoped to establish an Accredited Visiting Service for the Elderly during 2006.

Contact Details: Allan Birrell
Development Officer
P.O. Box 1080
Levin
06 367 2181

Muapoko Tribal Authority

Kaumatua Exercise Programme is a Free Community Based exercise programme run by the Muaupoko Tribal Authority for elderly, including exercise support such as organized walks (bushwalks beach walks), Tai chi (falls prevention programme), Group exercise (which involves light aerobics, a bit of line dance, band exercises, and stretching). It operates from 10am - 3.30pm Tuesdays and Thursdays.

Contact Details: Danny Hancock
(06) 367 3311 or 021 682805.

Te Runanga O Raukawa

Health Services: Health & Disability Support
Disease State Management
Podiatry

Social Services: Support to grandparents/ elderly raising children.

Contact Details
Ella Kauri-Davis [ellad@Raukawa.iwi.nz]
Phone 368 8678



APPENDIX 2**Demographic Information on the District****1. NZ Population & Horowhenua Age-Sex Structure****Horowhenua District Total Population 2001**

Age-sex structure

Population

At the 2001 Census of Population and Dwellings:

- The census usual resident population count for Horowhenua District¹ was 29,823, a change of -1.1 percent since 1996.
- In comparison, the population for New Zealand as a whole has changed by 3.3 percent since 1996.

Numbers of people counted**Horowhenua District New Zealand**

Males	14,457	1,823,007
Females	15,363	1,914,273
Total	29,823	3,737,277
Change since 1996 Census	-327	118,974

¹The area used for this profile is based on Statistics New Zealand's territorial authority.

Statistics New Zealand 2001 - www2.stats.govt.nz

The 2001 census show the Horowhenua has a population of approximately 29,823. According to the 2001 census, 18.5% of this figure (5,517) is aged 65 and over.

The 2001 census identified:

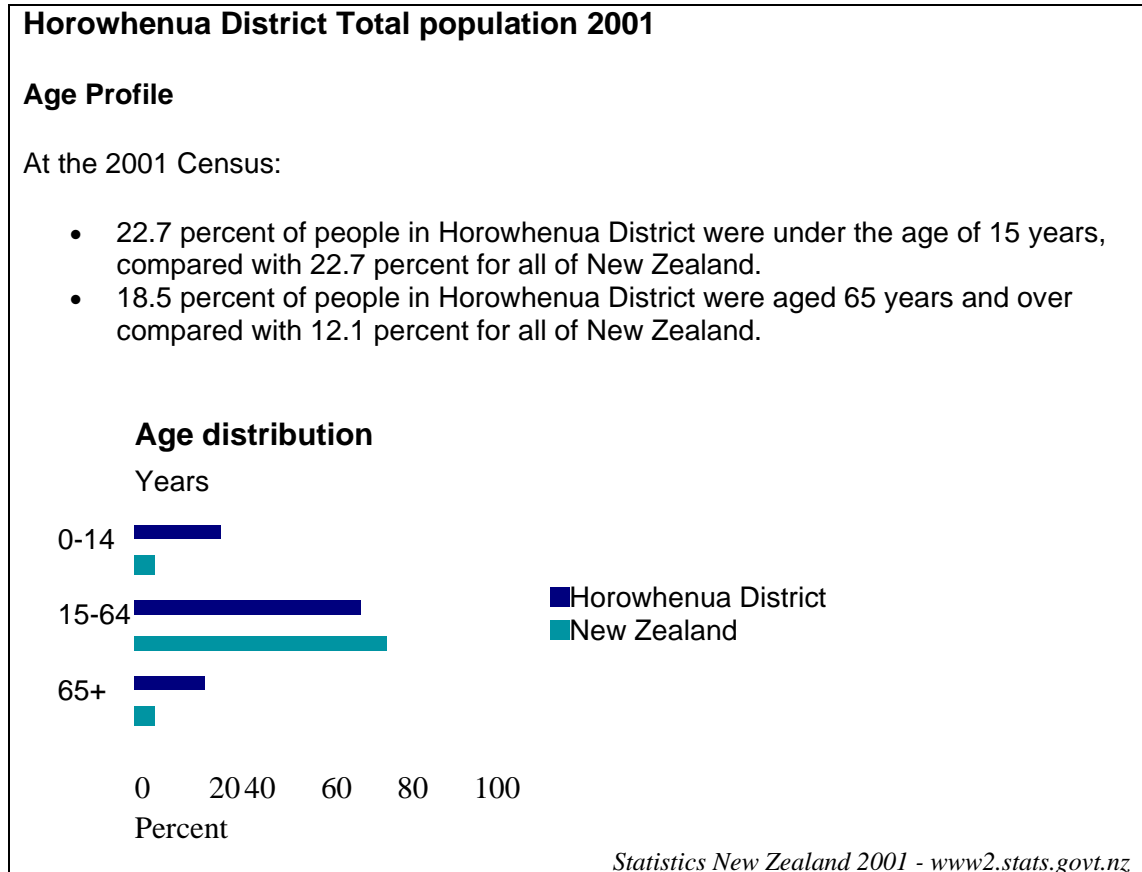
- A little over half of this population lives in the main town of Levin.
- The population grew slightly during the ten years 1986 through to 1996. From 1996 to 2001, the population has declined slightly (-1.1 %).
- The median age of people in the Horowhenua District is 39.5 years, compared with 34.8 for all of New Zealand.



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2. Age Profile - Ageing Population

The ageing process is neither a new demographic phenomenon nor is it unique to New Zealand. There is no typical Senior person. Overall New Zealand has an ageing population. This is partly because of a decreasing birth rate and partly because of increasing life expectancy. The average life expectancy of a person born now in New Zealand is 77 years¹. Currently females aged 65 years can expect to live a further 20 years and their male counterparts can expect to live a further 17 years.



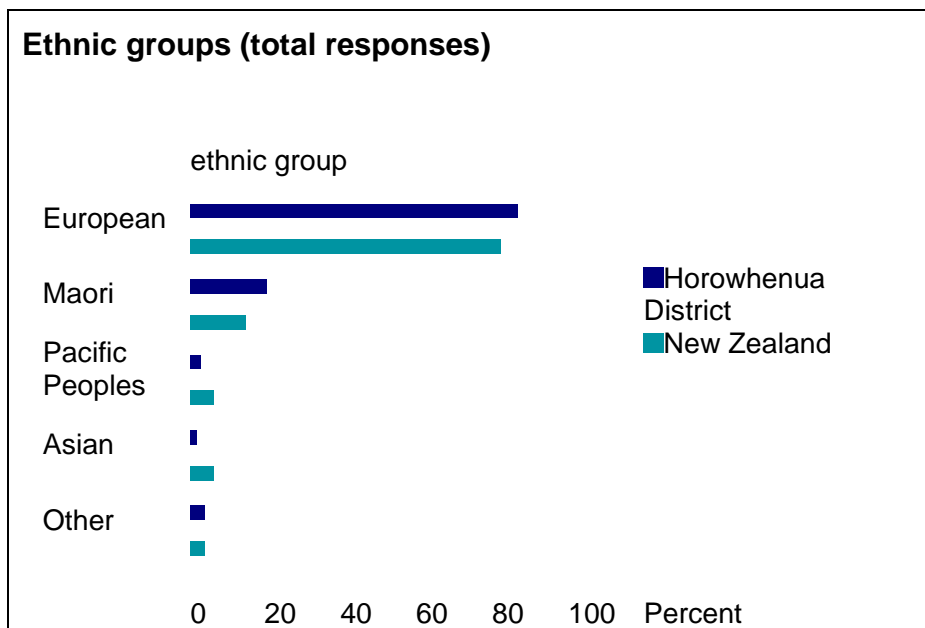
Compared to the national population the age structure of the Horowhenua population differs in the following ways:

- Relatively high numbers of people 50 years and over.
- Relatively larger numbers of people under 20 years of age.
- A significant population gap in the 20 to 35 age group.
- The median age of people in the Horowhenua District is 39.5 years, compared with 34.8 for all of New Zealand.

¹ Primary Health Focus 2 conference. Wellington. MOH March 2005



3. Ethnic Composition of Horowhenua & National Populations 2001 Census

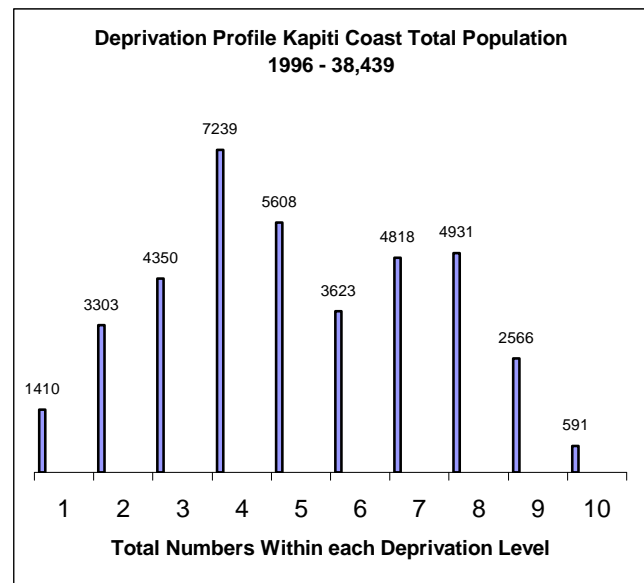
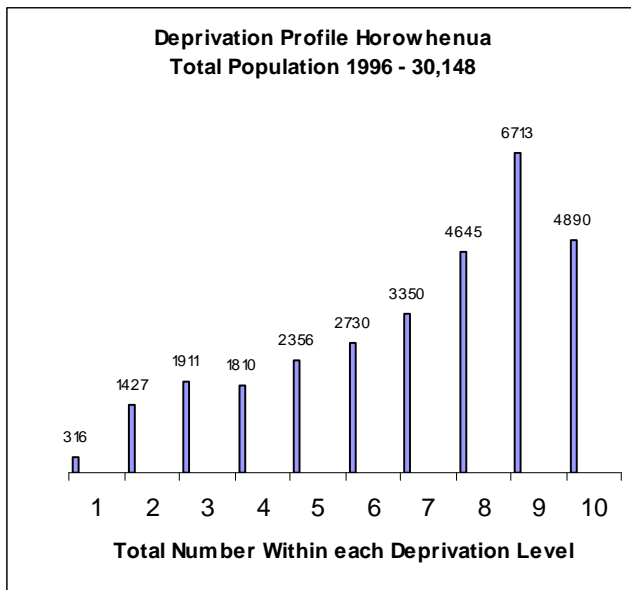


At the 2001 Census

- 84.7% of people (24,549) in the Horowhenua District identified as European compared with 80.1% for New Zealand overall.
- 20.0% of people (5,796) in the Horowhenua District identified as Maori compared with all of New Zealand at 14.7%.
- 4.5% of Maori people (258) in the Horowhenua District are aged 65 and over, compared with 3.4% for all Maori in New Zealand.
- The median age of Maori people in the Horowhenua District is 21.4, compared with 21.9 for all Maori in New Zealand.
- 38.8% of Maori people (2,247) in the Horowhenua District are aged under 15, compared with 37.3% for all Maori in New Zealand.
- The population of the Horowhenua District contains a smaller proportion of Pacific peoples (3.2%) and smaller proportion of Asian people (2.3%) compared with the whole of New Zealand (at 6.5% and 6.6% respectively).



4. Deprivation index (Dep. 96) for Horowhenua & Neighbouring Districts



A rapid growth in the over 65 age group is predicted to increase in the Horowhenua. This relates to the movement of retirees from areas of the country in which real estate and rental properties are substantially higher. The ageing population of the area includes a significant number of frail elderly².

Research indicates that social conditions are important determinants of health, eg income, housing, (car-less, phone-less) and employment. There is a close relationship between deprivation levels and poor health outcomes, exacerbated by a combination of one or more of these social indicators.

The needs of the over 65 age group differ from the overall population because, in general, they have a different set of characteristics, including:

- Lower incomes (as a result of retirement).
- Older people are more likely to live alone and more likely to own their own home.
- Older people provide a significant amount of volunteer contribution to the district.
- Nationally, 60% of the over 65s are identified in the lower socio-economic group³.
- In general older people living in the Horowhenua have minimal or no disposable income.

²Grafton Group Business Case Proposal for Horowhenua/Otaki Services 2003

³MDHB Primary Health Care Strategy 2003, Pg 32



APPENDIX 3

New Zealand Government Positive Ageing Strategy

The 10 Positive Ageing goals were developed through nationwide consultation with older people. The goals reflect the priority issues that were identified to improve opportunities for older people to participate in the community in the way they choose. The goals are:

1. Secure an adequate income for older people.
2. Equitable, timely affordable and accessible health services for older people.
3. Affordable and appropriate housing options for older people.
4. Affordable and accessible transport options for older people.
5. Older people feel safe and secure and can “age in place”.
6. A range of culturally appropriate services allows choices for older people.
7. Older people living in rural communities are not disadvantaged when accessing services.
8. People of all ages have positive attitudes to older people.
9. Elimination of ageism and promotion of flexible work options.
10. Increasing opportunities for personal growth and community participation:
 - enables all members of the community to understand how positive ageing will be achieved;
 - enables new partnerships to be developed to contribute to achieving positive ageing;
 - ensures that positive ageing is a living process that changes and updates in order to meet the future needs of new generations.

Full details at www.osc.govt.nz/positive-ageing-strategy

