



Age-Friendly Communities Strategy

Te Rautaki Hapori
Manaaki Taipakeke



Horowhenua
2040 Vision





District Mayor,
Bernie Wanden

Foreword from the mayor

He kupu takamua nā te Kahika

Our district, Horowhenua is the fastest growing district in the Manawatū-Horowhenua Region.

At the 2018 census Horowhenua had a total of 8,315 people aged over 65, this was a 34% increase compared to 2013. Being home to one of the highest populations of older people in New Zealand is an opportunity.

Our district is well situated to respond to the needs of an increased number of older residents.

Horowhenua is diverse and vibrant, relatively flat and easy to negotiate, and with many facilities and services that cater to the needs of older people, Horowhenua is well suited for older people.

As a district with unique satellite townships, we have an opportunity to lead the way for other rural communities in taking an age-friendly approach now and into the future.

As the Mayor of Horowhenua District, I fully support the Age-friendly Communities Strategy and look forward to seeing the positive change it informs across the district.



Opening remarks from the Chairperson of the Older Persons Network

He kupu huataki nā te Tumuaki o te Aka Kaumātua

When the idea of establishing Horowhenua as an Age-Friendly Community was confirmed, the Horowhenua Older Persons Network was excited about the possibility of being involved in shaping the future for older people in Horowhenua.

Our Older Persons Network has been running for a number of years, therefore we are aware of many of the organisations and initiatives for older people in Horowhenua. In recent years, I've been pleasantly surprised that through our Annual Age on The Go Expo, we've seen more visibility of focus groups, services and initiatives specific to older people that we've been largely unaware of.

An age-friendly community is a community that cares and caring is the responsibility of all of us in Horowhenua. This plan will build on the great things that are already happening in our District.

The plan was developed by older people and they will be involved in the implementation and monitoring of the plan going forward. I am excited about what the future holds for our ageing population.



Councillor Victoria Kaye-Simmons
Chairperson Horowhenua Older
Persons Network

Background

He whakamārama whānui

An ageing population is a large social change affecting many parts of the world and Horowhenua is no exception.

Approximately 8220 people aged 65 and over currently live in Horowhenua - 672 identify as Māori; 93 as Pasifika, the main settlement is Levin.

Older Horowhenua residents make up 25% of our population, higher than the national average of 15%. In twenty years' time, or possibly earlier, the number of older people living in Horowhenua will increase substantially, numbering 11,300 and making up 35.3% of our population. In a matter of a few years, seniors in Horowhenua will outnumber children for the first time ever. This will become the 'new normal' not only for our district, but also for most of New Zealand.

Coupled with the rapidly changing demographic make-up of our population, lifestyles are also changing as our population ages. Life expectancies are higher now than ever, older people are more likely to work longer, many are taking on childcare roles, and those moving into this age group are both more culturally diverse and more active than the previous generation. There are also challenges associated with ageing such as having a fixed, limited income, changing health needs including living with a disability, negative perceptions of 'the elderly', and the possibility of experiencing social isolation.

This purpose of this Strategy is to outline an age-friendly approach for Horowhenua with the overall vision of 'Older Persons in Horowhenua are empowered to make choices enabling them to live well and age well.' The well-established Horowhenua Older Persons Network are the advisory structure that have informed this Strategy and will continue to monitor future actions. These views, combined with local data and information have been key to shaping the vision and key priority areas.

Importantly, the Strategy spans a wide range of sectors, services and activities. It will require leadership and collaboration amongst multiple agencies and organisations to achieve the vision. The Strategy covers the period 2020-2023 and provides guidance and direction for our District into the future.

Older People in Horowhenua

Over 65+ Horowhenua Stats



Total People

8223



Male
3864



Female
4356



672 (8.2%)

of 65+ identify as Māori



2202

Live alone



3954

Live as a couple



48%

Live with disability



8223

Unpaid Activities



1434

Employed



80%

Rate health good or excellent*



Median income earnings

\$21,000

* (Mid-Central region)

Vision

The Strategy's vision is

Older Persons in Horowhenua are empowered to make choices enabling them to live well and age well

Horowhenua is a district that embraces its older residents as a highly valued integral part of the community. It provides opportunity for participation, capacity building and social connectedness.



Strategic Context

Te Horopaki Rautaki

An age-friendly community is a place where you can stay connected, healthy, active and respected, whatever your age.

The global Age-Friendly Communities Project is an initiative of the World Health Organisation (WHO) and commenced in 2006. There are now many countries taking part with hundreds of cities and communities involved. They were asked to focus on supporting healthy ageing in their communities, and included research to find out what was currently available to support older people.

The benefits of age-friendliness include:

- Making it easy for people to stay connected with each other.
- Helping people stay active and healthy.
- Supporting people who are no longer able to take care of themselves to live with dignity and enjoyment.
- Treating everyone with respect.

The World Health Organisation's Age Friendly Cities and Communities model aims to foster healthy and active aging across a range of domains, covering both the physical and social environments. The model includes eight priority areas, which focus on identifying and addressing enablers and barriers to the well-being and participation of older people. The priorities overlap and interconnect with each other.

They are:

- Outdoor spaces and buildings
- Transportation
- Housing
- Social participation
- Respect and social inclusion
- Civic participation and employment
- Communication and information
- Community Support and Health Services

This Strategy supercedes and incorporates the Horowhenua Positive Ageing Action Plan, it also has close links with a number of documents that support positive ageing. Locally, the Strategy aligns with the vision of Horowhenua District Council's Long Term Plan 2018-2038. National and international linkages include:

- Age Friendly Cities and Communities model (World Health Organisation)
- Better Late Life - He Oranga Kaumātua 2019 (New Zealand)
- Healthy Ageing Strategy 2016 (New Zealand)
- Sustainable Development Goals (United Nations).

Guiding Principles

Ngā Mātāpono Arataki

A successful Age-Friendly Communities Strategy will keep the needs of older people at the forefront at all times.

The purpose of the Strategy is to improve the lives of older people in Horowhenua, and focus on wellness of older people as a way forward.

This Age-Friendly Communities Strategy accepts from the outset that in many ways, Horowhenua is already a great community for older people. There are already a large number of services and facilities that enable older people to live fulfilling lives, and even without a strategy, these will continue to exist and thrive. The aim of the Strategy is not to replace or reinvent projects and services that work well, but to acknowledge them, build on them and publicise them better to make more older people aware of what already exists.



In order for the Horowhenua Age-Friendly Communities Strategy to be successful, the following principles will underpin the plan:

Te Tauawhitanga / Inclusion

Older people in Horowhenua live in an accessible, safe, secure and healthy environment, physically, socially and financially.

Te Āheitanga / Access

Older people in Horowhenua live in a connected and inclusive society full of: social activity, good information and opportunities, and are empowered to navigate and access services.

Te Whakaute / Respect

Older people in Horowhenua are recognised, celebrated and supported for their contribution to the community and are given opportunities to work, volunteer and grow.

Te Whai Wāhitanga / Participation

Older people in Horowhenua are given equal opportunities to participate in the community, and be involved in decisions that affect them.

Te Kanorautanga / Diversity

Kaumātua in Horowhenua and those from other ethnic groups are treasured and celebrated. It is accepted and acknowledged that for many cultures, ageing needs may be different, and old age may start earlier, or later, than at 65 years.



Eight priority areas are included in this Strategy. The eight priority areas directly align with the priority goals of the World Health Organisation's Age Friendly Communities model. HDC will have an oversight role for implementation, and advocacy of the Strategy. The eight priority areas in the order of importance as indicated by Horowhenua older people are:



Community Support and Health Services



Housing



Respect and Social Inclusion



Transport



Communication and information



Civic Participation and Employment



Outdoor spaces and buildings



Social participation



Making the Strategy Happen

Te Whakatinana i te Rautaki

Included in this Strategy is an action plan for the implementation of identified actions that pertain to enhancing the wellbeing of older people.

This will be overseen by the Older Persons Network comprising of representatives from government organisations, organisations/ groups who provide services to or support seniors, and seniors who have a lived experience of ageing in Horowhenua.

The purpose of the Older Persons Network is to ensure Older People in the Horowhenua are:

- given opportunities to be involved in decisions that affect them,
- living in a connected and inclusive society full of social activity and opportunity,
- equipped with good information and empowered with the means to navigate and access services,
- living in a safe, secure and healthy environment, physically, socially and financially,
- recognised, celebrated and supported for their contribution to the community and are given opportunities to work, volunteer and grow, (including update on adult education programmes and Volunteer Resource Centre activities),
- provided with a vehicle to interact strategically and operationally with council and government agencies ,
- taking a leadership role in accounting for their needs,
- advocating for and driving their own projects and activities with support from other groups and agencies.

The action plan identifies a set of actions under each of the eight priority areas. The actions will be prioritised and phased over the four year period of the Strategy to ensure they are manageable and achievable.

Actions

In an Age-Friendly Community:

- ★ green spaces are well-maintained with seating, shelter, and toilets
- ★ safe pedestrian crossings and footpaths are wide enough for wheelchairs, walkers or strollers
- ★ there is public transport to; health centres, shops, parks, workplaces and neighbouring towns and cities, and around our communities
- ★ affordable housing options are close to services and facilities
- ★ signage is clear and easy to read
- ★ council events and activities appeal to people of different ages
- ★ older people contribute to community groups
- ★ facilities are located close to residential areas and services
- ★ older people are consulted and included in decision-making





Community Support and Health Services

Ngā Taumatua Hapori me Ngā Ratonga Hauora

The community said...

Our community told us we have a great hospital with a range of services that are provided either locally or within our region and although we have a health shuttle it is not always easy to access out-of-town services. We have good support systems to keep older people in their own homes. Maintaining fitness and flexibility is important as we age and we have strength and balance classes to support this. There are many options and they are very accessible. The community has said access to health services are important and we need to get some better systems and understanding of what is available.

Action	Continue/ Enhance/New	Responsible Agency	Success indicators and time frame
Improve health literacy to ensure the health system is responsive to community needs.	Continue	MidCentral DHB Think Hauora	Establish Annual patient experience survey. Specifically: show that people understand what the health system offers and are able to access the support they need.
Provide access to programmes that enhance health and wellbeing	Continue	MidCentral DHB Sport Manawatū Think Hauora Alzheimers Manawatū	Health and wellbeing programme attendance is high.
Ensure the availability of nutrition and education classes across the district.	Continue	MidCentral DHB Think Hauora	Number of classes available annually.
Continue to raise awareness of personal safety issues (abuse and neglect and phone and e-mail scams).	Enhance	Age Concern, MidCentral DHB Think Hauora	1-2 workshops annually.
Offer education/information for people to navigate their way through health and social services.	Enhance	Age Concern MidCentral DHB Ministry of Social Development Horizons Alzheimers Manawatū	1-2 workshops annually.

Action	Continue/ Enhance/New	Responsible Agency	Success indicators and time frame
Ensure people have support to meet transport needs for local and out of town services.	Enhance	Horizons Horowhenua Health Shuttle Foxton Health Shuttle Taxi Driving Miss Daisy	Establish Annual patient experience survey. Specifically: show that transport is not a barrier to accessing care.
Continue to raise awareness of the value in having Enduring Power of Attorney in place. Provide information on options for affordable legal services.	Continue	Age Concern	Community Law Centre statistics show increasing number of EPAs completed each year. Annual workshop / guest speaker
Provide practical and emotional support through the bereavement process.	Enhance	Age Concern	Plan to be developed in 2020.
Provide emotional support and advice with the grieving and bereavement processes for carers and families throughout the dementia journey	Continue	Alzheimers Manawatū	Carers and families are well informed and feel supported.





Housing

Ngā Wharenoho

The community said...

As we move into the future with an already increased ageing population the community think we need to look at housing differently to ensure that we have enough. This needs to be a mix of private housing like additional retirement facilities, gated communities and community accommodation. They would like to see some changes to the quality and quantity of our pensioner housing and improvements in the standard of rental accommodation available in the community.

Priorities for Action:

Action	Continue/ Enhance/New	Responsible Agency	Success indicators and time frame
Implement the Horowhenua District Council Housing Action Plan.	Continue	Horowhenua District Council	Ongoing implementation of identified actions
Improve the quantity, quality and accessibility of pensioner housing in Horowhenua.	Enhance	In partnership with identified parties via the HDC Housing Action Plan	Number of units available annually.
Support the development of a 'Ready to Rent'	New	Ministry of Social Development	1-2 workshops annually.
Promote the development of innovative housing models across the district.	Enhance	Lifemark NZ Enable NZ	Innovate housing models promoted as part of housing strategy.
Run workshops on home energy efficiency.	New	In partnership with energy efficiency provider	1-2 workshops annually.
Investigate technology solutions to make independent living easier and safer for older persons living alone.	New	Lifemark NZ Enable NZ Other technology providers	Identified agencies implementing such technologies.



Respect and Social Inclusion

Te Whakaute me Tauawhi Pāpori

The community said...

Our community have told us that they don't feel they are respected as much as they would like, and that they've heard of other communities participating in intergenerational activities, they would like to see something like this in Horowhenua. Our older people have so much time and expertise to give – we need to remember this and encourage the relationships and learn about their lives.

Priorities for Action:

Action	Continue/ Enhance/New	Responsible Agency	Success indicators and time frame
Investigate programmes to connect kindergartens/pre-schools/schools with older persons groups.	New	In partnership with others	Programmes in place in 2021.
Actively target the ageing population in community engagement and consultation strategies.	New	Horowhenua District Council In partnership with other agencies when engagement is required	Number of times Positive Ageing Forum participants are consulted annually.
Value conversations and create more opportunities for story telling such as walking tours and oral history events.	Enhance	In partnership with others	Elderberries publishes an editorial / story 4 times per year 1-2 workshops on capturing story telling held per year
Increase social inclusion for older people through better internet access, especially banking.	Enhance	In partnership with others	1-2 workshops annually.
Increase the number of community education classes targeted at older persons.	Enhance	In partnership with others	Number of classes specifically for older persons annually.
Encourage neighbourly interactions to reduce social isolation		Horowhenua District Council Neighbourhood Support Age Concern	Neighbours day is celebrated annually



Transport

Ngā Waka me Ngā Ratonga Kawekawe Tāngata

The community said...

Highway 1 has become a safety issue with the sheer volume of traffic, and they feel vulnerable crossing the road even at nominated crossings. Feedback was received on the regional Day out in Town Bus, along with the Levin to Waikanae bus service. There was also emphasis placed on a local bus service, as taxi is almost the only way of getting around if you don't have a license or vehicle,.

Priorities for Action:

Action	Continue/ Enhance/New	Responsible Agency	Success indicators and time frame
Work with Horizons Regional Council to audit bus stops	Enhance	In partnership with Horizons	Increase in the number of bus shelters.
Work with Horizons Regional Council to review the bus routes and timetable with input from older people.	Enhance	In partnership with Horizons	Horizons hold an annual review of routes and timetables with Horowhenua Older Persons Network.
Audit mobility vehicle parks and locations	Enhance	Horowhenua District Council	Mobility vehicle parks are appropriately located, meet size requirements and footpaths are accessible via a ramp.
Provision of Senior Driving Programmes and education for older people.	Continue	Horizons Age Concern	Number of driving programmes run annually.
Investigate mobility scooter charging stations.	New	Horizons Horowhenua District Council	Feasibility complete
Continue to provide training sessions for mobility scooter users on safe usage.	Continue	Horizons Age Concern Levin Mobility Scooter Group	1-2 training sessions per year.
Promote cycling (e-bikes and e-trikes) as a mode of transport.	Enhance	Horizons Horowhenua District Council	Annual cycling/have a go day held for older people.

Action	Continue/ Enhance/New	Responsible Agency	Success indicators and time frame
Work with Horizons Regional Council to improve bus and train transport connections north and south of Horowhenua.	Enhance	Horizons Greater Wellington Regional Council	More frequent bus and train connections are established and use by older persons is high.
Additional cycle friendly road infrastructure is introduced to support elderly people using bike transport and mobility scooters	New / Enhance	Horowhenua District Council	Improvements are made to existing road infrastructure to allow for such activities. Additional road infrastructure is developed. Use by older persons is high.





Communication and Information

Ngā Kōrero Whakamōhio me Ngā Pārongo

The community said...

As an ever-changing growing community, we need to ensure that we keep people up to date with the latest information. Our community told us that we have lots of services available but we need to improve our communication so people know what is available. Technology changes are fast-paced and we need to ensure that we take the community along with these changes.

Priorities for Action:

Action	Continue/ Enhance/New	Responsible Agency	Success indicators and time frame
Hold the annual Age on the Go Expo to showcase services and technology available.	Continue	Horowhenua District Council	Annual expo held.
Information technology training offered for older people.	Enhance	Libraries Horowhenua Partner with SeniorNet and Arohamai Literacy	Number of programmes available in the district annually.
Offer financial literacy education and support prior to retirement.	Enhance	In partnership with others	Number of financial literacy education sessions held annually.
Undertake a scoping exercise of ways to ensure a coordinated approach to the safety of vulnerable older people in an emergency.	New	Partner with Age Concern and Neighbourhood Support	Completed by December 2021 with a plan to ensure older people are safe. A programme to raise the emergency safety awareness of older people is developed by December 2021.
Increase capacity for older people through better internet access, especially banking.	Enhance	In partnership with others	1-2 workshops annually.
Older people have access to age specific information	Continue	Horowhenua District Council	ElderBerries is published quarterly
Māori and pan-pacific language is used in communications for older people	Enhance	Horowhenua District Council	Relevant document is translated



Civic Participation and Employment

Te Whai Wāhi ki Ngā Mahi Kirirarau me Te Whai Mahi

The community said...

We have a well-established and comprehensive volunteer service in Horowhenua and an Older Persons Network meeting that meets monthly. This forum provides an opportunity for the older people to provide feedback to Council, as well as key information to individuals and groups who are older themselves, or working with older persons. However, there is always more that can be done to collectively improve outcomes for older persons. Many of our older people are skilled and have so much to offer our community regardless of their age. We need to encourage groups and organisations to consider them as job prospects or include in other ways.

Priorities for Action:

Action	Continue/ Enhance/New	Responsible Agency	Success indicators and time frame
Older Persons Network Meeting is held	Continue	Horowhenua District Council	At least 6 meetings held per year.
Encourage more people to become volunteers.	Enhance	Volunteer Central	Annual increase in volunteer numbers.
Support older people to continue to be in the workforce.	Continue	In partnership with others	Annual data shows number of over 65's employed in Horowhenua.
Analyse voting turnout in for the 2019 local body elections in Horowhenua and take steps to increase the numbers in 2022.	New	Electoral Commission Horowhenua District Council	Voting turnout of older people increases in 2022.
Continue to acknowledge International days.	Enhance	In partnership with others	Increase in annual awareness and events.
Kaumātua and Pasifika elders have a voice in established groups	New	In partnership with others	Kaumātua and Pasifika elders groups who meet regularly are established across the district
Kaumātua and Pasifika elders are represented at Older Persons Network	Enhance	Horowhenua District Council	Build trust to have Māori and Pasifika representation at the Older Persons Network



Outdoor Spaces and Buildings

Ngā Whaitua o Waho me Ngā Whare

The community said...

Our walkways, scenery and parks, particularly Kowhai, otherwise known as the 'dog park' are beautiful assets. They said access to footpaths for wheelchairs and mobility scooters was improving but there were still a number of uneven footpaths causing a few problems. They would like to see more seating around the community to allow for rests between extended periods of walking. There is also still some work to be planned to educate people on what accessible buildings look like.

Priorities for Action:

Action	Continue/ Enhance/New	Responsible Agency	Success indicators and time frame
Maintain and enhance a pedestrian network that is comprehensive and accessible for all modes of mobility aids.	Enhance	Horowhenua District Council	Annual audit of pavements and crossings is completed.
Increase the availability of seating across the district	Enhance	Horowhenua District Council	At least 2 new seats, installed annually
Targeted consultation ensures older people have an opportunity to participate in the design and redesign of public places.	New	Horowhenua District Council Other agencies where required	Consultation held with older people on Council plans per year.
Increase the accessibility of the built environment for older people.	Enhance	Horowhenua District Council Other agencies	Essential service providers in the built environment are accessible for older persons and those living with disabilities
Levin Town Centre re-development project will follow accessibility guidelines	Continue	Horowhenua District Council	Incorporated by December 2022.





Social Participation

Te Whai Wāhi ki Ngā Kaupapa Pāpori

The community said...

Our community told us that we have many services that offer great programmes and social activities in our community but that we don't always promote these well or in places that are readily available so not everyone knows about them. Many services like our outreach library service are a great community resource. We would also like to see more targeted events for older persons such as, jazz in the rose gardens that create more opportunities to create social cohesion and belonging.

Priorities for Action:

Action	Continue/ Enhance/New	Responsible Agency	Success indicators and time frame
Support the establishment of Kaumātua and pasifika elder networks	Enhance	In partnership with others	Kaumātua and Pasifika elders groups who meet regularly are established across the district
Support the exploration of Kaumātua/older people friendly competition games and dances	Continue	In partnership with others	Number of games held events held annually.
Continue to investigate social connection opportunities	Continue	In partnership with others	Number of social connection opportunities held at community hubs annually.
Promote older people's activities on local notice boards and libraries.	Enhance	In partnership with others	Annual survey shows increased awareness.
Extend awareness and reporting of Elder Abuse Project.	Continue	Age Concern	Number of reported cases of elder abuse annually.



Implementation

Te Whakatinanatanga

A collaborative approach will be essential to the success of this plan. This will involve our partners, stakeholders and community working together on the delivery of the actions identified.

Monitoring and Review

Te Aroturuki me Te Arotake

The success of Horowhenua's Age-Friendly Plan will be based on the number of actions that are completed satisfactorily.

A quarterly progress report will be presented to the Older Persons Network, who will monitor progress and ensure that implementation is on track.

This plan will be reviewed in whole or part by 2023.

The action plan will be reviewed every 3 years to ensure actions remain relevant and the plan reflects new or emerging issues. Where possible, projects will apply a review or evaluation approach appropriate to its size, cost, nature and duration using a variety of tools (eg, surveys, feedback forms, discussion groups, outcome measurement).

Project evaluations/reviews will cover some or all of the following:

- What was done? Purpose, target audience, rationale, approach
- How well did we do it? For example, number of people involved, participant satisfaction, budget vs actuals, unexpected outcomes
- Is anyone better off? For example, reduced duplication, increased collaboration (shared projects, new partnerships, organisations working together), increased opportunities, increased knowledge, changes in behaviour
- Person-centric wellbeing measure, what difference did the strategy make to older persons in Horowhenua.
- Lessons learnt. What worked well, what didn't, should the activity continue, what should be changed (who, what, where, when, how)?





Horowhenua
2040 Vision



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