



DOISBHÁ-CHIARRAÍ
AGE-FRIENDLY KERRY



Strategy
2018 - 2022



Old age is like everything else. To make a success of it, you've got to start young.

— Theodore Roosevelt

'Only in this century has human civilisation made it possible for most people in Western societies to reach the age of seventy and over. Therefore, the shaping of what is possible in old age does not have a long tradition. As a society, we are only at the beginning of a learning process about old age. In this sense, old age is still young, its potential is not fully realized...'
(Baltes and Mayer, quoted at the conference 'Towards an Age-Friendly Society in Ireland 2006')

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A Chara,

When Kerry County Council signed the Dublin Declaration, it undertook to make a collaborative effort to make Co. Kerry age-friendly. As Mayor of Co. Kerry, I am proud that Kerry is part of this World Health Organisation initiative to create an Age Friendly County.

Kerry has led in many initiatives across the Local Authority sector and developed many new responses. We have worked well with our communities on innovative response at local level. This experience provides a solid foundation in our objective of being a national leader in adopting age-friendly principles and policies.

Guided by the good practice in the work undertaken by communities, state agencies such as the HSE, NGOs and others, the Kerry Age Friendly work programme sought to take its lead from, and build on this foundation. As a Local Authority, our first response was to ensure that the Age Friendly ethos was firmly embedded in our strategic policies including the County Development Plan, the Local Economic and Community Plan, the Arts Plan and Kerry Local Recreation & Sports Committee plan.

Co. Kerry is built on the experience of our older residents. Through community involvement and volunteering, by working and being active members of our business community, the essence of what makes Kerry a good place to live is built on their efforts. The role and experience of older people is fully reflected in the work of the Age Friendly Programme.

Tourism is a core economic driver in Co. Kerry. By becoming a leader in age-friendly practice, we intend to make Kerry not only a great place to live but also a great place to visit. This will bring increased strength to our local communities and businesses.

Under the auspices of the Local Community Development Committee, the Age Friendly Steering Group has developed an Action Plan. This is based on consultation with older people and outlines the course we intend to follow and the structures that have been put in place to ensure implementation.

To date, as a result of shared efforts, Kerry has targeted different grant programmes towards age friendly initiatives, is piloting age friendly Tourism initiatives, is supporting creative and active social participation activities and is working towards varying business initiatives and looking at alternative pathways to employment. Also, training has been provided including in the area of Public Realm design.

However, Age Friendly Kerry's work programme is larger than implementing actions; the challenge is to ensure that people in Kerry live longer, healthier and more fulfilling lives and be an integral part of community life, regardless of age. The Age Friendly Programme challenges people to confront prejudices about ageing and to become more inclusive in daily life.

As Mayor, together with the members of Kerry County Council, I fully endorse the Age Friendly work programme and look forward to the positive impact this work will make on the quality of life of all of our citizens.

Le meas,

Cllr Norma Foley
CATHAOIRLEACH

Foreword

I am very committed to making Co. Kerry a great place to live and to visit. This is reflected in the fact that Age Friendly principles are embedded in the work programme of Kerry Co. Council and policies such as the County Development Plan and the Local Economic and Community Plan.

The work programme outlined in this strategy reinforces the idea that an age friendly county benefits everybody from the young through to our older people. Age-friendly environments enable people to stay active, connected and able to contribute to the economic, social, and cultural life in their community. The aim is to enhance Kerry as a great place to live and grow older in.

Having a higher percentage of older people in the county presents a challenge, but can also be viewed as a sign of social and economic progress, presenting an opportunity for economic, social and cultural development. People want to live independently, continue to participate in their communities, and enjoy life in good health.

Internationally and nationally, older people constitute a growing share in consumer markets and this strategy recognises that there are opportunities for growth in this area in both business and tourism.

Kerry County Council's approach to the Age Friendly Work Programme is to work closely with key partners and older people to achieve measurable progress across each of the 8 Themes of the Age-Friendly Framework, specifically, outdoor spaces and buildings, transportation and access, home and where you live, community support and health services, respect and social inclusion, social, recreational and cultural participation, communication and information, and civic participation & employment.

In this regard, I would like to acknowledge the work of those on the Local Community Development Committee, the Age Friendly Steering Group, Kerry PPN and members of the Older People's Council who are our partners in the Kerry Age Friendly Programme.

Moira Murrell

CHIEF EXECUTIVE, KERRY COUNTY COUNCIL



Older people are not a homogenous group

“In 2016 there were 25,034 people over 65 years of age living in Kerry, but what does that really tell us? A group of people that would fill about a third of Croke Park, or a group of people roughly the same size as the population of Tralee Town and environs.

That figure is made up of people who have lived in Kerry all their lives, Irish people who are returning emigrants, perhaps married to a Kerry person, asylum seekers or refugees who perhaps up to a very short period of time ago never heard of Ireland let alone Kerry!!

It comprises entrepreneurs, artists, millionaires, homeless people, carers and judges, musicians and farmers, volunteers and sports people, mountain climbers and card players. In fact, our parents, siblings, uncles and aunts, grandparents and great grandparents and most importantly of all people engaged in these Age Friendly plans, structures and review processes. Also, let us not forget a certain percentage of the 1.1 million tourists who visit Kerry each year are also Older People.

So, an Age-Friendly plan needs to aim to cater for the needs of a very diverse and ever changing and growing group. This plan comes at a time of opportunity, as the economy hopefully continues to improve. If we plan for an Age-Friendly Kerry, we will be working towards improving the quality of life for current and future generations and for us all.”

— Hilary Scanlan, HSE Community Work Manager

APRIL 2018



Developing a Vision for the Kerry Age-Friendly Strategy

Kerry people are proud of the county and have always responded constructively to initiatives that improve the quality of life. This has been reflected in the positive response by people who have engaged in the community consultation and meetings regarding the Age-Friendly programme over the past year. This consultation is an ongoing process and ensuring that the conversation continues around the challenges of creating a more Age-Friendly society is central to its success.

Co. Kerry is built on the experience of our older residents. Through community involvement and volunteering, by working and being active members of our business community, the essence of what makes Kerry a good place to live is built on their efforts. The role and experience of older people is fully reflected in the work of this Age-Friendly Programme.

There have been innovative responses in Co. Kerry over many years to the needs of our older citizens. Guided by the good practice in the work undertaken by communities, state agencies such as the HSE, Local Authority, Local Development Companies and many other agencies, the Kerry Age-Friendly work programme seeks to take its lead from and build on this solid foundation.

The result of the work to date has been the creation of actions in the eight distinct WHO themes which will lead to an enrichment of life in Co. Kerry.

This four year road map is the first step in transforming plans to reality. This initial report is not the end of the work but rather the beginning of the steps needed to succeed.

Under the auspices of the Local Community Development Committee, the Age-Friendly Steering Group will monitor the work programme in cooperation with the Older People's Council. Many of the recommendations are low cost and involve agencies working collaboratively. All are designed to ensure our communities are more Age-Friendly with enhanced quality of life for all citizens.

However,
Age-Friendly Kerry's work programme is larger than implementing actions; the challenge is to ensure that people in Kerry live longer, healthier and more fulfilling lives and are connected within their communities throughout the life cycle. The Age-Friendly Programme challenges society to confront prejudices and discrimination about ageing in order to become more inclusive and respectful of older people in daily life.





Fís a fhorbairt le haghaidh Straitéis Aoisbhá Chiarraí

Tá muintir Chiarraí an-bhródúil as an gcontae agus cuireann siad fáilte i gcónaí roimh thionscnaimh a chuireann feabhas ar chaighdeán an tsaoil ann. Is léir an méid sin ón dearcadh dearfach ag daoine a ghlac páirt sa chomhairliúchán poiblí agus sna cruinnithe faoi glár Aoisbhá le bliain anuas. Próiseas leanúnach is ea an comhairliúchán seo a chinnteoidh go leanfar den chomhrá maidir leis na dúshláin a bhaineann le sochaí Aoisbháúil a chruthú ó tá an comhrá sin ríthábhachtach má tá rath le bheith ar ár n-iarrachtaí.

Is iad eispéiris ár seanáitritheoirí atá mar bhonn faoi Chiarraí ár linne. Tá an rannpháirteachas sa phobal agus an obair dheonach, in éineacht leis an obair a dhéanann baill ghníomhacha ár bpobail gnó, i gcroílár gach a ndéanann áit mhaith le cónaí de Chiarraí. Léirítear ról agus taithí daoine breacaosta in obair an Chláir Aoisbhá.

Le tamall maith de bhlianta anuas tugadh faoi a lán tograí nuálacha i gCiarraí chun freastal ar riachtanais ár ndaoine breacaosta. Le treoir ón dea-chleachtas san obair atá déanta ag pobail, gníomhaireachtaí stáit amhail an FSS, an tÚdarás Áitiúil, Cuideachtaí Forbartha Áitiúla agus a lán gníomhaireachtaí eile dá leithéid, déantar iarracht le clár oibre Aoisbhá Chiarraí ceannaireacht a thabhairt agus forbairt a dhéanamh ar an mbonn daingean seo.

Is é toradh na hoibre seo go dtí seo ná gur cruthaíodh gníomhartha sna hocht dtéama na hEagraíochta Domhanda Sláinte (WHO) a chuirfidh le saibhreas an tsaoil i gCo. Chiarraí. Céad chéim chun tosaigh is ea an treochar ceithre bliana seo i dtreo pleananna a thabhairt chun críche. Ní críoch na hoibre í an tuarascáil thosaigh seo ach na chéad chéimeanna atá de dhíth le go mbeidh rath ar ár saothar.

Faoi choimirce an Coiste Forbartha Pobail Áitiúil, déanfaidh an Grúpa Stiúrtha Aoisbhá monatóireacht ar an gclár oibre i gcomhar le Comhairle na nDaoine Breacaosta. Ní ghabhann ach costais ísle le mórán de na moltaí agus oibríonn na gníomhaireachtaí i gcomhpháirt lena chéile. Dearadh iad ar fad lena chinntiú go mbeidh ár bpobail níos aoisbháúla amach anseo agus go mbeidh caighdeán saoil níos fearr ag ár saoránaigh uile.

Ach,

tá níos mó ná gníomhartha a chur i bhfeidhm i gceist le clár oibre Aoisbhá Chiarraí; is é an dúshlán a chinntiú go maireann muintir Chiarraí níos faide, go mbeidh siad níos sláintiúla, go mbeidh saol fóna acu agus go mbeidh siad rannpháirteach ina bpobail ar feadh a saol. Cuireann Clár Aoisbhá Chiarraí dúshlán ar an tsochaí aghaidh a thabhairt ar chlaonta agus ar idirdhealú maidir le dul in aois d'fhonn a bheith níos inchumsithí agus le go mbeidh meas níos ag daoine ar dhaoine breacaosta.



Kerry Age-Friendly: Building On a Strong Foundation

County Kerry's approach to age-friendly is based on the principle of inclusion. Age-friendly communities are those that are inclusive and accessible for people of all ages. This includes spaces and places, in addition to plans and initiatives that make a community better for all residents throughout the life cycle; children, young people, parents and people as they get older.

There is a long and proud tradition of working with and responding to need in the county. The HSE Community Work Department in particular has been very innovative in its response and delivery of a range of services, from self-directed peer support groups who come together for social and recreational interaction, right through to Day Care Centres where the focus is on people who require a certain level of support and help in activities of daily living. Between 2,500 and 3,000 people in Kerry participate in these services. This partnership model with the community and voluntary sector has been established and developed by the Community Work Department over a period of four decades; it works well and is well embedded in both the statutory and voluntary structures and in the communities.

There are strong older people's community networks in existence for many years in the County, including Sean Cháirde in the south of the

county, Sliabh Luachra Active Retired Network (SLARN) and the Saoí Network in the east of the county. Tea Dances and short mat bowling programmes are well developed in addition to other activities. There have been innovative initiatives such as the Rural Men's Group and Men's Sheds developed in cooperation with the Local Development Sector to counter social isolation. Many communities host social events for older members at Christmas and at other times. Group holidays are also popular, as are health and wellbeing programmes, choirs and many other initiatives. Kerry Local Link has over many years responded to the transport needs identified by older people. Kerry County Council has worked on innovative housing developments, accessibility projects and other initiatives.

Being cognisant of this work was central to the development of a formal approach to the development of the Kerry Age-Friendly strategy and work programme. There is much good practice and innovation in the county. The added value is the embedding of the programme in policies and practices which is seen as the single most important first step.

Therefore, a strategic approach has been taken in the development and delivery of the County's Age-Friendly Programme. The Local Economic & Community Plan (LECP) contains the framework of the County's Age-



Friendly Strategy and the Age-Friendly County Programme, which ensures its alignment to the work of Kerry's Local Community Development Committee (LCDC), which represents the local community and the local public and private sectors. Actions outlined in Kerry's Local Economic and Community Plan (LECP) were developed collaboratively with all relevant stakeholders and older people's representative groups across the county, and these actions, based on prior consultation, are incorporated in the Strategy.

Aligning the Age-Friendly programme with the LCDC in Kerry has supported the effective engagement of key statutory agencies at a local level. The LCDC as a local joint working structure is ideally placed to deliver multiagency programmes and to influence Age-Friendly actions across the community and the local public and private sectors. Already, there have been a number of funding streams targeted at Age-Friendly initiatives.

Also embedded in the LECP is the County's commitment to establish Kerry as an exemplar county for Accessible Tourism. Kerry is committed to working with other stakeholders to promote and develop universally accessible tourism environments and services for residents and visitors alike.

Being part of the WHO Global Network of Age-friendly Cities and Communities will also help to accelerate this Age-Friendly approach. Building on national and international good practice, we are setting our aspirations for older people in Kerry at the highest level.

The Kerry Age-Friendly Steering Group reports to the LCDC. This multi-stakeholder approach is continuing to develop methodologies where the appropriate State agencies, NGOs and older people can engage more effectively together to both identify and deliver actions. It is very important that those on the Steering Group are at a level where they have decision-making powers enabling continuing change.

There is an important role for the Elected Representatives and the Local Community Development Committee to engage actively with the Age-Friendly Steering Group and the Older People's Council to resolve difficulties in the implementation of the Age-Friendly Programme.

Based on the existing active older people's network groups, an Older Peoples Council has been established. It has been agreed that to be truly representative, additional work on the structure of the council needs to take place. The Older People's Council should reflect the diversity of older people and enable formal participation. The focus of this Older People's Council, for its first year, is to agree a long term sustainable structure and to contribute to the Age-Friendly work programme. Four members of this group sit on the Age-Friendly Steering Group and one member on the LCDC. This ensures good communication across the different structures.

This group is now being established as a recognised link group to the Kerry Public Participation Network.

Embedding the Kerry Age Friendly Programme using the WHO Principles & Values

There are a number of mechanisms that need to be employed to ensure that the staff members of the Local Authority are in a position to deliver the Age-Friendly Programme. Within the Local Authority the development of a high-level cross departmental group meeting with the Age-Friendly Coordinator, is seen as key to assessing progress on the strategy and also building awareness and understanding, in addition to achieving results. The Municipal District structure allows for local implementation and review and also ensures a good geographic and rural/urban mix of projects.

The Age-Friendly Programme involves age-proofing key public sector planning and policy documents. The Strategic Policy Committee structure is a mechanism for review and implementation of policies and work programmes. Ensuring that the work programmes and actions are reviewed at this level will assist with the delivery of the programme.

There is a continuous learning in relation to the optimum linkages and opportunities to deliver the Age-Friendly Programme. Collaboration is key to achieving results and this work is always challenging.

The following Table illustrates how the Age Friendly Programme has been embedded in Kerry.

WHO Age Friendly Planning Principles & Values	How?
Commitment to Action	Embedded age-related actions in local plans (i.e. County Development Plan, LECP, Tourism Strategy, Work Plans of the Joint Policing Committee, KRSP Strategic Plan 2017-2022, Arts Strategy 2016-2021 and the PPN Work Plan). Extensive consultation and engagement on draft strategies (online, focus groups, public consultations etc.). Delivered training and awareness programmes (Public Realm and Access Training). A number of Grant Schemes have been targeted at Age Friendly Actions including the Community Facilities Scheme, RAPID, Community Support Fund, Arts Grants KRSP grants and Community Enhancement Programme.
Future Proofing our Infrastructure & Key Services	Access Audits and Health Checks are underway in a number of towns across Kerry. Submissions have been made to the South West Regional Assembly and other policy makers. Hosted by the PPN; an Access-for-All Consultation Road Show in four Municipal Districts during 2018. Public Realm Training has been delivered.
Collaboration	The Age Friendly Programme is a high level action in Kerry's LECP and is a priority action for 2017 and 2018. The Age Friendly Steering Group/Alliance reports to the LCDC - strong agency and older person representation. Older Peoples' Network is being developed as part of very active PPN structure in Kerry. Partnerships on specific areas of work with HSE such as Healthy Ireland, Connecting for Life.
Inclusion	The Older People's Network aims to have wide representation - Business, Social, Sport, Health. Working with existing networks – Sean Cháirde, Rural Men's Network, Sliabh Luachra Network, Saoí and Listowel. Identifying and addressing gaps in representation.
Innovation	Economic based initiatives such as the Killarney Accessible Tourism Project. Seomra Scheme delivered through the LCDC and Community Facilities Funding. Implementing a Beach Access Programme. Community Resilience Programme. Healthy Ireland Fund targeted at age-related actions and inter-generational projects.



Aoisbhá Chiarraí: Tógáil ar Bhonn Daingean

Tá cur chuige Chontae Chiarraí maidir le haoisbhá bunaithe ar phrionsabal an ionchuisithe. Is pobail aoisbháúla iad pobail atá ionchuisitheach agus inrochtaineach do dhaoine de gach aois. Áirítear leis seo spásanna agus áiteanna, chomh maith le pleananna agus tionscnaimh a dhéanann pobal níos fearr do na háitritheoirí uile i gcaitheamh a saoil ar fad; leanaí, daoine óga, tuismitheoirí agus daoine atá ag dul in aois. Tá traidisiún fada agus láidir sa chontae de dhaoine a bheith ag obair leosan atá i ngátar.

Bhí Roinn Oibre Sóisialaí na FSS go háirithe an-nuálach ina bhfreagairt agus raon leathan seirbhísí curtha ar fáil acu, ó ghrúpaí tacaíochta de phiaraí féintreoirithe a thagann le chéile le haghaidh idirghníomhaíocht shóisialta agus áineasa, go lonaid Cúraim Lae ina ndírítear ar dhaoine a bhfuil leibhéal áirithe tacaíochta agus cabhrach ag teastáil dóibh ina ngnáthshaol laethúil. Glacann idir 2,500 agus 3,000 duine i gCiarraí páirt sna seirbhísí seo. Tá an múnla comhpháirtíochta seo leis an earnáil pobail agus an earnáil dheonach bunaithe agus forbartha ag an Roinn Oibre Sóisialaí thar thréimhse daichead bliain; oibríonn sé go maith agus tá sé fréamhaithe sna struchtúir reachtúla agus dheonacha agus sna pobail éagsúla i gCiarraí freisin. (Féach Aguisín 6.)

Tá líonraí láidre de dhaoine breacaosta ann le blianta fada sa Chontae, lena n-áirítear Seanchairde i ndeisceart an chontae, Líonra

Gníomhaíochta Lucht Scoir Shliabh Luachra agus an Líonra Saoi in oirthear an chontae. Tá cláir ann do rincí tae agus do bhabhláil mata chomh maith le gníomhaíochtaí eile. Bhí tionscnaimh nuálacha ann amhail Grúpa na bhFear Tuaithe agus Botháin na bhFear a forbraíodh i gcomhpháirt leis an Earnáil Forbartha Áitiúla chun gníomhú in aghaidh aonrú sóisialta. Cuireann a lán pobal imeachtaí sóisialta ar siúl do dhaoine breacaosta um Nollaig agus amanna eile. Tá éileamh freisin ar saoirí grúpa, chomh maith le cláir sláinte agus folláine, cóir agus tionscnaimh eile. Tá Líonra Áitiúil Chiarraí ag freastal le fada ar riachtanais iompair a d'aithin daoine breacaosta. D'oibrigh Comhairle Contae Chiarraí ar fhorbairtí tithíochta nuálacha agus tionscadail rochtana i measc tionscnaimh eile.

Bhí an t-eolas ar an obair seo lárnach d'fhorbairt cur chuige foirmeálta i leith straitéis agus clár oibre Aoisbhá Chiarraí. Tá an dea-chleachtas agus an nuáil forleathan sa chontae. Is é an luach breise a ghabhann leis ná leabú an chláir, rud a d'fhéachadh air mar an chéad chéim is tábhachtaí.

Glacadh cur chuige straitéiseach mar sin maidir le forbairt agus seachadadh Chlár Aoisbhá an Chontae. Cuimsíonn an Plean Eacnamaíoch & Pobail Áitiúil (an Plean) creat Straitéis Aoisbhá an Chontae agus Chlár Aoisbhá an Chontae rud a chinntíonn go bhfuil sé ailínithe le hobair Choiste Forbartha Pobail Áitiúil Chiarraí a dhéanann ionadaíocht don phobal áitiúil agus do na hearnálacha poiblí agus príobháideacha. Na gníomhartha i bPlean Eacnamaíoch agus Pobail Áitiúil Chiarraí forbraíodh



iad i gcomhpháirt leis na páirtithe leasmhara ábhartha ar fad agus le grúpaí ionadaíocha do dhaoine breacaosta ar fud an chontae, bunaíodh na gníomhartha ar chomhairliúchán poiblí agus corpraíodh iad ansin sa Straitéis.

Thacaigh ailíniú an chláir Aoisbhá leis an bPlean i gCiarraí le rannpháirt na bpríomh-ghníomhaireachtaí reachtúla ag leibhéal áitiúil a chothú. Tá an Plean foirfe mar struchtúr comhoibre áitiúil chun cláir ilghníomhaireachta a sheachadadh agus tionchar a imirt ar ghníomhartha Aoisbhá sa phobal agus sna hearnálacha poiblí agus príobháideacha. Cheana féin díriodh roinnt sruthanna maoiniúcháin ar thionscnaimh Aoisbhá.

Sa Phlean freisin tá tiomantas an chontae Ciarraí a bhunú mar shár-chontae don Turasóireacht Inrochtana. Tá Ciarraí tiomanta d'oibriú le páirtithe leasmhara eile chun timpeallachtaí agus seirbhísí atá inrochtana do chách a chur chun cinn agus a fhorbairt ar son áitritheoirí agus cuairteoirí araon.

Cabhróidh sé freisin a bheith mar pháirt de Líonra Domhanda na hEagraíochta Domhanda Sláinte de Chathracha agus Pobail chun borradh a chur faoi chur chuige Aoisbháúil. Agus sinn ag tógáil ar an dea-chleachtas náisiúnta agus idirnáisiúnta tá ár mianta do dhaoine breacaosta i gCiarraí á leagan amach ag an leibhéal is airde.

Tuairiscíonn grúpa stiúrtha Aoisbhá Chiarraí do Choiste Forbartha Pobail Áitiúil Chiarraí. Leis an gcur chuig seo ina mbíonn na páirtithe leasmhara

éagsúla páirteach táthar ag leanúint de mhodheolaíochtaí a fhorbairt lena mbíonn na gníomhaireachtaí stáit, eagraíochtaí neamhrialtais agus daoine breacaosta in ann rannpháirt éifeachtach a ghlacadh chun gníomhartha a aithint agus a sheachadadh. Tá sé thar a bheith tábhachtach go mbíonn na daoine ar an ngrúpa stiúrtha ag leibhéal ar a mbíonn cumhachtaí cinnteoireachta acu chun athruithe leanúnacha a chur i bhfeidhm.

Tá ról tábhachtach ag Ionadaithe Tofa agus ag an gCoiste Forbartha Pobail Áitiúil a bheith rannpháirteach leis an nGrúpa Stiúrtha Aoisbhá agus le Comhairle na nDaoine Breacaosta chun fadhbanna le cur i bhfeidhm an Chláir Aoisbhá a réiteach.

Bunaíodh Comhairle na nDaoine Breacaosta bunaithe ar na grúpaí líonraithe a bhí ann cheana do dhaoine breacaosta. Aontáíodh go gcaithfear a thuilleadh oibre a dhéanamh ar struchtúr na comhairle má tá sé le bheith fíor-ionadaíoch. Ba cheart go léireodh Comhairle na nDaoine Breacaosta éagsúlacht i measc daoine breacaosta agus páirtíocht fhoirmeálta a chumasú. Beidh fócas na Comhairle seo dírithe, don chéad bhliain, ar struchtúr fadtéarmach a aontú agus cur leis an gclár oibre Aoisbhá. Tá ceathrar ball den ghrúpa seo ar an nGrúpa Stiúrtha Aoisbhá agus ball amháin ar an gCoiste Forbartha Pobail Áitiúil Chiarraí. Cinntíonn sé seo cumarsáid mhaith idir na struchtúir éagsúla. Tá an grúpa á bhunú anois mar nascghrúpa aitheanta le Líonra Páirtíochta Pobail Chiarraí.

Clár Aoisbhá Chiarraí a leabú ag baint úsáid as Prionsabail agus Luachanna na hEagraíochta Domhanda Sláinte

Tá roinnt meicníochtaí nach foláir a fheidhmiú chun a chinntiú go mbeidh baill foirne an Údaráis Áitiúil in ann an Clár Aoisbhá a sheachadadh. Laistigh den Údaráis Áitiúil síltear go bhfuil sé thar a bheith tábhachtach go ndéanfar cruinniú grúpa tras-rannach ardleibhéil leis an gComhordaitheoir Aoisbhá a fhorbairt chun dul chun cinn leis an straitéis a mheasúnú agus chun feasacht agus tuiscint a chothú, agus chun torthaí a bhaint amach. Ceadaíonn struchtúr an Cheantair Bhardasaigh cur i bhfeidhm agus athbhreithniú áitiúil agus cinntíonn sé freisin meascán maith de tionscadail tuaithe/uirbeacha.

Leis an gClár Aoisbhá déantar aois-dhíonú ar phleanáil agus cáipéisí beartais san earnáil phoiblí. Is meicníocht é an Coiste um Beartas Straitéiseach chun beartais agus cláir oibre a athbhreithniú agus a chur i bhfeidhm. Cabhróidh sé le seachadadh an chláir má chinntítear go ndéantar na cláir oibre agus na gníomhartha a athbhreithniú ag an leibhéal seo.

Tá foghlaim leanúnach i gceist maidir le naisc optamacha agus deiseanna chun an Clár Aoisbhá a sholáthar. Tá an comhoibriú riachtanach má táthar chun torthaí fóna a bhaint amach agus bíonn an cineál seo oibre i gcónaí dúshlánach.

Léiríonn an tábla thíos cos mar a deineadh an Clár Aoisbhá a leabú i gCiarraí.

Prionsabail agus Luachanna Aoisbhá na hEagraíochta Domhanda Sláinte	Conas?
Tiomantas gníomhú	Gníomhartha aoischoibhneasa leabaithe i bpleananna áitiúla (i.e. Plean Forbartha an Chontae, Plean Eacnamaíoch & Pobail Áitiúil, Straitéis Turasóireachta, Pleananna Oibre an Chomhchoiste Póilíneachta, Plean Straitéiseach Pháirtíocht Spóirt agus Áineasa Chiarraí 2017-2022, Straitéis Ealaíon 2016-2021 agus Plean Oibre an Líonra Páirtíochta Pobail). Comhairliúchán agus teagmháil fhairsing maidir le dréacht-straitéisí (ar líne, grúpaí fócais, comhairliúcháin phoiblí etc.). Sholáthair clár oiliúna agus feasachta (Réimeas Poiblí agus Oiliúint Rochtana). Díríodh roinnt Scéimeanna Deontais ar Gníomhartha Aoisbhá lena n-áirítear Scéim Áiseanna Pobail, RAPID, Ciste Tacaíochta Pobail, Deontais Ealaíon agus deontais Pháirtíocht Spóirt agus Áineasa Chiarraí.
Féachaint chuige go seasfaidh Bonneagar & Príomhsheirbhísí agus an aimsir	Tá Iníochóireachtaí Rochtana agus Scrúduithe Sláinte ar siúl i roinnt bailte ar fud Chiarraí. Cuireadh aighneachtaí faoi bhráid Thionól Réigiún an Iar-Dheiscirt agus déantóirí beartais eile. Faoi scáth an Líonra Páirtíochta Pobail; Seó Bóthair Comhairliúcháin um Rochtain do Chách i gceithre Cheantar Bhardasacha in 2018. Seachadadh Oiliúint Réimis Phoiblí.
Comhoibriú	Is gníomh ardleibhéil é an Clár Aoisbhá i bPlean Eacnamaíoch & Pobail Áitiúil Chiarraí agus is tosaíocht é do 2017 agus 2018. Tuairiscíonn an Grúpa Stiúrtha/Aontas Aoisbhá do Choiste Forbartha Pobail Áitiúil Chiarraí - ionadaíocht láidir do ghníomhaireachtaí agus daoine breacaosta. Tá Líonra Daoine Breacaosta á fhorbairt mar chuid de struchtúr Líonra Páirtíochta Pobail an-ghníomhach i gCiarraí. Comhpháirtíochtaí i réimsí sonracha oibre leis an FSS amhail Éire Shláintiúil agus Nascadh don Bheatha.
Ionchuimsiú	Tá sé d'aidhm le Líonra na nDaoine Breacaosta fo mbeidh ionadaíocht fhairsing aige - Gnó, Sóisialta, Spórt, Sláinte. Ag obair le líonraí atá ann cheana féin - Seanchaird, Líonra na bhFear Tuaithe, Líonra Shliabh Luachra, Saoi agus Lios Tuathail. Bearnaí ionadaíochta a aithint agus iad a réiteach.
Nuálaíocht	Tionscnaimh nuálacha amhail Tionscadal Turasóireachta Inrochtana Chill Airne. An scéim Seomra a seachadadh trí Choiste Forbartha Pobail Áitiúil Chiarraí agus Ciste Áiseanna Pobail. Clár Rochtana Tránna a chur i bhfeidhm. Clár um Athléimneacht Pobail. Ciste Éire Shláintiúil dírithe ar ghníomhartha aoisbhá agus tionscadail idirghlúine.



The Added Value of an Age-Friendly Strategy for Kerry

- As stated elsewhere in this document, the development of an age-friendly strategy for County Kerry is built on decades of experience and work in the county. It is underpinned by the work of a myriad of voluntary organisations, of community-based services, and of key agencies, all providing essential programmes and services for and with older people. The work programme based on this strategy gives recognition to this work, will highlight innovative good practice and develop new innovative programmes.
- This work will highlight the need for age friendly communities and contribute to raising awareness on ageism.
- Having consulted with older people, older people’s organisations, service providers and key agencies, we now have a set of priorities – a consensus of basic needs to be addressed. Until now this consensus was perhaps understood but not explicitly documented.
- There is now the potential for greater interagency collaboration and coordination – a need highlighted by various respondents.
- Establishing the Older People’s Council provides a forum for consultation with older people, for feedback, for information gathering and for monitoring progress of actions.
- Having a strategy provides an opportunity to challenge attitudes towards ageing, which is a priority issue in fostering age equality and inclusion.
- The Age-Friendly Steering Group and the Older People’s Council are structures which enable older people to participate in decision-making and ensure that they are in a position to influence decisions that affect their lives.
- There is potential for greater communication, for information-sharing between service providers leading to improved services, meeting gaps in provision and providing greater value for public money.
- By implementing this policy, it is hoped that by 2022 Kerry will have become a better place in which to grow old.

Luach Breise Straitéis Aoisbhá do Chiarraí

- Mar atá ráite áit éigin eile sa cháipéis seo, tá forbairt na straitéise aoisbhá do chontae Chiarraí tógtha ar na blianta fada taithí agus oibre sa chontae. An bonn fúithi is obair an iliomad grúpaí deonacha, seirbhísí pobalbhunaithe, agus eochair-ghníomhaireachtaí, iad ar fad ag soláthar cláir agus seirbhísí riachtanacha do dhaoine breacaosta agus in éineacht leo. Tugann an clár oibre bunaithe ar an straitéis seo aitheantas don obair seo, tarraingeoidh sé aird ar dhea-chleachtas agus forbróidh sé cláir nuálacha nua.
- Ardóidh an obair seo próifíl na bpobal aosibháúla agus cuirfidh sé le hardú feasachta maidir le haoiseachas.
- Tar éis dul i gcomhairle le daoine breacaosta, eagraíochtaí daoine breacaosta, soláthraithe seirbhísí agus leis na príomhghníomhaireachtaí, tá tacar nua de thosaíochtaí againn - comhdhearcadh ar bhunriachtanais a gcaithfear dul i ngleic leo. Go dtí seo b'fhéidir go raibh tuiscint ar an gcomhdhearcadh seo ach nach raibh sé léirithe mar ba cheart.
- Tá deis ann anois do chomhoibriú agus comhordú idir-rannach níos fearr - riachtanas a tharraing a lán freagróirí aird air.
- Le bunú Chomhairle na nDaoine Breacaosta tugtar fóram le haghaidh comhairliúchán le daoine breacaosta, aiseolais, bailiú faisnéise agus chun monatóireacht a dhéanamh ar dhul chun cinn leis na gníomhartha.
- Tugann straitéis mar seo deis aghaidh a thabhairt ar dhearcaí maidir le dul in aois, ar saincheist tosaíochta é chun comhionannas agus ionchuimsiú a chothú.
- Is struchtúir iad an Grúpa Stiúrtha Aoisbhá agus Comhairle na nDaoine Breacaosta a chuireann ar chumas daoine breacaosta páirt a ghlacadh sa chinnteoireacht agus a chinntíonn go bhfaigheann siad an deis tionchar a imirt a chinntí a imríonn tionchar ar a saoil.
- Tá acmhainn ann do chumarsáid níos fearr, eolas a roinnt idir sholáthraithe seirbhísí as a dtiocfaidh feabhas ar na seirbhísí sin, bearnaí soláthair a líonadh agus luach níos fearr ar airgead poiblí a thabhairt.
- Le cur i bhfeidhm an bheartais seo, táthar ag súil gur áit níos fearr a bheidh i gCiarraí faoi 2022 do dhaoine atá ag dul in aois.



Executive Summary

We Are Growing Older!

Internationally, nationally and in Kerry, populations are ageing. We are living longer due to improvements in lifestyle and medical advances. The census reports show us particular areas within the county that have higher levels of older people, with some communities reporting a very high level of age dependency and rural decline. Living longer offers endless opportunities but also poses new challenges. We need to facilitate greater participation and inclusion of older people, we need to provide better services for the growing older population, we need to examine how our organisations and our practices could change to meet future demands; perhaps the starting point is how we perceive ageing, and to recognise that “older people” are not a homogenous group.

A Developed Policy Framework

There is a substantial, well-developed set of national and international plans and policies for developing age-friendly communities in Ireland. In these documents emphasis is given to valuing the contribution of older people, to removing obstacles to full participation, and on developing national and local strategies in pursuit of an age-friendly society. These strategies and policies guide the development of an age-friendly work programme for Kerry. A number of key county strategies are referenced in this report. These strategies provide a framework that contributes towards preparing an age-friendly strategy for Kerry. The following are key points for consideration in developing the Kerry Age-Friendly Strategy, emerging from a review of the literature, from the individual and group consultations and from the statistics.

Health

We are living longer and the ratio of people in the over 55 category is predicted to increase significantly. More of us can expect to live into our nineties. This raises the question ‘what is the quality of these extra years?’ When we consider the health of the over 55s, we are referring to a very broad range of abilities and health conditions. Each people’s situation is distinct, and strategies need to meet individual needs. Irish research reports that a growing number of older people are living with chronic diseases, disability and social isolation. Strategies call for barriers to participation to be removed, for supports to enable people to age with confidence, and to support people to maintain or improve their health.



Ageism

Ageism is one of the main challenges to be addressed. The stereotypical image of older people in Ireland is negative and ageism is widespread in our society, with older people being perceived as a burden rather than a resource. Ageism creates barriers to the full participation of older people and perpetuates false beliefs about a growing proportion of our society. A lot can be done, and needs to be done, to counteract the negative perceptions and to highlight and value the many positive contributions that older people make in their families, their communities, in the workplace etc. To counter this, national policies suggest taking positive actions to promote positive images of older people and to promote ageism awareness training. It is also worth remembering that age discrimination is against the law in Ireland.¹

Practical

People wish to see practical action as is evidenced by the range of suggestions in the survey feedback. A number of issues dominate the feedback across the county; namely transport, the walkability of towns and villages, a range of access issues, accessible toilets and more seating. Many are issues that can be addressed in the short to medium term by adopting age friendly practices in the delivery of local infrastructure. At a county level it is also necessary to have a policy context or a strategic framework to drive the actions. Practice on the ground usually precedes policy; local communities and voluntary organisations responding to emerging needs. It is in gathering this experience and knowledge that better age-friendly practice can be identified and supported.

Living

Older people wish to live in their own homes for as long as possible. For some, the requirement might be social contact, transport or light household maintenance. Approximately 5% of older people need additional supports to do so, more as people age. However, given the inconsistent nature of home supports and the cut-backs in home-care hours, it is reasonable to assume that many older people at home have limited levels of this assistance. There is also a need to support and assist family members. Greater coordination between all providers, both statutory and voluntary, is needed to support older people to continue living at home in comfort and security.

1

The law which deals with discrimination in relation to goods and services is the Equal Status Acts 2000-2015 (ESA). The ESA prohibits discrimination on nine specific grounds.



Coordination & Interagency Collaboration

At both national and county level the need for greater coordination and interagency collaboration is highlighted in the consultation with agencies and voluntary organisations. There are a considerable number of agencies and community and voluntary organisations providing a wide range of services, facilities and activities for older people across the county. While partnership has become accepted practice, the cut-backs in funding during the economic crash have left many organisations struggling to maintain their services, and partnership working can be seen as a luxury.

Networking

Networking provides valuable opportunities for older people's groups to come together to share experiences and receive updates, to plan activities and to engage strategically with agencies and NGOs. Sean Cháirde – the network of older people's groups in South Kerry – provides an example of networking of older people's groups. It has developed good working relationships with various agencies and is recognised for its achievements. SLARN and Saoí are two other examples of networks. These networks also provide a democratic arrangement for nominating representatives onto county committees and structures.

Decision-Making

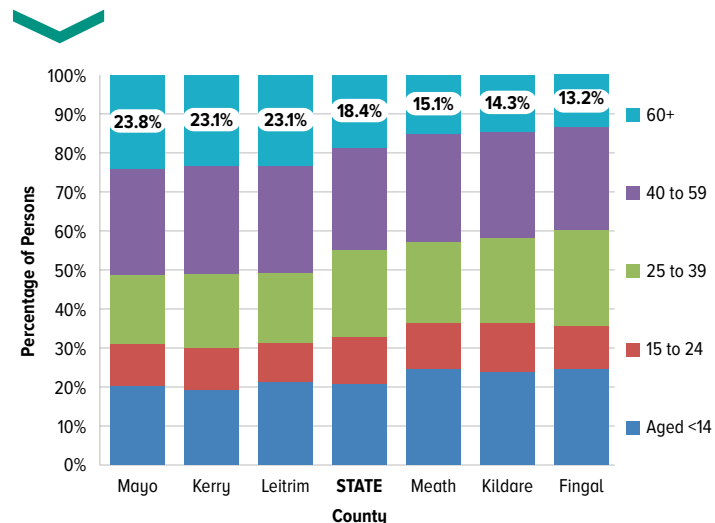
Older people are best placed to identify the developments and improvements needed to make the county more age-friendly. Older people need to seek places in decision-making bodies so that their needs and views are presented first-hand. Agencies and organisations need to facilitate this involvement. In this regard, the role of the Older People's Council is very important.

Census 2011 & 2016 – What Does It Tell Us About Kerry?

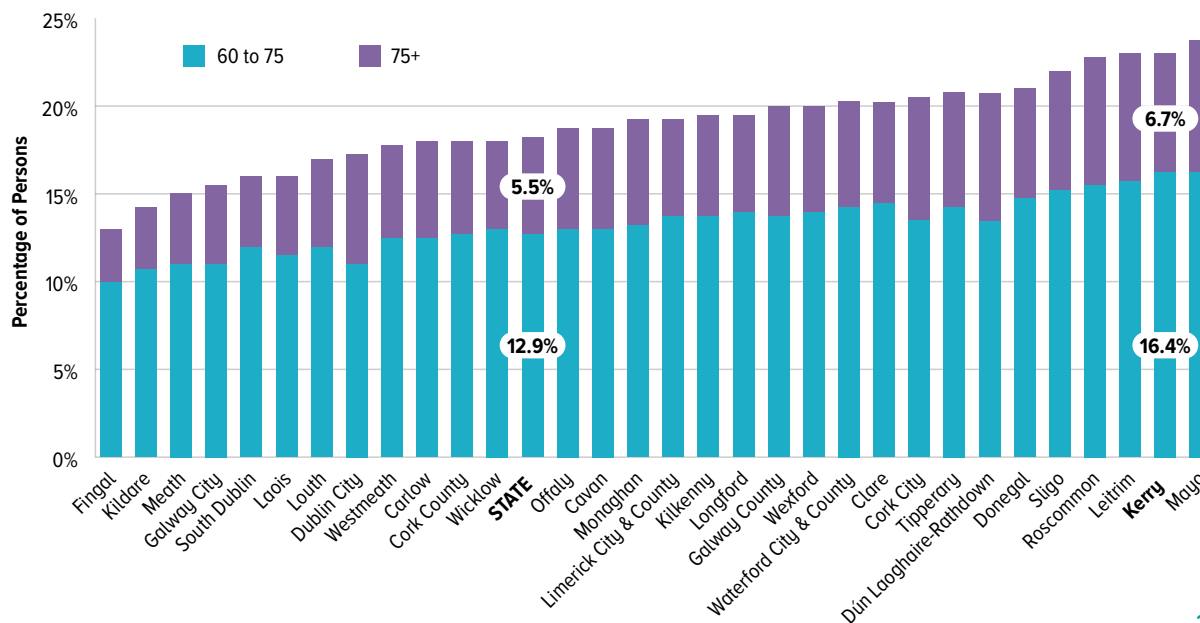
County Kerry has a total population of 147,707. Of these, 34,190 are aged 60+, while 9,910 are aged 75+. Thus, persons aged 60+ comprise 23.1% of the population, while those aged 75+ make up 6.7% of the county’s population. After Mayo, Kerry has the oldest population of any county in the State. Returns from the 2016 Census of Population shows that nationally, 18.4% of the population is aged 60+. In Kerry, the corresponding figure is 23.1% - a gap of almost five percentage points (4.75%). The following graph shows the percentage breakdown by age cohort of the counties with the oldest and youngest populations in Ireland.

As the following graph shows, Kerry has more in common with the counties of Connaught (except Galway) than it has with the rest of the State in respect of the proportion of persons aged 60 to 75 years and aged 75 and older.

Percentage of Persons in defined Age Cohorts in Selected Counties and Ireland, 2016



Percentage of Persons Aged 60 to 75 and Aged 75+ by County, 2016



The following table provides a gender breakdown of the cohorts aged 60+ and 75+ in selected geographies.

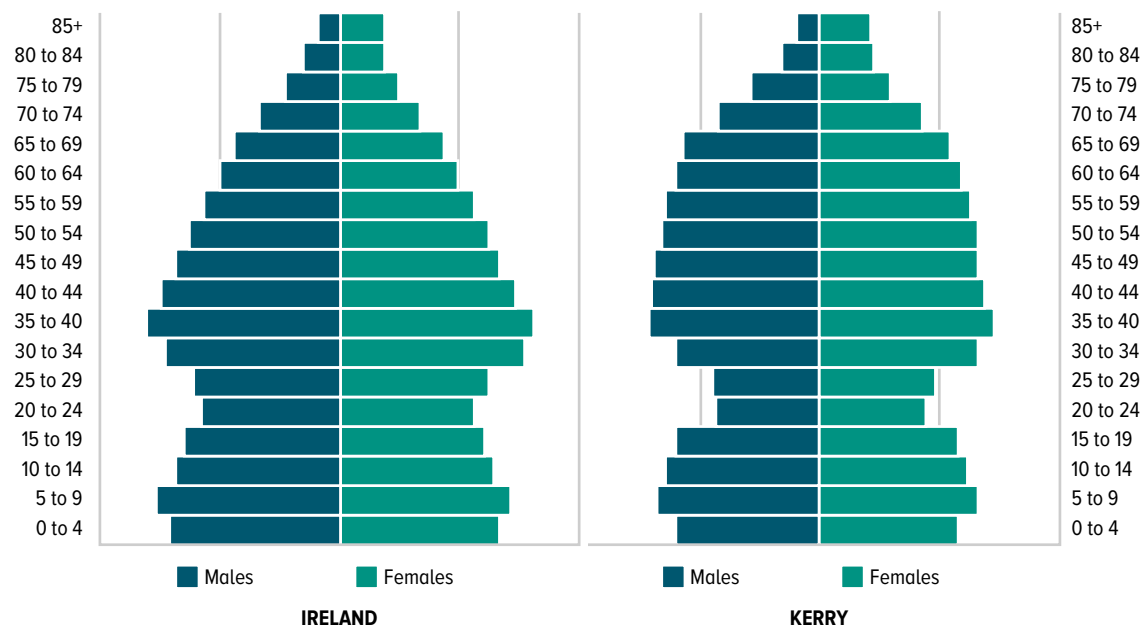
As the table shows, females are proportionately over-represented in the older age cohort across all geographies. In Kerry, 22.6% of males are aged 60+, while the corresponding figure for females is 23.7%. The following population pyramids confirm both Kerry's older age profile and the higher proportion of females aged 60+. Moreover, Kerry has a higher proportion of persons aged 55+, indicating that the current 'older than average' age profile is likely to continue – thus necessitating a medium to long-term strategic approach.

County	Males					Females				
	0 - 14	15 - 24	25 - 39	40 - 59	60+	0 - 14	15 - 24	25 - 39	40 - 59	60+
Mayo	20.9%	11.1%	17.4%	27.2%	23.4%	19.8%	10.5%	18.0%	27.4%	24.2%
Kerry	20.0%	10.9%	18.5%	28.1%	22.6%	19.0%	10.5%	19.3%	27.5%	23.7%
STATE	21.9%	12.4%	21.6%	26.4%	17.6%	20.4%	11.8%	22.4%	26.2%	19.1%
Kildare	24.9%	12.9%	21.1%	27.3%	13.9%	23.2%	12.2%	22.7%	27.1%	14.7%
Fingal	25.6%	11.8%	24.0%	26.2%	12.5%	23.5%	10.9%	25.6%	26.2%	13.8%

Population Pyramids for Ireland and County Kerry, 2016

The population pyramids also reveal Kerry's demographic composition, as they illustrate a relative undersupply of young people. This phenomenon can also be enumerated in respect of age dependency and economic dependency ratios, as per the following table. This shows that Kerry has:

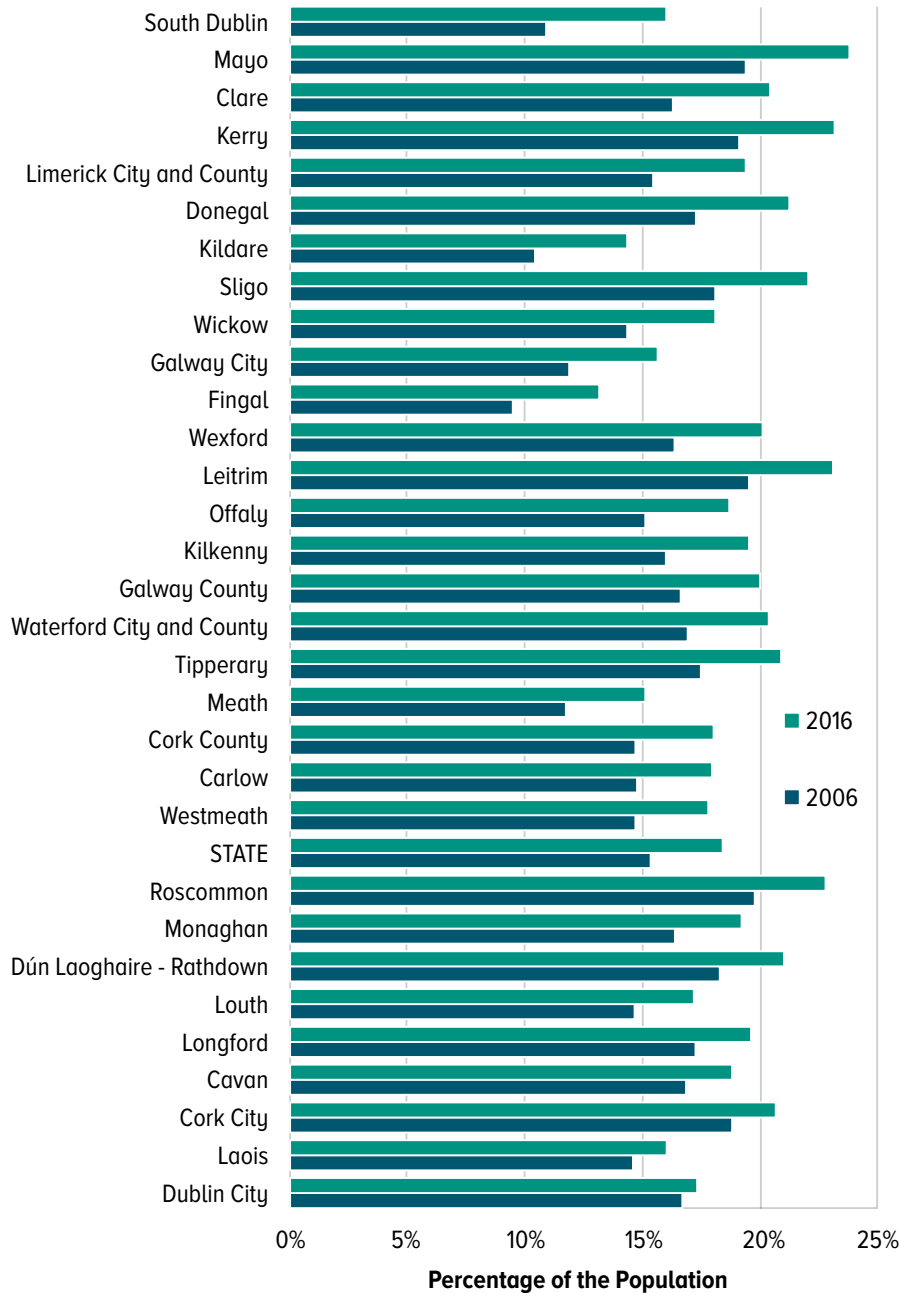
- The second highest Elderly Dependency Ratio;
- The twelfth highest Economic Dependency Ratio;
- The fifth lowest Youth Dependency Ratio.



COUNTY	DEPENDENCY RATIOS		
	YOUTH	ELDERLY	ECONOMIC
Mayo	0.203	0.176	0.379
Kerry	0.195	0.169	0.364
Leitrim	0.216	0.169	0.385
Roscommon	0.212	0.166	0.378
Sligo	0.203	0.162	0.365
Dún Laoghaire-Rathdown	0.184	0.159	0.343
Cork City	0.143	0.157	0.300
Donegal	0.220	0.157	0.377
Tipperary	0.213	0.153	0.366
Waterford City and County	0.211	0.150	0.361
Clare	0.215	0.149	0.364
Wexford	0.220	0.147	0.367
Galway County	0.227	0.145	0.372
Longford	0.233	0.142	0.375
Kilkenny	0.219	0.142	0.361
Limerick City and County	0.203	0.141	0.344
Monaghan	0.227	0.140	0.367
Cavan	0.231	0.137	0.369
Offaly	0.227	0.136	0.363
STATE	0.211	0.134	0.345
Dublin City	0.150	0.130	0.281
Wicklow	0.227	0.130	0.357
Cork County	0.229	0.130	0.359
Carlow	0.222	0.129	0.351
Westmeath	0.223	0.128	0.351
Louth	0.230	0.125	0.355
Laois	0.246	0.113	0.359
Galway City	0.168	0.112	0.281
South Dublin	0.230	0.111	0.341
Meath	0.251	0.107	0.357
Kildare	0.241	0.099	0.340
Fingal	0.245	0.091	0.337

Youth, Elderly and Economic Dependency Ratios in Irish Counties, 2016

Between 2006 and 2016, the number of persons aged 60 years and over in County Kerry increased from 26,701 to 34,190. This represents an increase of twenty-eight percent. This level of increase is below the national average of thirty-five percent (34.9%) over the same period. Other counties that have large proportions of older people (e.g., Mayo and Leitrim) also recorded below average increases in the proportion of person aged 60+, but indicating that the trend toward an ageing population has been established in Kerry and in rural Connaught over a longer period of time than is the case elsewhere. Between 2006 and 2016, the proportion of the State's population aged 60+ increased from 15.3% to 18.4%, an increase of 3.1 percentage points. The percentage point increase in Kerry was 4.1%, behind South Dublin (5.1%), Mayo (4.4%) and Clare (4.14%). The following diagram shows the inter-censal changes for all counties. Counties are sequenced on the graph in descending order, beginning with the county that experienced the largest percentage point increase.

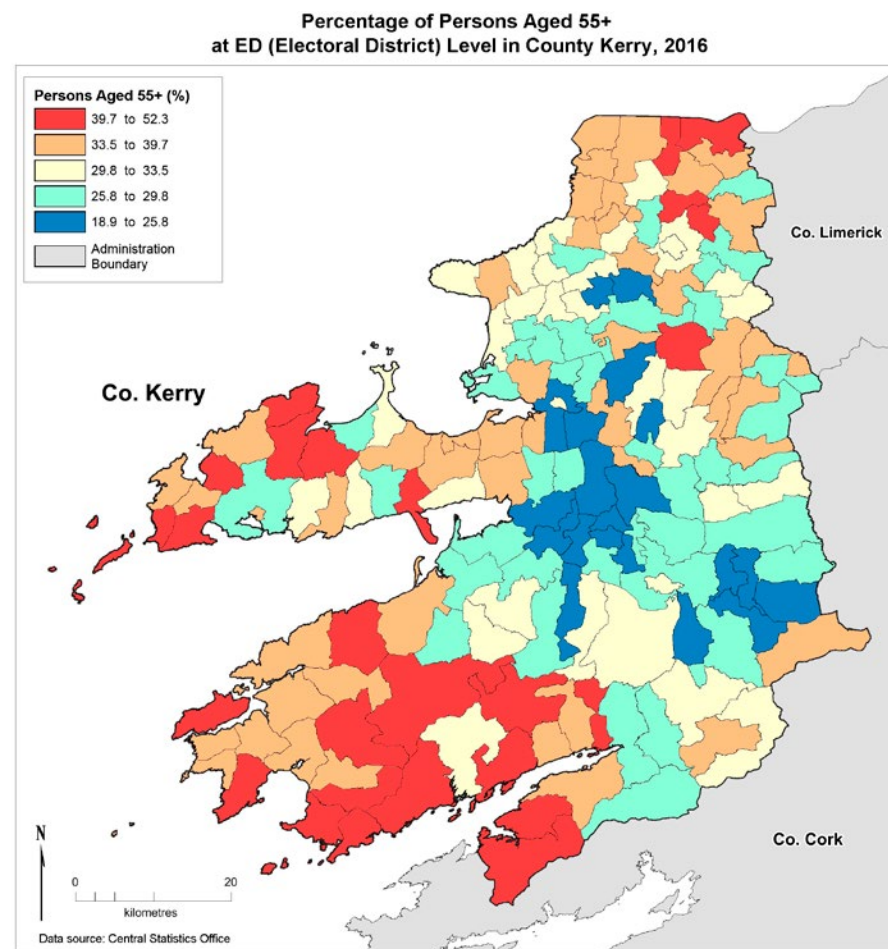
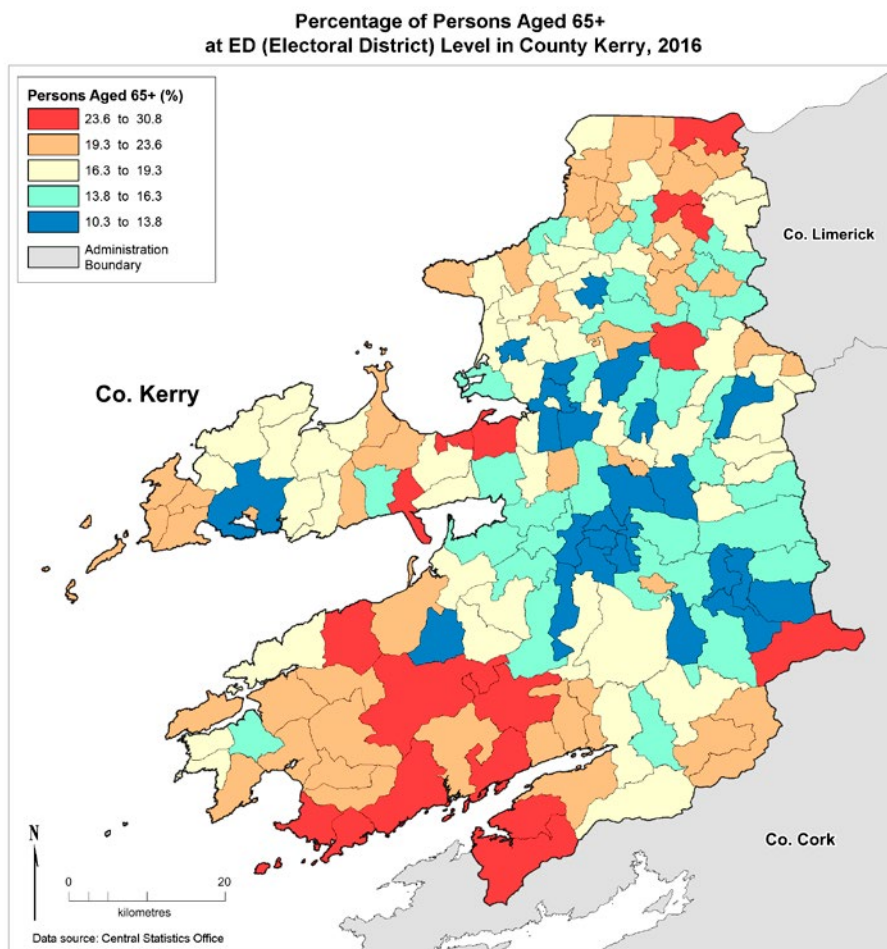


Percentage of the Population aged 60+ in Irish Counties and the State, 2006 and 2016

The Central Statistics office (CSO) projects that the ageing trend will continue, as presented in the following tables:

Projected Population from 2011 (M1) (Thousand) by Criteria for Projection, Age Group and Year

Cohort	2011	2016	2021	2026	2031	2036	2041	2046
60 - 64 years	217.1	235.4	262.2	292.7	318.4	348.7	374.2	349.4
65 - 69 years	172.1	205.8	226.4	253.9	284.2	309.9	340	365.7
70 - 74 years	130.1	157.8	192.3	213.6	240.9	270.8	296.3	326.1
75 - 79 years	101.4	112.3	139.9	172.9	194.1	220.6	249.6	274.7
80 - 84 years	69.8	78.7	90.4	115.6	145.2	165.4	190.3	217.6
85 years and over	58.2	69.9	85.2	104.6	136.6	179.5	221.8	266.9



Within Kerry, there is considerable spatial variation in respect of distribution of persons aged 60+. As the following table shows, the South and West Municipal District has the highest proportion of persons aged over 60.

Persons Aged 60+ by Age Cohort and Municipal District (MD) in County Kerry, 2016

MD	60 - 64	65 - 69	70 - 74	75 - 75	80 - 84	85+	Total 60+	Total 75+	Total Persons	%Aged 60+	%Aged 75+
Killarney	2,289	2,254	1,647	1,151	720	622	8,683	2,493	39,935	21.7%	6.2%
Listowel	1,861	1,755	1,354	941	690	535	7,136	2,166	28,418	25.1%	7.6%
South & West	2,729	2,537	1,945	1,211	821	739	9,982	2,771	39,607	25.2%	7.0%
Tralee	2,277	2,038	1,594	1,124	793	563	8,389	2,480	39,747	21.1%	6.2%
Kerry	9,156	8,584	6,540	4,427	3,024	2,459	34,190	9,910	147,707	23.1%	6.7%

The following table lists the twenty Electoral Divisions with the highest proportions of older people, by gender.

Electoral Divisions in County Kerry with the highest Proportions of Persons aged 60+, 2016

ED	Females		ED	Males	
	% aged 60+	% aged 65+		% aged 60+	% aged 65+
013 Darrynane	34.9%	23.3%	013 Darrynane	41.7%	27.4%
156 Knockglass	33.5%	28.4%	054 Glanmore	34.4%	25.0%
107 Gullane	32.7%	22.8%	042 Máarthain	32.9%	21.4%
049 Castlecove	31.3%	18.8%	006 Ballybrack	28.8%	22.0%
103 Cloontubbrid	31.0%	27.7%	049 Castlecove	28.5%	20.0%
042 Máarthain	30.9%	24.3%	060 Sneem	28.4%	18.6%
059 Reen	30.9%	21.0%	103 Cloontubbrid	28.2%	23.3%
055 Greenane	30.2%	23.8%	019 Loughcurrane	28.0%	17.3%
017 Killinane	29.8%	19.8%	046 Ardea	28.0%	16.9%
023 St. Finan's	29.0%	21.7%	090 Muckcross	27.8%	19.5%
060 Sneem	28.4%	21.4%	153 Killahan	27.6%	18.4%
105 Duagh	28.2%	24.1%	027 Ballyduff	27.1%	20.3%
037 Inch	28.2%	22.4%	055 Greenane	27.0%	20.5%
094 Astea	27.8%	21.2%	014/011 Cloon/Daoire Ianna	26.7%	16.4%
054 Glanmore	27.6%	22.0%	032 Deelis	26.4%	16.9%
025 Valencia	27.6%	22.6%	037 Inch	26.1%	19.3%
148 Gneevies	27.4%	21.3%	125 Tarmon	26.1%	20.1%
001 Killarney Urban	27.4%	21.3%	004 Bahaghs	25.2%	17.1%
004 Bahaghs	27.3%	19.2%	113 Kilshenane	24.8%	17.3%
006 Ballybrack	27.0%	23.8%	059 Reen	24.7%	20.6%

While the majority of EDs with high proportions of persons aged 60% are in rural areas, Kerry's main towns also have considerable numbers of older persons, as the following table shows:

Persons in Kerry's Main towns aged 60+, in Absolute Numbers and as a Proportion of the Population



ED	60 - 64 years	65 - 69 years	70 - 74 years	75 - 79 years	80 - 84 years	85 years & over	Total Persons	% Aged 60+
Killarney Urban	577	550	514	373	232	177	10,194	23.8%
Killarney Rural	312	251	203	146	94	42	6,585	
Listowel Urban	219	164	135	127	80	82	3,901	20.7%
Listowel Rural	86	66	57	47	39	35	1,397	
Tralee Urban	297	267	238	205	150	87	5,456	22.8%
Tralee Rural	661	614	467	332	224	158	16,611	
Town and Environs								
Killarney	889	801	717	519	326	219	16,779	20.7%
Listowel	305	230	192	174	119	117	5,298	21.5%
Tralee	958	881	705	537	374	245	22,067	16.8%
Other Towns¹								
Castleisland	171	147	114	104	74	51	3,285	20.1%
Dingle	77	63	54	56	36	39	1,775	18.3%
Killorglin	197	161	129	92	72	59	3,868	18.4%
Kenmare	107	100	76	64	55	57	2,462	18.6%
Milltown	81	64	43	34	36	26	1,447	19.6%
Cahersiveen	110	72	97	83	48	42	2,127	21.3%

¹ Figures are based on the entire ED (Electoral Division) in which the town is located.

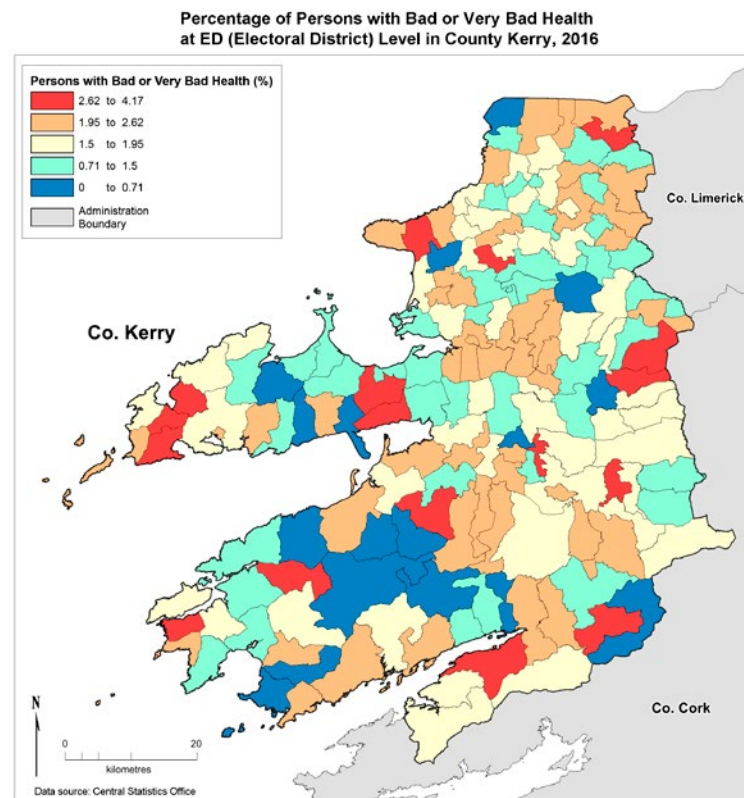
Quality of Life Issues

The CSO projects that an increasing number of persons aged 60+ years will remain in the labour force, as the following table illustrates:

The CSO data suggest that the increase in older people’s participation in the labour force will be more pronounced in respect of females. Health and ability/ disability issues are particularly relevant to the quality of life of older people. As the following table shows, the number and proportion of persons with a disability in Kerry and across Ireland is increasing. These increases are associated with the ageing of the population.

Actual and Projected Labour Force from 2011 (M2) by Age Group, statistical indicator and Year

Age Category	Cohort	2011	2016	2021	2026
60 - 64 years	Persons	97,800	110,900	125,800	139,800
	Males	60,800	70,000	79,900	88,600
	Females - all	37,000	40,900	45,900	51,200
	Females - married	33,200	36,300	40,100	44,700
	Females - other	3,800	4,600	5,800	6,500
65 years & over	Persons	48,900	66,300	92,600	125,400
	Males	33,300	46,100	61,300	79,800
	Females - all	15,600	20,200	31,300	45,600
	Females - married	14,200	17,500	27,200	39,700
	Females - other	1,400	2,600	4,100	5,900



The table above illustrates the association between ageing and health challenges.

Status	Absolute Numbers						Percentages					
	60 - 64	65 - 69	70 - 74	75 - 79	80 - 84	85+	60 - 64	65 - 69	70 - 74	75 - 79	80 - 84	85+
Very Good	3477	2657	1671	896	448	236	38.0%	31.0%	25.6%	20.2%	14.8%	9.6%
Good	3816	3940	3098	2088	1284	892	41.7%	45.9%	47.4%	47.2%	42.5%	36.3%
Fair	1337	1409	1279	1070	950	945	14.6%	16.4%	19.6%	24.2%	31.4%	38.4%
Bad	194	196	168	145	145	166	2.1%	2.3%	2.6%	3.3%	4.8%	6.8%
Very Bad	37	38	41	23	45	44	0.4%	0.4%	0.6%	0.5%	1.5%	1.8%
Not Stated	295	344	283	205	152	176	3.2%	4.0%	4.3%	4.6%	5.0%	7.2%

Self-Declared Health Status among persons in County Kerry, Aged 60+, 2016

What does the data tell us?

The Census of Population data reveals that County Kerry has the second oldest population of any county in Ireland (after Mayo) - measured as the percentage of persons aged over 60, among other metrics. Kerry also has the second highest Elderly Dependency Ratio in the State. The county's population is ageing more rapidly than is the case nationally. All the headline figures and the trends we can anticipate over the coming decades support a compelling case for investing in the strategies and actions presented in this document. Moreover, the statistical analysis tells us that we need more than county-wide approaches, and that bespoke and locally-driven initiatives are essential. Peninsular Kerry, especially rural Iveragh and Beara, have particular needs in respect of promoting connectivity and actions that reach out to older men, especially those who live alone. Other areas with large proportions of older people, such as Sliabh Luachra, are steeped in tradition. Older people are the custodians of an oral and music heritage and a cultural identity, the further elucidation and celebration of which would deliver substantial social and economic gain. Meanwhile, the above average levels of older people in the core urban areas in Tralee, Killarney and Listowel point to the need for specific neighbourhood-level activities. Interestingly, those urban neighbourhoods with high proportions of older people, most of them with empty nests (having reared their families there), are also the neighbourhoods with the highest proportions of non-EU nationals in the county. Thus, the contemporary profile of these communities points to the merits of inter-cultural and inter-generational projects.

The statistical analysis implies a need for the appropriate design and construction of public spaces, to ensure that they are more easily navigable by persons throughout the life cycle. Such retrofitting of existing infrastructure and the proofing of all future infrastructural projects, to enable ease of access and navigation, will not just benefit older persons; it will also promote children's mobility and enable communities and the county to be more inclusive of all persons with disabilities. The data presented points to the merits of community-based actions, such as those provided by support groups and active aged / active retired associations. It also underscores

the continued importance of neighbourhood watch / community alert, the provision of alarms to older persons, and other home security and resilience building initiatives.

The data clearly point to areas of acute need in peninsular South Kerry and upland areas in East and North Kerry. As well as having above average proportions of older people, these areas have low population densities and have been adversely affected by depopulation and youth outmigration. The most obvious and short-term interventions are those that are required to address isolation and loneliness. The decline in the number of priests and the rationalisation of church services exacerbates the sense of isolation, and in some cases, the abandonment, felt by many older people. While it is outside the scope of the bodies associated with this action plan to attend to the spiritual needs of (older) people, there is a need to address the social vacuums that have emerged with the near cessation of house-to-house visits by clergy. Thus, the provision of home-delivery hot meals services, the further expansion of rural transport networks and the expansion of day care and social and recreational outlets are all essential. The community and voluntary sector has developed expertise in the delivery of services to older people, and it is important to invest in their capacity to expand and enhance their services. Indeed, investment in the social economy across Kerry offers a means of enhancing local service provision, strengthening local economies and reaching out to marginalised groups.

The rollout of rural broadband is a prerequisite to enabling older people in rural areas to use ICT to keep in contact with relatives and to access many commercial and other services. This needs to be accompanied by training in the use of technologies such as Skype, and to that end, inter-generational projects offer a useful and progressive mechanism. In the medium to longer-term however, there is a compelling need to enable rural areas to grow their populations sustainably, so that the decisions we make today are not sowing the seeds of future decline and isolation, but that we are enabling rural communities to be vibrant, and consequently more socially inclusive and dynamic.

What Does The Literature Tell Us?

An Ageing Global Population

The World Health Organisation has developed strategies and policies to guide national governments as they develop their own national age-friendly plans. The age-friendly strategy for Ireland has been framed in this context.

The World Health Organisation, Draft Global Strategy and Plan of Action on Ageing and Health, 2016-2020

- Populations around the world are ageing rapidly. Between 2000 and 2050, the proportion of the world's population aged 60 years or over will double from about 11% to 22%.
- These extra years of life and this reshaping of society have profound implications for each of us, as well as for the communities we live in.
- Longer lives provide the opportunity for rethinking not just what older age might be but how our whole life course might unfold.
- Longer lives are an incredibly valuable resource, both for each of us as individuals and for society more broadly. Older people participate in, and contribute to, society in many ways, including as mentors, caregivers, artists, consumers, innovators, entrepreneurs and members of the workforce.

World Health Organisation 2016 – 2020; Multisectoral Action for a Life Course Approach to Healthy Ageing: Draft Global Strategy and Plan of Action on Ageing and Health.

The vision of the World Health Organisation's strategic plan is;
A world in which everyone can live a long and healthy life

All nation states are encouraged to develop their own strategic plans within the five strategic objectives of the WHO global plan;

1. Commitment to action on Healthy Ageing in every country
2. Developing age-friendly environments
3. Aligning health systems to the needs of older populations
4. Developing sustainable and equitable systems for providing long-term care (home, communities and institutions)
5. Improving measurement, monitoring and research on Healthy Ageing





What is Age-Friendly?

The World Health Organisation defines an “age-friendly” community as one in which all organisations, and everyone from all walks of life:

- recognises diversity among older people
- promotes the inclusion of older people
- values their contribution to community life
- respects their decisions
- anticipates & responds flexibly to ageing-related needs & preferences.

The Irish Context – Key Strategies & Reports

Age-Friendly Ireland²

In the context of global initiatives to make our cities, towns and counties more age-friendly an Age-Friendly Strategy has been developed in Ireland. The Age-Friendly Cities and Counties Programme is part of an international effort, coordinated by the World Health Organisation (WHO). It is a global movement that is enabling older people to contribute to their localities and communities on every continent. The results are positive ageing, better cities and counties, and more relevant and effective local government, service delivery and business opportunities.

Age-Friendly Ireland’s vision is;

‘that Ireland becomes a great country in which to grow old’

And the mission of Age-Friendly Ireland is;

To guide the development of effective city- and county-based, multi-agency Age-Friendly Strategies aimed at improving the quality of life of older people throughout Ireland.

Age-Friendly Cities and Counties will:

- show how older people contribute to society and are a resource, not a burden
- support greater participation by older people in the social, economic and cultural life of the community to everyone’s benefit
- foster improvements in older people’s health and wellbeing
- demonstrate how collaborative working and imaginative, cost-effective partnerships can make services and supports for older people more responsive, professional, effective, efficient and accessible.

Universal Design

The concept of universal design is central to this process because a city/ town/ village which enhances life for older people also improves the mobility and independence of people with disabilities. Safe neighbourhoods allow children, young families, adults and older people partake in physical, leisure and social activities with confidence. Families experience less stress when their older members have the community support and health services that they need.

Healthy Ireland Strategy; A Framework for Improved Health & Well-Being, Dept. Health 2013-2025

The strategy envisages agencies, voluntary and community organisations collaborating together to;

- Support, link with and further improve existing partnerships, strategies and initiatives that aim to support older people to maintain, improve or manage their physical and mental wellbeing.
- Remove barriers to participation and to provide more opportunities for the involvement of older people in all aspects of cultural, economic and social life in their communities.
- Enable people to age with confidence in comfort, security and dignity in their own homes and communities for as long as possible.
- Strengthen participation in decision - making for health and wellbeing at community level
- Create 'activity friendly' environments: cycle lanes, playgrounds, well-lit paths, etc ...facilities that are appropriate to the needs of the community.

Healthy ageing, which is fundamental to achieving the goals of Healthy Ireland is influenced throughout the life course rather than only in later years. Healthy ageing is a major contributor to closing the gap in health and wellbeing between socio-economic groups and between men and women.

Positive Ageing Strategy, Dept. Health, 2013

The National Positive Ageing Strategy sets out a vision for an age-friendly society and includes four National Goals around participation, health, security, and research to provide direction on the issues that need to be addressed to promote positive ageing. The Strategy is to be implemented under the broader Healthy Ireland framework, which sets out a vision to improve the health and wellbeing of the entire population of Ireland.

The Strategy identifies four national goals:

1. Remove barriers to participation and provide more opportunities for the continued involvement of people as they age in all aspects of cultural, economic and social life in their communities according to their needs, preferences and capacities;
2. Support people as they age to maintain, improve or manage their physical and mental health and wellbeing;
3. Enable people to age with confidence, security and dignity in their own homes and communities for as long as possible;
4. Support and use research about people as they age to better inform policy responses to population ageing in Ireland.

Healthy & Positive Ageing for All, HSE Research Strategy 2015-2019

'Many people are living longer in better health, but not everyone who is living longer is adding 'healthy years' to their life'

- Over the last 50 years, Ireland has changed significantly. We have a multi-national, cosmopolitan and globalised society with an increasing population. Our population aged 65 years and over is growing by approximately 20,000 each year and will have increased by 111,200 people by 2022. Similarly, our population aged 85 years and over is growing by 4% each year.
- Living longer poses challenges, including living with chronic disease, isolation, cognitive loss and financial hardship. Service use and the care needs of older populations differ significantly

- Ireland's population structure is changing. Similar to other European countries, Ireland is witnessing a growth in its older population, primarily due to medical innovations, enhanced treatments and improved lifestyles... There are an increasing number of older people in Ireland living with multi-morbidities and chronic disease, social isolation, disabilities, and cognitive decline. These can impact severely on their quality of life. The country is projected to witness a major growth in the number of persons aged 50 years and older, with a significant increase occurring in those 80 years and over.

Implementing Equality For Older People, Equality Authority, 2002

'Strong negative stereotypes of older people persist. Systems and institutional behaviours end up posing barriers to the participation of older people...'

In their policy document on equality for older people in Ireland the Equality Authority states that ageism is social constructed, and that it is perceived as;

'received wisdom...plain common sense!...'

- Their recommendations are built on key strategies and include;
- Age proofing/ equality proofing
- Positive action
- Participation in decision-making
- Age-awareness training
- Legislative development

Provision of Age-Friendly Goods & Services, Conference Proceedings, Towards an Age-Friendly Society in Ireland, Report No 94, The Equality Authority; Health Service Executive; National Council on Ageing and Older People, 2006

Papers presented at the conference corroborate the findings of similar studies carried out in other countries that older people (in Ireland) are stereotyped when it comes to dealing with service providers.

The study found that some service providers treated older people as if they had limited understanding of their situation and were unable to make decisions regarding their own care. It also found that there was age discrimination in relation to older people's access to services with many older people feeling that they had been 'fobbed off' because of their age. The study further found that much of the ageism that exists is purely unintentional.

Towards Age-Friendly Provision of Goods and Services, The Equality Authority & HSE, 2nd Edition, June 2010

This report highlights the difficulties brought about through ageism in Ireland. Ageism is widespread in Ireland it states; both young and old can hold ageist attitudes. Being bombarded with negative images of age, and misunderstandings about the ageing process, it is not surprising that many older people take on board these views and come to believe them to be 'natural' and 'common sense'. The report proposes a framework for action. Nine different initiatives are identified as providing starting points for age-friendly provision of goods and services;

1. Develop staff awareness about ageism and equality for older people.
2. Take steps to ensure older customers are treated with dignity and respect.
3. Consult with older customers and organisations of older people.
4. Age proof or audit provision of goods and services for their relevance and availability to older people.
5. Take steps to ensure goods and services provided are accessible to older people.
6. Provide user friendly information to older customers.
7. Provide advocacy supports to older customers when required.
8. Target specific goods & services to meet the particular needs of older people.
9. Employ older people.



Care For Older People, National Economic & Social Forum, Report No 32, November 2005

This report proposes a strategy on supporting older people to continue to live at home. It highlights some of the challenges relating to strategies and services for older people.

- An underdeveloped community care system, that is crisis-driven and lacking in coordination and resources
- Slow pace of implementation of service development
- Ageism and negative discrimination are serious blockages to progress
- Carers are a core element of any strategy

Key recommendations include;

- Greater coordination
- More resources
- Clarify entitlements
- A national action plan on ageing
- Promote positive action/ address ageism
- Age awareness training for relevant staff
- Acknowledge the role of carers as a core element of any strategy



What Does The Literature Tell Us? – Key Kerry Strategies

County Development Plan, 2015 – 2020, Kerry County Council

The County Development Plan aims to provide for the proper planning and sustainable development of County Kerry within a spatial planning framework. Chapter 9 of the plan; Social Infrastructure & Community Development, outlines the Councils' strategic objectives relating to age-friendly and older people. This plan specifically references the inclusion of age-friendly values and commitments within future local areas development plans. Another objective in the plan is to support older people to continue living in their own homes as long as is possible. The council also commits to promoting universal equality of access to spaces and facilities under their management. The plan also prioritises the provision of social housing, the integration of healthcare facilities, the clustering of facilities within villages and towns, the provision of outdoor gym equipment and improving the walkability of towns and villages also.

Kerry Local Community & Economic Plan, 2016 – 2022

The purpose of the plan is described in terms of supporting, promoting and strengthening sustainable development within the county. The plan sets out a series of high-level goals within which is goal 3.5 relating to the development of this age-friendly strategy. Some of the strategic actions in the plan are;

- consultation with older people in developing an age-friendly strategy
- the development of a transport forum and a county transport strategy which are lacking at present
- undertaking a physical access audit to identify barriers to services and facilities
- supporting independent living
- establishing a management group for the age-friendly strategy
- promoting a community safety strategy

Connecting For Life; Suicide Prevention Action Plan 2017-2020

The report Connecting for Life Kerry states that the county has the second highest rate of death by suicide in the country (National Office for Suicide Prevention 2013). Some people in our communities are more vulnerable to risk of suicide including older men in isolated rural area. Of relevance to Age-Friendly are the factors that protect people from risk of suicide and this includes having strong personal relationships, religious or spiritual beliefs and a lifestyle practice of positive coping strategies and wellbeing.

Relationships are especially protective for adolescents and the elderly, who have a higher level of dependency.



In the course of preparing the report the authors consulted widely and 3 factors were highlighted for protecting against suicide in Kerry;

- 1) Social Interaction
- 2) Building Resilience and
- 3) Physical Activity

The actions in the plan particularly relevant to the Age-Friendly strategy are related to providing information and training to local organisations and community groups.

Ageing With Confidence, Cork & Kerry, Southern Health Board, October 1999

‘We must remove the narrow perception of older people being dependent on society...’

‘The longer older people remain in good health and disability-free, the better will be their quality of life and the greater their contribution to society’

Some key elements in this strategy relevant to Kerry Age-Friendly Strategy;

- Need for greater coordination of services between all providers including community and voluntary organisations
- Promotion of partnership model and greater interagency collaboration, with a need to clarify roles and better lines of communication
- Establish an interagency forum for older people’s services
- Highlights the need to change attitudes, acknowledgement that institutions and services themselves can be ageist, age-awareness training
- Key role of carers
- Valuing the role of older people
- Valuing and support the services provided by community and voluntary
- Loneliness and isolation – the importance of social networks
- Common feedback across the sectors from the consultation process;
- Valuing the contribution of older people
- The need for empowerment and personal choice
- Supporting independence in the home
- Provision of a spectrum of services
- Valuing the contribution of the voluntary sector
- Valuing the role of carers



What Can Be Learned From the Reports & Strategies?

Living longer poses both opportunities and challenges for the way we plan and provide for services and for the participation of older people. To meet the new challenges, actions need to be strategic. As can be seen there is a developed framework to inform counties as they develop and implement their local age-friendly strategies.

Enjoying good health is a key element of ageing with confidence. As long as older people enjoy good health, quality of life is better. Individual responses are required for individual needs. Health is multi-faceted, and a range of factors needs to be considered when preparing a strategy.

Ageism is widespread, and it excludes older people. Mostly age-based discrimination is unintentional, it is a learned attitude that tends to stereotype a wide section of society simply based on age and perceptions of age. Ageism is found within younger and older people, as the prevailing wisdom and portrayal of ageing is internalised and accepted as 'common sense'. In developing a strategy, actions need to be developed that address age discrimination, for example staff age-awareness training.

Formal structures need to be put in place to give older people a voice. While services and facilities provide essential supports, it has not necessarily been the case that this was based on the expressed needs of older people. Consultation and engagement will assist older people to become more vocal in expressing the needs.

The contribution of older people should be valued and portrayed positively. Positive actions need to be taken, e.g. media initiatives that portray the positive roles, achievements and contributions of older people.

Continue to support older people to live at home but at the same time avoid social isolation. People wish to remain living in their own home as long as is possible, and this is supported by national policy. Individuals require individual responses that address a number of issues including; health, safety and security, and social participation.

Include older people in decision-making and influencing policy. Actions need to be taken to ensure representation. To facilitate this, space needs to be created on various structures to accommodate the representation of older people directly.

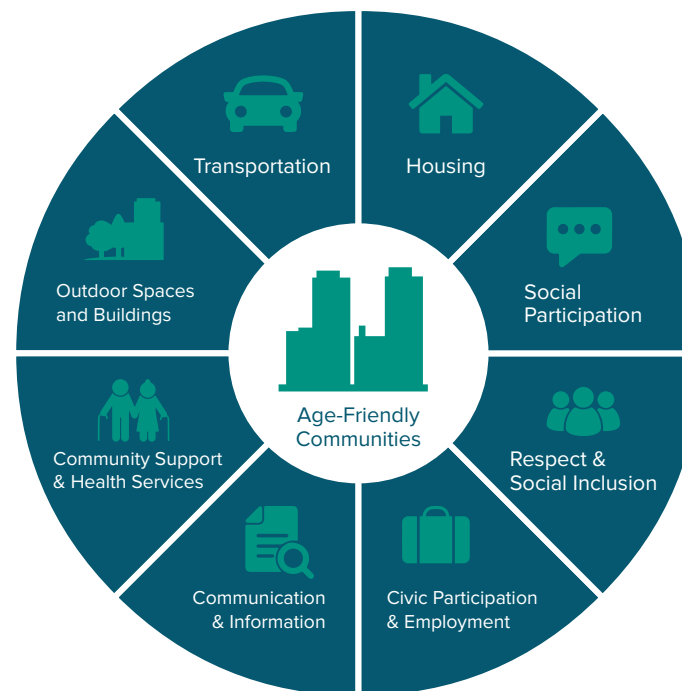
Both national strategies and local feedback call for greater coordination and collaboration, this will facilitate State agencies and community-based groups to maximise resources and improve effectiveness of services.

A key component of influencing policy is the gathering of qualitative and quantitative data and feedback. This allows progress to be measured, needs to be clarified, and successful strategies to be identified and highlighted.

The World Health Organisation's 8 Age-Friendly Themes

The eight age-friendly themes are taken from the work of the World Health Organisation on active ageing. These are the themes guiding all Age-Friendly strategies in Ireland and throughout the world.

In the Kerry Age-Friendly Report and Work Plan, the following are the higher level objectives that have been developed based on consultations and feedback from individuals and organisations;



WHO Themes	Objectives
Outdoor Spaces & Buildings	Improve accessibility and public realm design in our communities, villages and towns.
Transportation & Access	Through consultation to develop a public and community transport strategy that meets the needs of older people.
Home and Where You Live	Support people as they age to stay living in their own homes and communities.
Community Support & Health Services	Coordinate and develop services to enable people to lead healthier and active lives for longer.
Respect and Social Inclusion	Challenge ageism and promote the positive contribution of older people in social, economic and public life.
Social Participation	Support activities and facilities that promote social connections.
Communication & Information	Improve access to information and develop increased usage of information technology.
Civic Participation & Employment	Develop initiatives that facilitate people to engage in employment, civic life and lifelong learning.

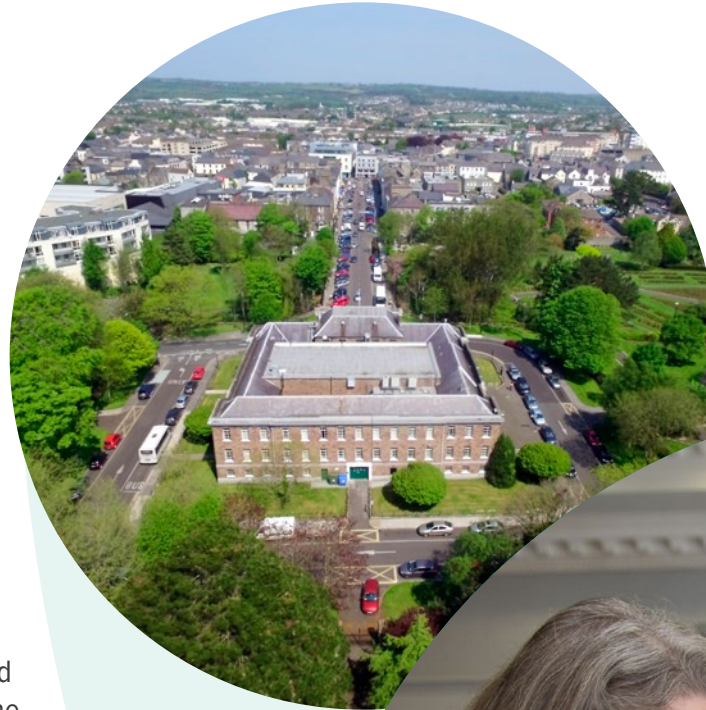
Ocht dTéama Aoibhá na hEagraíochta Domhanda Sláinte

D'éirigh na hocht dtéama aoibhá as obair na hEagraíochta Domhanda Sláinte ar Aosú Gníomhach. Seo téamaí a thugann treoir do na straitéisí Aoibhá ar fad in Éirinn agus ar fud an domhain.

I dTuarascáil agus plean Oibre Aoibhá Chiarraí is iad seo a leanas na cuspóirí ardleibhéil atá arna bhforbairt bunaithe ar chomhairliúcháin agus ar aiseolas ó dhaoine aonair agus eagraíochtaí;



Téamaí na hEagraíochta Domhanda Sláinte	Cuspóirí
Spásanna Lasmuigh agus Foirgnimh	Inrochtaineacht agus dearadh an réimis phoiblí a fheabhsú inár bpobail bailte agus sráidbhailte.
Iompar agus Rochtain	Trí chomhairliúchán chun straitéis iompair phoiblí agus phríobháidigh a fhorbairt a fheastalóidh ar riachtanais daoine breacaosta.
An Baile agus Mar a Bhfuil Cónaí Ort	Tacú le daoine agus iad ag dul in aois le go mbeidh siad in ann fanacht sa bhaile agus ina bpobail féin.
Tacaíocht Phobail & Seirbhísí Sláinte	Seirbhísí a chomhordú agus a fhorbairt chun cur ar chumas daoine saol níos sláintiúla agus níos gníomhaí a bheith acu.
Meas agus Ionchuimsiú Sóisialta	Seasamh i gcoinne an aoiseachais agus ionchur dearfach daoine breacaosta sa saol sóisialta eacnamaíoch agus poiblí a chur chun cinn.
Rannpháirtíocht Shóisialta	Tacú le gníomhaíochtaí agus áiseanna a chuireann naisc shóisialta chun cinn.
Cumarsáid agus Faisnéis	Rochtain ar fhaisnéis a fheabhsú agus úsáid níos mó as teicneolaíocht faisnéise a fhorbairt.
Rannpháirtíocht an Phobail agus Fostaíocht	Tionscnaimh a fhorbairt a éascaíonn do dhaoine páirt a ghlacadh i bhfostaíocht saol cathartha agus foghlaim feadh saoil.



Consulting with Older People – What did People Say?

An extensive consultation was carried out for the purpose of this plan and in all there were 225 individual contributions. This included questionnaires completed by hand, questionnaires completed on line, focus groups, community meetings and a specific survey undertaken by HSE with Sean Cháirde in South Kerry. In addition, the report was presented to a stakeholder's workshop and the Older People's Council.

Taking the eight age-friendly themes, the feedback from individual questionnaires can be summarised as per the table below. These comments and needs give a good indication of the feedback received.



AGE FRIENDLY Themes and Some Comments	Needs Identified
<p>Outdoor Spaces & Buildings</p> <ul style="list-style-type: none"> • Paths difficult to negotiate footpaths uneven, not enough seating • Lack of public areas with seats/benches • Roads are very busy for walking 	<ul style="list-style-type: none"> • Good footpaths, kerbs crossings and ramps. • Key services connected. • Nice places to go for walks/meet • Sufficient toilets and in good locations. • More public seating • Clear signage. • Consult older people. • Reduce traffic speed.
<p>Transportation and Access</p> <ul style="list-style-type: none"> • Lack of transport • No transport availability on many days and weekends • Not easy to join up with health and activity appointments 	<ul style="list-style-type: none"> • Design the service to meet users' needs. • More routes, greater flexibility. • Disability friendly, accessible services. • Choice of transport
<p>Home and Where You Live</p> <ul style="list-style-type: none"> • Lovely place to live • Good community spirit • Need for services/facilities to assist ageing in place • Feeling more vulnerable with age • Some people don't feel very safe • Neighbourhood watch not active enough 	<ul style="list-style-type: none"> • Allow older people to live in their own environment. • Trustworthy, reasonably priced home and garden help. • Home visitation services, more contact • A better Garda presence in both rural and urban areas including daytime. • Active Community Alert and neighbourhood watch
<p>Community Support & Health Services</p> <ul style="list-style-type: none"> • Local services are not consistent • Community hospitals excellent • Some communities lack facilities locally • Lack of support in the home 	<ul style="list-style-type: none"> • Make community centres more attractive. • More outreach services and home visits. • Provide the supports needed to live at home. • Provide information on services & supports.

AGE FRIENDLY Themes and Some Comments	Needs Identified
<p>Respect and Social Inclusion</p> <ul style="list-style-type: none"> • Good local inclusion, friendly community • Exclusion making it difficult for older people to be involved • Older people targeted as vulnerable • Highlight positive contribution of older people socially & as consumers 	<ul style="list-style-type: none"> • Importance of the Older Peoples Council • Ageism awareness training • Involve older people in policy development. • Highlight achievements of older people. • Develop links with younger people • Age Friendly Business campaigns – retail, tourism etc
<p>Social Participation</p> <ul style="list-style-type: none"> • Plenty to go to in bigger towns if you have the company • Not being mobile to attend social days, no transport • Poor facilities and range of activities in some communities • Not enough for younger retirees 	<ul style="list-style-type: none"> • Greater emphasis on health and well-being. • Provide leadership training. • School education programmes involving older people. • Improved local public transport. • More creative and arts-based activity • Better meeting spaces. • Sustain participation in activities
<p>Communication and Information</p> <ul style="list-style-type: none"> • Nearly everything has to be done on-line • Information readily available for those who are computer literate • Difficult to find information on activities 	<ul style="list-style-type: none"> • Community groups need to use a range of methods when communicating. • Better mobile phone coverage required. • Training on better use of phones, laptops etc. • Continue providing IT programmes.
<p>Civic Participation & Employment</p> <ul style="list-style-type: none"> • Lack of education opportunities for older persons on updating technology skills • Many older people would like to be more involved and share expertise • Many older people volunteer • Many older people are involved in childcare and caring • Older people are important to the economy 	<ul style="list-style-type: none"> • Lobby to change compulsory retiring age. • Examine schemes that facilitate the employment of older people. • Mentoring and other schemes to be explored. • Promote and support the involvement of older people in communities and society. • Highlight the role of older people as customers in commercial/business/tourism sectors

A Strategic Approach

Having a strategy based on consultation and stakeholder engagement clearly defines the direction of the Kerry Age Friendly Programme and establishes realistic actions. This is consistent with the Kerry Age Friendly vision and defined time frame. The process has developed a sense of ownership of the plan and has focused resources on key priorities. It provides a foundation from which progress can be measured.

The structures that have been put in place, the Age Friendly Steering Group as part of the LCDC, and the Older Peoples' Council allow for review of this living document and will permit informed change if needed.

In approaching this work programme, the following framework provided guidance and clarity as part of the development of the Age Friendly strategy development. It challenged people to consider:

- What do we need to address now? What do we need to change including places, attitudes and infrastructure to make Kerry more age friendly?
- What is required to ensure that the Age Friendly policy is embedded in planning, attitudes and initiatives as we move forward?

Plan For Now

What needs to be done to change places now – towns, villages & streets?

What changes are required to make homes & communities more age friendly?

What interventions are required to ensure that people can continue to participate in activities or to take up new challenges?

What are the issues that need to be addressed now?

- Transport
- Health
- Social Isolation
- Ageism

Plan For The Future

Change attitudes towards ageing.

Provide for future needs.

Identify new opportunities and ways of doing things.

Universal design – What's good for age is good for all.

Integration policy rather than “for older people”

Ageing in place.

Change places to allow for amenity, creativity and connectivity.

Cur Chuige Straitéiseach

Le straitéis bunaithe ar chomhairliúchán agus rannpháirt páirtithe leasmhara sainmhínear go soiléir treo Chlár Aoisbhá Chiarraí agus bunaítear gníomhartha réalaíocha. Tá an méid sin ag teacht le fíis agus fráma ama sainmhíneithe Aoisbhá Chiarraí. Leis an bpróiseas táthar tar éis úinéireacht a ghlacadh ar an bplean agus acmhainní a dhíriú ar phríomhthosaíochtaí. Tugann sé seo bonn ónar féidir dul chun cinn a thomhas.

Leis na struchtúir atá curtha i bhfeidhm, Grúpa Stiúrtha Aoisbhá mar chuid de Choiste Forbartha Pobail Áitiúil Chiarraí agus Comhairle na nDaoine Breacaosta, beifear in ann an doiciméad beo seo a athbhreithniú agus athruithe a dhéanamh go heolasach más gá.

Chun tabhairt faoin gclár oibre seo, thug an creat seo treoir agus soiléireacht mar chuid d'fhorbairt na straitéise Aoisbhá seo. Chuir sé dúshlán ar dhaoine machnamh a dhéanamh ar na nithe seo a leanas:

- Cad iad na rudaí a gcaithfidimid aghaidh a thabhairt orthu anois? Cad atá le hathrú againn, lena n-áirítear áiteanna, dearcaí agus bonneagar, le go mbeidh Chiarraí níos aoisbháúla?
- Cad atá riachtanach chun a chinntiú go ndéanfar an beartas Aoisbhá a leabú i bpleanáil, dearcaí agus tionscnaimh agus sinn ag dul ar aghaidh?

Pleanáil don aimsir láithreach

A bhfuil le déanamh chun rudaí a athrú - bailte, sráidbhailte agus sráideanna?

Cad iad na hathruithe atá riachtanach chun áiteanna cónaithe agus pobail a dhéanamh níos aoisbháúla?

Cad iad na hidirghabhálacha atá ag teastáil chun a chinntiú gur féidir le daoine leanúint de pháirt a glacadh i ngníomhaíochtaí nó aghaidh a thabhairt ar dhúshláin nua?

Cad iad na fadhbanna atá le réiteach anois?

- Iompar Sláinte
- Aonrú Sóisialta Aoiseachas

Pleanáil don am atá le teacht

Dearcaí i leith dul in aois a athrú.

Freastal ar riachtanais na toidcháí.

Deiseanna nua agus bealaí nua chun rud a dhéanamh a aithint.

Dearadh uilíoch - Tá a bhfuil go maith d'aosaigh go maith do chách.

Beartas lánpháirtíochta seachas beartas do “dhaoine breacaosta”.

Aosú in áit.

Áiteanna a athrú chun taitneamhacht, cruthaitheacht agus nascacht.



Age Friendly Action Plan

Theme 1 – Outdoor Spaces & Buildings

National Age-Friendly Counties & Cities Outcome; that all people as they age are enabled by the built and social environment

Commentary

A key element of an Age-Friendly county is that streets, parks, public spaces and buildings allow for comfortable movement of people. Footpaths need to be even and dished at crossings, adequate toilet facilities provided, public seating appropriately located, and bus shelters located where required. This theme refers to accessibility and ‘walkability’ of towns and villages. People were asked to comment on what it is like to go for a walk, to go shopping or meet people. The question prompted people to consider footpaths and going into buildings such as public offices, shops or banks.

The physical environment in which older people live has considerable potential to enable or disable their physical, social, civic and community interactions.

(The Story So Far; Age Friendly Ireland)

Survey feedback;

- Footpaths are a key issue; surfaces need to be even, steps should be avoided, enforce by-laws regarding parking on footpaths and placing obstacles such as wheelie-bins and signs on footpaths
- Walking in safety; more footpaths required connecting the outskirts of villages and towns to the centres
- Comfort; sufficient toilet facilities, well-placed seating and bus shelters all add to the comfort of movement within towns and villages

Kerry County Council – County Development Plan 2015 – 2020;

It is therefore important that our living, working and leisure environments are designed and maintained in a manner to ensure people of all backgrounds and circumstances can achieve equality and access to the facilities and services needed to achieve their own potential in life... Kerry County Council is committed to contributing to the development of a more inclusive public realm which allows all people to use space in the same way – and on equal terms.

...Engage with local communities and other key stakeholders to improve the quality and experience of towns for older people.

...Promote universal equality of access to public spaces, buildings and community services by ensuring that appropriate design solutions are incorporated into all developments.

“We don’t have footpaths as such down to the village...difficult walking down and up for anyone. I am my husband’s carer; he is in a wheelchair and going blind, hard to take out as I don’t drive. The road is so bad, the cars race down the road by us and as he can’t see – I have to be his eyes”
(wife and husband both over 75)

“At Killarney Bus Depot, while waiting for a bus, there are no external seats to sit on, only cold window ledges”

Public Realm - areas, spaces, buildings etc used by the public in general.

Universal Design - designing our public spaces and buildings to be accessible and inclusive for all.

Theme 1 - Outdoor Spaces and Buildings

Action; Improve accessibility and public realm design in the delivery of projects in our communities, villages and towns based on Design for All.

ISSUES EMERGING	ACTIONS	ENABLERS
<p>1.1 Footpaths need to be of the highest standard. Walking from outskirts of towns and villages to the centre can be difficult.</p> <p>1.2 Walking in rural areas is difficult. The verges and yellow markings can be obscured by dirt and vegetation.</p> <p>1.3 Strategically located public conveniences are needed to enable better circulation and participation by local people and visitors.</p> <p>1.4 Infrastructure such as additional seating and covered bus shelters are required.</p> <p>1.5 Need for more community spaces and parks as some villages and towns do not have adequate social or public spaces.</p> <p>1.6 Obstacles are placed on footpaths, such as wheelie-bins and signs.</p> <p>1.7 Lighting can be poor in some areas.</p> <p>1.8 Parking is an issue and people without disabilities, park in disability spaces.</p> <p>1.9 Safe Cycling Routes would enable people to remain active for longer.</p> <p>1.10 Business and services need to be made aware of the older person as a consumer and the level of disposable income. Older people find it increasingly difficult to avail of services within banks.</p>	<p>1.1.1 Conduct audits of accessibility, walkability and connectivity in towns, villages and approach roads, in each Municipal Area.</p> <p>1.1.2 Integrate footpath improvements with road improvement works.</p> <p>1.1.3 Install age-friendly surfaces in towns and villages.</p> <p>1.1.4 Pursue a funding model to support above actions</p> <p>1.2.1 In consultation with local communities and in partnership with the Local Authority, develop responses locally. E.g. alternative walking routes/ off-road routes or integrate footpaths with road improvement works/ Tidy roadside</p> <p>1.2.2 Develop further schemes to promote the importance of wearing high vis clothing and the importance of visibility while walking generally.</p> <p>1.3.1 Deliver additional toilet facilities in general as well as in shops, shopping centres & businesses.</p> <p>1.4.1 Deliver more covered bus shelters with seating in addition to seating generally.</p> <p>1.5.1 In consultation with the local community, plan for the development of outdoor community spaces and parks, particularly where none exist.</p> <p>1.6.1 Enforce by-laws regarding parking on footpaths and obstacles on footpaths.</p> <p>1.6.2 Increase business awareness of obstacles e.g. signage, sandwich boards etc</p> <p>1.7.1 Review public lighting in public recreation areas and where people congregate.</p> <p>1.8.1 Enforce by-laws regarding parking in disability spaces & increase disability parking spaces.</p> <p>1.8.2 Introduce Age-Friendly parking scheme and parking spaces.</p> <p>1.9.1 Develop more cycling routes at strategic locations around the county.</p> <p>1.10.1 Develop an age-friendly business plan to incorporate both awareness raising and the requirements to make a business Age-Friendly.</p> <p>1.10.2 Develop an Age-Friendly Business Recognition Award Scheme.</p>	<p>KCC – with Chamber Alliances, LDCs, PPN and community groups.</p> <p>KCC, TII</p> <p>Local Communities and KCC</p> <p>Gardaí, Local Communities, media.</p> <p>Chamber Alliances, KCC, local communities.</p> <p>KCC/Chamber Alliances/Community Groups/Local Link Kerry</p> <p>KCC, Local Communities, Chamber Alliances, LDCs.</p> <p>KCC, Chamber Alliances, Local Communities.</p> <p>KCC, Chamber Alliances, Local Communities.</p> <p>KCC, Chamber Alliances</p> <p>KCC, Chamber Alliances, KRSP, Local Communities.</p> <p>Chamber Alliances, LEO, Kerry Vintners, Tourism bodies.</p>

Theme 2 – Transport & Access

National Age-Friendly Counties & Cities Outcome; ...get to where we need to go, when we need to

Commentary

Based on the survey feedback it could be argued that this is the priority theme for developing an age-friendly county in Kerry. Given the age profile and the rural nature of the county, this is not surprising. While there is a distinct difference in the scale of the problem for those living in rural areas, the issue of local transport for older people living in urban areas should not be overlooked. People stated that having a car and being able to drive to town, to the local village and to social events etc gives great freedom and independence – whereas not having a car or not being able to drive creates dependency and contributes to social isolation. Kerry does not have a County Transport Strategy at present, without it the issue cannot be addressed comprehensively.

Transport is an important enabler of independence, autonomy and quality of life for older people. For those who can no longer drive or do not live near public transport routes, a lack of access to transport can negatively impact on their ability to participate in activities, their security, and on their health and wellbeing. Transport and mobility, particularly for those living in rural areas, are vital to overcoming isolation and social exclusion.

Healthy & Positive Ageing for All, HSE Research Strategy, 2015-2019

Survey feedback;

- Public transport is criticised as being insufficient with services very limited
- Older people want to maintain their independence but can feel dependent on family, friends and neighbours for a lift
- Rural transport services provided by Local Link Kerry and other providers are greatly appreciated and valued, however, greater flexibility and frequency is required
- Vehicles need to be disability and age friendly, accessible, and need to meet modern standards

Kerry County Council – County Development Plan 2015 – 2020;

The Council is strongly committed to the promotion of sustainable means of travel including public transport, walking and cycling...

Kerry Local Economic & Community Plan 2016 – 2021

Development of a Transport Forum that will support the development of a County Community Transport Strategy

“Transport for older people to activities is a big issue. We are dependent on our children, maybe grandchildren and we don’t like that.

We were used to transporting them all our lives!
Hard to adapt to changes”

“Living in rural Ireland is wonderful as long as one can drive. Without a car, one can be totally isolated”

Theme 2 – Transport & Access

Action; To develop both a public transport and community transport action plan that meets the needs of older people

ISSUES EMERGING	ACTIONS	ENABLERS
<p>2.1 Community transport services are greatly appreciated, however community and rural transport provision is limited. Lack of evening and weekend provision is a major issue. There is no public transport plan for Kerry.</p>	<p>2.1.1 Develop a county transport policy including rural transport and provision in urban centres. 2.1.2 Establish a Transport Forum as in LECP Strategy. 2.1.3 Develop Volunteer Car Scheme 2.1.4 Undertake research where information gaps exist.</p>	<p>NTA, KCC, Local Link Kerry, Bus Eireann, Irish Rail, Private Providers, Taxi Regulator, Older People's Groups, Community Groups, Local Link Kerry, HSE</p>
<p>2.2 Urban Provision is limited with little linkage from outskirts of towns to town centres.</p>	<p>2.2.1 The County Transport Policy to include provision of transport in urban centres.</p>	<p>NTA, KCC, Local Link Kerry, Bus Eireann, Irish Rail, Private Providers, Taxi Regulator, Older People's Groups, HSE</p>
<p>2.3 Accessibility & suitability of vehicles is not consistent. Need identified for more accessible vehicles.</p>	<p>2.3.1 Apply guidelines regarding best practice in accessible vehicles for public and community transport</p>	
<p>2.4 Bus stops and shelters need to be of a consistent standard and should include information on bus services.</p>	<p>2.4.1 Engage with Bus Éireann and NTA re provision of bus shelters.</p>	<p>TII, Local Link Kerry, KCC, Chamber/Community Groups</p>
<p>2.5 There are not sufficient accessible taxis especially in rural areas.</p>	<p>2.5.1 Identify need locally. Promote Rural Hackney Licence Scheme.</p>	<p>Kerry PPN, Local Link Kerry, local Community/Chamber Alliances, LDCs</p>
<p>2.6 Dangerous roads and lack of alternatives to car/bus makes access difficult in their everyday lives.</p>	<p>2.6.1 Provide safe walking and cycling routes at local level.</p>	<p>KCC, LDCs, local Community/Chamber Alliances</p>
<p>2.7 Car Insurance can be difficult for older people.</p>	<p>2.7.1 Engage with providers to examine the best options.</p>	<p>Older Peoples' Council</p>

Theme 3 – Home & Where You Live

Age-Friendly Counties & Cities Outcomes; 1) Stay living in our own homes and communities, and 2) Feel and be safe at home and out and about

Commentary

National and county policy is to support older people to continue to live in their homes for as long as is practical. This is what older people want; in developing an age-friendly county, this needs to be facilitated with practical actions. A significant number of older people live in rural areas, some of which are quite isolated. Due to budget cut-backs, the HSE has been unable to fully implement its strategic plan for Cork and Kerry. There are a wide range of groups and organisation providing services to older people enabling them to continue to live at home. These groups know first-hand the needs for home-based supports. Some worthy initiatives including visitation services and friendly-phone call services were unsustainable due to lack of core-funding. As each people's situation is different, it is important to respond to individual circumstances.

Even though older people are at a lower risk of crime, media reports of attacks on isolated individuals raises the level of fear and anxiety.

The closure of Garda stations adds to the feeling of vulnerability. This highlights the needs for active community groups such as Community Alert and Neighbourhood Watch to continuously promote their services to older people, especially those most vulnerable. Security and feeling safe also applies to general safety within the home and to the promotion of personal alarms and home maintenance schemes etc.

Feedback;

- Older people are happy in their own homes & appreciate the services & supports they receive, however people feel more vulnerable as they age.
- Various comments of Gardaí being less visible, media stories of burglaries and attacks on older people cause worry and anxiety
- Concern is expressed for the future, for example when people are no longer able to maintain their home and garden.
- People's responses also refer to the need for more information on available supports and services.

We must remove the narrow perception of older people being dependent on society.... The longer older people remain in good health and disability-free, the better will be their quality of life and the greater their contribution to society.

Ageing With Confidence, Cork & Kerry SHB, 1999

...Older persons are, however, subjected to burglary and thefts as frequently as the rest of the population. ... can make older persons feel vulnerable and more fearful of becoming a victim of crime.

Gardaí Siochana Security for Older People Leaflet

Kerry Local Economic & Community Plan 2016 – 2021;

- Support independent living through community services initiatives at local, neighbourhood level and projects supported through Tus, RSS and CE.
- Ensure that older people can continue to live in their homes for as long as possible. Review existing successful community initiatives and promote adoption in other communities.

County Development Plan;

- Facilitate the sustainable development of sheltered housing and other such schemes which cater for the elderly and other vulnerable groups.

"Am happy at home- we have community alert and very good neighbours - house caters for all our needs.

Very comfortable and warm house – love it! very happy here and feel very safe...looking ahead, worries re help needed with house and garden, maintaining standards.

Windows not very good, lots of work to be finished, would be impossible if our situation changed...cannot have all services purely based on economic benefit, need to consider social and community benefit, otherwise we will just end up all living in town or city.

Like everywhere...don't feel very safe...home visiting service or telephone service for social calls and conversations especially for those living alone.

Guards not visible enough. Older people couldn't name one local guard."

Theme 3 – Home & Where You Live

Action; To support people as they get older to continue to live in their own homes and communities.

ISSUES EMERGING	ACTIONS	ENABLERS
3.1 People value the various home improvement and safety schemes, and there are a number of agencies, schemes and service providers involved. However, some people unsure as to what services are available to them and there is a need for more collaboration between service providers.	3.1.1 Establish a networking or forum structure to coordinate delivery of services, information sharing and dissemination between the various service providers.	Cunamh, RSS, FRCs, KCC, Local Development Companies, Primary Care Teams, Older Persons Groups, Sean Chairde
3.2 As people get older there can be concerns about the future when they will be less able to maintain homes and gardens.	3.2.1 Offer a service to individuals to prepare a plan to ensure their home is comfortable, accessible and safe. Likewise prepare a plan to ensure the garden is accessible and low-maintenance.	Local Development, KCC Age Friendly Steering Group
3.3 Applying for the various Housing Grants and Schemes can seem to be bureaucratic and discouraging for some people.	3.2.2 Awareness campaign to ensure that people consider long-term planning for all ages.	KCC, Kerry AF Steering Group, LDCs
3.4 Poor Broadband provision can impact considerably on people's ability to access information and services, to stay in touch, and impacts on quality of life	3.3.1 Review the policy and administration of the Local Authority Housing Grants and Schemes with a view to greater accessibility. Devise an easy access process to grants and an awareness programme working in conjunction with Local Development Groups.	Older Peoples' Council
3.5 Long-term planning is required for financial longevity, starting at a younger age. Planning for matters such as pensions, wills, assets. Farming Community highlighted as needing support in this area.	3.4.1 Groups representing older people encouraged to campaign for better broadband and innovative responses.	CIS, Credit Union, Local Development Companies, Community Workers, Primary Care Team, OPC.
3.6 Less Garda presence – some people feel less safe	3.4.2 Invite telecom companies to display capabilities to groups.	Gardaí, Community Councils, Community Alert groups, Primary Care Teams, Local Development Companies, Family Resource Centres
3.7 Comments that some Community Alert and Neighbourhood Watch groups are not very active	3.5.1 Provide information sessions in conjunction with older people's groups and community organisations, follow up with individual appointments.	Gardaí, Community Alert Groups, Neighbourhood Watch Groups
	3.6.1 Develop partnerships between Gardaí and local groups and services, ensuring front-line staff and volunteers are aware of, and can promote home security and safety.	
	3.6.2 More presence of Garda cars in communities. Attendance of Gardaí at local meetings to promote Senior Alert Schemes.	
	3.7.1 Re-launch Community Alert and Neighbourhood Watch groups. Identify the inactive groups. Link up/ network the Community Alert and Neighbourhood Watch Groups.	
	3.7.2 Examine training and support needs of Community Alert and Neighbourhood Watch groups, and respond to need identified	

Theme 4 – Community Support & Health Services

Age-Friendly Counties & Cities Outcome; to lead healthier and active lives for longer

Commentary

This theme refers to health and well-being in general. People are living longer but not everyone is adding “healthy years” to their lives. Much can be done to prevent or delay a range of conditions that tend to limit our quality of life. In addition to physical and medical conditions, isolation/loneliness can be a factor in poor health. There are measures that we can take to improve health and quality of life such as adopting a good diet, being involved in physical activity, monitoring alcohol consumption and giving up smoking. Given the geographic spread of older people in isolated, rural communities throughout the county, there are challenges accessing the health and support services required.

...a common theme that emerged was that services are not sufficiently tailored around the individual; on the contrary, often older people have to fit in with what is available in their area and, if the service they need is not available, they have to go without.

Care For Older People, NESF

Many people are living longer in better health, but not everyone who is living longer is adding ‘healthy years’ to their life. There are an increasing number of older people in Ireland living with multi-morbidities and chronic disease, social isolation, disabilities, and cognitive decline. These can impact severely on their quality of life.

Healthy & Positive Ageing for All, HSE Research Strategy, 2015-2019

Feedback;

- Older people appreciate and value the wide range of social services and supports provided by state agencies and various community and voluntary organisations. Having said that, individuals and organisations are critical of government cut-backs to services and budgets.
- While some people indicate a good level of knowledge and appreciation of locally-run facilities and services, other older people are unsure of what is available and where to go for information.
- Community and voluntary organisations highlight the need for greater coordination and collaboration of all services providers, including statutory and voluntary.
- Kerry Connecting for Life, Suicide Prevention Strategy identifies certain target groups who are more vulnerable to mental ill-health and suicide, for example isolated older men.
- Home visitation in this context refers to a broad range of services provided by voluntary and community organisations, as well as by HSE

Kerry County Council – County Development Plan 2015 – 2020;

The Council is strongly committed to the promotion of sustainable means of travel including public transport, walking and cycling...

Kerry Local Economic & Community Plan 2016 – 2021

Development of a Transport Forum that will support the development of a County Community Transport Strategy

“Home help facilities extremely limited due to distance from town
 More contact needed for people living alone
 ...afraid of getting sick with long waiting lists
 Providing individuals with the supports needed to live at home if wished and not a nursing home,
 ... having someone call with a list of local support groups for older persons to be aware of contact details and supports available to them”

Theme 4 – Community Support and Health Services

Action; Coordinate and develop services to enable people to lead healthier and active lives for longer.

ISSUES EMERGING	ACTIONS	ENABLERS
4.1 The role of community and voluntary groups is valued and appreciated by older people; however, voluntary organisations are looking for greater coordination and collaboration.	4.1.1 Establish a service provider's forum including both statutory and voluntary to share information and to identify key areas where greater coordination and collaboration could improve health and well-being outcomes for older people.	LCDC, Age Friendly Steering Group, HSE
4.2 Information on health matters and services needs to be improved.	4.2.1 Individual accessible information sessions on health promotion and prevention for particular groups of people need to be rolled out – women and men as they age in addition to sessions on specific health concerns. 4.2.2 Develop and distribute information on health services and facilities available at a local level in coordination with older people's groups and networks.	HSE, Older Peoples Council Kerry Citizen's Information Service, LDCs, HSE, Kerry AF Steering Group
4.3 The level and range of home visitation services, both Agency and community led, is inconsistent across the county.	4.3.1 Map the range of home visitation services in the county and identify areas where gaps exist, implement plans to address the gaps. 4.3.2 Share good practice between service providers 4.3.3 Expand the level of home visitation to provide information and advocacy support	
4.4 Isolated, older men can be more at risk of mental ill-health and suicide.	4.4.1 Support the implementation of the actions in the Kerry Connecting for Life Suicide Prevention Action Plan. 4.4.2 Encourage greater participation initiatives provided by HSE 4.4.3 Promote the role of Local Link Kerry. 4.4.4 Promote the supports and services provided by the LDCs, Rural Men's Group, Men's Sheds, Bereavement support, Friendly Phone Call.	Kerry Age Friendly Steering group Local Link Kerry, Kerry AF Steering Group Older People's Council, PPN
4.5 Kerry does not have a dedicated Social Work team for older people	4.5.1 Advocate for Social Workers for Older People in the county.	Kerry LCDC, Kerry AF Steering Group
4.6 Collaboration with the Healthy Ireland Programme is important to this strategy.	4.6.1 Work with the Kerry Healthy Ireland programme to promote healthy ageing, to get people to understand that good health is influenced throughout the life course rather than only in later years.	HSE, KCC, Kerry LCDC

Theme 5 – Respect & Social Inclusion

Age-Friendly Counties & Cities Outcome; Be truly valued and respected

Commentary

Ageism is widespread in Ireland. Ageism reflects a negative understanding and attitude towards ageing, and it limits older people's opportunities in life. Ageism is often found within older people's own approach to ageing, which is not surprising, given the stereotypical portrayal of older people in the media and in society. It negatively impacts on the level and type of goods and services offered to an older person. Family members too can discourage or restrict the activities or plans of an older parent. All of this being done with 'the best intentions' for the older person. With the out-migration of young people from rural Kerry, there is less contact between younger people and older people. This leads to less interaction and less understanding.

Feedback;

- Some people experience good inclusion in their local area, friendly communities with social groups and activities
- Value is placed on feeling safe, on having caring neighbours and having a good community
- Population decline in some areas leaves people feeling more isolated and more vulnerable
- Others highlight the need for greater interaction with young people

Both young and old can hold ageist attitudes. Being bombarded with negative images of age, and misunderstandings about the ageing process, it is not surprising that many older people take on board these views and come to believe them to be 'natural' and 'common sense'.

Towards Age-Friendly Provision of Goods & Services

The Equality Authority

Kerry County Development Plan 2015 – 2020:

Ensure that Age-Friendly values and commitments, as set out in the Dublin Declaration of Age-Friendly Cities and Communities in Europe 2013, are incorporated into all aspects of the local authorities' plans, policies and service provisions.

Kerry Local Economic & Community Plan 2016 -2022

Action 3.5.2.3 Work in partnership with Comhairle na nOg to develop initiatives that create inter-generational links at local level.

"Older people need more recognition"

"Less tolerance when unable to use mobile phones & social media"

"Low expectations of retired people"

"A lack of variety of options"

Theme 5 – Respect & Social Inclusion

Action; To challenge ageism and promote the positive contribution of older people in social, economic and public life.

ISSUES EMERGING	ACTIONS	ENABLERS
<p>5.1 Ageism exists among older people themselves as well as in society. Perception of lower expectations of older people, of being less valued and of having fewer options. Concern over growing intergenerational gap.</p> <p>5.2 The needs of some older people not well understood or catered for, e.g. members of the Traveller Community, older Gay people, older people from the migrant community, and older people with disabilities.</p> <p>5.3 Older People contribute to the Kerry economy both as customers and contributors.</p>	<p>5.1.1 Challenge ageism; engage with the media to promote and value and the contribution of older people</p> <p>5.1.2 Provide age-awareness training to staff in key state agencies</p> <p>5.1.3 Develop structures to support the involvement of older people in decision-making. Continue to develop an Older People’s Council, as per LECP.</p> <p>5.1.4 Establish local networks of older people’s groups where none exist at present.</p> <p>5.1.5 Develop intergenerational activities using creative and innovative approaches – arts, drama, culture, IT, dance, etc.</p> <p>5.1.6 Raise the profile of volunteerism and the valuable role older people provide e.g. in their communities, caring roles etc.</p> <p>5.1.7 Initiate an Age Friendly Award Scheme which highlights best practice.</p> <p>5.2.1 Undertake additional consultation and needs analysis to clarify the needs of older people in specific categories.</p> <p>5.3.1 Promote Age Friendly Business campaigns including Age Friendly training for businesses which highlight the importance of older people to the economy in Kerry.</p>	<p>Age Friendly Steering Group, LCDC, Older People Council, Media organisations, Kerry County Council, HSE</p> <p>LCDC/PPN/LDCs/HSE</p> <p>LDCs/HSE/PPN</p> <p>LDCs/KETB/KDYS/C na nOg CIS/KVC/LDCs/KCC Arts Office</p> <p>KCC/PPN/LCDs/OPC</p> <p>LCDC, HSE, LDCs</p> <p>KASI, TIRC, Kerry Travellers, Groups working with people with disabilities.</p> <p>LEO, Chamber Alliances, OPC.</p>

Theme 6 – Social Participation

Age-Friendly Counties & Cities Outcome; People as they age can participate in social, economic and public life

Commentary

Social participation is vital to maintaining good mental and physical health. We maintain better health through regular contact with others, and the less contact we have with people, the greater the risk to our health and well-being. While home visits and a social cup of tea are good, it is through active, physical involvement that we gain even more benefits. There are many Active Retired or Active Age groups throughout the county, but sometimes working in isolation. Networking with other older people’s groups can be very beneficial for groups. As in the replies to other themes, people emphasise that participation for many in rural Kerry is determined to a large degree by a people’s car ownership or their access to transport. Supporting a range of options in the local area, arranging transport and effective communications are elements to encouraging social participation. Sustaining participation is very important as people can drop out of a local activity when one intervention such as getting a drive to the venue or ensuring the venue is more comfortable would allow for continued engagement.

One of the main determinants of health and wellbeing is a sense of social connection or feeling part of a network of family, friends and community.

The Story So Far; Age Friendly Ireland

Feedback;

- The responses to this question were dominated by the issue of transport.
- There appears to be a good level of awareness of a wide range of activities and groups in their area,
- Some areas, or community centres, have more activities than others and some are more comfortable.
- Networking of older people’s groups can help share information and experiences.

The County Development Plan and the Local Economic & Community Plan have a number of objectives referring to improved facilities and supports related to social participation including; outdoor gym equipment, library facilities, broadband, free recreational facilities, age-friendly tourism, wider sporting and recreation activities and Men’s Sheds.

“...but nothing is easy unless one can drive”

“Can only access these (activities) by car, when insurance gets too high or become unable to drive can’t go anywhere...”

“Ballyferriter shop with coffee area has proved a massive bonus.”

“more coffee mornings just for a cuppa and chat”

“plenty of places for a cup of tea to meet”

Theme 6 – Social Participation

Action; To support activities and facilities that promote social connections.

ISSUES EMERGING	ACTIONS	ENABLERS
<p>6.1 Social contact is essential for well-being, and physical activity is a very beneficial way of engaging, however, not available in all areas.</p>	<p>6.1.1 Support community and voluntary groups to develop their own health and well-being programmes and to include carers in these initiatives.</p> <p>6.1.2 Support community and voluntary groups to promote their activities and services using a broad range of media</p> <p>6.1.3 Develop relationships between service providers and Older People’s networks to discuss improvements</p> <p>6.1.4 Aim to provide connections between the 1,250 people in long stay residential care with community for improved quality of life.</p> <p>6.1.5 Facilitate community and voluntary groups to network</p>	<p>HSE, KRSP, LDCs, KCC, Local Link Kerry</p> <p>PPN, HSE, LDCs</p> <p>Age Friendly Steering Group/HSE</p> <p>HSE, PPN, local communities</p> <p>Age Friendly Steering Group/PPN</p>
<p>6.2 There are a wide range of community and voluntary organisations in the county, however some communities have not developed services to the same extent as others.</p>	<p>6.2.1 Provide leadership training for those involved in community-based facilities, groups & services.</p> <p>6.2.2 Identify the gaps in community service provision and services for older people in both rural and urban areas.</p> <p>6.2.3 Produce an Age-Friendly Newsletter</p>	<p>HSE, LDCs/LCDC</p> <p>Older Peoples Council/PPN</p>
<p>6.3 Some community halls are not fully accessible and could be more comfortable and welcoming.</p>	<p>6.3.1 Support community halls and facilities to undertake accessibility audits</p> <p>6.3.2 Support community halls to provide a ‘Seomra’ that is comfortable and welcoming</p>	<p>LCDC, LDCs, HSE, KCC</p>
<p>6.4 Arts and creative activities are very effective in supporting the engagement of older people.</p>	<p>6.4.1 Develop an arts and music-based initiative to reach more older people in towns, villages and rural communities</p>	<p>LDCs, KCC Arts Office</p>
<p>6.5 The Library Network is very valuable and needs to be more widely promoted.</p>	<p>6.5.1. The Library network to be promoted and a programme to develop Age-Friendly Libraries established.</p>	<p>Kerry Co. Library Service Age Friendly Steering Group</p>
<p>6.6 There is a need for groups and organisation to consider needs of members as they get older in order to sustain their participation.</p>	<p>6.6.1 Promotion and awareness campaign to highlight the issue of support that an older person may require to continue to participate in a social, sporting or activity-based group</p>	<p>PPN, OPC, KRSP</p>

Theme 7 – Communication & Information

Age-Friendly Counties & Cities Outcome; Have the information we need to lead full lives.

Commentary

Older people need access to information to continue to live independently. The constantly changing advances in Information Technology provide opportunities for sharing and accessing information, as well as introducing challenges to accessing services and information. Many older people enjoy the benefits of IT e.g. for keeping in touch with family, searching for information or availing of on-line services. At the same time, many older people feel isolated and left behind by the digital divide. There is a need for locally-based groups and organisations to provide information through a range of media, not solely relying on traditional methods.

Feedback;

- Some communities rely on traditional methods of communication which may not reach a wide audience in the community
- Some older people engage very effectively with modern technology and avail of IT education programmes
- Many older people lack the skills or confidence to engage with modern communication technologies
- Poor broadband coverage is an obstacle to modern communications and accessing services in rural areas

More than half of internet users over 60 here refuse to share personal or payment details with online services, despite such information being necessary to participate in social and economic activities.

Irish Independent/ CSO, December 2016

National Positive Ageing Strategy 2013:

Ensure that older people can exercise choice and control over their own lives by being able to access user-friendly, up-to-date, comprehensive and coordinated information and advice in relation to entitlements, services, support and activities.

“Information readily available for those who are computer literate”
“nearly everything has to be done on-line these days and many older people are not competent with computers”

“Lack of education of older persons on the benefits of IT...”
“technology is too complicated for some older people”

Theme 7 – Communication & Information

Action; To improve access to information and develop increased usage of information technology.

ISSUES EMERGING	ACTIONS	ENABLERS
7.1 Poor broadband in many parts of rural Kerry limits access to the benefits of IT	7.1.1 Lobby effectively to provide adequate broadband coverage across the county	Older People's Council, PPN
7.2 Reliance in some communities on a limited range of communications, e.g. parish newsletter only	7.2.1 Support older people's groups and services to adopt a wide range of communications media.	PPN, LDCs
7.3 Many older people prefer to complete paper-based forms	7.3.1 Local authority services to make information available in print and accessible formats	KCC
7.4 Technology is perceived as too complicated. More and more government services require people to set up an account to access the service. Growing level of technology in the home such as telemedicine, personal alarms. As a result, some people are not accessing services.	7.4.1 Continue to expand training in IT programmes specifically developed for Older People's groups and organisations 7.4.2 Develop more user-friendly communications systems e.g. within on-line services, banking etc 7.4.3 Farming Community needs to up skill their IT capabilities. A training and IT equipment scheme is required. 7.4.4 Develop intergenerational IT based programmes. 7.4.5 Age-Friendly Training for organisations providing services to older people and awareness of the difficulties some people may have in accessing services. 7.4.6 Link with the Digital Skills Programme to upskill people.	KETB, LDCs Chamber Alliances, Credit Unions, Banking Sector LCDC, AF Steering Grp, Farming Orgs, Teagasc KETB, KDYS LCDC, Chamber Alliances, LEO
7.5 Older people's groups have an important role in supporting community-based IT training	7.5.1 Continue to support and develop the role of older people's groups in providing IT training to its members	KETB/PPN/LDCs

Theme 8 – Civic Participation & Employment

Age-Friendly Counties & Cities Outcome; Continue to learn, develop and work.

Commentary

This theme relates to involvement in community life, in civic life and in employment. Continued participation has a very positive impact on both physical and mental health. Having had a career in the workplace or at home, older people have valuable life skills and insights to offer. Many people are happy to retire from employment at the traditional retirement age. For them it gives an opportunity to pursue further education, to get involved in a social club or to give time to a voluntary activity. But as people are living longer and healthier, many older people wish to continue working, and they resent compulsory retirement. It can induce a feeling of not having a role and not being valued any longer. Society loses out if it doesn't facilitate older people to share their knowledge and energy.

Feedback;

- Resentment at the compulsory retirement age
- Some say it's difficult for older people to get employment
- Some expressed feelings of wanting to be valued more, and wanting to contribute their knowledge and skills
- Many state volunteering as the best option to stay involved and active, and refer to a wide number of possibilities for involvement, for example adult education, tidy towns groups, community councils etc

Kerry Local Economic & Community Programme 2016 - 2022:

3.5.2.2 Develop a scheme to encourage and enable more active retired people to volunteer and act as mentors in their communities.

...however, in recent times it has been shown that ageing does not reduce capacity for learning and that the brain needs mental exercise and exposure to new experiences throughout life to remain vital.

The Story So Far, Age Friendly Ireland

“People can take early retirement and start new careers, no need to stop working at 66”

“Low expectation of people post-retirement.”

“Nothing much except for the community centre - nothing positive here in relation to any employment”

“having to retire at 65 even when still healthy and competent”

“pension age is rising and is not suitable for everyone”

“promote and support the involvement of older people in communities and society and the benefits of employing older people”

Theme 8 – Civic Participation & Employment

Action; Develop initiatives that facilitate people to engage in employment, civic life and lifelong learning.

ISSUES EMERGING	ACTIONS	ENABLERS
8.1 Many people are unhappy with the compulsory retirement age of 65 years.	8.1.1 At a county level support a change in legislation regarding the compulsory retirement age to allow people to work longer if they wish. 8.1.2 Establish regular pre-retirement workshops and options for people facing the transition from full time employment to retirement and to become more critically aware of issues that impact on one's life not just the financial aspect.	Older Peoples Council, Age Friendly Steering Group
8.2 Volunteering in local community and civic life is seen as a valuable option for older people.	8.2.1 Promote volunteering options to older people or people at retiring age. 8.2.2 Develop a scheme to enable people who retire early to offer expertise and advice. E.g. finance, education, leadership	Kerry CIS, Unions, KETB, Older Peoples Council, HSE Kerry Volunteering Centre
8.3 Older people want to continue to feel valued and appreciated contributors to society, socially and economically.	8.3.1 Implement a campaign to highlight the positive contribution older people continue to make in the county and their power to influence policy e.g. Voter Workshops 8.3.2 Support the Killarney Accessible Tourism initiative as this promotes the economic role of older people.	KCIS, KETB Older People's Council, LCDC OPC, A F Steering Group
8.4 Employment opportunities, including self employment are very few for older people. Some feel the knowledge and experience gained over their careers is now lost and undervalued.	8.4.1 Implement a campaign to promote the employment of older people and encourage people to consider self employment 8.4.2 Develop a mentoring scheme to enable older people to provide advice and support.	LDCs LEO
8.5 Older people are a valuable resource in terms of career skills, life experience and wisdom.	8.5.1 Establish a skills/Crafts register of older people. 8.5.2 Promote the reintroduction of the Early Retirement Scheme to involve the next generation into farming. 8.5.3 Develop intergenerational and intercultural projects based on skills and traditional crafts.	LDCs, LEO Teagasc, LDCs LEADER KDYS, LDCs

Managing Implementation

Implementation will be based on an agreed Annual Work Plan

The diagram below illustrates the Age Friendly Programme structures in Kerry.

The body with overall responsibility is the Local Community Development Committee, and it has developed the Steering Group for the purposes of planning and implementing the age-friendly strategy.

The Age-Friendly Steering Group will develop an annual work plan and will monitor the progress with input from the Older People's Council. It will prepare quarterly reports for the LCDC.

The Older People's Council, contributes to the annual work-plan, receive updates on progress and will act as a forum for information-exchange and for consultation on older people's issues.



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Kerry Local Community
Development Committee

KERRY AGE-FRIENDLY STRATEGY

Age-Friendly
Steering Group

Older People's
Council



Summary of Methodology

Survey of individuals:

In the first instance a survey was circulated to individual older people. People were invited to complete a questionnaire based on the WHO Age-Friendly themes. An on-line questionnaire was also distributed through Kerry PPN network. Some of this was facilitated at a meeting of members of Sean Cháirde (the network of older people's groups in South Kerry). Approximately 60 replies were received to the survey. People were asked for their age-friendly positive and negative views and their suggestions for improvements.

Local Meetings:

Local Meetings were also held in various locations throughout the county. In total, feedback from 225 older people in the county was gathered and summarised for this action plan. This included questionnaires completed by hand, questionnaires completed on line and focus groups.

Survey of Groups and Organisations:

An on-line survey was distributed through Kerry PPN and a number of organisations were contacted directly. 29 responses were received from a range of agencies, service providers and voluntary organisations.

Review of Statistical Data based on Census 2016:

Review of Statistical Data based on Census 2016 provided a number of graphics illustrating the profile of ageing within Kerry and a comparison to national figures.

Review of Literature:

The range of literature reviewed includes; the international framework as set out by The World Health Organisations, the Age-Friendly Ireland strategy, national strategies on ageing and older people, on health and on caring in the home, reports on equality and ageing, and a number of key strategies for Kerry.



Analysis of findings:

The findings from the consultations and the literature review were collated under the eight WHO age-friendly themes.

Preparation of Draft strategic action plan:

Similarly, the proposed strategic age-friendly actions for Kerry were prepared according to the eight WHO themes.

Agency consultation on draft document:

A draft of the plan was considered and further refined by key agencies through a half-day round-table workshop.

Community consultation on draft document:

Following the agency consultation, community consultation was held with a series of focus groups and organisations.

The draft was presented to the Age Friendly Steering Group, to the Older Peoples' Council, to the LCDC and to the Kerry Co. Co. Senior Management Group.

The Age Friendly Strategy was adopted by Kerry County Council in September 2018.







COISBHÁ-CHIARRAÍ
AGE-FRIENDLY KERRY

For further information please contact;

Kerry Age Friendly Programme
c/o Community Department,
Kerry County Council



Coiste Forbartha Pobail
Áitiúil Chiarraí
Kerry Local Community
Development Committee

