STRATEGY TO END THE ABUSE OF OLDER PEOPLE

PRIORITY	What do we need?	How do we do it? / Change we want to see	What does this mean for older people?	Timescale
Support and Services	Improve access to advice, support and advocacy services for older people at risk of or experiencing all types of abuse	Commission research for a mapping exercise to determine what services are available and what is needed, identify any gaps in provision.	Older people at risk of or experiencing all types of abuse are aware of and have access to support services	Immediate- Long term **Immediate** work on brief & commission to enable tender **Long Term** Findings and follow up work
		Establish clear and effective referral mechanisms between organisations across Wales (Hourglass Key Agencies Wales 2020)	Greater empowerment and reduced barriers for older people when seeking help	Immediate
	Appropriate provision of advice, support and advocacy services that can meet the needs of older people are available across Wales	Support advice, support and advocacy services to understand the specific needs of older people to be able to provide a more tailored approach. (See commissioned research – gaps identified in provision & Training and Support)	Increased outreach programmes and specialist services available for older people who want to leave abusive relationships	Immediate – Long term **Immediate/Medium Term** Can build on Welsh Government active offer and training already available **Long term** – will follow mapping research in terms of gaps identified

		Undertake scoping work to establish current provision of accommodation in Wales appropriate for older people who want to leave an abusive relationship	Appropriate shelter, refuge and housing accommodations are available for older people who want to leave abusive relationships	Immediate
	Advice, support and advocacy services to identify and respond to the impact of COVID-19 and the demand on services	Advice, support and advocacy services to identify and respond to new and increased demands Ensure effective capacity and mechanism so that all safeguarding referrals are responded to and relevant support is provided.	Older people at risk of or experiencing all types of abuse receive the support needed	Immediate
Public Awareness	Increased awareness and understanding of the signs and types of abuse and crimes perpetrated against older people.	Produce Communications/Information pack with direct messaging and awareness raising for older people Develop effective methods of communication to reach those that are digitally excluded e.g. local radio Messaging to improve awareness to recognise Financial Abuse and SCAMS	Older people at risk of, or experiencing abuse know how to access the support services they need, including advocacy services Incidents of abuse of older people are prevented	Immediate - Ongoing

		Continue communications campaign raising awareness and understanding amongst the general public (social media campaign) Give a voice to older people to tell their stories and how they received help from services (see Voices of older people)	Raised awareness and understanding amongst the wider public to recognise the signs of abuse and be encouraged and supported to be able to raise safeguarding concerns and report criminal offences. Incidents of abuse of older people are prevented	Immediate- Ongoing
	Increased awareness of information, advice and advocacy services available across Wales	Commission research for a mapping exercise to determine what services are available (see above research) Develop effective methods of communication to reach those that are digitally excluded Develop effective methods of communication that are appropriate to older people with protected characteristics Produce Communications/Information pack with direct messaging and awareness raising for older people	Older people at risk of, or experiencing all types of abuse are aware of support and advice services available to them, empowering them to seek help	Immediate - Ongoing

Research and Data	Robust and clear data that is age disaggregated to better understand the experiences of older people who are at risk of or experiencing abuse.	Commission research to identify gaps in data collection across organisations. Data collection and sharing across organisations Analysis of data to identify trends and key issues. Welsh Government Performance's data collection on safeguarding to be shared Public Health Wales data collection to be shared	Data on the experiences of older people is collected and analysed leading to direct action and more coordinated response from services Messaging and awareness raising can be tailored and focused, at the right time.	Long Term (starting in Autumn 2020)
	Data and research to better understand the impact of and the experiences of older people during the COVID-19 outbreak	Analysis of trends in behaviour during COVID-19 outbreak	Support services are better able to identify and respond to a new and different type of client group Recovery planning is informed by the experiences of older people leading to improved and tailored services for older people	Medium Term
		Research required to better understand the impact of COVID-19 outbreak on the rights of older people living within care settings, including the use of DoL's	The experiences of older people are used to better understand and demonstrate the rights of older people Recovery planning is informed by the experiences of older	Immediate- long term

			people leading to improved and tailored services for older people	
Voices of Older People	Enable and empower older people to feel confident and comfortable to share their stories encouraging others to speak out	Engage and listen to survivor stories to help identify risks and gaps in training and services. Gather survivor stories and case studies to be shared as a tool to raise public awareness and understanding. Use the experience of victims of scams and frauds, to better understand the point of vulnerability and the warning signs of when a scam is about to or is taking place. Work with families and unpaid carers to ensure their needs are met to enable them to support the person they are caring for	Older people feel empowered and confident to share their stories to raise awareness and increase learning, leading to improved and tailored services for older people Greater empowerment and reduced barriers for older people when seeking help Raised awareness and understanding amongst the wider public to recognise the signs of abuse and be encouraged and supported to be able to raise safeguarding concerns and report criminal offences.	Medium Term - Long Term **Medium term** Some case studies/stories currently or due to be available from member organisations **Long term** Engagement process that establish standards and best practice for working with older people to be able to tell their stories
Training and Support	Key workers and those who have access to older people need to be able to recognise the signs of abuse be supported to report safeguarding issues or a crime	Use data gathered from commissioned research identifying gaps in service provision to identify specific training needs to help services provide a more tailored approach for older people. (See commissioned research – gaps identified in provision) Provide training and support to key workers, carers and public sector to better understand and recognise the signs of abuse and feel supported to take appropriate action	Increased outreach programmes and specialist services available for older people who want to leave abusive relationships Older people that experience abuse are recognised by professionals and appropriate action is taken to address it	Immediate to Long Term **Immediate-Medium Term** Maybe some training that is already available that is ready or can be adapted for further dissemination **Long Term**

			Older people are less likely to be at risk of, or experience abuse	Responding to gaps identified in Support and Services mapping work
	Better understanding of the impact of COVID-19 for those living and working within care settings	Use research to better understand the impact of COVID-19 outbreak on the rights of older people living within care settings, including the use of DoL's, identifying any training gaps and support required (see Data and Research)	Older people that experience abuse are recognised by professionals and appropriate action is taken to address it Older people are less likely to be at risk of, or experience abuse The experiences of older people are used to better understand and demonstrate the rights of older people Recovery planning is informed by the experiences of older people leading to improved and tailored services for older people	Immediate to Long Term
Policy and Legislation	Scrutiny and overview of need for policy and/or legislative change in Wales and/or at UK level	Analysis of Domestic Abuse Bill (UK) and whether it will deliver for older people?		Ongoing- keeping overview and scrutiny of current and proposed legislation and policy. Potential areas could be identified as work progresses.