

**SUNDERLAND AGEING WELL AMBASSADORS ANNUAL REPORT 2021/22**

**Report of the Director of Adult Services / Chief Operating Officer of SCAS**

**1.0 Purpose of the Report**

1.1 The purpose of the report is to:

- i. provide the Health and Wellbeing Board with an overview of activity conducted by Sunderland Ageing Well Ambassadors throughout 2021/22; and
- ii. encourage Health and Wellbeing Board partner organisations to promote the role of Ageing Well Ambassadors to their workforce.

**2.0 Background**

2.1 In 2021 a conference took place for Sunderland residents aged 50+, Sunderland City Council and city partners are committed to supporting the wellbeing of people who are ageing well and taking steps to ensure they can continue to live happy, independent, and fulfilling lives.

2.2 One way we are looking to achieve this is through the launch of Sunderland's Ageing Well Ambassadors Programme. We recruited 20 Ageing Well Ambassadors In 2021, these volunteers are adults of any age who take action to help raise awareness and spread the Age Friendly message to others. They are people from organisations, businesses or communities who want to help make Sunderland an Age Friendly city.

2.3 The ambassadors support our Healthy City Plan vision:

“Everyone in Sunderland will have healthy, happy lives, with no one left behind”

We recognise that our people make our city what it is, they are our greatest assets. We want to be sure we're doing everything we can to enable our Ageing Well Ambassadors to know their knowledge, skills and strengths are valued. We want our Ambassadors to feel valued and rewarded for their contribution and feel connected to the organisations and the services they provide. We know that being connected and having a sense of belonging is an influencing factor to improving health and wellbeing.

2.4 Sunderland Ageing Well Ambassadors programme progress to date:

- Designed role description and branding

- Held an Ageing Well event on 21 October 2022, to launch the Ambassadors programme
- Held five area-based events March 2022 to recruit more ambassadors and find out from local people what's important to them.
- Recruited 107 Ambassadors, 76% women, 21% men.
- 99% White British
- Disability: 51% none, 6% prefer not to say and 43% have a physical or mental health condition or illness lasting or expecting to last 12 months or more.
- Areas of the city ambassadors are from: 11% Coalfields, 15% Washington, 21% North, 2% West and 33% East
- Held 10 face to face and online meetings with Ambassadors
- Consulted on 23 activities surveys, research, and other key developments in the city.

### **3.0 Next steps**

3.1 Achieving our vision will take time but we are committed to:

- Identifying priorities on an annual basis
- Assessing and evaluating the effects of our activities and how we are making a difference
- Listening and responding to the ambitions and ideas generated by our ambassadors and our ageing well community

3.2 Ambitions for Ambassadors Programme in 2023/24 are as follows:

- To develop my generation comms, a Sunderland newsroom of people ageing well to tackle ageism stereotypes
- Ensure services are informed by the views of ambassadors and any new developments in the city
- Develop partnerships with the University, NHS and other key partners
- Continue to recruit more ambassadors targeting more priority communities to get involved
- Set up a WhatsApp group for faster communication and for those not using digital platforms
- Look at designing age friendly training with ambassadors for key services across city partners to raise awareness of ageism and ensure age friendly services and neighbourhoods.
- Plan an ageing well event for the New Year to award ambassadors with a certificate for their commitment to our city
- Work closely with the SMART city communications lead, to promote digital inclusion.

## **4.0 Recommendation**

4.1 The Health and Wellbeing Board is recommended to:

- i. note and comment on the content of the Sunderland Ageing Well Ambassadors Annual Report 2021/22; and
- ii. promote the role of Ageing Well Ambassadors across the workforce of Health and Wellbeing Board partner organisations.

