



Age Friendly York

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Your Information - Baseline Assessment

Introduction

Age Friendly York are looking at how older people obtain information and whether this is a positive experience by carrying out a range of checks against the following World Health Organisation age friendly standards:

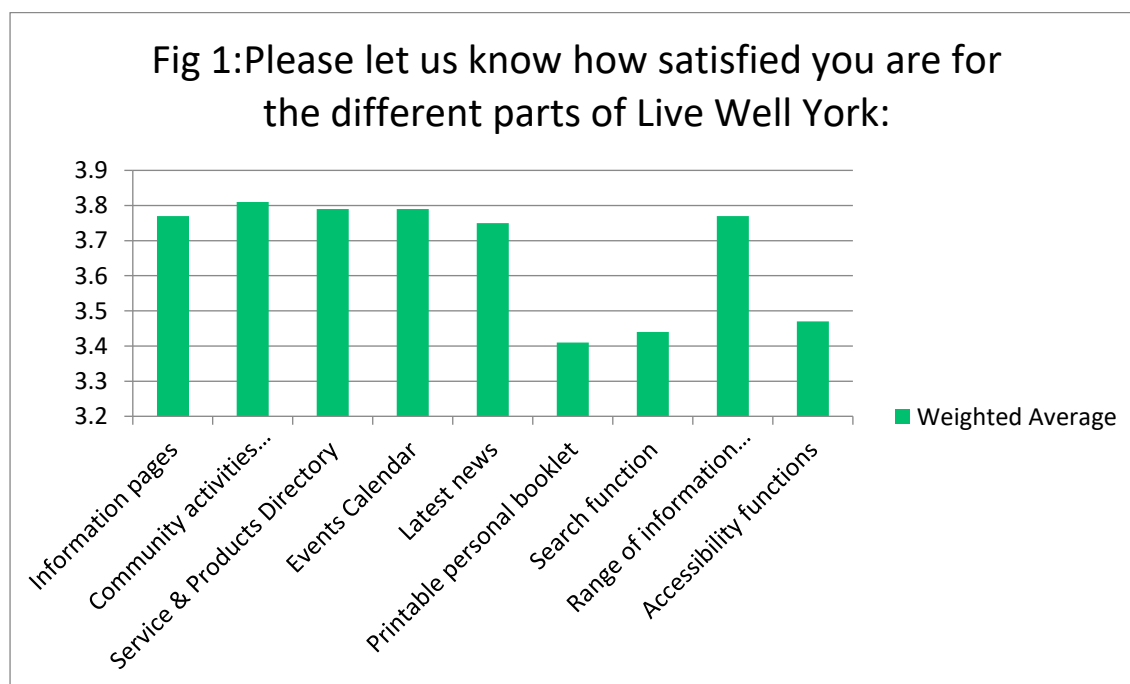
- A basic, effective, communication system reaches community residents of all ages
- Regular widespread distribution of information is assured and a coordinated centralised access is provided
- Regular information and broadcast of interest to older people are offered
- Oral communication accessible to older people is promoted
- People at risk of social isolation get one-to-one information from trusted individuals
- Printed information – including official forms, television captions and text on visual displays – has large lettering and the main ideas are shown by clear headings and bold face type.
- Print and spoken communication uses simple, familiar words in short straight-forward sentences
- Telephone answering services gives instructions slowly and clearly and tell callers how to repeat the message at any time.
- Electronic equipment such as mobile telephones, radios, televisions and bank and ticket machines, has large buttons and big lettering
- There is wide public access to computers and the internet at no or minimal charge in public places such as government offices, community centres and libraries.

A basic, effective, communication system reaches community residents of all ages

In York we have two community based websites: [Live Well York](#) for adults and families and [YorOK](#) for families and children. The Council has recently gone through a re-structure pulling the oversight responsibility with these two websites within the same team. This will provide the opportunity to utilise resources effectively and ensure any duplication is minimalised through navigation to the relevant lead website.

In addition the action plan for the 2016-2021 Information Strategy in York has now been completed. This included the successful development of Live Well York website to deliver against a lot of these action points. The Task and Finish group agreed that this should be replaced by a succinct “all age” community information strategy and action plan. This will be the focal point and scrutiny approach to ensure continual improvement with the quality of information to residents of all ages.

The Care Act 2014 requires the Council to provide good quality information and advice. Live Well York has gathered over 954 ratings throughout the lifetime of the website with an accumulative average of 4.16 out of 5 demonstrating this requirement. The graph below provides the most recent 82 responses through the September survey.



An important approach to maintain quality used by Live Well York is to work in [partnership](#) across 17 different voluntary and statutory organisations. This helps to ensure the information is provided by the relevant experts in their field and that new or additional information is identified and the website updated accordingly.

The partnership approach also prevents duplication and ensures effective signposting to key information. Here are just a few examples:

[Dementia Guide](#) – linked from [Long Term Conditions](#) page Healthwatch York’s website.

[York Mental Health & Wellbeing Guide](#) – linked from the [Mental Health](#) page to Healthwatch York’s website.

[Home Service Directory](#) – linked from [Help Around the Home](#) page to Age UK York website.

[Counselling Directory](#) – linked from the [Services Directory](#)

[Volunteer Directory](#) – linked from [Volunteering page](#) to York CVS website.

York Disability Week and 50+ Festival both provide printed booklets of the events and provide reference to Live Well York where people want additional information online.

There is an approach to ensure there is continual improvement with initial indications from the survey showing that work is required to improve the booklet; search function and accessibility.

You Said:

“Search can be very broad and not always getting the results you are looking for.”

“Search engine needs to be better with key words”

We did:

We have implemented a new function that will enable us to recommend a page to navigate to when typing in a frequently used word. We will be checking out analytics each month to see which words were used the most to enable us to make these improvements.

You said:

“In the printable booklet - this is a very useful tool but it is very basic information.”

We did:

There is a development in place to enable the user to choose what level of detail they require in the booklet.

You said:

“It is far too complicated and long drawn out process, particularly for the personal booklet”

We did:

The process of submitting a booklet is improved in the current development

You said:

9 out of 82 were either dissatisfied or very dissatisfied with the accessibility of the website. Unfortunately no specific comments were provided.

We did:

The website has been redesigned to be compliant with the international standard **Web Content Accessibility Guidelines 2.1 (WCAG) – Level AA.**

This website should allow any user to:

- Change colours, contrast levels and size of text.
- Modify the line height or spacing of text.
- Zoom in up to 200% without the text spilling off the page.
- Navigate most of the website using just a keyboard.
- Navigate most of the website using speech recognition software
- Listen to most of the website using a screen reader (including the most recent versions of JAWS, NVDA and VoiceOver).
However there are some videos that currently do not provide sub-titles.
- Access to Google Translate to provide information in different languages

In addition we are now using an accessibility tool to scan the website and provide reports on accessibility against the WCAG to enable continued improvement.

However it is recognised that there is potential for improvements that improve the accessibility and navigation experience that are over and above the guidance.

- An IT group that used to be run by Accessible Arts & Media informed the initial design of the website.
- York Headway provided advice around navigation which has been incorporated into the design upgrade
- A dedicated section has been provided for Easy Read pages. The Learning Difficulties group were consulted at the time regarding which pages should be included
- Healthwatch York have a readability group to provide feedback on the contents of the pages to ensure they are Plain English.

The Your Time domain showed that there was a range of places where people obtain information and how they preferred to receive it. The wider the reach of information the more likely people are going to be able to access what they require. The local groups and venues play an important part in ensuring information is readably available. The most preferred method of receiving information is by post, re-enforcing the importance of printable booklets.

Fig 2: How do you prefer to receive information? (tick all that apply)

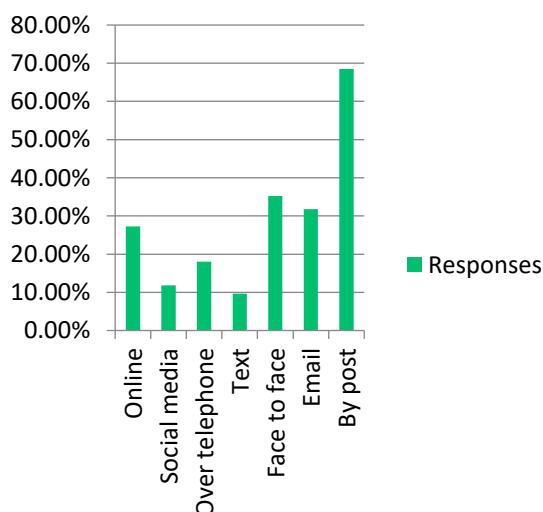
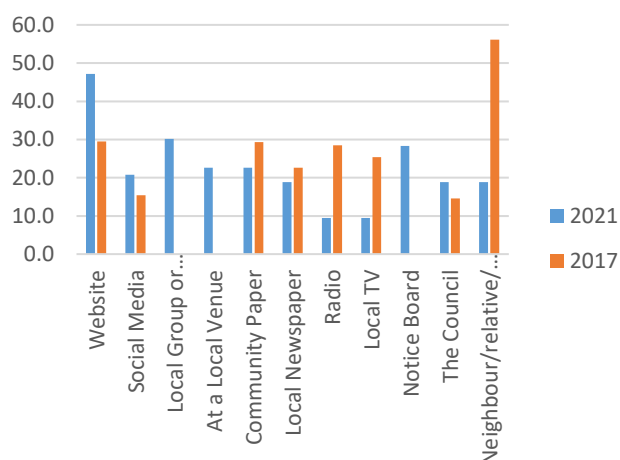


Fig 3: Where do you get information about activities, events and services? (tick all that apply) %



Age friendly survey April 2021 (Your Time) updated September 2021

The shift in how people access information would indicate the ability for older people to access the information they require themselves through the internet rather than through neighbours/relatives or friends. The way information was gathered in respect to some categories meant that it was not possible to make a comparison over the last 3 years. There is also the consideration that a shift to the internet may or may not have been temporary during the COVID period.

It is recognised that even through the direction of travel is towards more people using the internet there will always be older people that choose not to or do not feel able to use the internet. There is also the concern, with continual IT advancement, that people will fall out of being IT literate. Digital exclusion is an increasing concern, particularly with more services going towards a digital only solution.

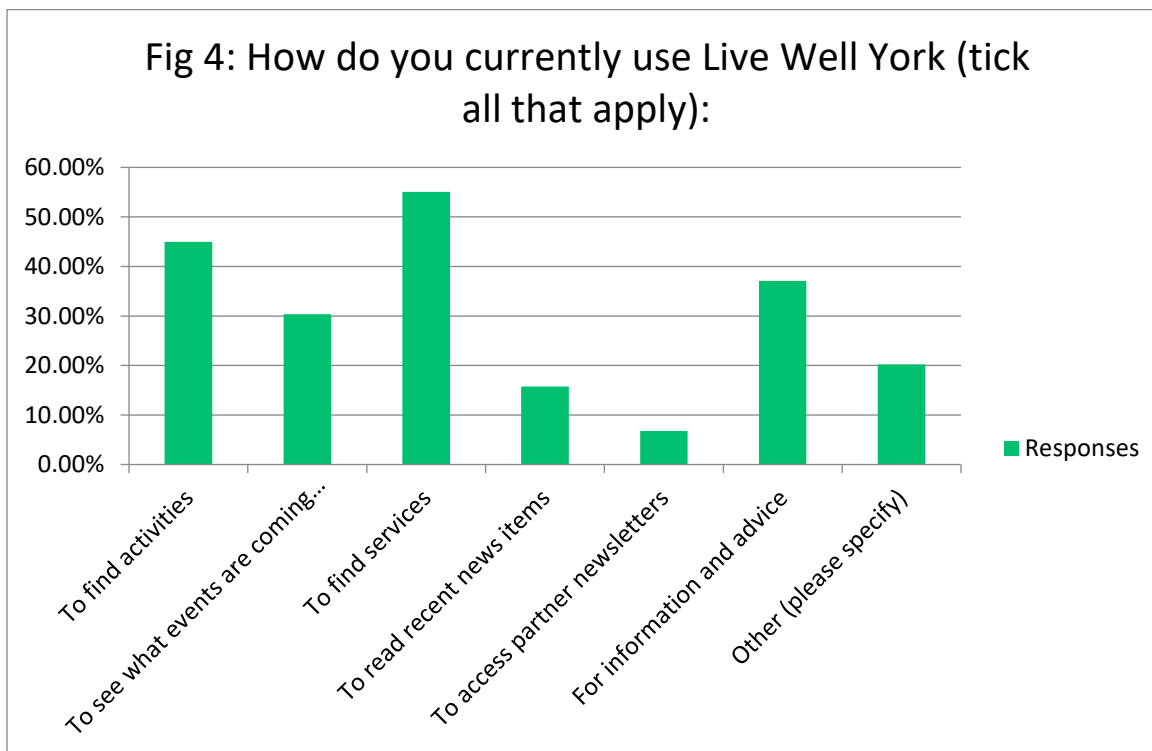
Regular widespread distribution of information is assured and a coordinated centralised access is provided

It is recognised that the most effective way to ensure there is up to date information that can be distributed either electronically or in printed form is through maintaining this on a website. The two community based websites meet this requirement.

Live Well York enables a resident, family member or practitioner to pull together any pages of the website (including information pages, activities, services and events) into a printable personalised booklet.

This centralised source of information is also useful to disseminate at themed events. The booklet is currently under development to enable a practitioner to pull together an event booklet utilising the information from the website.

Newsletters are distributed to ensure partners and practitioners are kept up to date with how to most effectively use the website alongside training. New information entered onto the site is tweeted and featured items are covered in [Latest News](#).



Ref: Live Well York survey Sep 2021

The Council and city wide initiatives have the opportunity to utilise Live Well York as a conduit for campaigns or profiled events. The last baseline assessment on Your Time identified the impact of COVID on social isolation, resulting in a [#FeelRealYork](#) campaign. Another example was the concerns raised through the Ageing Well Partnership (delivering against the Ageing Well arm of the Health & Wellbeing Strategy) on deconditioning, resulting in [#WhatsMyNextStep](#)

The Events Calendar provides the facility to have themed events which in recent months has hosted: 50+ Festival and York Challenge Poverty month.

In addition to providing information it is important to understand if the information provided is useful and has an impact. The September survey showed that 69% of users not only found the information they were looking for but used it. Where this information was found on behalf of someone else 80-90% of users saw an impact in: wellbeing; financial circumstances; physical health; social interaction; connections in the community and resilience.

Fig 5: What do you do with the information you find (tick all that apply):

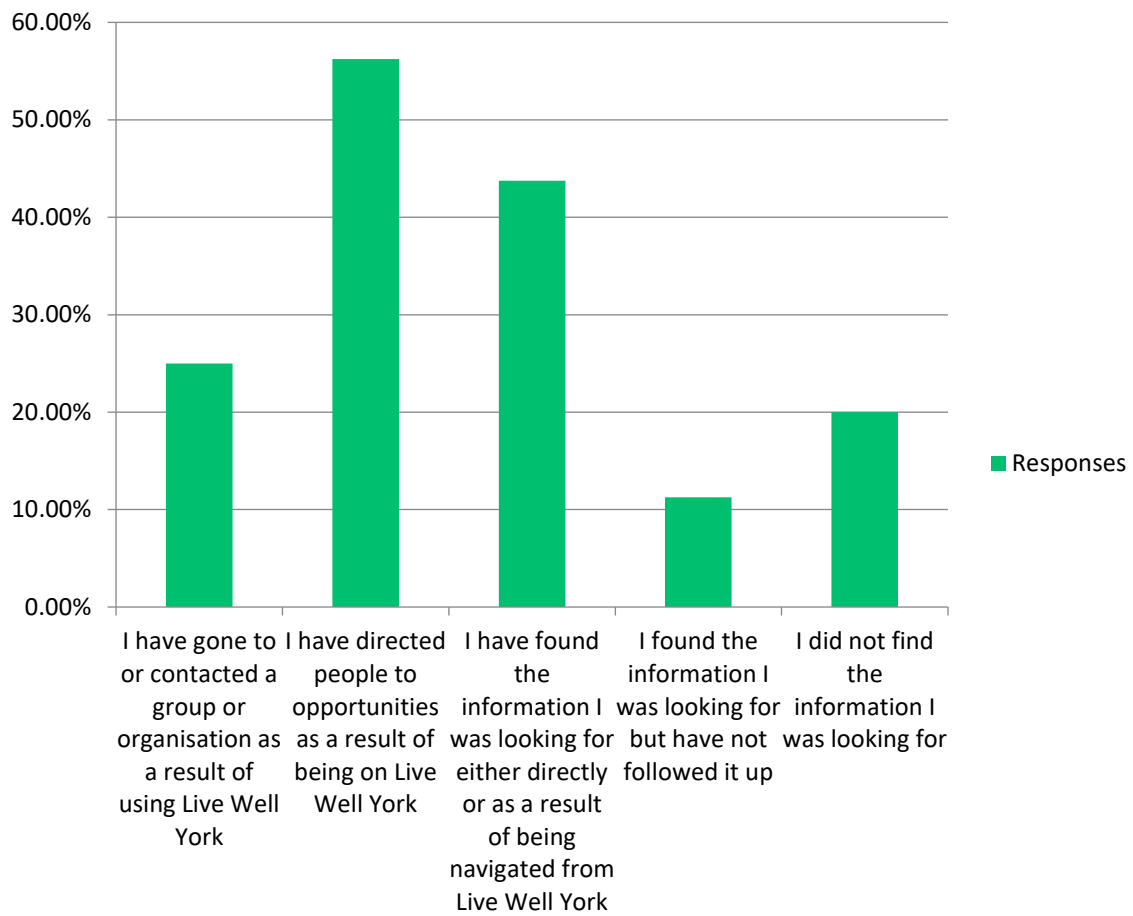
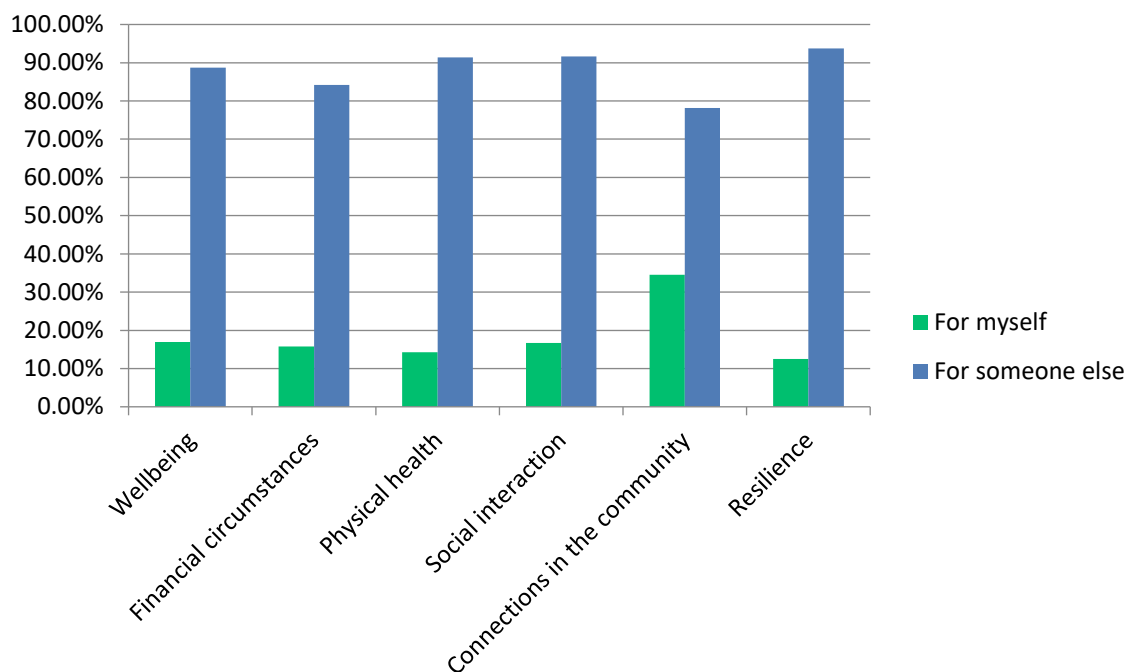


Fig 6: As a result of using Live Well York did this enable you to access something that created an improvement in:



- [Regular information and broadcast of interest to older people are offered](#)
- [Oral communication accessible to older people is promoted](#)
- [People at risk of social isolation get one-to-one information from trusted individuals](#)

The York Older People’s Assembly has a membership around 200 with Open Meetings being held bi monthly. In 2019 the following topics were covered:

- MySight York – services for blind and partially sighted people
- Dentistry in York
- York Explore: library and archive services.
- CYC – development of community sports facilities in York
- Older Citizens Advocacy York – including claiming benefits
- CYC – Housing, Health and Adult Social Care Services

YOPA also provide periodic press articles and there has been radio coverage also involving Age UK York and Ageing without Children.”

It is recognised that many older people that do use the internet may not use twitter so a feed of these posts is provided alongside Latest News so people do not miss out.

In addition to the annual 50+ Festival information fairs there are many opportunities to engage and find out information and advice at community venues which includes organisations like [Healthwatch York](#), [Older Citizen Advocacy York](#). Adult Social Care have adapted their approach to be out in the community with their [Community Led Support](#) initiative to provide information and advice at an early stage before statutory services are required.

GPs refer people that require signposting or social solutions to Primary Care Link Workers with [York CVS](#) as social prescribers. This provides a trusted route for people to spend more time to discuss through their circumstances in recognition that 30% of GP appointments are for non-medical reasons.

- *[Printed information – including official forms, television captions and text on visual displays – has large lettering and the main ideas are shown by clear headings and bold face type.](#)*
- *[Print and spoken communication uses simple, familiar words in short straight-forward sentences](#)*

Personalised booklets from Live Well York can be requested in large print along with a wide range of other printed information. This is in development such that large print will soon be able to be chosen at the point of creating the booklet rather than by request. It was recognised by [My Sight](#) that people who are partially sighted felt excluded in restaurants due to large print menus not being available. This has been agreed as an Age Friendly action point.

Healthwatch York have a readability group of volunteers who will provide constructive feedback where information is not presented appropriately, in addition to the text size this may include information not being in Plain English. They reviewed the content of the information pages on Live Well York and then did a biennial review.

- *[Telephone answering services gives instructions slowly and clearly and tell callers how to repeat the message at any time.](#)*

The information and advice service for older people is through [Age Uk York](#) who hold an [Advise Quality Standard](#). Information is provided both by telephone and in person.

There is also a specialist advocacy service for older people called [Older Citizen Advocacy York](#). They have reached older people at their homes

through a postcard initiative where the resident puts the postcard in the window if they would like the member of staff to knock.

- [Electronic equipment such as mobile telephones, radios, televisions and bank and ticket machines, has large buttons and big lettering](#)

[Be Independent](#) as well as a range of other [telecare services](#) provide a range of options to meet individual needs. In addition [My Sight York](#) and [YorSensory](#) provide a range of specialist equipment.

- [There is wide public access to computers and the internet at no or minimal charge in public places such as government offices, community centres and libraries.](#)

Explore provide 14 public libraries as well as archive services for the city of York. In addition to the libraries offering free access to computers, training and support they lead on a city wide initiative called 100% digital which includes [York IT ReUse](#) receiving donated computers to recognition and pass onto those that are not in a position to purchase one.

There are some other places where access to devices are publicly available: West Office; St Sampson's Centre for Older People and some community centres. However there is not currently a list of locations available.

In addition to the training offered by Explore there are also other opportunities through York Learning, Tea and Technology with York Cares as well as national older people services. The list of opportunities is kept up to date on the Live Well York [Using the Internet](#) page.

Age Friendly York have already identified an action point to "Explore potential for digital noticeboards in community venues", this will create a link between the website and a notice board function.

[Local Communities](#)

It is recognised that people may want information in their community, whether that is on an external notice board, information inside public spaces like community centres and local libraries or through information sessions like resident ward committees; resident associations or specific interest groups.

There will therefore be information disseminated across the city like through [Our City](#), local newspapers or locally through ward or area based newsletters or social media.

Word of mouth should never be forgotten as an important part of sharing information which is very much imbedded into the approach used by Health Champions and Local Area Coordinators.

[Environmental Considerations](#)

In 2019, the Council announced a [Climate Emergency](#) and have since set an ambition for York to be a net-zero carbon city by 2030. They recognise the threat of climate change at both a global and local scale, and are committed to delivering bold, local climate action to deliver economic and social benefits.

We therefore need to consider environmental impacts in all that we do to contribute to this ambition.

There is a natural tension here, even though there is an increase in older people using the internet many people prefer to still receive printed information (fig 2). In respect to flyers it is possible now to get small batch prints and do re-prints so that there is not wasted printing. One approach is to use the libraries facilities more frequently for community related information so that printed documents can be read by more than one person.