

Assessment 1

Community Development

Promote the Social and Healthcare needs of Seniors in Leeds.

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Introduction

The term community is used as a shorthand for bonds, relations and identities joining people together. Zevallos (2013) defines a community as a social group following a social structure in a society either in terms of culture, status, values and norms. Belonging in a community has been linked to self-rated health at all ages.

- ❖ A weak sense of belonging in a community is associated with poorer mental and general health as Michalski et al. (2020) found out. Community development is all about a social group working towards positive change to improve themselves.
- ❖ It is for these reasons that this work explores how communities can be developed in the sector of care, health and old people now and in the future in the City of Leeds. In addition, this work will also explore the rights and needs of these people as well as the power of digital communication in developing the developed communities.

Demography and diversity

- ❖ This is the third largest city in the UK with 812,000 people by 2021 and 1 in every person in Leeds is considered a senior citizen. These are individuals with rich knowledge and experience that can be employed to better the community, but they are facing challenges brought about by old age. (Centre for Ageing Better, 2021).
- ❖ Leeds is a very diverse city with more than 140 ethnic groups and 18% of its population is made up of minority ethnicities. There are Whites, Asians, Blacks, Mixed, Arabs and other ethnicities too (World Population Review, 2022). The community of older people in Leeds is comprised of different people and they all need to be treated with equality.
- ❖ There is a strong sense of community in Leeds, and people are very supportive of each other. The city has a number of community groups and organizations that work to improve the health and wellbeing of residents, but this is not quite enough (Leeds, 2022).



The State of Ageing in Leeds

What life is like for people aged 50 and over in Leeds

December 2021

Key legislations

1. Equality Act 2010

This act is put in place to ensure that individuals are not discriminated against. For older people, it ensures that they are not being discriminated against just because of their age but instead they get access to social amenities (Gov.UK, 2010).

2. Safeguarding Vulnerable Groups Act 2006

This law sets out the process to be followed in vetting individuals who will work with vulnerable people, in this the elders in the community. In a new article in the Evening Post (2020) it was discovered that many are the seniors who are being abused by their care givers more so their relatives. This legislation will ensure that those dealing with seniors are suitable to offer health and social care services.

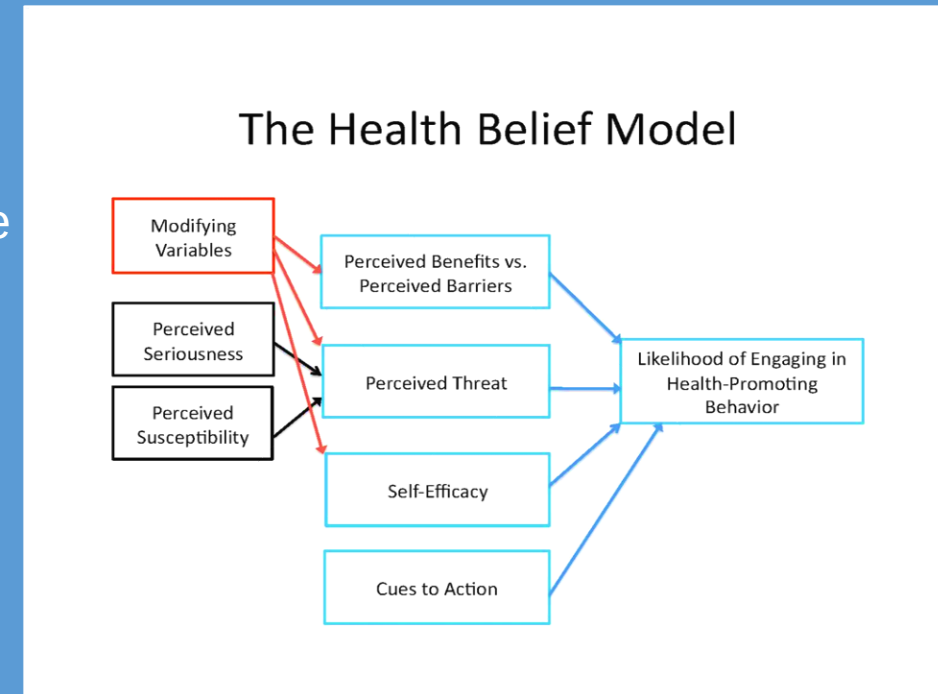
3. Care Act 2014

The local authorities have a role to play in safeguarding and promoting the wellbeing of people especially them who are considered to be vulnerable against neglect and abuse (DHSC, 2016).



Theories of community development in Leeds Community

- It posits that seniors in Leeds will take action to avoid or reduce a health threat if they believe that the threat is real and that they are personally susceptible to it.
- The model suggests that seniors in Leeds are more likely to take action if they believe that the benefits of taking action outweigh the costs. Neglecting seniors is more costly at the end of the day since the cost of attending to chronic ailments will fall on the community financially and even in terms of services.(Jones et al., 2014).
- The health belief model can be used to understand the consequences of not attending to seniors, leaving them to wallow in poverty and ailments. By understanding the perceived risks and benefits of participating in such activities, community developers can design programs that are more likely to be successful in engaging seniors. (Urich, 2017).
- The community is more likely to take action towards attending to seniors if they perceive that there is danger hiding, if they are left alone to feel lonely and isolated.



(Urich, 2017)

Needs of senior people in Leeds



Housing Standards most (Center for Ageing Better, 2021).



Ensure everyone has the Health Support they need.



Employment: Be flexible about flexible working



Encourage Career development to the seniors



Create an age Culture

Sustainability of future community in Leeds

- ❖ Learning, Development and working together
(Betterlives,2016)
- ❖ Physical Exercises
- ❖ Volunteers bring energy and enthusiasm
- ❖ Trainings and development of employees in the community
- ❖ Supervision maintain standards e.g.CQC
- ❖ Self-determination: Make their own decisions
- ❖ Collective impact: By coming together people can have a stronger and greater impact on what they desire to change.



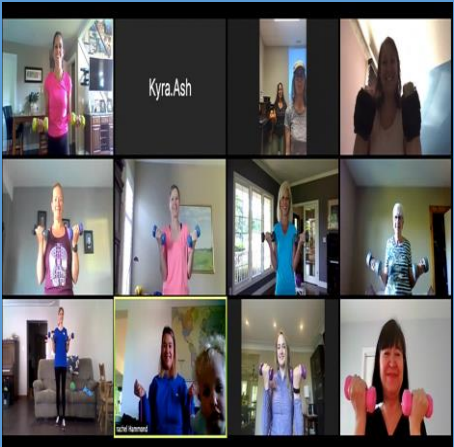
Digital communication



- ❖ The organisation has developed a programme of Zoom sessions, offering a different session
- ❖ Neighbourhood Network Scheme go online to keep its weekly get-togethers going. which supports older people to live independently, has been working with 100% Digital Leeds to deliver weekly coffee mornings.(NHSLeeds,2022)

- ❖ Laptops have helped the community to identify and address problems and to develop and implement solutions.(Age,Uk 2022)

- ❖ Decision-making processes(Josh at al.,2013)



Barriers to community development.

There are many potential barriers to community development in Leeds, but some of the most common are as below (Cooper, 2022):

1. A lack of sufficient fund
2. Shortage of workers
3. Deteriorating standards within the community i.e., more supervision and setting of high standards
4. Lack of investors i.e., people don't want to invest in Leeds because of poverty in Leeds
5. Lack of government support: i.e., Government should train their own workers ie Health care professionals

Conclusion

In this work the plan on developing communities in Leeds to ensure that seniors are being taken care of and their wellbeing prioritized.

It has been noted that majority of ageing people get to face immense challenges brought about by old age, this makes them vulnerable and impacts their access to social amenities resulting in poor life quality.

Developing a community ensures that their assets are employed in making them better.

The strengths of these communities are used in improving the society for the sake of this population.

Empowering a community such that the ageing individuals still receive care either in their homes or care institutions will go a long way in ensuring that they lead a comfortable life in retirement.

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