



Module: Community Care
and Development

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Assignment Title:

Assessment 1 Viva Voce

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What is a community?

- A community is defined as ‘a group of people with diverse characteristics who are linked by social ties, share common perspectives, and engage in joint action in geographical locations or settings’ (MacQueen et al., 2011)
- The community I will be presenting today is the elderly community
- The main area of focus is Enfield which is located in the North of London, United Kingdom

The Elderly Community - Enfield

London Borough of Enfield

- According to the ONS mid-year estimate 2020, the total population of Enfield is estimated to be 333,587
- There is a relatively high proportion of older people living in the London borough of Enfield with 12.8% of residents aged 65 or older
- 11th highest proportion of older people in London (Enfield Council, 2017)

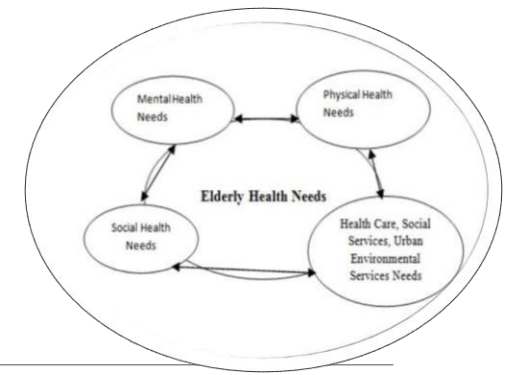
Employment:

- Out of work - Most members of the elderly community are out of work due to reaching retirement as early as 62 years old.

Income:

- Pension and other retirement plans – income through state pension which has been accumulated during their working years
- Lower income due to unemployment – apart from reaching retirement age, some older individuals are unemployed as they are deemed not fit for work, technologically not profitable or having others health related issues
- Social Security benefits - over 50% of older UK adults over the age of 60 collect benefits from Social Security (Enfield Council, 2017)

The Elderly Community



Health – The health of the elderly community is described as vulnerable and declining with age

- Weaker immune system – due to weaker immune system older people have an increased chance of developing diseases such as heart disease and neurodegenerative disorders such as Alzheimer's and Parkinson's disease
- Declining in health – These diseases get worse over time and have no cure resulting to long term care to those affected (Pietrangelo, 2020)

Social Needs

- Social interactions – this includes the need for meaningful bonds with people and having regular social relations (McMaster University, 2018)
- Assistance with daily activities – This is to assist the elderly vulnerable community with everyday tasks including cooking, running errands, going on shopping trips and cleaning
- Such facilities and services are available in healthcare settings such as domiciliary care and residential care homes

Theories, Policies and Practice



All communities regardless of age, background or religion have theories and policies that affect them. Such communities are also entitled to their human rights and the elderly community are not exempt from this

Theories help provide a guide to help understand human behaviour, thoughts, and development and theories affecting the elderly community include:

- *Abraham Maslow's Hierarchy of Needs theory (1943)* – five categories of human needs which dictate human behaviour: physiological needs, safety needs, love and belonging needs, esteem needs and self actualisation. Most elderly people only rely on the safety and physiological needs from social welfare, policing, charities and other support systems for the elderly
- Moreover, some are stuck at category three as they do not feel any love or sense of belonging due to reasons including children moving away, divorce, loss of employment and the death of a loved one which may lead to a lack of self esteem and therefore not able to reach self actualisation, often resulting in thoughts of self harm, anger and depression (Cherry, 2022)
- *Activity theory of aging (1961)* - states that older adults that stay active and maintain social interactions are happiest in the long term and that this is essential for a fulfilling life (Nickerson, 2022)

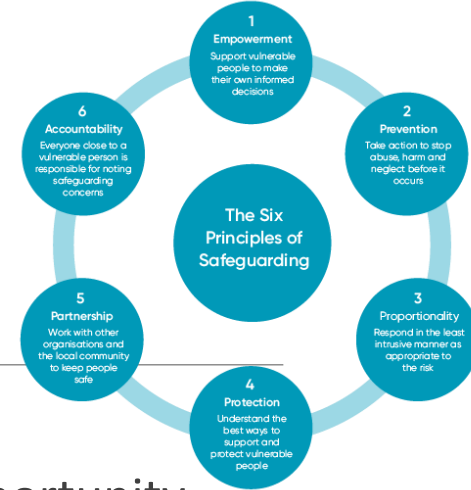
Theories, Policies and Practice

- Health belief model (1950) – the elderly community can relate to this as it states peoples needs influence their health related actions or behaviours. This model comes into play to help produce behaviour change interventions. An individual is likely to take action when experiencing personal threats or risks but only if the benefits of the action outweigh the barriers
 - Research suggests that the Health Belief Model can be beneficial for creating strategies to help promote healthy behaviours which would help improve the prevention and treatment of health conditions as this is particularly common among the older community (Boskey, 2020)
- Wear and Tear theory of ageing (1882) - suggests that ageing is caused by the deterioration of the tissues and cells in the human body via wear and tear, oxidative stress, exposure to radiation, toxins and other deteriorating processes (Stibich, 2018)

Theories, Policies and Practice

Policies that help support the elderly population include:

- Equality Act 2010 which states that everyone is treated equally and given a fair opportunity regardless of age, sex, gender, background, race, religion, maternity or disability
 - Human Rights Act 1998 also protects older adults against abuse and help improve the comprehensive care that they have been given according to Age UK
 - Safeguarding policies such as Policy 54: Safeguarding of Older People which states that all staff have a duty to protect vulnerable older people from abuse and neglect and support statutory guidance issued under the Care Act 2014 (AgeUK, 2014)
 - Code of practice for residential care homes and nursing homes is to ensure that care workers and nurses provide good quality care to the elderly
- This is to promote the wellbeing of older people in care and common care standards are set to prevent abuse and neglect to ensure elderly patients are treated with dignity and respect (NHE, 2012).



Discrimination and the Elderly Community

- Discrimination is faced by all groups, particularly the elderly community. Some examples include:
- Ageism - most common form of prejudice against older adults where older adults are discriminated against because of their age (Sleap, 2021)
- Power - due to how vulnerable older people are, older adults become victims to crime as younger, more powerful adult offenders use this vulnerability to their advantage (AgeUK, 2017)
- Empowerment - As the elderly community are a vulnerable community it is important that they are made to feel empowered enough to confidently make their own decisions and feel in control by tailoring to the specific needs of the individual when providing information.
- The Equality Act 2010 states that you must not be discriminated against just because they are in a certain age group. Human rights standards provide essential protection for members of the older community by helping to change practice and procedure, culture and attitudes, and providing disciplinary actions when these human rights are breached (Equality and Human Rights Commission, 2020)

Community Projects – MHA North London



Methodist Homes (MHA) Communities – London Borough of Enfield

- Founded in 1943 and still thriving today, MHA communities is the largest charity care provider in the UK and its mission is to ensure the best care and quality of life for individuals at older stages in life.
- Their revenue was £243 million as of 2021 and they have offices all over the UK as this community aims to allow older people to maintain their independence and improve their overall wellbeing
- 20% of older population in Enfield alone experiencing loneliness (Enfield Council, 2017)
- Led by 7,000 members and volunteers: befriending services , lunch clubs, assisted shopping, activity and friendship sessions, outings, escorts to appointments and much more are offered at this project to help the elderly community to remain active members of society

Other Community Projects



Five other community projects from across the UK that benefit members of the elderly community include:

- Ping Pong Care Campaign, a health and wellbeing project in the UK to promote healthy, active ageing.
- Ages and Stages
- When I Was Little project
- the Anchor Community band
- Intergenerational schemes - these involve the old and young coming together to engage in social activities such as visiting the local district (Jewell, 2014)

Technology and Social Media



- As technology and social media continue to advance, they have played a large part in improving the lives and well-being of members of the elderly community
- This has especially come in handy during the pandemic where many were forced into shielding, social distancing and isolation which particularly affected the elderly community
- Technology that benefits the elderly community includes devices that allow communication such as mobile phones and webcams as older people have reduced mobility and find it more challenging to visit friends in person
- Recent technology including robot caregivers that converse with you and help with daily activities have recently been tested and used in hospitals, care settings and for older people who live alone (AgeUK, 2020)

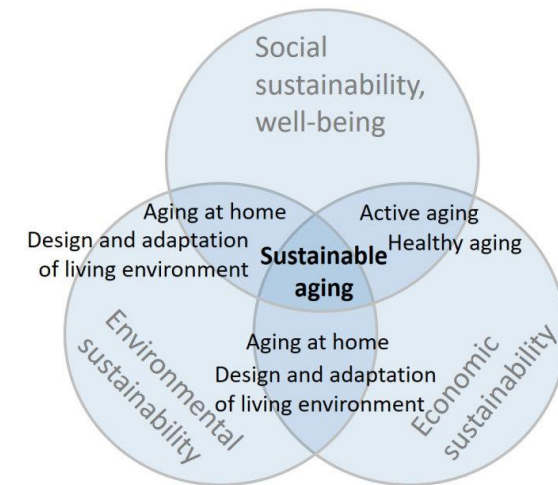
Technology and Social Media

- Social media has also played a role in improving the social lives and communication in the elderly community by allowing them to stay connected to friends, family and loved ones even when apart such as Skype and Facebook
- Social media allows older people to stay connected with the world around them which keeps them engaged
- Technology can also help older people to improve their physical, mental well-being, and their social lives. Apps and social media can also help to prevent loneliness, whilst the internet can help make it easier to shop and to manage bills (Savage, 2022)



Sustainability of the Elderly Community

- Sustainability is essential for any working community to thrive in the long-term. The elderly community can be sustained using the **2030 Agenda for Sustainable Development** which is an international agreement by the United Nations which has guidelines and practices to follow to ensure a sustainable future for all, including the elderly community by the year 2030 (UNECE, 2020)
- Sustainable indicators can also help provide a more suitable future for this community, these include environmental, social and economic.
- Examples of key indicators include sustainable transport, the promotion of recycling for a cleaner environment, promotion of access and inclusion, employment and volunteering opportunities, resource sharing and the generation of independent income (Grazuleviciute-Vileniske et al., 2020)





Conclusion and Recommendations

- In conclusion, the elderly community is a community of older people and being part of a community provides the elderly with a sense of belonging.
- Project policies and services have been put in place in favour of older people to help them have a better quality of life both physically and mentally
- Tackle issues such as isolation and loneliness which are common issues faced by adults in the UK aged 60 and over
- Being apart of a community is crucial to live a happy, fulfilling life

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