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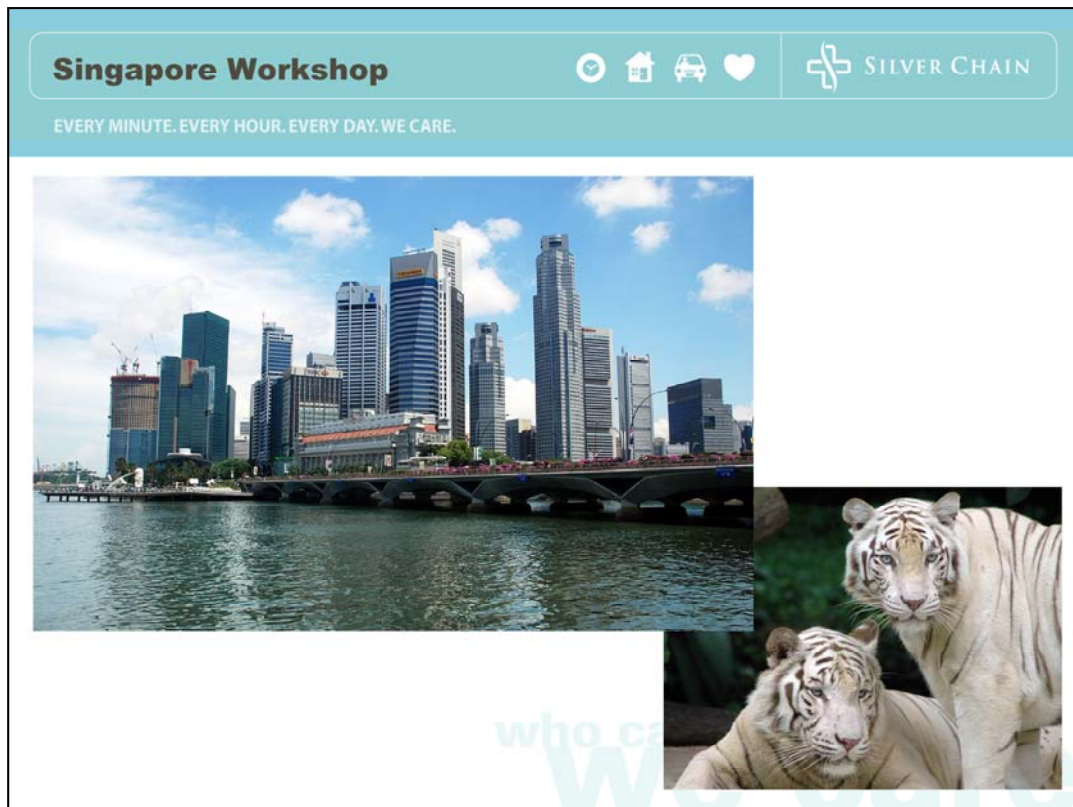
Development and Evaluation of the “Wellbeing in Older Age” Booklet

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Today I'd like to talk to you about this health promotion booklet you may have seen before, called "Wellbeing in Older Age", that Silver Chain has developed in collaboration with several other community organisations. Firstly I will give you some background into why we developed this valuable resource.

In 2004 the West Australian government launched an Active Ageing Strategy, in response to our ageing population. The strategy aimed to shift community attitudes to ageing by promoting partnerships between government and community organisations. The Office of Seniors Interests and Volunteering had a particular interest in improving mental wellbeing, and convened a workshop in Singapore in conjunction with SAGE, a Singaporean aged care provider.

The purpose of the workshop was to bring together people with diverse backgrounds and skills, to explore ways to promote positive mental wellbeing and promote the message that depression is not a normal part of ageing.

Objective



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- To develop a tool to empower seniors over 70 years who are active, mobile and live in the community, to adopt strategies that enhance their mental wellbeing
- The tool would be a guided process for identifying needs and prompt the development of solutions



Gill Lewin, along with Marita Walker from Perth Home Care Services, Leanne Pethick of DepressionNet, and Gill Trilling from the Wheatbelt GP Network attended the workshop, together formed a working group, and committed themselves to developing a tool to promote wellbeing in older people.

Their objective was to develop a tool to empower seniors over 70 years who are active, mobile and live in the community, to adopt strategies that enhance their mental wellbeing. The tool would be a guided process for identifying needs and prompt the development of solutions.

The sub-objectives were to firstly improve the mental wellbeing of older Australians in general, secondly, improve the mental wellbeing of older Australians who may be at risk of developing mental health problems, thirdly to provide an appropriate resource for family and friends of older Australians, and lastly, to provide an appropriate resource for clinicians and service providers who are interested in helping their older Australian clients on a more holistic level.

Process   SILVER CHAIN

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- Formalise a working group
- Set up regular meetings
- Conduct environmental scan and formative research
- Draft tool
- Obtain feedback from consumer reference group and re-draft
- Graphic design and launch
- Distribution and evaluation

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After confirming that such a tool did not already exist, Gill approached both myself and Dr Andrew Joyce from Curtin University's Centre for Health Promotion Research to develop a draft of this new resource for older people.

We had help from two special Silver Chain volunteers, members of the Seniors Card Centre, and from my grandparents and their friends who are active members of the Wembley Downs Church of Christ. Their help ensured we had an appropriate tool for older people.

Vicki Kelly from The Office of Seniors Interests then organised the graphic design, printing and launch of the final product, the Wellbeing in Older Age Booklet.

Final Product

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Wellbeing in Older Age

A guide to keeping active and positive in older age



SOCIAL CONTACT

Having social contact is important for maintaining friendships and connecting with family members, and may even help to prevent feelings of loneliness. The need for social contact can vary greatly from person to person.

For some, talking over the telephone or using email is adequate while others prefer meeting friends and family in person. Some people enjoy having daily social contact while others are content with a less frequent amount.

• How often do you have contact with friends or family?
 • Do you feel that you would like to have more social contact?
 • How do you think this could be achieved?

"I lost my dear husband of 48 years earlier this year, and felt devastated by the loss. The Healthy Parks Healthy People walking group has helped me to move on, and shake out of my rut of despair."

Enjoy social contact with:

- family
- friends
- a club
- a craft group
- a men's shed group
- a senior citizens' group
- public worship services



My goal is to: _____

The small steps I will take to achieve this goal are:

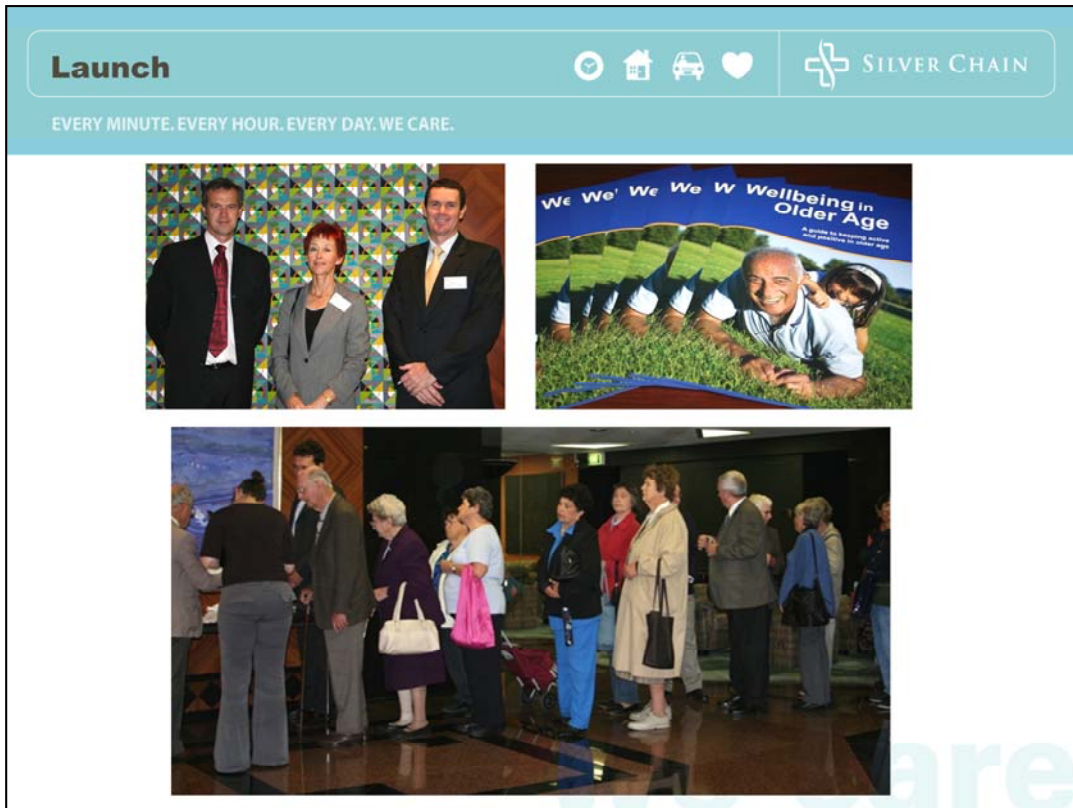
I plan to have achieved this goal by: _____

I will reward myself once I have achieved this goal by: _____

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This is the completed booklet, it has several sections that encourage the reader to think about their physical, social and emotional wellbeing such as participating in activities, having social contact, combating loneliness, getting social support, helping other people, and taking care of themselves.

There is also a section that explains the goal setting process, and how setting a goal might help the reader change an aspect of their life that could improve their mental wellbeing.



The booklet was launched during Seniors Week last year on the 28th of October by Parliamentary Secretary to the Minister for Seniors, Tony Simpson.

The launch was held at the annual BankWest Tea in the Tower event, where seniors and their carers can enjoy a free morning tea on the 46th floor of the BankWest Tower.



Evaluation



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- Objective: To evaluate whether recipients of the “Wellbeing in Older Age” tool:
 - a) read the booklet;
 - b) found the booklet useful;
 - c) were prompted to think about ways they might improve or maintain their wellbeing; and
 - d) set any goals
- Methodology
Postal survey sent to clients streamed as “independent” who commenced services with Silver Chain in November 2008

Silver Chain began distribution of the booklets shortly after the launch, and conducted a survey to determine whether our clients read the booklet, found it useful, were prompted to think about ways they might improve or maintain their wellbeing, and if they set any goals.

Results  

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- Response rate 42/164 = 25.6%

	Satisfaction/Yes
Layout and presentation	100%
Ease of reading print	100%
Ease of understanding content	97.6%
Usefulness of information	95.0% 75% useful 20% very useful
Did the booklet prompt you to think about ways of maintaining or improving your wellbeing?	72.5%
Have you set any goals since reading the booklet?	40.0%
Have you shown or lent booklet to friends, family or neighbours?	41.0%

Of the 42 people who responded, all but one had read the booklet. The results of the survey show that respondents found the booklet easy to read and understand.

Although most respondents described its content as useful rather than very useful, nearly three quarters were prompted to think about ways they might maintain or improve their wellbeing, and 40% actually set themselves goals.

Some respondents made comments on how they found the booklet useful:

It motivates one to take stock of oneself and improve where need to.

I feel that in time I will find the booklet more and more helpful.

I found this booklet to be to the point and uncluttered with unnecessary verbiage. Whilst not definitive it provided many thought promoting ways in which, without adding to any unwanted feelings, get yourself to becoming useful member in society and have a sense of achievement .

Future Research



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- Development of more appropriate strategies to encourage the 60% who did not set goal to do so
- Determine if terms such as “goal setting” are appropriate for the target group
- Determine if “goal setting” is the correct approach to encouraging older people to improve their mental wellbeing



So, where to from here? Silver Chain is continuing to routinely distribute the booklet to new clients with low care needs.

In the future, we could consider developing strategies to encourage the 60% of people who did not set any goals, to do so.

However, we also need to think about whether goal setting is an appropriate term for this group of people, and also if it is the correct approach to encouraging older people to maintain or improve their mental wellbeing.

Thank You



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- Dr Andrew Joyce of Curtin University of Technology Centre for Health Promotion Research
- Silver Chain Volunteers
- Members of the Wembley Downs Church of Christ
- Office of Seniors Interests Senior's Card Centre Consumer Reference Group
- Vicki Kelly from the Department for Communities for her keen interest and support



**Wheatbelt
GP Network**
*Building healthy communities
through General Practice.*



Government of **Western Australia**
Department for **Communities**



I'd like to thank the following people for their help in developing this booklet, Dr Andrew Joyce of Curtin University of Technology Centre for Health Promotion Research for coming up with the first draft.

Also two very special Silver Chain Volunteers, Members of the Wembley Downs Church of Christ, and members of the Senior's Card Centre, who helped us develop a new resource that was appropriate for the target group.

And lastly, a huge thank you to Vicki Kelly from the Department for Communities who organised the graphic design, printing and launch of the booklet, and supplying Silver Chain with 10,000 booklets free of charge.