

A Seniors' Perspective on Consumer Directed Care



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Council on the Ageing

WESTERN AUSTRALIA

COTA WA and Consumer Directed Care



Our Vision

- The rights of all older Western Australians will be protected and advanced.

Our Purpose

- Working with all older Western Australians to achieve a just, inclusive and equitable society.

Our Goals

- To build community capacity for increasing self reliance.
- To influence decision makers and community attitudes.
- To co-ordinate and lead the senior's sector.
- To create the organisational environment to enable achievement of our purpose.

About Seniors



- They are diverse – geographically, socially, economically; in health status; in attitudes and beliefs and many across other dimensions.
- They are growing in number due to population ageing and increasing longevity.
- They are challenging the many stereotypes that abound about age and ageing.

Cultural Diversity



- In 2006 27.1% of all Western Australians were born overseas, the comparable proportion for persons aged 60 years and over was 41%.
- 32,553 Western Australians (1.7%) reported speaking English either not well or not at all. This proportion was higher for the overseas born population (5%) while, for the overseas born aged 65 years and over, the comparable proportion was 9.4 percent.
- In every age group except 0-14 years, a greater proportion of men than women reported a high level of proficiency in spoken English. The disparity was greatest in the older age groups, with 73.7 percent of males aged 65 years and over speaking English well or very well compared with only 62.6 percent of females.
- the 15-24 age group had the highest proportion who spoke English well or very well (93.3% and 92.7% respectively). This proportion declined with age, dropping to 59.6 percent for males and 48.4 percent for females in the age group 85 years and over.

Source- http://www.omi.wa.gov.au/omi_stats.asp

Growing in number and as a proportion of the population

- The proportion of the population aged 65 years and over is projected to grow from 13 per cent at June 2002 to between 27 per cent and 30 per cent by 2051.
- In 2008 there was a total of 368,145 Western Australians aged 60 or more out of a total Western Australian population of 2,171,197. More than 45 Local Government Areas had a 60+ population of 20 per cent or more.
- *<http://www.communities.wa.gov.au/serviceareas/seniorcard/Pages/Discoverthebenefits.aspx>*

Stereotypes Abound



Retirement



- The act of retiring (going to bed or to sleep!!)
- The state of being retired (staying in bed or asleep!!)
- **Withdrawal** from one's occupation, business, or office.
- **Withdrawal** into privacy or **seclusion**.
- A place of privacy or seclusion; **a retreat** (going backwards).
- The period of a person's life during which he/she is **no longer working** (is there no work outside employment?)
- The **disposal** of a fixed asset at the end of its **useful life**
(!!!!!!!!!!!!!!!!!!!!!!!!!!!!)

Actively changing attitudes to Ageing



- A leading exercise academic is warning that while it was once good manners to offer to carry an older person's groceries, such an attitude could condemn the elderly to early graves.
- Robert Newton is the foundation professor of exercise and sports science at Perth's Edith Cowan University and says if people want to stay healthy in later life they should carry their own shopping.
- *<http://www.abc.net.au/news/stories/2009/08/28/2670368.htm?site=news>*

Super fit 90 year old teaches aerobics



- Super fit great grandmother Marjorie Coppock has run exercise classes for 60 years and still works up a sweat twice a week, even after undergoing a triple bypass.

7.30 Report: Wednesday, May 5, 2010

Overseas Experience



- A huge range of projects and programs exist internationally that have some aspect of Consumer Directed Care. Howe (*Is Consumer Directed Care a Direction for Australia?*) refers to the variety of programs available in the USA and also mentions an array of cash benefits paid in Austria, Germany, The Netherlands, Israel, and Japan (that) allow for a high level of consumer direction...

UK evidence (1)



A 2008 (UK) national evaluation of the Individual Budgets pilot programme found that:

- “People receiving an IB were more likely to feel in control of their daily lives, compared with those receiving conventional social care support;”

But

- “..satisfaction lowest among older people.”

UK evidence (2)



- Staff involved in piloting IB's encountered many challenges, including devising processes for determining levels of individualised IB's and establishing legitimate boundaries for how IB's are used; there were particular concerns about safeguarding vulnerable adults;

And

...staff experienced numerous legal and accountability barriers to integrating funding streams...

www.york.ac.uk/spru

US evidence



- Funding and administrative complexities appear to be a factor limiting the spread of CDC, both on the part of agencies and clients.
- ...models such as “vendor fiscal intermediaries” have been proposed to reduce demands and burdens on clients.

Howe (Is Consumer Directed Care a Direction for Australia?)

Where to from here?



- Consumer direction is still in its infancy within the world of aging services. There is still much research to be done, especially with regard to cost effectiveness and quality of care. The results of demonstrations such as the Cash and Counselling Demonstration and Independent Choices Programs are likely to provide some results that may provide further evidence of the viability of consumer-directed care as a long-term care policy option.

<http://medicine.jrank.org/pages/343/Consumer-Directed-Care-Implications-future-issues.html>

Some Questions about CDC for Seniors in Australia

- Will “the consumer voice” reshape notions of “care” and service delivery to seniors?
- Can services meet the diversity challenge?
- Do seniors want to make the sorts of choices that CDC will impose on them?
- Will there be winners and losers both amongst agencies and consumers? If so, what do we need to do to build and maintain equity?

And more...



I hope that today's conference will result in:

- **robust and constructive debate about consumer directed care for seniors;**
- **both consumers and providers finding ways forward that will enable seniors, whoever and wherever they may be, to access the services and support they need, when they need them.**