

Date: Monday, 13 June 2016
Time: 10.00am
Meeting Room: Room 1, Level 26
Venue: 135 Albert Street
Auckland

Seniors Advisory Panel

OPEN MINUTE ITEM ATTACHMENTS

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SILVER LINE

CHARITABLE TRUST NZ

Silver Line Charitable Trust New Zealand
Registration Number CC52362

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Silver Line Charitable Trust

Silver Line Charitable Trust New Zealand (SLCT) is designed to be an innovative, people centred befriending and support medium for the benefit of older people of all cultures, orientations and abilities. SLCT will be a 'concerned friend.'

Silver Line has two major elements:

1. A 24x7 helpline (initially more restricted hours) offering information and advice, plus non-judgemental human contact to older people across a wide range of topics. This service will be subcontracted to Lifeline Aotearoa where economies of scale can be enjoyed. Lifeline will also undertake triage assessment to identify opportunities for
2. A Befriending Service initially provided by telephone and letter. This element of SLCT's service offering will be more closely controlled and implemented through the Charitable Trust and HelpCentre 2015, the Trust's management vehicle for Silver Line.

Why this service?

There is a rapidly growing cohort of older people in New Zealand (over 650,000 at 65+ - the fastest growing sector of the population) and levels of loneliness have been recognised in numerous studies (various studies indicate around 8-10% severely lonely, 45-50% moderately lonely). The over 65 cohort also appears to be vulnerable to suicide ideation; some 80 over 65s died by suicide in 2014/15 with many more suffering self-harm. Over 160000 live alone.

SLCT is based in concept, and will be operated in liaison with, the highly successful Silver Line in the United Kingdom.

Some UK Silver Line facts and figures:

- Founded by Dame Esther Rantzen DBE
- Over 1 million calls since 2013
- 1200+ calls/day
- Waiting lists for 'friends'
- Over 1000 volunteers plus paid staff
- Seed funding from government
- Mix of ongoing funding sources
- Independent evaluations supportive

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Silver Line in Operation

The 24/7 helpline is an important gateway, where older people can have someone to talk to at any time and about anything affecting their wellbeing. Befriending will not be the lead feature of the helpline (UK found this could be off putting as many people do not want to admit to loneliness as a first topic; but well trained call receivers can identify where loneliness is a key issue). Then the key value-adding part of the service will be through a dedicated befriending service.

The UK has advised on protocols and approaches that are inclusive and non-threatening.

Policy and governance will be kept separate from day to day operations. Thus SLCT will provide oversight and a 'public face' while HelpCentre 2015 is contracted to manage the operation on a day to day basis.

Evidence Led, Thought Leadership

SLCT will adopt a collaborative approach in terms of:

- Working closely with The Silver Line UK, to share experience and avoid pitfalls
- Partnering with AUT University and Auckland University, and others as appropriate, to identify the effectiveness, strengths/weaknesses of the model, and opportunities to add value through further enhancement of the model and developing

Working in partnership

Silver Line recognises the value of collaboration and has established relationships with:

- Lifeline Aotearoa
- St John
- Age Concern
- Citizens' Advice Bureau
- AUT and Auckland Universities
- Dialogue opened with variety of cultural/ethnic groups

Silver Line NZ has a signed agreement for co-operation with The Silver Line UK. The experience and learnings of the UK operation, including access to well proven software, are available to NZ. Equally the UK Silver Line recognises that NZ will bring some strengths including greater experience of multi-cultural issues; the expected advantages of having regional centres for the 24/7 helpline (local flavour); and more emphasis on volunteers rather than paid staff on the 24/7 helpline. A representative of Silver Line NZ has spent a week with the UK operation where considerable detail of opportunities, lessons and working methods was shared.

Both the UK and NZ operations will work with AUT to establish an international centre of excellence for service evaluation, service development and staff training.

Benefits

Benefits include greater sense of belonging ("When I get off the phone I feel like I belong to the human race." – quote from UK caller); timely help when needed; reduced demand on health/emergency services (initial findings); cost-effective wrap around service.

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Silver Line Collaborative Approach

- NZ**
- Lifeline Aotearoa
 - St John
 - Age Concern
 - Citizens' Advice Bureau
 - AUT and Auckland Universities
 - Dialogue opened with variety of cultural/ethnic groups
 - PHOs etc.?
- UK**
- FMS (24/7 line)
 - Age UK
 - London Ambulance Service
 - GP Groups
 - Anglia Ruskin University
 - Commercial sponsors (but beware 'capture')
- Shared Ethos**
- Focus on elderly
 - Confidentiality/safety/compassion
 - Ongoing learning
 - Working together



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Milestones

Pilot programme (July-Dec 2016)

- Restricted hours
- Restricted geographic coverage
- Phone only
- Commence evaluation
- Run first international symposium

Roll out plan (Complete end Oct 2016)

- Scale/scope/partnerships
- Funding

National roll out 2017

- National 24/7
- Design ancillary services
- Cement partnerships
- Design/implement full evaluation
- Design training programmes
- Establish Centre of Excellence



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Silver Line Charitable Trust Board

Professor John Lepper – Chair

Professor John Lepper BA, MSc, PhD, is Adjunct Professor at the Alfred Deakin Research Institute of Deakin University. He was a member of the Government Economic Service in the UK advising predominantly on telecommunications and broadcasting matters. He worked on secondment as Senior Adviser at the National Lottery Commission and Research Fellow at the Institute of Advanced Studies at Lancaster University. He was previously Interim Head of Performance and Analysis and Economic Advisor in the Department for Culture, Media and Sport principally on gambling economics. His previous experience includes economic policy advice to the Deputy Prime Minister of New Zealand where he worked on the Gambling Act 2003. He has also been a Director of a private economics consultancy, a senior economic adviser in the finance industry in both London and New Zealand and a teacher of economics at a number of universities in the UK, New Zealand and China.

Adrian Mattinson – Deputy Chair

Adrian Mattinson followed a career in international hotel management and tertiary education before joining Clubs New Zealand in 1999 as their National Training Manager. In that role he wrote and delivered a definitive training course for club committees covering the likes of effective governance, fiduciary responsibility, prudent financial management and regulatory compliance. He worked with his Silver Line colleagues in developing a leading edge programme for effective problem gambling awareness training. He brings a wide range of appropriate experience and knowledge to his role as trustee.

Paul Curry – Trustee

Paul Curry currently chairs or serves on a range of NGOs, mostly disability related. Paul has been a paraplegic for 46 years. He has previously held roles as a senior public servant, including Chief Executive of the Families Commission, General Manager Community Development and CE for the Lottery Grants Board. Paul has also been the Manager Disability Support Services for the Ministry of Health.

Paul has been an active member of the NZ Paraplegic Boat Team and also represented NZ at the Commonwealth Games. He holds a Master's in Business Administration from Massey University

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Associate Professor Lindsey White – Trustee

Associate Professor Lindsey White is Associate Dean for Research and Enterprise in the Health Faculty at Auckland University of Technology. In that role he is responsible for increasing engagement with external parties and managing all external grant applications from Faculty researchers. He is an active researcher and in his own field (Marine Biology and Fisheries), has been very successful in building strong links with funders and stakeholders.

Associate Professor Valerie Wright-StClair – Trustee

Dr Valerie A. Wright-St Clair is an Associate Professor at the Department of Occupational Science and Therapy, and Co-director of the Active Ageing Research Group at AUT University. She teaches in the undergraduate and postgraduate programmes in older adult health and wellness, research philosophies and methods, evidence-based practice, as well as professional ethics and ethical reasoning. Her research projects and thesis supervision span studies in social gerontology, including the relationship between older people's everyday lives and health, community inclusiveness and loneliness, quality outcomes in residential aged care, and older immigrants' participation in communities; engaging cross culturally; values-based ethical reasoning; and occupational science.

Associate Professor Stephen Neville – Trustee (Alternate)

Stephen Neville is an Associate Professor, Head of Department (Nursing) and Co-Director of the Active Ageing Research Group at Auckland University of Technology, as well as President of the New Zealand Association of Gerontology. He also holds honorary appointments at the University of Queensland and the University of Technology Sydney, and is the Associate Editor of the Australasian Journal on Ageing. His teaching, research and publications are in the areas of older persons' health, marginalised populations and health workforce participation. Recent research and publications include loneliness in older people living in the community, Age Friendly/liveable communities and supporting a future workforce to work with older people.