Keeping Warm in Later Life ProjecT (KWILLT)

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http://kwillt.org
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Keeping Warm in Later Life Project (KWILLT): Outline

• Purpose
• Background to KWILLT
• Selected findings
  – Recognising and finding vulnerable people
  – Model
  – Challenging assumptions
  – Some key messages
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Purpose of the presentation

• Focus on one vulnerable group – older people.

• Use the selected findings from KWILLT project to inform community and voluntary groups about their role in the Cold Weather Plan
Background: KWILLT

• Aim
  – Examine the knowledge, beliefs and values of older people with a focus on keeping warm at home and barriers to accessing help to keep warm
  – Develop solutions and strategies to overcome these barriers in an attempt to prevent seasonal excess deaths.

• Methods
  • Stage 1:
    • 50 older people (aged 55-95), face to face in depth interviews, temperature/humidity measurements.
    • 25 health and social care staff, face to face in depth interviews.
  • Stage 2:
    • Six focus groups with older people and frontline,strategic staff (>40)
  • Stage 3:
    • Consultation event (19th September 2011)
Why has KWILLT happened?

• Fuel poverty
  – Income
  – Fuel cost
  – Energy efficiency of the property

• Public health and health protection measures

• Individuals decisions and behaviour
### KWILLT Findings: Thematic Framework

<table>
<thead>
<tr>
<th>Situation or context factors</th>
<th>Attitudinal factors</th>
<th>Barriers</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Money</td>
<td>• Making ends meet</td>
<td>• Awareness</td>
</tr>
<tr>
<td></td>
<td>o Thrift</td>
<td>o Knowledge</td>
</tr>
<tr>
<td></td>
<td>o Competing priorities</td>
<td>o Information</td>
</tr>
<tr>
<td></td>
<td>o Pride</td>
<td>o Experience</td>
</tr>
<tr>
<td></td>
<td>o Struggling</td>
<td>• Technology</td>
</tr>
<tr>
<td>• Age</td>
<td>• I can manage</td>
<td>o Heating</td>
</tr>
<tr>
<td></td>
<td>o Thrift</td>
<td>o Information</td>
</tr>
<tr>
<td></td>
<td>o Hardiness</td>
<td>o Banking</td>
</tr>
<tr>
<td>• Social connections</td>
<td>• Its my business</td>
<td>• Disjointed systems</td>
</tr>
<tr>
<td></td>
<td>o Mistrust</td>
<td>o Fragmentation or services</td>
</tr>
<tr>
<td>• Housing type and tenure</td>
<td>• I'm frightened</td>
<td>o Local differences</td>
</tr>
<tr>
<td></td>
<td>o Privacy</td>
<td>o Lack of referral systems</td>
</tr>
<tr>
<td>• Health</td>
<td>• I'll stay as I am</td>
<td>• Visibility</td>
</tr>
<tr>
<td></td>
<td>o Struggle with change</td>
<td>o Fuel</td>
</tr>
<tr>
<td></td>
<td>o Like routine</td>
<td>o Money</td>
</tr>
<tr>
<td></td>
<td>o Fear</td>
<td>o Information</td>
</tr>
<tr>
<td></td>
<td>o Trust</td>
<td>o Older people</td>
</tr>
</tbody>
</table>
How can KWILLT findings help you?

• Recognising and “finding” vulnerable people.
• Segmentation model identified characteristics of and influences on older people who are cold or at risk of being cold.
• Six pen portraits illustrate how these operate.
• The pen portraits provide insight into experiences, values and behaviour of some older people.
## KWILLT Findings: the segmentation model for older people who are cold

<table>
<thead>
<tr>
<th>Segment</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Isolated</td>
<td>Low income household and fuel poor, &gt; 55, socially isolated and frightened, lacks information and understanding about keeping warm, private rented housing, long term mental health problems (depressions/anxiety)</td>
</tr>
<tr>
<td>Getting By</td>
<td>Low income household and fuel poor, &gt;65, some social connections but not well informed about keeping warm, privately owned house, live with a partner with chronic health problems</td>
</tr>
<tr>
<td>Dependent</td>
<td>Low income household and fuel poor, &gt;55, limited social connections with strong cultural ties, poorly informed about keeping warm, privately owned housing, poor health and mobility and very dependent on close family.</td>
</tr>
<tr>
<td>Managing</td>
<td>Can pay for home heating but values thrift, &gt;70, some social connections but is private and trusts few people so is poorly informed about keeping warm, social housing, physical health problems and sensory impairment</td>
</tr>
<tr>
<td>Lonely</td>
<td>Financially secure but lives in a cold home, &gt;70, widowed, and socially isolated, poorly informed about keeping warm, privately owned house, physically well but bereaved.</td>
</tr>
<tr>
<td>Proud</td>
<td>Low income but not fuel poor, &gt;70, regular but superficial social connections, poorly informed but values stoicism and hardiness and thinks he doesn’t need any help, social housing, good health, minor ailments.</td>
</tr>
</tbody>
</table>
Pen Portrait: Pat - Isolated

- **Characteristics**
  - Low income household and fuel poor,
  - 59,
  - Socially isolated and frightened,
  - Lacks information and understanding about keeping warm,
  - Private rented housing,
  - Long term mental health problems (depressions/anxiety)
  - Physical ill health (angina and diabetes)

- **Drivers**
  - Thrift
  - Poverty and fear of debt
  - The need for privacy and keeping face
  - Fear about approaching the landlord in case he increases the rent
  - Mistrust in organisations and services because of past experience
  - Pride - she doesn’t want to be seen as needy.
Pen Portrait: Meena - Dependent

**Characteristics**
- Low income household and fuel poor,
- 70,
- Limited social connections with strong cultural ties,
- Physically frail and housebound
- Poorly informed about keeping warm,
- Privately owned housing,
- Poor health and mobility
- Very dependent on close family.

**Drivers**
- Pride.
- Values privacy and is reluctant to ask for help outside the family.
- Trusted information from her son who is himself poorly informed.
- Dependent
- Only able to set short term goals due to health.
- Likes routine.
- Sticks with what is familiar and struggles with change.
Other influences

• Complex picture
• Social isolation
• Episodes of care
• Continuity
• Trusted sources of information
• Understanding of the individual and communities experience
• Multiple pathologies – mental and physical health
Assumptions!

- People aren’t cold these days.
- Its only the really old who are effected.
- Only people who are fuel poor are cold.
- Other people are tackling the problems.
- Family will help.
- People know that there are health impacts of being cold.
- People are aware of what healthy room temperatures are.
- People know how to use technology – heating and banking
- People will access interventions to help e.g. Social fuel tariffs and affordable warmth interventions e.g. Green Deal.
• KWILLT Website:  http://kwillt.org
• Consultation event 19th September, Rotherham

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