



National Cold Weather Plan Workshop.
5th September 2011. Skipton House



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

The KWILLT Research Team

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- **Kath McDaid**
- NEA Regional Coordinator
- **Paul Mapplethorpe**
- Energy Efficiency, Rotherham MB Council
- **Rotherham Older People's Experience of Services**
- **Judy O'Brien**
- Administrative Support NHS



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

Situation or context factors	Attitudinal factors	Barriers
<ul style="list-style-type: none"> • Money • Age • Social connections • Housing type and tenure • Health 	<ul style="list-style-type: none"> • Making ends meet <ul style="list-style-type: none"> ○ Thrift ○ Competing priorities ○ Pride ○ Struggling • I can manage <ul style="list-style-type: none"> ○ Thrift ○ Hardiness ○ Stoicism • Its my business <ul style="list-style-type: none"> ○ Mistrust ○ Pride ○ Privacy • I'm frightened <ul style="list-style-type: none"> ○ Privacy ○ Personal safety/ vulnerability • I'll stay as I am <ul style="list-style-type: none"> ○ Struggle with change ○ Like routine ○ Fear ○ Trust 	<ul style="list-style-type: none"> • Awareness <ul style="list-style-type: none"> ○ Knowledge ○ Information ○ Experience • Technology <ul style="list-style-type: none"> ○ Heating ○ Information ○ Banking • Disjointed systems <ul style="list-style-type: none"> ○ Fragmentation or services ○ Local differences ○ Lack of referral systems • Visibility <ul style="list-style-type: none"> ○ Fuel ○ Money ○ Information ○ Older people

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

Segment	Description
Isolated	Low income household and fuel poor, > 55, socially isolated and frightened, lacks information and understanding about keeping warm, private rented housing, long term mental health problems (depressions/anxiety)
Getting By	Low income household and fuel poor, >65, some social connections but not well informed about keeping warm, privately owned house, live with a partner with chronic health problems
Dependent	Low income household and fuel poor, >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.
Managing	Can pay for home heating but values thrift , >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
Lonely	Financially secure but lives in a cold home, > 70, widowed, and socially isolated, poorly informed about keeping warm, privately owned house, physically well but bereaved.
Proud	Low income but not fuel poor, >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.

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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