



Caribbean preparatory meeting for the Fourth Regional  
Intergovernmental Conference on Ageing and the Rights of Older  
Persons

Port of Spain, Trinidad and Tobago, 01 - 02 June 2017

Presentation: Dr. Claudette Fleming  
Executive Director  
Age Concern Bermuda

# ABOUT AGE CONCERN BERMUDA

Age Concern Bermuda was founded in 1978 after a Government study was commissioned to determine the needs of the elderly and the physically challenged. Among other recommendations, it was decided that a group of caring individuals formulate an advisory body to the Government. It was to be modelled after Age Concern in the United Kingdom with a mandate to advise Government on local issues that affected the elderly.

A formal relationship with Age Concern as an advisory body to the Bermuda Government did not materialize. However, in the year 2000, after a comprehensive, community-wide, two-year strategic review, Age Concern Bermuda transformed itself into a non-profit agency and registered Bermuda company. The Directors of Age Concern hired an Executive Director and later additional staff to embark upon a mission to improve the quality of life of older adults.

## About the presenter

**Claudette Fleming, Ph.D. , Executive Director, Age Concern Bermuda**  
(2000 – Present)

- Bachelor of Sociology, Lakehead University, Canada.
- *Honors Bachelor of Social Work*, Lakehead University, Canada.
- *Master of Social Work*, University of Toronto with a concentration in Administration and a Certificate in Aging and the Life Course.
- *Doctor of Philosophy, Diplomacy/Political Economy*, Dual Doctorate Program, Swiss Management Centre & UCN, Zug, Switzerland.
- Board member of The Bermuda National Standards Committee
- Serves on numerous task and working groups (philanthropic & public).
- Christian, wife of Keithlyn Fleming. Parents, of two sets of twins Joshua and Kaelyn (11) and Akilah and Aquilah (26).

# About Bermuda

21 square mile island,  
modest in population  
and geographic size.

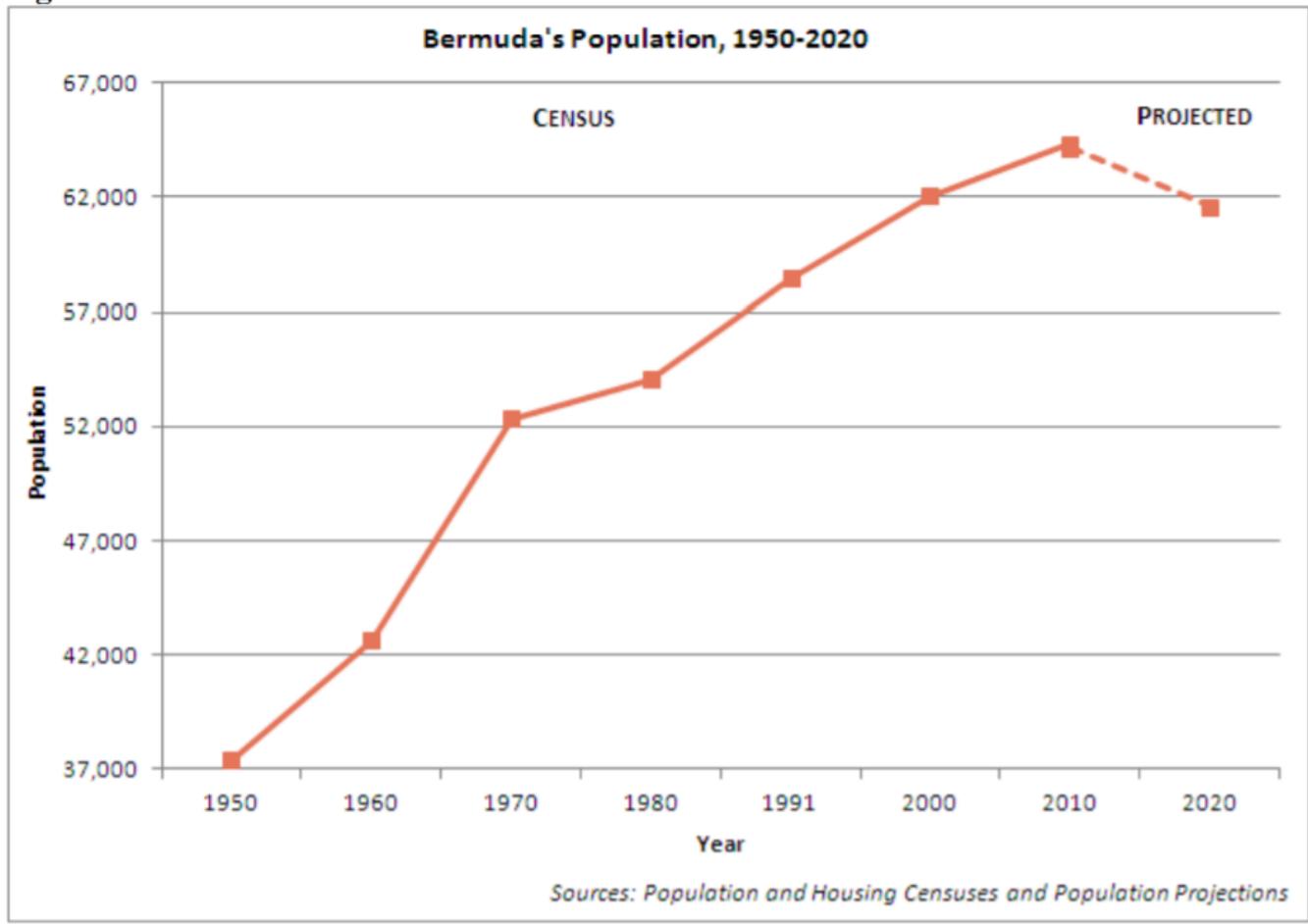
Bermuda's total population is  
64,330 people (Bermuda Census,  
2010).



# Population Growth Rate

Annual *Rate of Growth* projected to be negative up to 2020.

Bermuda's total population is projected to decrease from 64,129 in 2010 to 61,566 by 2020. (2010-2020 Bermuda Census Projections, Department of Statistics)

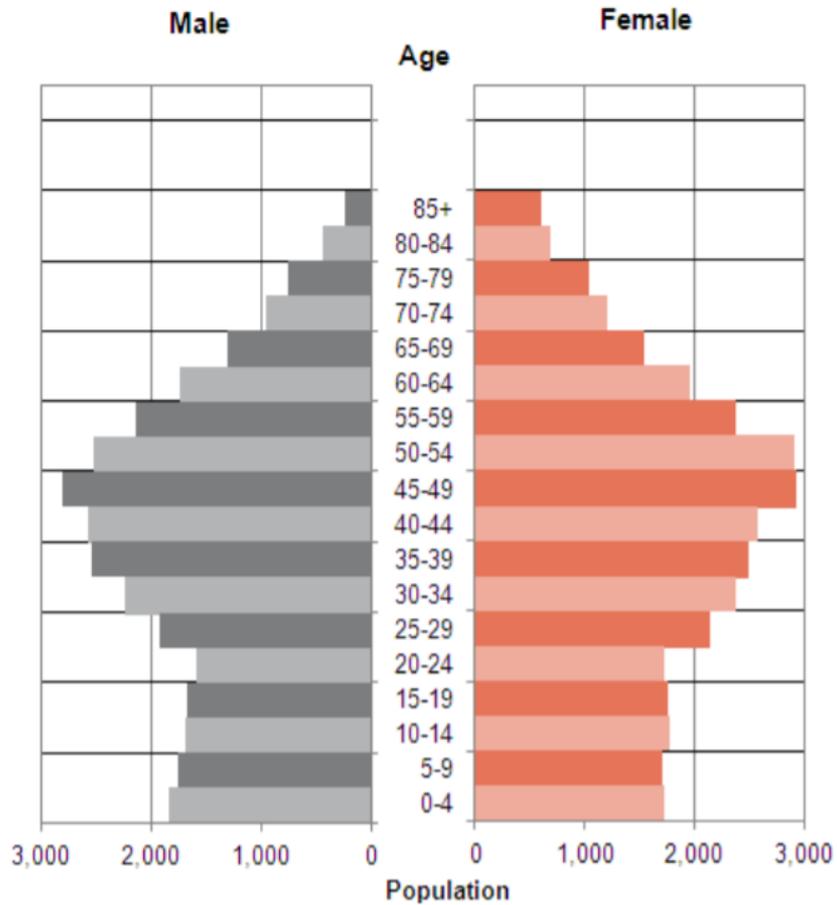


# Population Expected to Age

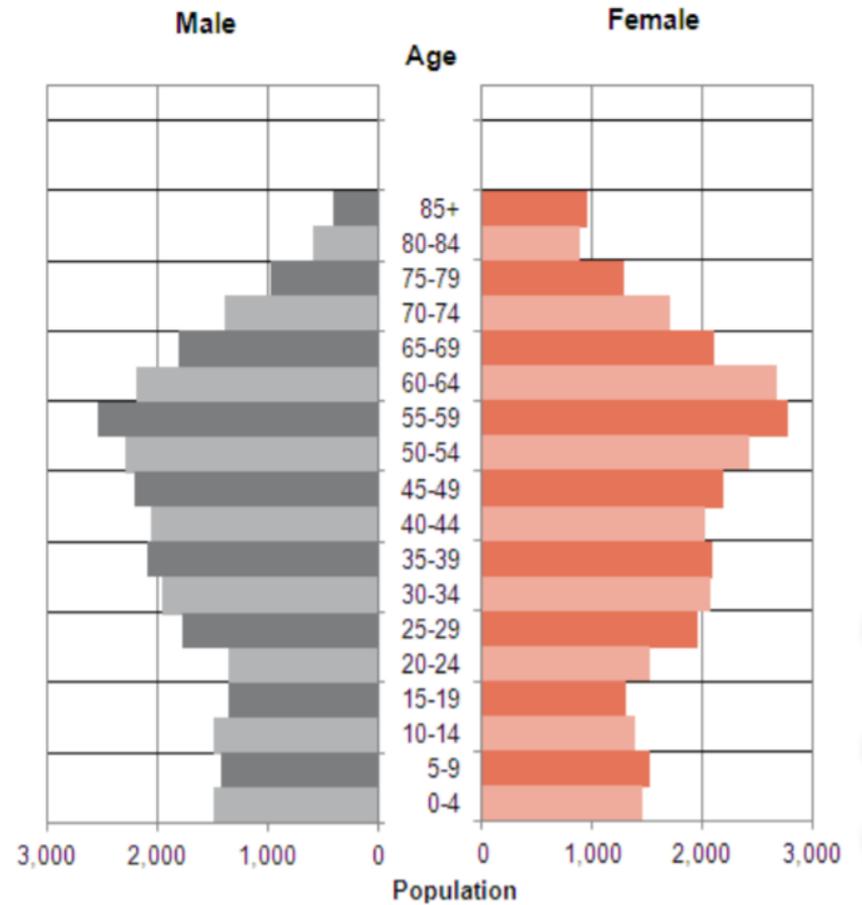
- The age structure of the total population will become older during the projection period 2010 – 2020.
- The age structure will become more concentrated at the middle and top (45 to 64 years and 65 years and older age groups) by 2020. This will happen as life expectancy increases and as large groups born during past periods of high fertility become older.
- In 2010, the median age for the total population was 41 years and by 2020 the median age is projected to increase to 46 years. This means that 10 years later, half of the total population will be over 46 years old.
- In 2010, the old-age dependency ratio was 19 and by 2020 it will soar to 30. This means that in 2020 there will be 30 seniors (65 years and older) for every 100 people of working age (15-64 years).
- During the same period, the youth dependency ratio is anticipated to slip from 23 to 22, largely a result of declining fertility.
- Between 2010 and 2020, the total dependency ratio is expected to rise from 43 to 51.

• (Bermuda Census Projections 2010- 2020)

Population Pyramid by Five-Year Age Groups and Sex, 2010



Population Pyramid by Five-Year Age Groups and Sex, 2020



# A Proposed Framework for Successful Ageing of Older Adults in Bermuda

February 2011

# Need and Opportunity

- Smaller population to serve as family caregivers
- Increased demand for services from growing senior population
- Rising health care costs
- Economic costs of caregiving
- Inadequacy of Pension Fund
- Decreased tax base

# Comparative Analysis

Approaches and strategies to successful ageing in other countries and jurisdictions

# Comparative Analysis Data Sources

- Africa
  - Kenya
  - Tanzania
- Asia
  - Hong Kong
  - Japan
  - Korea
  - Malaysia
  - Singapore
  - Thailand
- Australia
- Canada
- Caribbean
  - Jamaica
  - 'Pillars'
  - Barbados
- Europe
  - Sweden
  - Germany
  - United Kingdom
  - Wales
- International Organizations:
  - United Nations
  - World Health Org.
- Israel
- United States

# Key Findings:

- Government driven
- Integrated within mainstream health, social and economic policies
- Responsibilities balanced among individuals, family caregivers and government
- Comprehensive, continuous and flexible
- Programs and services coordinated
- Case management
- Financial Security
- Training & education
- Advocacy/ public awareness
- 'Cradle to Grave' approach
- Legislative underpinnings
- Ongoing research, measurement & evaluation

**Three** fundamental aspects of national systems:

1. How services are **provided**
2. How services **are financed**
3. How the **need** of the individual is **assessed**

# Opportunity for a National Coordinated Plan

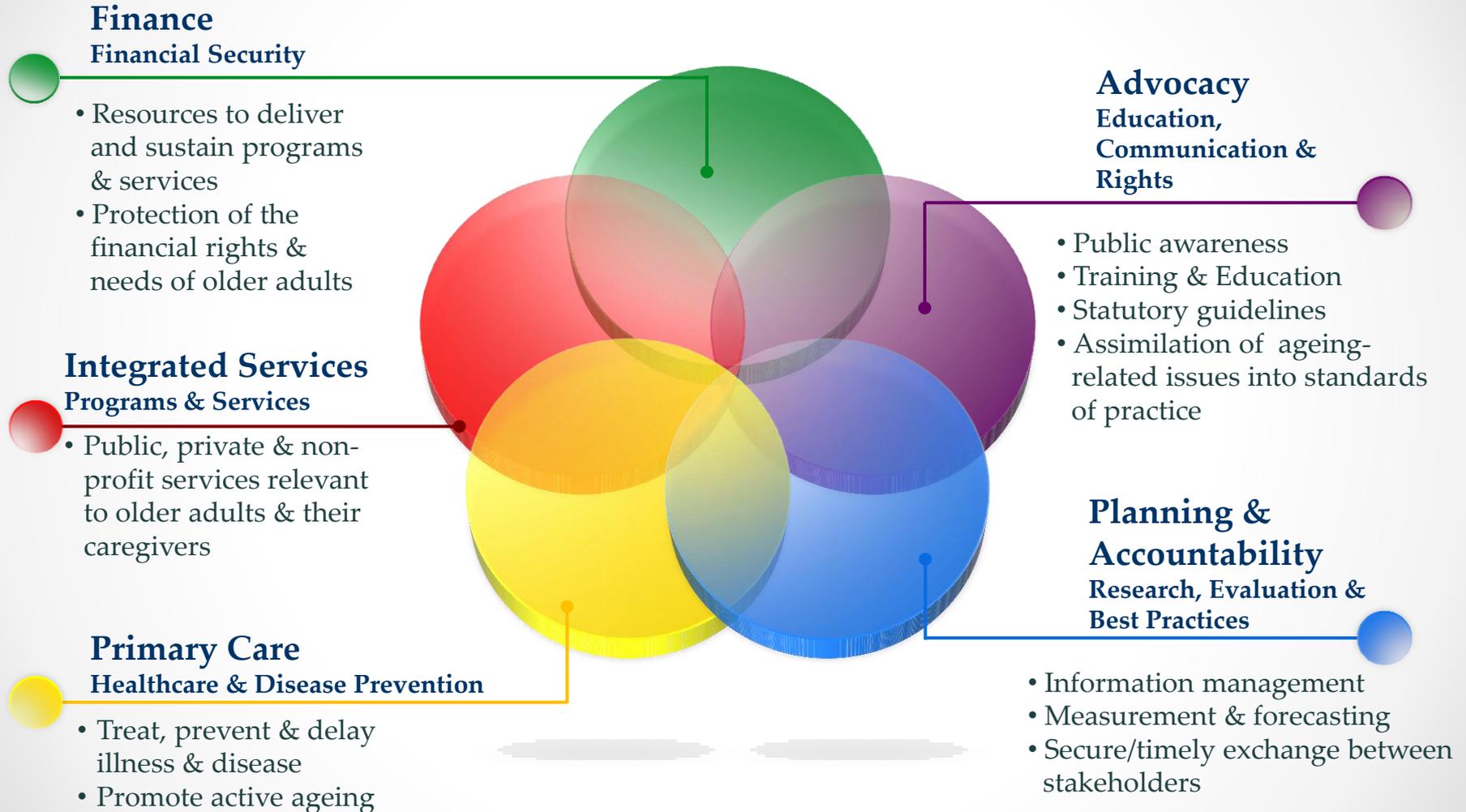
A national coordinated approach  
to reduce onset and improve social,  
& economic challenges  
related to ageing.



# Major Components of Successful Ageing relevant to Bermuda

A synthesis and compilation based on analyses of international approaches, trends and Bermuda landscape

# Age Concern - Successful Ageing Framework



# Areas of Focus for Older Adults & Caregivers



## Integrated Services

### Programs & Services

Am I communicating between the services that I use to ensure effective coordination and overall well-being?

## Primary Care

### Healthcare, Mental Well-being & Disease Prevention

Am I working effectively with professionals and others to prevent, treat, or delay illness/disease?

- 

## Finance

### Financial Security

Am I utilizing the resources that are available to protect my financial future and to avoid financial hardship?



## Advocacy

### Education, Communication & Rights

Am I equipped to understand, communicate and exercise my rights and responsibilities effectively?

Am I Equipped to Age or Care Successfully?

## Planning & Accountability

### Research, Evaluation & Best Practices

Do I have an effective and comprehensive plan for the future?

# Areas of Focus for Stakeholders



## **Integrated Services**

### **Programs & Services**

Is my program or service monitored & integrated with the other public, private & non-profit services that target the older adult population & their caregivers?

### **Primary Care**

#### **Healthcare, Mental care & Disease Prevention**

Is my organization equipped to prevent/ delay illness and disease, in old age and the caregiving relationship?

## **Finance**

### **Financial Security**

What resources are available to my organization to ensure the delivery and sustainability of my program or service for older adults and/or their caregivers?



## **Advocacy**

### **Education, Communication & Rights**

Is my program or service equipped to understand, publicize and implement the appropriate statutory guidelines and standards of practice for its work on behalf of older adults and/or caregivers?

### **Planning & Accountability**

#### **Research, Evaluation & Best Practices**

Is my program or service equipped to

- prepare the necessary workforce & infrastructure for its work with older adults
- conduct research, experience-based measurement & forecasting
- ensure a secure/timely exchange of information between relevant ageing stakeholders?

**What is My  
Organization's  
Role &  
Capacity?**

# Areas of Focus For Policy Makers



## Integrated Services

### Programs & Services

What entity (ies) have the responsibility to integrate & monitor public, private & non-profit services that target the older adult population & their caregivers?

## Primary Care

### Healthcare, Mental Well-being & Disease Prevention

What entities have the responsibility to effectively treat, prevent & delay illness & disease?

## Finance

### Financial Security

What entities will be responsible for the resource availability for the delivery and sustainability of programs & services that protect the financial rights & needs of older adults?



## Advocacy

### Education, Communication & Rights

What entities have the responsibility to effectively implement the appropriate public awareness, statutory guidelines and standards of practice to educate and equip older adults, caregivers and stakeholders towards a Successful Ageing

Agenda in Bermuda?

### Planning & Accountability

#### Research, Evaluation & Best Practices

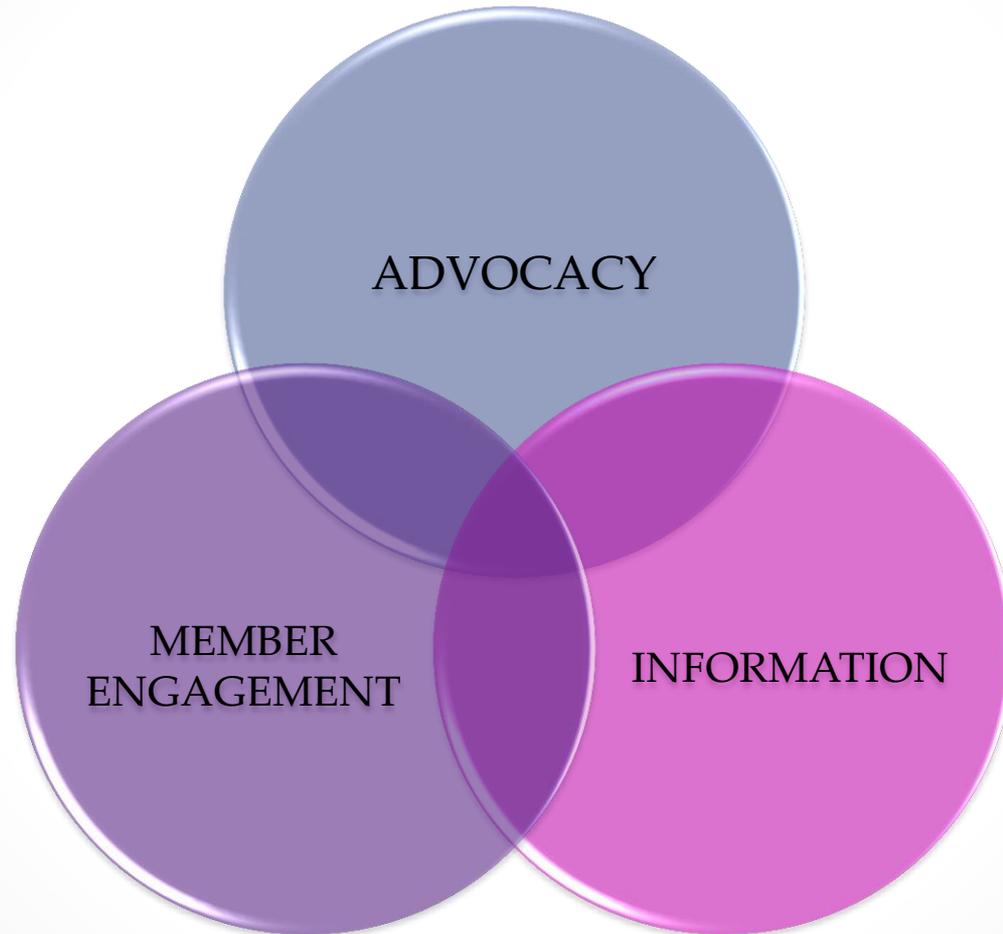
What entities have the responsibility to

- effectively manage research information, experience-based measurement & forecasting
- to prepare the workforce & infrastructure
- and to secure/timely exchange of information between stakeholders?



Who Will  
Lead The  
Way ?

# Strategic Priorities



# Priority #1: ADVOCACY

## GOAL

Guided by its 'Successful Ageing Framework', Age Concern will take actions that speaks in favor of, recommends, argues for, supports, defends, or petitions with, through and on behalf of the successful ageing of older adults in Bermuda.



## PLANNED OUTCOMES

- ❖ Reliable and timely access to needed information that directly informs the economic security and well-being of older adults in Bermuda.
- ❖ Age Concern Bermuda is a credible and effective voice for the successful ageing of older adults in the community.



## IMPACT

The wider -community (individual, public, private & philanthropic) is informed and actively engaged in facilitating the necessary social and legislative changes needed to make Bermuda a model age-friendly community.

# Current Programs & Services

## ❖ Information

- Operates its own Information Call Centre/ offering information, advice, referrals and crisis financial support in areas of food, electricity, home repairs & prescription drugs
- Publishes ageing annual service directory in partnership with the Bermuda Yellow Pages
- Maintains a responsive and active public relations campaign. Eg. Town Hall meetings/monthly talk radio programs/sponsored television programs/ageing awareness & marketing campaigns

## ❖ Membership Engagement (Over 4000 members, 50 years & older)

- Conducts Annual Information Seminars in partnership facilitated by private/public sector professionals  
Eg. Wills & Estate Planning/Health Insurance Coverage/Healthy Lifestyles/Retirement Planning
- Maintains a LINK program with private sector partners that offers members free or discounted services for areas of hardship and general needs eg. Primary care; pharmaceutical; home maintenance etc; automotive etc.

## ❖ Advocacy

- 2015 - Chaired the First Seniors Advisory Committee to The Ministry of Health & Seniors which commenced the current national ageing planning process: *Ageing Well in Bermuda*.
- 2016 - Member of the Bermuda Health Council's, Acute Care Financing & Affordable Health Benefit Committee.
- 2016 - Launched island-wide *free Health Checks/Screenings Initiative* in partnership with the Bermuda Government, Bermuda Health Council & Private Healthcare Providers.
- 2017 - Lead organization in the Bermuda Government's LTC Plan, responsible for the introduction of international standards to the island's private residential care facilities
- 2017 - Recently engaged KPMG to explore Bespoke Bermuda LTC Financing Model
- Continues to lobby for the inclusion of 'age' as a basis of discrimination in the workplace in the Human Rights Act.

# Can you relate?



# Highlights of Progress Since 2002

## Bermuda Ageing System Gains

Established in 2000 & 2002 respectfully, Age Concern Bermuda became a registered company & Ageing & Disability Services (formerly National Office for Seniors & the Physically Challenged) became a Department of the Bermuda Government.

### New &/or Amended Legislation

- Nursing Home Act 2000
- National Pension Scheme introduced 2000
- Seniors Abuse Registry Act 2008
- 2009 *FutureCare* introduced as affordable government sponsored, health insurance program for seniors
- Human Rights Amendment Act 2014 (recognizes age as a basis of discrimination in the provision of goods & services)
- Personal (home) care benefit added to *FutureCare* 2017

### First Minister of Health & Seniors -2012

First formally appointed - Seniors Advisory Council to the Minister responsible for Seniors - 2013

2014 Bermuda Health Strategy; 2017 LTC Action Plan; First proposed national ageing plan – 2017.

Congratulations on your progress,  
and informed efforts  
to protect the rights and quality of life of older persons in Latin  
America and the Caribbean!