



**Comisiynydd  
Pobl Hŷn  
Cymru**  
**Older People's  
Commissioner  
for Wales**

# **Creating a Wales that leads the way for older people**

## **Commissioner's Strategy and Work Plan Consultation**



### **Digital Communications Pack**

# Creating a Wales that leads the way for older people

The Commissioner is working for a Wales that leads the way in empowering older people, tackling inequality and enabling everyone to live and age well, and she is keen to hear from as many older people as possible from across Wales as she develops her Strategy and Work Programme, to help shape the action she will deliver.

The Commissioner wants to reach out as widely as possible, to capture the voices and experiences of older people from a wide range of backgrounds and communities, and we hope you are able to help people have their say by sharing a short questionnaire with older people you work with or support and encourage them to get in touch.

To make this easier, we've developed this digital communications pack, which includes a wide range of resources you can use.

We've provided some suggested social media posts, together with some images and graphics you can share. We've also created a story you can use for your website or newsletter, as well as posters that can be shared digitally or displayed in community spaces. You can download everything here: <https://tinyurl.com/4z9rhmyp>

If you would like any paper copies of the questionnaire to distribute to older people or any posters to display, please get in touch.

In addition to hearing from people aged 60+ across Wales, the Commissioner also wants to hear from the organisations and stakeholders that work with and support older people about the kinds of issues they are seeing and where action is needed to deliver improvements for older people.

So please do complete the questionnaire if you can, to highlight any key areas you think the Commissioner should focus on as part of her work, and feel free to share with any colleagues or contacts that may wish to respond.

**Many thanks for your help and support!**

# Completing the Commissioner's Questionnaire

It's really easy to complete the Commissioner's Questionnaire in a number of ways:

You can download a copy of the Commissioner's Questionnaire or complete it online here: [www.olderpeople.wales/haveyoursay](http://www.olderpeople.wales/haveyoursay)

Completed digital copies can be emailed to [ask@olderpeople.wales](mailto:ask@olderpeople.wales).

Completed paper copies can be returned to:

FREEPOST Older People's Commissioner for Wales,  
Cambrian Buildings,  
Mount Stuart Square,  
Cardiff  
CF10 5FL

Older people can also share their experiences with a member of the Commissioner's team over the phone by calling **03442 640 670**.

**If you would like any paper copies of the Commissioner's Questionnaire to distribute to older people, please get in touch: [ask@olderpeople.wales](mailto:ask@olderpeople.wales) // 03442 640 670**

## Website / newsletter copy

### Have your say and help deliver positive change for older people

The Older People's Commissioner wants to hear from you about any issues or challenges that make growing older in Wales more difficult and about the changes and improvements you'd like see.

The Commissioner is developing her strategy and work plan and will use evidence shared by older people to determine the action she delivers and the key areas her work will focus on.

You may want to highlight something you are concerned or worried about or share an example of something that works well that could be introduced in other parts of Wales. What you share could be based on your own experiences or the experiences of your family and friends.

Older People's Commissioner for Wales, Rhian Bowen-Davies, said: "I want Wales to lead the way in empowering older people, tackling inequality and enabling everyone to live and age well and as Commissioner I have a key part to play in making this vision a reality.

"It's crucial that the action I take as Commissioner is guided by older people's voices and experiences, which is why I'm inviting older people to get in touch to highlight the issues affecting their lives and share their views and ideas about the changes and improvements that would make a positive difference.

"I want to hear from as many older people as possible from different backgrounds and communities across Wales so please do spend a few minutes completing my questionnaire if you can.

"Any information you share will be hugely valuable as I develop my strategy and work plan and take action with my team to transform policy and practice in a range of key areas."

Make your voice heard:

You can respond to the Commissioner's questionnaire in a number of ways.

You can download a copy of the questionnaire or complete it online here: [www.olderpeople.wales/haveyoursay](http://www.olderpeople.wales/haveyoursay).

If you'd like a hard copy of the questionnaire, which can be returned via freepost, please call 03442 640 670 or email [ask@olderpeople.wales](mailto:ask@olderpeople.wales).

Alternatively, if you'd prefer to talk about your experiences with a member of the Commissioner's team over the phone, please call 03442 640 670.

# Suggested social media posts

## Post 1

🗳️ Have Your Say! 🗳️

@talkolderpeople wants to hear from older people across Wales about the change and improvements they'd like to see, which will shape her Work Plan and the action she takes as Commissioner.

Have your say and help to deliver positive change for older people: [www.olderpeople.wales/haveyoursay](http://www.olderpeople.wales/haveyoursay)

## Post 2

@talkolderpeople is inviting older people across Wales to share their views and ideas about how we can create a Wales that leads the way for older people.

Get in touch now and don't miss your chance to make your voice heard: [www.olderpeople.wales/haveyoursay](http://www.olderpeople.wales/haveyoursay)

## Post 3

Are there any issues or challenges that make growing older in Wales more difficult?

Get in touch with @talkolderpeople and help shape the action she takes to deliver positive change for older people.

Have your say here: [www.olderpeople.wales/haveyoursay](http://www.olderpeople.wales/haveyoursay)

## Post 4

Make your voice heard 🗣️

Help shape the action the Older People's Commissioner will take to deliver positive change for older people.

Share your views and ideas about how we can create a Wales that leads the way for older people: [www.olderpeople.wales/haveyoursay](http://www.olderpeople.wales/haveyoursay)

## Post 5



What key issues should the work of the Older People's Commissioner be focused on?

Get in touch with @talkolderpeople and help shape the Commissioners' work plan and the action she takes to deliver positive change for older people

Have your say now: [www.olderpeople.wales/haveyoursay](http://www.olderpeople.wales/haveyoursay)

# Social media images / graphics

All images / graphics below can be downloaded here: <https://tinyurl.com/4z9rhmyp>

	Alt text:
 <p><b>Have Your Say!</b></p> <p>Help shape the action the Commissioner takes to deliver positive change for older people in Wales.</p> <p>Get in touch now and share your views and ideas about how we can create a Wales that leads the way for older people!</p> <p><a href="http://www.comisiynyddph.cymru">www.comisiynyddph.cymru</a> <a href="http://www.olderpeople.wales">www.olderpeople.wales</a></p>	A graphic with a picture of the Commissioner talking to older people, with text encouraging people to respond to her consultation
 <p>Comisiynydd Pobl Hŷn Cymru Older People's Commissioner for Wales</p> <p><b>Have your say</b></p> <p><b>03442 640 670</b> <a href="http://olderpeople.wales/haveyoursay">olderpeople.wales/haveyoursay</a></p>	A sign with 'Have Your Say' on it



Alt text:



Comisiynydd Pobl Hŷn Cymru  
Older People's Commissioner for Wales

# Have your say

The Older People's Commissioner for  
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Get in touch now and make  
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Image of older woman calling out alongside text that reads: Have your say. The Older People's Commissioner for Wales wants to hear from you! Get in touch now and make your voice heard



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Tell us about any issues or challenges that make growing older in Wales more difficult, and the changes and improvements you'd like to see.

Help the Commissioner develop her strategy and work programme, and take action with her team to transform policy and practice for older people across Wales.

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# Posters



**Comisiynydd Pobl Hŷn Cymru**  
**Older People's Commissioner for Wales**

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