



Dear Resident,

Welcome to Healthy Ageing Norfolk

You have recently been referred to us by your local district council. We are delighted to be in touch and to support you through the service, delivered in partnership by Norfolk Citizens Advice, Age UK Norwich, and Voluntary Norfolk.

Our aim is to help people aged 50 and over live healthier, more independent, and more fulfilling lives through personalised health and well-being support. As part of this service, you may be offered:

- Personalised Health Coaching focused on strength, balance, building confidence and overall wellbeing
- Practical community support to help you overcome everyday challenges and achieve the goals that matter to you
- Social and community opportunities, from friendly calls to local groups and activities, to help you stay connected
- Information, advice and guidance on benefits, housing, finances, or other issues that may affect your wellbeing

We focus on what matters most to you, building on your strengths and supporting your goals.

A member of our team will be in touch soon to explore the best ways we can support you, through an informal conversation. In the meantime, please see the Healthy Ageing Norfolk leaflet for more information on the service.

We look forward to speaking to you.

Best Wishes,
The Healthy Ageing Norfolk Team

Healthy Ageing Norfolk

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w: www.healthyageingnorfolk.org.uk

Registered Charity No. 1071297

Company Registration Number: 3617412

Frequency Asked Questions

Why was I sent this letter?

Norfolk County Council is working with Norfolk Citizens Advice to reach out to people to offer support to prevent slips, trips and falls and avoid worsening health issues.

Using a safe and secure data analytic tool, people living in Broadland, Great Yarmouth, Norwich and South Norfolk have been identified to receive this letter of support.

How have you got my contact information?

You may already be getting help from Adult Social Services or have been supported in the past. Norfolk County Council holds this information from your health and social care record.

Who has access to my data?

Your data is held securely by Norfolk County Council and Norfolk Citizens Advice. We will only share your personal identifiable data with external partners with your express consent, for them to provide you with support. You can find out more about this by reading our privacy policy: www.healthyageingnorfolk.org.uk/privacy-notice. If you are unable to access the privacy notice online, speak to your Welcome Assessor on the first call and we can post it out for you.

I can't leave my home; can you support me?

Yes. We understand that some people may find it difficult to leave their home because of mobility, health, or confidence issues. Our team can talk with you over the phone and where appropriate, a member of our team may also be able to arrange a visit to your home to discuss the support available and help connect you with local services and organisations. Any home visits would always be arranged with your agreement in advance.

What if I don't need any help?

That is absolutely fine. The purpose of this service is to offer a friendly conversation to explore whether there may be any support, advice, or local services that could help you stay safe, well, and independent. Sometimes people are not aware of the support available or do not realise that certain issues could be improved until they speak with someone who understands the services and support on offer. There is no obligation to accept any support. If, after speaking with us, you decide you do not wish to engage any further, that is completely your choice.

What sort of questions will you ask me?

We will have a friendly conversation with you about different areas of your life, including the things you enjoy, what is important to you, and whether there are any challenges or barriers you may be experiencing day to day.

Some parts of the conversation will focus on how satisfied you feel with different areas of your life, such as your accommodation, health and wellbeing, social connections, and day-to-day activities. This helps us to understand what is working well for you and whether there may be any support, advice, or local services that could help improve your wellbeing and independence.

The conversation is guided by our Welcome Team, but you are in control of the discussion and can choose to focus on the areas that matter most to you. You do not have to answer any questions you do not feel comfortable with.