Creating the Conditions for Ageing Well in Place

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NALC Spring Conference, 26 April 2017

Overview

- About Age UK
- Support for PM's Dementia Challenge
- Our ambition & current challenges
- Facing the future: The scale of the challenge
- Age Friendly or Dementia Friendly solutions?
- How Good Councillors can help

Our vision

A world where everyone can love later life

Our mission

To help people enjoy a better later life

We're here to
combat loneliness
provide advice
enable independence

Over 150 local Age UKs delivered **social, leisure** and **educational activities**.

Over 90,000 older people supported by a practical help at home service.

Age UK and our network of **local Age UKs** were supported by approximately **75,000 volunteers and campaigners**.

Local Age UKs offered over **1,700 services**.

The national charity has supported more than

50 local Age UKs

to develop integrated care models in their local area.

96% of English postcodes are covered by a local Age UK.

PM's Dementia Challenge 2020

Age UK believes in the rights of people with dementia, their families an carers and supports Dementia Friendly practice through:

- Dementia friendly training delivered to staff and staff carers
- Working with our network of partners to deliver dementia friendly services and to address lack of services for mild/moderate dementia (2017/8 pilots)
- Developing insights from practice and older people living with dementia: Promising Approaches To Living Well With Dementia & Integrated Care
- Working collaboratively with Public Health England, Alzheimers Society, Alzheimers Research UK and Dementia Action Alliance
- Promoting risk reduction with our Staying Sharp hub on cognitive ageing

Our Ambitions for Later Life

Everyone should be able to:

- have opportunities to **enjoy life & feel well**
- **participate in society** & **feel valued** for our contribution
- have **enough money** to live well
- **feel safe, comfortable and connected at home**
- able to access **quality health & care**

Yet in the UK today…

•**1.6m living in poverty in later life**, 900,000 in severe poverty & 1m just above the poverty line.

•**4m say TV is their main form of company** and 1m haven't spoken to anyone for a month.

•**870,000 are not getting the care and support they need each year**.

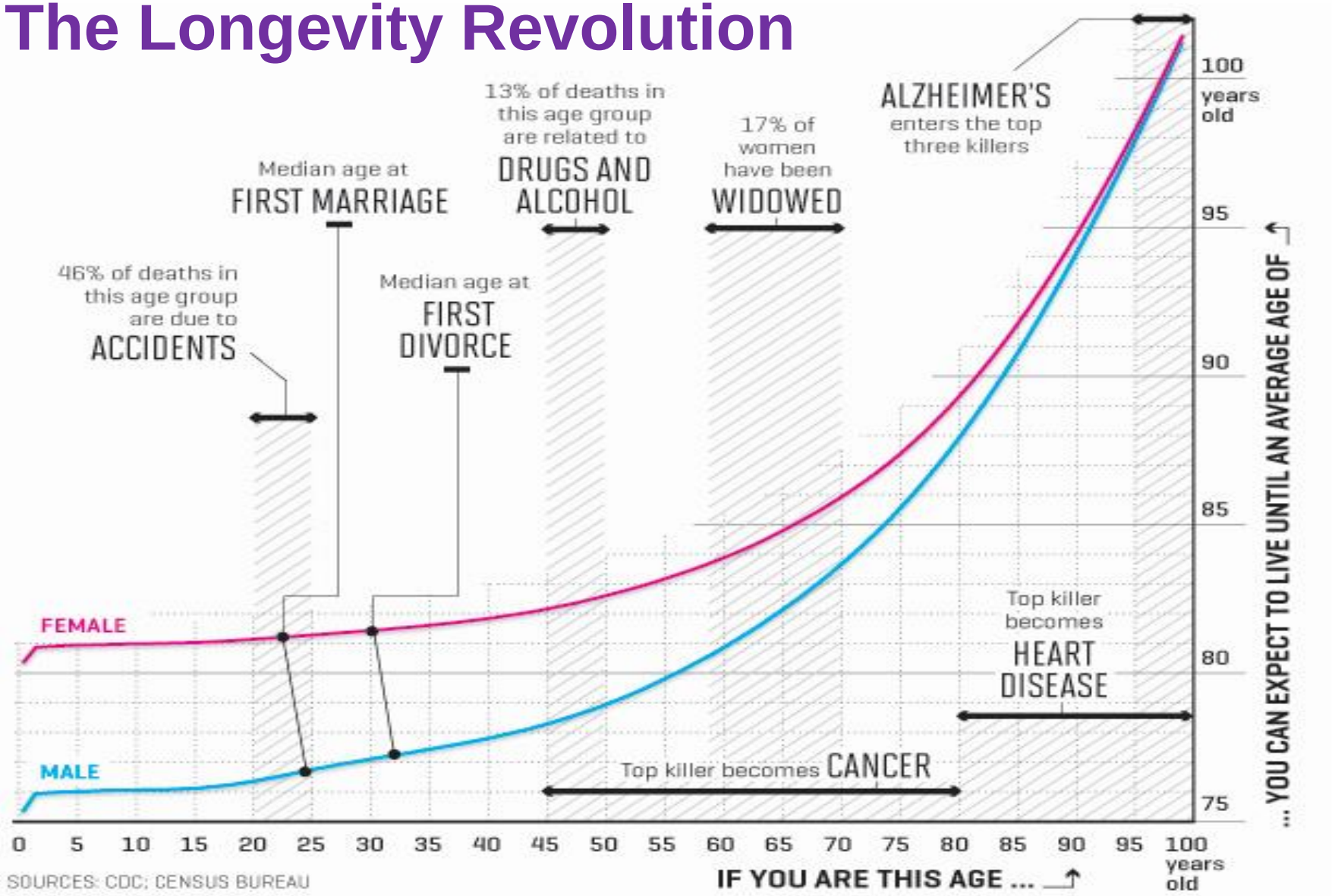
•**25,000 die from cold homes** in winter & **1.3m experience malnutrition.**

•**Over 3 million (c.1/3) falls** each year

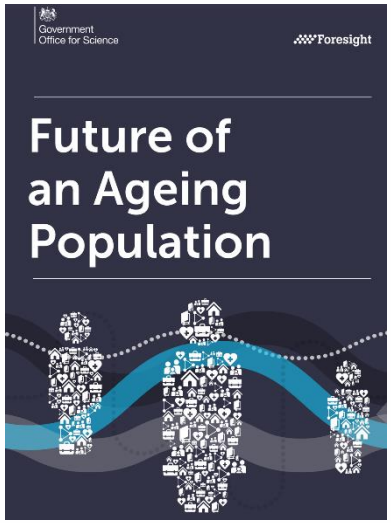
•3 in 10 aged 54-74 and 2/3s of 75+ experience **digital exclusion.**

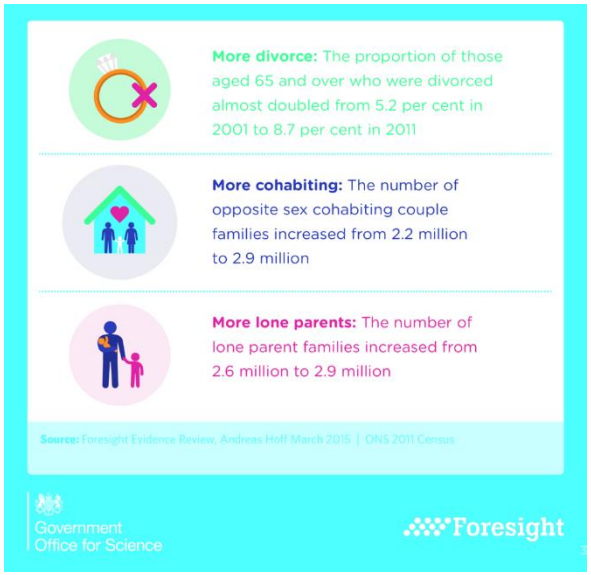
• **850,000 people live with dementia**. By 2025, likely to rise to 1.14m

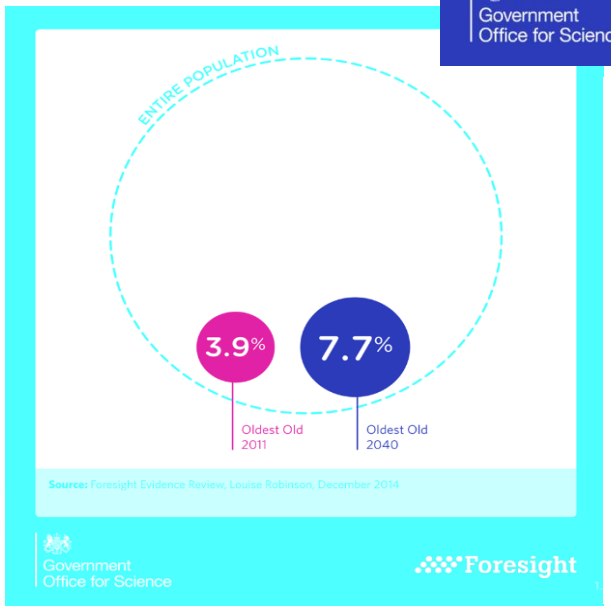
The Longevity Revolution



Foresight: Future Trends







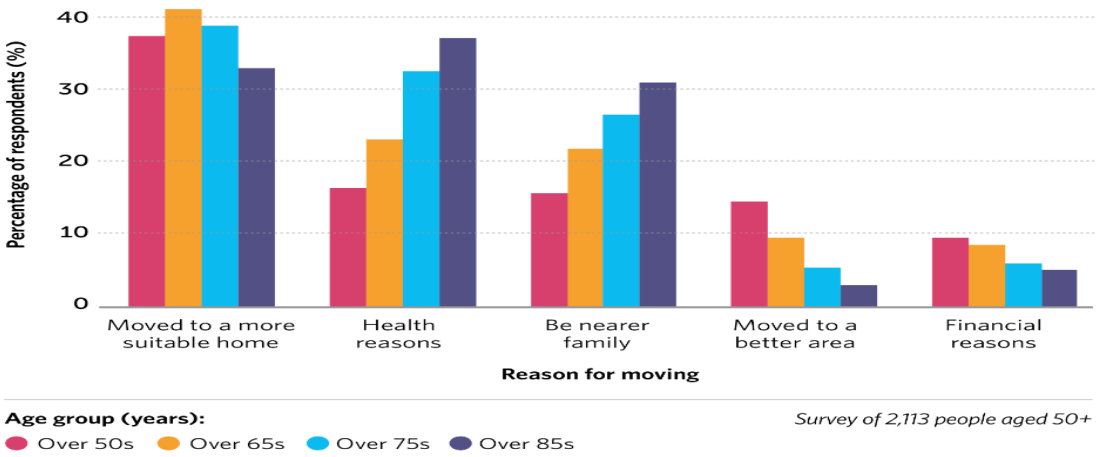
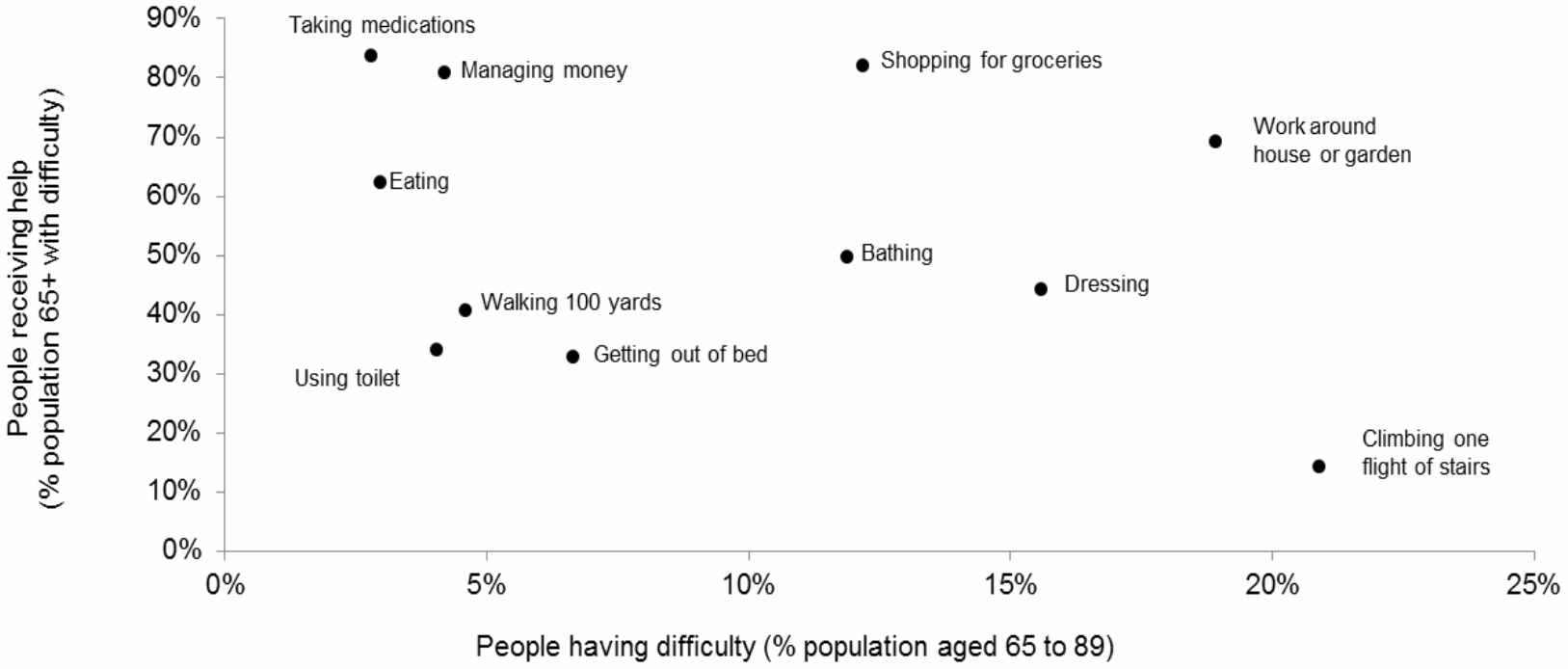


Figure 4.3: Reasons cited for moving home by age, 2004-2010[97].

Key challenges:
1 million have unmet need for care
…and rising

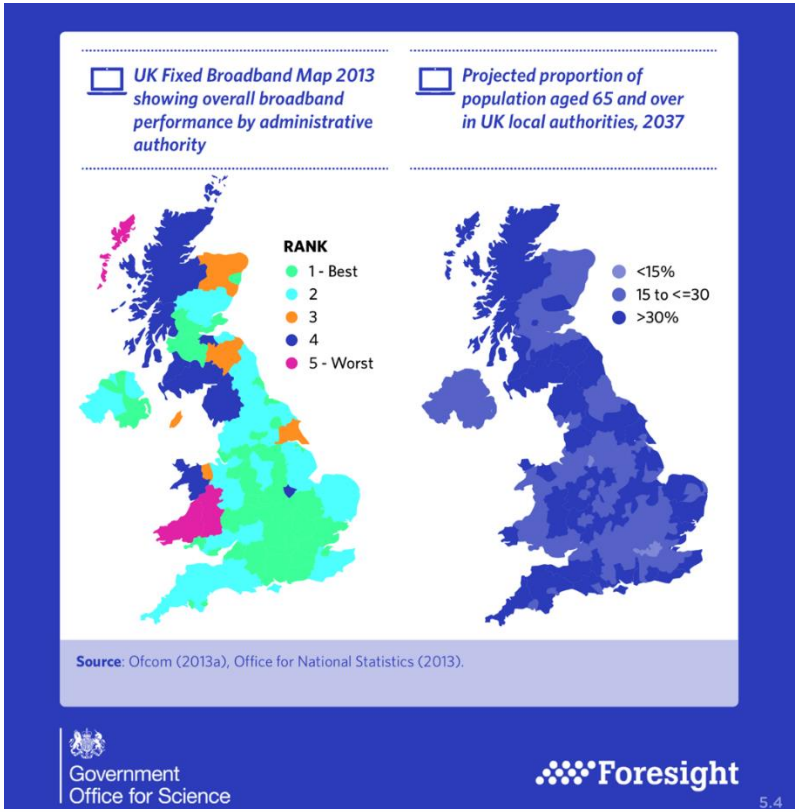


Age UK analysis of the English
Longitudinal Study of Ageing (2014)

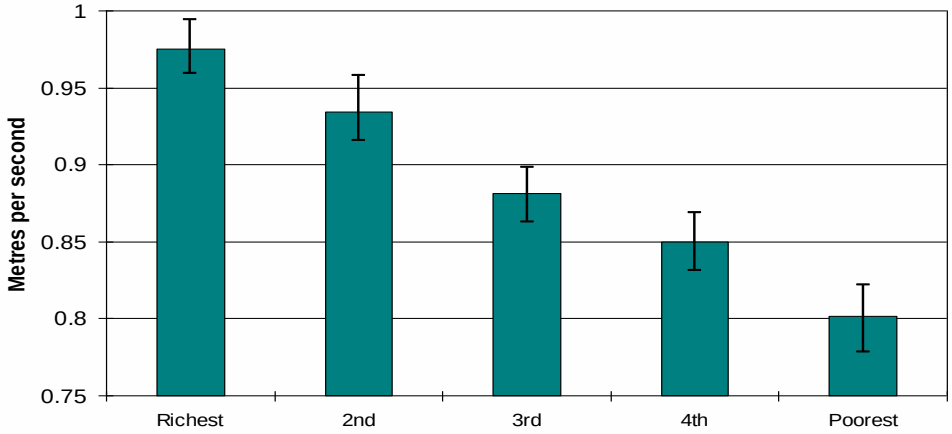
Access to Community Services

Pace & Scale of Change

Digital & Demographic Divides



- Inequalities in access, health and wellbeing
- 3 in 10 aged 54-74 & 2/3s 75+ are not online
- 23% of adults don't possess basic digital skills
- 1.2m SMEs & 58% charities lack digital skills



"Bed Blockers"

Britain faces elderly care 'timebomb'

- Cost of care for a person with dementia during course of illness could be £200,000
- 51% of those questioned estimated cost of care in old age to be £10,000 or less

BOSSES GET NEW POWERS TO TELL WORKERS TO RETIRE

OLD SLACKERS FACE THE BOOT

Ageing population 'time bomb' endangering GP service

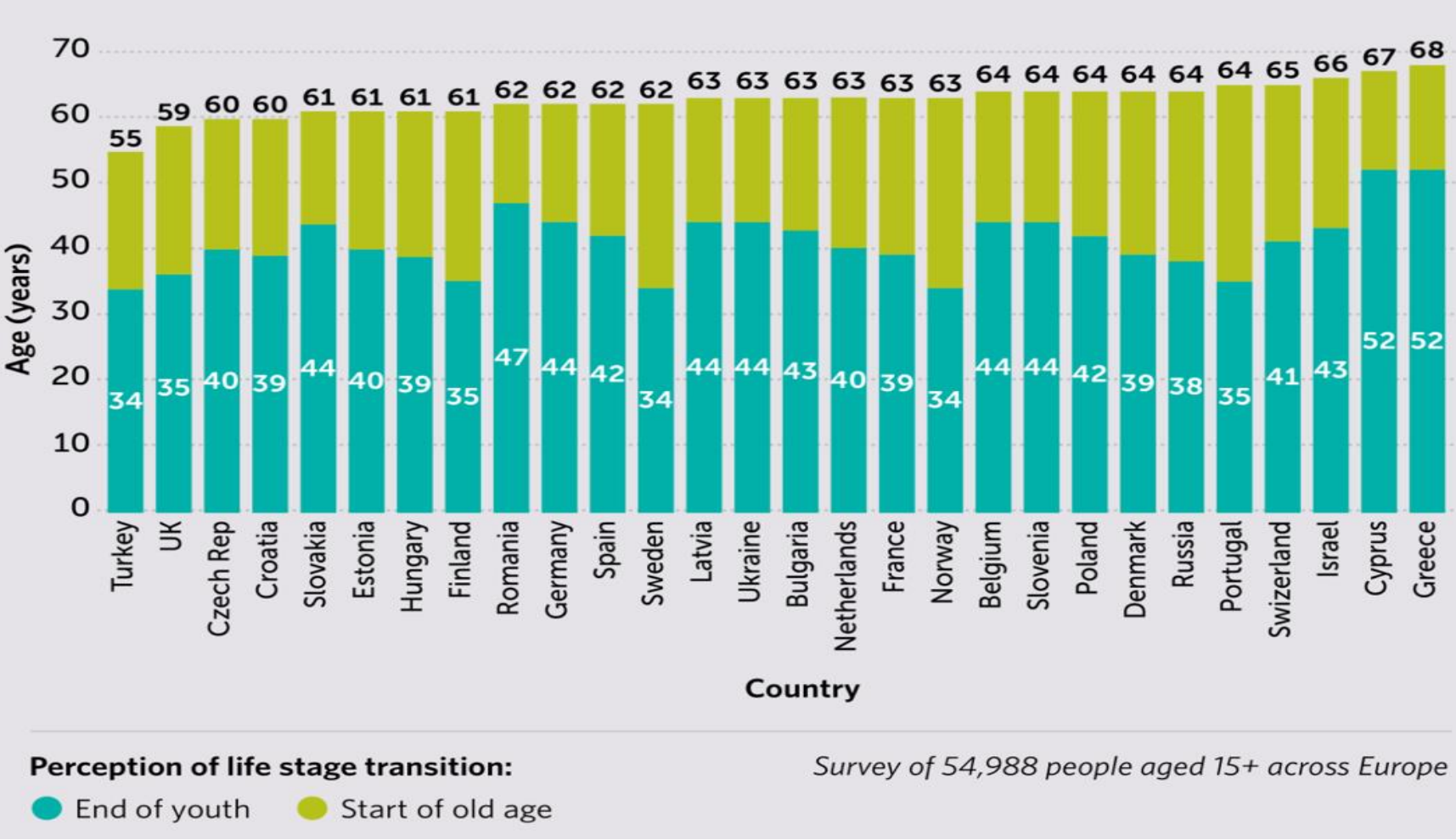
A "demographic time bomb" means that general practice in England is under threat in the long term, a report has warned.

Handbagged! Woman pensioner foils sledgehammer jewellery store raid by clobbering six thugs with her bag

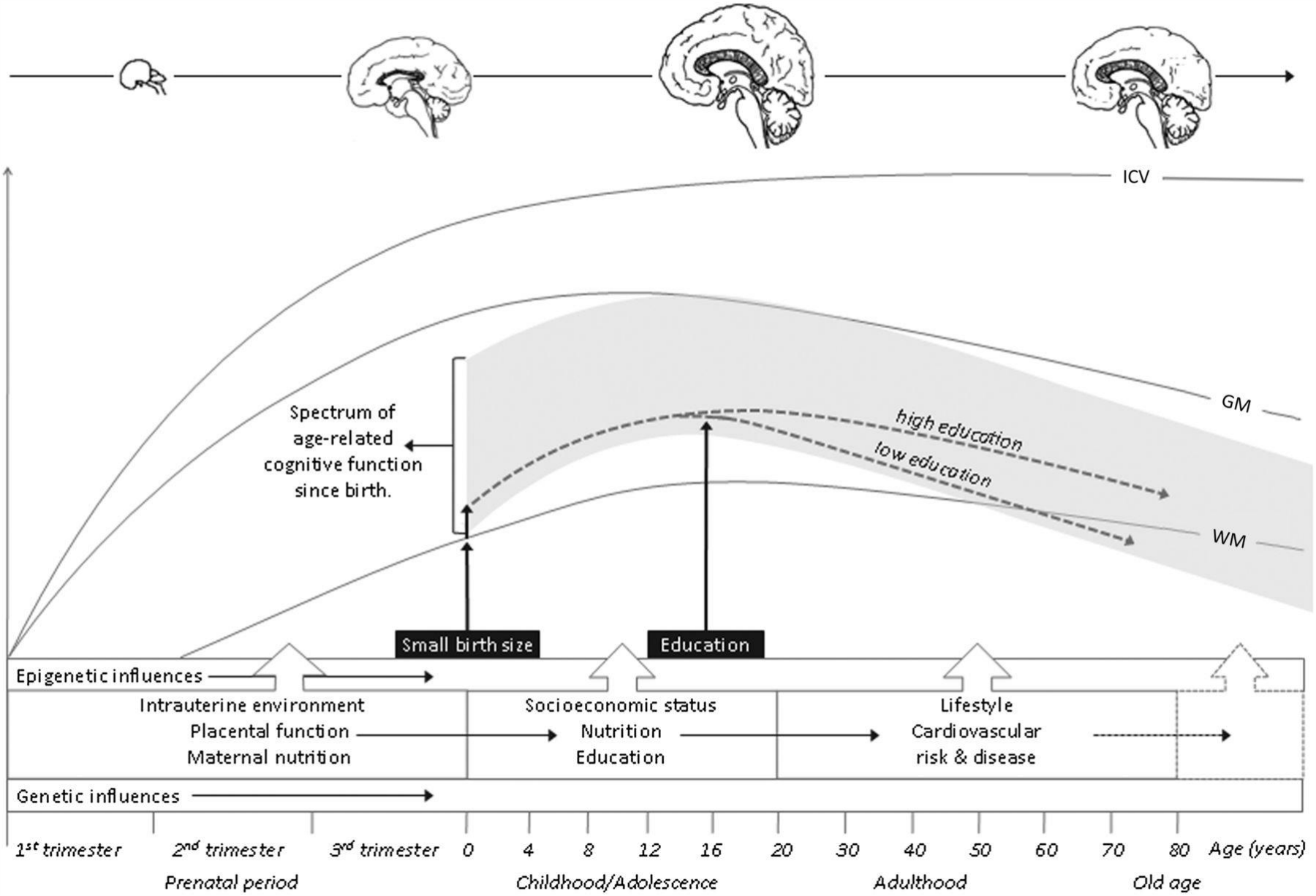
The six robbers came well kitted out for the raid, armed with sledgehammers and riding mopeds for a quick getaway.

But there was one thing they weren't prepared for – a woman in her 70s wielding a handbag.

Quiz Question: How old is ‘old’?



"Managing risk is the new healthy"



Age Friendly or Dementia Friendly?

What do we mean by these terms?
How can our approach benefit diverse communities?

Both share some fundamental objectives:

- Help older adults remain independent in their homes and community for as long as possible
- Create supportive, enabling environments
- Engage strategic partnerships + older people
- Support community resilience & inclusion (all ages)

Whole person, whole place thinking:

1) Both should be integrated into our communities
2) Age friendly communities should review plans
3) Dementia friendly communities can engage in a broader conversation (prevent, delay, reduce etc)

Age Friendly Places: Tool for Dialogue

"…encourages **active ageing** by optimising **opportunities for health, participation and security** in order to enhance quality of life as people age."

World Health Organization

Understanding Wellbeing in Later Life

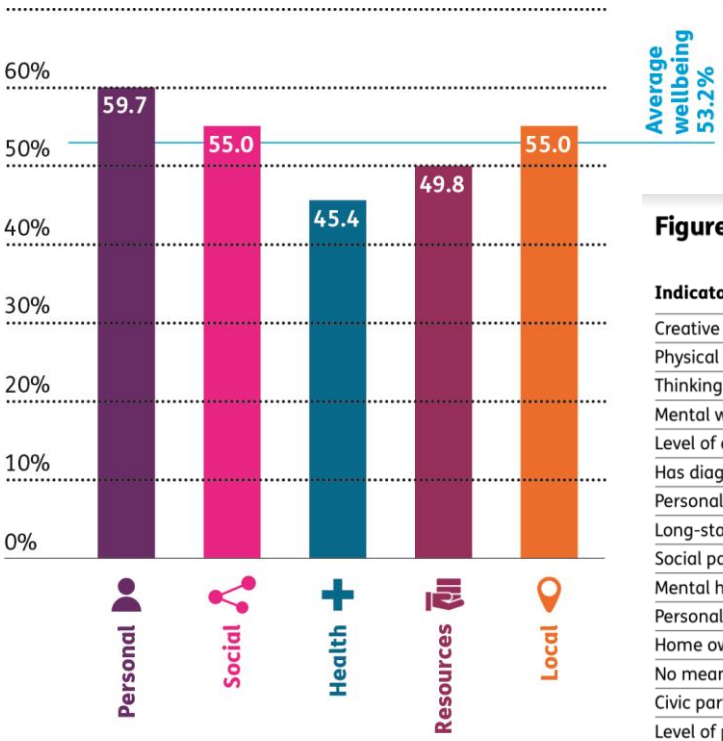
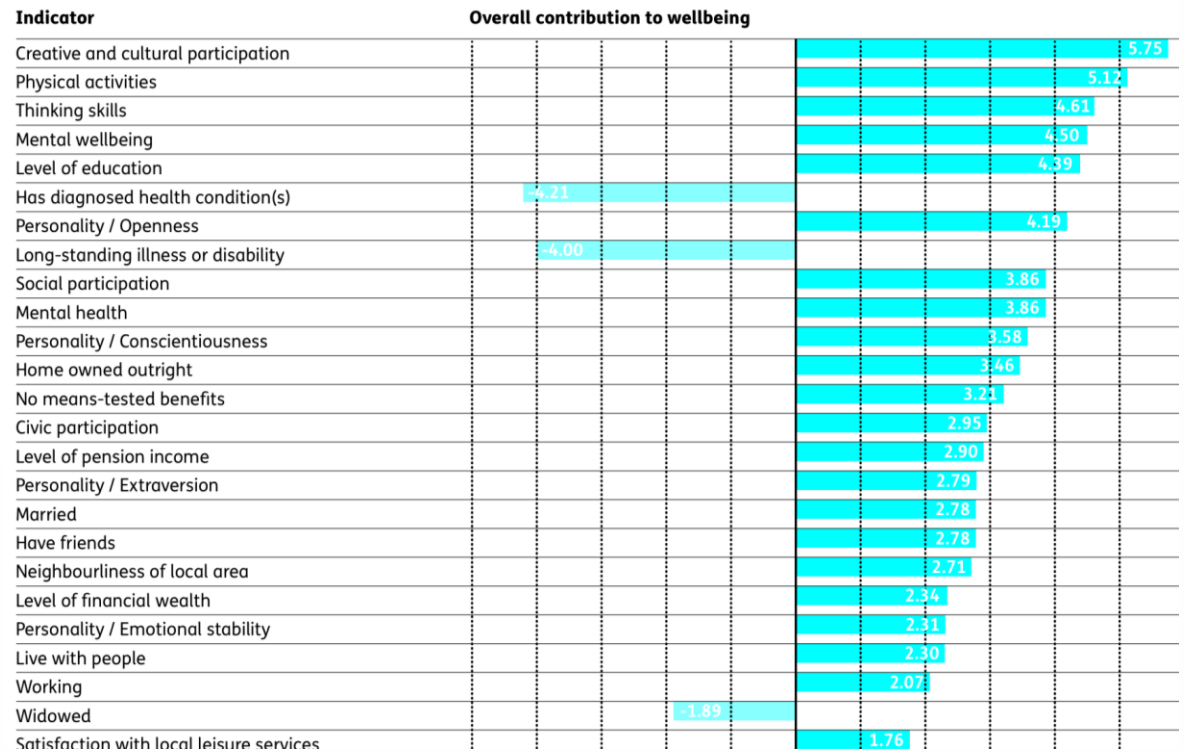


Figure 1: Contribution of individual indicators to wellbeing in later life



Tackling Loneliness in our Communities

JO COX LONELINESS
start a conversation

Staying Sharp

In Spring 2017, Age UK launched Staying Sharp:

- A brand new hub on cognitive ageing, latest evidence on how /why thinking skills change with age, lifestyle based risk & healthy brain ageing
- In collaboration with the Centre for Cognitive Ageing and Cognitive Epidemiology (CCACE), University of Edinburgh
- Offers tips & tricks to protect against & manage dementia,keeping mentally active

Key topics

Your brain - what it is and what it does

Get to know about the brain's structure and functions.

Your thinking skills change with age

Our thinking skills change as we grow older. Find out how.

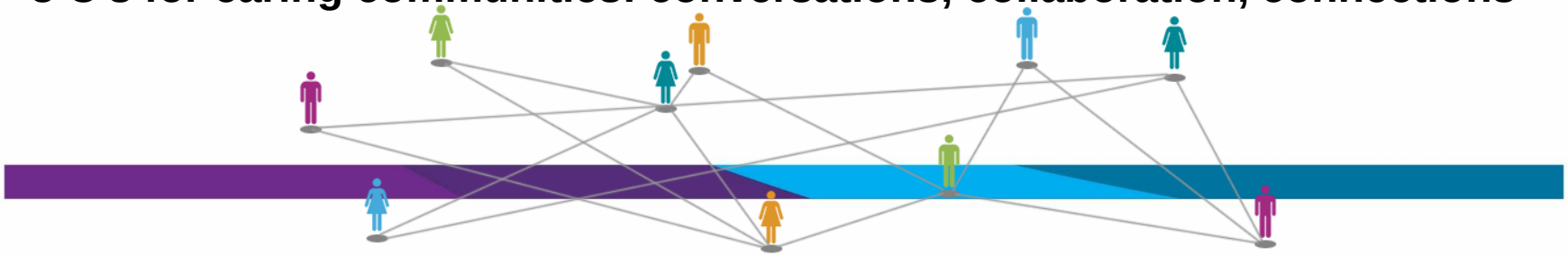
Looking after your thinking skills

Hear from experts on what you can do to help yourself stay sharp in later life.

The Good Councillors role?

- Closest to community: “eyes on the grounds” **key role as champions**
- Influence key **'age friendly' issues** eg community safety, housing, planning, street lighting, green spaces, community centres, war memorials, seats and shelters, public loos!
- **Neighbourhood planning & Community Rights:** A great or grim place to grow older? Asset mapping (Community Cafes) Lifetime homes in Local Plans? Older people involved in decisions? Floods?
- **Neighbourhood networks:** Engaging local residents, enabling action safer, kinder, cleaner, inclusive, connected communities (online/offline)
- **Work with Age UK: loneliness, age friendly places, scams…**

3 C's for caring communities: conversations, collaboration, connections



Thank you for listening!

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