

Creating the Age of Ageing Better

Presentation to Social Innovation Forum 2020 “Tackling Double Ageing by Double Smart”

11th December 2020

Anna Dixon, Chief Executive, Centre for Ageing Better @DrAnnaDixon
ageing-better.org.uk

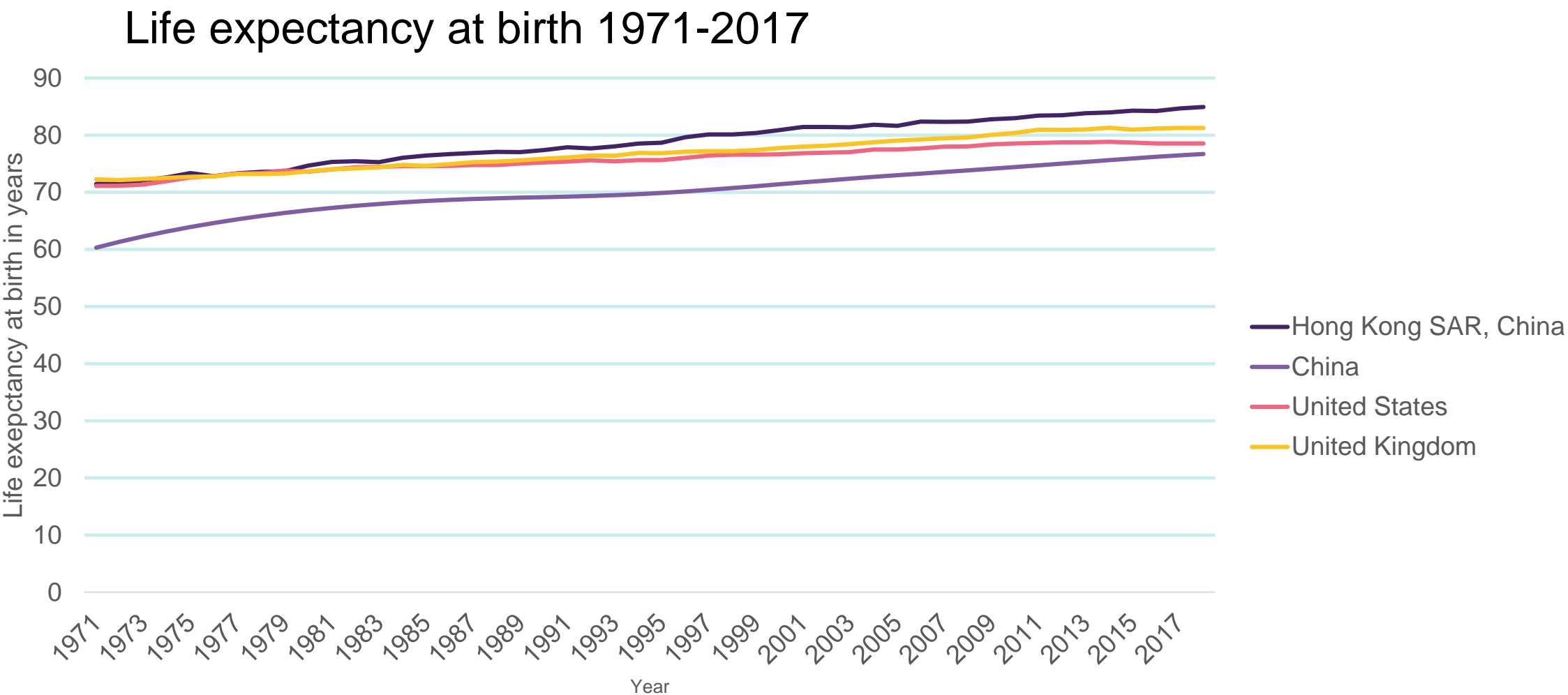
We are living longer than our parents' and grandparents' generation

Cohort life expectancy at birth in England and Wales 1900-2016

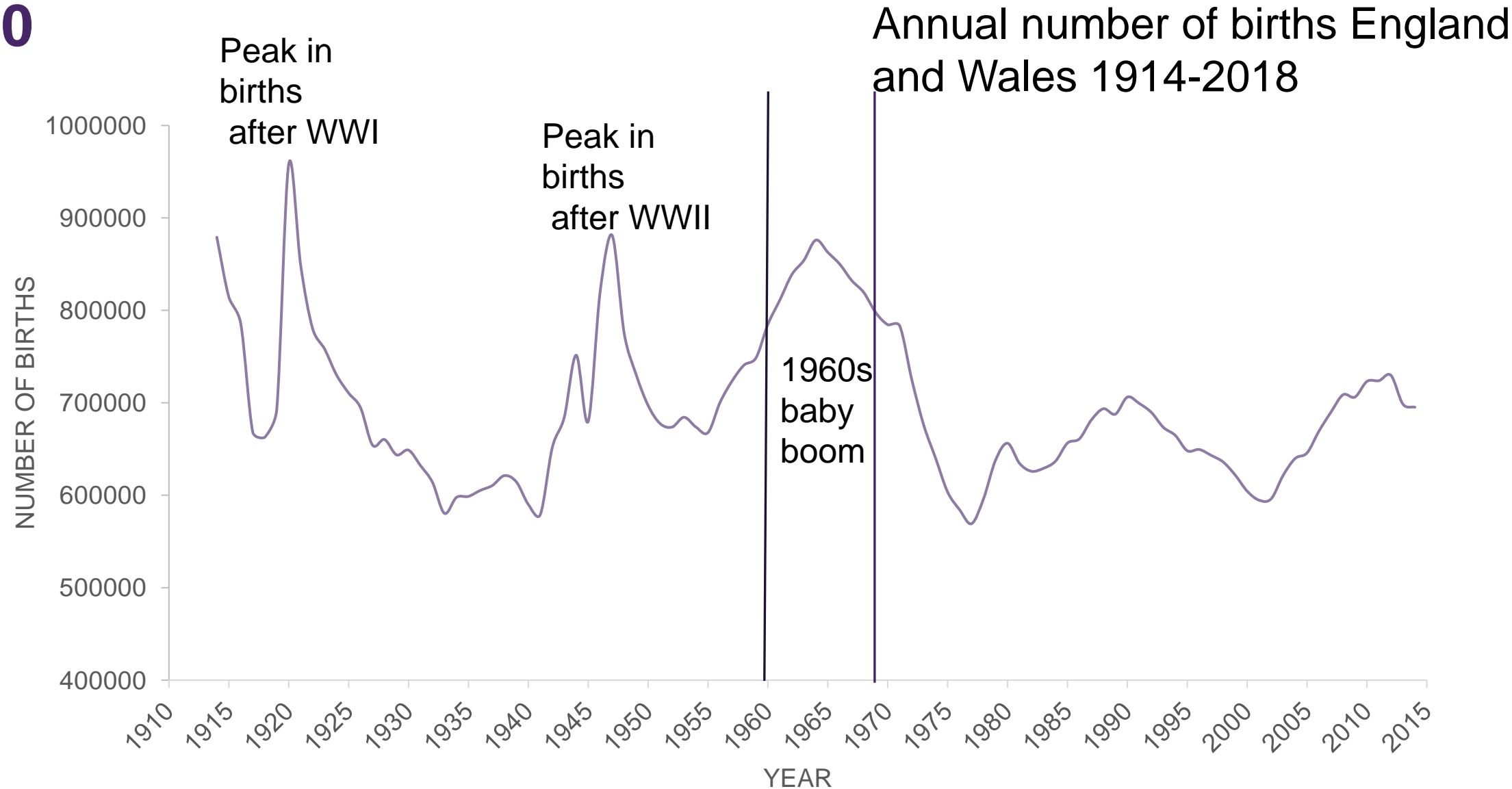


Source: ONS 2017

The rate of increase in life expectancy in UK and US is flattening and for the poorest has gone into reverse



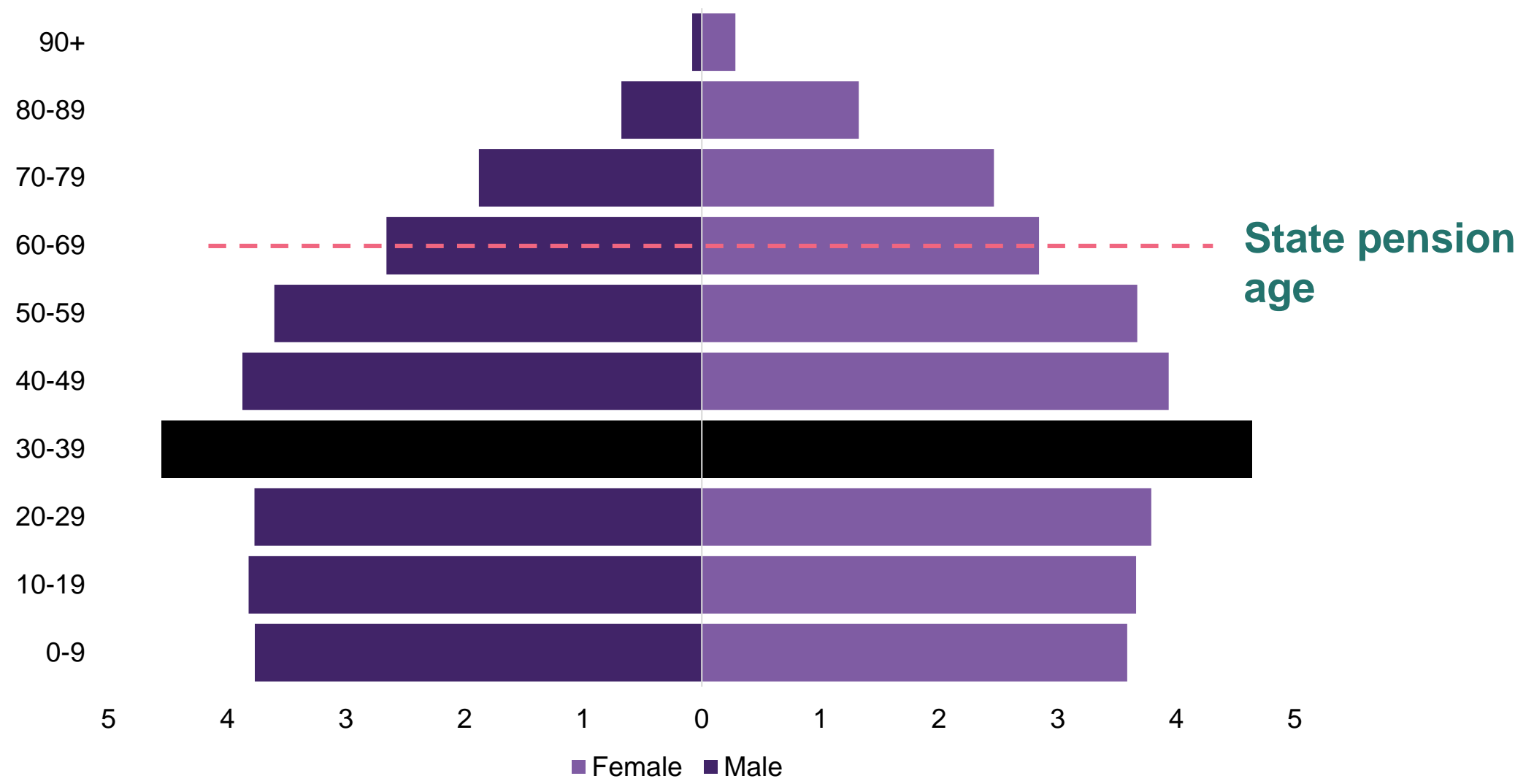
The oldest of the 1960s baby boomers will turn 60 in 2020



Source: ONS 2019

The age profile of the population is changing 2000

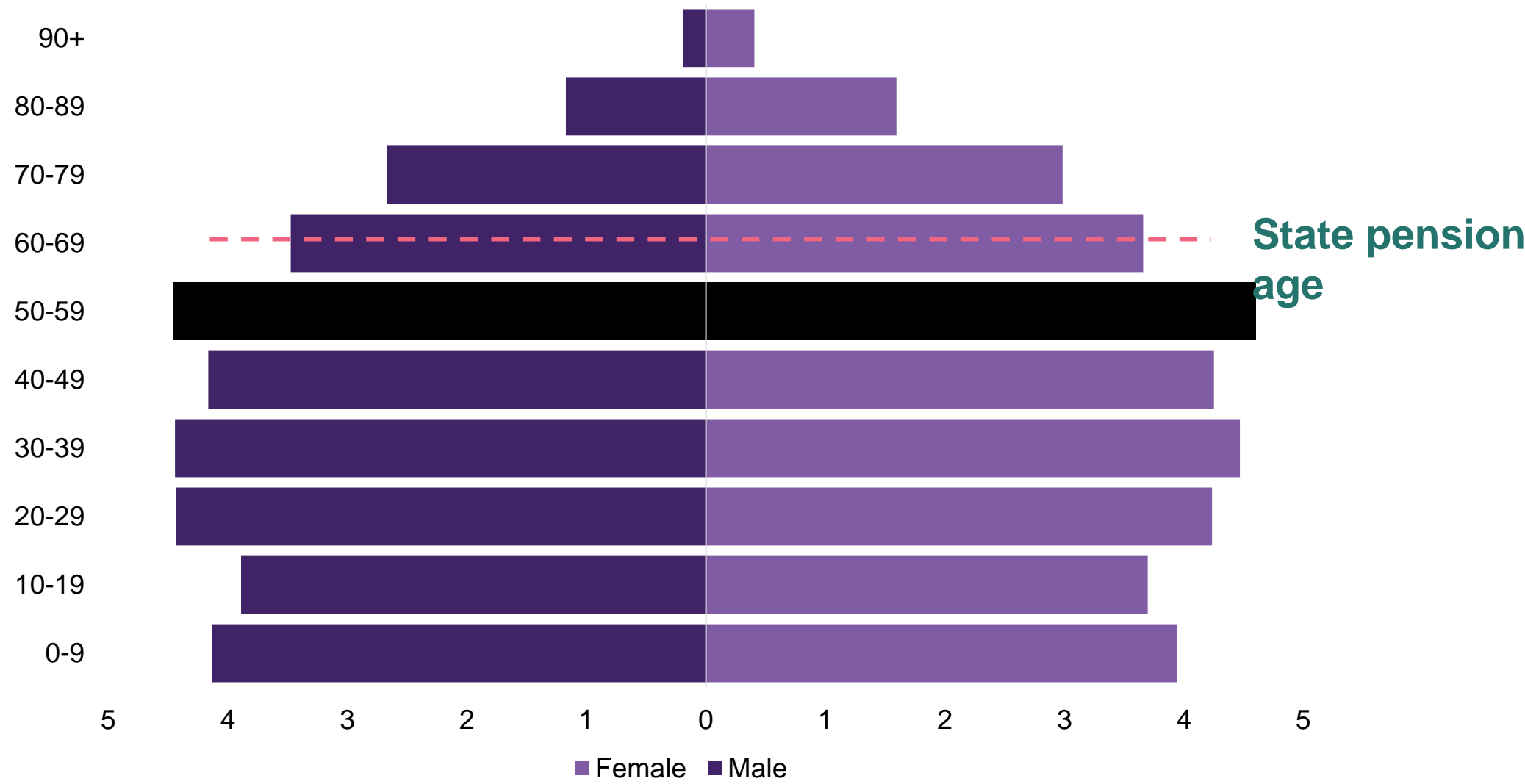
UK population by age in millions men and women



Source: ONS 2018

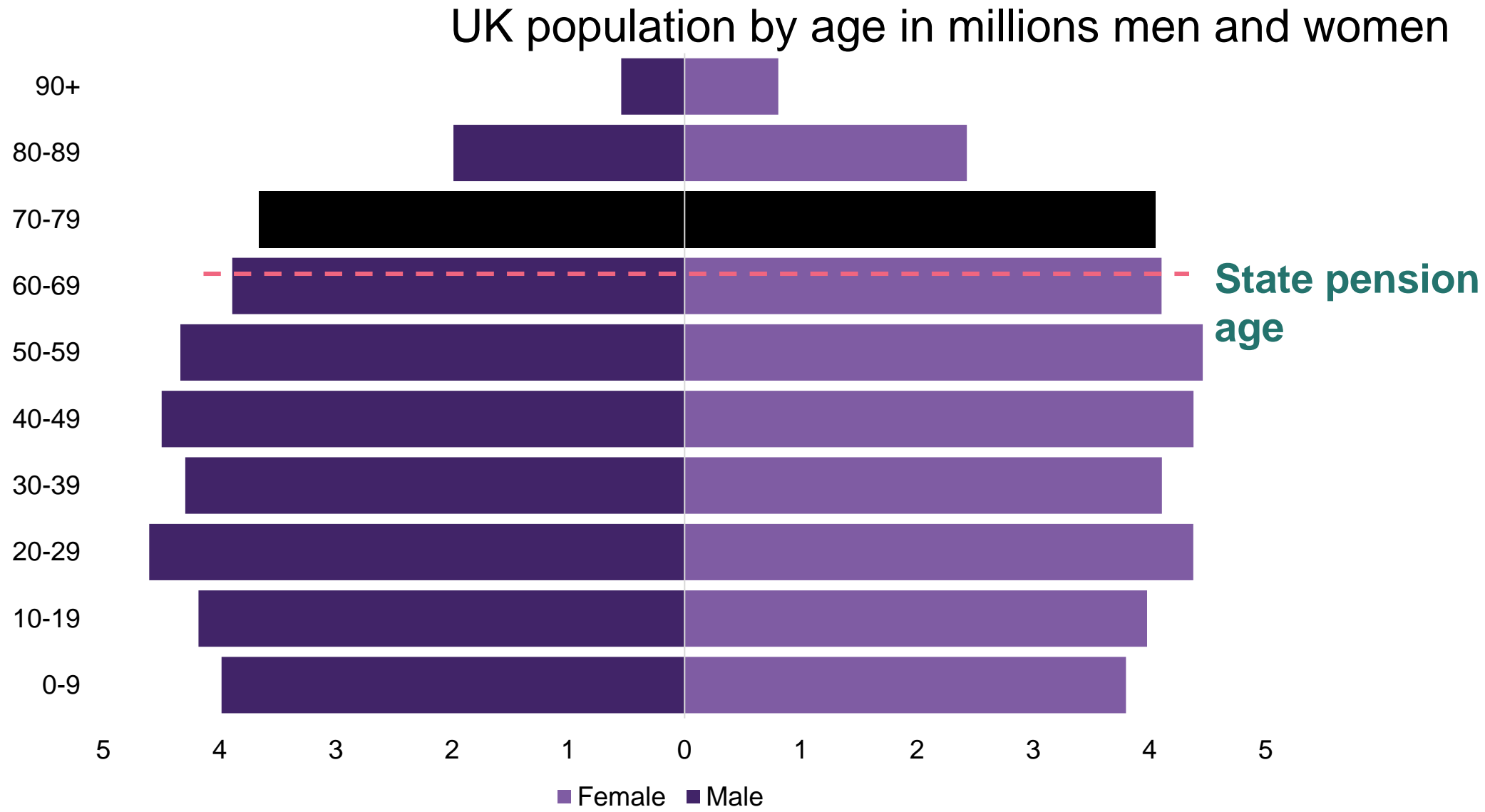
The age profile of the population is changing 2019

UK population by age in millions men and women



Source: ONS 2017

The age profile of the population is changing 2039

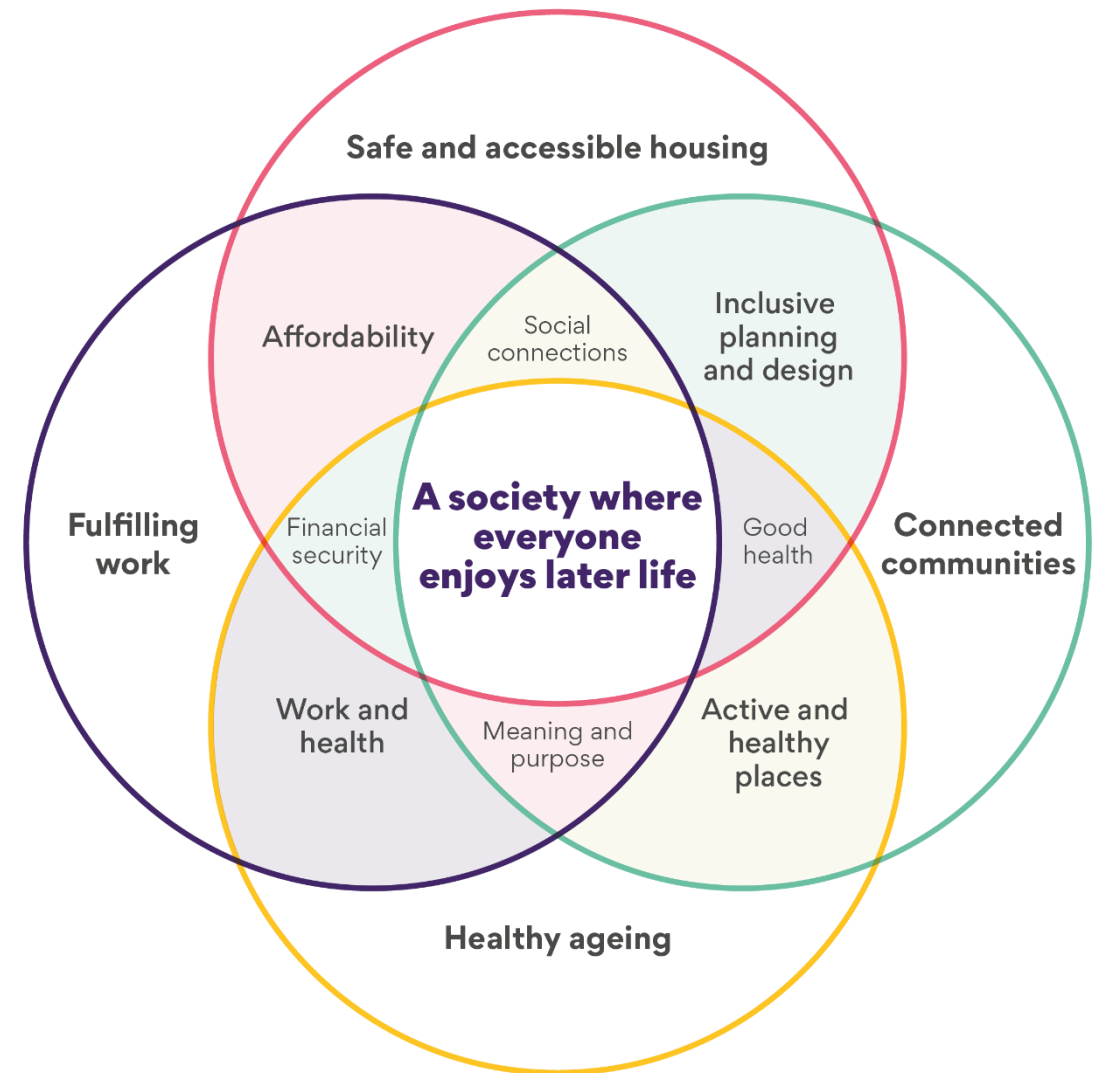


Source: ONS 2017



Ageing Better's vision and priorities

- At the Centre for Ageing Better we want everyone to enjoy later life. We create change in policy and practice informed by evidence and work with partners across England to improve employment, housing, health and communities.
- We are a charitable foundation, funded by The National Lottery Community Fund, and part of the Government's What Works Network.





Building better housing

Centre for Ageing Better



93%
**of our
homes don't
meet basic
accessibility
standards.**



Centre for Ageing Better

Source: MHCLG, 'English housing survey 2014 to 2015' (2016)

The UK's housing stock is among the oldest in Europe with some of the highest associated health and care costs.

Centre for Ageing Better

Source: BRE, 'The cost of poor housing in the European Union' (2016)





Mark Sutherland/HEMEDIA



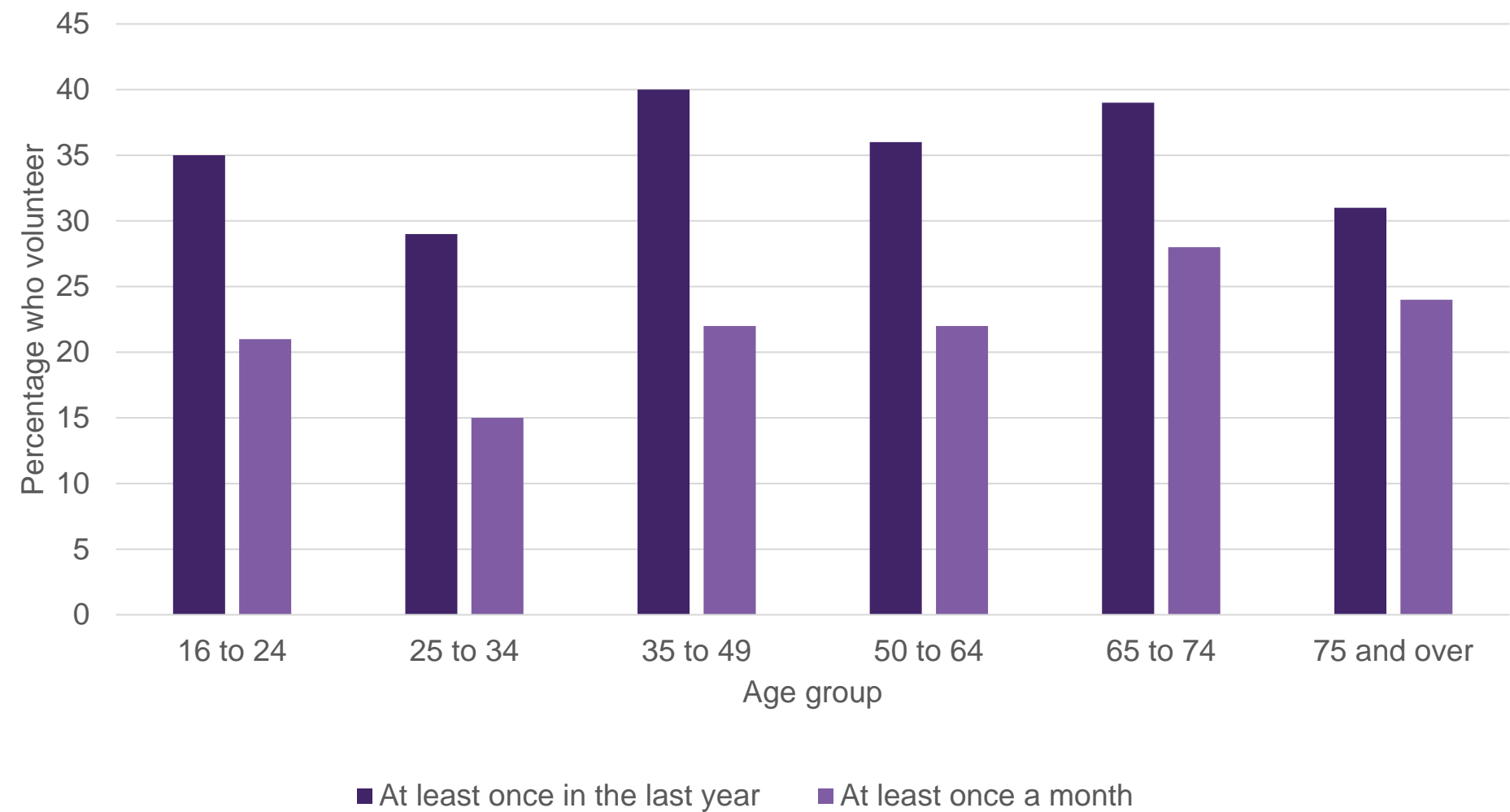


- **All new homes built to accessible standards**
- **More affordable housing across all tenures for those wanting to rightsize**
- **Easier and more rapid access to aids and adaptations in the home**
- **Grow the market for inclusive products for the home**
- **Help for low income homeowners to repair and maintain homes**

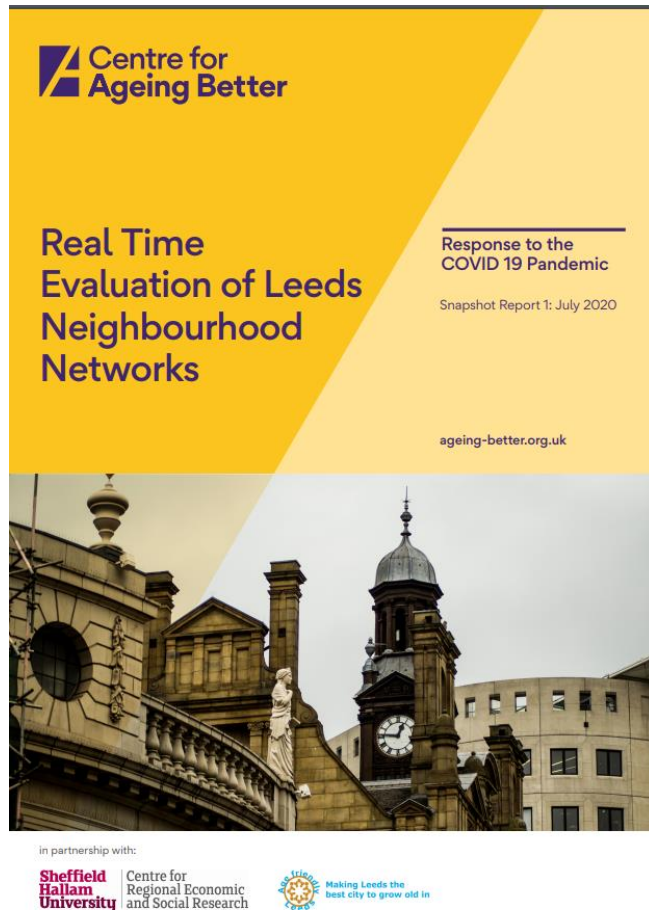
Creating better communities



Those aged 65+ regularly volunteer more than any other age group



Community and physical infrastructure to enable people of all ages and abilities to stay active

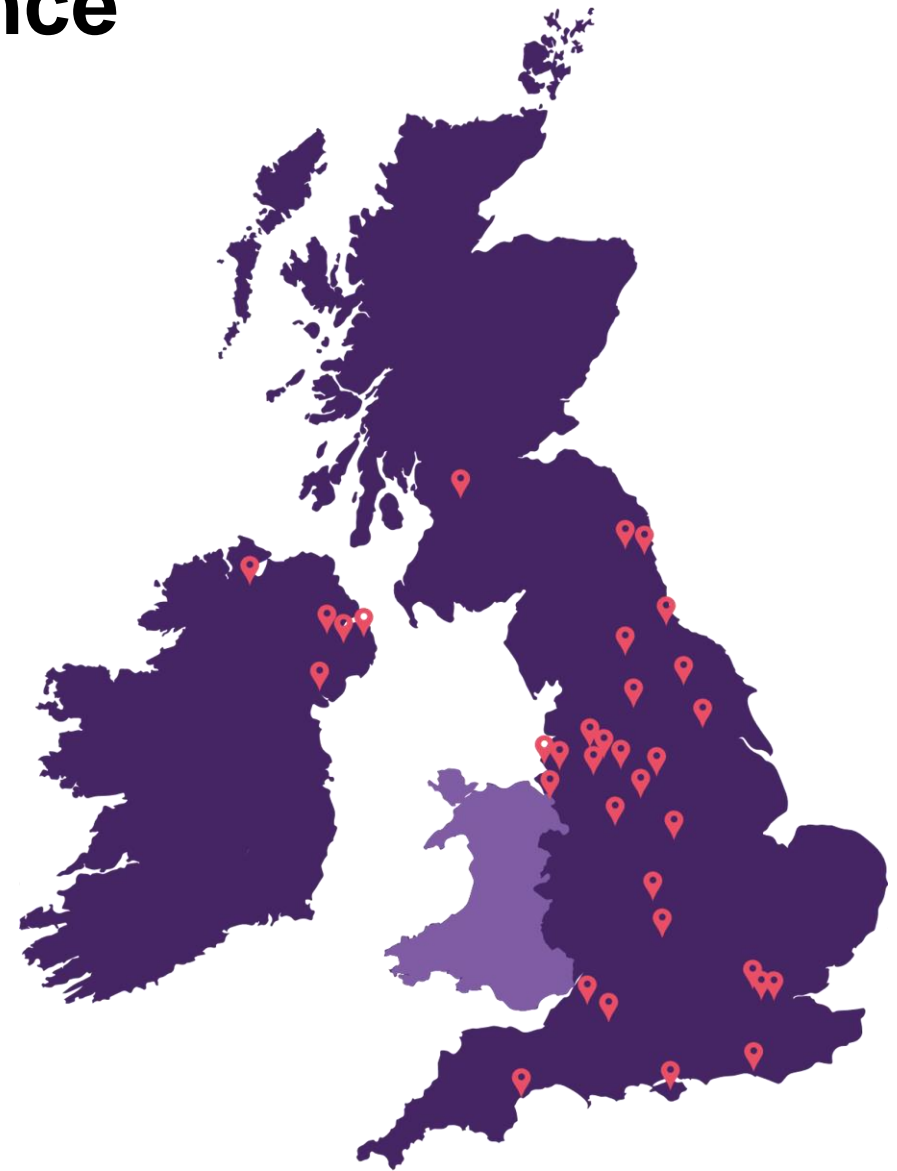


Taking a place-based approach



Where we live can make a big difference to how well we age

- An Age-friendly Community enables people of all backgrounds to actively participate and treats everyone with respect, regardless of age.
- In these communities, older residents are engaged in shaping the place that they live. This involves local groups, councils, businesses and residents all working together to identify and make changes in both the physical and social environment.
- Ageing Better works with the UK Network of Age-friendly Communities to connect places that share our ambition of more people enjoying later life

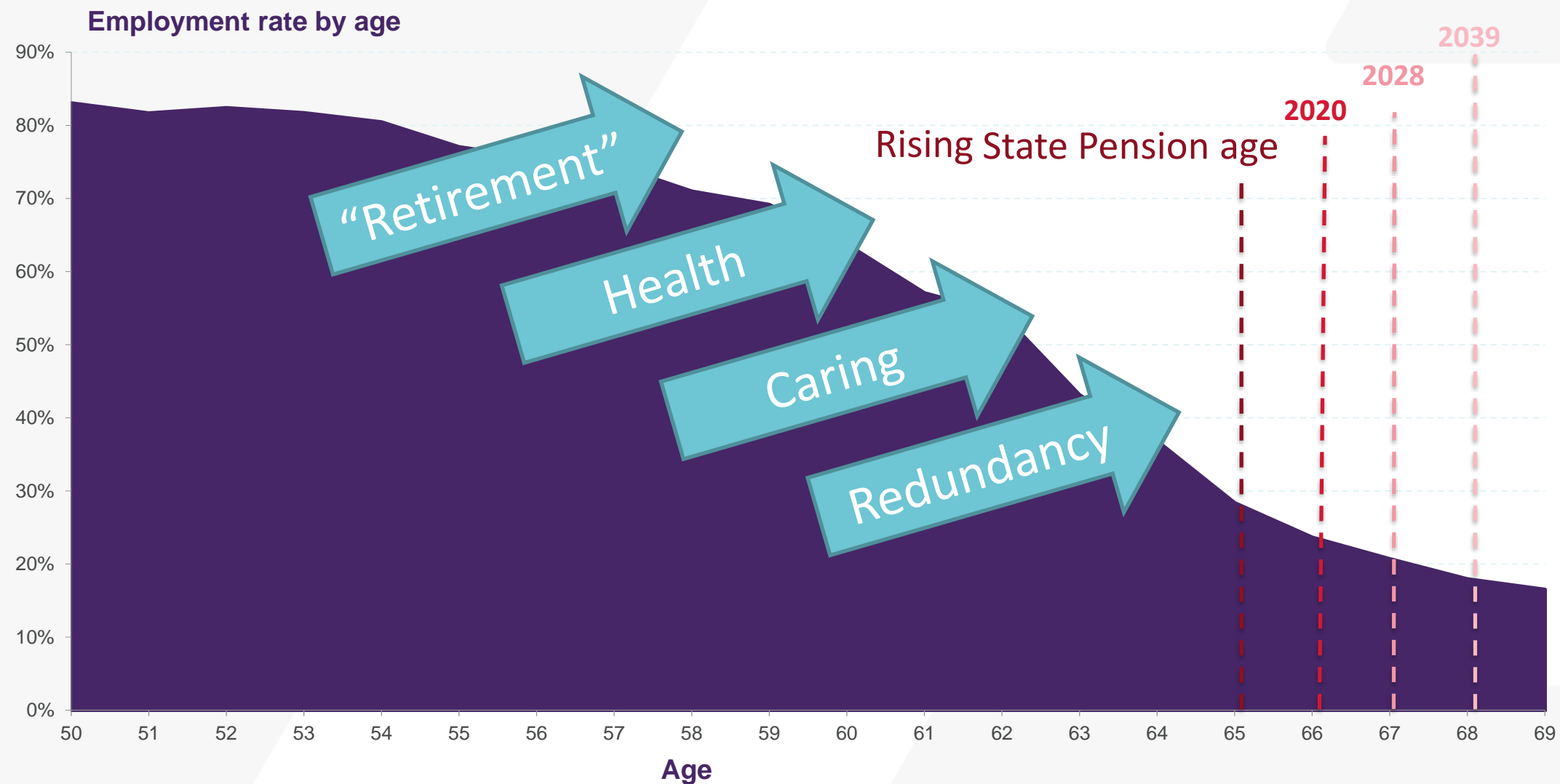


Creating better work

Centre for Ageing Better



Longer working lives



What is the evidence of what works to enable older workers to remain in work longer?



Five actions to be an age-friendly employer



1 Be flexible about flexible working



2 Hire age positively



3 Ensure everyone has the health support they need



4 Encourage career development at all ages

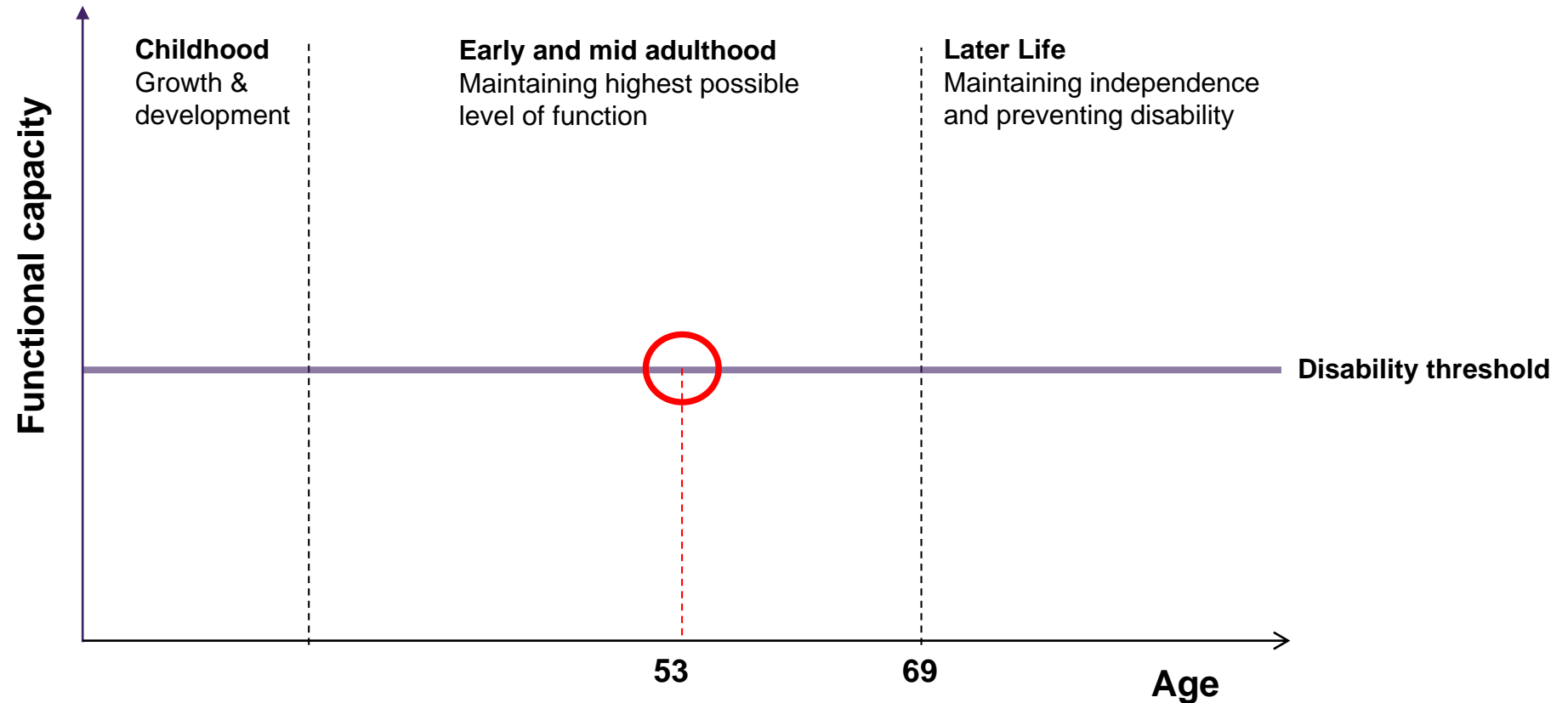


5 Create an age-positive culture

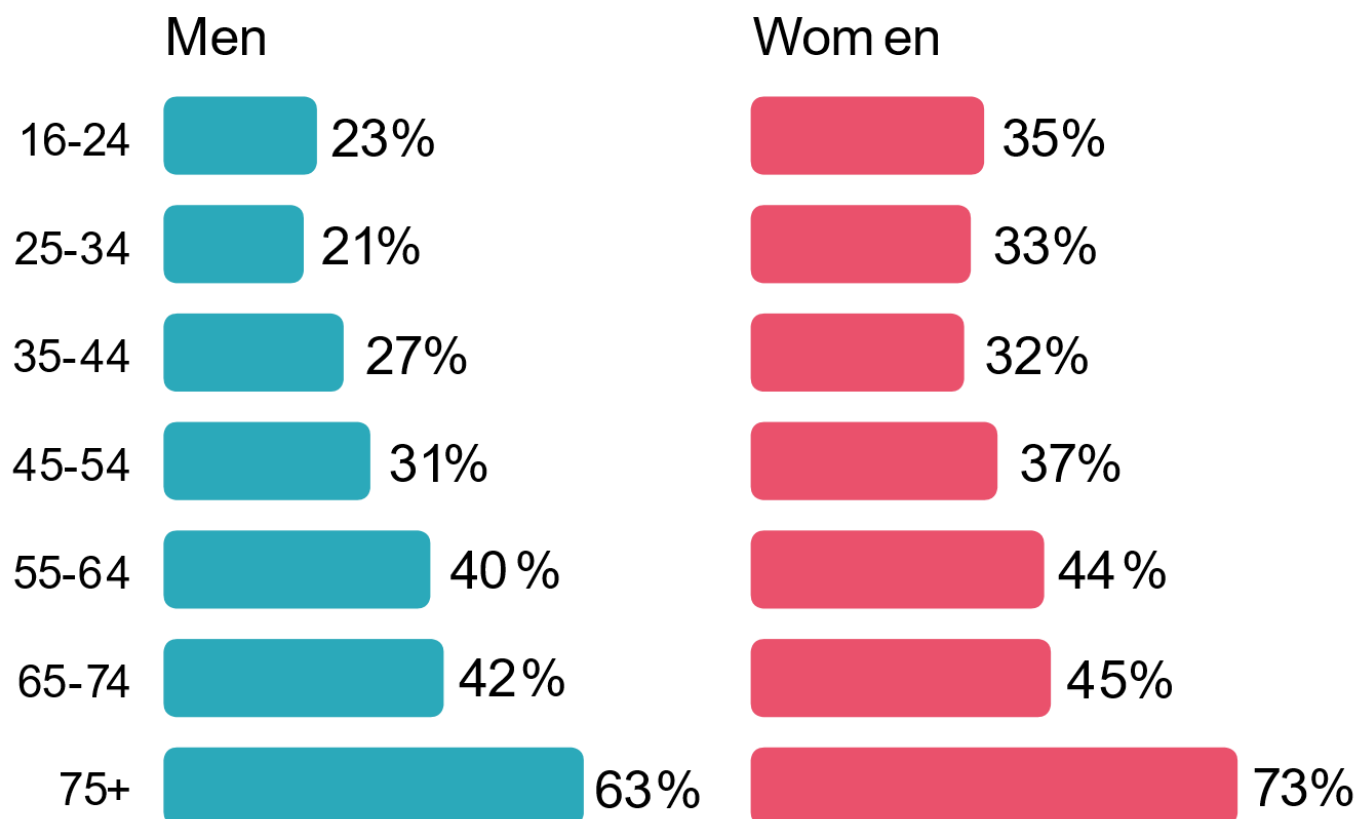
Being in better health



The gap in healthy life expectancy between rich and poor



The proportion of people meeting neither aerobic nor muscle strengthening guidelines increases with age



Evidence review of muscle & bone strengthening and balance activities

Muscle and bone strengthening and balance activities for general health benefits in adults and older adults

Summary of a rapid evidence review for the UK Chief Medical Officers' update of the physical activity guidelines



UK Chief Medical Officers' Physical Activity Guidelines

Published 7 September 2019

UK Chief Medical Officers' Physical Activity Guidelines











Type of sport, physical activity or exercise	Improvement in muscle function	Improvement in bone health	Improvement in balance
 Running	★	★★	★
 Resistance Training	★★★	★★★	★★
 Aerobics, circuit training	★★★	★★★	★★
 Ball Games	★★	★★★	★★
 Racquet Sports	★★	★★★	★★★
 Yoga, Tai Chi	★	★★★	★★★
 Dance	★	★	★
 Walking	★	★★	★
 Nordic Walking	★★	★	☆
 Cycling	★	⑦	★★
★★★ Strong effect ★★ Medium effect ★ Low effect ☆ No effect ⑦ Not known			

Table 2: Types of activities that can help maintain or improve aerobic capacity, strength, balance and bone health and contribute to meeting the physical activity guidelines (8)

Inactivity and sedentary behaviour
Inactive and sedentary behaviours are those which involve being in a sitting, reclining or lying posture during waking hours, undertaking little movement or activity and using little energy above what is used at rest (9). Examples of sedentary behaviours include sitting in a chair while using a screen or reading, or a child sitting in a car seat or buggy. They do not include being active while in a sitting or reclining posture, e.g. wheeling, chair exercises, or seated gym work.



- **Tackling causes of premature disability eg smoking, alcohol, obesity**
- **Promote physical activity incl strength and balance**
- **Active travel to support walking and cycling**
- **Design of places to ensure walkability for people of all ages and abilities**



The Age of Ageing Better?



A MANIFESTO
FOR OUR FUTURE

Dr Anna Dixon

GREEN TREE

A fresh look at the challenges of the seismic demographic changes we face. The book sets out a manifesto for how societies have to change to respond positively to the age shift.

Order now

available at





Anna Dixon

@DrAnnaDixon

@Ageing_Better

ageing-better.org.uk

Registered Company Number: 8838490 & Charity Registration Number: 1160741