What I will cover

1. What our Age Friendly Cities & Counties Programme is all about and why we do it?

2. How it works

3. Examples of key innovative programmes

4. Strategies deployed and lessons learnt
An ‘age-friendly city or county’:

a place where all of us as we age can:

1. Stay living in our own homes and communities
2. Get to go where we want, when we want
3. Be active and healthy as long as possible
4. Be enabled by the built and social environment
5. Feel and be safe at home and out and about
6. Have the information we need to lead full lives
7. Be truly valued and respected
8. Participate in social, economic and public life
9. Continue to learn, develop and work
What is an Age Friendly City or County?

<table>
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<th>Local collaboration</th>
<th>Local consultation</th>
<th>Joined up, real change</th>
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| A place where leaders and decision makers from the local authorities, health and social services, Gardaí, transport, service providers, NGOs, business and academics . . . | • forge an alliance  
• consult extensively with service providers and older adults in an Older People's Council  
• make a plan and –  
• implement real change in imaginative and cost-effective ways | in areas like supports to stay at home, better public spaces and parks, transport that meets needs, safer places, more opportunities to participate, better health services and new opportunities to volunteer to make neighbourhoods better places for all |
A joined-up approach

Targeting the physical and social environment in which older people live – so they can live long, active, healthy lives and remain at home as long as possible
4 Reasons Why
Why?
Unnecessarily poor quality of life

Many older people have poor quality of life and are afraid and vulnerable

Most rely on the state pension for most of their income

Some 10,000 over-65s have experienced mistreatment

63% perceive crime as a serious problem

78% of all hospital admissions are older people
Why - Population Ageing – the key

**POPULATION AGEING**

**Twin factors driving change**

- Increasing Life Expectancy
- Reducing Fertility Levels

**Projections**

- Longevity increasing at 2.5 years per decade = 5 hours per day
- Nos of people 65+ will double by 2040 from 7 – 14% of world population and nos 80+ will treble
- Chronic health conditions will treble over next 30 years – currently accounting for 86% deaths and €700bn pa in health care costs in Europe

**KEY CHALLENGES**

- Preventing and delaying Chronic Health Diseases:
- Extending Working Life:
- Enabling people stay living in their own home:
- Unleashing people’s savings:
- Providing opportunities to living life with purpose:
- Making cities and communities ‘age-friendly’:
Why?

A new Paradigm on Ageing – A new Agenda

The New Agenda on Ageing

To Make Ireland the Best Country to Grow Old In
Why?
We all have a stake
How it started for us

- Participated in the initial global consultation – 33 cities including Louth
- Participated from the start in the new global network as national programme
- Organised the first international meeting of the Global Network of AFC&Cs
- Dublin Declaration 2011 – various US cities signed
- EU Presidency Conference - 2013
The Story so far in Ireland

Led by Ageing Well Network

Started in Louth

Operating in 16 Local Authorities – 4 ready to start

Others in preparation

National Implementation Group

Affiliated to WHO

Atlantic Philanthropies funding
Age Friendly – in 4 Steps

1. START
   - Get approval - LA & other agencies
   - Get political buy-in
   - Form Alliance
   - Launch

2. CONSULT
   - Hold consultations with older people
   - Consult key players
   - Collect key data
   - Set up Older People’s Council

3. PLAN
   - Complete Strategy based on consultation findings
   - Launch
   - Affiliate to WHO

4. ACT
   - Begin implementation
   - Establish Age Friendly Business & Service Providers forum
   - Monitor & review
Local Age Friendly County Structure

- County Development Board
- Alliance Board
- Expert Steering Group

- Statutory Bodies
  - L.A., HSE, VECs, Gardaí
- Older People’ Council
- Service Providers Forum
- Business Forum
- Ageing Well Network
- Individual Leaders
National implementation

Ageing Well Network

National Implementation Group

Four Government Departments plus others

Implementation

National Programme Manager

Five Programme Managers

Support

Older People’s Council

NGOs

Expert Advisory Group
"I strongly endorse the establishment of a Global Network of Age Friendly Cities . . . to improve the quality of life for all of us as we age. I encourage all of you to consider getting your city or community to join the Network if they’re not already a member."

“For my part, I will be looking for opportunities to complement and add value to the activities of local authorities as they roll out these programmes."

Minister Phil Hogan T.D., Minister for the Environment, Community and Local Government
Older People’s Councils

• Represent older people’s voice
• Open to all older adults and older adult groups
• Guide and advise on implementation
• Implement and promote Age Friendly initiatives & achievements
• Form cohorts of volunteers for related initiatives – Crime Prevention, Home Safety Audits
National Initiatives delivering innovative change
• Aimed at ‘enabling more older people stay living in their own homes and communities’ and avoiding unnecessary hospitalisations and admissions to nursing homes
• Collaboration of key statutory, voluntary and private agencies – at national and local level
• Developing personal care plans
• Engaging and coordinating wide range of supports to meet individual needs – transport, befriending, OPRAH trained volunteers
Age Friendly Towns

• ‘Deep dive’ to whole-area planning
• 8 graduate planners in 15 towns and districts
• Consulting, mapping and planning
• Implementing an Age Friendly Town strategy
• Engaging skilled older volunteers to make the changes
• Using a Wisdom Time Bank to get credits for time
Age Friendly Business

National initiative and recognition scheme to help businesses meet older customers’ needs

Enhances the experience for older people

Delivers huge business benefits – and profit
Aimed at the prevention of Chronic Health Conditions

Alliance of key stakeholders – disease organisations, key departments and agencies, companies, others

Focus on engaging older adults 50+
- Initial health assessment and ‘prescriptions’ pathways to better living
- Follow ups, collating data from smart apps Incentivising improvements
Local
Initiatives
delivering
innovative
change
Local - Innovative outcome driven

Outdoor Spaces and Buildings

Great North Haven Louth

Living at Home
Informed
Mobile
Healthy & Active
Safe Spaces
Local Participation
Respected & Included

Age Friendly City/County

Ageing with Confidence

www.ageingwellnetwork.ie ©2013
SUMMARY OF OUR APPROACH

• Start with leaders in areas who want to make it happen – others will follow
• Position early Alliances as ‘front-runners’ not as pilots
• Don’t ask for permission – it emerges as a fait accompli
• Outcomes based planning to foster multi-agency and multi-sectoral engagement
• Strong role and contribution of Older People’s Councils – as both Voice and Change Implementers
• Combine bottom up and top down innovation
• Leverage existing assets and resources – don’t try and reinvent what others are doing – but engage them
6 KEY CURRENT CHALLENGES

1. Danger it will be a fad unless strong evidence of impact – need shared to learn ‘what works’

2. Changing leaders in participating agencies

3. Being good and fostering and spreading good practice - and avoiding wasteful duplication

4. Whether to provide 2nd level recognition and incentives for really good practice – when cities and communities achieving real change

5. To adopt a life-course approach – focus on all ages – dangers of diluting focus on neglected areas of older adults

6. Funding and support beyond 2016 when Atlantic support ceases
LESSONS LEARNT

• Requires ‘joined up’ collaborations between government departments and agencies, local government, civil society, business, academics and individual leaders with passion

• Takes time to build good and trusting relationships but focusing on shared problems and issues makes it easier

• Don’t ask for permission – find and work with leaders in the system who want to make change then roll out with proven approach

• Doesn’t take a big budget but does need team to be the initial catalyst and good ideas often attract funding
LESSONS LEARNT SO FAR

• ‘Design and build’ - keep adapting
• Build credibility with early and visible wins
• Honour and engage those who have been working there already
• Reflect local ‘distinctiveness’

• Align with and be relevant to other agendas eg reform
• Takes time to build relationships – so give it
• Recruit leaders from other movements
• Attract leaders in their 60s who want to change the agenda
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