

Discussing the Global need to rethink ageing and how to ensure a good quality of health and wellbeing in later life.

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Changing Global Population Profile

- Between 2015 and 2050, the proportion of the world's population over 60 years will nearly double from 12% to 22%
- In 2050, 80% of older people will be living in low- and middle-income countries.
- All countries face major challenges to ensure that their health and social systems are ready to make the most of this demographic shift.

Source: World Health Organisation 2021

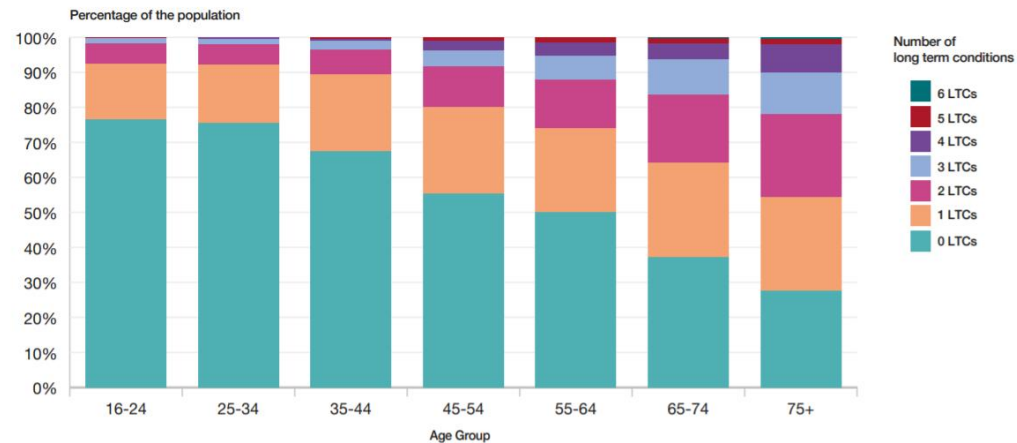
(<https://www.who.int/news-room/fact-sheets/detail/ageing-and-health>)

Impact of an Ageing Population: Health Care

- Older people have more chronic diseases

Multimorbidity (the presence of multiple long term conditions) also increases with age.

2.9 Multimorbidity by age



Number of long term conditions (LTCs) by age, England, 2018
Source: Department of Health and Social Care, analysis of data from the [Health Survey for England 2018](#)

- Older people require more medication

In the UK 90% of those aged 90 years or over are on prescribed medication and being prescribing up to 5,6 or more different types of medication.

Impact of an Ageing Population: Social Care

- Social care challenge in the UK

Year	Requested Support	Received Support
2018/19	Increase of 4.1%	Decrease of 4.6%
2017/18	Increase of 0.8%	Decrease of 3.1%
2016/17	Decrease of 0.3%	Decrease of 2%

Source: Bottery 2020 <https://www.kingsfund.org.uk/blog/2020/01/social-care-funding-cuts-are-biting-hard>

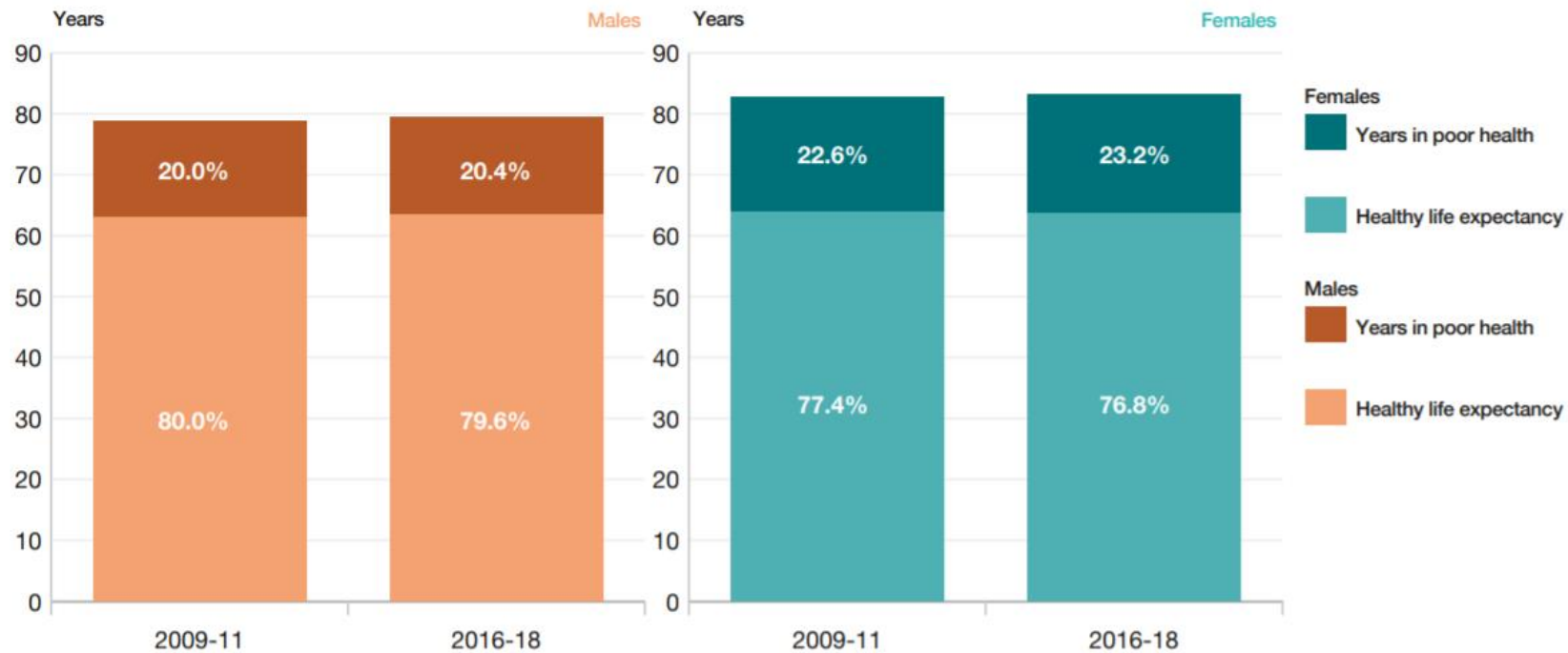
“Total expenditure had finally returned to a similar level to that of 2010/11 but not if population growth is taken into account – per person spending was still well below that seen a decade ago.”

(Bottery and Ward 2021 -<https://www.kingsfund.org.uk/publications/social-care-360>)

UK Life Expectancy Data

On average, we spend 20% of our lives in poor health. This proportion has increased marginally in both men and women.

2.6 Healthy life expectancy and years in poor health



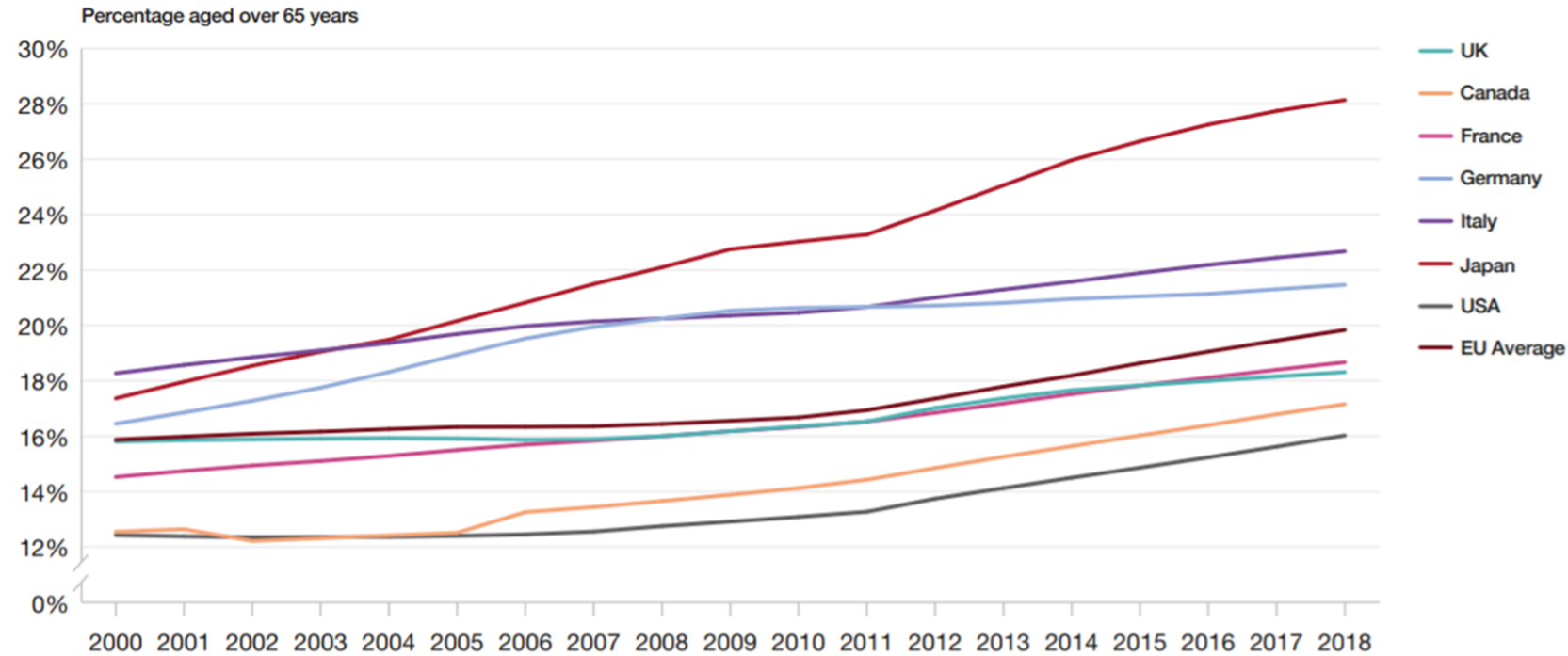
Life expectancy, healthy life expectancy and years spent in poor health from birth, males and females, England

Source: Public Health England (2020), *Public Health Profiles*, *Public Health Outcomes Framework*

International trend

Most developed countries are also experiencing population ageing, some faster than the UK.

1.9 Population ageing – international comparison



Percentage of the population aged 65 years or over for G7 countries and the EU average

Source: OECD (2020), *Elderly population (indicator)*

Ideas on Ageing

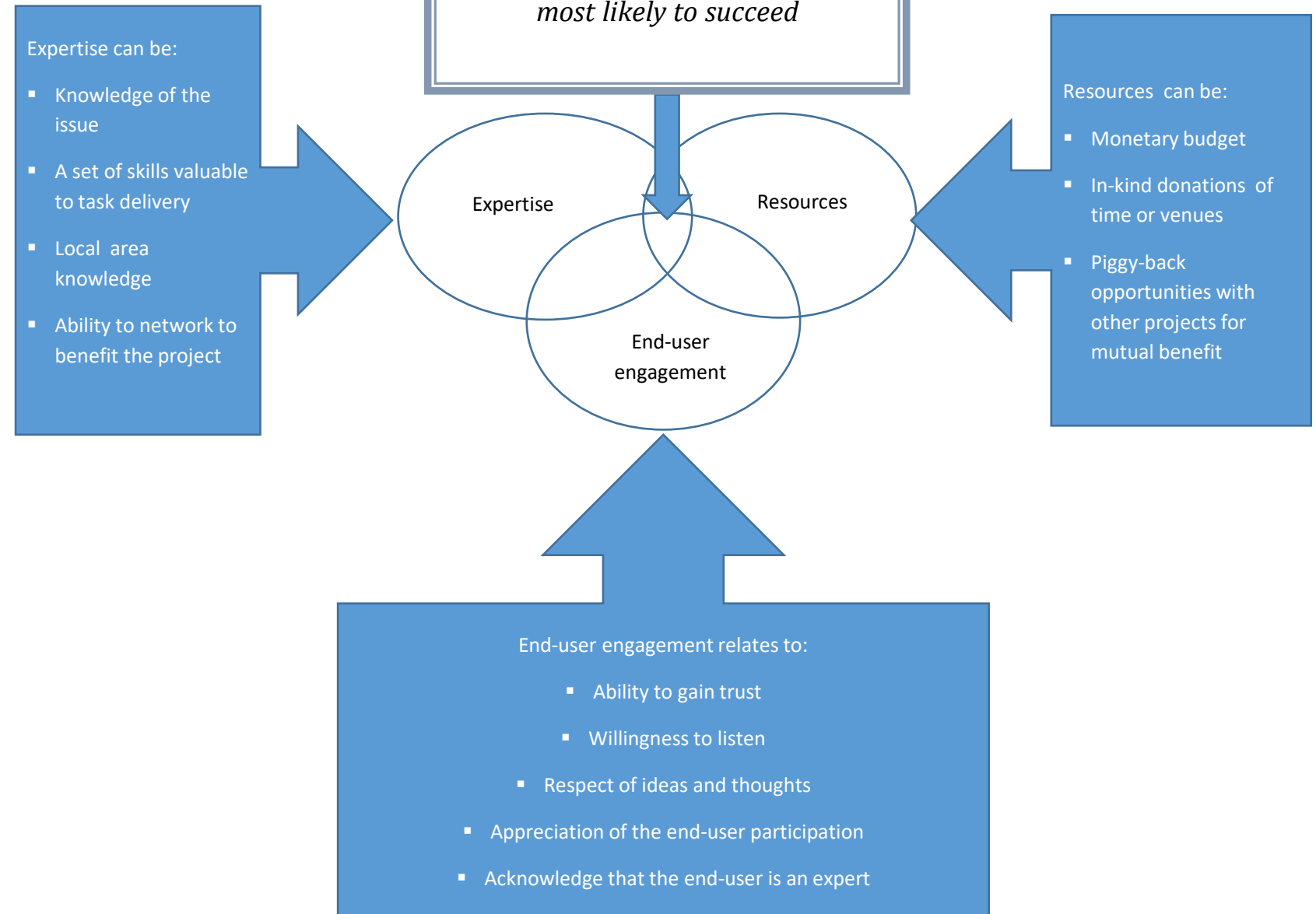
- The concept of old age is based on the past
- Policy is driven by outdated-preconceived ideas of what it is to be old
- The research narrative has started to challenge past perceptions of ageing - Merriam and Kee 2014, Riva-Mossman et al. 2016 & Yotsui et al. 2016.
- Need to move from protection to inclusion when developing policy and planning services for older people

Staying Active and Independent for Longer (SAIL)

- EU Funded research Project (2017-2020)
- To apply the concept of social innovation to develop new ideas to support older people
- 10 pilot sites (France, Belgium, UK & Netherlands)
- 4 phases to the project
 - Explore
 - Design
 - Test
 - Evaluate

Social Innovation requires:

- engagement with end-users;
- willingness to think differently;
- belief in co-creation;
- creation of new partnerships;
- willingness to share community resources (assets);
- time;
- mutual respect;
- no preconceived ideas.



Things which the older participants of SAIL valued

- Feeling safe
- Having control over their lives
- Opportunities to learn something new
- Sharing experiences with others
- A sense of belonging & having a social network to regularly engage with
- To have the opportunity to be active in mind and body to maintain personal wellbeing.
- Sharing interests with others
- Feeling valued within their community for their knowledge, skills and experience they possess
- Opportunities to contribute to the community, for example by volunteering



Case Study Pilot 5: Ostend, Belgium

Situation that Local Authority had identified

Local Authority had datasets indicating that older people in Ostend were sedentary and action needed to be taken to encourage older people to become more active.

Traditional approach

- Policy directive to ask healthcare staff to encourage older people to take exercise
- Plan to set-up exercise options appropriate to older people

SAIL Approach

- Discuss with older people what they like to do
- Find out why older people are staying at home
- Define what old people require when going out

Outcome of Traditional approach

Limited change in physical health and low take-up of exercise options

Outcome of SAIL approach

Increase in physical activity amongst older people

Conclusions

- Developing new services using social innovation is a feasible and effective option.
- Due to social innovation beginning a bottom-up approach policy-makers can feel vulnerable and are resistant.
- Older people feel empowered and can get the services they need through social innovation.
- Social innovation encourages the sharing of community resources to create something of higher value to all.
- Adopting a social innovation approach reduces the likelihood of scarce resources being used to create services older people do not want or need.

“You can see what their [older people] needs really are and you can create together things that they would like to do so I really enjoyed the contact with the older people”

Pilot Manager, SAIL Project

Many thanks for attending my session today

You can read more about the SAIL Project here:

Crossen-White, H, Hemingway, A. and Ladkin, A. 2020. The application of social innovation as it relates to older people and the implications for future policymaking: a scoping review. [*Quality in Ageing and Older Adults*, 21 \(3\)](#),143-153.

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