

Decade of Healthy Ageing 2020-2030

2019 UNIDOP “The Journey to Age Equality”.

October 10 2019, New York

The Journey to Age Equality - Beyond Demographics



- **Diversity**



- **Inequity**



- **Centrality of Health**

▶ EVERY OLDER PERSON IS DIFFERENT



Some have the level of functioning of a 30 year old.



Some require full time assistance for basic everyday tasks.

Health is crucial to how we experience older age

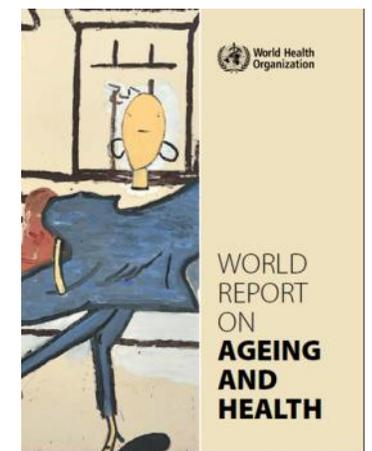
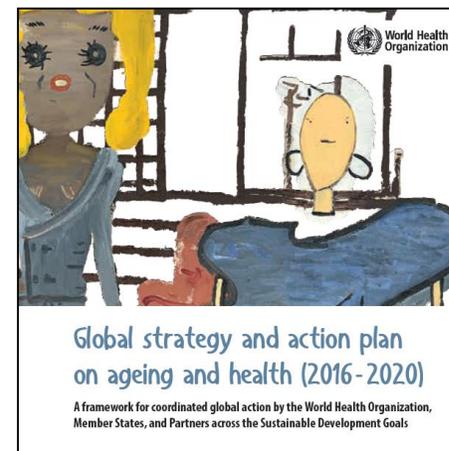
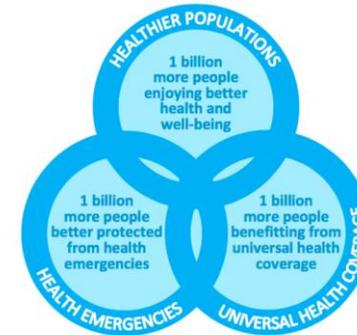
Global Strategy (2016 – 2030) and Action Plan 2016 – 2020 on Ageing and Health

Vision

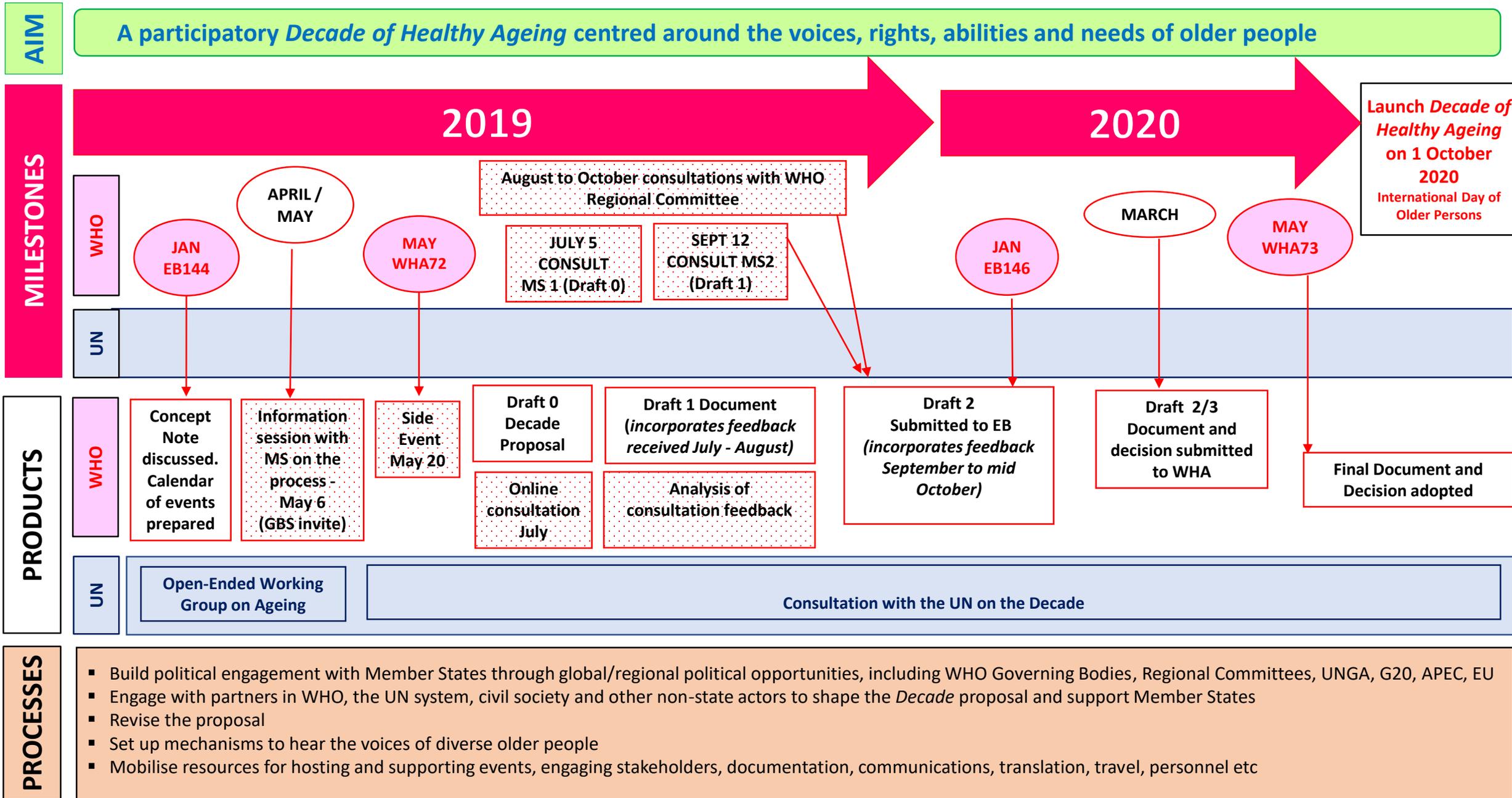
A world in which everyone can live a long and healthy life.

Goals

1. Evidence-based action to maximize functional ability that reaches every person (2016 – 2020).
2. By 2020, establish evidence and partnerships necessary to support a ***Decade of Healthy Ageing 2020 – 2030***.



Roadmap to launch the *Decade of Healthy Ageing 2020-2030*: milestones, products and processes



Steps taken to develop the proposal for the Decade

1. We asked people what they want: survey conducted

160 respondents from 81 countries, all regions

When asked “*What issues should the Decade focus on?*”, respondents prioritized:

1. Improved **engagement with older people**
2. Better understanding of **older people’s needs**
3. Developing and strengthening **health and long-term care**, specifically at community level
4. Improved **multisectoral action**

When asked *what priority outcomes the Decade should promote*, respondents ranked highest:

1. Healthy life expectancy
2. Age-friendly cities and communities
3. Reduced number of older people who are care dependent.

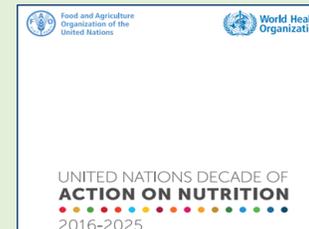
2. We reviewed what others did: from 6 past UN Decades

Factors for success

- Ensure the powerful cause has a human face
- Identify (early on) Member States Champions
- Identify and engage committed partners, particularly civil society
- Transform the “ecosystem” (coordination, financing, accountability), not just the issue
- Linkages and practical package solutions within SDG framework
- Having a strategic policy framework/plan
- Cross sectoral collaboration
- Focus on country level support

Barriers to success

- Losing sight of country-level implementation
- Lack of cross-sectoral outreach
- Resource limitations
- Decade “fatigue”



Step 3. We work with Member States to harness political opportunities and listen to different perspectives



A DECADE OF HEALTHY AGEING (2020-2030). IDEAS AND PROPOSITIONS TO REACH PEOPLE AND BUILD HEALTHY SOCIETIES

72nd World Health Assembly SIDE-EVENT

Monday 20 May, 17:30 - 19:00 / Palais des Nations, Room XXIV

Host

Co sponsors

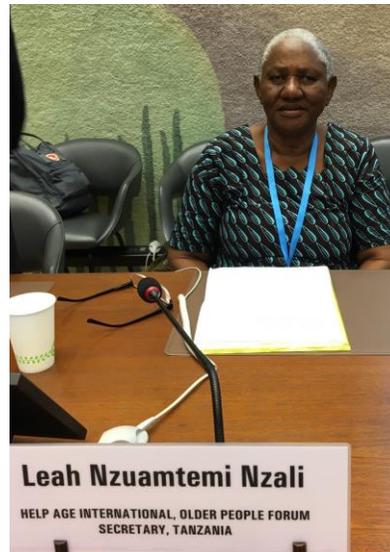
Chile, Argentina, Canada, Costa Rica, Ecuador, Finland, France, Japan, Panamá, Slovenia, Singapore, Turkey

HelpAge International

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Home | News and views | Press room | Press releases | New WHO commitment to healthy ageing could help millions, says HelpAge International

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World Health Organization

WHO HealthyAgeing | www.healthyageing.org

56th COMMISSION for SOCIAL DEVELOPMENT

Co-sponsored by the Government of the State of New York

CSoC56 Side Event on

MIPAA meets SDG3 - A Decade of Healthy Ageing 2020-2030

2 February 2018
10:00 - 11:30 am | Conference Room D
United Nations Headquarters, New York

Иновационная политика в интересах активного и здорового старения в Европейском регионе ВОЗ

Policy innovation for active and healthy ageing in the WHO European Region

World Health Organization

REGIONAL OFFICE FOR Europe

Чехов
Chekhov



Step 4: We share and disseminate through a new Platform

<https://www.who.int/ageing/decade-of-healthy-ageing>



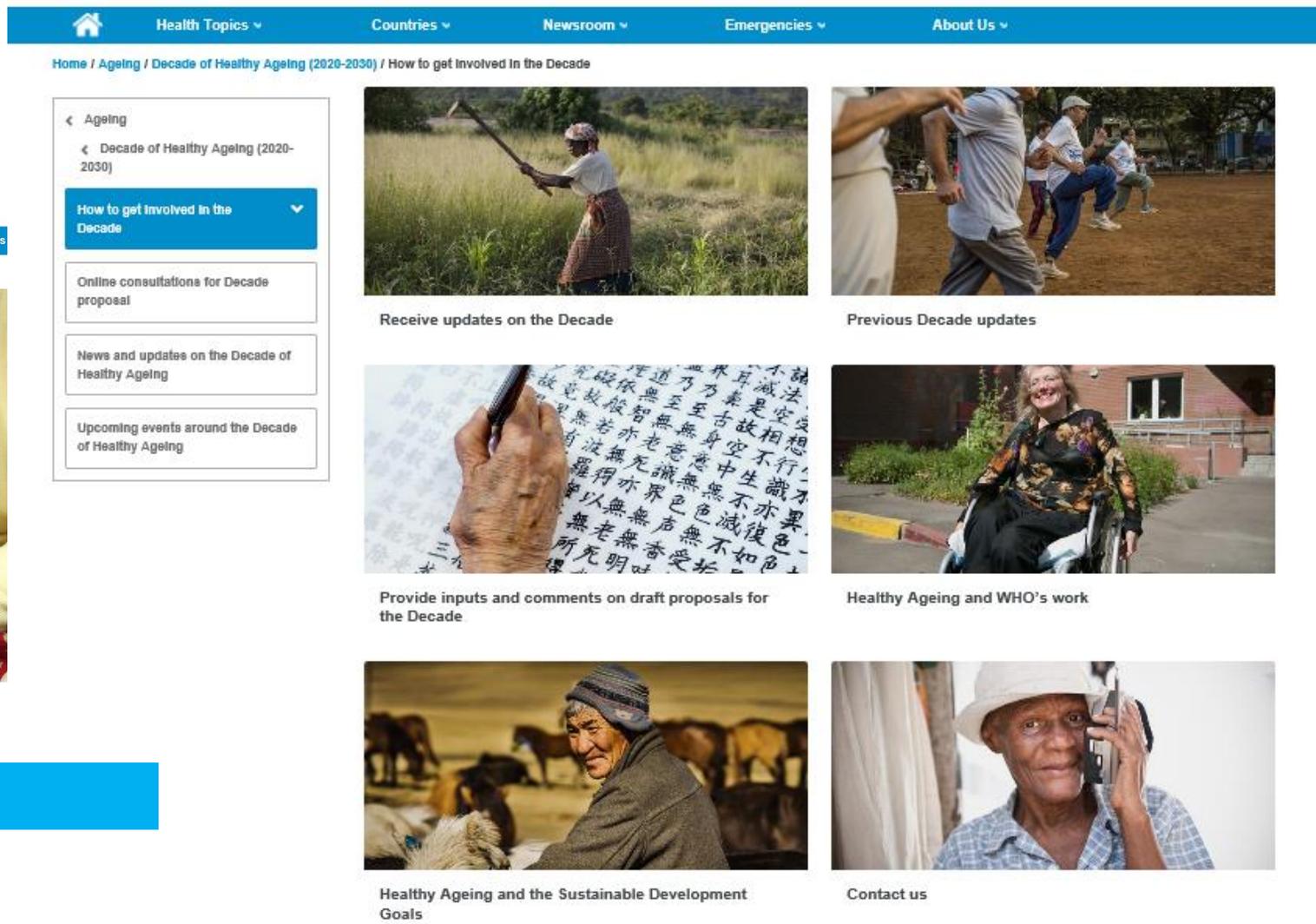
World Health Organization

Home / Ageing / Decade of Healthy Ageing (2020-2030)



Decade of Healthy Ageing
2020-2030

Direct email: Decade_Ageing@who.int



Home / Ageing / Decade of Healthy Ageing (2020-2030) / How to get involved in the Decade

- ← Ageing
 - ← Decade of Healthy Ageing (2020-2030)
 - How to get involved in the Decade**
 - Online consultations for Decade proposal
 - News and updates on the Decade of Healthy Ageing
 - Upcoming events around the Decade of Healthy Ageing



Receive updates on the Decade



Previous Decade updates



Provide inputs and comments on draft proposals for the Decade



Healthy Ageing and WHO's work



Healthy Ageing and the Sustainable Development Goals



Contact us

Step 5: We ran an online survey (in 6 languages, July 9 to Sept 8)



Online consultations for Decade proposal

- Ageing
 - Decade of Healthy Ageing (2020-2030)
 - Online consultations for Decade proposal**
 - How to get involved in the Decade
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Notice: The online consultation deadline has been extended to 8 September 2019.

In 2016, 194 Countries adopted, at the World Health Assembly, a **Global strategy and action plan on ageing and health** (2016–2030). Informed by the evidence in the **World report on ageing and health** (2015) and aligned with the Sustainable Development Goals, the Strategy called for transformative change.

Member States envisioned that change to be a world where people can live long and healthy lives. Governments realised that to achieve impact in countries we need a decade of concerted action on Healthy Ageing. For WHO, Healthy Ageing is defined as the process of developing and maintaining the functional ability that enables well-being in older age.

Context

Populations around the world are ageing at a faster pace than in the past and this demographic transition will have an impact on almost all aspects of society. The world has united around the 2030 Agenda for Sustainable Development: all countries and all stakeholders pledged that no one will be left behind and determined to ensure that every human being can fulfil their potential in dignity and equality and in a healthy environment.

A decade of concerted global action on Healthy Ageing is urgently needed. Already, there are more than 1 billion people aged 60 years or older, with most living in low- and middle-income countries. Many do not have access to even the basic resources necessary for a life of meaning and of dignity. Many others confront multiple barriers that prevent their full participation in society.

To ensure that the Decade of Healthy Ageing is a formidable force for fostering partnerships and accelerating progress, we need a unified vision and plan that provide directions for governments and non-State actors to enable people to live longer and healthier lives.

On-line Consultation

Between **9 July and 8 September 2019**, WHO and partners are seeking open input, comments, revisions, additions on the zero-draft proposal for the Decade of Healthy Ageing. The document is 20 pages (excluding annexes) and is divided into 4 sections:

Section 1: A new context needs concerted, sustained action



Engagement

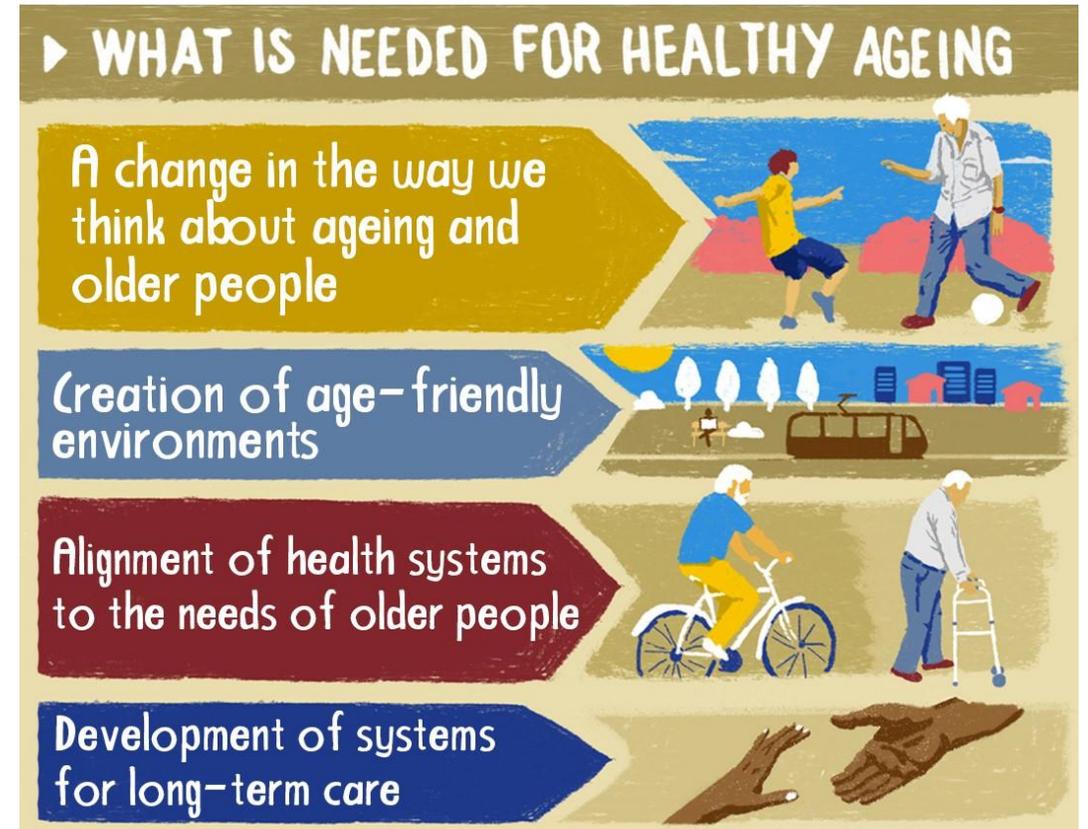


- 89 Member States
- 16 UN Agencies/
international organizations
- 300 Non State Actors

Decade Proposal: make a real difference in the lives of older people, their families and communities

Guided by the GSAP, the *Decade* aims to stimulate local action that ensures:

1. Change how we think, feel and act towards age and ageing
2. Communities develop in ways that foster the abilities of older people
3. Older people have access to quality integrated care and primary health care
4. Older people who need it have access to long-term care.



The Decade will build connections and collaboration

Governments

Civil society

Professionals

Media



Academia

Private sector

International
agencies

**Central to every step will be close engagement with
older people themselves**

Doing it differently: a Platform for Population Ageing

Enabling change through partnering on efforts to:

- ✓ Hear and respond to diverse voices and enable engagement
- ✓ Nurture leadership and capacities at all levels
- ✓ Connect stakeholders at all levels
- ✓ Foster research, data, knowledge exchange and innovation.



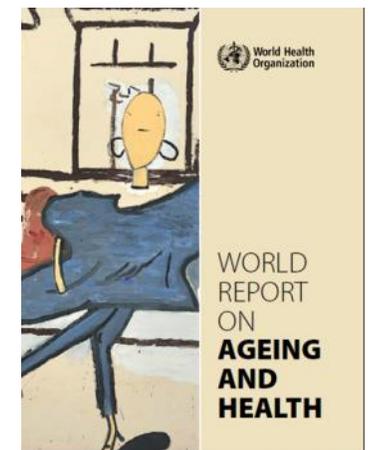
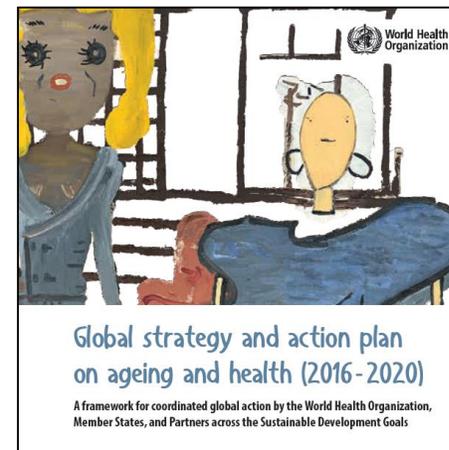
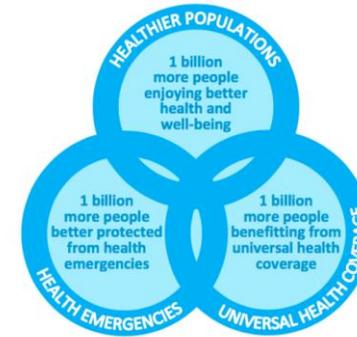
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Communities develop in ways that foster the abilities of older people



Integrated care for older people

Guidelines on community-level interventions to manage declines in intrinsic capacity



ICOPE

Integrated Care of Older People



ICOPE

Handbook

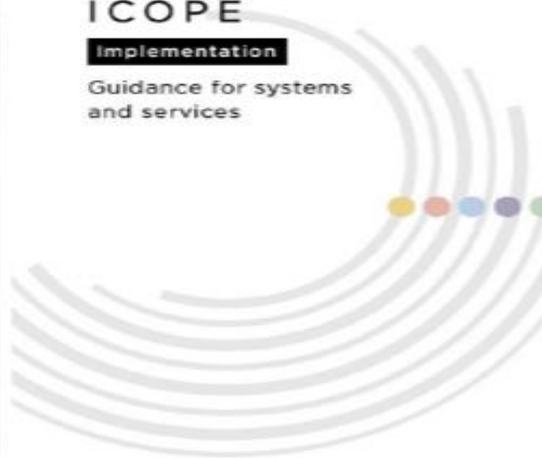
Guidance on person-centred assessment and pathways in primary care



ICOPE

Implementation

Guidance for systems and services



Older adults get the integrated (health and social care) they need

Changing how we think, feel & act towards age & ageing.



1 analysis of **global prevalence** of ageism using data from one single survey



1 policy review to understand **what countries** are doing in this area



4 Systematic Reviews to gather all available evidence on the **determinants, consequences & metrics** of ageism as well as **strategies** to tackle it



1 qualitative study to **assess existing campaigns** to tackle ageism

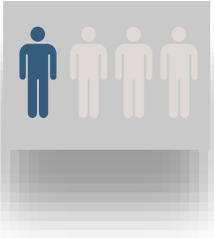


Lived experience

Global Report on Ageism



How it all comes together under the Decade



New Decade Platform

New website: <https://www.who.int/ageing/decade-of-healthy-ageing>

Direct email: Decade_Ageing@who.int



Changing how we think and feel and how individuals and institutions act on age and ageing is possible - we can help make it happen.



Ageism – what do we know about prevalence?

- Global prevalence of ageism using data from one single survey



- 60% of people in 57 countries from all regions and income groups reported that older people are not respected (Officer et al, 2016)
- Certain personal characteristics (e.g. younger age, being male) associated with increased prevalence of highly ageist attitudes. (Officer et al, 2019, Ageism, healthy life expectancy and population ageing: how are they related?, forthcoming)
- Increased healthy life expectancy and a higher proportion of older adults in a country are associated with lower levels of ageism (Officer et al, 2019, Ageism, healthy life expectancy and population ageing: how are they related?, forthcoming)

Ageism – what do we know about country action?



- Policy review to understand what countries are doing

- All of the 32 countries included have taken some level of action
- **75%** adopted legislation against age-based discrimination and put in place enforcement mechanisms
- **62%** modified or repealed existing laws / policies / programs that discriminate or prevent older people's participation in and access to benefits that would address their needs and rights
- **72%** undertook communication campaigns
- **62%** conducted intergenerational activities

Ageism – what do we know about what works?

- Systematic Reviews to gather all available evidence



Review 1: Interventions to Reduce Ageism Against Older Adults: A Systematic Review and Meta-Analysis (*Burnes D, Sheppard C, Henderson C, Wassel M, Cope R, Barber C, Pillemer K forthcoming*)

Evidence Before This Study: No review of the effectiveness of interventions to reduce or prevent ageism.

What did this study tell us:

Education (1) and intergenerational contact (2) and combining (1+2) them work to change

- attitudes towards older people (1+2),
- knowledge of ageing and older people (1), and
- comfort with older adults (1+2).
- BUT had no impact on anxiety about ageing, or interest in working with older adults.
- Interventions were most effective for females and among adolescent and post-secondary student age populations.

Implications: Invest in

- Ageism education and intergenerational contact to reduce ageism
- Research to examine the effects of interventions across cultures and age-related social norms.

Ageism – what do we know about how to measure ageism?

- Systematic Reviews to gather all available evidence



Review 2: Measuring Ageism

- Lack of studies on the psychometric properties of ageism scales (Ayalon et al. 2019. A systematic review of ageism scales, forthcoming)
- Only one of the currently available ageism scales met minimum psychometric requirements but had limited scope (Ayalon et al. 2019. A systematic review of ageism scales, forthcoming)

Ageism – what works in campaigning?

- Qualitative study to assess existing campaigns to tackle ageism



- Nine local and national/regional anti-ageism campaigns examined
- 7 steps identified as being key for the development of anti-ageism campaigns:
 1. Using research throughout a campaign
 2. Weaving a golden thread across campaign components (goal, objectives, activities)
 3. Adopting a middle-out governance approach
 4. Engaging the communities early and on an ongoing basis
 5. Incorporating intergenerational activities
 6. Telling new stories about ageing and older people
 7. Measuring change