



Lessons from the UK and US affiliated networks of Age-friendly Communities

5 December, 2017

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Content

- Overviews of US and UK Networks
- Comparisons between the two (organisation, activities, offer, focus and support)
- Examples of community-level initiatives implemented by UK Network members
- How the Networks are integrating Age-friendly with Dementia-friendly initiatives



AARP Network of Age-friendly Communities (USA)

- Led by AARP (Non profit) with clear use of brand in title and materials
- Started in 2012 with 8 members, currently 189
- Not just cities (smallest is Newport, Vermont with 1500 residents, largest is New York State)
- Rapid expansion from start (at least doubled in membership every year)
- High resource (central team, local offices)
- Emphasis on progress rather than achievement
- Members must be signed up to the GNAFCC (simultaneous with AARP)
- Highly accountable (must submit action plan etc.)

AARP® Network of Age-Friendly Communities

Real Possibilities





UK Network of Age-friendly Communities

- Independent entity but led by Centre for Ageing Better since 2016
- Medium Resource
- Started in 2012 with 6 members. Not just cities (but mostly)
- Different approaches including 'city regions' and countries (Wales, Northern Ireland)
- Slow growth (especially between 2012 and 2016)
- Emphasis on progress rather than achievement
- Not directive about model
- Members are signed up to GNAFCC or actively working towards that goal
- Focus on evidence – and sharing evidence-based practice, 'what works'

UK Age-friendly Communities

- Belfast
- Brighton and Hove
- Bristol
- Coventry
- Derry City and Strabane
- Glasgow
- Isle of Wight
- Leeds
- Liverpool
- London Borough of Lewisham
- London borough of Southwark
- Manchester
- Newcastle upon Tyne
- Nottingham
- Salford
- Sheffield
- Stockport
- Stoke-on-Trent
- Sunderland
- Wales



Offer	USA	United Kingdom
Network Manager (central team)	✓	✓
Website	✓	✓
Practical Resources (Monitoring and Evaluation, Case Studies, toolkits)	✓	✓
Domain expertise (policy, evidence)	✓	✓
Funding for programme elements (e.g. baseline survey)	✓	×
Annual Conference	✓	✓
Webinars / Training	✓	✓
Local or regional offices / support	✓	×
Level of resources	High	Medium



Can we really say which is best?

- We still don't know enough about what works for age-friendly communities
- Is it the model or the people?
- My learning:
 - Ability to connect (conference, website) key
 - National strategy helps drive the network (but don't forget older people/what communities want)
 - Help to 'get going' (on the end of the phone or better, in person)
 - Expertise on particular topics (e.g. housing, transport)
 - Practical resources and hands on support
 - Understand what you want to achieve, and what your network's unique approach will be (can't do it all)
 - The more directive you are, the more resource you need (control vs persuade)

Domain in practice – Transport (Isle of Wight)

- **Project** – Age-friendly training and Safer Journey Cards
- **Details** – Age UK created free age-friendly training for bus drivers, and designed and supplied Safer Journey Cards
- **Achievements** – Training has been included as part of continuing professional development (CPD) for bus company and extended off the island across the whole south coast
- **Other Domains** – Respect and social inclusion, social participation



Domain in practice – Outdoor spaces and buildings (Nottingham)

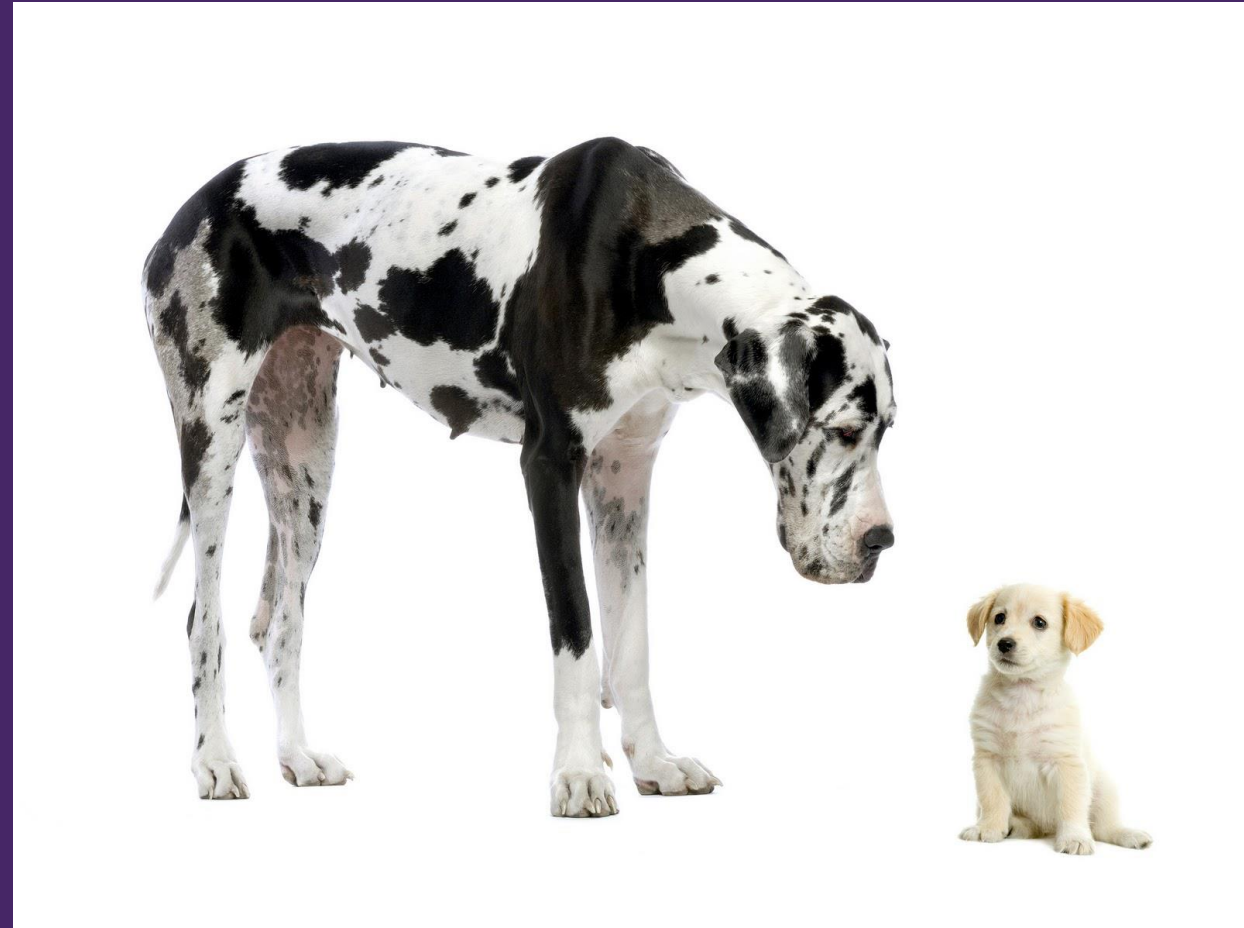
- **Project** – ‘Take a Seat’ campaign
- **Details** – Local businesses and organisations commit to providing and promoting a seat and support for people in later life with no obligation to purchase anything
- **Achievements** – Over 300 businesses signed up across the city. Nottingham Building Society introducing campaign nationally in their Building Societies
- **Other Domains** – Respect and social inclusion, social participation

**We Are
Age Friendly**



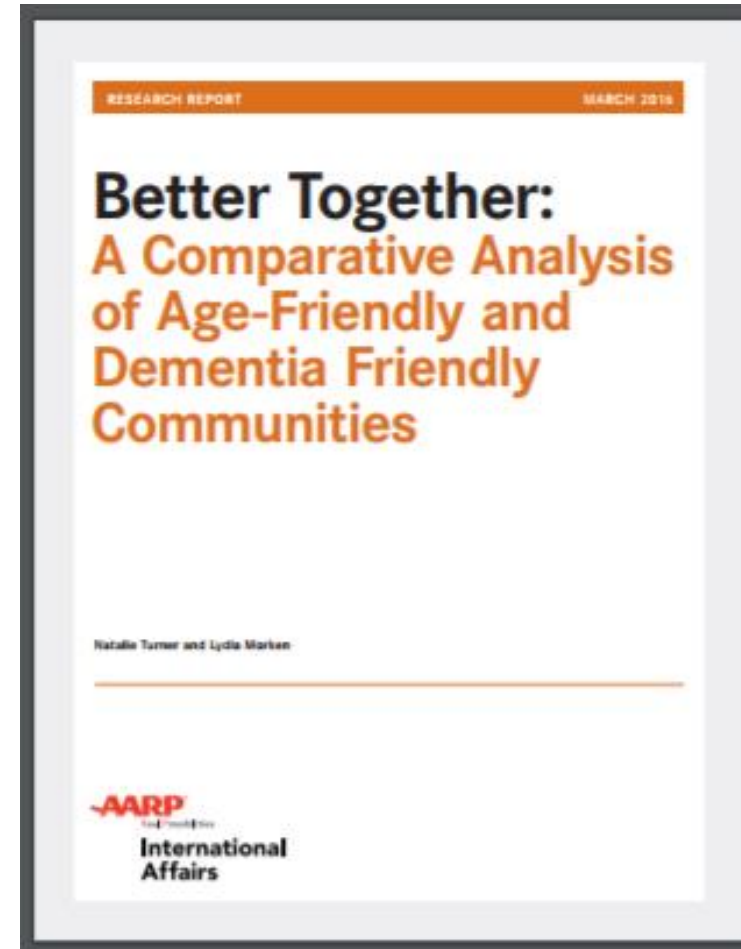
Dementia friendly and Age-friendly

- In the UK dementia friendly communities are much more established
- Few examples of them working together
- In the USA, the opposite is true.
- Need to provide guidance on bringing the two together





**Develop your own
guidance on how
to bring the two
together in Japan?**



Case Study: Dementia Friendly Theatre – Age-friendly Leeds



- Grew out of a decade long programme with older people
- Adaptations include:
 - altering sound and lighting levels,
 - Adapting stage actions so storylines are easier to follow
 - engaging with audience before and after to aid familiarity
 - Consult with people living with dementia e.g. to ‘give notes’ on dress rehearsals
 - Choosing shows carefully and thinking about language.
- Allowing space for positive portrayal of people living with dementia have opened conversations and connections between the ‘mainstream’ ageing work

Any Questions?

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