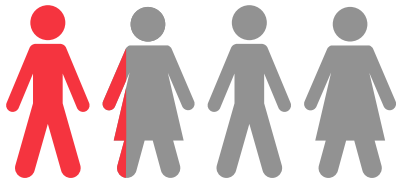


# LIVE LONGER BETTER. in Cumbria



## Headline Statistics for Live Longer Better in Cumbria

**31.4%**  
of people in **Cumbria** will be  
aged **65+** by 2043



compared to **23.9%** in England

*(Cumbria Observatory, 2020)*



**Life expectancy (LE)**  
in the UK **has increased**  
over the last 40 years

*(ONS, 2011)*

However **we are**  
**living a longer**  
**proportion of our**  
**lives with disability**



*(OHID Productive Healthy Ageing Profile)*

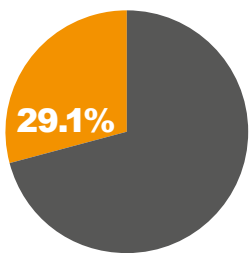


People **aged 55-74** in the  
poorest areas are **more**  
**than twice as likely to be**  
**inactive** than people in the  
wealthiest

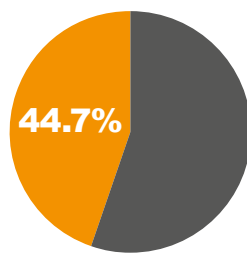
*(Active Lives Survey 2018-2019)*

### Inactivity sharply increases with age

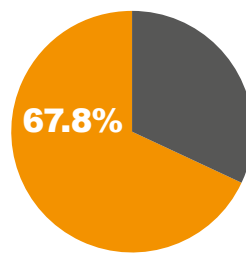
65-74 year olds



75-84 year olds



85+ year olds



compared with **23.1%** of those aged 25-34

*(Active Lives Survey 2020-2021)*

Many older people have  
experienced **physical**  
**deconditioning** during the  
pandemic



**1 in 4 people aged 60+**  
are **less able** to do everyday  
activities

*(Age UK, 2021)*

**16%**

**Men**

**12%**

**Women**

Percentage of people **aged**  
**over 65** who meet the  
CMO recommendation of  
**150 mins of moderate**  
**intensity exercise** per  
week

*(British Heart Foundation, 2019)*

**Falls** make up **88%** of all injuries  
that warrant an ambulance call out for  
people aged 50+ years



Frailty, falls and cognitive decline are  
**not** a necessary part of aging

**Physical activity can help to**  
**prevent and reverse them**

Be part of it!

