

LIVE LONGER BETTER. *in Cumbria*



Join the
revolution!



Be part of it!

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Foreword

The response to our ageing population needs a radical paradigm shift, not just for equity but because they are not based on science and evidence. This new paradigm requires a cultural revolution, moving away from the assumption that people will inevitably need more 'care' the longer they live to a culture in which people are expected to regain and improve physical and cognitive ability lost through inactivity and isolation. This paradigm shift aims to promote activity and increase resilience and fitness - physically, cognitively and emotionally.



Sir Muir Gray

Lead by Sir Muir Gray, a revolution is underway to enable people to live longer better, reduce the need for health and social care and reverse the effects of lockdown. The national Live Longer Better Programme is supported by Sport England and delivered by Active Partnerships such as Active Cumbria. It's aim is not only to prevent the problems that have previously been blamed entirely on the ageing process, but also to enable increased activity - physical, cognitive and emotional - for people who already have one or more long term conditions, including dementia and frailty.

The national Live Longer Better programme has three goals:

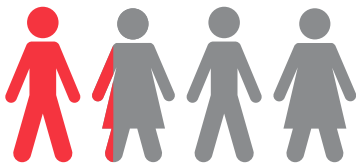
- 1 To increase activity (physical, cognitive and emotional) which will:**
 - Help people feel and function better, this year
 - Prevent or delay the onset of dementia, disability and frailty
 - Focus on the three Rs:
 - regain what they lost during lockdown;
 - recover the strength, stamina and suppleness they have lost in the last decade and
 - recondition the body that disease and inappropriate activity has deconditioned.
- 2 To increase healthy life expectancy and compress the period of dependency.**
- 3 To reduce the need for health and social care because a person with greater strength, stamina, skill and suppleness has greater resilience and is less likely to need acute care.**

Sir Muir Gray is a British physician, who has held senior positions in screening, public health, information management and value in healthcare. He has worked for the National Health Service in England since 1972, occupying a variety of senior positions during that time. He was the first person to hold the post of Chief Knowledge Officer of the NHS (England).

The context

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)

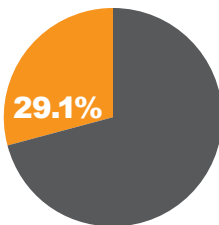


People **aged 55-74** in the
poorest areas are **more**
than twice as likely to
be inactive than people in
the wealthiest

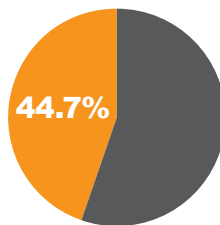
(Active Lives Survey 2018-2019)

Inactivity sharply increases with age

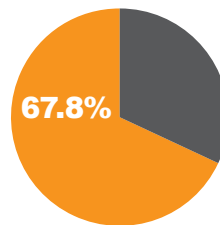
65-74 year olds



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

Live Longer Better in Cumbria

Through our commitment to the national Live Longer Better programme, Active Cumbria has established the Live Longer Better in Cumbria programme. As one of our strategic objectives, we will prioritise effort and resources to the people and places where the highest levels of inequality exist, focussing across the life course. Live Longer Better in Cumbria will compliment our goal to support older adults, particularly those with or at risk of long-term health conditions to be more active.

Live Longer Better in Cumbria is Active Cumbria's programme to:

Educate

We will promote knowledge and understanding about living longer better among health professionals and physical activity and movement providers, as well as the older adults they encounter to counteract the detrimental effects of ageism. The Live Longer Better programme available online from Learning with the Experts is an important tool we shall use to achieve this aim.



Activate

We will work with partners and providers to:

- increase physical ability and movement, resilience and healthspan (the period of a person's life during which they are generally healthy)
- prevent falls and frailty
- reduce the risk of, and delay or prevent dementia
- prevent and minimise the effects of disease and multimorbidity including long COVID.



Network

We will hold a launch event and a mid-point programme event to bring together key stakeholders to network and share with one another. The Live Longer Better in Cumbria Network will unite partners and providers in a community of practice and learning.



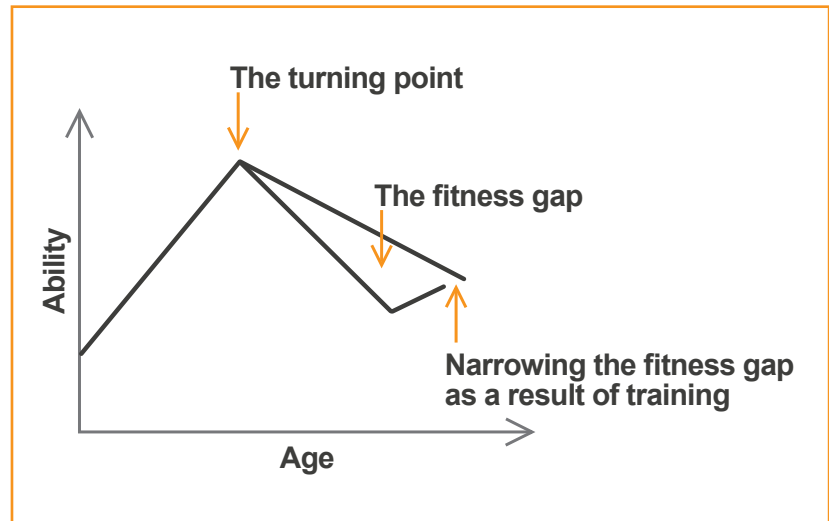
Enable

We will manage applications from providers to 'The Reconditioning Fund'. Using direction from our 5-year strategic plan and the supporting implementation plan, we will target resources to the places where they are needed the most.



The Reconditioning Fund

Activity, physical, cognitive and emotional, is of vital importance in achieving optimal ageing. Optimal ageing is closing the gap between your actual level of ability and your best possible level of ability by preventing loss of fitness or regaining lost fitness through activity that challenges body, brain and mind. Narrowing the fitness gap can also be described as reconditioning.



Active Cumbria has secured investment from Cumbria County Council's Public Health Team to help meet the aims of Live Longer Better in Cumbria. The Reconditioning Fund will be launched in November 2022 and will be a source of funding to achieve our goals. Active Cumbria officers will work with local providers to identify suitable projects to recondition Older Adults, primarily those who live in the priority places identified in our Implementation Plan, as well as others that will reach a wider audience. Deployment of the fund will run to coincide with the end of our 5-Year Plan in 2026.

The fund will concentrate on projects which primarily:

- Increase physical ability and movement, resilience and healthspan, and to prevent falls and frailty
- Reduce the risk of, and delay or prevent dementia
- Prevent and minimise the effects of disease and multimorbidity including long COVID
- Empower Older Adults to counteract the detrimental effects of ageism
- Minimise and mitigate the effects of deprivation
- Prevent and mitigate isolation

The priority audience for projects supported by the fund are:

- Older Adults aged 65+ years including those with or at risk of one or more long term health condition.
- Older Adults aged 65+ years who are identified as vulnerable and have faced a period of crisis or have multiple issues and want to make a positive change to their lives, helping to improve their social wellbeing, physical health and mental health are also a priority audience.

Applications will be assessed by an internal Grant making panel at Active Cumbria. Monitoring, evaluation and learning will be carried out on all projects, with case studies and annual reports produced.

The impact

For Communities, Partners and Providers

- Increased understanding about Live Longer Better, empowering Older Adults to counteract the detrimental effects of ageism
- Increased Older Adults physical resilience and healthspan
- Reduced risk of and delayed/prevented dementia
- Minimised effects of disease and multimorbidity
- Increased activity levels among Older Adults
- Increased social engagement levels among Older Adults
- Reduced demand on formal care services due to preventative community initiatives

For Active Cumbria

- Recognition as the leading information source with regards to living longer better by health partners and physical activity and movement providers across the county
- Recognition as a pioneer in the anti-ageism agenda
- Sustainable and scalable provision of activity for Older Adults across all localities

If you would like to discuss anything related to Live Longer Better in Cumbria or The Reconditioning Fund, please contact **Clare Paling – Development Officer (Older Adults Lead)** at clare.paling@cumbria.gov.uk





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