

18th October 2023

Spread the Word to 'Live Longer Better'

Michelle Bird
Health and Wellbeing Officer

Live Longer Better Revolution

Our Mission is to enable people to live longer better, to increase Healthy Life Expectancy and reduce the period of time at the end of life when people are very dependent on others. It is based on a clear understanding of the science and strong evidence based.

Founded by **Sir Muir Gray** –
Knighthood for his services to the NHS





Annie Holden

**Strategic Health Lead & Live Longer Better Project Manager
Active Partnerships National Organisation**

www.ActivePartnerships.org

Live Longer Better



Join the Live Longer Better Revolution.



[All photos from Centre for Ageing Better Age Positive Image Library](#)

Live Longer Better

Annie Holden, Strategic Health Lead, Active Partnerships National Organisation

Move Together: towards a healthier, more active county.

Active Kent and Medway Conference 18th October 2023

Live Longer Better

Enabling healthy active ageing through a preventative approach, working collaboratively to improve the health of those in need.

Working with and inspired by,
Professor Sir Muir Gray

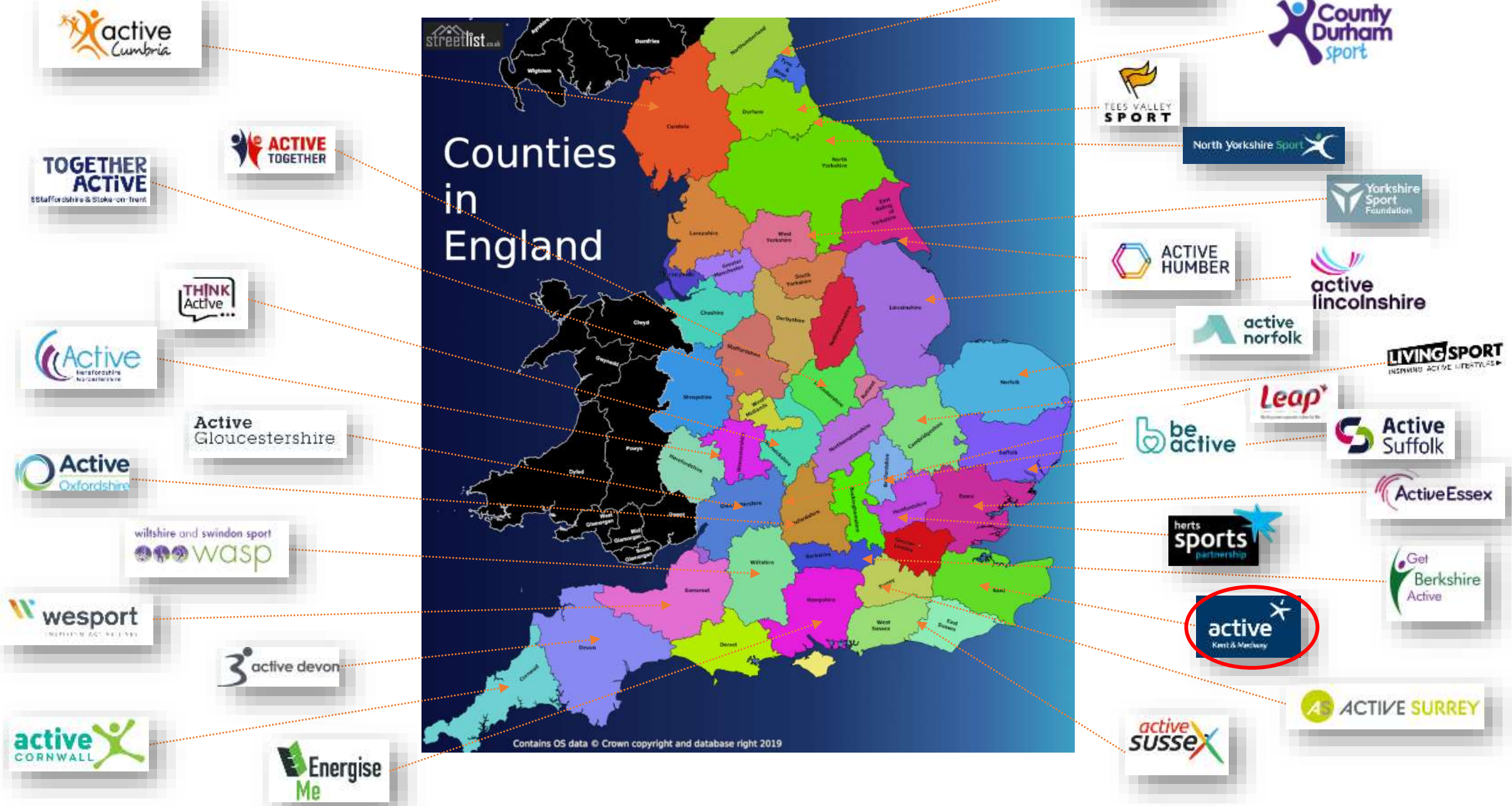


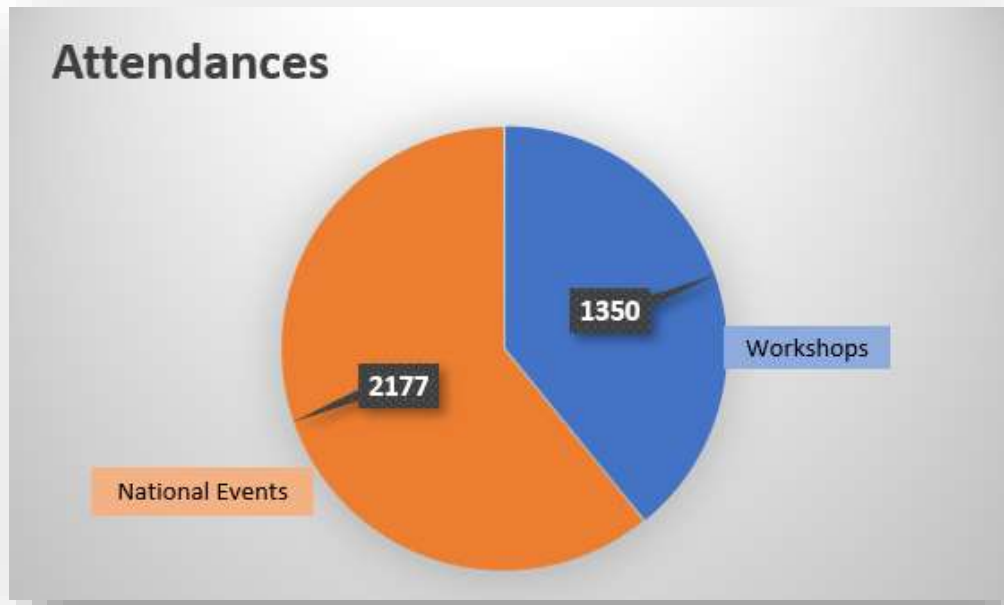
December 2020

Active 
Partnerships

Engaging Communities, Transforming Lives

Live Longer Better Map



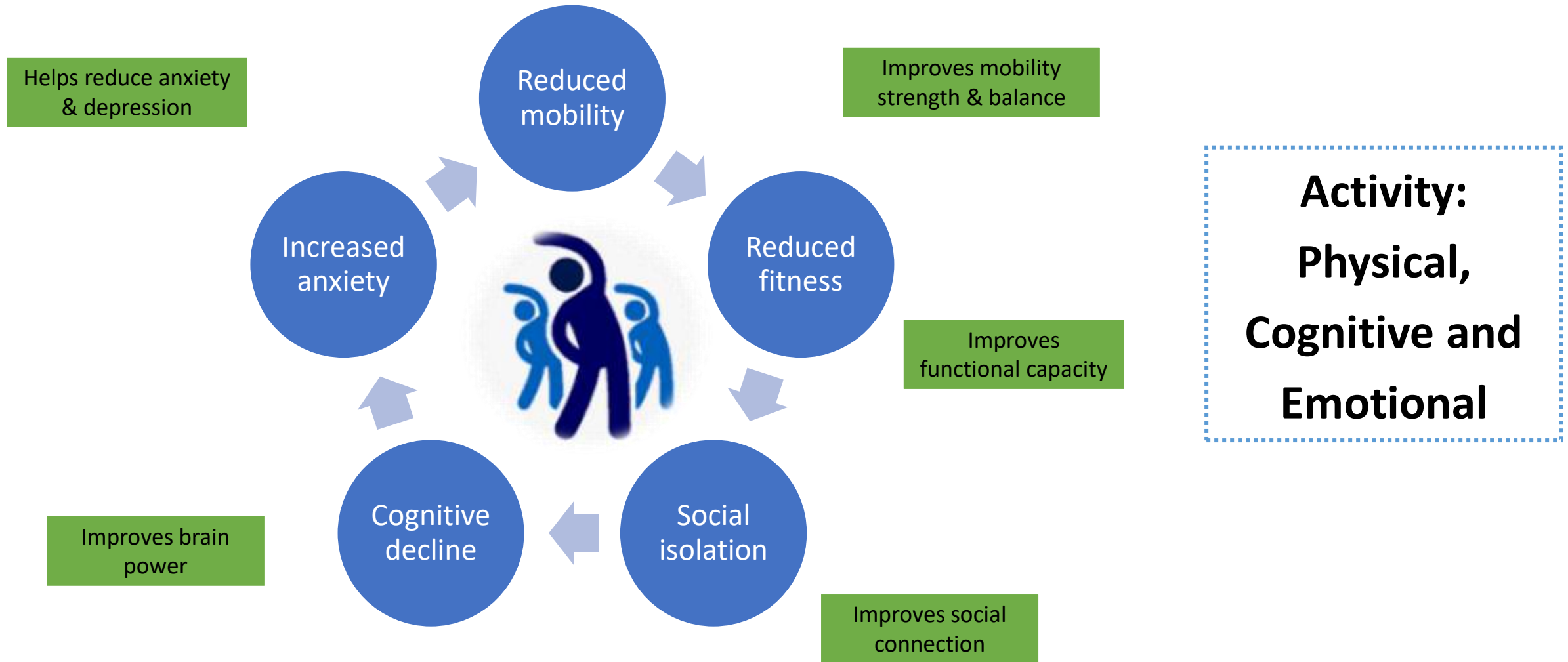


LLB Engagement



From Dec 2020 to date (Oct 2023)

The power of physical activity: its impact on physical and mental health

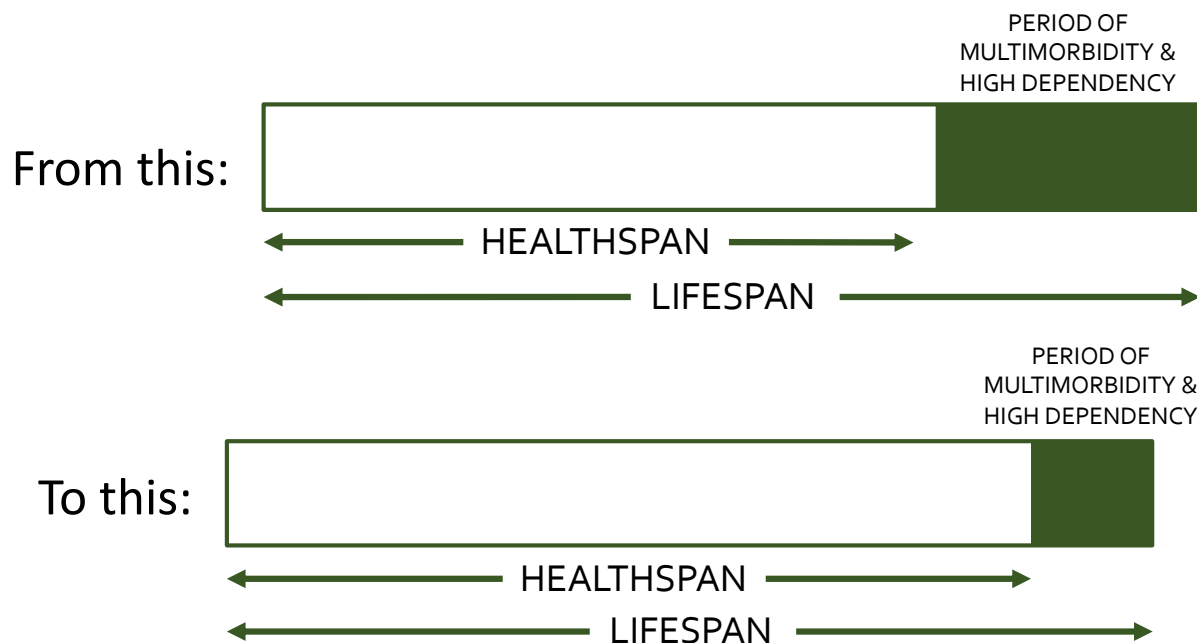


It's not just about living longer

It's also about being healthy. And healthy life expectancy hasn't kept up with our longer life spans. So, we might be living longer, but we're also **spending more years in a period of high-dependency as we deal with multiple long-term conditions.**

A healthy life span – or healthspan – is the period of life spent in good health.

Ageing is simply a set of biological processes that start as early as childhood.



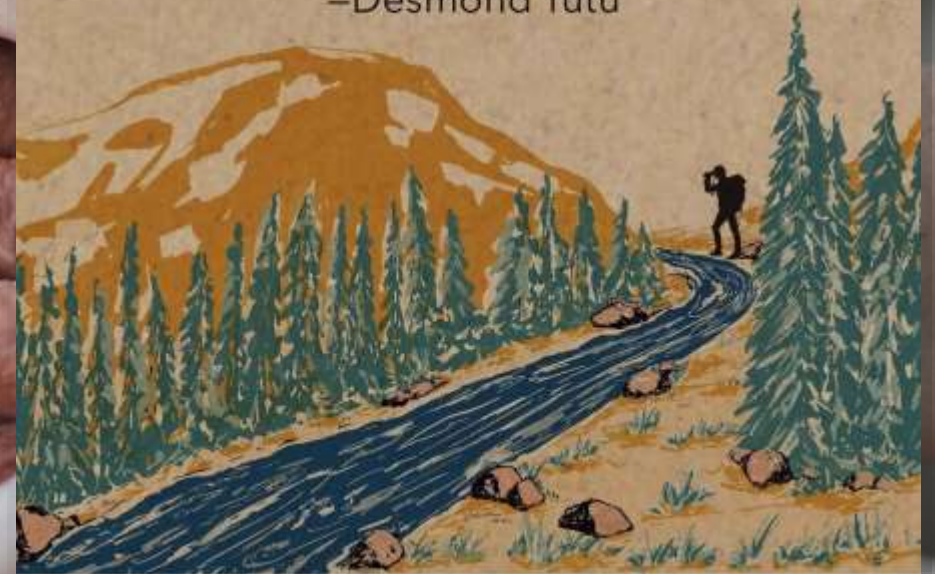
LLB aims to **close the gap between the actual rate of decline and the best possible rate of decline** – by reducing inactivity and sedentary behaviour, **improving functional ability** and reducing the time spent in a period of **high-dependency for those with multiple long-term conditions.**

Live Longer Better

Developing a new culture:
*from care to enablement, using
activity (physical, cognitive and
emotional) as the driver to increase
healthspan for older adults*

"There comes a point where we need
to stop pulling people out of the river.
**We need to go upstream and find out
WHY they're falling in.**"

—Desmond Tutu



From a healthy ageing perspective.....



By 2040 (England)....

- People are living longer but with major illness.
- But the number of 20–69-year-olds (working age population) is projected to grow by just 4%.
- This is the group that generates bulk of government revenues, used across all areas of government spending, including the NHS.
- Alongside this, economic inactivity continues to rise, with large increases in long-term sickness & retirement rates between 2019-2022.

We need to significantly rethink how to manage the pressures with our health & care systems, to enable and empower healthy, active communities.

Health Foundation Insight Report July 2023

ults will have
TCs by 2035
re likely to
nce MH
ems.

with 17 years more
with disabling health
conditions.

The state of ageing is getting worse

Welcome to our Live Longer Better National Event. Wed. 1st November 2023, in-person event, London.

By working collaboratively, we can create change in practice, culture and systems.

- We have made significant progress moving on the LLB agenda since December 2020, both within our own bi-weekly workshops, as well as with national partners.
- At the Roundtable event in June, we discussed and explored what the keystone activations could/should be for LLB and the healthy active ageing agenda. Whilst we continue this journey, we also want to think ahead.

This event will help maximise the exploration, thinking and full discussion opportunities to be held, focusing on:

a. Activating the keystone changes identified from the June Roundtable event:

- i. Public facing: help people to take control of their own health.
- ii. Professionals: establish 'activity' as an integral part of professional training.
- iii. Developing a physical (cognitive and emotional) activity manifesto and comms / influencing plan.

i. Stocktake and imagining different futures – LLB beyond April 2024.

We will explore collectively how to expedite the keystone changes to enable the benefits of active ageing for our local communities.

We will consider and identify approaches for what's needed to develop these ideas into keystone changes.

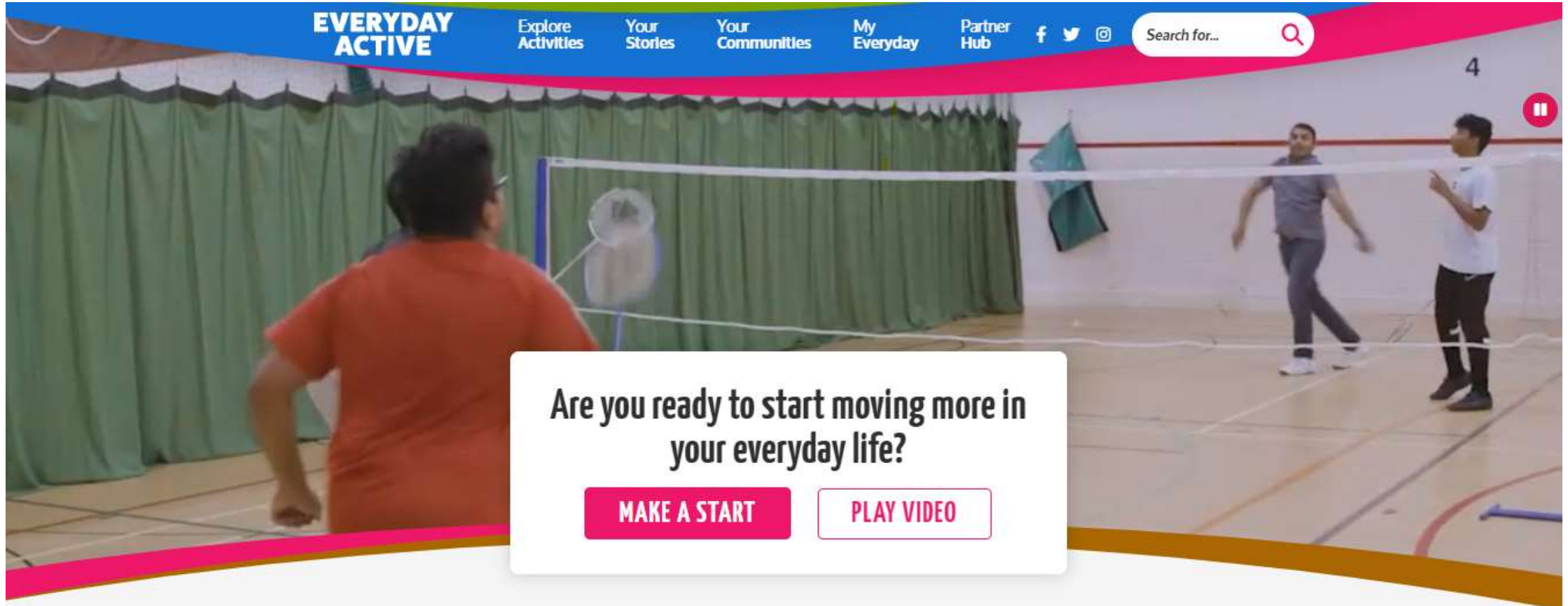
Sir Muir continues to inspire and galvanise our collective efforts nationally as well as locally, to enable living longer in good health.

***This Roundtable event will be facilitated by our Learning and Evaluation Partners:
Ruth Ball and Andy Brogan (Centre for Public Impact and Easier Inc.)***

Thank you!

Everyday Active Kent

<http://www.everydayactivekent.org.uk>



EVERYDAY
ACTIVE

Explore Activities Your Stories Your Communities My Everyday Partner Hub

f t i

Search for...

4


Are you ready to start moving more in your everyday life?

MAKE A START

PLAY VIDEO

Let's get started!


Everyday Active Kent – Partner Hub



Downloadable resources

When Everyday Active documents and resources are published, they will be added to this page for download.


[READ MORE](#) [SAVE THIS ITEM](#)



Partner Resources

This library of resources organises the evidence and contains the knowledge that is needed to encourage people to move more in their everyday lives.


[READ MORE](#) [SAVE THIS ITEM](#)



Training Opportunities

Face to face and online courses to develop your knowledge, skills and confidence to have conversations with others to help get more people, more active.


[READ MORE](#) [SAVE THIS ITEM](#)



Local Networks & Campaigns

Links to campaigns, projects and initiatives working across our county to help people be more active.

[READ MORE](#) [SAVE THIS ITEM](#)



Live Longer Better

...the Live Longer Better Network. The Live Longer Better Network has three aims: To increase activity (physical, cognitive and emotional) which will: Help people feel and function better Prevent or...

[READ MORE](#) [SAVE THIS ITEM](#)

Kent & Medway Live Longer Better

www.everydayactivekent.org.uk/live-longer-better/



JOIN THE NETWORK – SIGN UP TO OUR MAILING LIST TODAY



Events

Find out more about upcoming network events and watch recordings from previous events.

READ MORE

SAVE THIS ITEM

Newsletters

Keep up to date with the latest news including information on activities, research, campaigns and events.

READ MORE

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Resources

This library of resources organises the evidence and contains the knowledge that is needed to reduce the risk of disability, frailty, dementia and dependence on other people.

READ MORE

SAVE THIS ITEM

Kent & Medway Live Longer Better

Live Longer Better Network News – Issue No.1 May 2023

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Active Kent & Medway

Links

www.everydayactivekent.org.uk

[Everyday Active - Home | Facebook](#)

[Everyday Active Twitter](#)

[Everyday Active Instagram](#)



Thank you!

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Medway Public Health

Nikki Chawner

Physical Activity Specialist

&

Mark Greenstreet

Community Physical Activity Officer

Physical Activity Team Medway Public Health

Older Adult Projects

Active Referral – Removing barriers and improving access to physical activity opportunities in Medway

Presented by **Nikki Chawner** (Physical Activity Specialist) and **Mark Greenstreet** (Physical Activity Officer)

Medway's Older Adult Physical Activity Offer



**READY
STEADY
WALK**

Medway Move Well are pleased to offer a 16-week programme to help you increase your strength, stamina, and confidence to walk more and to improve your health.

If you can stand for 5 minutes and walk for two minutes but would like to do more, join us and call **01634 333720**

Sessions are free or low cost for Medway residents

Classes are run on **Thursdays 12.30pm starting 2nd February** at Hoo Leisure Centre

active
EVERYDAY ACTIVE
A BETTER MEDWAY
Easier ways to be healthy



This new, evidence based physical activity programme is aimed at the many older adults who want to build strength, balance, co-ordination and confidence to walk further and more often with reduced risk of falling



An easy social stroll in your local green space to help you improve your health and meet new friends.



**Join Us For A
Walk In The
Park**

Free and friendly, and suitable for all abilities

A BETTER MEDWAY
Easier ways to be healthy

If you would like to join us or **VOLUNTEER** to lead a group please get in touch on **01634 333720**

Get fit and have fun
Try out the Outdoor Gym Equipment
Go at your own pace, your way
Meet new friends

MAKING THE MOST OF MEDWAY'S PARKS

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MAKING THE MOST OF MEDWAY'S PARKS

'An easy social stroll in your local green space to help you improve your health and meet new friends'.

- Volunteer led programme
- Weekly session delivered around Medway in local green spaces
- Run during the Spring-Autumn months
- 10-30 min walk
- Making use of benches
- Strength and balance focus- using outdoor gym equipment where available
- Key focus on bringing together a group to enjoy being active together outdoors to reduce social isolation and loneliness.



Join Us For A Walk In The Park

Tuesdays

**Tuesday 10am at Rainham Rec ME8 7PR,
meet at outdoor gym**

**Tuesday 1pm at Rochester Riverside
meet at train station main entrance**

Wednesdays

**Wednesday 10am at Choir Close, Wainscot, meet at
Outdoor Gym**

**Wednesday 10am at Capstone Park (Starting at Cafe)
ME7 3JG**

Thursdays

**Thursday 10am at Beechings way Twydall,
meet at community centre**

**Thursday 11am at Rochester Esplanade
meet to outdoor gym**

Subject to change

**Visit Everyday Active Website or
Please call 01634 333720 for more information**

**Get fit
and have
fun**

**Try out the
Outdoor
Gym
Equipment**

**Go at your
own pace,
your way**

**Meet
new
friends**

MAKING THE MOST OF MEDWAY'S PARKS

Ready, Steady, Walk



- **16-week** class-based programme.
- To build **strength, balance, co-ordination and confidence** to walk further and more often with reduced risk of falling.
- Following **evidence based**, tried and tested physical activity programmes such as **Otago** exercises.
- The sessions are purposely run through the Winter months
- The project has a key focus on bringing people together to become more active in a group and reduce social isolation and loneliness.
- Currently 4 rolling sessions being delivered across Medway, originally funded by Active Kent and Medway

Ready Steady Walk 10-week Pilot with Medway South PCN

10 week pilot

- 2 weeks of Physical Activity Education
- FFMOT assessments
- 6 weeks of Ready Steady Walk activity
- FFMOT assessments



97% of attendees increased their Physical Activity levels by at least 1 day per week.

93% of attendees reduced their sedentary behaviour by at least 2 hours per day.

79% of attendees improved their overall wellbeing

79% of attendees reduced the number of days they felt lonely by at least 1 day per week.



This course has done wonders for me! I can now put on my own ibuprofen gel, get off and on my scooter easier and safer and it has improved my mood. I have met some good friends, and I am no longer lonely.

Medway Active Travel Projects



25 – 30 Wellbeing Walks across Medway

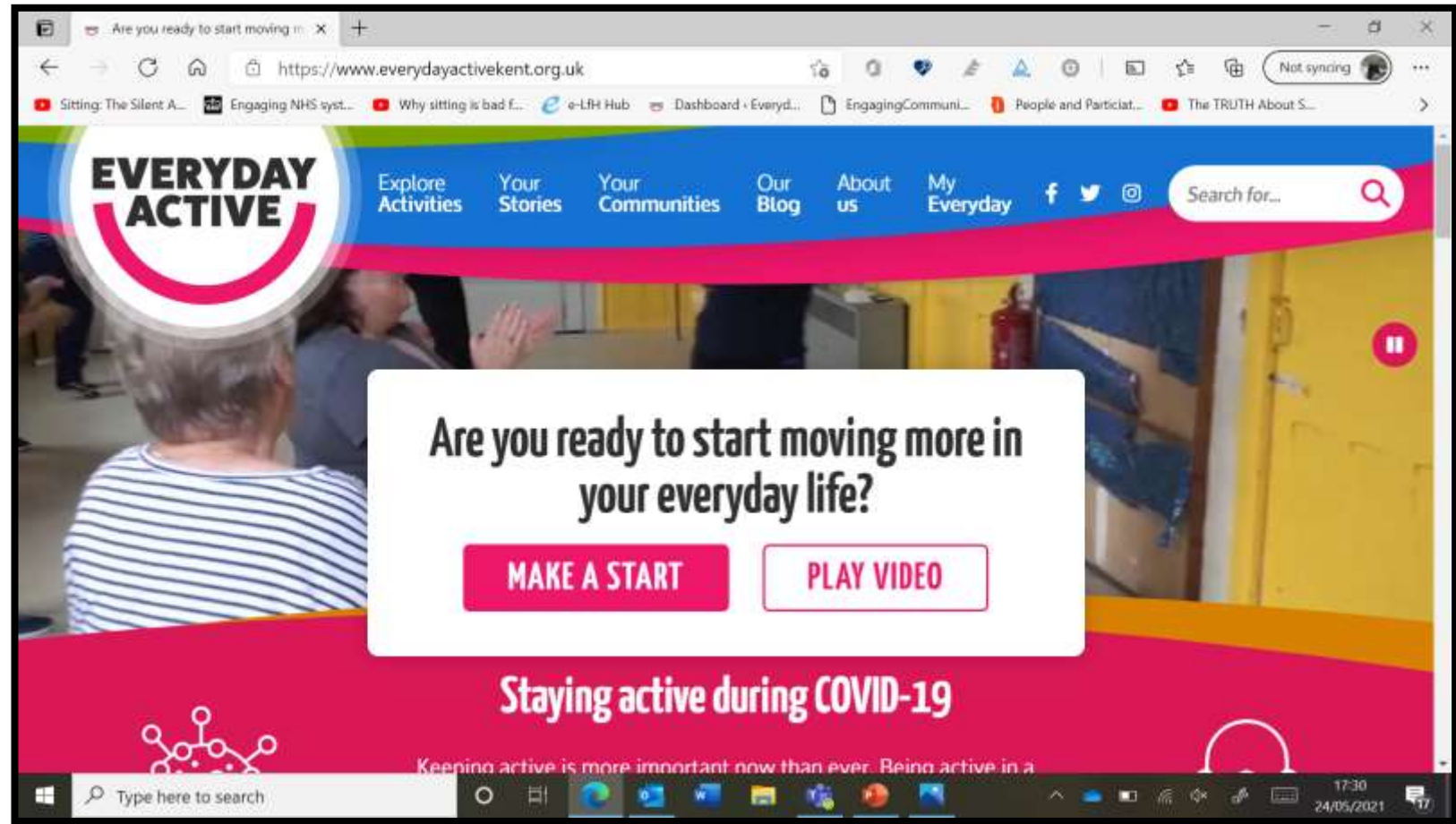
Nordic walking sessions- including some for those with long term health conditions such as Parkinson's.

Cycling groups

The Everyday Active Website



The 'Go To' website for everything physical activity related in Kent and Medway



<https://www.everydayactivekent.org.uk/communities/medway/>

Development of our Older Adult Projects

- Expand these projects across Medway to have local physical activity opportunities for all.
- More pilot work with Primary/Secondary care and care homes.
- Promote these projects far and wide to raise awareness of what is available locally.
- Develop clear and strong links with our Falls Prevention Team for appropriate referral.



Kent & Medway Live Longer Better



Join the Network

Whether you're a strategic lead, front line worker or provide services for older people (55 years and over) in Kent & Medway, you're invited to join the **Live Longer Better Network** to keep up to date with local and national news, information and events.



[Join the Kent & Medway Live Longer Better Network](#)

