



**Age &
Opportunity**
Life is for
Living.

7 October 2014



“Making Ireland a Great Place to Grow Up and Grow Old in”

WHY : More people living longer, living better



Population structure is changing: more older people; fewer younger people. (Eurostat 2011)

Over 65 population will increase

250%

By the year 2036 (CSO 2007)

Over 80 population will increase

400%

By the year 2041 (CSO 2007)

1 in 3

Newborns will live to 100

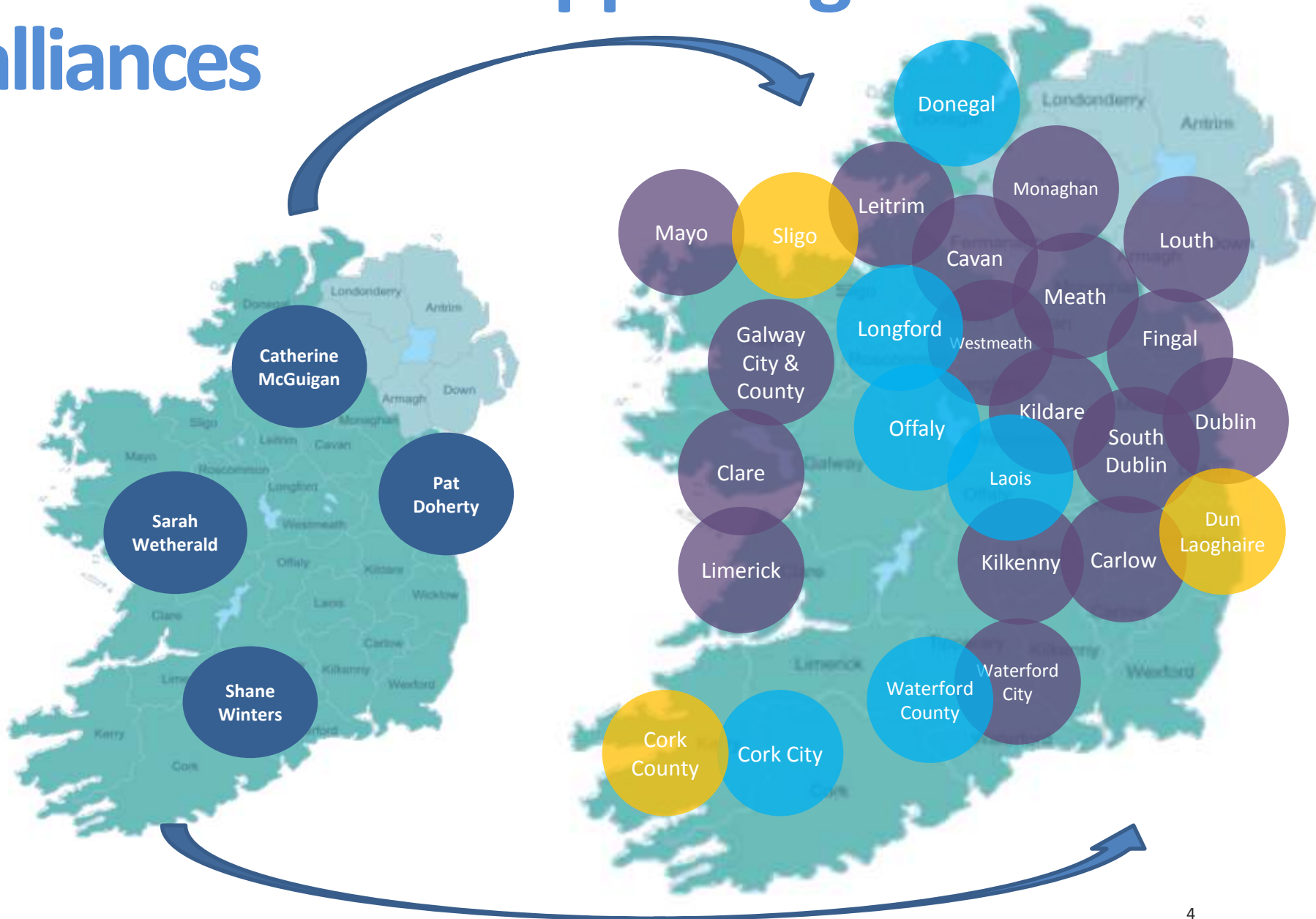
Only 5 % are frail,
the majority are
active and under-
engaged



**Who We Are, How we have
grown**



National team supporting local alliances



AGE FRIENDLY OUTCOMES





HOW : Becoming an Age Friendly City or County

1

START

- Secure approval of Local Authority & City Manager
- Secure agreement of critical agencies
- Secure consent of political representatives
- Create an Age Friendly City Alliance
- Hold a public launch
- Create Implementation Group

2

CONSULT

- Begin Mapping Existing Services
- Consult with Older People
- Engage other key organisations
- Establish Older People's Council

4

ACT

- Begin implementing the Strategy
- Plan Forums
- Establish Age Friendly Business forum
- Monitor & review implementation

3

PLAN

- Begin Action Plan
- Complete 1st Draft Strategy
- Check strategy reflects priorities
- Secure Alliance approval
- Finalise and launch strategy
- Affiliate to WHO Global Network



How We Have Grown



Innovation



&

Partnership





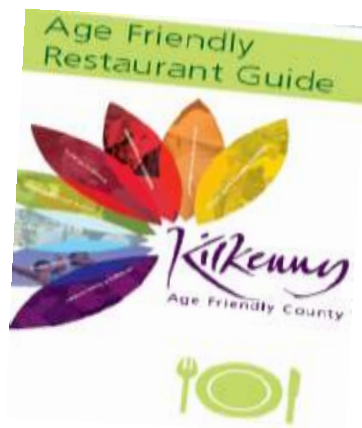
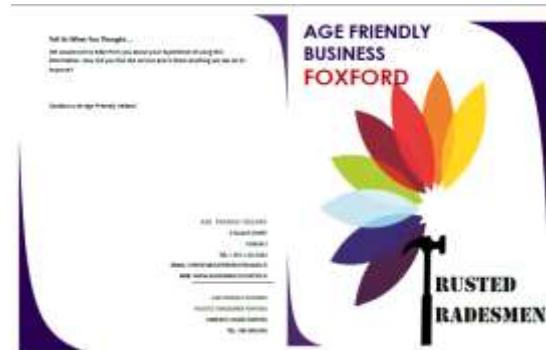
Mohill - Age
Friendly Town

INNOVATION

Older People Remaining At Home



Age Friendly Libraries



Age Friendly Business



Partnership and Embedding



NGO Partners

- Age & Opportunity,
- Age Action,
- Gaisce,
- Sports Partnership
- Alzheimers Ireland
- Universities

Key Documentation

- CDPs (County Development Plans)
- LECPs (Local Economic & Community Plan)
- NPAS (National Positive Ageing Strategy)
- Regional Outdoor Recreation Strategies
- Planners Handbook





ABOUT AGE ACTION

- Advocacy organisation set up in 1992
- Majority of 2,000 members are older people plus voluntary, statutory, private and professional bodies
- 73 full time and part time paid staff and 800+ active volunteers

Our Vision

*'Ireland becomes the best country
in which to grow older'*





MAIN ACTIVITIES

- Advocacy and Communications
- Policy Development
- Pre Budget and other submissions to Govt.
- Information service
- Research
- Monthly newsletter *Ageing Matters in Ireland*
- Services
- Website
- Positive Ageing Week (1st October – 9th October 2014)





SERVICES

- Life Long Learning (University of the Third Age)
- Generations Together
- Care & Repair (DIY service)
- Getting Started (Computer Training)
- Ageing & Development
- Intercultural Care Home Project
- Regional Advocacy Work in Nursing Homes, North Dublin and Trim

Last year we helped over 30,000 people through our services & programmes





Generations Together Programme

Recognising the importance of a life cycle approach and the need for a positive attitude towards ageing and learning, no matter what age a person is, Age Action launched the Generations Together Programme in 2011.





Aims of Generations Together:

- To raise awareness and promote intergenerational work in Ireland
- To provide guidance, advice & support
- To provide training workshops
- To organise intergenerational events
- To take a collaborative approach to intergenerational work





Training

- Learning around what Intergenerational work involves
- Highlighting the benefits of Intergenerational interaction
- Guidance on how to set up an intergenerational project and overcome challenges
- Themed intergenerational workshops e.g. Elder Abuse Awareness, Empowerment



Awareness

- **Report Mapping 28 Intergenerational Projects in Ireland** - carried out in collaboration with NUIG and The Beth Johnson Foundation
- Available for downloading on www.ageaction.ie/generations-together



Collaboration



European Year of Citizens 2013
www.europa.eu/citizens-2013



European Year for **Active Ageing**
and **Solidarity between Generations** 2012



national youth council of ireland
COMHAIRLE NAISIÚNTA NA NÓG



An Roinn Sláinte
DEPARTMENT OF HEALTH



Irish Centre for Social Gerontology



looking at ageing in new ways

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AgeAction
For all older people



Cross Border - Sharing Learning

- Contact first established in 2009/2010
- Work programmes and setup
- Training materials and resources
- Joint promotion of intergenerational work – conferences, seminars
- Cross border collaborative events



Cross Border Intergenerational Age- Friendly Exchange Project



European Year of Citizens 2013
www.europa.eu/citizens-2013

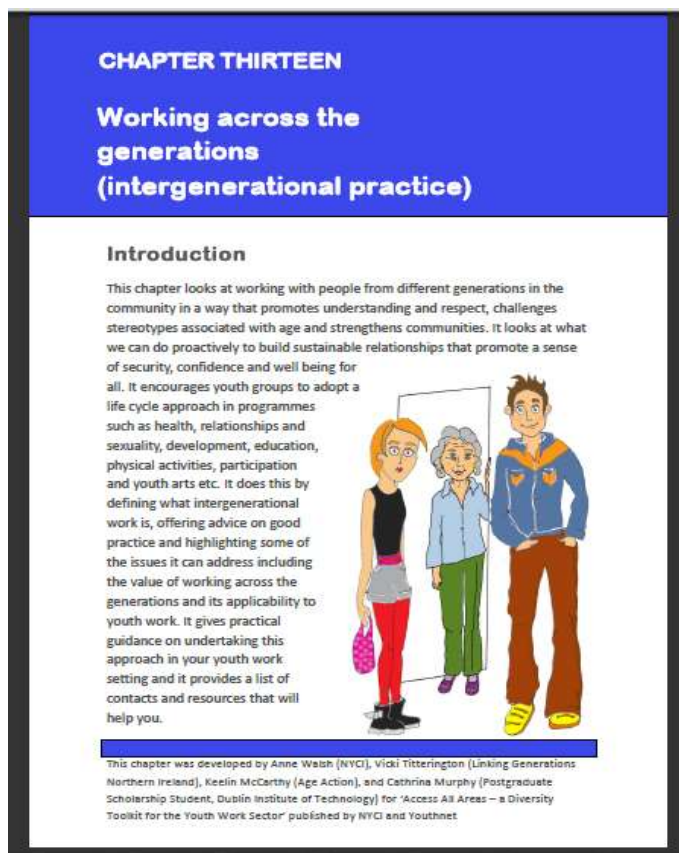
Short film of project
available to view here:

<https://www.youtube.com/watch?v=SWcgCgLnHg4>



Cross Border Youth Resource

Access All Areas – A Diversity Toolkit for the Youth Work Sector



Free online resources Chapter 13 – Working Across the Generations

Available to download here:

www.youth.ie/sites/youth.ie/files/Chapter_13_Working_across_the_generations_0.pdf



Age & Opportunity

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Age & Opportunity is the national organisation that inspires everyone to reach their full potential as they age.

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Programmes

- Lifelong Learning and Civic Engagement – Get Engaged!
- Arts and Culture – Bealtaine
- Go for Life – Sport and Physical Activity

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Challenges for organisations in collaborative work

- Enforced targeting
- Silo funding
- Ownership and credit for work
- Getting over past ways of working
- Working in a changing policy and political context
- All about who you know



Enablers

- Sharing learning and workload
- Being clear about the benefits
- More impact in communities
- How we sell it- relevant to people on the ground there is something in it for you
- Long term benefits as opposed to more work
- Policy development – lobbying
- Good leadership



Looking to the Future

Exploring more practical ways to
work together to make Ireland a
better place to grow up and grow
old in





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