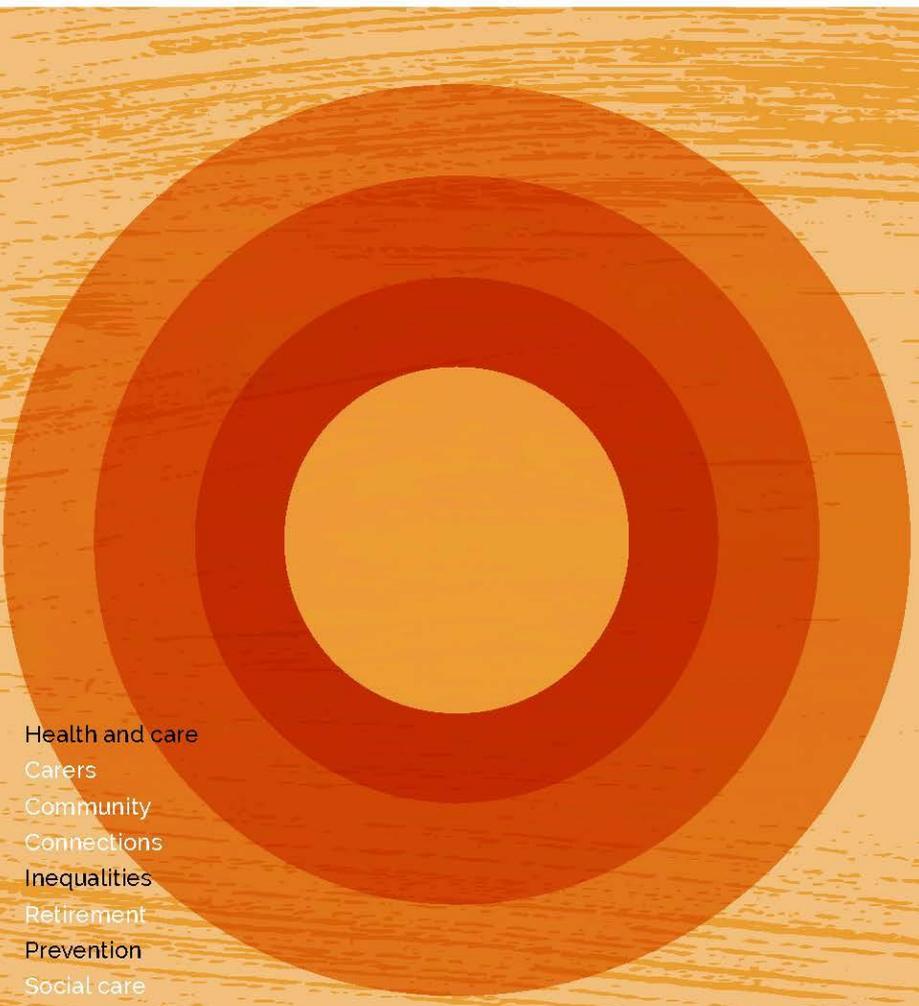


ilc...

Delivering prevention in an ageing world



Health and care
Carers
Community
Connections
Inequalities
Retirement
Prevention
Social care

Delivering prevention in an ageing world

Following our year-long [Prevention in an ageing world](#) programme that sparked conversations from Abu Dhabi to Taipei, Austin, Geneva, Sydney, London all the way to the G20 Health Ministers, the message is clear:

It's never too late to prevent ill health. And the health and economic costs of failing to invest in preventative interventions across the life course are simply too high to ignore.

Our analysis found that in 2017 alone,

27.1 million years were lived with disability due to largely preventable conditions

And among those aged 50-64, these preventable illnesses cost better off countries \$692 billion in sick days, presenteeism and early retirement every year, composed of:

390 billion USD
as a result of
cardiovascular disease



39 billion USD
for flu



250 billion USD
as a result of
type 2 diabetes



4 billion USD
for HIV



9 billion USD
as a result of
lung cancer



We know that prevention works, but for too long preventative services in health have been the first to be cut and the last to receive investment. In an ageing world, this needs to change.

2020 marks the launch of the WHO's and UN's Decade of Healthy Ageing. But we are still a long way off.

The COVID-19 pandemic has brought home the urgent need to match commitment with action.

We need to:

- 1 Democratise access to preventative interventions.**
- 2 Inspire and engage people, communities, professionals and policymakers with the prevention agenda.**
- 3 Effectively utilise technology.**



Over the coming year, we will be conducting research and engaging with decisionmakers and experts across the globe to discuss not only **why** we ought to prioritise prevention across the life course but **how** we can deliver it and see the change we need to see.

The "Delivering prevention in an ageing world" programme is made possible by charitable support or grants from Home Instead Senior Care, MSD, Pfizer and Seqirus



Democratising access

If prevention efforts are to be effective, then healthcare systems need to ensure everyone has equal access to preventative interventions.

But the reality is that for too long, cultural, economic and geographic divides have led to deep-running inequalities in access, which have been further exposed during the coronavirus pandemic.

To address health inequalities, we need urgent action to:

Make prevention convenient so that barriers such as distance or access do not stop people from connecting with vital services.

Ensure that cost is no barrier such as minimising out-of-pocket charges, to improve uptake and adherence to preventative interventions, particularly in at-risk communities.

Tailor prevention to ensure that services fully cater to the growing diversity of our older population.

Improve health literacy through co-production, so that individuals can understand and use healthcare information to better self-manage their long-term conditions.

Address ageism among policymakers and healthcare professionals, as well as older people themselves to ensure that people receive the best care to prevent or manage conditions, regardless of age.

Inspiring and engaging

Change is driven by people. During the coronavirus pandemic, we have seen first-hand that when people come together, systems can respond quickly to protect and promote population health.

We need to sustain this urgency to inspire and engage policymakers, healthcare professionals, and individuals around the importance of prevention by:

Communicating the importance of prevention using a wide range of robust evidence to demonstrate the wider social and economic benefits to take action on prevention and using language that resonates with political and policy making audiences, in healthcare and beyond.

Changing the message so as to shift the conversation on prevention from stopping people becoming unwell to supporting people to be healthy, independent and productive.

Training and equipping healthcare professionals so they can give the right advice, work together from community to hospital settings, and support people to achieve and sustain healthy lifestyles.

Instead of telling people to go and see their primary care physician 'to avoid getting a disease', it is better to frame it in a positive way, such as 'to allow you to continue to do the things you like to do and have reason to value'. **Professor Julie Byles, University of Newcastle (Australia)**

Effectively utilising technology

Technology undoubtedly has a crucial role to play in promoting the prevention agenda and supporting people to stay healthier for longer.

The coronavirus pandemic has led to health systems across the world responding fast to integrate new technologies into their health systems, from telehealth to drive-through clinics.

While we need to be careful about treating technology as a silver bullet, technology has significant potential to improve health outcomes, for example by:

Improving take-up of preventative interventions such as investing in technologies that monitor vaccination uptake in 'real-time' so that primary healthcare providers can target those in need.

Empowering patients to take control of their own health and wellbeing.

Reducing barriers to use through improved access to healthcare for those in hard-to-reach communities whilst improving health outcomes for all through collaboration between healthcare and allied professionals, enabling individuals to adopt health-promoting behaviours.

We bring the healthcare to the [older person] and enable them to communicate with their providers and their carers while they remain at home. **Hon. Eric D. Hargan, Deputy Secretary for Health and Human Services, USA**

We want to hear from you

During 2020/ 2021, we will be working with experts, opinion formers and decision makers across the world to discuss how we can deliver prevention in an ageing world through:

- A series of expert roundtable discussions
- Public consultations
- A set of green papers and toolkits across each of our priority areas
- High-level international engagement events and webinars
- Blogs, commentary pieces and videos
- A final report and video.

We want to hear from you:

- If you would like to get involved;
- If you have examples of good practice or wider ideas on how to deliver prevention in an ageing world.

Email us at prevention@ilcuk.org.uk.

And check our website to keep up to date with upcoming events and publications: <https://ilcuk.org.uk/delivering-prevention-in-an-ageing-world/>



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