Emily Evans

From: International Longevity Centre <events@ilcuk.org.uk>
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To: Emily Evans
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International Longevity Centre UK

Latest news

ILC Friday three

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- ILC's new UK Index - join us to map the realities of long lives
- New York, New York - ILC meetings alongside the UN General Assembly

Reason for optimism - healthier supermarket profits



In December 2020, the then Conservative Government announced the planned introduction from 2022 of restrictions on supermarket multibuy promotions such as 'buy one get one free' or '3 for 2' offers for unhealthy foods. These new rules were *"designed to support the nation to make healthier choices"*.

At the time the Government's press release stated *"Promotions often appear to help shoppers save money. However, data shows that these deals actually increase purchases of promoted products by almost 20%. They encourage people to buy more than they need or intended to buy in the first place."* Yet when the time came the plans were delayed. Then in June 2023, during the cost-of-living crisis, the plans to ban such promotions were delayed for a further two years. At the time, Rish Sunak said it *"would be unfair to restrict options when food prices remain high"* which somewhat contradicted the statement in 2020.

You don't have to be a complete cynic to understand that the powerful food industry lobby might have had a hand in the Government's change of heart. However, the good news is that the penny might've finally dropped with the seeming realistation by the industry that keeping people healthier for longer means that they will be able to spend for longer.

This week the Tesco CEO, Ken Murphy, suggested that the supermarket could use data via their loyalty card, Clubcard, to nudge customers into making healthier choices in the future. He said *"I can see it nudging you, saying: 'look, I've noticed over time that in your shopping basket your sodium salt content is 250pc of your daily recommended allowance. I would recommend you substitute this, this and this for lower sodium products to improve your heart health'."*

Loyalty cards offer a unique, underutilised data source for health research that significantly complements existing data sources. Last year, as part of our Healthy Retail project, we spoke to Professor Hannu Saarijärvi from Tampere University in Finland who has done a great deal of interesting research on the use of loyalty card data as a tool to improve public health.

The sampling of such data on a national level is one thing, but what will be perceived as problematic is the idea that supermarkets might spy on our individual shopping habits and then tell us what choices to make. The hard truth is that they already do.

Nearly every large retailer has some form of loyalty scheme—over 20 million of us in the UK are signed up to Tesco's Clubcard alone—and in 2023, around 36 million of us (68% of all adults) had at least one credit card.

As our route map for long lives noted *"Socially responsible retailers should act to support healthy, sustainable consumption throughout our lives rather than taking a short-term 'bottom line' approach."* And if supermarkets now see additional value and profits in selling people healthier foods rather than ultra-processed food that's high in salt, sugar and fat then, eventually, we might all benefit.

READ MORE

ILC's new UK Index - join us to map the realities of long lives

Call for Founding Funders: ILC's UK Long Lives Index

With thanks to:

Hallmark Foundation



Further to the success of our Global Healthy Ageing and Prevention Index, we are delighted to announce that we are developing a **UK Long Lives Index** to take the temperature of the UK across six metrics of ageing well. This tool will bring together evidence on the life span, health span, work span, income, environmental performance, and happiness of localities across the UK to enable comparison and sharing of best practice. We will use this tool to hold national and local decision-makers to account. We will engage policy makers and stakeholders on the demographic dividend that is available when we adapt policies, infrastructure, and practices to the realities of longer lives.

ILC are delighted that the Hallmark Foundation are already on board as Founder Funders of this project. Avnish Goyal CBE, the Foundation's Chair, spoke at a roundtable event this week to introduce and endorse the Long Lives Index and highlight the value of healthy ageing across sectors, particularly social care, given the growing need for paid carers that will only increase in the coming decades. This is also an opportunity to bring local data and local insights to inform policy making, given the new government's emphasis on devolution and empowering local communities to respond to the needs and challenges of their particular area.

We know that economic inequalities widened across the globe between 2019-2022 during COVID-19 further impacting on existing health inequalities. Previous ILC research shows that while the average person in the UK spends 11.7 years of their life in poor health in some areas people live for over 20 years in poor health. ILC's UK Index will provide us with evidence to engage local and regional stakeholders on what is working well where they live and work, and what the priorities must be to help people age better in place.

We are planning to work with a range of partners and funders on this project to maximise our impact and reach. If your organisation would be interested in collaborating with ILC on this work, please don't hesitate to reach out to Esther McNamara who is leading the project or Paul Goulden, ILC Head of Programmes and Partnerships.

CONTACT US

New York, New York - ILC events alongside the UN General Assembly



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ILC high-level meetings alongside the UN General Assembly

Next week we're in New York alongside the UN General Assembly– if you'll be there too, do come and join us at the Yale Club on Tuesday 24 September 2024 where we're holding three separate back-to-back events.

For further details of these and other upcoming ILC events please see here. If you are interested and able to come along to any of these in person events do let us know via the button below.

Date: Tuesday 24 September 2024
Location: The Yale Club

Time: 8:30am – 10:30am EDT *How can the 2025 UN High-Level Meeting prioritise serious mental health conditions in an ageing world?*

Join ILC-UK for a breakfast solutions workshop alongside the UNGA meeting in New York. During this event, we will be discussing the challenges associated with acute mental health globally, and in the US. We will identify policy opportunities to improve the prevention, management and treatment of acute mental health conditions.

Time: 11:00am – 12:30pm EDT *HIV and longer lives in high income countries*

As high-income societies age, for the first time, we are seeing more HIV-positive older adults than we have previously. In 2015, 5.4 million people aged 50 years or older were living with HIV infection; in 2020 this number increased to 8.1 million.

An ageing society brings new challenges: comorbidities, polypharmacy, medicine burden and lower quality of life are all heightened for older HIV-positive individuals. This means policymakers must safeguard society to ensure the HIV burden doesn't go unchecked.

In this session, we will learn from experts about what needs to be done in developed countries to ensure older HIV-positive adults can live longer and healthier lives.

Time: 1.00 – 3.00pm EDT *Universal Health Coverage (UHC) in Low-and Middle-Income Countries (LMICs) – how can we achieve a global policy agenda for longevity?*

While LMICs have made significant progress in improving UHC service coverage over the past two decades, their populations are ageing quickly. Indeed, by 2050, it is estimated the global number of older adults will more than double, rising to 2.1 billion, and 80% of them will reside in LMICs.

The world is already off track to achieve UHC by 2030. Except for low-income countries, LMICs have witnessed an increase in out-of-pocket health spending and older households are most at risk of such catastrophic costs. Without careful

consideration and concerted policy response to the health needs of older adults, achieving UHC for all will be impossible.

At this high-level meeting, we will bring together experts in global health and longevity to identify solutions for ensuring UHC for older adults in LMICs.

To join us in person do let us know via the button below.

REGISTER INTEREST HERE

To keep up-to-date with ILC events throughout the year, please continue to check our website on a regular basis.

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