ILC Friday three - 27 October 2023

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International Longevity Centre UK

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ILC Friday three

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Solution of the week - health policy that better fits longer lives



The ILC "Healthier for longer?" briefing argues that UK policymakers need to urgently shift from a focus on lifespan to extending 'health span', ensuring that longer lives are healthy and productive. The briefing highlights how poor physical and mental health – and health inequalities – are harming the UK's economy. It finds that the UK economy loses out on at least £27 billion a year in productivity among people aged 50-64 too sick to work due to largely preventable conditions.

Recent decades have seen life expectancy in the UK increase, but the quality of those extra years is deteriorating as we face an escalation in preventable health conditions. There's at least an 18-year difference in healthy life expectancy between the least and most deprived areas of the country, and in areas like North-East Lincolnshire healthy life expectancy has dropped by an average of 7 years over the last decade alone. This downward trend pre-dates the pandemic.

identifying the changes we need to make to grasp the opportunities of population ageing, and longer lives.

We know we can do better than this. What is your sustainable solution for better retail across longer lives? We need your ideas for our Longevity White Paper, supported by Aviva, which will be launched at our Future of Ageing Conference on Thursday 7 December 2023. Let us know via the button below.

LET US KNOW

Design Age Ideas - designing for an ageing population



The Design Age Institute (DAI) recently launched Design Age Ideas No. 1-4. This is a planned series of short reports that aim to piece together the puzzle of ageing well, by bringing together the work of the Design Age Institute and their partners – which includes the ILC – and presenting it in a way that encourages us to think critically about how we design for healthy and happy ageing.

Design Age Institute Ideas No. 1 sets the scene by exploring ageism in the U.K. and how negative views on ageing limit our ability to use design to achieve positive outcomes. Design Age Institute Ideas No. 2-4 focus on how consumers and creators, can reimagine and realise desirable design for healthy and happy ageing. The reports will ask how we want to spend our time and our money when we are older, and how design can help us do so.

Carly Dickson, DAI's Knowledge Exchange Fellow, has argued "If we don't engage with real older people in the design process, we are more at risk of letting our assumptions influence design decisions". The ILC's Money Well Spent report? found that "Market research into older consumers is weak. Segmentation by age is poor, normally grouping together all consumers aged over 65. This severely restricts marketing possibilities."

The report includes a wealth of interesting information, as well as tools and provocations to engage and inspire anyone with an interest in designing a future that

If you are interested in learning more about Designing for an Ageing Population, you can sign up to join the upcoming Masterclass on 27 and 28 November at the Royal College of Art.

READ MORE

ILC Partner update - Novavax partnership



We're delighted to announce our newest partnership with Novavax.

Novavax is a global leader in vaccine development and research. The company is working to make safe and effective vaccines available to help protect those who need them around the world. Novavax is collaborating with leading organisations across the global vaccines landscape, including research institutions, government agencies, foundations, and industry, to help ensure access and increase the uptake of vaccines worldwide.

Novavax is keen to support the ILC's work on prevention and immunisation across the life course.

Do get in touch if you're interested in working with us towards a society where we all live happier, healthier, and more fulfilling longer lives and where future generations are better off. If you are interested in joining our Partners Programme, please contact Paul Goulden, ILC Head of Partnerships.

READ MORE

Future of Ageing 2023 takes place on Thursday 7 December. If you haven't got your ticket yet, please register here.

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