ILC Friday three - 31 March 2023

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International Longevity Centre UK

Latest news

ILC Friday three

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Solution of the week - plain flavours and packaging for e-cigarettes



A recent study conducted by the Institute of Psychiatry, Psychology & Neuroscience (IoPPN) at King's College London and Action on Smoking and Health (ASH) has shown that plain packaging for vapes could be an effective way to discourage young people from using them, without reducing their appeal to adult smokers.

In recent years, the vaping market has seen an increase in the number of teenagers using these products, with child-friendly flavours like strawberry kiwi, milkshake, and Vampire Vape complete with cartoon packaging. Some product developers have even created a 'fidget spinner' vape that illuminates when spun and smoked. Marketed as a toy designed to calm anxiety, fidget spinners were banned from many schools as they rapidly became a distraction in the classroom. However, they have now re-emerged in the vaping market.

smoking behaviours are growing. Flavoured e-cigarettes have been banned in certain US States and the UK Government hinted this week they are also considering a ban.

Vape manufacturers - and retailers - should take more responsibility for people's longer term health and stop marketing and selling e-cigarettes to children. The primary purpose of the vape market should be to help smokers quit, not to encourage children to start smoking at an early age.

What do you think? Since the start of the year, we've been highlighting examples of policy and practice which could help us adapt to increased longevity. And we've had a great response, with many of you sending us their solutions - thank you. We will collate ideas into a plan for the next Government and launch it at our Future of Ageing Conference on 7 December 2023. So, what do you think? Do you have different or better ideas? Let us know via events@ilcuk.org.uk

LET US KNOW

Preventing poor health - can we make better use of medicine?



Those who read this newsletter regularly will know much of our work looks at how prevention supports healthy ageing and enables us to enjoy the benefits of longevity for longer. This week we held two webinars on topics that may appear, at first glance, to be about rather niche topics but actually address issues that are important to us all.

ILC's Moving the needle project with the social and data scientists at Stripe Partners explored the reasons and potential solutions behind vaccine hesitancy in Japanese adults despite the high rate of vaccination in Japanese children. The webinar on 28 March to launch the report highlighted the important role played by trusted health professionals and actions by policy makers - from behavioural nudges to positively framed communications - can really make a difference. For more information and to watch the webinar see the link here

must trust the evidence behind the medicines they prescribe, and patients require a high level of trust if they are to take their medicines as instructed. ILC's previous work shows low adherence to prescribed medicines is expensive and bad for people's health. A clearer focus on testing medicines on the people they are supposed to help would give us more useful data at the end of each trial. Diverse data gives doctors confidence that the medicines they prescribe will be effective for different patients.

Older people are prescribed more medications more frequently than other age groups. Yet they are consistently underrepresented in the trials testing the safety and efficacy of medicines. Between 2006 to 2016, 60% of all community prescriptions in England were dispensed to people aged over 60 - yet research has shown that a third of trials excluded people purely on the basis of age. Some steps have been taken in the right direction since then, but the findings of our latest research discussed at our Trial and error webinar yesterday argues that the action being taken does not reflect the scale of the problem. To watch the discussion see here

Three events - athletes, vaccines in Romania & G20 in India



Here are some more ILC events coming up this April. See our website for further details and make a note of these dates:

Wednesday 19 April 2023 2.00pm – 3.30pm (BST)
A webinar to launch *A marathon or a sprint: Do athletes live longer than average?* Speakers include former athletes Sharron Davies OBE and Brian Whittle MSP. For more information and registration click here.

Thursday 20 April 2023 12.00pm – 2.00pm (BST)
Some of the ILC team will be at the University of Bucharest in Romania for a working lunch to discuss the ILC's forthcoming report on vaccine confidence in Central & Eastern Europe (CEE). This is a limited-capacity and in-person event, if you would like to register, please email us at events@ilcuk.org.uk

opportunities to engage with ministers and policymakers in India and across the G20 on prevention and healthy ageing. For more information and registration click here.

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

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

Please follow us on social media via the links below for our latest news and event updates.

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