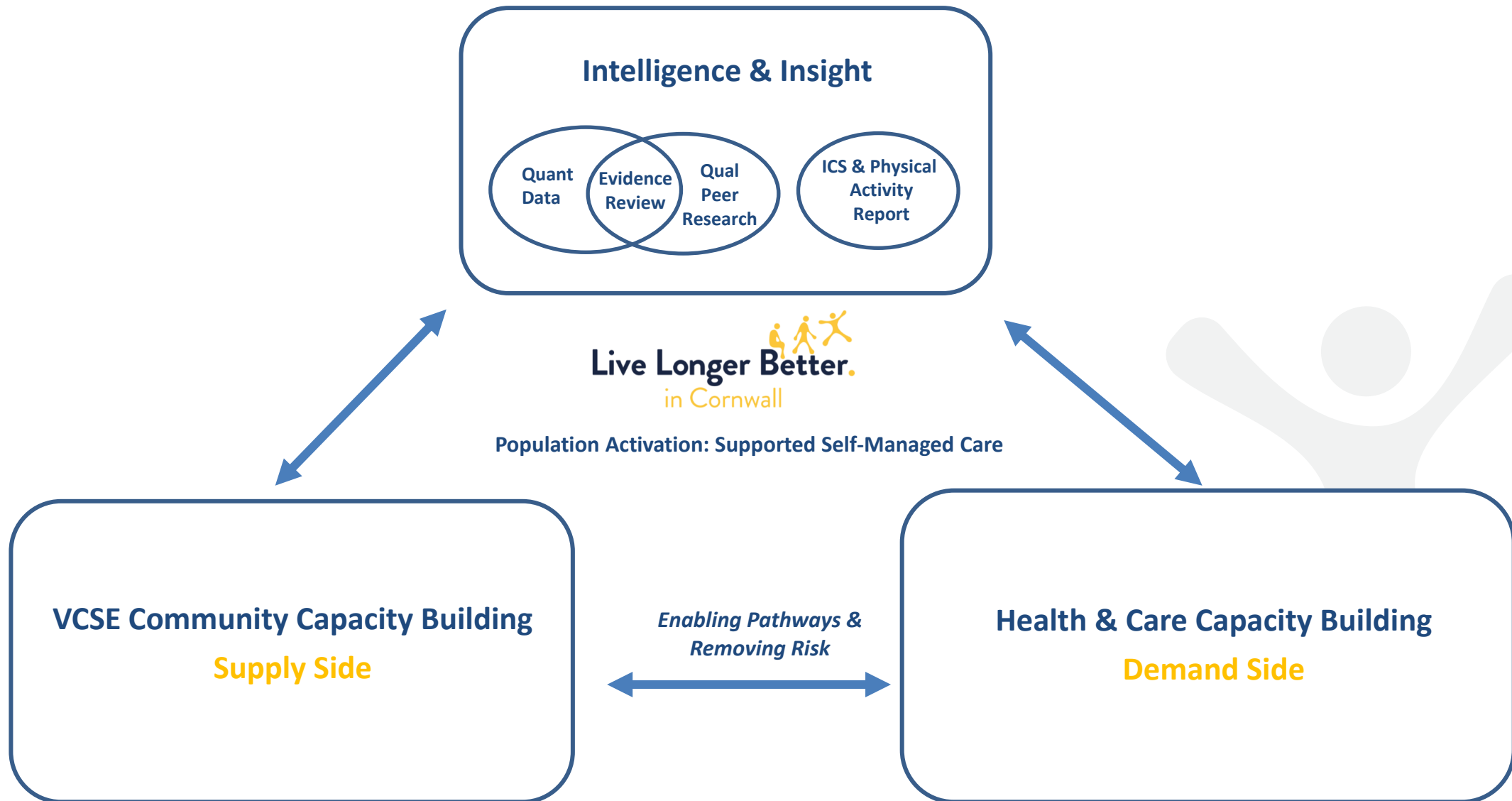




# Active Ageing and Long-term Conditions



# Active Cornwall Areas



# Live Longer Better. in Cornwall

A revolution in the way we think about living longer in which the primary aim is to shift from a culture of care to enablement supporting older adults to recapture abilities they may have lost, remain independent for longer and do even more for themselves, other people and their communities.



## People Living Longer, Better

- People living well & thriving at home
- Improved health & personal resilience
- Reduced need for care & dependency on others
- Reduction in health inequalities

## Care to Enablement

- Positive beliefs & attitudes towards ageing
- Older adults with a greater sense of purpose
- Older adults realising their potential

## Vibrant, Safe, Supportive Communities

- Increased community capacity & agency
- Healthier workplaces & communities
- Greater community-based prevention

# Population Activation

## Supported Self-Managed Care

### Live Longer Better

- Magazine
- Website
- Peer Support Community Ambassadors
- Social Marketing (Test & Learn)
- Digital Support & Physical Postcards

**Live Longer Better.**  
in Cornwall

### We Are Undeatable

Is a national campaign to support the 15 million people who live with one or more long-term health conditions in England.

- Campaign partners:



- [Five in Five](#)
- [Videos](#)
- [Hints and Tips](#)
- Millions more Moving -



Millions-more-moving.pdf

# Millions more moving – insight

How would you rank these Top 10 barriers to Activity cited by People with LTHCs?

Physical limitations

Mental health /  
depression / anxiety

Lack of energy / too  
tired / fatigue

Location/access  
to transport

Mobility issues

Motivation/mindset /  
willpower

Lack of money  
/ cost

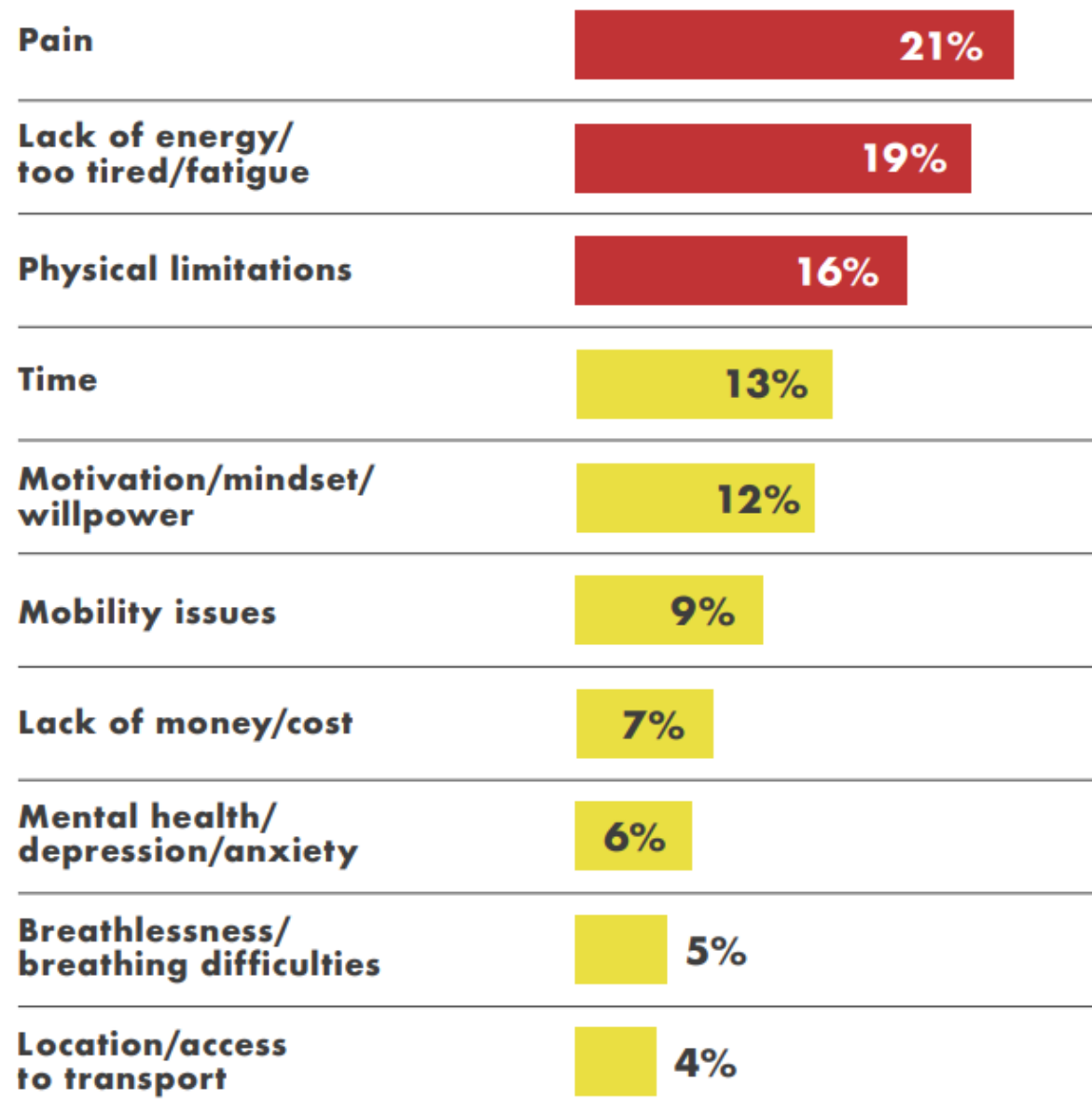
Pain

Time

Breathlessness /  
breathing difficulties

## TOP 10 BARRIERS TO ACTIVITY CITED BY PEOPLE WITH LTHCs:


People with LTHCs are most likely to cite pain and low energy as barriers to physical activity.



# We Are Undefeatable

## Get Active

<https://weareundefeatable.co.uk/campaign-hub/>




**FIVE IN FIVE**

**Downloads**

Handy downloads to help you start or stay moving.

[Discover more →](#)



**Videos**

Explore our range of curated videos, created to help you get moving in a way that's right for you.

[Resources →](#)



**Hints and Tips**

Hear stories from others and find the inspiration you need to get active.

[See our hints and tips →](#)



# Intelligence & Insight – Active insights

## Intelligence & Insight (+MELearning)

- Inequalities (Health)
- Identified Target Populations
- Places With Greatest Need (20%)
- Understanding System Influences

Quant  
Data

Evidence  
Review

Qual  
Peer  
Research

ICS & Physical  
Activity  
Report

## Summary...

Adults on lower  
incomes experience  
greater inequalities

Within this group we  
have greater need if  
we are:

Older

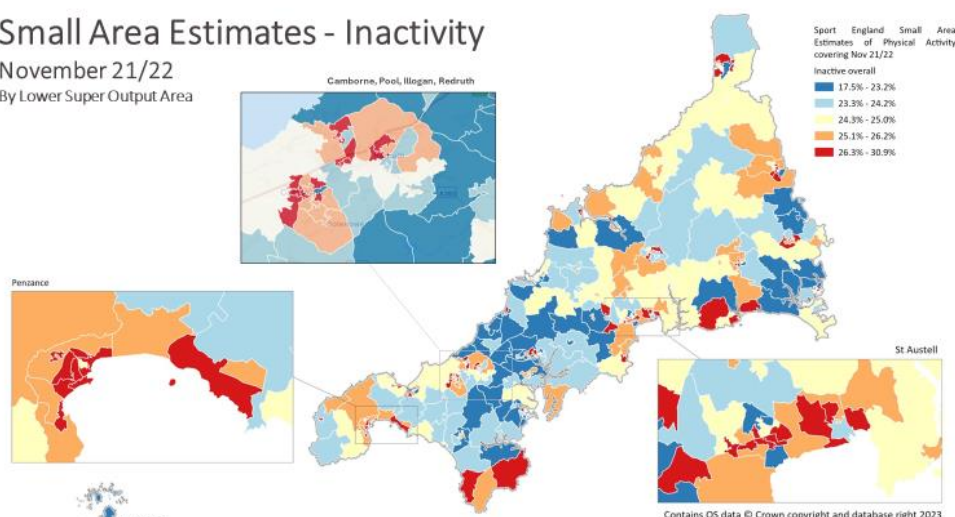
Experiencing  
illness/disability

Not in  
work

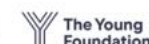
## Small Area Estimates - Inactivity

November 21/22

By Lower Super Output Area



## Spiral for a systems approach to regenerating communities in Cornwall



St Austell East Hill/Alexander Rd/Gover/Trenance

Penzance Heamoor/Treneere/Newlyn & Gwavas

1. Peer Researcher Recruit & Train

2. Focus Groups Recruit & Listen

3. Sense Making & Prototype

4. Share, Map, Connect

HEALTH AND HOW  
WE WORK

HEALTH AND OUR  
ENVIRONMENT

HEALTH AND OUR  
COMMUNITY

HEALTH AND THE MONEY  
IN OUR POCKETS

HEALTH AND WHERE  
WE LIVE

HEALTH AND HOW WE  
LEARN AND GROW

Shaping a fairer future

We are the UK's home for community research and social innovation

Inspired by NewStories Spiral of Co-Creating for Regenerating Communities



# Census data – Cornwall

Our population is **growing**, **ageing** and becoming **more diverse**

480,000



8%  
increase\*

230,000



18%  
increase

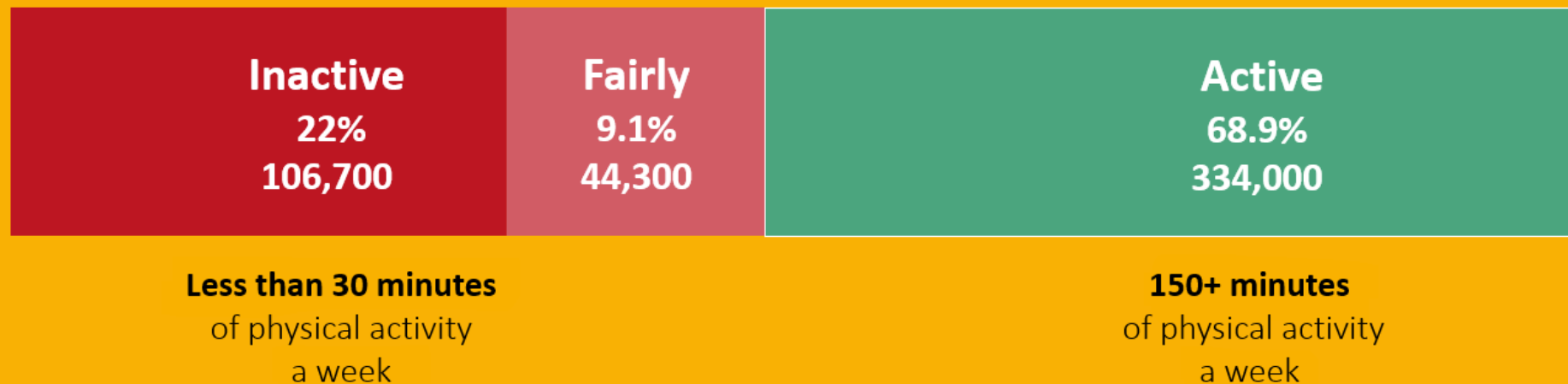
30,000



61%  
increase

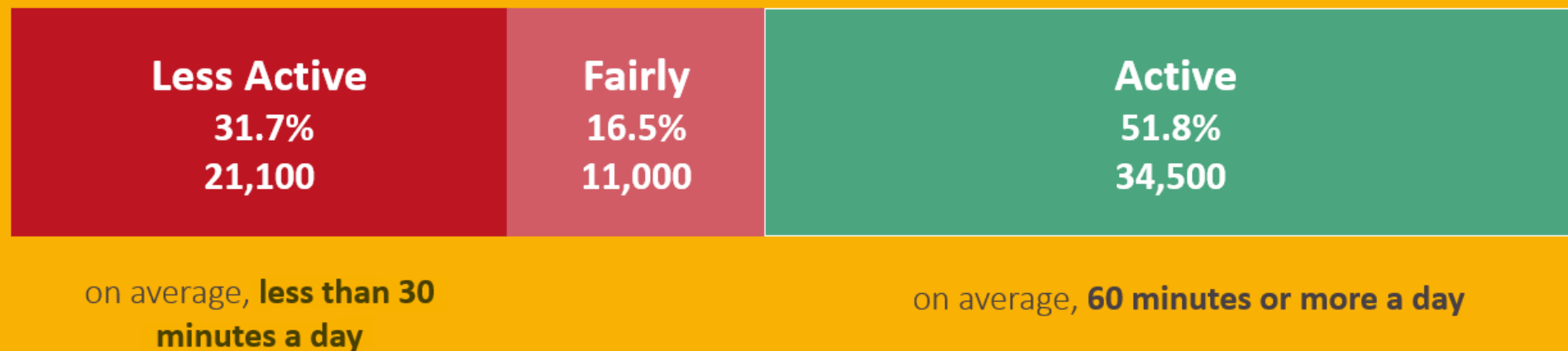
# What we know – Cornwall

**Almost a third** of Cornwall adults are not active enough. That's just over 150,000 people



# What we know – Cornwall

**Almost half** of children and young people in Cornwall are not active enough. That's 32,000 people



# VCSE Community Capacity Building - Supply Side

## VCSE Community Capacity Building

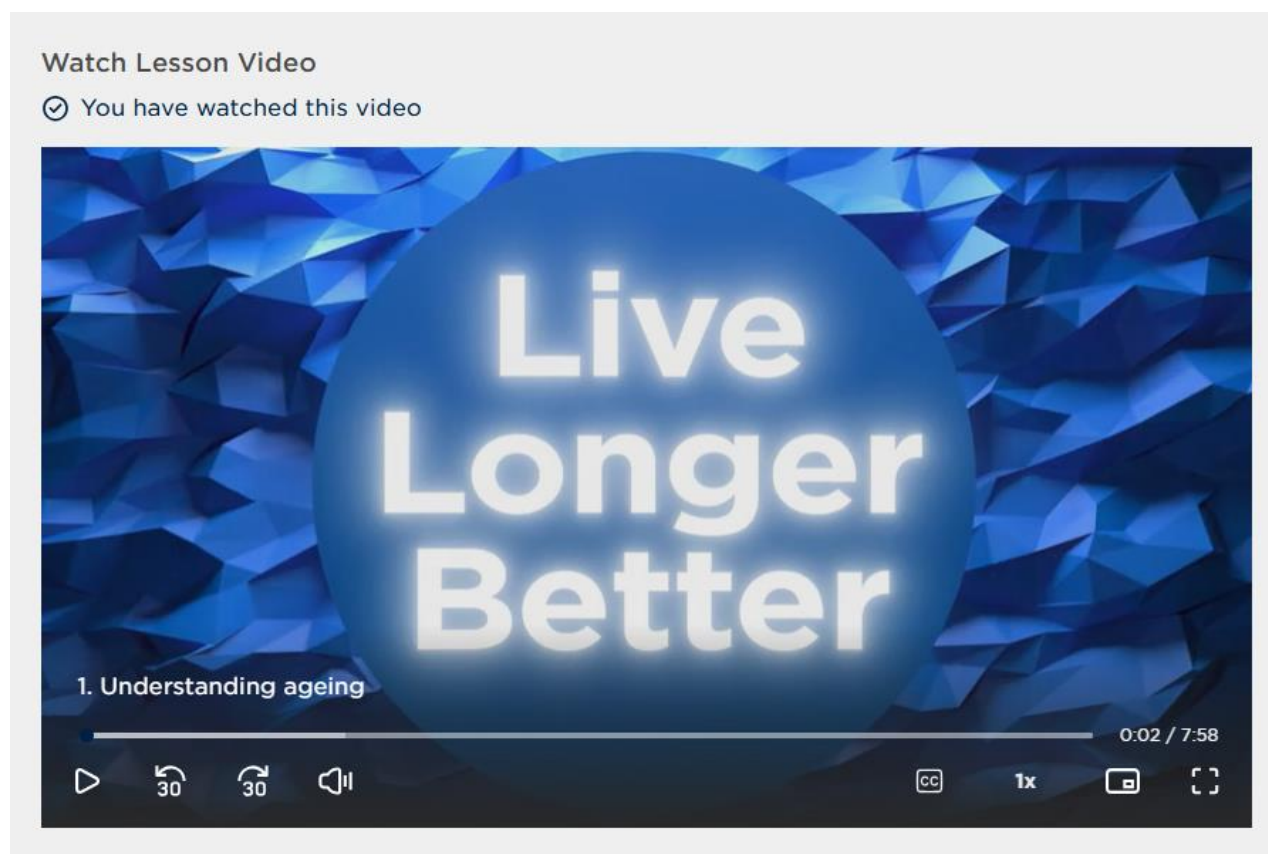
- Local Activity Provision – Healthy Ageing
- Quality Assurance – Activity Finder
- Workforce Development
- Organisational Resilience
- Leisure Transition + Co-Location Services
- Community Hubs

## VCSE Community Capacity Building

### Workforce Development:

- [Safeguarding Children](#)
- [Safeguarding Adults](#) - FREE
- [First Aid](#)
- [Mental Health Awareness](#) - FREE
- [Parkinsons / Dementia](#)
- [Wellbeing Walk Leader](#) - FREE
- [Learning with Experts](#) - FREE
- [ICareIMove](#)
- [Healthy Cornwall](#)
- [Love to Move](#)
- [Volunteer Cornwall](#)
- [CIMSPA](#)
- [Buddle](#)

# Workforce Development - Learning with Experts - 1. Understanding ageing



[Live Longer Better for Practitioners - Sir Muir Gray](#)

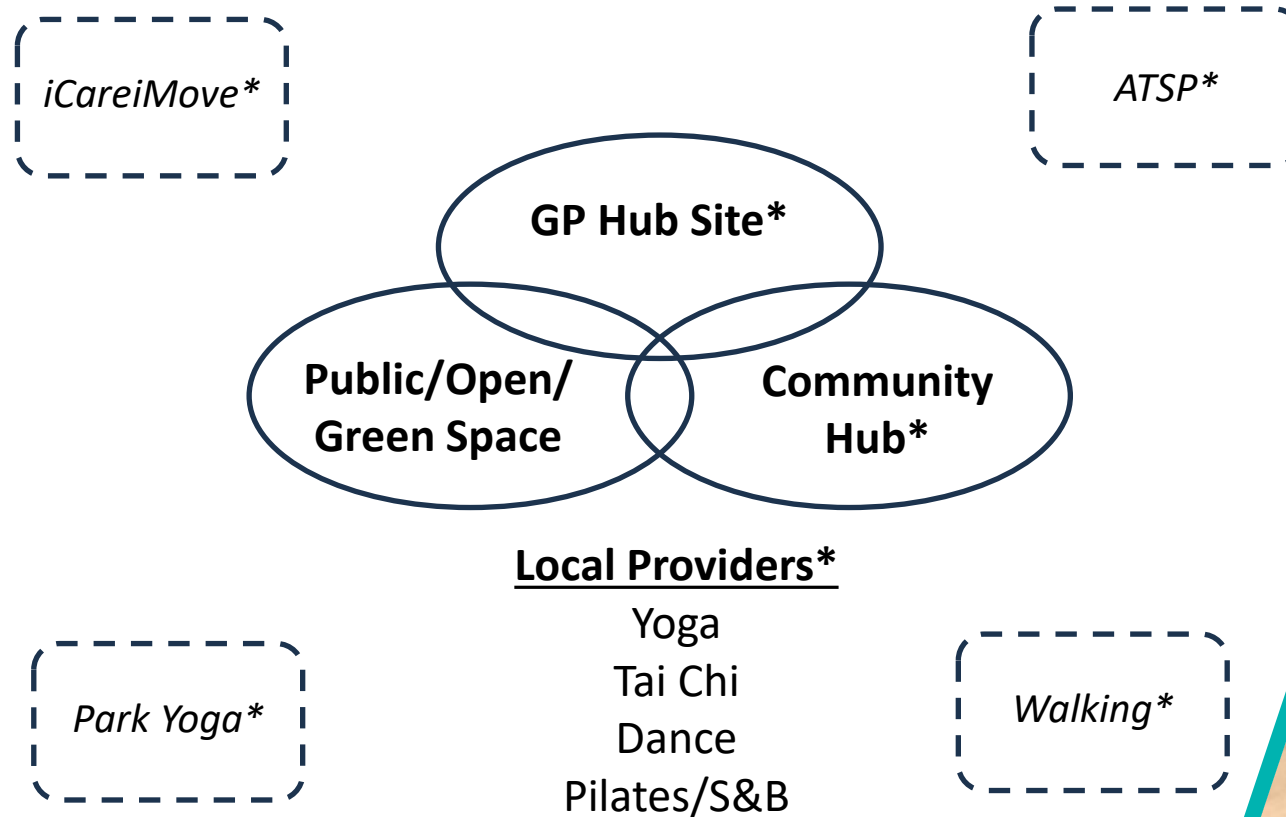
# Live Longer Better - Healthy Ageing

**Increase the number of older adults (55yrs+) in under-represented groups taking part in regular physical activity through funding a range of community-based physical activity opportunities with a specific focus on enhancing strength and balance.**

- Reduce the need for health and social care in both the short and long-term; increase strength, balance and functional ability to be better able to regain and maintain independent living, keeping people at home for longer
- Build quality assured local community capacity and resilience to deliver sustainable long-term provision and strengthen connections to local health and care pathways
- Support the falls prevention FaME project with primary prevention and a step-down offer in local communities with high levels of identified need/inequalities



# Focus within Place



# Health & Care Capacity Building – Demand side

## Health & Care (Workforce) Capacity Building

- Workforce Training in Physical Activity
  - Brief Conversations – intro Health Coaching
  - [Learning with Experts](#)
  - [Moving Health Care Professionals](#)
  - [Centre for Ageing Better](#)
  - [Help for Carers](#)
- Quality Assurance - Searchable Database
- Workplace / Workforce Wellbeing
- Active Hospitals / Practices



# Brief Conversations - Intro to Health Coaching

Physical activity  
conversation role plays

# Community Capacity

**Would you like to see something similar developed within Voluntary sector?**

# Questions?

Rob Harrison – Active Cornwall

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