

**Live Longer Better (LLB):
A new culture: from “care” to
enablement, using physical activity as
the driver to increase healthspan for
older adults**

The LLB Community of Practice & Learning
Phase 2: April 2021 – March 2023

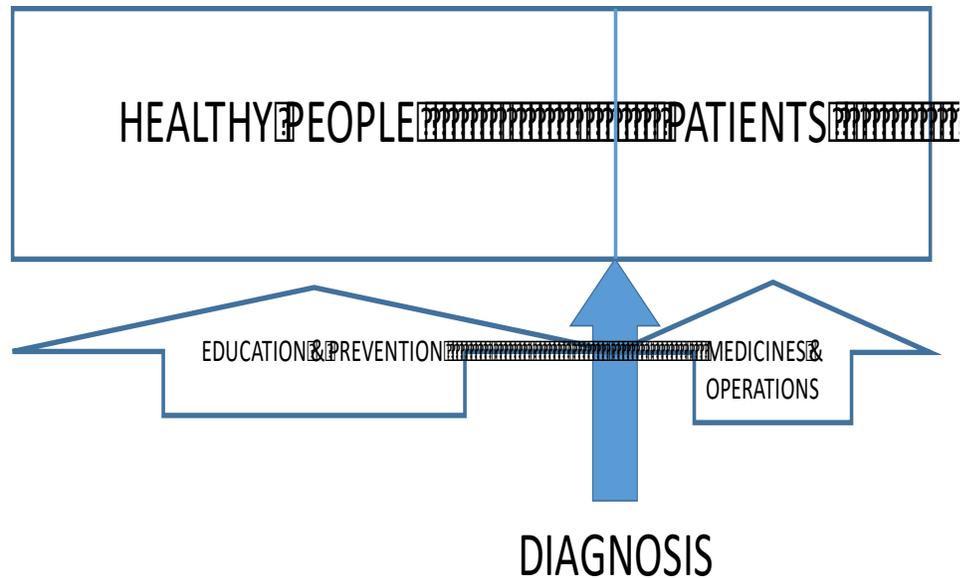
The LLB Community of Practice & Learning (CoPL) coincided with some unforgiving statistics and insight:



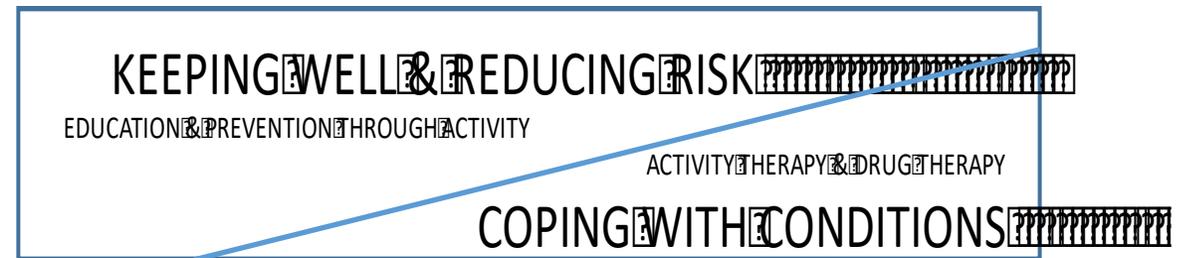
- Tackling deep rooted inequalities
 - >80s population will double within 10 yrs
 - Majority >65 experience poor health for more than half their remaining years
- Recover and reinvent
 - COVID-19 is exacerbating these issues & laid bare the urgency of improving the state of ageing
- Integrating more effectively with health and wellbeing partners:
 - Shift public & professionals' perceptions
 - Create a new culture
 - Redefine the concept of 'care' to enablement

Using physical activity as the driver to increase healthspan

From this:

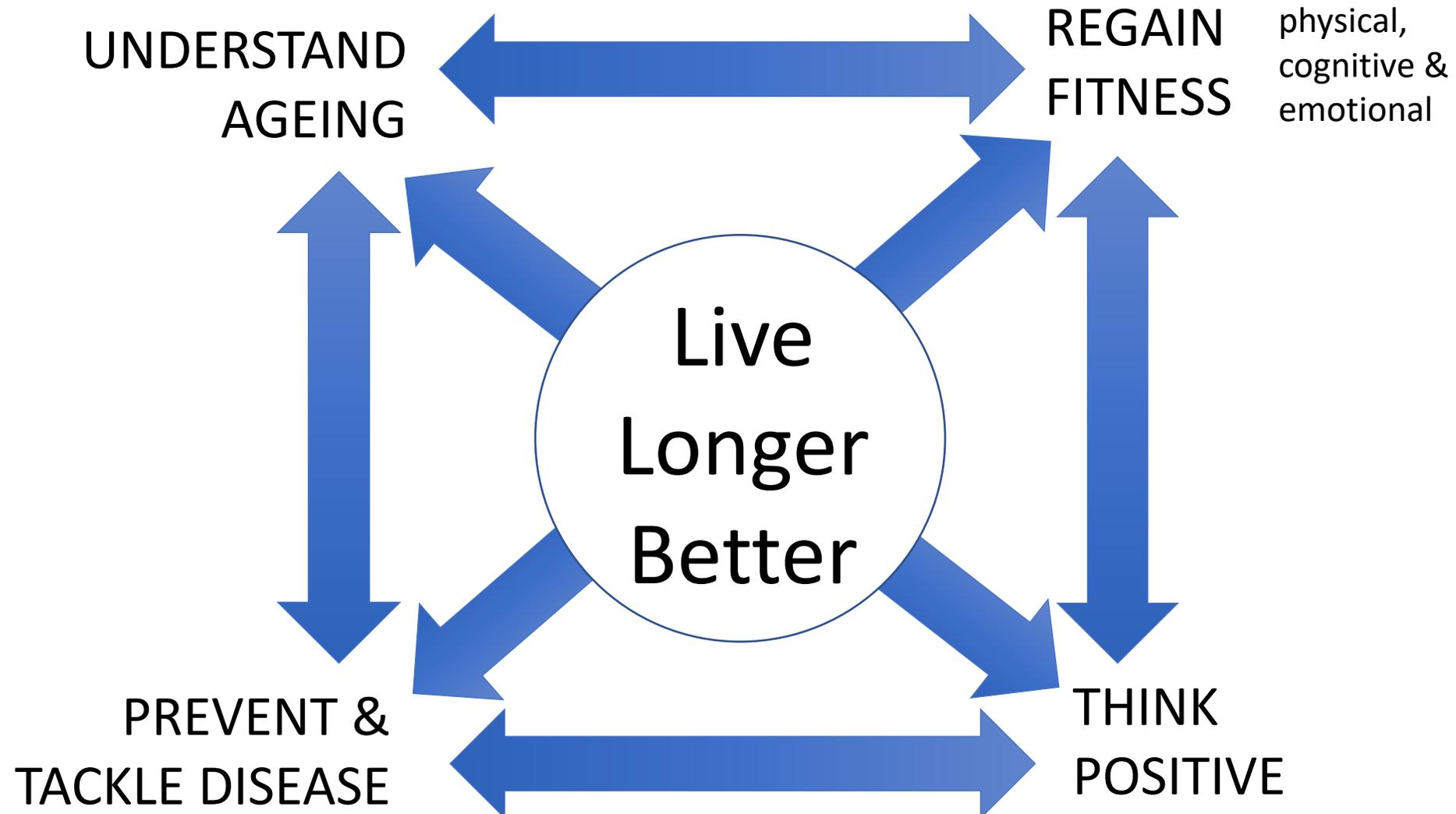


To this:



Live Longer Better

Disease is often due to lifestyle and environment not ageing

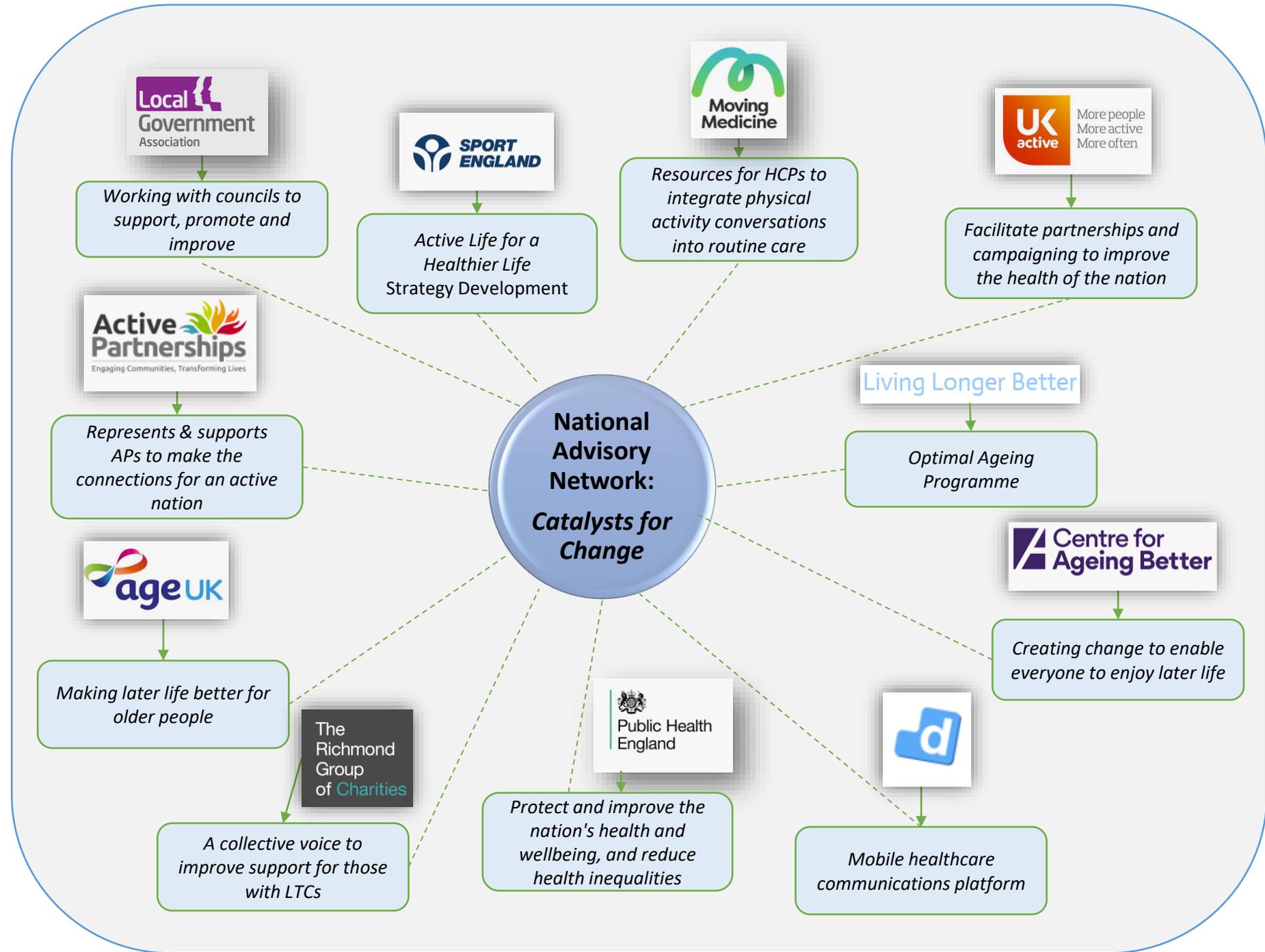


LLB Phase 1: Nov 20 – Mar 21



LLB Phase 1: National Advisory Network:

- Development of the Network
- Exploring common themes
- Sharing of research and insight
- Knowledge share (two way – horizontal flow)

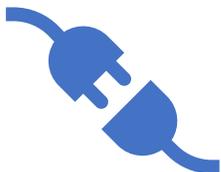


Phase 1 - What does progress look and feel like?



Understanding systems

- Identifying networks
- Structural understanding



New and stronger connections

- Doors opening locally, e.g. VCS, AgeUK
- AP collaborations, e.g. TBL and Leap, AH and NYS



Generating insights

- Eg, 'Making the case' docs
- Spreading the insight

Started to make more connections and contact with organisations I hadn't previously been in touch with

I have used the terminology and information around physical and cognitive fitness in papers and meetings as I make the case to stakeholders and health partners.

It has started to open doors for us with health and care systems and structures locally.

Phase 1 - What does progress look and feel like?



Building energy and momentum

- Stimulating interest with partners
- Increased exposure of the 'cause'



Adapting the offer

- Re-thinking and changing language
- Materials more inclusive and accessible



Broadening communications

- Websites re-developed

the sessions have given me time, ideas and energy to create a focus for our work to support older adults

It has provided us with access to good quality, simple to follow, understand and articulate learning material

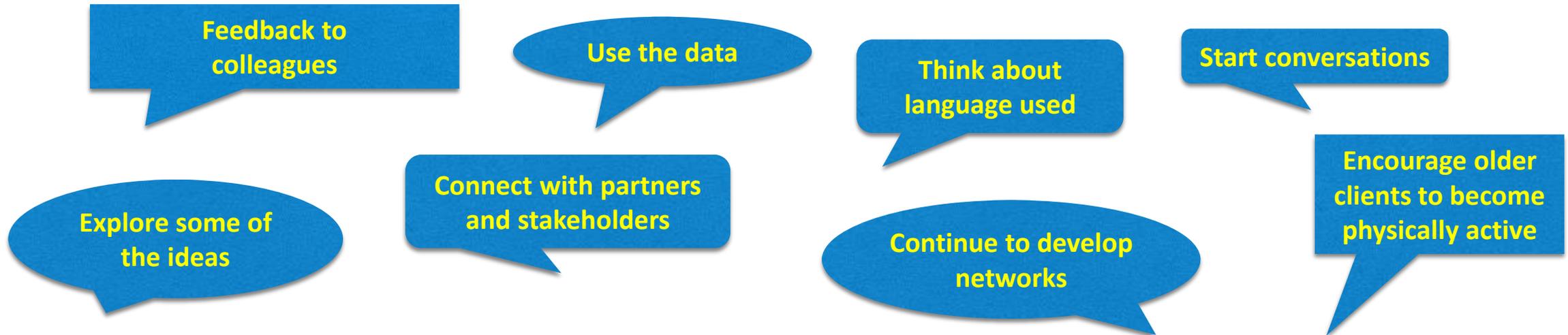
The time to talk to colleagues about what they are doing and share best practice is invaluable

“The national events have certainly provided us with a platform to access new partners”

- 10** Presentations by National Organisations
- 6** Case Studies showcased
- 680** People attended

Organisations represented	Attendances	%
Age UK Local	129	19%
Active Partnership	138	20%
Local Authority	192	28%
NHS reps	44	6%
National orgs	32	5%
Local Charity reps / CIC's	30	4%
Care home / leisure	57	2%
Misc. Universities / training	58	4%

Actions as a result of the events:



LLB Phase 2: Apr 21 – March 23

Aim

A new culture: from “care” to enablement, using physical activity as the driver to increase healthspan for older adults

Objectives

Active Partnership Level

- Increased knowledge and understanding about “care to enabling” and “networks and culture”
- Increased confidence and competence to act as a LLB agent of change.
- Bespoke roadmap setting out the steps required to achieve transformational change locally.

Local System Level

- Increased knowledge and understanding about “care to enabling” to ensure investment in physical activity as part of a whole systems approach
- Effective and representative cross-sector networks committed to leading cultural change
- Supported workforce with the knowledge, skills and behaviours to support older people LLB effectively

National Level

- Structured learning and evaluation process embedded throughout the CP&L.
- Relevant national partners collaborating effectively acting as catalysts for change.

LLB Phase 2: Apr 21 – Mar 23

Evaluation & Learning Framework

- 4 meetings per year acting as catalysts for change
- Grow representation to include LGA, Royal College of GP's



- 18-20 APs & 30 AP leads
- 10-11 learning workshops over 6 months
- 18-20 bespoke roadmaps
- 1-2-1's with Expert & AP's

- LLB Website development
- LLB Teams Channel & Toolkit developed
- Develop online learning platform

- 4 events per year planned with a range of speakers
- tackling key themes and wicked issues

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LLB Roadmap / Logic Model

April '21 – March '23

