



Centre for  
Public Impact  
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# Live Longer Better: *The Revolutionary Movement*

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# Our work as learning partners

Since January 2022 the Centre for Public Impact and Easier Inc have been working with Live Longer Better as a learning partner.

One aspect of this work has been taking the time to learn from local practice, recognising that Active Partnerships and the contexts in which they work can be very different.

# ROLES

- We identified 5 different approaches APs use to influence and learn within their key local partners. These were:
  - **Advocacy**; speaking up for people and groups whose needs and issues around physical activity may be under-recognised.
  - **Convening**; bringing people together to solve problems across boundaries, often in new ways and by locating common purpose.
  - **Connecting**; more light touch than convening - introducing or signposting people to one another so they can provide more joined up and holistic support around activity.
  - **Listening**; tuning into people and partners. Taking the time to understand their world, what matters to them and how APs can support them in achieving that.
  - **Providing**; funding or working with partners to deliver specific services or Active Aging interventions.
- These approaches combined differently in each local AP's context, creating multiple unique 'AP Shapes'.

# RELATIONSHIPS

- We saw that each ‘AP shape’ was an important part of flexing to enable the relationships that create effective partnership, i.e. there is no ‘1 best shape’ to be.
- At their most effective these local partnerships showed some common characteristics, including:
  - Broad based but with a shared goal.
  - Based in trust, power sharing and learning through action.
  - Opportunistic, e.g. making the most of supporting interested individuals such as GPs.
  - Embracing Active Aging as a strategic choice about ‘the sort of place we want to be’, not just ‘the sort of services we want to buy’.
  - Using coproductive, exploratory approaches over directive, implementation focused approaches.
  - Taking a learning-led approach to evaluation, recognising that system level benefits will appear over the longer term and in ways that may not be wholly predictable or neatly attributable to specific services or interventions.

# CHALLENGES

- Finally, we saw that many of the local challenges that APs face are about working to establish these sorts of partnerships when:
  - Other priorities take the time and focus of partners. For example, the development of Integrated Care Boards and Integrated Care Systems has been seen to be both an opportunity and a distraction.
  - Understanding of the National Evidence base varies (turning focus towards ‘whether to’ rather than ‘how to’ support Active Aging approaches).
  - Funding priorities are focused on the near-term.

# Our work as learning partners

Alongside learning from local practice, we've been learning about the ways in which local and national partners connect, the roles they play and the opportunities they have to accelerate the Live Longer Better revolution.

# LEGITIMACY

- We noticed that a key role for national organisations to play is that of **conferring legitimacy**; using their position, voice, connection and status to promote clear messages that:
  - Elevate the evidence base and its links to known system and social challenges.
    - *Facilitating a focus on 'how to' over 'whether to'.*
  - Identify the mission as being a strategic shift in culture/mindset - about the sort of nation we want to be, not just the sort of services we want to access.
    - *Facilitating a focus on 'our ecosystem' over 'my service/organisation'.*
  - Articulate the importance of anchoring collaboration, evaluation and funding approaches to a long term view of return on investment, supported by learning.
    - *Facilitating a focus which balances action now with impact in the longer term.*

# CHALLENGES

- We identified some local challenges which it helps for national partners to recognise when they seek to lend their legitimacy in this way:
  - ‘No one size fits all’.
    - *The diversity of local contexts, priorities, ways of working, etc can make it challenging to pick out simple, core messages that cut through.*
  - ‘It’s a long game’.
    - *Maintaining commitment to longer term goals when facing into short term pressures can be tough.*
  - ‘Attributing system level impacts can be self defeating’.
    - *The breadth of interacting variables which explain system/population level outcomes and impacts can confound simple ‘cause and effect’ attribution.*
- We saw that each challenge represents an opportunity for national partners to demonstrate an appreciation of the complexity that local partners are contending with while at the same time reinforcing the importance, purpose and potential of this work.



# CONNECTION

- In the context of these challenges we saw that an effective tactic for national partners is to be **visible at local - as well as national - level.**
- We noticed that doing this provided rich opportunities for shared learning and contextualising national ambitions while reinforcing and elevating the purpose of local efforts.
- We saw that this was complemented by - but very different from - bringing local actors to regional or national fora. While these fora were found to be useful there is an opportunity for some rebalancing through greater connection ‘in the local’.
- Finally, we also saw opportunities for horizontal connections between movements at both local and national levels; opportunities to ‘unite the movements’ so that they can go further and faster together.