

LIVE LONGER BETTER

National Webinar Event - Live Longer Better

The revolutionary movement! Learning and insights from a year of Live Longer Better in action

Wednesday 22nd March 2023 10.00 – 11.30am

Event Summary and Survey Responses

1. Event Overview:

On Wednesday 22nd March, our 10th Live Longer Better (LLB) National Event was held. This was an online webinar event, designed specifically to explore the learning and insights from our Learning and Evaluation partners.

Active Partnerships, led and inspired by Sir Muir Gray, have embarked on this revolutionary movement since 2020. The aims are not only to help individuals live longer better, increase their healthspan, but also to prevent, delay, slow and if possible reverse the problems that create the need for health and social care.

A significant amount has been learned along the way since this LLB movement began and much of it has been captured by our learning and evaluation partners, Ruth Ball and Andy Brogan (from the Centre for Public Impact and Easier Inc). This webinar provided an opportunity to leverage this learning and to connect the opportunities and strengths that sit across national and local partners.

The event included the following:

The Revolutionary Movement: Past, Present and Future

- ❖ **The revolutionary movement - hearing the call of the future**
'For everyone to have five extra years of healthy, independent life by 2035 and to narrow the gap between the richest and poorest.' [Sir Muir Gray, Optimal Ageing Associates](#)
- ❖ **The revolutionary movement - learning from the past and present**
Leveraging existing skills and strengths to sharpen our focus and be ready for inclusive active ageing. [Aideen Young, Centre for Ageing Better](#)

The Revolutionary Movement: Learning from Local practice

- ❖ **The many routes to a shared destination**
Place-based approaches to developing powerful relationships. [Ruth Ball, Centre for Public Impact](#)
- ❖ **'You've Got This': South Tees' Local Delivery Pilot.**
Establishing strong collaborative relationships to enable longevity through a common purpose for physical activity in the health sector. [Lauren Perkin & James Hartley Programme Officers – You've Got This](#)

The Revolutionary Movement: Linking the Local and the National

- ❖ **Legitimacy, connection, culture**
Maximising the LLB movement to develop the local rich tapestry. [Andy Brogan, Centre for Public Impact](#)
- ❖ **Stronger for Life**
Building connections at place. [Ross Joannides Strategic Relationship Manager, Active Sussex](#)
- ❖ **A National View**
Connecting national partners – the opportunity. [Graeme Sinnott, Relationships Partner, Active Partnerships National Team](#)

The Revolutionary Movement: A Call to Action

- ❖ **The revolutionary movement - shaping the future**
Leveraging collective learning and insight to shape new perspectives of healthy active ageing. [Aideen Young, Centre for Ageing Better](#)
- ❖ **The revolutionary movement - the call to action**
Let's embrace the revolutionary movement together! [Sir Muir Gray, Optimal Ageing Associates](#)

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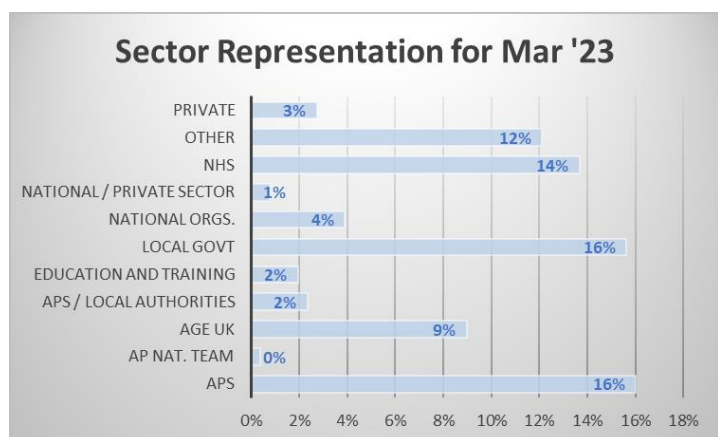
2. Engagement:

The event was widely promoted through the Community of Practice & Learning networks, Active Partnerships, Age UK networks and the National Network. As always, we received significant interest in this event, with over **250** registrations. Actual attendance on the day was **128**, with many explaining that they had registered and looked forward to viewing the recording post the event, given other diary clashes.

It is worth noting that the total number of registrations for all 10 events to date is over **2,400**. Actual attendance at all events to date is now over **2,000!** Consequently, it can be confidently concluded that there continues to be a significant interest and following in LLB, and the inclusive active ageing agenda.

- Of those who registered *all* these events to date, their various organisations that are represented include the top 4 as follows:
 - Active Partnerships **26%**
 - Local Authority **24%**
 - Age UK **13%**
 - NHS / Health partners **10%**

- An analyses of delegate sector representation for this event is provided here:



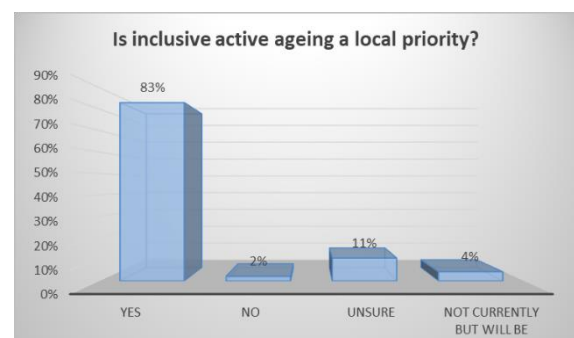
3. Evaluation Analysis – post event survey

All delegates were provided with an opportunity to complete an online, post-event evaluation. **47 (37%)** of attending delegates responded to the survey).

- **81%** of responders considered the event met their expectations with 17% considered it partially met their expectations. Considering this webinar focused more specifically on learning and insights of the LLB journey, the response was pleasing particularly with no people reporting that it didn't meet expectations.



- In response to the question 'how likely are you to recommend future LLB events to colleagues and stakeholders, on a scale of 1-10 (1=not likely, to 10 = extremely likely)' nearly **90%** reported between 8-10 on this scale.



- Over 80% identified that inclusive active ageing is a local priority.

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- When asked “*what actions will you take as a result of this webinar?*” the following table provides a summary of responses:

| A selection of responses to ‘what actions will you take as a result of this event?’ |
|--|
| Continue to listen, influence and raise then LLB agenda in my locality and build relationships across the ICS |
| Share slides and learning with colleagues - more engagement work with BME groups |
| Share Muir Gray's ending points and how we are facing a public health emergency. |
| Feed back to our Health and Wellbeing Task Group as it reinforces elements in our Action Plan e.g. physical and mental wellbeing and areas of interest of the group e.g. dementia and inclusion. |
| Get in touch with Ross to discuss his project as this aligns with what we are trying in Herts - good to share learning |
| Connect with Ross, use the AP role summary from Ruth to explain to local partners. |
| I want Bucks and MK to establish Active Lifestyle Hubs across the county where Healthcare Professionals can signpost residents to get support to build regular movement into their life. |
| Look further into the approaches of the LDP's |
| Share recording with colleagues who could not attend and also in our LLB bulletin which goes out to our LLB network of health professionals and practitioners. |
| Look at the bigger picture and the gains of falls prevention around dementia and frailty. |
| Continuation with the work we are doing - so important for Cornwall |
| Further planning on place based working and further explorations of identifying our 'routes in' to health |
| Inclusive active aging is currently one of the priority areas within our Wellbeing Team and Public health - with the pressure on finance it will be essential that we continue supporting this |
| Continue to share messages and advocate for the work locally |
| Target local GP's for direct referrals to activities that will stimulate patients both physically and mentally |
| Share the learning and information with colleagues |

- A selection of responses to the question “*What topics would you like covered in future events?*” are given in the table below:

| What topics would you like covered in future events? |
|--|
| Could maybe do condition specific with local examples - dementia, falls/frailty. Great session, only little comment would be possibly too much on the agenda, thank you for organising. |
| Any services provide from those with disabilities, especially in the area of autism/Asperger's and engaging the younger generations. |
| Social prescription and embedding it in communities and how to link those communities with professionals. |
| More of the same - importance of strength & balance - how to get the message across that this is important to all. Which exercises to start with. |
| More in depth coverage of community initiatives being carried out on the ground. Any latest emerging research findings on ageing. |
| Marketing strategy. Would be great to have some national resources/posters to share locally |
| Real life examples of initiatives i.e. video footage from people who have personally benefited from the LLB programme. |
| Examples of engagement with Adult Social Care |
| More on breaking down barriers with the NHS and health providers |
| Inequalities inclusive activity initiatives that are running successfully and making a difference. How Personalised Care interfaces with the agenda (demonstrate connection for health etc) |
| More local examples of work being done, building/setting out the case for funding |
| Still learning, so anything that is relevant to help dialogue with public health partners. Case study shows are always welcome to spark ideas, especially where the area/demo is similar to our own. |
| More of the same! |

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4. Interactive information gathering

This webinar was designed to be interactive to gather the audience's view and 'wisdom of the crowd' throughout the event. In response to 'what stood out for you', below captures some of the responses using *Mentimeter*:

listening

convening with shared goal

There's a difference between life expectancy and 'healthy' life expectancy, which is useful context when considering physical activity for older people

flexibility and partnership work is fundamental

That APs have a difficult role to balance - influencing without authority in some cases.

Starting with the insight at a local level really works.

The round table aspect with a AP being at the heart of facilitating those relationships

Powerful messages from Sir Muir Gray on the importance of physical activity - will be useful to use in local conversations

patience - accepting that physical activity not always starting point - and not being precious about who delivers what - all organisations have a role to play - clarity of role and contribution is key

That £funding isn't always needed - sometimes just about aligning work and connecting.

engaging with volunteer services

Working at the right level within the local system. Planning for project really important

Co production - building on local community assets - get buy in from partners and local communities - far greater chance of embedding / sustaining new practises

Plan from the start for when you're not there.

Interesting to see stats on ethnic minorities and see the map about ageing demographics. Also interesting to learn about how different APs work

Persistence, listen and collaboration are key across health, social care, VCSE sector, private sector.

Linking with NHS MSK physios and Falls Prevention teams. Appetite to make a change.

The importance of connection, relationships and learning exchange

outstanding the gap between the wealthiest and poorest individuals in the census 2021. The different ways You've got this facilitate and promote physical activity to different demographics.

working and connecting with communities to see what they want and how we can help them achieve it

Really interested in finding out more about the falls network and also the prep/waiting work

Speaking with individuals to gain lived experience from their perspective to better understand how we can shape services.

We need to be more confident and braver in sharing the benefits and outcomes of our work to build regular movement into the health and social care system. Regular movement is a miracle cure!

Age UK Wiltshire combine activity and making friends in our Fitness & Friendship clubs. Clients join not just for the fitness element so it is easier to persuade clients to at least 'give it a go'

The similarities between the populations of 'South Tees' and Sussex in terms of the challenges faced. Liked the breakdown of roles Enabler, Facilitator and Influencer, The Exchange concept

How Activity relates to everyday life, ie sharing with the participant - goals/aspirations. Something as simple as walking to the shop etc. Feelgood factor relating to the physical/cognitive/emotion

Not being afraid to get things wrong and capture rich learning in the process. Things can be messy and that's ok

continual communication and almost 'hand holding' which obviously has it's pros and cons,

The varied approaches of APs and partners to imbed regular movement in service provision and health systems accessed by adults in later life. APs are often the experts in local system navigation.

To have an impact at local level you need local data and evidence

A social movement and legislation is key to change.

build strong connections based on mutual benefit and find common ground

Partnership working to provide a holistic offer around activity, social connectedness, and accessing information

Active sussex stronger for life sounds incredible! Great signposting opportunity for those who have completed a falls prevention programme and have boosted their confidence to be more active

Would welcome a copy of the report from Sussex on the stronger for life project. Please could this be shared?

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And a final comment from a delegate which resonates with us all:

The NHS seems to spend more time fire-fighting, dealing with crisis so prevention takes a back seat and is often treated as something 'nice to do' but no time to do it. We need to change this way of thinking and demonstrate what can be achieved and how to do it.

Live Longer Better!

Thank you to everyone who presented, supported and attended this event. The journey has begun but we have a long way to go – together we can make a difference!