

Ageing Strategy

Dianne Kennard
Department of Health

Why a renewed Ageing Strategy?

- Within 20 years, half the adult population will be over 50
- Opportunity to live longer, healthier, happier lives; society as a whole could benefit
- Need to make this happen!
- Renewal of cross-government Ageing Strategy
 - Commissioned by No.10, led by DWP
 - Publication expected March 2009
 - NB resource constraints

Renewed Ageing Strategy: themes

- Theme 1: Promoting age inclusiveness
- Theme 2: Better preparation & prevention
- Theme 3: Greater participation & enjoyment
- Theme 4: Stronger protection and resilience

Theme 2: Better preparation & prevention

- Empower good health & wellbeing prior to & during later life
- *Healthy* life expectancy is still 5 years lower than life expectancy
- Risk factors:
 - Obesity, hypertension, smoking, alcohol, stress, high cholesterol, low physical activity, loss of social support, mental health problems...