

Welcome to AFCC Webinar 201
1 April, 2015 11:00 AM – 12:00 PM Eastern Time

Engaging Decision-Makers for a more Sustainable Age-friendly City and Community (AFCC)

Panelist:

Mr. Rodd Bond, Director, Netwell Centre

Moderator:

Dr John Feather, Grantmakers In Aging

Organizer:

International Federation on Ageing

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- All participants lines are muted
- Recording announcement provides instruction

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For assistance: nwaldston@ifa-fiv.org

Moderator



Dr John Feather

Chief Executive Officer
Grantmakers In Aging

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Email: jfeather@giaging.org

Agenda

- **Introductions** (5-10 minutes)
by Dr. John Feather, Moderator
- **Presentation: Engaging Decision-Makers** (20-25 minutes)
for a more Sustainable Age-friendly City and Community
by Mr. Rodd Bond, Presenter
- **Question and Answer Forum** (20 minutes)
- **Closing** (3-5 minutes)

Presenter



Mr. Rodd Bond

Director
Netwell Centre

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ENGAGING DECISION-MAKERS

Co-designing sustainable
Age-Friendly Cities and Communities

Rodd Bond mriai
Dundalk, Ireland



Initial remarks: Towards an age-friendly future.

Engaging decision makers
To make different and better decisions
To enhance longer living in more age-friendly
places, in changing circumstances ...



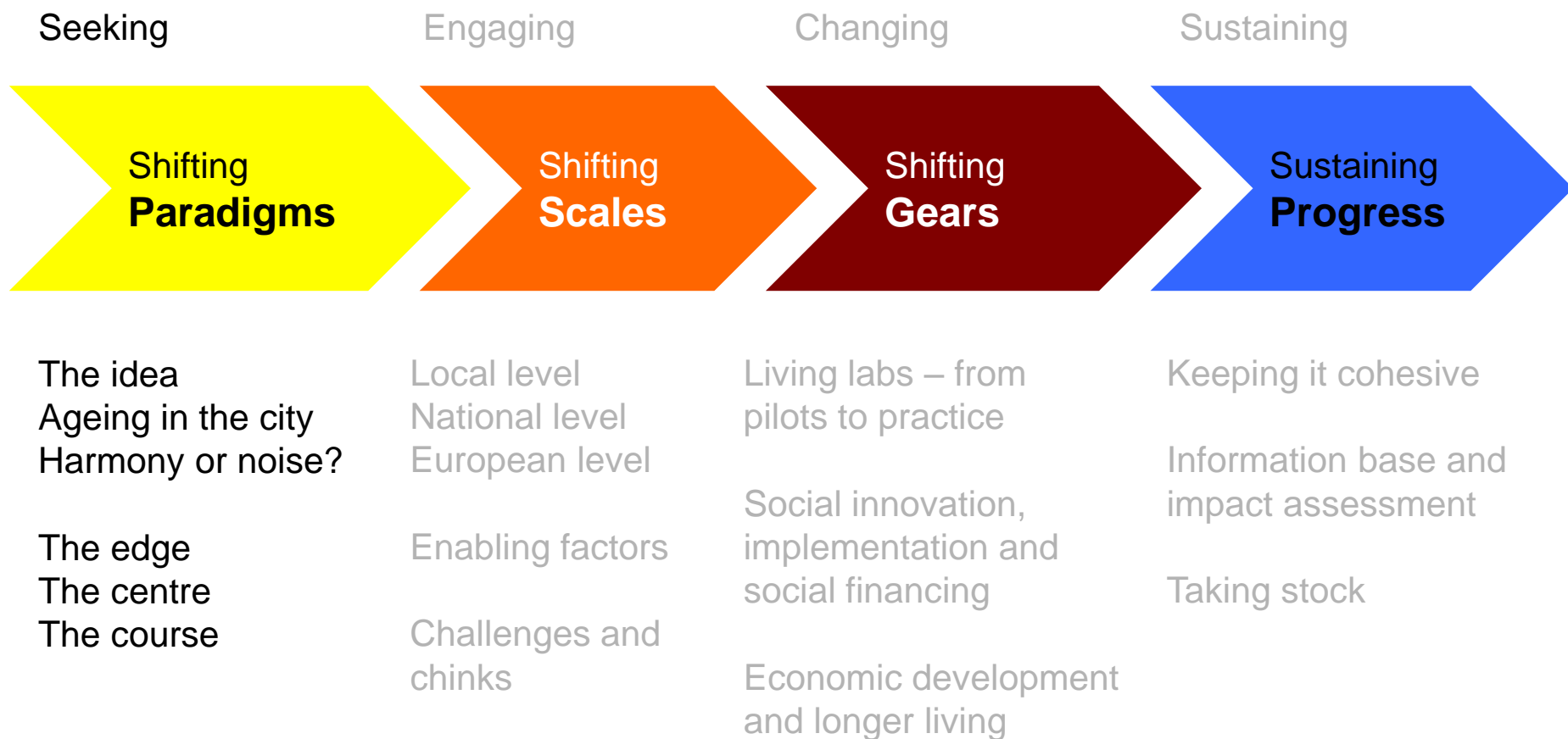
Pains – whose & what problems are
to solve ?
Gains – whose & what visions and actions
are we trying to enable ?



Channelling and aligning social, economic
environmental resources and forces
Activating our human energies in the
well-being, capabilities and freedoms for older people ...



Sustaining Innovation for Age-Friendly Communities



The Idea – Bottom up & top down

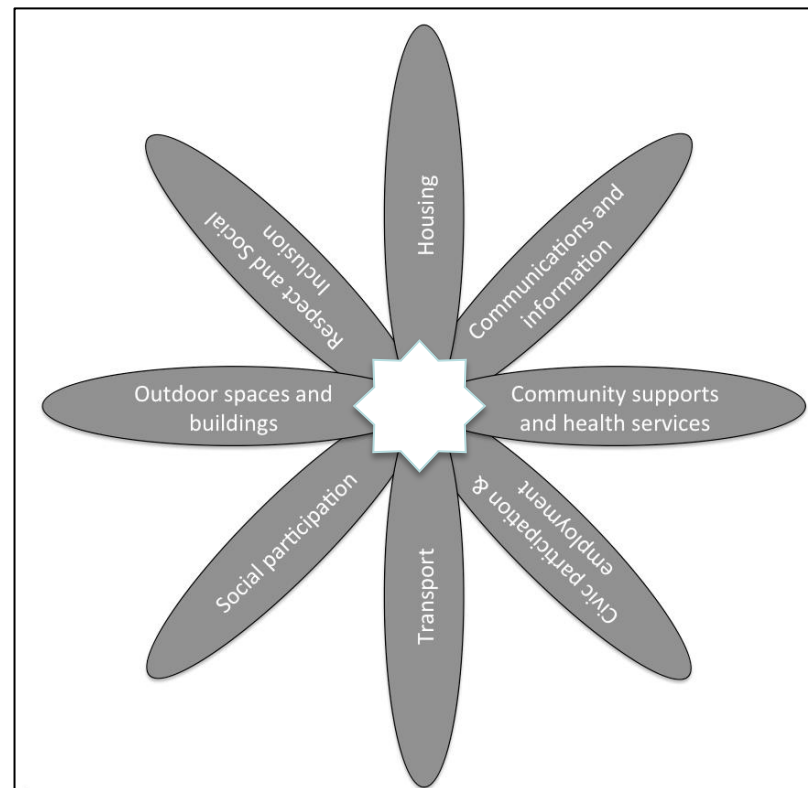


WHO Active Ageing Framework

Participation
Health
Security

Holistic Agenda: - Age-Friendly Domains

Housing
Outdoor spaces & buildings
Transport
Social participation
Civic participation & employment
Respect and social inclusion
Communications & information
Community supports and health services

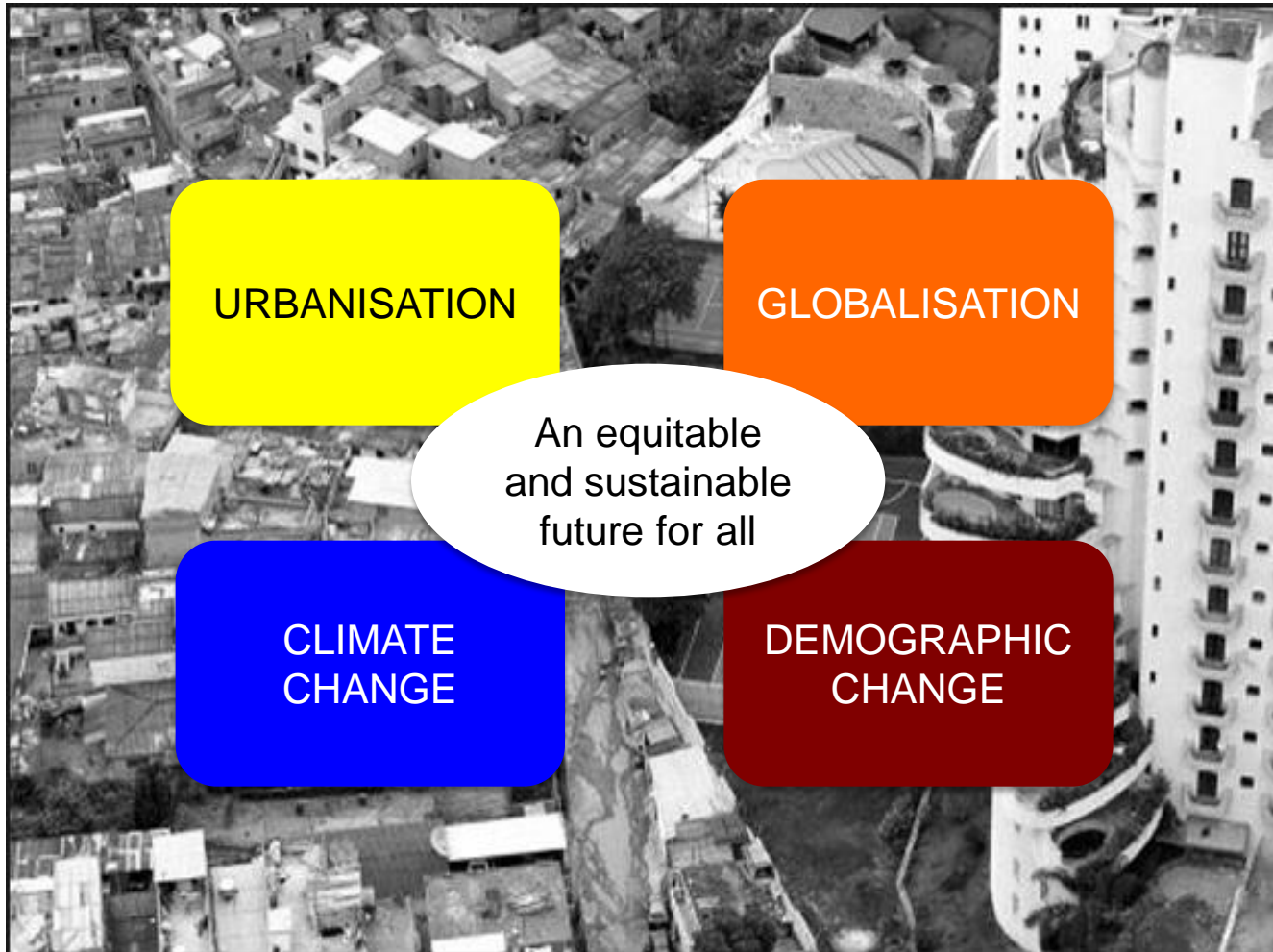


The WHO AFC domain petals.

Key Principles

Multi-stakeholder collaboration
Informed and energised by voices and actions of older people
Continuous improvement – baselines / actions / assessments

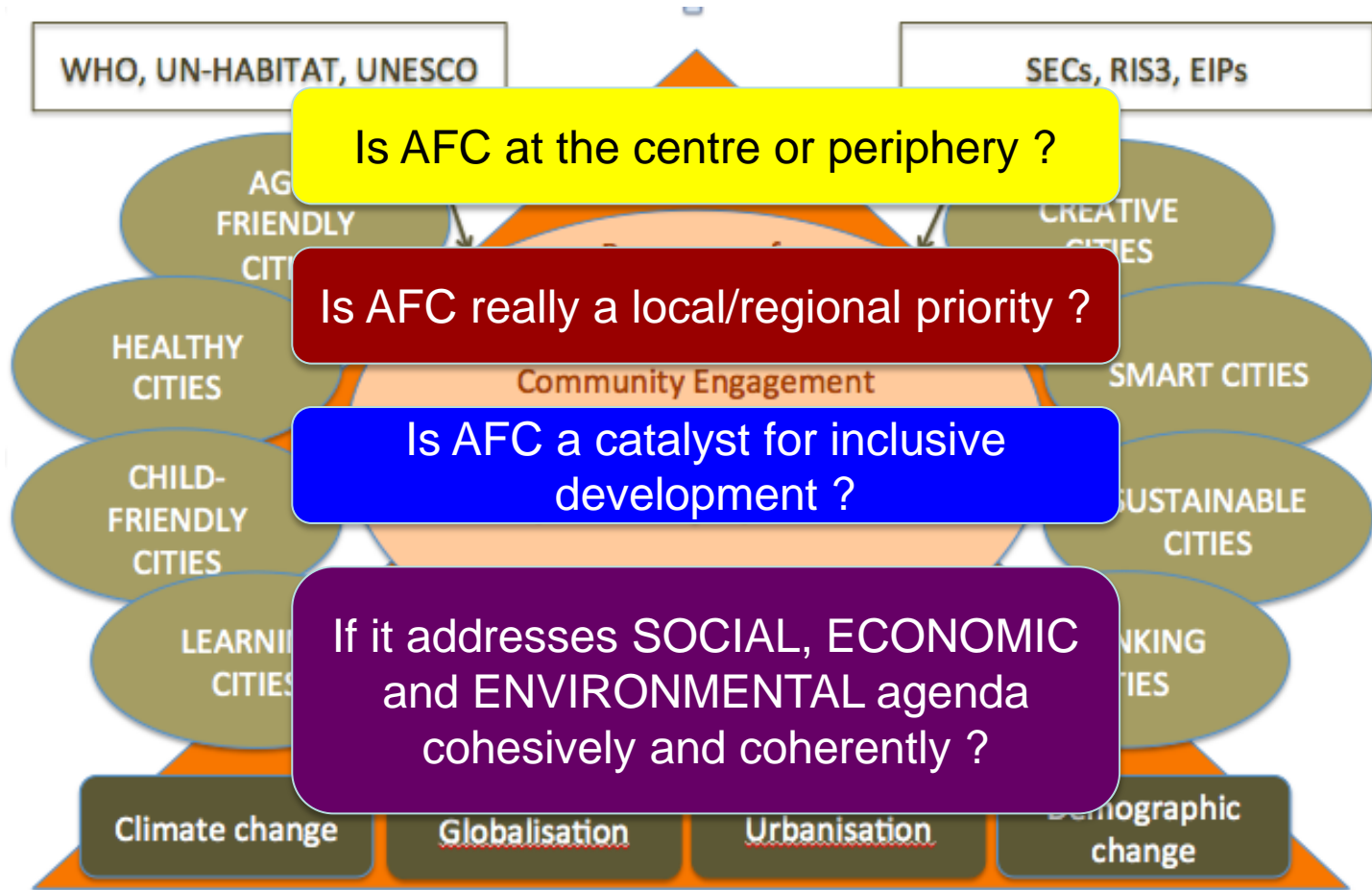
Ageing and the city ?



SAN PAULO, BRAZIL UN-FAO archive

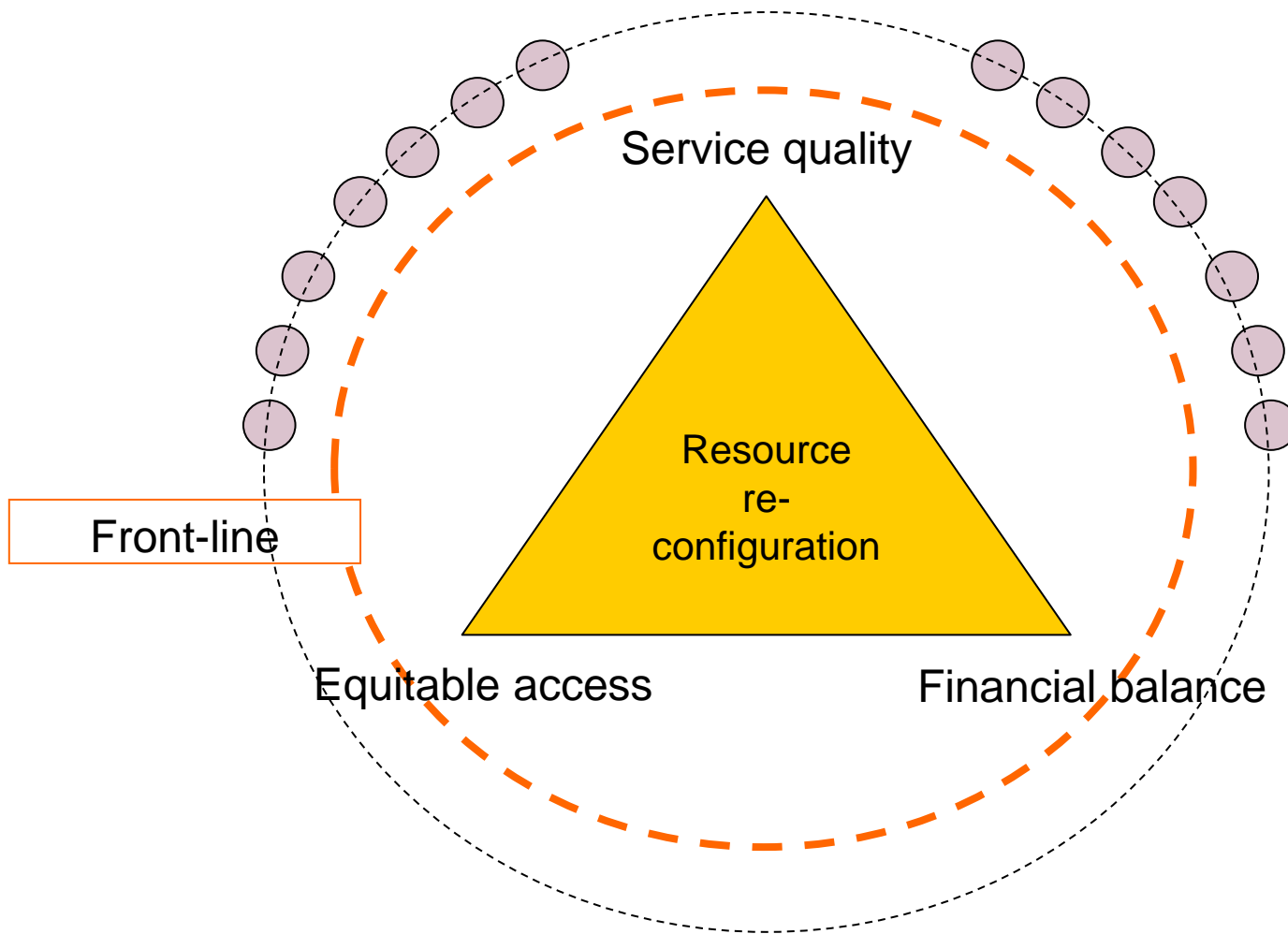
Harmony or noise ?

AFC is not always the only programme seeking attention ?!



Shift to the edge

Public Service Reform

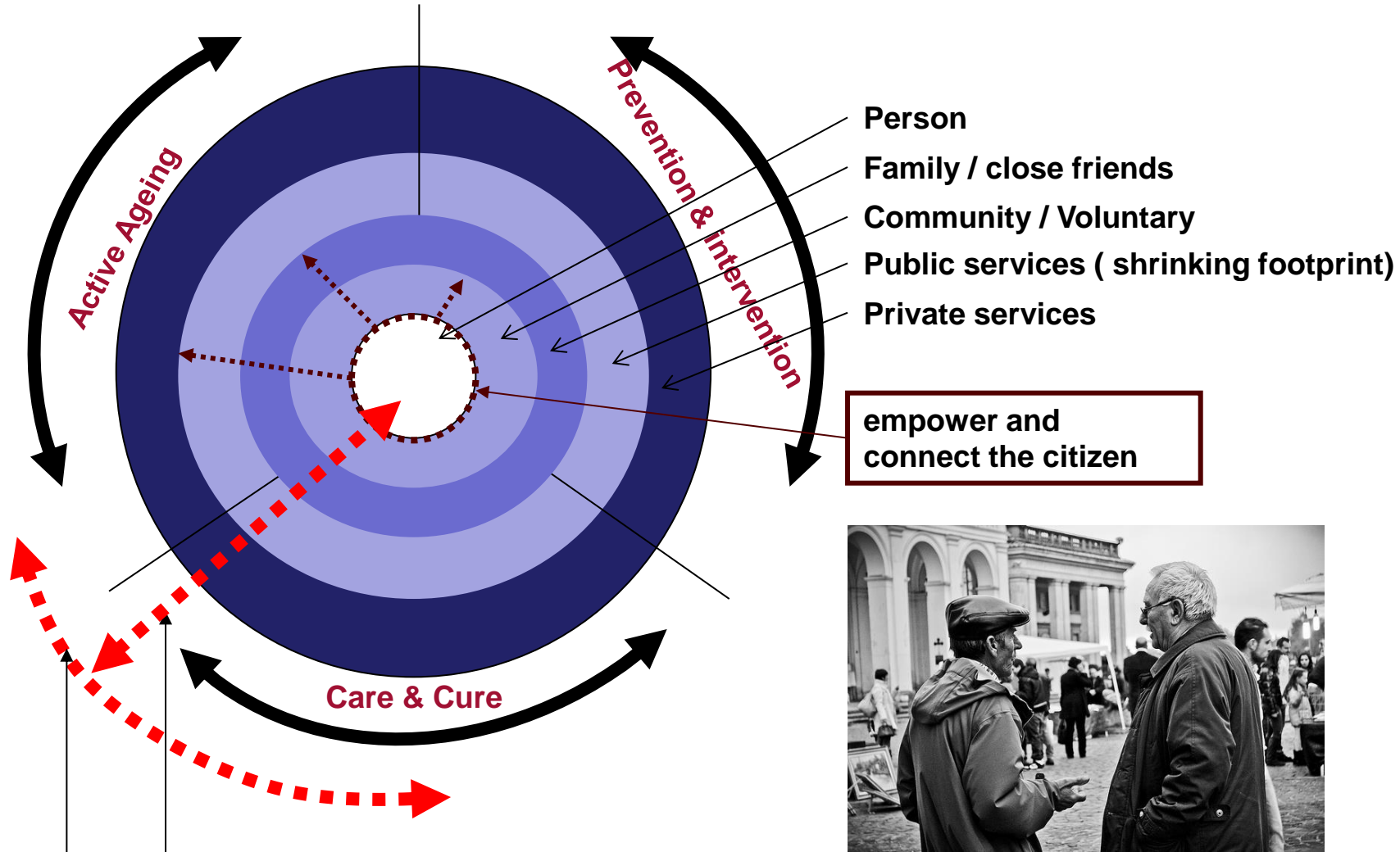


Need to re-think organisational edge for self-management and empowerment

Capabilities, freedoms and choices when faced with functional deficits.

Older People in Cities ..

People and their eco-systems



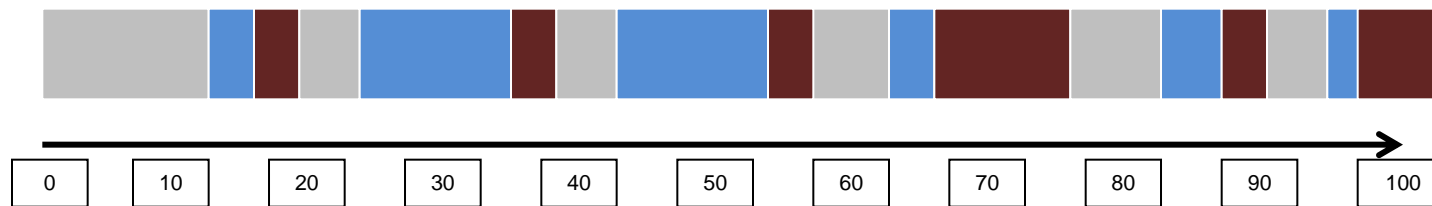
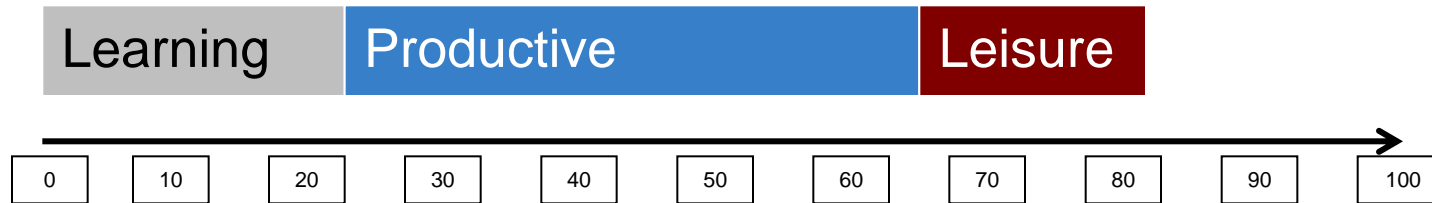
empower and connect the citizen



- 1. Cross sectoral alignments
- 2. Pathway integration

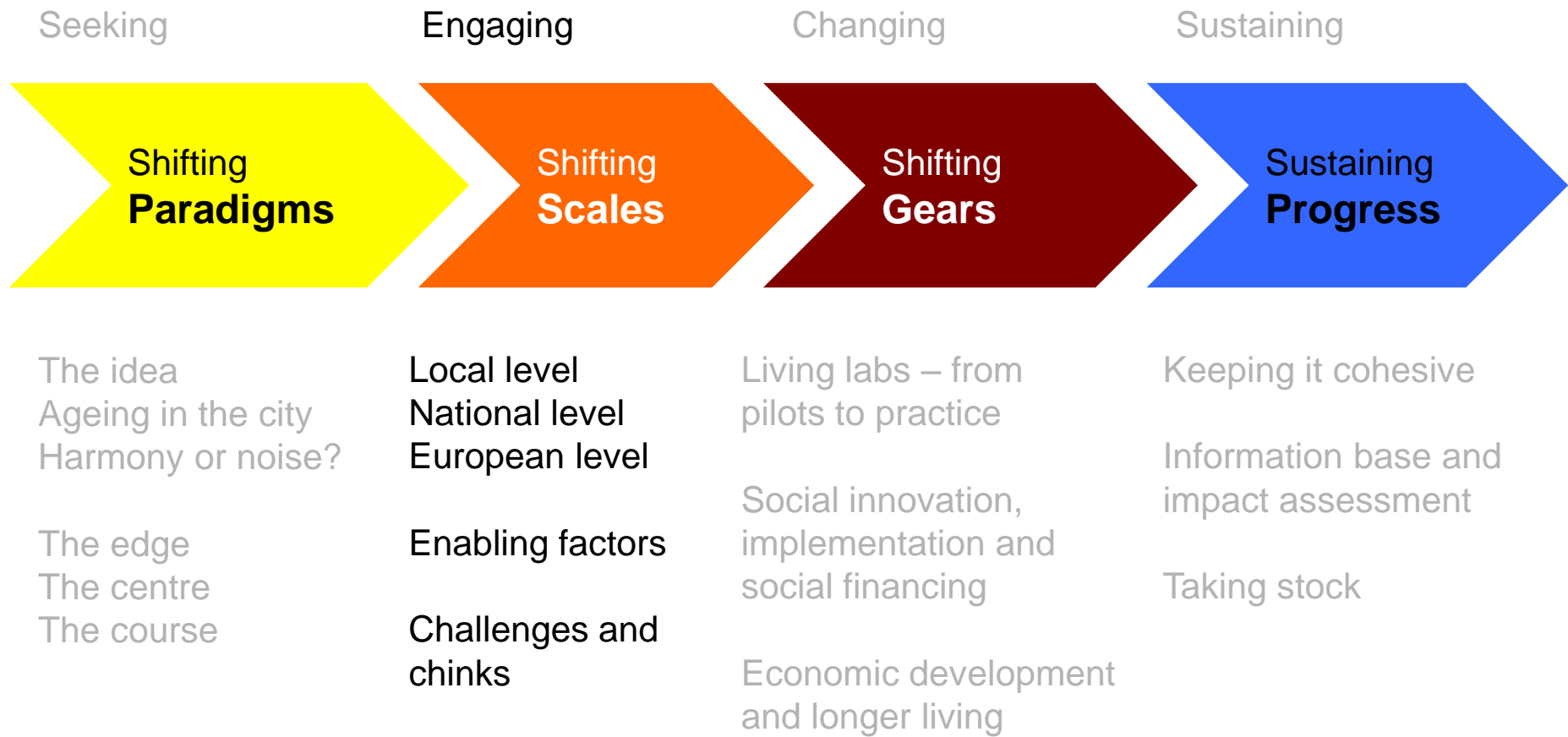
Economics of Longer Living

A changing lifecourse



Based on diagram by Dr John Beard & Ken Dychwald

Sustaining Innovation for Age-Friendly Communities



An Example Irish Age-Friendly County - Louth

Huge thanks to Conn Murray, Anne Connolly and Hugh O'Connor

Local collaboration

A place where leaders and decision makers from the local government, health and social services, police, transport, service providers, NGOs, business and academics . . together with older people's organisations.....

Local consultation

- forge an alliance
- consult extensively with service providers and older adults in an Older People's Council
- make an AFE strategy and plan and –
- implement real change in imaginative and cost-effective ways

Joined up, real change

in areas like supports to stay at home, better public spaces and parks, transport that meets needs, safer places, more opportunities to participate, better health services and new opportunities to volunteer to make neighbourhoods better places for all

Age-Friendly Counties - Louth

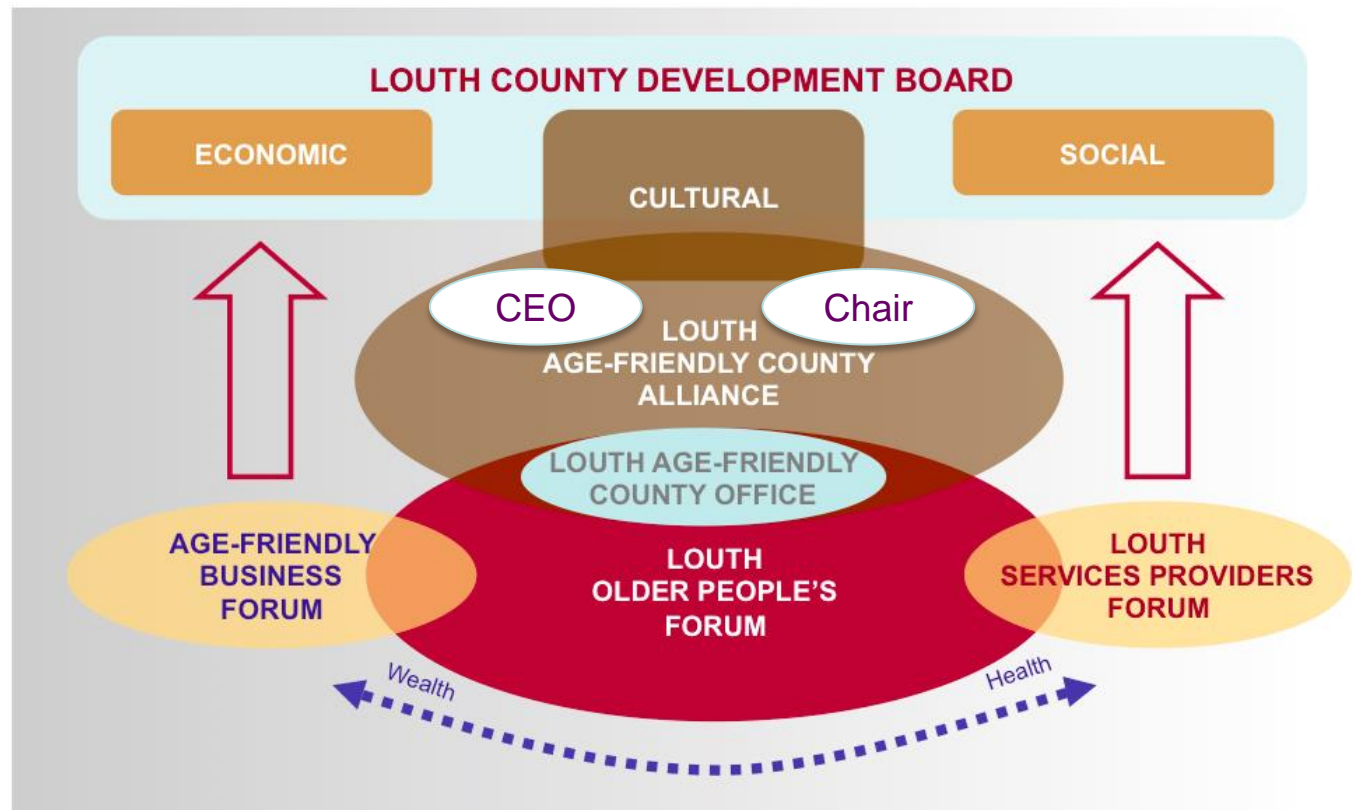
An Agenda searching for a local integrated governance structure



WHO
Framework
Common agenda

Add connectivity
to existing work
and activities

Introduce new
initiatives to
address gaps.

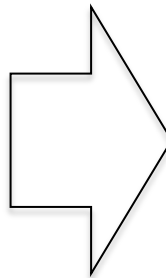
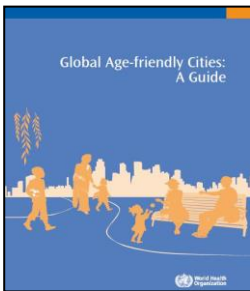


Age-Friendly County

An integrated agenda for change

Buildings and outdoor spaces
Housing
Transport
Respect and inclusion
Social participation
Civic participation/employment
Information and communication
Community and health services

Connection: Rural transport & urban mobility
Confidence: Sense of safety & security
Empowerment: Better access to better information
Alignment & Convergence: Health, housing and care
Shareable places for all: Recognise frailty
Lifecourse: Inter-generational solidarity
Energy for change: Older people as a resource



National Picture: Age-Friendly Ireland (AgeingWell Network)

- Started 2010
- 5 authorities by 2011
- 19 authorities by 2013
- 28 authorities by 2014
- 31 (all) authorities in 2015

- Coverage (scale) before depth..
- Traction for greater subsequent efforts ..

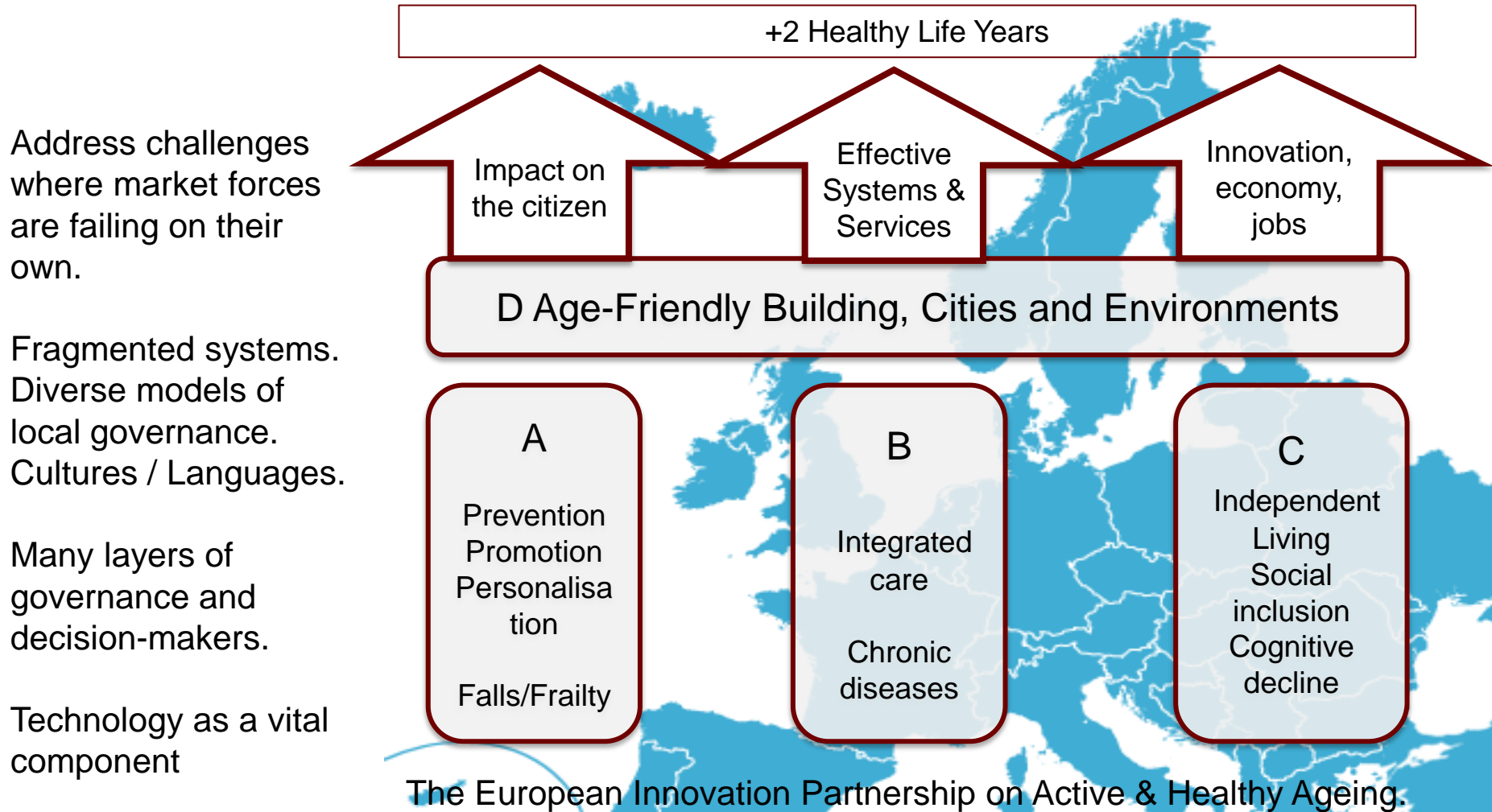


Securing Political Engagement Enabling Factors

- Twin track:
 - National cover to local risk taking
- Endorsement, evidence:
 - The WHO model / demographic challenge
- Dublin Declaration – mobilisation
 - Visibility / networks / a partnership
- Gentle introduction
 - Not too many initial demands or ‘asks’ at local level
- Supportive evolving policy landscape
 - National strategies and plans

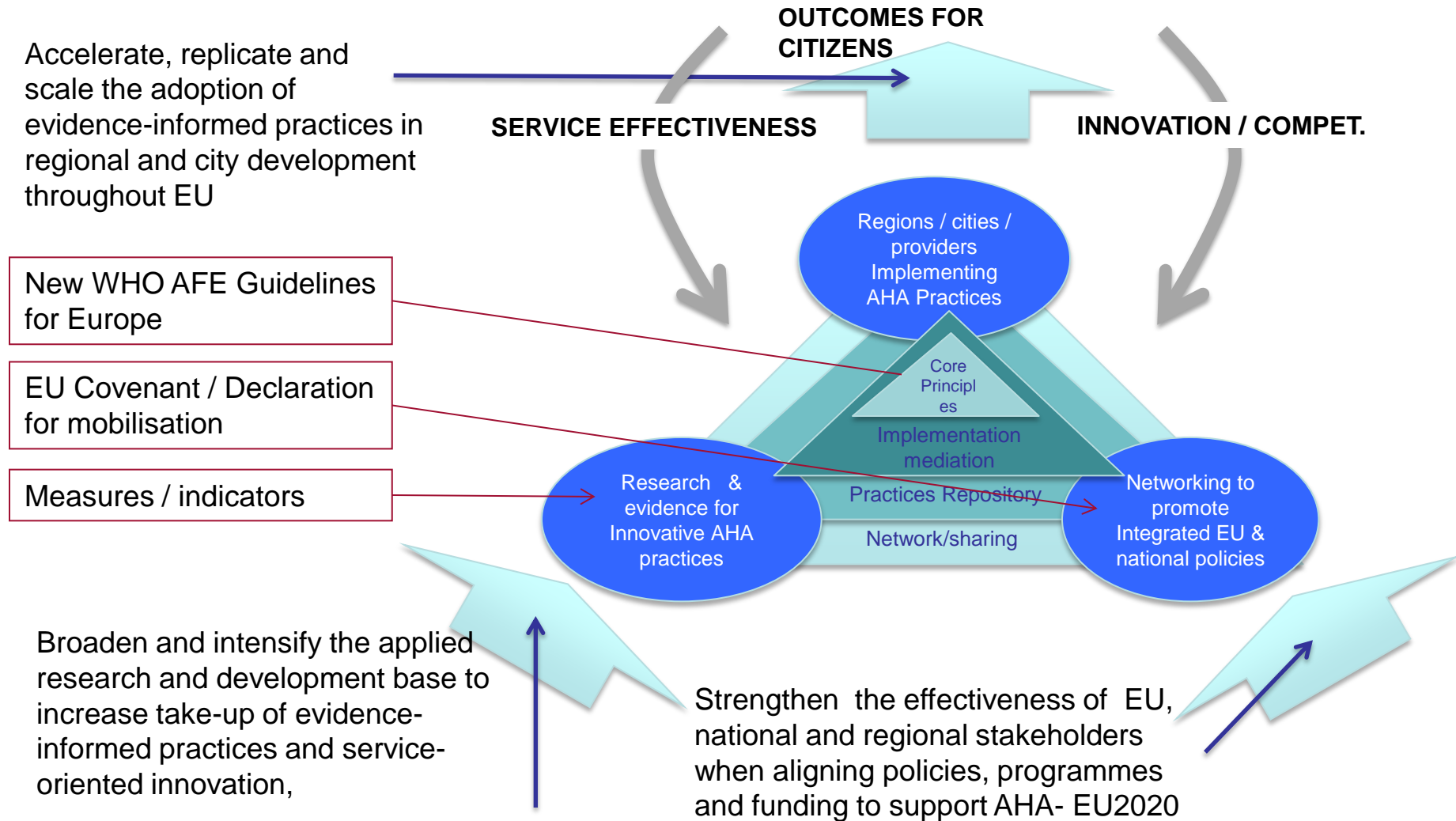
AFC in the European Context

European Innovation Partnership



AFE in Europe .

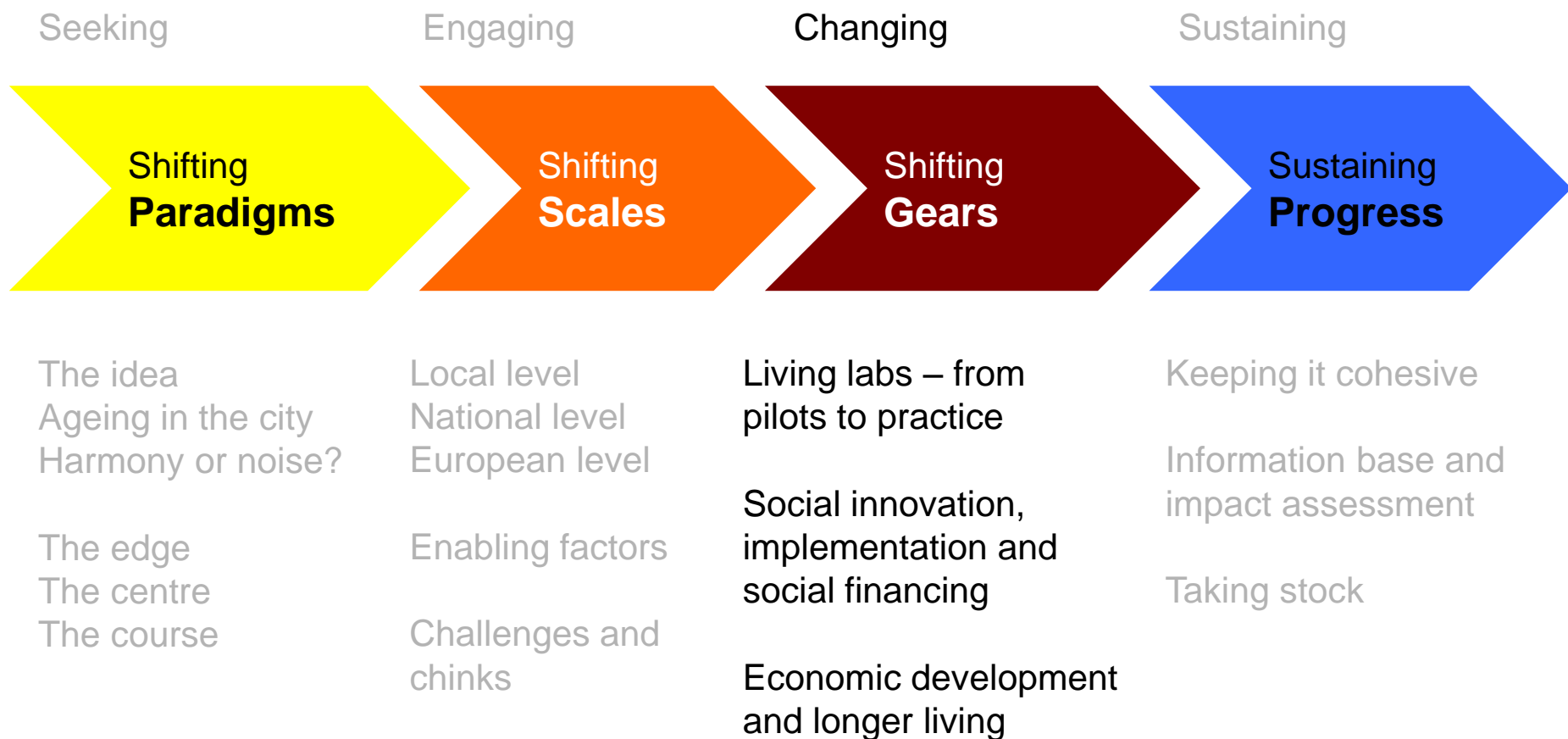
Harmonising multiple conversations.



Challenges and Chinks or gaping holes ?

- Economic environment – austerity
 - Diversity of experience – social determinants / targeting.
 - Political priorities – youth un-employment / health and social care.
 - Technology within a framework of dignity and capabilities
- Silos and siphons
 - Inter-agency work is not easy – especially when on moving ground of on-going public sector reforms.
 - Cross-sectoral work is not easy (particularly for NGOs)– especially with trend to tighter procurement and service commissioning.
 - Keeping industry, business and retail at the table.
- Information base
 - Impacts, evidence and indicators to guide decision-making and investment options and priorities.

Sustaining Innovation for Age-Friendly Communities

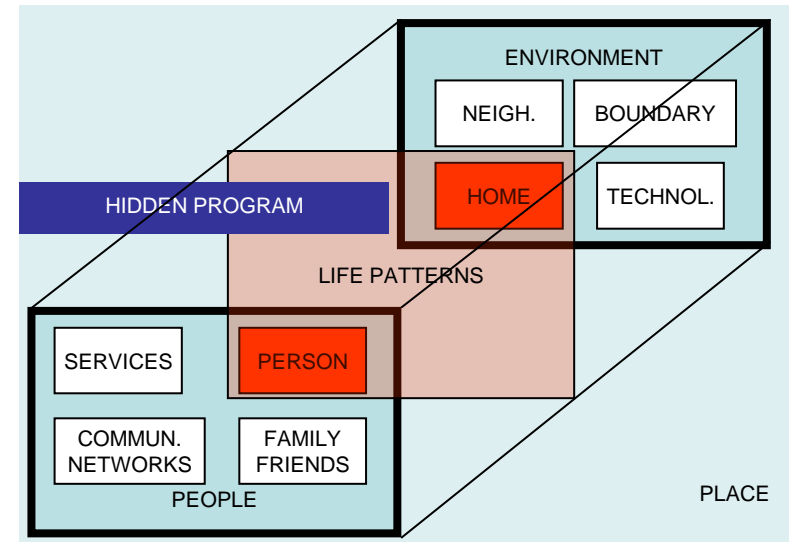


Place-based Living Labs

A lot about innovation and take-up

Participatory inquiry, co-design and decision-making

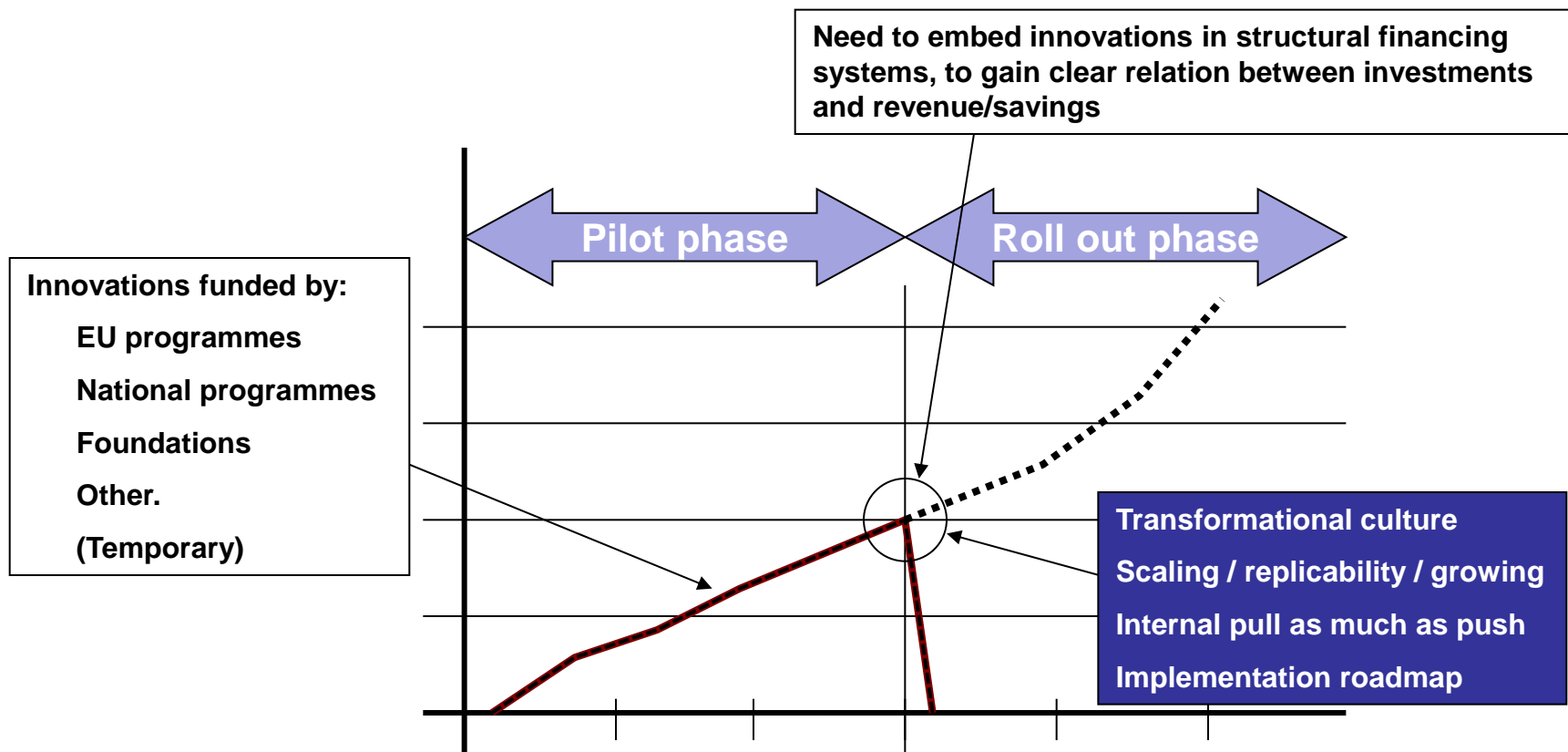
- An open-innovation eco-system
- Multi-agency stakeholders
- Co-creation with older people
- Trans-disciplinary teams
- Technology platforms



(Model of Place – after Wiseman and Chapin.)

Practice pilots – promise & problems

The transfer cliff

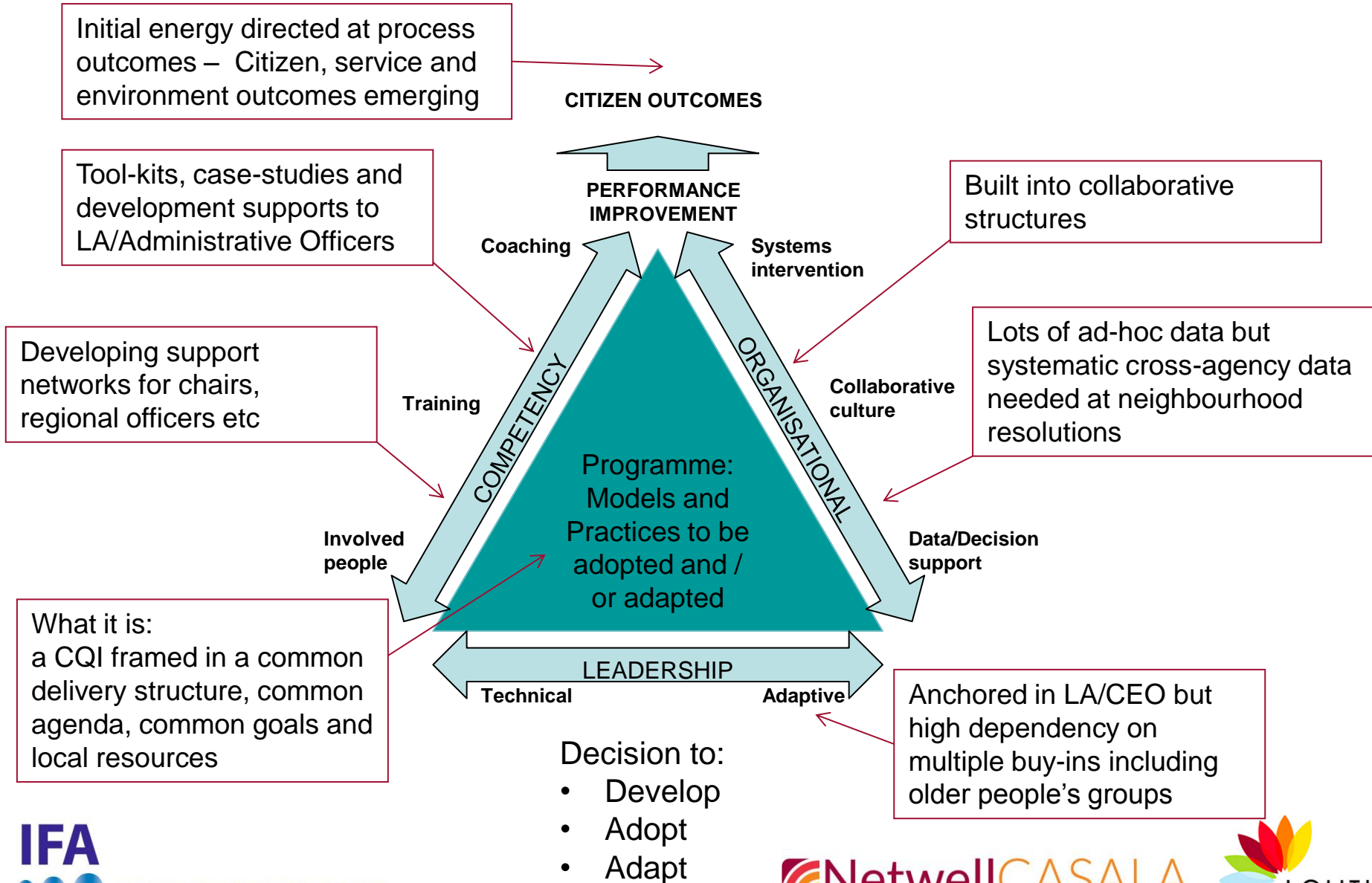


Ref: Erwin Van Leussen – Achmea Health Innovations (Holland)

AAL Policy workshop Sept.. 2008

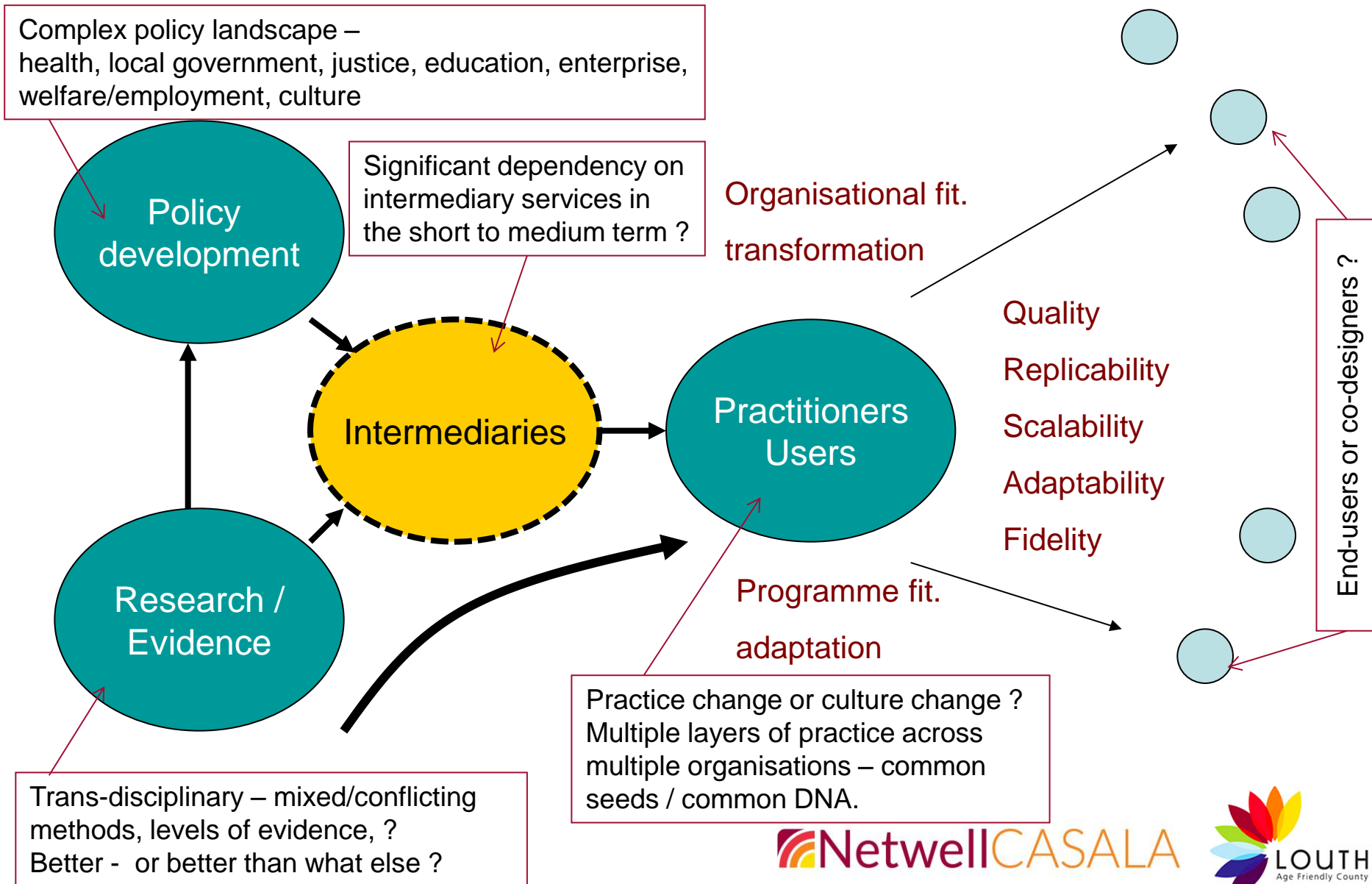
Strengthening replication

The implementation triangle



Strengthening replication

Supports to stakeholders - intermediaries



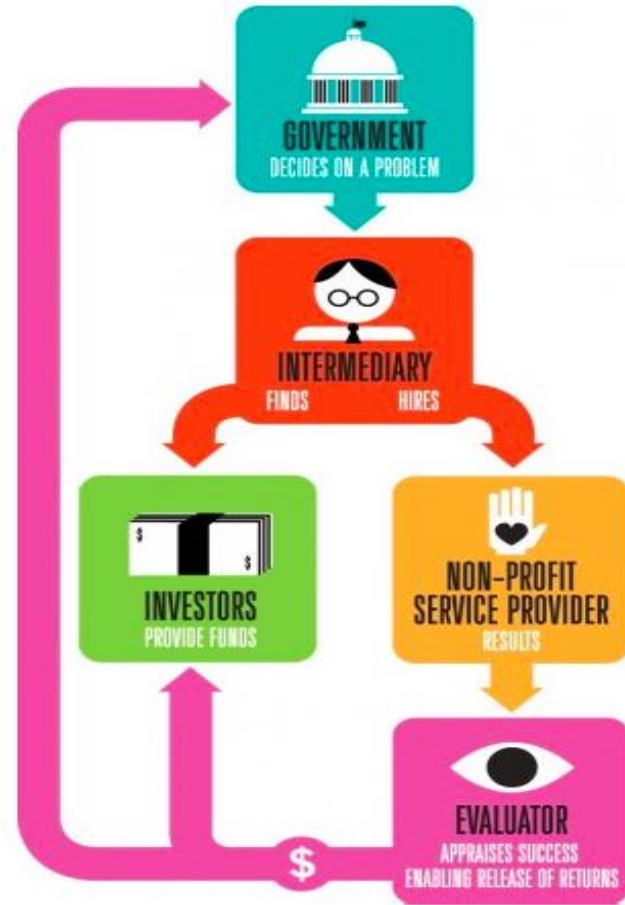
Social impact investment

‘Pay for results’ – Recent OECD report.

A “Pay For Success” model where private investors invest capital and manage public projects, usually aimed at improving social outcomes for at-risk individuals, with the goal of reducing government spending in the long-term.

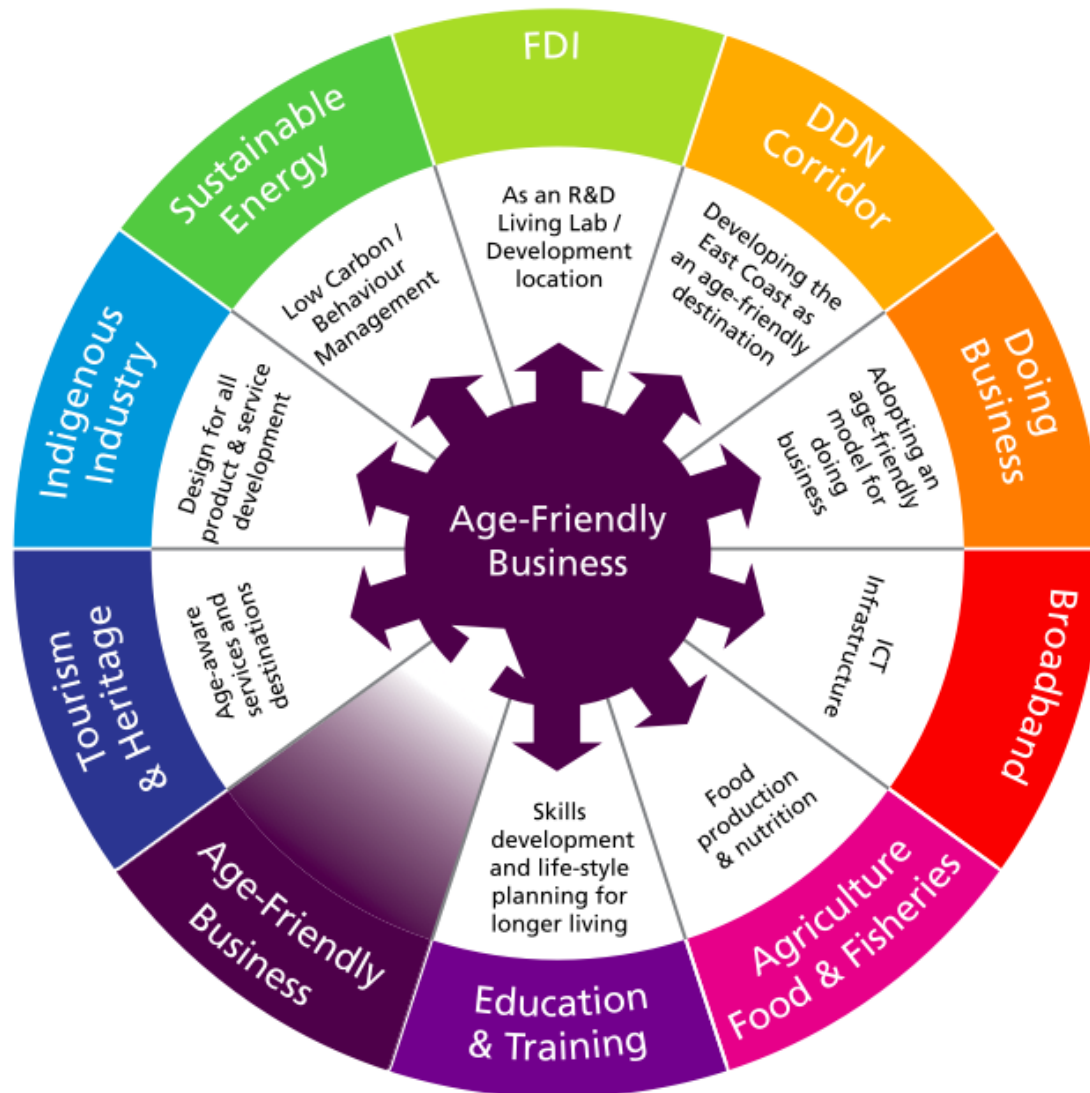
Private investors cover all the costs of the intervention and will be re-paid a financial return by the government ‘if and only if’ social outcomes are improved based on a standard/agreed measurement.

The profit-motivating component comes from the fact that some of the savings from the reduced costs for the government can be used to pay back the investors, contingent upon their success.

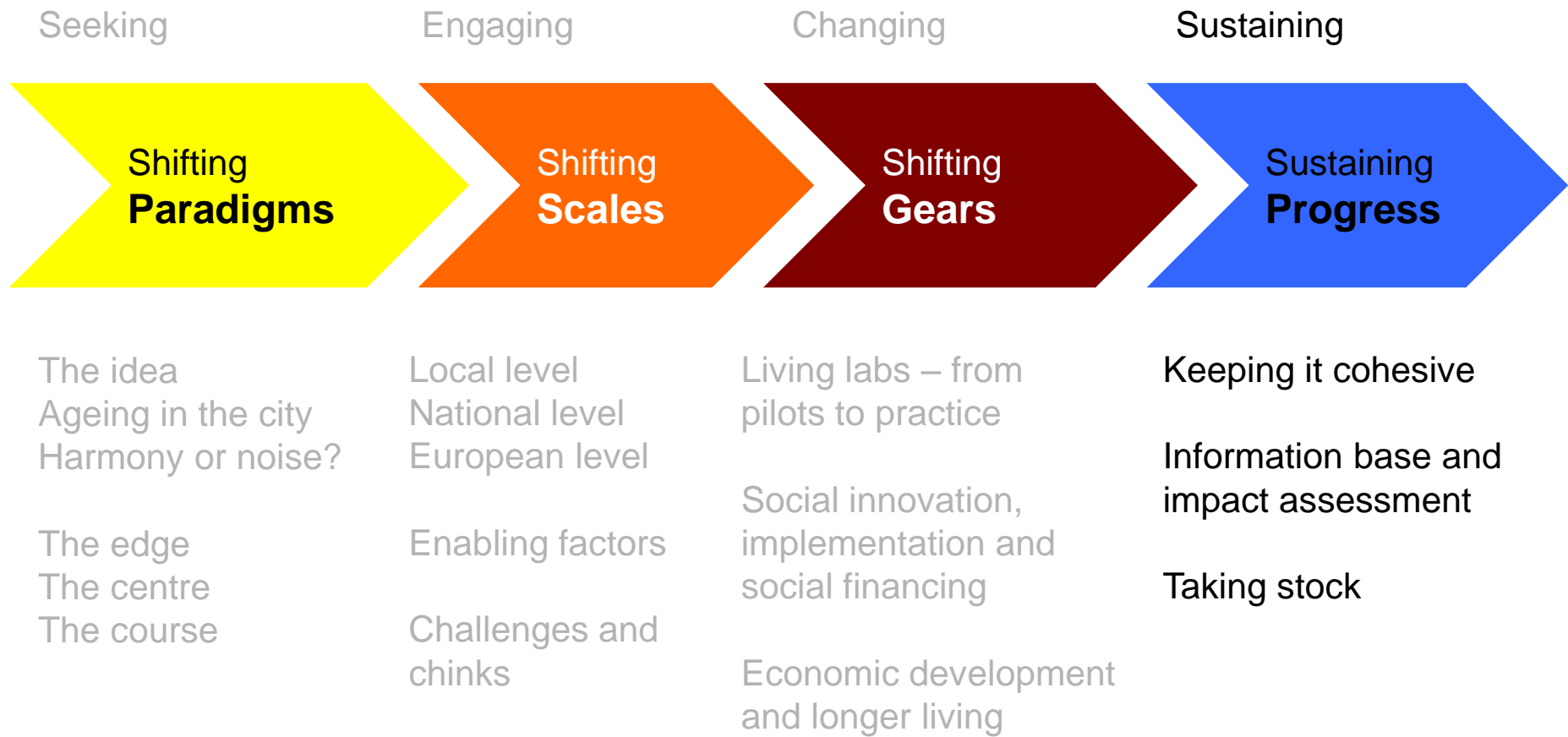


Economic development innovation

market & enterprise orientation

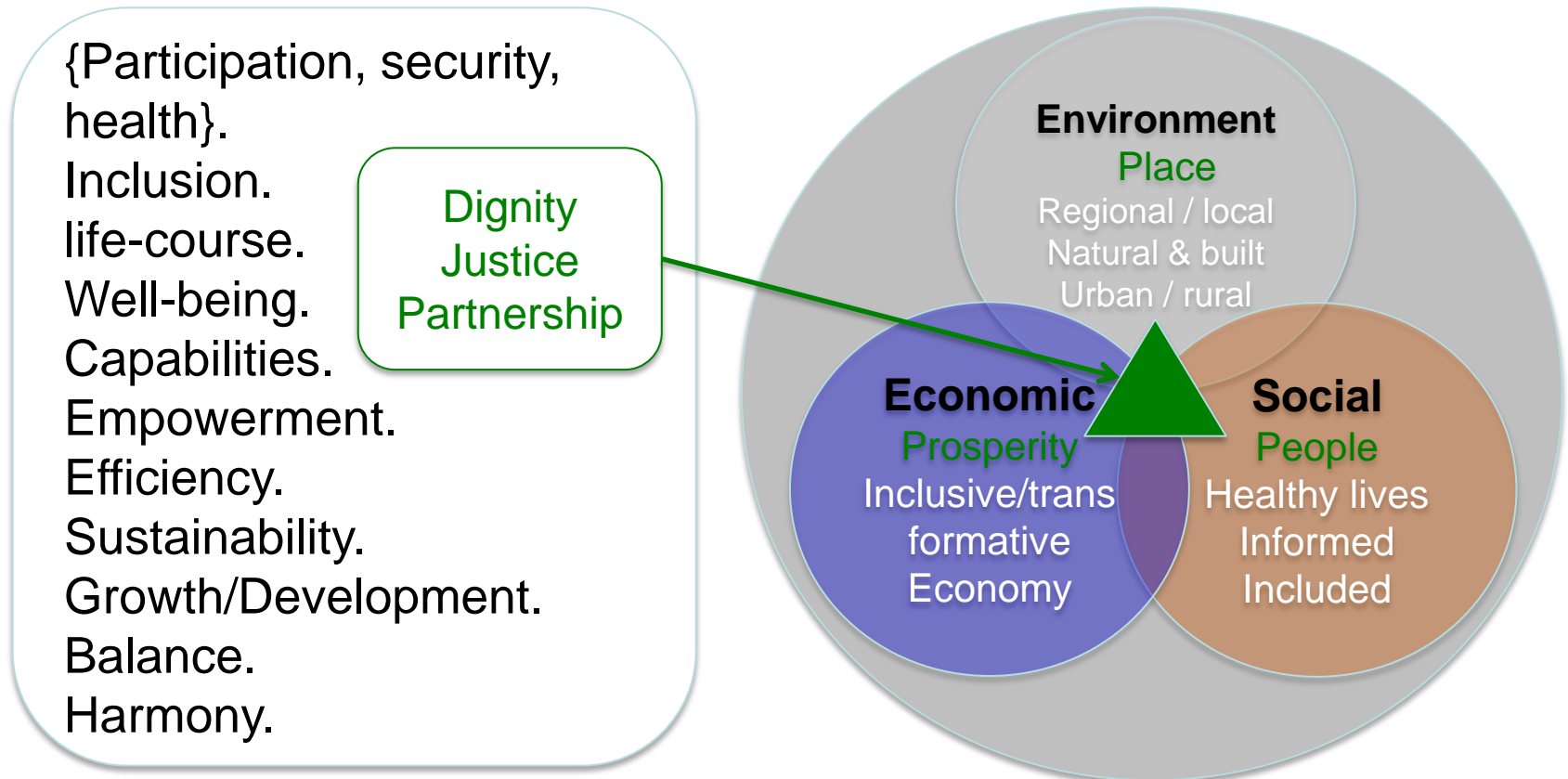


Sustaining Innovation for Age-Friendly Communities



AFC local action in global movement

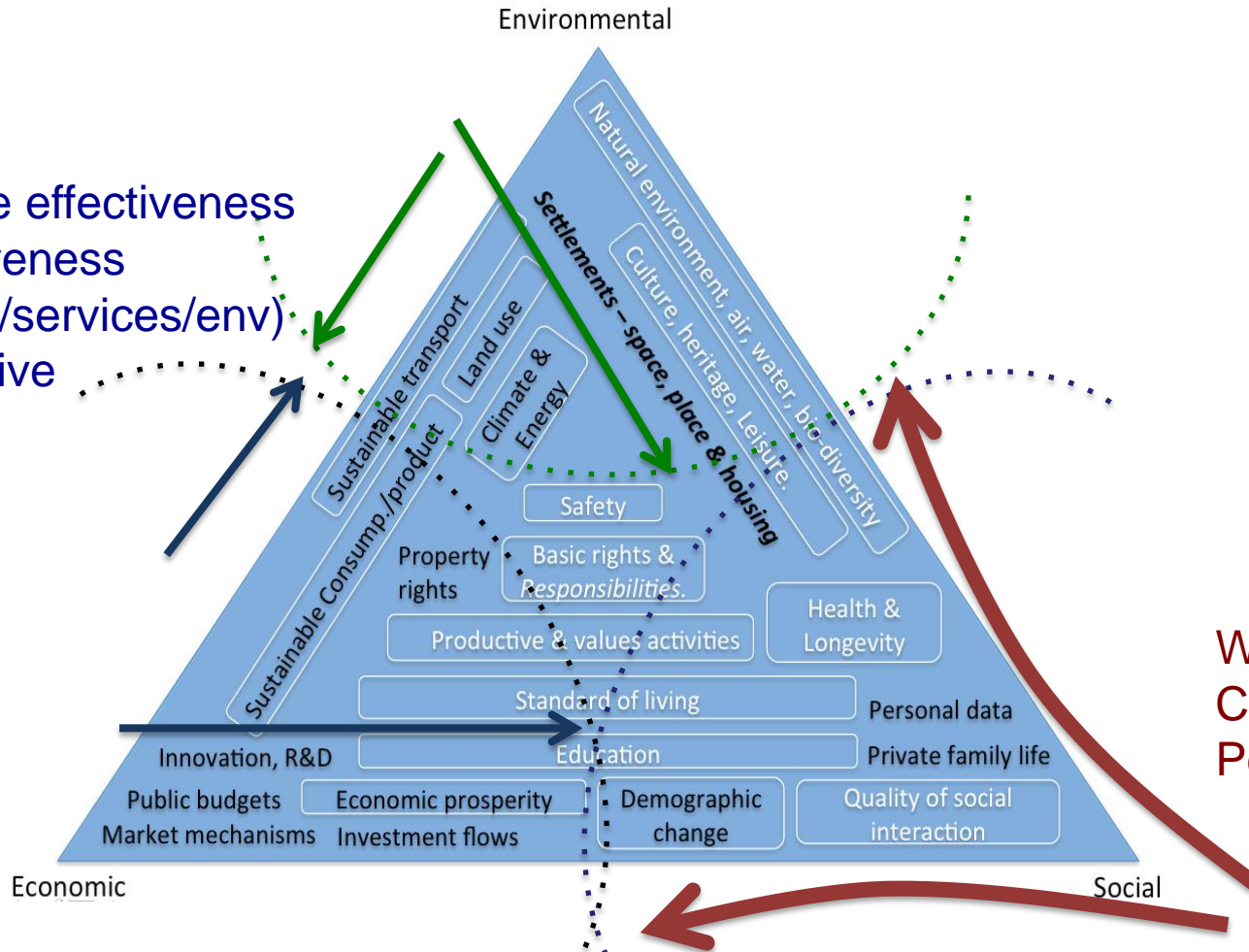
Keeping it cohesive



SEE-IT impact framework for AFE

Converging models

Resource effectiveness
supportiveness
(systems/services/env)
Perspective



Well-being
Capabilities
Perspective

Sustaining Innovation for Age-Friendly Communities

- **Create the ‘space’ for innovation and the appetite to ‘push boundaries’**
- **Ambitious ‘flagship’ projects can galvanise cooperation**
- **Look for (passionate) ‘champions’, and ‘balanced teams’**
- **Focus on ‘outcomes’ helps address inter-agency collaborative work**
- **Embed actions into plans of individual agencies for long-term sustainability**
- **No big budgets – but needs intermediary catalysts**
- **Build in ‘design for replication’ from the beginning**

S
T
A
H
The edge
The centre
The course

Enabling factors
Challenges and
chinks

Implementation and
social financing
Economic development
and longer living

Taking stock

Avoiding
fragmentation and
silos.

Need to weave an
approach where
the whole is
greater than the
sum of the parts.

Many weavers
working together.



Thank you



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Question and Answer Period



For more information, please contact:



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