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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- Recording announcement provides instruction

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For assistance: nwaldston@ifa-fiv.org
Moderator

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Grantmakers In Aging
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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)
ENGAGING DECISION-MAKERS
Co-designing sustainable Age-Friendly Cities and Communities

Rodd Bond mria
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 we trying to solve? …
Gains – whose & what visions and aspirations are we trying to enable? …

Channelling and aligning social, economic, environmental resources and forces …
Activating our human energies in the direction of greater well-being, capabilities and freedoms for older people …
Sustaining Innovation for Age-Friendly Communities

Seeking
- Shifting Paradigms
- The idea
  - Ageing in the city
  - Harmony or noise?
- The edge
- The centre
- The course

Engaging
- Shifting Scales
- Local level
- National level
- European level
- Enabling factors
- Challenges and chinks

Changing
- Shifting Gears
- Living labs – from pilots to practice
- Social innovation, implementation and social financing
- Economic development and longer living

Sustaining
- Sustaining Progress
- Keeping it cohesive
- Information base and impact assessment
- Taking stock
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

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

The WHO AFC domain petals.
Ageing and the city?

URBANISATION
GLOBALISATION
CLIMATE CHANGE
DEMOGRAPHIC CHANGE

An equitable and sustainable future for all

SAN PAULO, BRAZIL UN-FAO archive
Harmony or noise?

AFC is not always the only programme seeking attention?!

Is AFC at the centre or periphery?

Is AFC really a local/regional priority?

Is AFC a catalyst for inclusive development?

If it addresses SOCIAL, ECONOMIC and ENVIRONMENTAL agenda cohesively and coherently?
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.

Resource re-configuration

Service quality

Equitable access

Financial balance

Front-line
Older People in Cities ..

People and their eco-systems

1. Cross sectoral alignments
2. Pathway integration

Person
Family / close friends
Community / Voluntary
Public services (shrinking footprint)
Private services

empower and connect the citizen
Economics of Longer Living

A changing lifecourse

Based on diagram by Dr John Beard & Ken Dychwalt
Sustaining Innovation for Age-Friendly Communities

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- Local level
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Sustaining Progress

- Keeping it cohesive
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- Taking stock
- Economic development and longer living
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

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

Address challenges where market forces are failing on their own.

Fragmented systems. Diverse models of local governance. Cultures / Languages.

Many layers of governance and decision-makers.

Technology as a vital component

The European Innovation Partnership on Active & Healthy Ageing.

AFC in the European Context

European Innovation Partnership

+2 Healthy Life Years

Impact on the citizen

Effective Systems & Services

Innovation, economy, jobs

D Age-Friendly Building, Cities and Environments

A

Prevention

Promotion

Personalisation

Falls/Frailty

B

Integrated care

Chronic diseases

C

Independent Living

Social inclusion

Cognitive decline

The European Innovation Partnership on Active & Healthy Ageing.
Accelerate, replicate and scale the adoption of evidence-informed practices in regional and city development throughout EU.

New WHO AFE Guidelines for Europe

EU Covenant / Declaration for mobilisation

Measures / indicators

Broaden and intensify the applied research and development base to increase take-up of evidence-informed practices and service-oriented innovation,

Strengthen the effectiveness of EU, national and regional stakeholders when aligning policies, programmes and funding to support AHA- EU2020

OUTCOMES FOR CITIZENS

SERVICE EFFECTIVENESS

INNOVATION / COMPET.

Network to promote integrated EU & national policies

Regions / cities / providers Implementing AHA Practices

Core Principles

Implementation mediation

Practices Repository

Network/sharing

Research & evidence for Innovative AHA practices
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

Sequential Processes:
- **Seeking**
  - Shifting Paradigms
  - The idea
    - Ageing in the city
    - Harmony or noise?
  - The edge
  - The centre
  - The course

- **Engaging**
  - Shifting Scales
  - Local level
    - National level
    - European level
  - Enabling factors
  - Challenges and chinks

- **Changing**
  - Shifting Gears
  - Living labs – from pilots to practice
  - Social innovation, implementation and social financing

- **Sustaining**
  - Sustaining Progress
  - Keeping it cohesive
  - Information base and impact assessment
  - Taking stock
  - Economic development and longer living
Place-based Living Labs

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

- Need to embed innovations in structural financing systems, to gain clear relation between investments and revenue/savings

<table>
<thead>
<tr>
<th>Innovations funded by:</th>
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<tr>
<td>EU programmes</td>
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<td>National programmes</td>
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<td>Foundations</td>
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<td>Other.</td>
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<td>(Temporary)</td>
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Ref: Erwin Van Leussen – Achmea Health Innovations (Holland)
AAL Policy workshop Sept. 2008

Transformational culture
Scaling / replicability / growing
Internal pull as much as push
Implementation roadmap
Programme:
Models and Practices to be adopted and/or adapted

LEADERSHIP
- Technical
- Adaptive

PERFORMANCE IMPROVEMENT
- Coaching
- Systems intervention

ORGANISATIONAL
- Collaborative culture
- Data/Decision support

COMPETENCY
- Training

INVOLVED PEOPLE
- Involved people

CITIZEN OUTCOMES

The implementation triangle

Strengthening replication

Initial energy directed at process outcomes – Citizen, service and environment outcomes emerging

Tool-kits, case-studies and development supports to LA/Administrative Officers

Developing support networks for chairs, regional officers etc

What it is:
- a CQI framed in a common delivery structure, common agenda, common goals and local resources

Decision to:
- Develop
- Adopt
- Adapt

Anchored in LA/CEO but high dependency on multiple buy-ins including older people’s groups

Built into collaborative structures

Lots of ad-hoc data but systematic cross-agency data needed at neighbourhood resolutions
Complex policy landscape – health, local government, justice, education, enterprise, welfare/employment, culture

Significant dependency on intermediary services in the short to medium term?

Organisational fit.
- Transformation
- Quality
- Replicability
- Scalability
- Adaptability
- Fidelity

Practice change or culture change?

Multiple layers of practice across multiple organisations – common seeds / common DNA.

End-users or co-designers?

Trans-disciplinary – mixed/conflicting methods, levels of evidence,?
Better - or better than what else?

Strengthening replication
Supports to stakeholders - intermediaries

Policy development

Research / Evidence

Intermediaries

Practitioners

Users

Programme fit.
- Adaptation

NetwellCASALA

LOUTH Age Friendly County
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 coms 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

Age-Friendly Business

FDI
- As an R&D Living Lab/Development location
- Developing the East Coast as an age-friendly destination

DDN Corridor
- Adopting an age-friendly model for doing business
- ICT Infrastructure

Doing Business
- Food production & nutrition

Broadband
- Age-aware advice & services destinations
- Skills development and life-style planning for longer living

Agriculture
- Food & Fisheries

Education & Training
- Design for all product & service development
- Low Carbon / Behaviour Management

Age-Friendly Business
- Indigenous Industry
- Tourism & Heritage

Sustainable Energy
- Netwell CASALA

IFA

INTERNATIONAL FEDERATION ON AGEING
Global Connections

LOUTH Age Friendly County
Sustaining Innovation for Age-Friendly Communities

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Sustaining

Sustaining Progress
Keeping it cohesive
Information base and impact assessment
Taking stock
AFC local action in global movement

{Participation, security, health}.
Inclusion.
life-course.
Well-being.
Capabilities.
Empowerment.
Efficiency.
Sustainability.
Growth/Development.
Balance.
Harmony.

Dignity
Justice
Partnership

Environment
Place
Regional / local
Natural & built
Urban / rural

Economic
Prosperity
Inclusive/transformative
Economy

Social
People
Healthy lives
Informed
Included

Keeping it cohesive
SEE-IT impact framework for AFE

Converging models

Resource effectiveness supportiveness (systems/services/env)
Perspective

Well-being Capabilities Perspective

Economic

Environmental

Social

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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

The edge

The centre

The course

Enabling factors

Implementation and social financing

Taking stock

Challenges and chinks

Economic development and longer living
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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