

2020 WHO/IFA WEBINAR SERIES



WHO Global Network
for Age-friendly Cities
and Communities



Age-Friendly Rural Communities | Are They Possible?

Growing old in a rural community is an inherent paradox: there are fewer services, people live in isolated communities, and there is substantial and intractable inequality and inequity; yet older rural people report feeling more satisfied with their lives with stronger social connections, and can thrive in rural communities.

How can we address the significant challenges in growing old in rural communities, while building on the strengths of this experience? This webinar will share ideas on how rural communities can be more age-friendly by addressing the major determinants of healthy ageing:

- The built and natural environment
- Social connection and inclusion
- Community and health services

And the process for creating age-friendly communities in rural settings.

Presented by:



Dr Kathleen Brasher
Principal Strategic Advisory,
Age-Friendly Northeast Victoria Alliance,
Australia

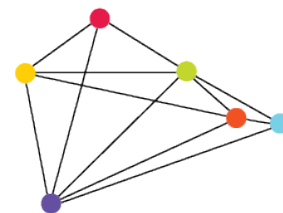


20 October
2020



4:00PM - 5:00PM
Eastern Standard Time

Register Now



Central Hume
Primary Care Partnership



Upper Hume
Primary Care Partnership



The paradoxes of rural communities



Fewer services & more satisfied



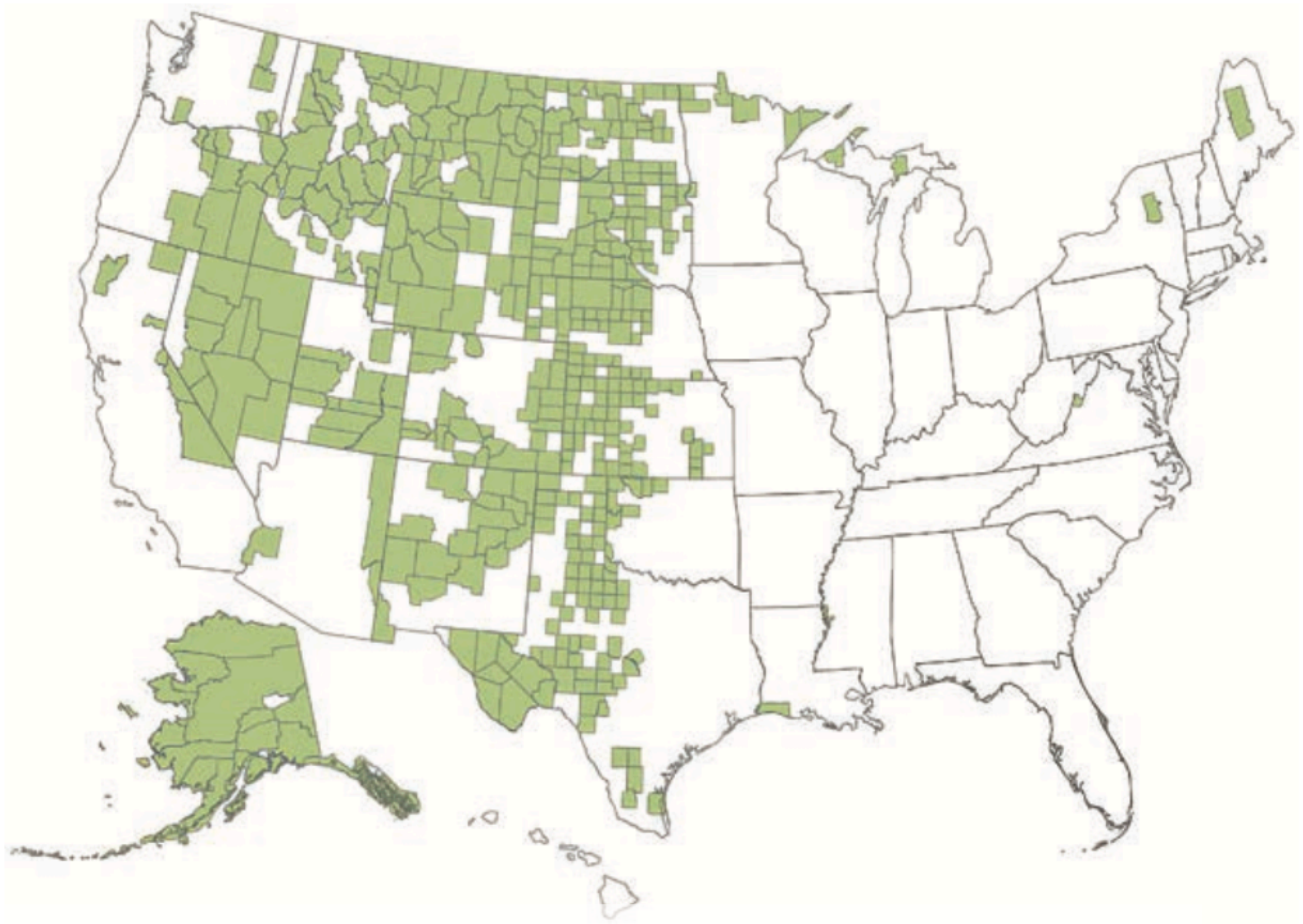
More isolated and more connected



Greater inequality and more cohesive

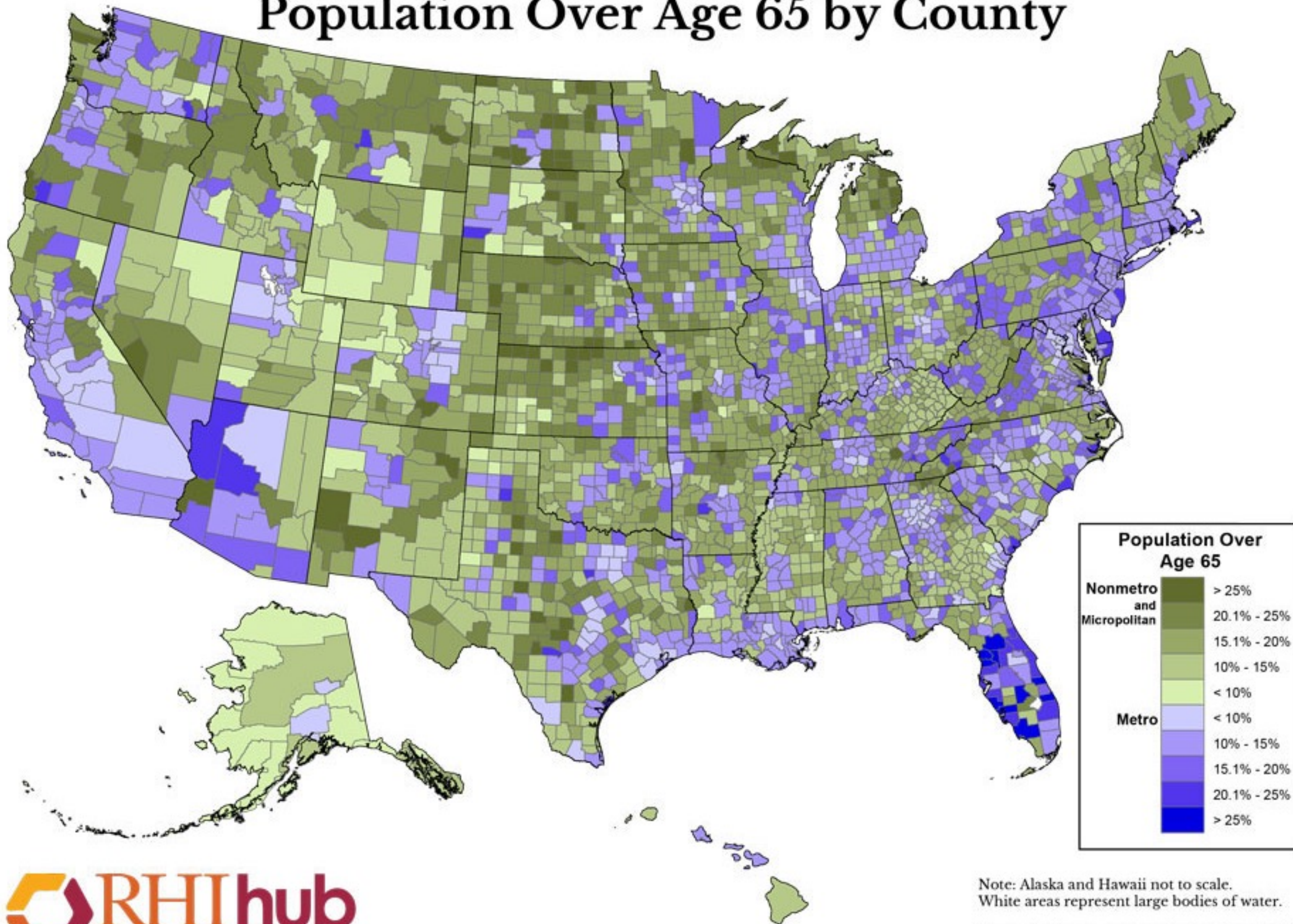


‘Rural’ as a statistical measure



AARP, 2020 'Frontier America' Population density < 6 people/SqMile

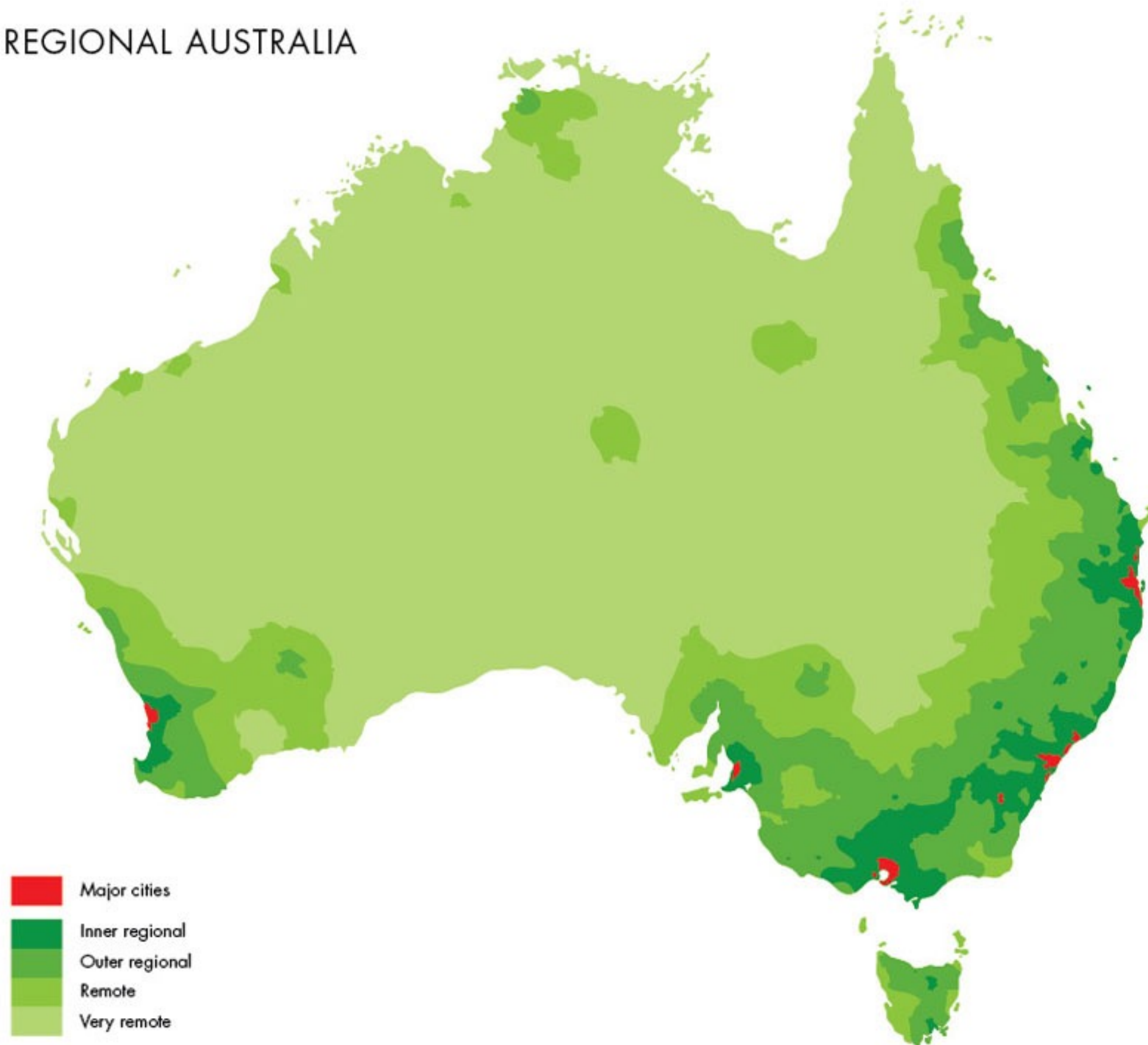
Population Over Age 65 by County



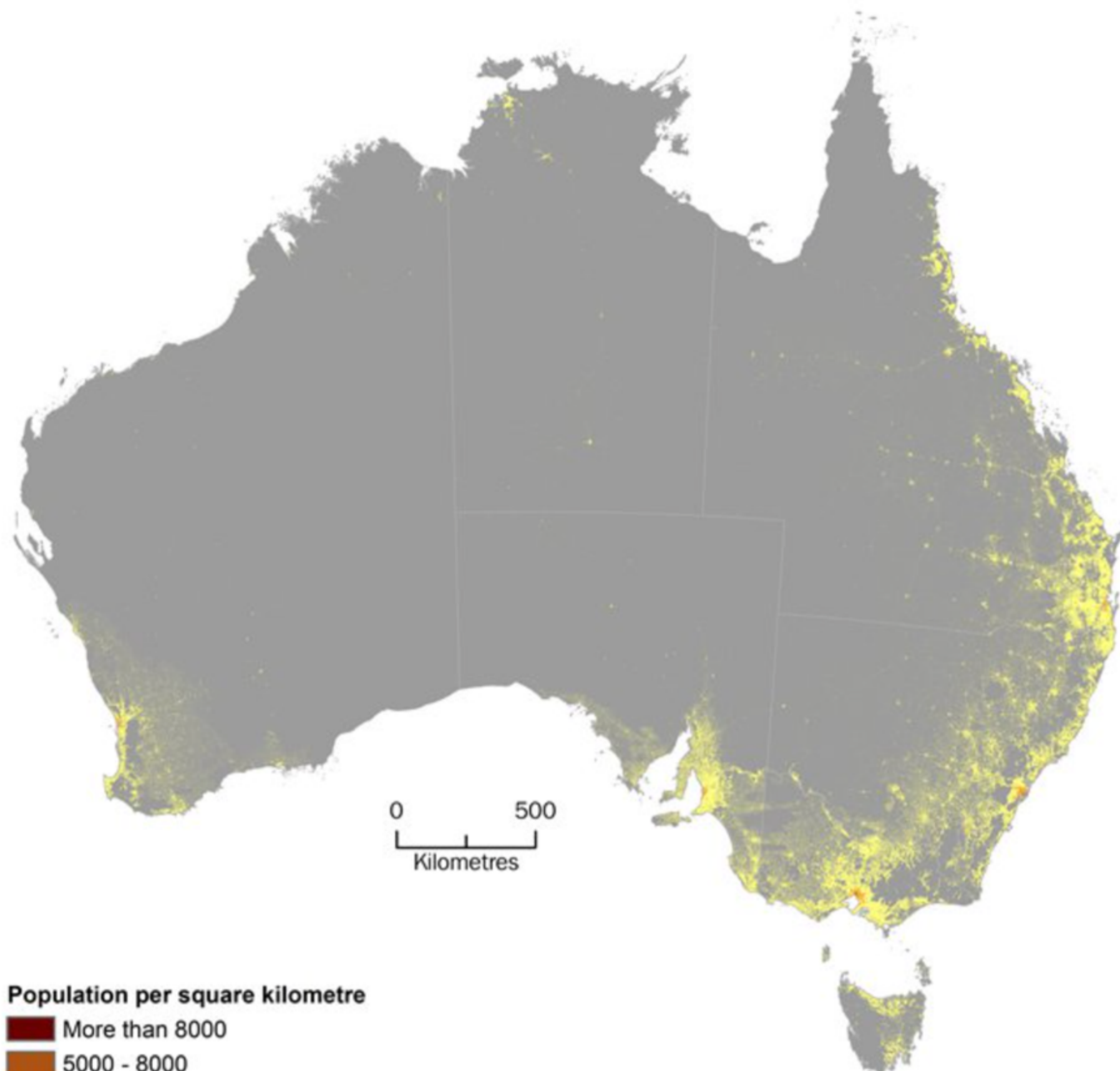
Note: Alaska and Hawaii not to scale.
White areas represent large bodies of water.

Source(s): U.S. Census Bureau, 2010 Decennial Census, Summary File 1

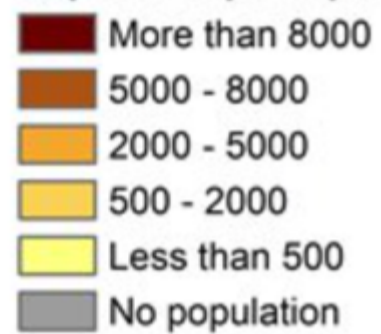
REGIONAL AUSTRALIA



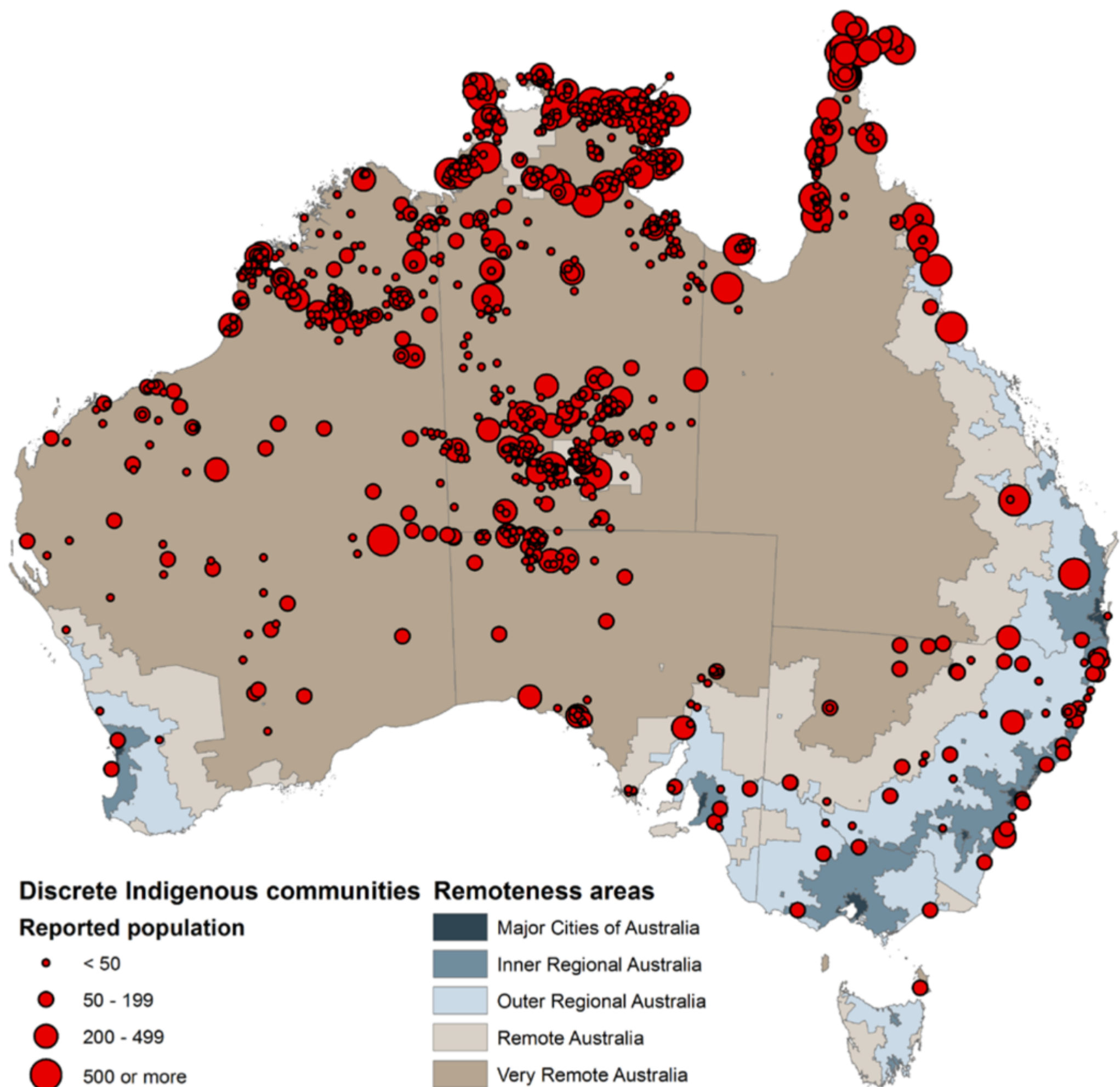
Data sources: GISCA, The University of Adelaide, Australian Government Geoscience Australia & Australian Bureau of Statistics
Source: Australian Institute of Family Studies. (2011). Families in regional, rural and remote Australia - Factsheet, March, Commonwealth of Australia.



Population per square kilometre



Source: 2018 Estimated Residential Population at
Statistical Area Level 1 Data
© Commonwealth of Australia, 2019





‘Rural’ is land & people





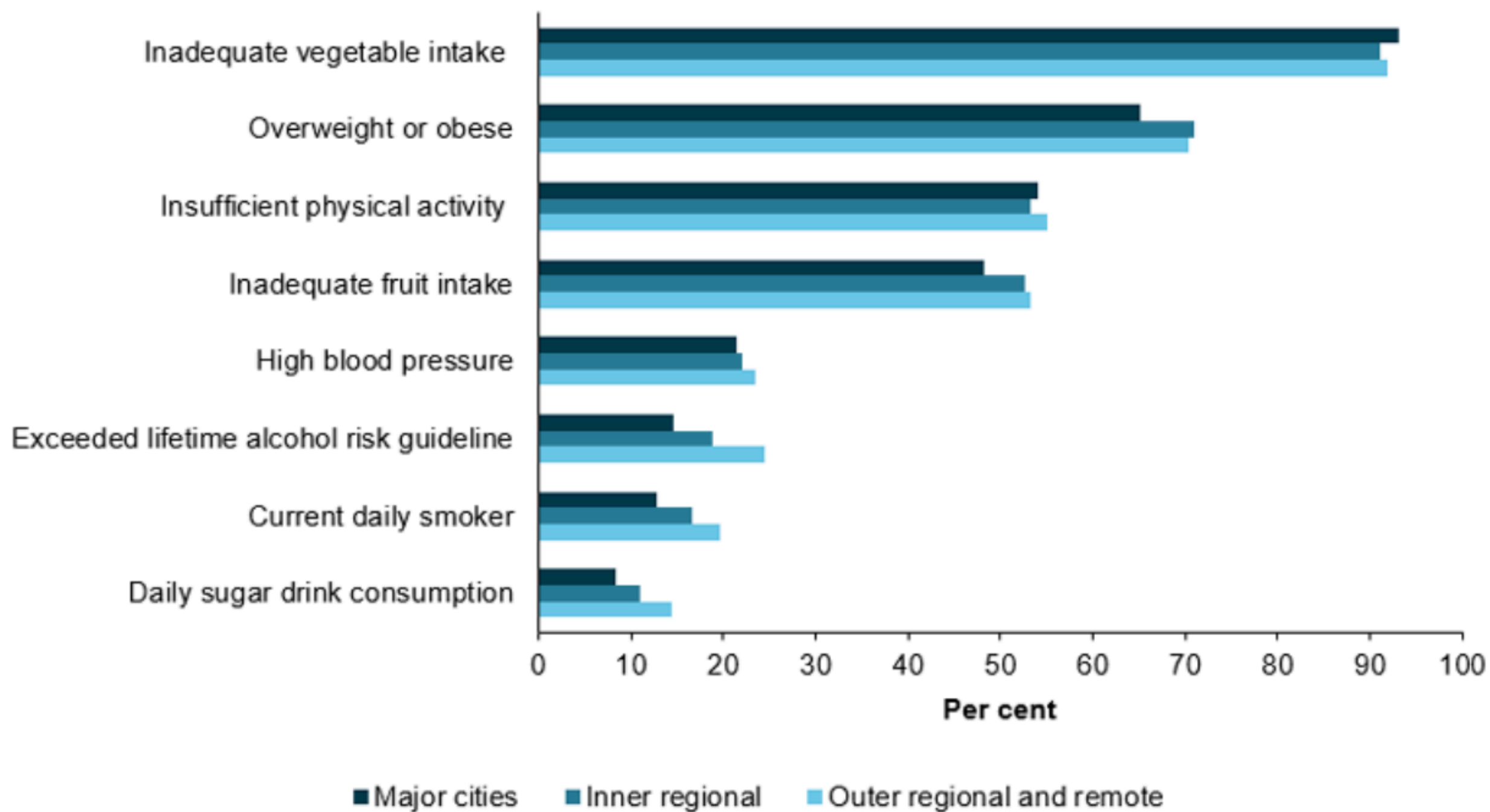
Responsibility of elders



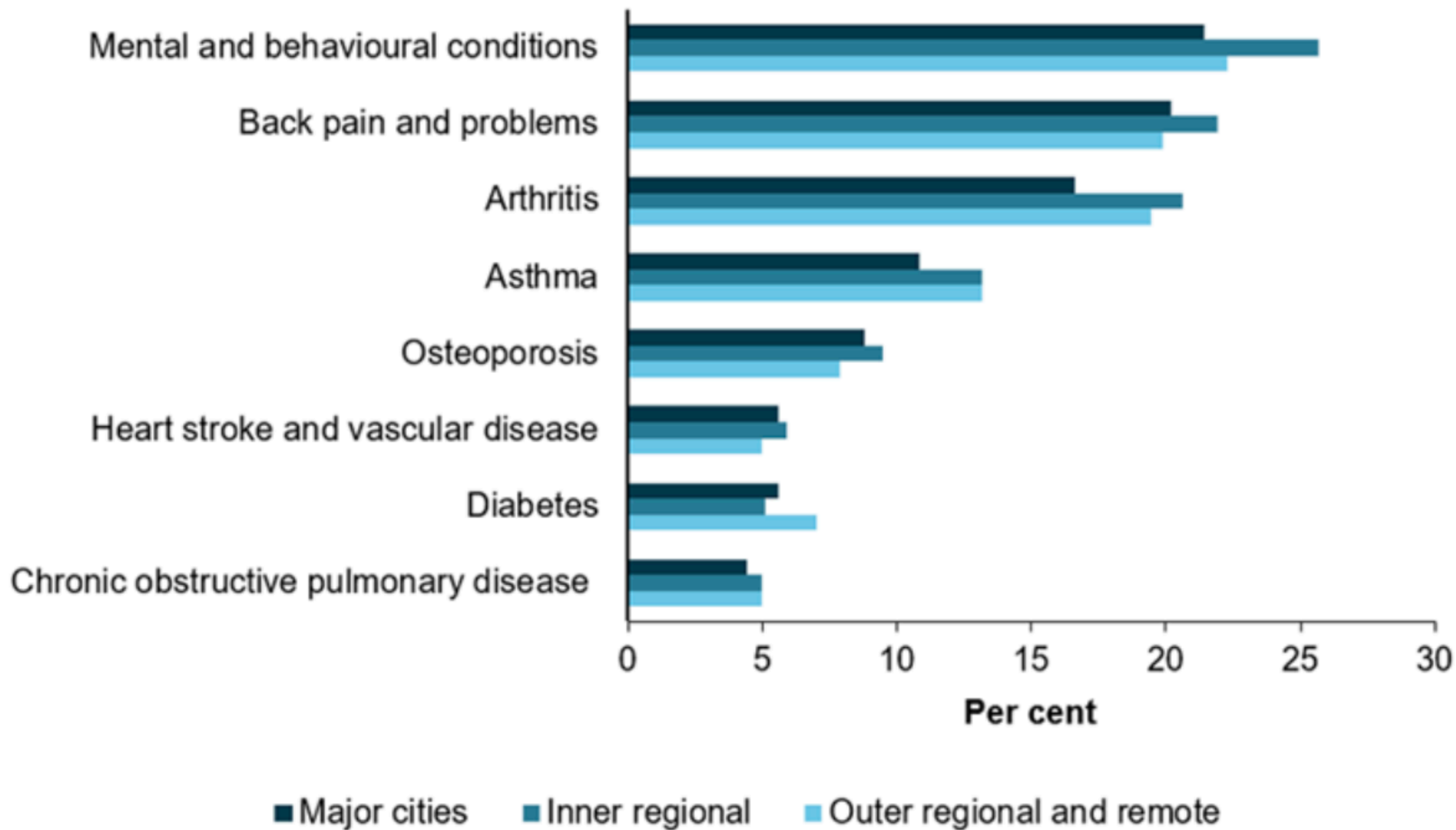
Reciprocal relationship



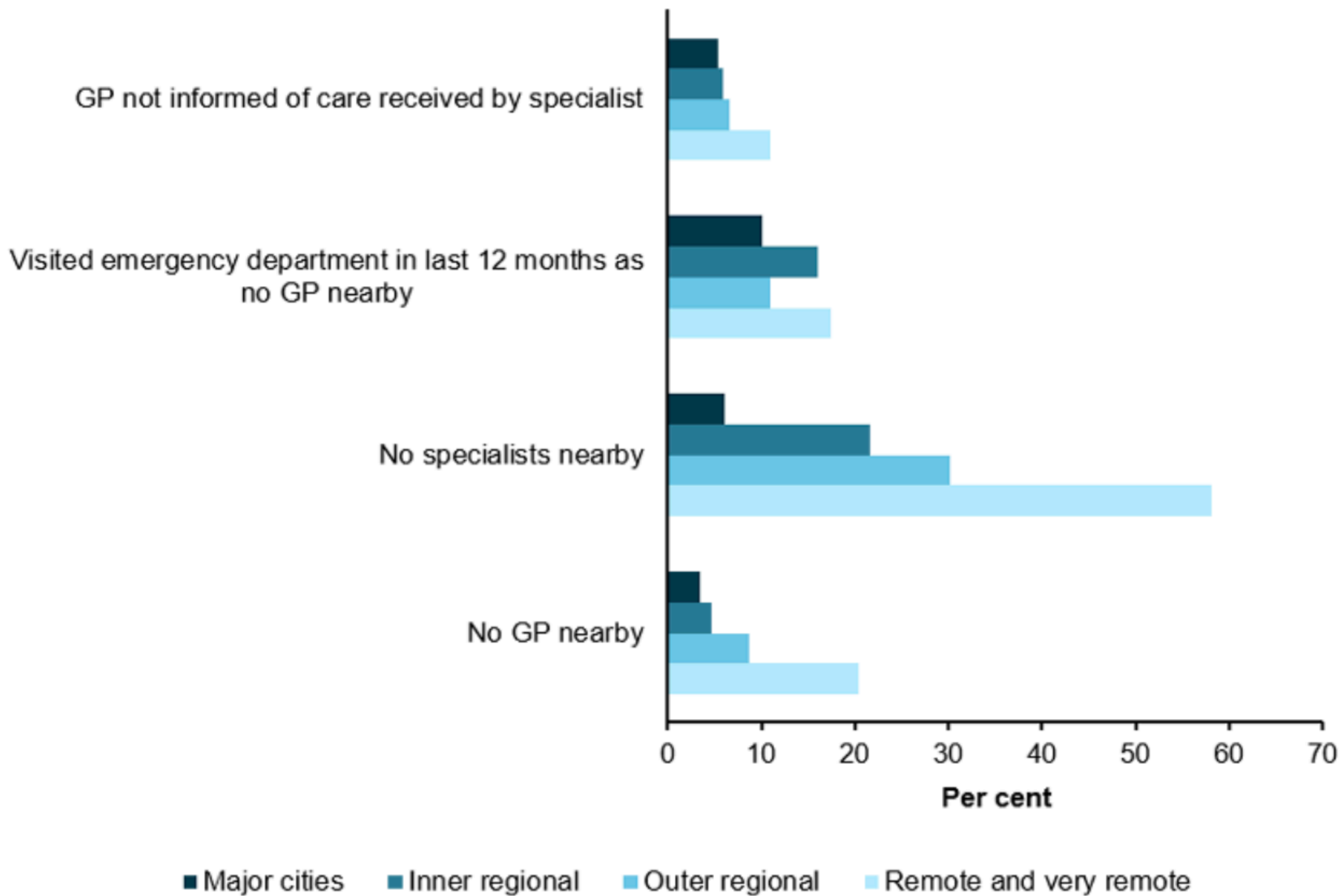
Stereotypes & poorer health



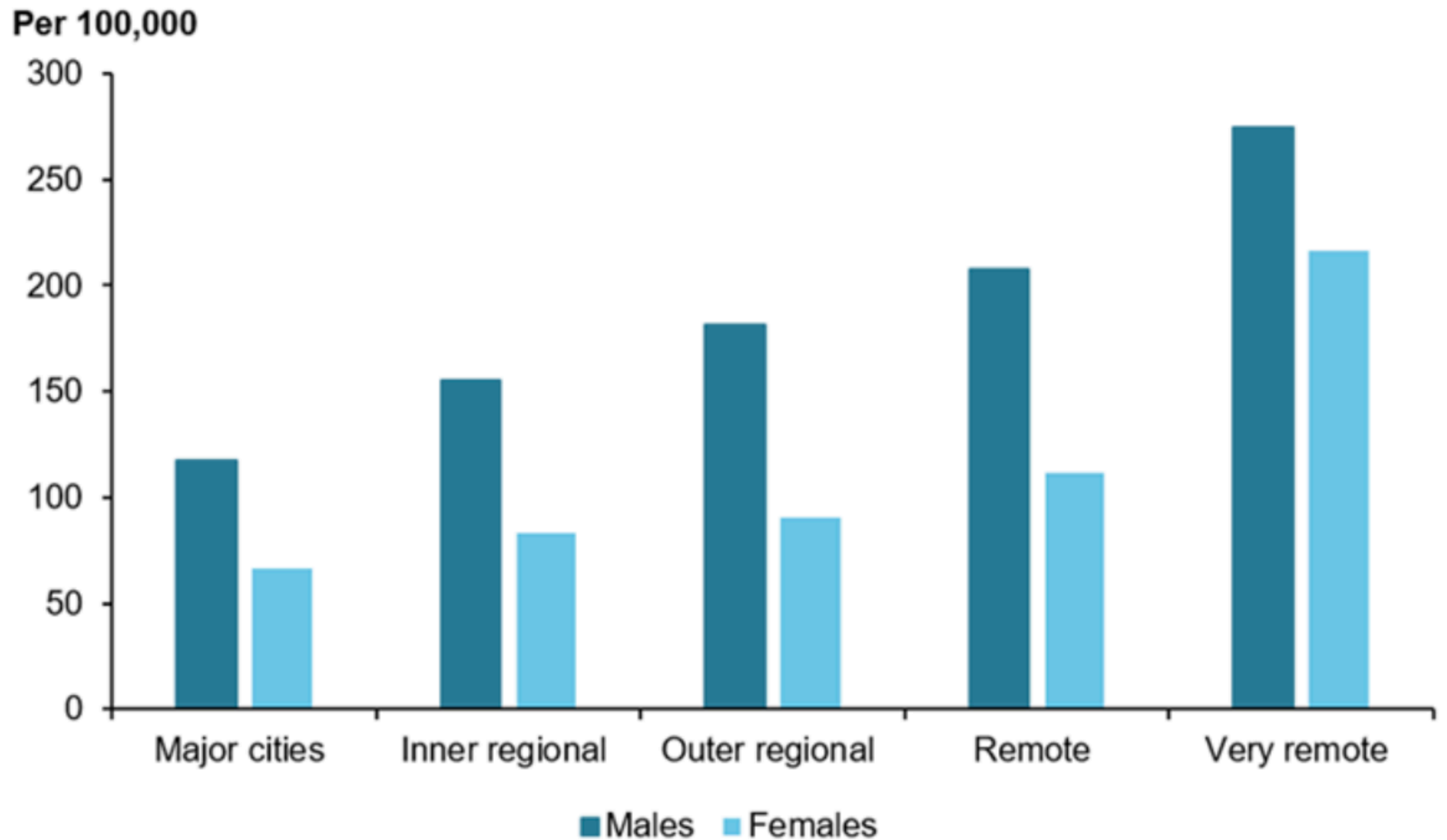
AIHW, 2019. 'Prevalence of risk factors by area of remoteness'



AIHW, 2019. 'Prevalence of chronic conditions by area of remoteness'



AIHW, 2019. 'Patient experiences of adults 45 and over by area of remoteness'



AIHW, 2019. 'Potentially avoidable deaths per 100,00 by area of remoteness'



Age-friendly rural communities?



SUSTAINABLE DEVELOPMENT GOALS





**Decade  of Healthy Ageing
2020-2030**



Climate change

An Age-Friendly Approach to Disaster Recovery



COVID-19



Age-friendly **regional** communities

ENGAGE AND UNDERSTAND

- Set up a committee/working group
- Perform a participatory assessment
- Create a baseline profile
- Disseminate findings
- Gain political commitment

PLAN STRATEGICALLY

- Unite partners behind a common vision
- Analyse strengths and weaknesses
- Develop a comprehensive strategy
- Get approval
- Define responsibilities

PRINCIPLES FOR ACTION

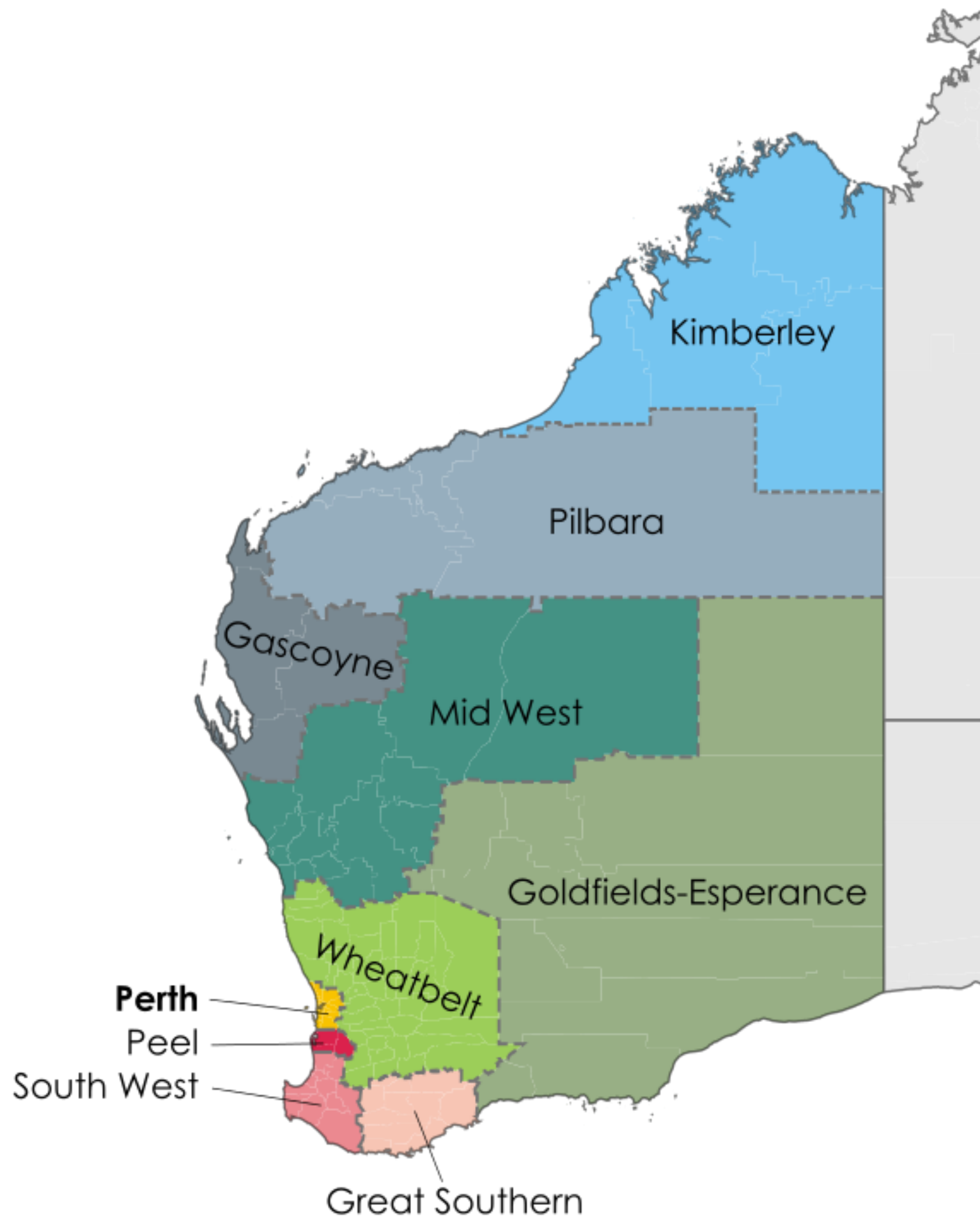
- Participation of older people
- Focus on equity
- Intersectoral collaboration
- Life-course approach
- Multilevel governance

EVALUATE

- Create partnerships
- Monitor progress
- Make outcome and impact evaluation
- Sustain and improve action
- Exchange (inter)nationally

ACT AND IMPLEMENT

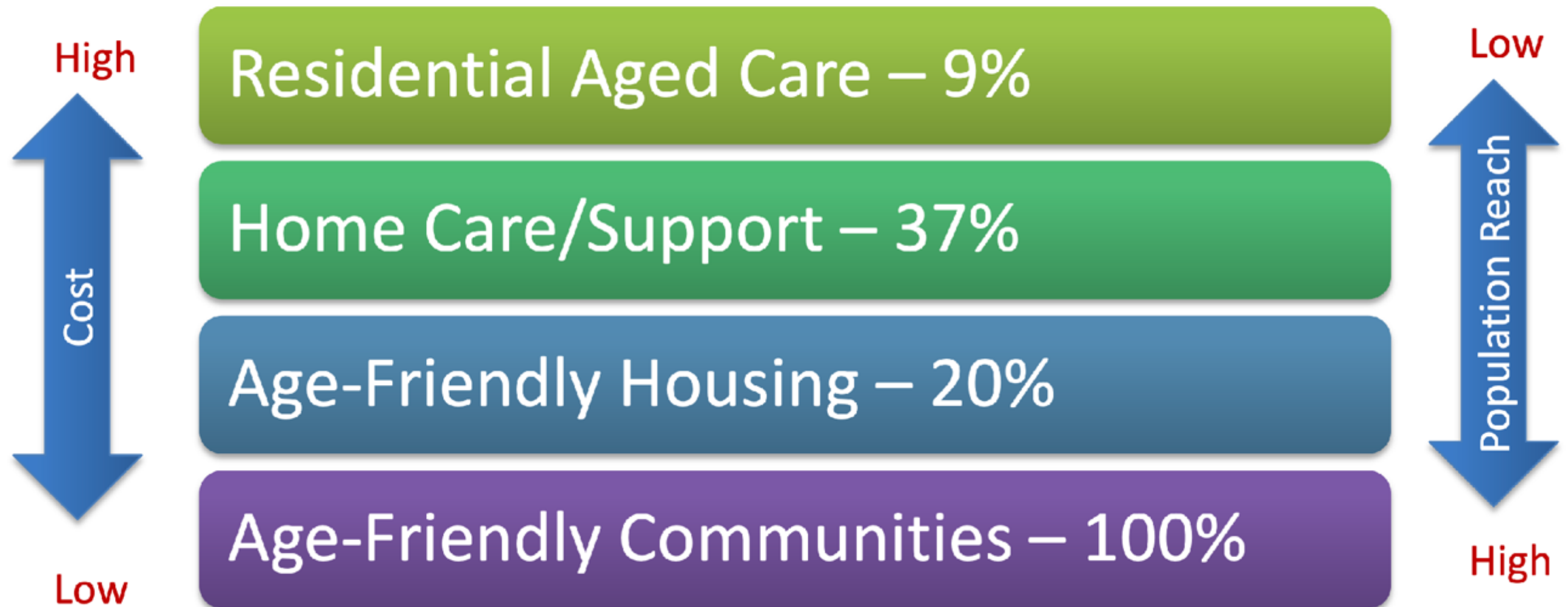
- Make an action plan
- Consult plans and involve older people
- Secure support and resources
- Implement an operational plan
- Scale up successful action



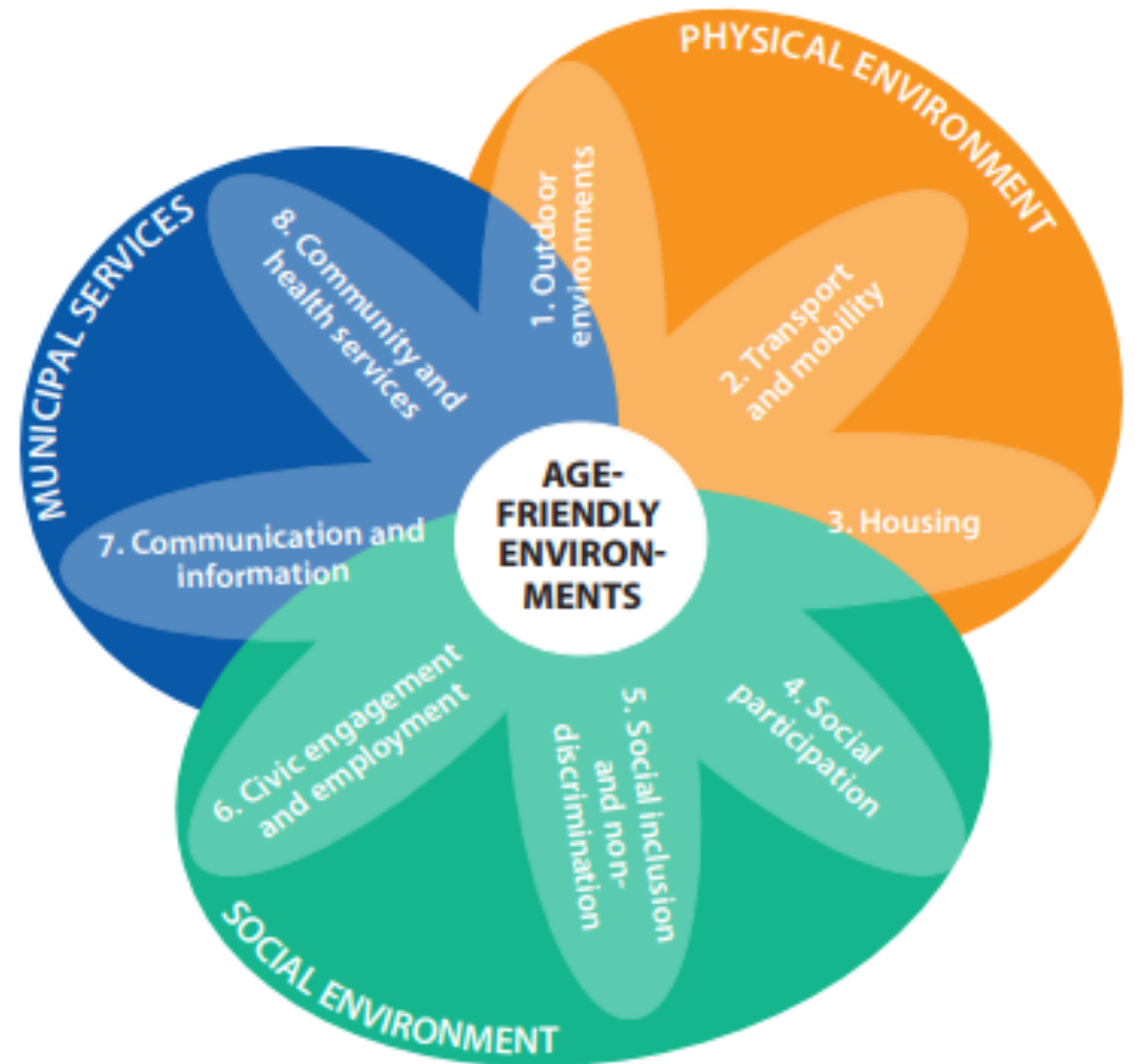
Wheatbelt

- 77, 480 people
- 154, 862 km²
- 0.5 people/km²
- 200 towns
- 42 LGs

Integrated Solution – 4 planks



Determinants of healthy ageing



Built Environment

1. Outdoor spaces and buildings
2. Transport
3. Housing





VE
The Best Cold Beer
CIXLEY BOTTLE SHOP

the oxley pantry

Lerald Sun The Water Mail Sunday

FISH & CHIPS

TAKE AWAY FOOD

StarCard
Unleaded 118.9
Diesel 122.9
LPG


POST

200m
ON RIGHT

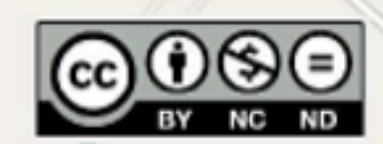
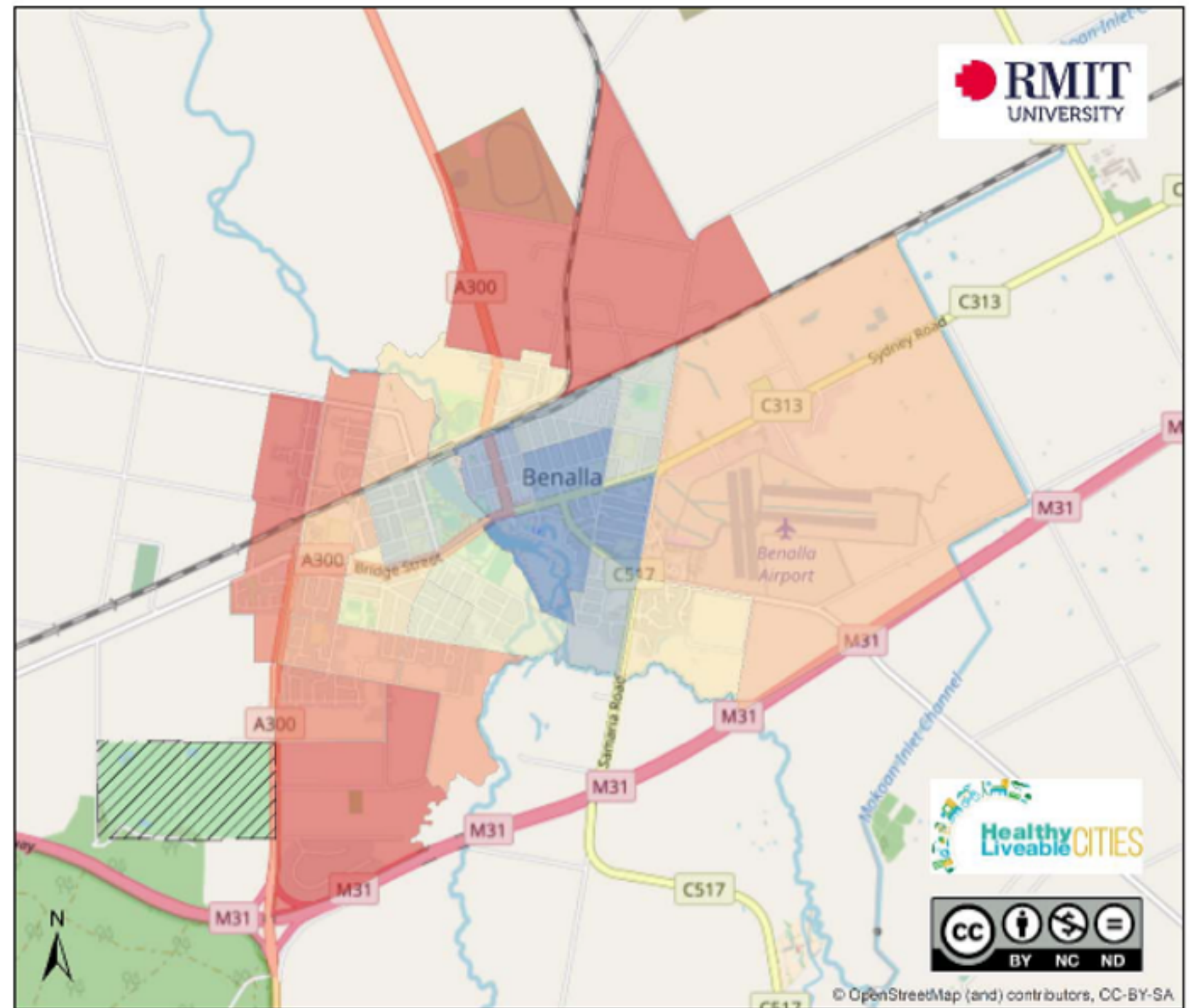
DATE NIGHT

Peters

Legend

 ABS SA1 without Dwellings

Deciles of access to services for older people



© OpenStreetMap (and) contributors, CC-BY-SA

Data Source: Various 2017











Not-for-profit organisation
local groups of volunteers
repairing the natural
environment.



Building back better

Walkable, accessible,
Covid-safe 'main streets' &
community spaces





Transport - Country people drive





TOAST 
Tolmie Offers A Seat to Town

Need a lift to Town?

Do you need to visit the doctor, pick up some medicine, do some shopping, catch up with a friend and have a coffee, see a film or go to the footy, catch the V/Line bus, don't have transport, or you are temporarily unable to drive?

Then you need to ring:

TOAST Coordinator
Norma Pearce on 5776 2223



Building back better

Major public transport
initiatives

Accessible, affordable





Housing



100% volunteer run
community group, with the
goal of powering the town
with 100% renewable
energy and achieving
energy sovereignty by 2022



Building back better

Public infrastructure

- Housing that meets the needs of five generations
- Housing that adapted for changing climate
- Housing that forms part of a community



Social environment

4. Social Participation

5. Respect & social inclusion

6. Civic Participation





Participation & belonging



Participation as identity



Connection to others



Maggie's story

Participation in the time of Covid

Those with internet access

Reading time

Zoom trivia

Family celebrations





Respect and social inclusion



Excluded on race, gender, class, sexuality



Building back better

Caring for others

Acts of kindness

Learning to be an active
bystander

Including the diversity of
voices in AFC

Do you need help with the shopping?

There have been stories going around of people in high-risk groups (e.g. the elderly) not going to the shops for fear of contracting COVID-19.

I am a 19 year old boy from Northbridge and graduated from St Aloysius College last year.

Myself and a few friends would like to offer our time (**free of charge**), to help those people with their shopping.

If you need help or know someone who does; you can contact me on my mobile or email address below and we can get it organised!

Take care 😊



Civic participation and employment



Leadership positions



In emergency services



Long involvement in intergenerational work



Rural poverty



Building back better

Recognise the contribution
and support older workers

Ensure life-long learning
including and beyond U3As

Covid-safe volunteering



Services Domains

7. Communication
& Information

8. Community &
health services





Access to IT services in rural areas



Face-to-face & trusted people

WAVE information hub

Staffed by volunteers
providing face to face
information & resources



Building back better

Public infrastructure to
address blackspot & ensure
emergency warning system

People ahead of robots to
provide care





Health and social care



Is your health service age-friendly?

A guide to assess the age-friendliness
of a health service



Central Hume
Primary Care Partnership

47 items across 4 four categories

Workforce

Provision of health care

Health system

Environment





Improving integrated care

INNOVATION FUND PROJECT



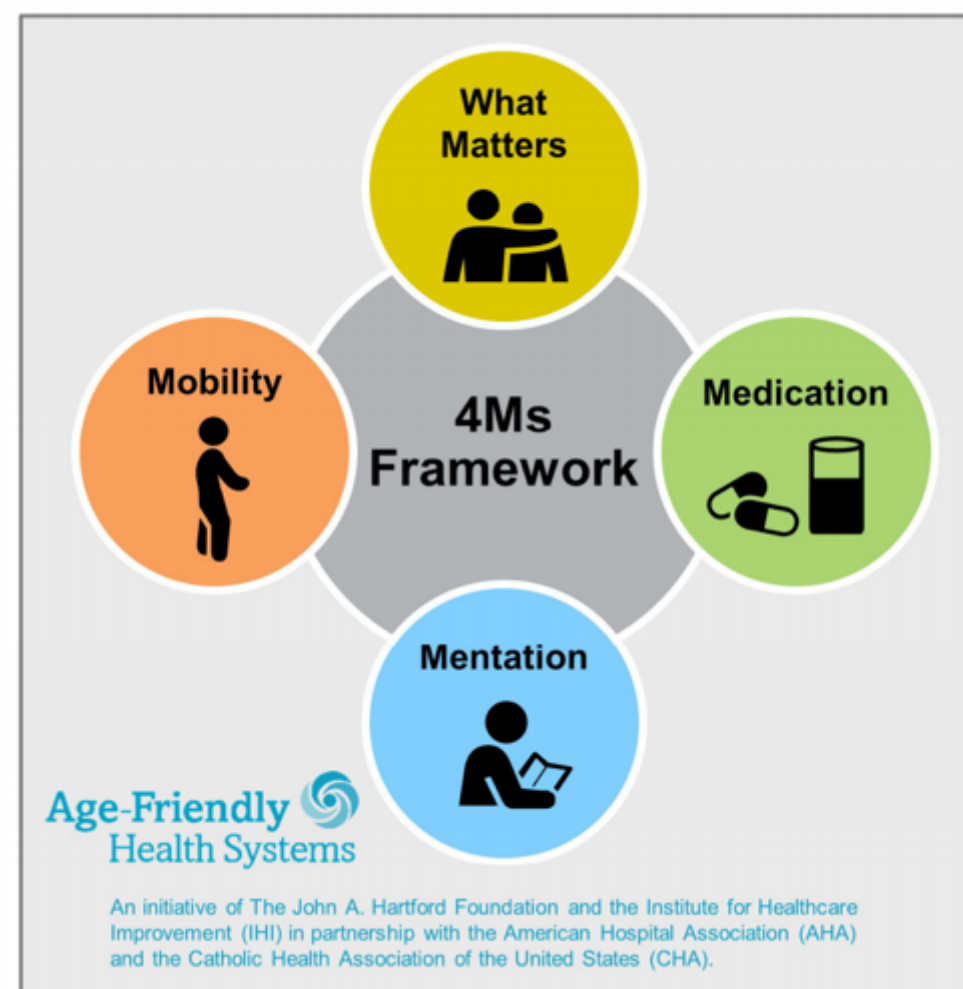
**BETTER
CARE
VICTORIA**



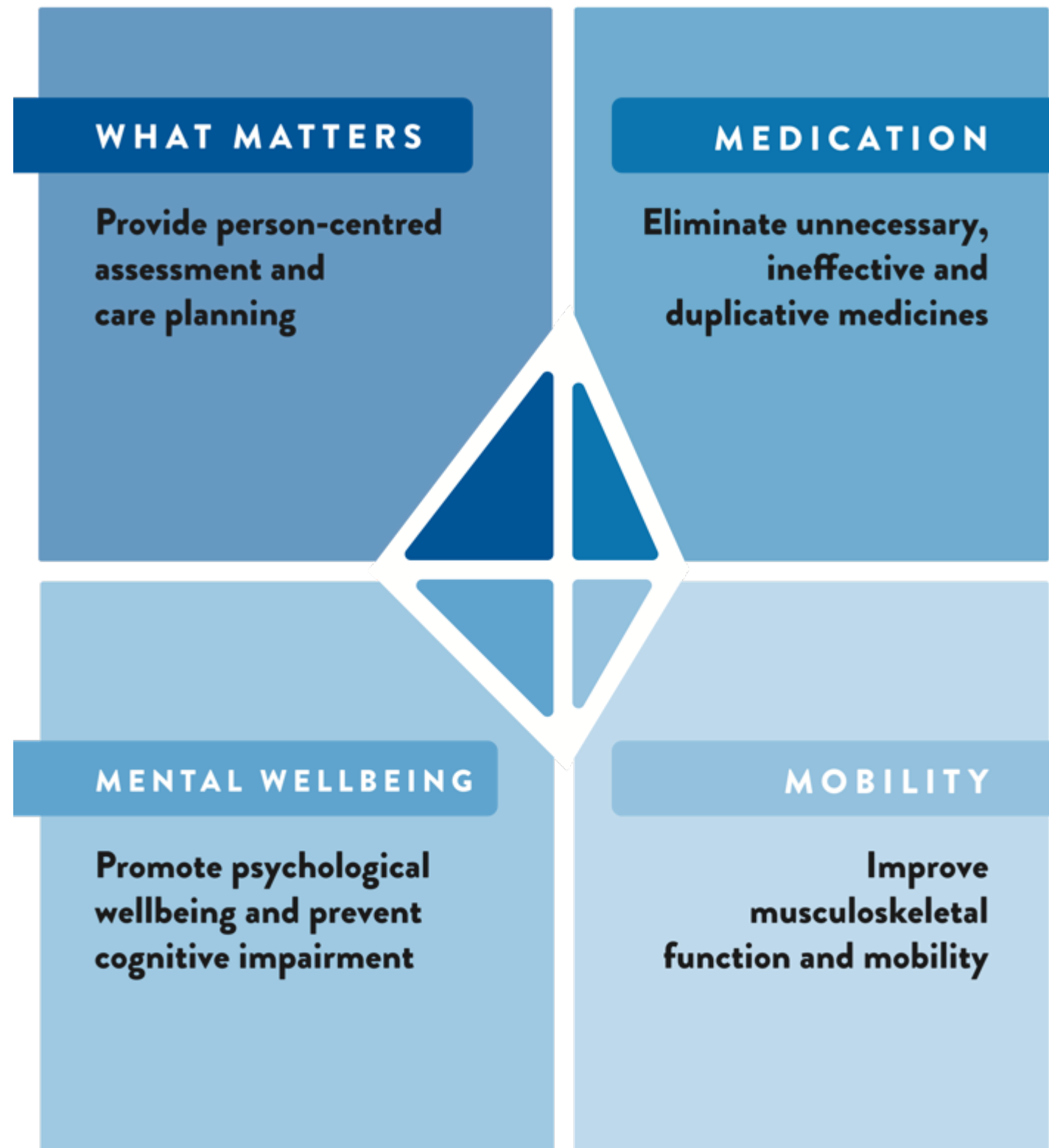
Upper Hume
Primary Care Partnership



ICOPE
Integrated Care for Older People



INDIGO 4Ms FRAMEWORK



alth and other cost of usual care compared with age-friendly ca

	Healthcare Costs		Other Costs		Total Costs		Cost Savings
	Current	Age-Friendly	Current	Age-Friendly	Current	Age-Friendly	(Current - Age-Friendly)
ALBERT Emergency-acute; 2.5 yrs	\$72,880	\$27,605	\$12,578	\$686	\$85,458	\$28,291	\$56,168
MONICA Residential care- acute; 20 days	\$17,266	\$10,319	\$719	\$138	\$17,986	\$10,457	\$7,528
LUCA Primary care; 6 weeks	\$15,830	\$7,575	\$8,555	\$0	\$24,384	\$7,575	\$16,809

Building back better

Deliver integrated health
and social care

Focus on prevention and
health promotion

Ensure a just long-term care
sector





Age-friendly rural communities for the future



QUESTIONS?

Slide	Reference & acknowledgement for images
3	Image Kerry Trapnell
4-6	<p>Image 4 Riley Stuart ABC News; Image 5 Celebrate Ageing; Image 6 Paul Dunn, Multiple sources: see</p> <p>Menec V. et al. (2015). How 'age-friendly' are rural communities and what community characteristics are related to age-friendliness? The case of rural Manitoba, Canada. <i>Ageing and Society</i>, 35(1), 203-223. doi:10.1017/S0144686X13000627</p> <p>Winterton R. et al. (2016). Understanding the influence of community characteristics on wellness for rural older adults: A meta-synthesis. <i>Journal of Rural Studies</i>, 45, 320-327.</p> <p>UN Working Group on Ageing (2017) <i>Policy brief: Older persons in rural and remote areas</i> UNECE</p> <p>Anderson E. et al. (2018) Should I Stay or Go: Rural Ageing, a Time for Reflection. <i>Geriatrics</i> 3, 49</p> <p>Henderson J. et al. (2018). Regional responses to the challenge of delivering integrated care to older people with mental health problems in rural Australia. <i>Aging & Mental Health</i>, 22(8), 1031-1037. doi:10.1080/13607863.2017.1320702</p> <p>Hancock S. et al. (2019). Understanding ageing well in Australian rural and regional settings: Applying an age-friendly lens. <i>Australian Journal of Rural Health</i>, 27(4), 298-303. doi:10.1111/ajr.12497</p> <p>Skinner M, Winterton R and Walsh K. (2020) <i>Rural Gerontology: Towards Critical Perspectives on Rural Ageing</i>. Routledge</p>
7	<p>Image Kerry Trapnell</p> <p>Keating N & Phillips J (2008) A critical human ecology perspective on rural ageing. In Keating N (ed) <i>Rural Ageing: A good place to grow old?</i> pp1-21; Polity Press</p>
8	Stanton M (2020) <i>AARP Rural Livability Workshop Report</i> . AARP
9	Rural Health Information Hub https://www.ruralhealthinfo.org/topics/aging
10	Australian Institute of Family Studies
11	Australian Bureau of Statistics. Victorian data from: Department of Environment, Land, Water and Planning (2020) <i>Victoria in Future 2019</i> . The State of Victoria

Slide	Reference & acknowledgement for images
12	Jordan, K. et al. (2020), Linking Indigenous Communities with Regional Development: Australia Overview, Commissioned Report No. 5, Centre for Aboriginal Economic Policy Research, Australian National University. https://doi.org/10.25911/5f7edceea4190
13	Image Visit Victoria, with permission The Pew Charitable Trusts (2017) <i>My Country, Our Outback: Voices from the land on hope and change in Australia's heartland</i> . Pew Charitable Trusts
14	Image Kathleen Brasher Multiple sources: Langton, M (2018) <i>Welcome to Country</i> Explore Australia; Pascoe B (2018) <i>Dark Emu</i> . Magabala Books; Grant S (2017) <i>Talking to My Country</i> HarperCollins
15	Image Emilie Ens, <i>The Conversation</i> March 13, 2015 Multiple sources, see Busija L, et al. (2018). The Role of Elders in the Wellbeing of a Contemporary Australian Indigenous Community. <i>The Gerontologist</i> , 60(3), 513-524. doi:10.1093/geront/gny140
16	Image Visit Victoria, with permission. See The Pew Charitable Trusts
17	Image Peter Nadolny, with permission; See refs for slides 4-6
18-21	Australian Institute of Health and Welfare (2019) <i>Rural and Remote Health</i> AIHW
22	Image Travel Victoria
23	United Nations. Transforming our World: The 2030 Agenda for Sustainable Development; United Nations: New York, NY, USA, 2015.
24	World Health Organization. <i>Decade of Healthy Ageing 2020–2030</i> ; World Health Organization: Geneva, Switzerland, 2020.

Slide	Reference & acknowledgement for images
25	Image DWELP; multiple sources, including Brasher K (2020) <i>An age-friendly approach to disaster recovery</i> Central Hume Primary Care Partnership; HelpAge (2015) <i>Climate Change in an ageing world</i> HelpAge International UK
26	Brasher K (2020) <i>An age-friendly approach to disaster recovery</i> Central Hume Primary Care Partnership https://apo.org.au/node/306945 ;
27	Image AFP.com; Data https://www.health.gov.au/resources/covid-19-cases-in-aged-care-services-residential-care
28	Image Travel Victoria
29	WHO Regional Office for Europe (2016) <i>Creating age-friendly environments in Europe: A tool for local policy-makers and planners</i> WHO
30 -1	Verso Consulting (n.d.) <i>Wheatbelt aged support and care solution/s: Final report.</i>
32	WHO Regional Office for Europe (2016) <i>Creating age-friendly environments in Europe: A tool for local policy-makers and planners</i> WHO
33-47	<p>Multiple references for the built environment: For overviews see:</p> <p>Badland H. et al. (2014) Urban liveability: Emerging lessons from Australia for exploring the potential for indicators to measure the social determinants of health. <i>Soc. Sci. Med.</i> 111, 64–73</p> <p>Beard J, Montawi, B. (2015) Age and the Environment: The Global Movement Towards Age-Friendly Cities and Communities. <i>J. Soc. Work Pract.</i> 29, 5–11.</p> <p>Kano, M. et al. (2018) A global pilot study of age-friendly city indicators. <i>Soc. Indic. Res.</i> 138, 1205–1227</p> <p>Davern M. et al. . (2020) How Can the Lived Environment Support Healthy Ageing? A Spatial Indicators Framework for the Assessment of Age-Friendly Communities. <i>Int. J. Environ. Res. Public Health</i> 17, 7685. https://doi.org/10.3390/ijerph17207685</p> <p>White M. et al. (2020). Blue space, health and well-being: A narrative overview and synthesis of potential benefits. <i>Environmental research</i>, 191. doi:10.1016/j.envres.2020.110169</p> <p>Zhang, X. et al. (2020). Can Age-Friendly Planning Promote Equity in Community Health Across the Rural-Urban Divide in the US? <i>International Journal of Environmental Research and Public Health</i>, 17(4), 1275. Retrieved from https://www.mdpi.com/1660-4601/17/4/1275</p>

Slide	Reference & acknowledgement for images
	Images 34, 36, 37, 40, 42, 45 Kathleen Brasher
35	Davern M, et al. (n.d.) <i>Neighbourhood Liveability Assessment of Benalla</i> . Centre for Urban Research RMIT University Lowen T. et al. (2015) Age-friendly cities and communities: Access to services for older people. <i>Aust. Plan.</i> 52, 255–265.
38	Image Alex Coppel Herald Sun December 3, 2017
39	https://landcareaustralia.org.au/
41	Image Paul Dunn
43	https://www.tolmietimes.com/tolmie-toast/
44	Image ABC News 1 Jun 2017, Pat McCarthy
46	https://totallyrenewablejack.org.au/
47	Image ABC Goulburn Murray; Leanne Gloury
48-64	Multiple references for the social environment. See the overviews for Built Environment and following: Lui C.-W. et al. (2009). What makes a community age-friendly: A review of the international literature. <i>Australas J Ageing</i> , 26, 116-121. doi:p.p1 Warburton J, Winterton R. (2017) A far greater sense of community: The impact of volunteer behaviour on the wellness of rural older Australians. <i>Health Place</i> . Nov;48:132-138. doi: 10.1016/j.healthplace.2017.10.005. Epub 2017 Nov 6. PMID: 29121536. Walsh K et al. (2017). Social exclusion of older persons: a scoping review and conceptual framework. <i>European Journal of Ageing</i> , 14(1), 81-98. doi:10.1007/s10433-016-0398-8 Neville S. et al. (2018). "Engaging in my rural community": perceptions of people aged 85 years and over. <i>International journal of qualitative studies on health and well-being</i> , 13(1), 1503908-1503908. doi:10.1080/17482631.2018.1503908 Davidson, P., Saunders, P., Bradbury, B. and Wong, M. (2018), Poverty in Australia, 2018. ACOSS/UNSW Poverty and Inequality Partnership Report No. 2, Sydney: ACOSS. Roth A. (2020). Social networks and health in later life: a state of the literature. <i>Sociology of health & illness</i> , 42(7), 1642-1656. doi:10.1111/1467-9566.13155

Slide	Reference & acknowledgement for images
49	Image myagedcare.gov.au
50	Image ABC Local Sophie Malcolm
51	Image Unley Primary School
52	Maggie Mackellar; Image @ladyjo_and_co; https://www.penguin.com.au/books/when-it-rains-9781742752273
	Images 53, 54 Kathleen Brasher
55	Symons C. et al. (2010) Come out to play: The Sports experiences of Lesbian, Gay, Bisexual and Transgender (LGBT) people in Victoria. Victoria University;
56	Australian Human Rights Commission (2006) What's the score? HREOC
57	Image The Kindness Pandemic, SBS news 29 March 2020
58	Image ABC News 7 Nov 2016
59	Image © Mick Tsikas, AAP Images
60	Image Woodgate Rural Fire Brigade, ABC news 15 Nov 2019
61	Image Visit Wangaratta; Gamze Smokehouse
62	Image Jessica Howard
63	https://www.thisfarmneedsafarmer.com.au/ https://www.cultivatefarms.com/
64	Image James Wiltshire, Border Mail 31 July 2018

Slide	Reference & acknowledgement for images
65	<p>Images 64-6: Shutter-stock</p> <p>Services domains, Multiple references; see also social environment references and</p> <p>World Health Organization. (2015) <i>World Report on Ageing and Health</i> WHO</p> <p>Browning C et al. Primary Health Care and Older People. In <i>Ageing in Australia: Challenges and Opportunities</i>; Oloughlin, K., Browning, C., Kendig, H., Eds.; WHO: Geneva, Switzerland, 2017; pp. 225–237.</p> <p>Australian Bureau of Statistics. (2018) <i>Household Use of Information Technology, Australia</i>; 2016-17 cat. no. 8146.0 2018; ABS</p>
68	https://www.northeasthealth.org.au/2018/well-ageing-info-hub/
69	Image Telstra
70	Image Shutter-stock
71-2	Brasher K & Archbold T (2020) Is your health service age-friendly? Central Hume Primary Care Partnership https://apo.org.au/node/307010
73	Image Kathleen Brasher; See below for review of integrated care for older people
74-6	Brasher K (2020) Building an age-friendly Indigo health system: Final Report to Better Care Victoria https://apo.org.au/node/307009
77	Image Melissa Powell, ABC News 24 Feb 2015
78	Image Kerry Trapnell