

Live Longer Better: Wednesday 6th October 2021 10.00 – 11.30am
Reducing the need for Health and Social Care – *How Live Longer Better can do it!*
Event Summary and Survey Responses

A. Introduction

On 6th October the fifth Live Longer Better (LLB) national thought leadership event was held. Presentations included the following:

- *Make Your Move': a new series of physical activity videos from the charities behind 'We Are Undefeatable' (Gail Curry, the Richmond Group of Charities)*
- *Ageing well and living longer better: reducing the need for social care (Sir Muir Gray)*
- *Wider Impacts of COVID-19 on Physical Activity, Deconditioning and Falls In Older Adults (Elaine Rashbrook & Faizan Mahmood, Office for Health Improvement and Disparities)*
- *Keep on Moving: Inactivity approaching later life (Amy McSweeney, Centre for Ageing Better)*
- *It's never too late to get active! (Jade Amis and Chantelle Olaiya, Hertfordshire Independent Living Service)*
- *Searching synergies; bridging the gap between local Active Partnership and Age UK (Lorea Sarobe and Tom Howard, Active Hereford and Worcestershire)*

B. Engagement

The event was widely promoted through the Community of Practice & Learning networks, Active Partnerships, Age UK networks and the National Advisory Network.

Over **260** people registered for the event on Eventbrite and on the day **178** people attended the webinar, with **54 (30%)** then completing the end of webinar survey.

- The total attendance across all 5 national LLB events to date is now well over **1,000** (actual 1,060).
- We consistently see a high number of registrations with on average, **74%** actual attendees on the day of the event. However, we know that a lot of those who register cannot attend on the day, but access the recording and slides post event via the website. Consequently, it can be confidently concluded that there remains a significant interest in LLB and its inclusive active ageing agenda.
- Of those who attend these events, their various organisations that are represented include the top 3 as follows (of total attendees):
 - Local Authority **250 (24%)**
 - Active Partnerships **226 (21%)**
 - Age UK local branches **189 (18%)**

C. Responses from the survey indicate:

- **100%** of responders considered the event met their 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)'?
 - **90%** of responders rated between 8-10

- Net Promoter score (NPS): **69%** of people can be classified as “promoters” as they were extremely likely to recommend future events to colleagues and stakeholders. With only 4% of respondent’s detractors, this gives a NPS of **65%**.
- When asked “*what actions will you take as a result of this webinar?*” many people mentioned connecting locally with key organisations / stakeholders to ‘shout out’ more about what could/should be done. The following table provides a summary of responses:

<i>A selection of responses to ‘what actions will you take as a result of this event?’</i>
The evidence is clear around the benefits physical activity can bring and those on the call are brought in to this, many within health sadly aren’t. The challenge (actions) we need to take are around influencing system change both at ICS and PCN levels to ensure physical activity is part of discussions whether this is at the ICS Ageing Well Board or during a discussion between a social prescriber and an older person.
Follow up work around national PHE report, HILS service - sounds really great.
Looking at lessons that can be built into our work around risk reduction and prevention for people living with dementia.
1. Share information and examples with colleagues 2. Engage further with local Activity Partners 3. Develop our Age UK Rotherham approach to physical activity as part of holistic wellbeing.
Make note to attend next event. See how physical activity can be brought into my workplace with the clients, especially those in older age categories.
I really like the idea of the DVD/YOUTUBE videos I can share this with my members so they can do at home
Share the recording with my colleagues and inspire with what can be done.
Contact the Active Partnerships and Nationally Age UK.
Create an insight report of learnings.
Taking the points raised in the presentations and discussions on board. Also, link in with partners to tell them what we are doing, as we haven't really shouted about it so they may not be aware.
Lots of useful learning and practical experience that I can apply in my own branch of Age UK.
Continue to engage and roll out LLB message locally.
Further thought to how we can work with people approaching social care for the first time to take some of these actions.
Look to collaborate with local Age UK's and reach out to other local partners.
Ensure I add more strength and balance exercises to my sessions.
Will discuss content with local carers' group.
Working out how we can support LLB movement.
Circulate the recording to our local contacts in Hertfordshire (for those that couldn't attend). As always, taking notes for local activation of another great national event.
Going to be contacting HILS in Hertfordshire - this is what we have been wanting locally!! Using the evidence from the post-covid report to further conversations in local ICS. Taking time to look at the multiple, really useful, links that were posted in the chat - great resource.
I will have the knowledge to share with my patients how being active can help them.
Speak to the local meals on wheels service about working together.

Some of the findings from these groups will help me to lobby my district council for a more cohesive programme rather than just concentrating on individual unconnected services.

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

<i>What topics would you like covered in future Live Longer Better events?</i>
Aligning the benefits/outcomes of physical activity to PCN, GMS and DES contracts. Influencing the non-believers within the system!
More of the same - it was great, practical examples of what works well and what steps were taken to convince the more medical based providers of the value of intervention.
Funding - how to access the resources needed to offer these valuable services.
A focus on specific conditions- maybe presentations on research.
It was mentioned that there are now 22 local LLB networks up and running. Would be good to have an overview of these at the next national event.
More sharing of best practice from across the country - getting physical activity pathways right building on what learned here.
Would perhaps like to hear from strategic leads in the health sector who are advocates of this work. What are their views on the LLB revolution and how in turn they have influenced their ICS?
Ways of stimulating engagement and participation. Marketing and promotion. How to use digital as a means of engagement.
interested in how we can use our scarce occupational therapy resources to better support the community and voluntary sector.
Motivation and behaviour change. Networking ideas. How to access funding opportunities
Supporting people with disabilities.
More information on Recovery after Covid Projects/Reconditioning Projects/Rehabilitation after illness etc.
More real case studies about how it changes people's lives - these are so inspiring!
Systems thinking and insight around ageing well and how this connects with emerging ICS might be good.
More info on the work Sir Muir is doing on exercise & social prescription alongside medicines. An event on how best to get messaging & marketing to this hard to reach population would be v helpful.
How to engage 50- 60 years who think these services are not for them. How to get the message across now is the time for action before deconditioning really kicks in.
The work in Calderdale around adult social care e.g. building physical activity into service specifications - how has this been tabled to the main decision makers?

E. Information Exchange

During the webinar the chat facility was used to connect / generate discussion and debate. The following were a few comments in the chat facility:

“What a brilliant presentation - thank you”.

“Thanks Muir, clear message and concise. Going to take my Mum 98 for a walk each week!”

“Spot on - stronger links need to be forged between social prescribers/link workers and delivery organisations.”

“Nice clear client journey. Fantastic Herts.”

“There have been some really great examples of local collaboration today. Well done everyone. Linking Physical Activity with holistic wellbeing definitely the way to go for older adults”.

“I'm off, but thanks for fantastic and inspiring content - have really enjoyed being part of this”.

“Thank you excellent and thoughtful event.”

Links to key documents referenced and circulated in the chat:

- https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1019475/good-for-you-good-for-us-good-for-everybody.pdf
- <https://www.csp.org.uk/news/2017-09-27-csp-launches-video-demonstrate-six-simple-exercises-stop-falls>
- <https://ageing-better.org.uk/sites/default/files/2021-09/Keep-on-moving-understanding-physical-inactivity.pdf>
- https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1010501/HEMT_Wider_Impacts_Falls.pdf