



Age Action Alliance

Monthly Highlights

March 2014

Hello from the Secretariat Team

Say it quietly but spring feels like it has finally arrived! The clocks have gone forward – let's hope we can look forward to some warmer weather over coming months. But March was not all doom and gloom so hopefully the following provides an uplifting update on some of the positive activity member's were involved in.

Latest Members

- ✓ 26 new Members have joined us this month
- ✓ 26 new followers on Twitter (now 2,726)
- ✓ 15 active Themes

Latest Activity

Themed Update

Alliance members get together in Bristol!

First network meeting of South West Members of the Alliance took place on 3rd March in Bristol, hosted by members LinkAge Bristol and the SW Forum on Ageing, with 40 member organisations attending. An article on the meeting is now on the LinkAge website - it also has the video embedded in it.
<http://www.linkagebristol.org.uk/article/age-action-alliance---south-west-meeting.aspx>

Excluded Lives Working Group pilot taking off!

Meeting at University College London on 6th March, members heard from Link Line and the Elderly Accommodation Counsel about the next stage of the pilot project the group has been developing - the goal of which is to produce an online directory of **secondary services** for older people at risk of social exclusion in three London Boroughs. The rationale is that it is hard for end-users, their families and health & social care professionals to know who to turn to for 'non-vital' services that make all the difference to psychological wellbeing and prevent older people slipping into exclusion.

Creative Arts Working Group gets creative!

A dozen Alliance members with a passion for the Creative Arts met for the first time on 10th March. Involvement in the creative arts is very common among the older generation and believed to enhance well-being. Members from a variety of arts backgrounds attended, including dance, music, museums, care homes, and charities representing sensory deprivation. All agreed it was a worthwhile event, and went away to consider how they might practically work together.

Isn't it time to be optimistic about living longer? was the title of an afternoon seminar hosted by Alliance member Unltd on 20th March, and part of the work of the Working Group Valuing the Contribution of Older People.

Seminars & Other Events

Housing on the Cusp? Care & Repair England invited members of the Alliance to the House of Lords to hear from Housing Minister Kris Hopkins and Lord Filkin about the key role of housing in connection with the integration of health and social care. The charity is calling for everyone involved in local service commissioning, including Clinical Commissioning Groups, Better Care Fund planners & Health & Well-being Boards, to support housing related services which enable healthy, independent living at home for older people. http://www.careandrepair-england.org.uk/pdf/pr_11_03_2014.pdf

Are we ready to make the UK the best country to grow old in? Was the question asked by Independent Age and ILC-UK at a breakfast meeting, supported by members of the Ready for Ageing Alliance. The meeting discussed the issue of demographic change and considered what politicians and policy makers need to now and for the longer term. This event also saw the launch of ['2030 vision: The best - and worst - futures for older people in the UK](#),

Latest Thinking

Got some good ideas, been thinking it through in your organisation and with others? Then our Latest Thinking blog is the place to share it! This month we've heard your thoughts on:

- ❖ Meeting the needs of older people with dual sensory loss
- ❖ Helping lonely older people through sport
- ❖ The Trouble with Attitudes
- ❖ Making the Active Choice the Easy Choice.
- ❖ Caring from a distance



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If you've got a story to share - good practice, solutions and achievements, especially where you've worked in partnership and maybe through the Alliance network - send us 350-500 words, plus a photo for the website and a catchy title, to: info@ageactionalliance.org

And Finally just in case you missed it the Photo Gallery is now Live! The [Gallery](#) has been designed to showcase photographs entered into our recent "All About Ageing" competition and is intended for use as an ongoing resource to promote positive images of ageing in the media and public domain. Here's what some Alliance members are already saying about the photo gallery:

- ❖ *The Age Action Alliance photographs are brilliant. We are looking for some really positive images of older people for one of our Adult Services publications.*
- ❖ *I have to say I'm so impressed by this!! (photo gallery) Congratulations and Well Done for a great idea brilliantly executed.*
- ❖ *I love your photo gallery – there are some wonderful pictures there.*

If you mention the Alliance, or you read or hear the Alliance mentioned somewhere, we'd love to hear about it! Email us at info@ageactionalliance.org