



# Focusing on wellbeing in ageing

## Why it matters

- ✓ The cost of social care for the elderly increases as the population ages, while central government funding is declining <sup>3,5</sup>;
- ✓ Local authorities' spending on public health services between 2015/16 and 2016/17 has a planned 9% cut on a like-for-like basis <sup>4,5</sup>;
- ✓ There is a clear link between the utilisation of social and health care and unhealthy lifestyle <sup>1,2</sup>;
- ✓ "The **sustainability of the NHS**, and the **economic prosperity of Britain** all now depend on a **radical upgrade in prevention** and public health" - NHS Five Year Forward View.

## The cost of being "unfit"

Britain is around 20% less physically active today than in 1961, and the proportion is increasing. Physical inactivity directly contributes to 1 in 6 deaths and reducing it could prevent up to 40% of many long term conditions <sup>1</sup>. Social isolation can increase the risk of premature death by up to 25% and loneliness almost doubles the risk of developing Alzheimer's <sup>2</sup>.

***"It is just plain common sense that investing in prevention is necessary to help reduce the long-term cost of treatment and to maintain a sustainable health service."***

Brian Ferguson, Chief Economist for PHE (2016)

In the United Kingdom

**5.6M** informal carers **>** **3.3M** caring for someone living separately

**7.7M** over-65s living with long-term illness

**11M** people over-65 **>** **3.5M** living alone

## Avoidable decline <sup>6</sup>

Recent research finds that **every group membership lost** after retirement was associated with a **10% drop in quality of life 6 years later**.

The researchers also found that this impact was **comparable with** the benefits gained from **physical exercise** both before and after retirement.

To maintain wellbeing in old age, NICE suggests activities such as joining a choir, taking part in arts and crafts and participating in physical activity programmes such as walking schemes.



Age UK  
"Later Life in the United Kingdom"  
Dept. for Work & Pensions,  
"Family Resources Survey"

## Making the change<sup>7</sup>

In 2014, Public Health England commissioned research to find “what works” in tackling inactivity, evaluating over 950 community projects and assessing the impact. Two programmes were found to provide reliable evidence of impact and scalability.

- ✓ **Les Mills** programme provides group fitness classes at fitness clubs, currently being delivered by 15,000 clubs in 80 countries. The classes were demonstrated to improve health, fitness and strength among participants.
- ✓ **Project ACE** (Active, Connected, Engaged neighbourhoods), where retired volunteers promote physical activity among older adults, has been rolled out across Bristol by LinkAge. It has demonstrated a significant improvement in both physical and social wellbeing of participants.

## Measuring the impact<sup>8</sup>

Nesta’s Standards of Evidence, an approach that balances the need for evidence with innovation, defines 5 levels that enable the impact measurement of interventions.

- ✓ **Level 5:** There are manuals, systems and procedures to ensure consistent replication and positive impact
- ✓ **Level 4:** One+ independent replication evaluations exist that confirms impact conclusions
- ✓ **Level 3:** Impact causality can be demonstrated using a control or comparison group
- ✓ **Level 2:** Data captured shows positive change, but causality cannot be confirmed
- ✓ **Level 1:** What to do and why it matters can be described logically, coherently and convincingly

## We help create measurable physical and social activity interventions.

Find out how: [info@sentimoto.com](mailto:info@sentimoto.com)



1. “Everybody active, every day. An evidence-based approach to physical activity”. Public Health England
2. “Later Life in the United Kingdom”, AgeUK
3. “Council tax hike being considered to cover social care costs”, The Guardian
4. “The cost of the cuts: The impact on local government and poorer communities”, The Joseph Rowntree Foundation
5. “Local government public health budgets: a time for turning?”, The King’s Fund blog
6. “Membership of social groups after retirement ‘boosts health and wellbeing’”, The National Institute for Health and Care Excellence
7. “Identifying what works for local physical inactivity interventions”, Public Health England
8. “Standards of Evidence: An approach that balances the need for evidence with innovation”, Nesta