

A Guide to Sharing Ambitions and Opportunities What Age Friendly Cities & Counties can achieve

Age Friendly Cities and Counties Programme



Hosted by Dublin City Council on behalf of the local government network, the Age Friendly Ireland Programme team is primarily funded by The Atlantic Philanthropies. Age Friendly Ireland is governed by a Board and advised by a National Implementation and Integration Group comprising senior representatives from Government Departments and agencies, and from the local authority, third-level education, not-for-profit and business sectors.











Conn Murray

Chair of the County & City Management Association

Chief Executive, Limerick City & County Council

Local government in Ireland now has a very clear purpose and a definite direction. Empowering the citizen to participate in the development of their community, both rural and urban, is central to this new model.

The Age Friendly Programme is proving to be a most effective model for bringing diverse organisations, groups, services and businesses together to streamline their work, with the interests and needs of older people at their core. When policies, programmes and actions are re-framed in this way, the whole community benefits.

It is extremely pleasing to see the elected members, Chief Executives and senior managers across all of our local authorities showing such strong leadership in supporting the adoption of this innovative, yet very practical programme.







Dr. Stephanie O'KeeffeHSE, National Director of
Health and Wellbeing

The Age Friendly Programme provides both an opportunity and an infrastructure to bring key actors - City and County Councils, An Garda Síochána, NGO's and ourselves in the Health Service - together at local level to plan collaboratively, to share resources and to develop more nuanced responses to meet the needs of our older adults. Now that the Age Friendly Programme is nearing a national roll-out this collective network is set to play an increasingly important role in realising the visions that we have set for ourselves as part of key national policy documents such as Healthy Ireland and the National Positive Ageing Strategy. Without effective local implementation mechanisms national strategies can be very difficult to realise.

Age Friendly Alliance membership allows all of the agencies to realise their own goals more effectively. Multi-agency working can of course be complex and demanding but when it works well - as it is with the Age Friendly Programme, with very practical solutions already coming to the fore - it is such a valuable investment of time and effort





Jack NolanAssistant Commissioner,
An Garda Síochána

Age Friendly Ireland is ensuring that older persons remain high on the agenda of An Garda Síochána. The fact that Chief Superintendents sit on the Age Friendly County Strategic Alliances ensures that the problems facing the older person are fully considered.

The Age Friendly Programme is a tremendously worthwhile initiative. It dips beneath the obvious needs in an area and identifies opportunities to ensure that the older members of society can still feel valued. That they can still contribute. This programme offers real opportunity for older people to feel reassured and know that the policing organisation in Ireland is there in collaboration with its partners to bring solutions across a range of themes including transport, safety and contact. The Age Friendly initiative can offer communities the impetus to actually become a community again.

The Age Friendly Programme has prompted us to be aware and cognisant of the ageing population which in turn has allowed us, as the policing organisation in Ireland, to future plan and be better prepared.





Ian TalbotChief Executive, Chambers
Ireland

Age Friendly Cities and Counties make economic as well as social sense. The number of people aged over 60 will more than double by 2025. The Action Plan for Jobs 2014 identified Smart Ageing as a sectoral opportunity for economic growth and jobs for Ireland. With a spending power of 15 trillion dollars globally it is appropriate that Ireland is looking to grow its share of this market. The Age Friendly City and County Programmes are playing a pioneering role in supporting the required innovation in key areas such as assisted living, adaptable housing and leisure tourism.

At city and county level the Age Friendly Business Recognition Programme is also supporting businesses in their ambitions to provide more age friendly services and products. Practical initiatives such as this can play a key role in reviving our town centres which have suffered greatly in recent years. There would appear to be considerable potential for this example of successful collaboration between Local Authorities, local chambers and the Local Enterprise Offices to be replicated across the country.





Maurice O'Connell

Chair of the Age Friendly Cities & Counties NGO Forum and Coordinator, Active Ageing Partnership For years agencies and community groups have been doing excellent work in the ageing field. But often the big gap has been the lack of joined up thinking in the sector. One can't talk about health and quality of life unless you address issues of transportation and quality in terms of housing design, the built environment and general service delivery. In the past, certainly, we worked in singular pillars. This did not always lead to significant, sustainable change for older people.

In bringing cross sectors together in a positive, collaborative environment the Programme provides a real opportunity to transform communities to make them as age friendly as possible. It allows for all public services affecting older people including health, policing, local government, transportation and social welfare to work together with relevant NGO's. Through meaningful consultation with local older people very practical and pragmatic solutions can be found.





Bob Gilbert

Chairperson of Cavan Older People's Council The Age Friendly Programme affords older people a unique opportunity for participation – participation at local community level, municipality, county, regional and national level. It affords us an opportunity to participate in key decision making processes and have our voices heard – through the establishment, by local authorities of Older Persons Fora or Councils in all areas – in places where they have not been heard before.

Older Peoples involvement in Local Community Development Committees gives us a voice in the creation of local community and economics plans for our areas. Other opportunities for participation exist on local authority Strategic Policy Committees and Public Participation Networks. Most important of all our voices are heard on the Local Authority's Age Friendly Alliance, where we sit not as protagonists, not as lobbyists, but as equal partners with CEO's and decision makers of statutory agencies such as the Local Authority, the HSE, the Education and Training Board, An Garda Síochána and other bodies.





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Housing

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Transport

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Foreword

Our vision is that Ireland becomes a great country in which to grow old.



In the past, policy relating to older people dealt almost exclusively with health and social care issues, focusing on burden and costs. The Age Friendly Cities and Counties Programme is changing that view of ageing. Age Friendly Alliances in every city and county in Ireland are bringing together diverse organisations, groups, services and businesses to streamline their work, with the expressed interests and needs of older people at their heart. By creating the conditions which enable older people to flourish the Age Friendly Programme is making Ireland a great country in which to grow old. The Age Friendly approach recognises that social, economic and environmental factors are interconnected. Age friendliness is good for everybody, because what is essential for older people is generally of benefit to other people, too.

Every organisation and individual in Ireland has a part to play. We can achieve as much as our imagination will allow. In this document you will find examples of the kinds of creative and ambitious, but also practical and pragmatic, goals and actions that Age Friendly Alliances can aim for. It's not a definitive listing and your Age Friendly City or County may have better ideas than these. Tell us about them, we'd love to hear from you! Age Friendly Ireland sees this document as a call to action to local, regional and national organisations in the statutory, community and voluntary and business sectors to collaborate with older people and to work creatively together to make Ireland a great country in which to grow older. If we all work together we can do it. Multi-agency working can be challenging, but the gains for us all as we age will be worth the effort. Age Friendly Ireland looks forward to working with you to make it happen.

Brandan Kanny

Brendan Kenny

Bredo

Chair, Age Friendly Ireland
Deputy Chief Executive, Dublin City Council



What is this document about?

Age Friendly Cities and Counties have demonstrated their ability to become more inclusive of older people by addressing their expressed concerns under eight themes:

outdoor spaces & housing

social participation

These eight themes are what the Age Friendly Programme is about. They shape what goals local Age Friendly Alliances aim for and what actions they take to make every city and county in Ireland a great place to grow old.

This document explains:

- what Age Friendly Cities and Counties can achieve
- what actions local Age Friendly Alliances can take that lead to the fulfilment of their goals
- what are the optimum conditions for implementing successful Age Friendly City and County

 Programmes with these conditions in place, your chances of making your community a great place to grow old are enhanced.

transportation

respect & social inclusion

civic participation & employment

communication & information

community support



What can Age Friendly Cities and Counties achieve?

Successful Age Friendly City and County Programmes aim to create the kinds of communities in which older people live autonomous and valued lives. They do this by undertaking focused activities which aim to fulfil ambitious goals related to each of the Age Friendly themes

Each Age Friendly theme covers a distinct part of the make-up of an Age Friendly City or County. However, they are also all inter-related.

The ultimate aim of the Age Friendly Programme is to make Ireland a country in which:

- older people exercise autonomy in relation to the systems, services and decisions which affect them
- there is real respect for older people, and their contribution to Ireland, and to the communities in which they live, is fully valued
- older people feel positive, and in control of their own lives
- older people participate fully in community life, and social isolation is rare
- prejudice and discrimination against older people do not exist
- older people are supported to live independently for as long as they wish to
- older people experience excellent quality of life
- better integration of services reduces dependency and avoidable duplication and costs
- people of all ages feel part of an inclusive, equitable society.



The intention behind every theme, goal and activity in an Age Friendly City or County Programme is to link clearly to the achievement of one or more of the outcomes listed on the previous page. When writing or reviewing an Age Friendly Strategy, fixing goals or planning activities, local Age Friendly Alliances will look to purposefully relate what they are doing to these outcomes. They can do this by:

- involving older people in public planning, decision making and service development
- streamlining the work of Alliance member organisations at local level, with the needs of older people at their core
- basing their work on the priorities identified by older people through comprehensive and inclusive consultation throughout the city or county
- addressing shortcomings in infrastructure and gaps in services highlighted through local mapping exercises
- providing opportunities for older people to challenge and influence the development of the Strategy during the drafting process.



To make outdoor spaces and buildings pleasant, clean, accessible and safe for older people, creating walkable communities and age-friendly spaces.

The design and maintenance of a community's built environment can make the difference between a healthy and active lifestyle, or one characterised by limited mobility and high levels of social isolation. The way an area looks and how safe it feels has a big impact on older people's confidence and motivation. When the environment is attractive and accessible, people of all ages will enjoy more active and connected lives. Age Friendly Cities and Counties have created environments which provide access for all.





Ambitions and Opportunities

Examples of what Age Friendly City and County Programmes can do

Improved planning and service provision

- Ensure that service providers in the city or county cluster their most important services in accessible locations which are convenient for older people to get to.
- Improve perception of outdoor safety by providing good street lighting, regular police patrols and community education.
- Make sure that local elected representatives and senior decision-makers in serviceproviding organisations base their work on the concepts of age-friendliness and universal design.
- Ensure that Local Area Plans and other local authority development plans incorporate universal design concepts.

Accessibility and mobility

- Bring about better access to buildings housing health services, such as GPs' surgeries and primary care clinics, and to those which provide essential services, such as post offices.
- Deliver programmes which result in better signage, seating, parking, ramps and other aspects of agefriendliness in public buildings.
- Increase the number of toilets available and accessible to the public.
- Undertake regular walkability audits to assess the quality and continuity of pavements, the number, safety and timing of pedestrian crossings and any barriers to mobility in the street.
- Address key shortcomings found through walkability audits.

To provide a more seamless and appropriate continuum of housing choices and options for older people.

As people age they spend more time in their own homes. This means that older people's quality of life, and thus their health, can depend on the appropriateness of their home environment and the conditions in which they live. For example, better heating systems are known to lead to improved breathing and mental health for some older people. For many, living in adapted or specialist housing reduces reliance on health and social care services and can contribute to a greater sense of wellbeing. Age Friendly Cities and Counties create the opportunities to establish a broad range of housing options which suit all needs and enable older people to stay independent for as long as possible.



What local Age Friendly Alliances can aim for

- People of all ages are able to be involved in the wider community, and to maintain and develop their social networks.
- People of all ages experience less social isolation.
- Older people maintain autonomy, control and independence through living in appropriate housing.
- Older people participate in decision-making about their housing environment.
- Older people age comfortably in the community they belong to.
- Housing design and choices address a broad range of needs, aspirations and financial circumstances.



Ambitions and OpportunitiesExamples of what Age Friendly City and County Programmes can do



Repair and maintenance

- Develop a register of reliable, age-friendly contractors who can provide basic, cost-effective home maintenance services.
- Produce simple pricing guidelines for home maintenance and improvement jobs, circulate them and update them regularly.

Planning, choice and accessibility

- Promote use of lifetime adaptable and age friendly housing design among planners and architects.
- Ensure that planning guidelines incorporate universal design principles and age friendly design.
- Provide advice on 'smart house' technologies which can help older people to live independently for longer.
- Ensure a wide range of housing options for older people in all cities and counties.

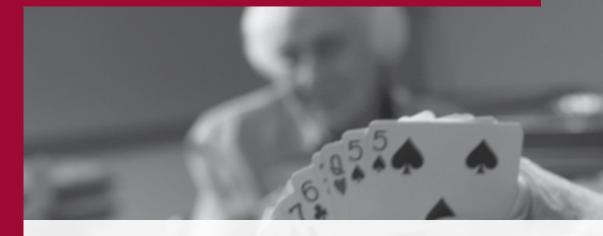
Service improvement

- Develop systems which allow for better integration of housing services with health and social care services.
- Provide simple, accessible information and advice to older people about housing options, grants, services, personal alarms and other home-related topics.
- Increase access to home delivery and mobile shopping services for older people.

Safety and security

- Support An Garda Síochána to adopt a localised version of their Older People Strategy (2010).
- Develop (with consent) a district register of older people living alone in the community as a means of supporting engagement by community Gardaí.
- Introduce a Crime Prevention Ambassador initiative.
- Make sure that older people receive advice about how to make their homes safer.
- Conduct city or county audits to identify the need for Garda-supported programmes, such as the Text Alert scheme, Community Alert, Neighbourhood Watch and Community Policing Clinics.

To provide opportunities for older people to stay socially connected and to play an active part in social networks.



Social connection - feeling part of a network of family, friends and community - is one of the main determinants of health and wellbeing. The health risks of poor social integration are comparable with those of smoking, high blood pressure and obesity. Loneliness and social isolation increase the risk of depression and mental health difficulties, as well as cognitive decline. In Age Friendly Cities and Counties older people can participate fully in the social and cultural life of the communities through a diverse range of affordable, accessible, inclusive events and activities. Older people also play a most important role in encouraging and supporting their peers to participate in community life.



What local Age Friendly Alliances can aim for

- People of all ages can access a broad range of affordable and inclusive events and activities.
- Older people have the confidence and capacity to maintain social networks and participate in all that is going on in their community.
- People of all ages are fully involved in community activities.
- People of all ages enjoy activities together.
- Older people feel connected to others of all ages.
- Every city and county enjoys a culture of multi-generational respect.
- People of all ages can maintain and improve their physical and mental fitness.



Ambitions and Opportunities

Examples of what Age Friendly City and County Programmes can do

Social activities

- Audit the availability of local social and physical activities.
- Find out what kinds of new activities older people would like to try.
- Ensure that every city, county and community offers social and physical activities which appeal to a diverse range of older people, at times and in places which are convenient for them.
- Support outreach and befriending programmes which target older people who are at risk of social isolation.
- Set up skills exchange programmes which offer opportunities for older people to share their skills with others, and learn new skills in return.
- Link isolated older people with relevant community activities.

Information technology

- Increase access for older people to classes aimed at their IT needs.
- Build intergenerational skills exchanges between younger and older people.

Appropriate locations

- Coordinate transport to social events and facilities.
- Ensure that event venues are accessible, safe and conveniently located.

To promote safe, accessible, reliable and comfortable transport services for older people.



Good access to transport makes it easier to participate in community life. In Ireland, around a third of people living in rural areas have difficulty in accessing essential services because of poor transport services. In urban areas, the figure is 11-15%, which is still too high. People who depend on others for help with transport tend to prioritise essential outings, such as grocery shopping and medical appointments, and neglect their social and leisure needs. Age Friendly City and County Programmes aim to provide seamless, affordable public transport systems, which can include affordable taxis and car-pooling schemes, as well as making it possible for older people to use personal forms of transport, such as bicycles and cars.



What local Age Friendly Alliances can aim for

- Agencies work together to plan and develop transport services, resulting in cost-effective and timely connectivity for everyone.
- More transport options are available more frequently to more older people.
- People of all ages are fully informed about transport options, routes, accessibility, prices and schedules in the locality.
- Local transport options are fully and seamlessly integrated, and thus more available to, and more widely used by people of all ages.
- Local public transport is clean, well-maintained and accessible, and has priority seating for older people which everyone respects.
- Specialised transport is easily available to those who need it.
- Road users are aware and respectful of older people.



Ambitions and Opportunities

Examples of what Age Friendly City and County Programmes can do

Accessibility

- Involve older people in planning the location of age friendly parking, bus stops, shelters and seating and real-time transport information.
- Ensure that stations, transport terminals and taxi ranks incorporate age friendly design.
- Ensure that older people are fully informed about the availability of transport options in their city or county.

Availability

- Conduct audits aimed at measuring and rationalising the use of publiclyfunded vehicles, including school and community buses.
- Set up multi-agency transport groups to cover public transport, community car schemes, shuttle and lift services, and other ways of increasing the local mobility of older people.

Safety

• Provide road safety presentations and information for older people.

To combat stereotypes, myths and negative views on ageing and prevent prejudice and discrimination against older people.

Far too often, older people are stereotyped and excluded. Ageism, prejudice and discrimination grow out of tolerance for false assumptions about older people's competencies, attitudes, beliefs and abilities. Widespread misinformation about, and fear of, dementia means that people who experience it are often at particular risk. Age Friendly Cities and Counties counter ageism and prejudice through promoting age awareness and informing the general public about the rights, needs and potential of the diversity of older people, and highlighting their social, economic and cultural contributions to the community.



What local Age Friendly Alliances can aim for

- The city or county is characterised by a strong sense of intergenerational solidarity.
- Local media depict older people positively and without stereotyping.
- Local democracy and social cohesion are enhanced through the inclusion of the voice of the diversity of older people in the planning and delivery of services in the city or county.
- All older people, regardless of income level, experience public, voluntary and private services as respectful and supportive.
- 'Family-friendly' activities expressly include provision for older people.
- Zero tolerance for elder abuse and ageism in the locality.



Examples of what Age Friendly City and County Programmes can do

- Ensure that the Older People's Council is active, representative of the diversity of older people, and supportive of the most marginalised.
- Ensure that public, voluntary and commercial services involve the Older People's Council, and broad consultation with older people generally, in policy development and the planning of service provision.
- Provide age friendly awareness training to the staff of local public, voluntary and commercial services.
- Encourage local public, voluntary and commercial services to appoint "Age Friendly Ambassadors" to undertake age proofing in their organisation.
- Encourage local businesses to adopt age-friendly practices, such as tailored customer service arrangements for older people.
- Deliver modules on age awareness to local schools.
- Set up practical intergenerational initiatives, such as homework clubs and link-ups between older people's and young people's organisations, which involve meaningful skills exchange.
- Set up initiatives which enable older people living in residential care to contribute to and participate in the life of the wider community.
- Run information campaigns aimed at promoting respect for older people and preventing elder abuse.

Goal

To increase employment, volunteering and civic participation among older people.



Continued mental stimulation in later life promotes good physical and mental health. However, only 0.5% of people in Ireland over the age of 40 are involved in education – that's one of the lowest proportions of adult learners in the EU. Age Friendly Cities and Counties make economic as well as social sense. While keeping the brain active in later life is good for health, keeping economically active is also good for wealth. Studies of quality of life across a large number of countries consistently show that a person's level of income and material resources strongly affects their overall satisfaction with life and well-being. Age Friendly Cities and Counties offer good employment, volunteering and lifelong learning opportunities to older people.



What local Age Friendly Alliances can aim for

- Barriers to older people's participation in education, training, jobs and volunteering are removed, giving them enhanced access to opportunities for learning, working and social contribution.
- Older people contribute their life experience and skills to the positive benefit of their communities.
- Enhanced social status and sense of purpose result in measurable gains in physical and mental health among local older people.
- Older people's involvement in the local financial and social economy increases.



Examples of what Age Friendly City and County Programmes can do

Volunteering

- Set up and publicise volunteer programmes and opportunities which suit the interests and skills of the diversity of older people.
- Promote the concept of active citizenship among older people.

Paid Employment

- In workplaces, promote awareness of the contribution and skills of older workers.
- Set up initiatives which enable older workers to retire gradually.
- Develop age friendly 'start your own business' and senior enterprise programmes.
- Set up panels of senior mentors who can support the intergenerational transfer of skills and experience in business and the community sector.
- Ensure that workplace infrastructure is accessible to workers who have impairments.
- Support older people to develop social enterprises.

Civic Engagement

 Offer opportunities for older people to learn about and become involved in civic engagement activities,
 Older People's Councils and other initiatives aimed at enhancing local democracy.

Goal

To ensure that older people can access timely, practical information about what is happening in their communities.



Lack of awareness of what is on offer, or how to access it, prevents many older people from accessing useful services or resources. A reliable flow of accessible information about community news, activities and opportunities keeps older people active and involved, and is critical for those who have few formal or informal networks to call on. As more and more services and information move exclusively online, it is vital to make sure that older people stay connected. Age Friendly Cities and Counties make sure that all older people stay informed, through a range of communications channels and formats, about what is going on.



Examples of what Age Friendly City and County Programmes can do

- Develop and disseminate guidance to providing age-friendly information and communication.
- Use a wide variety of formats to supply regularly updated, comprehensive, coordinated information and advice on services, entitlements, opportunities and activities.
- Encourage public, voluntary and commercial service providers to offer person-to-person assistance on request.
- Ensure that the telephone services of local public, voluntary and commercial service providers meet barrier-free call routing standards.
- Offer low-cost training on the use of smartphones and IT devices to older people.
- Ensure low-cost access to computers and the internet for older people through local libraries and other appropriate venues.



Goal

To provide older people with easily accessible health and community services and with help with, and access to, everyday activities and high-quality home care and residential facilities.



Older people want to stay healthy and independent. Investment in quality community-based health services - including preventative screening, mental health services and advice on healthy eating - can keep older people healthy and reduce their use of in-patient and out-patient hospital services. Home support services and, at the end of life, compassionate outreach services, make it possible for older people to stay in their own homes. In Age Friendly Cities and Counties older people can exercise real choice and control, and can access a comprehensive and integrated range of affordable, easily accessible, high quality, age friendly community supports and health services.



What local Age Friendly Alliances can aim for

- Community support and health services are conveniently located and easily accessible.
- Better preventative services increase wellbeing and reduce demand for acute care services.
- A comprehensive, integrated range of affordable, easily accessible, high quality, age friendly community supports and health services results in measurably improved health status and lower rates of hospital admissions.
- Older people can meet most of their health needs in community-based settings.
- Older people live independently for longer.
- Family carers experience more support and less stress.



Examples of what Age Friendly City and County Programmes can do

Services

- Provide affordable, age-friendly personal care, housekeeping and other home care support services.
- Ensure that frail and 'older old' people receive a basic minimum of housekeeping support.
- Integrate and coordinate local age-friendly health and social care services.
- Ensure that local transport operators provide easy access for older people to health service premises.
- Site all new specialist housing for older people close to community services and amenities.

Information

- Provide clear, simple, accessible information to older people about locally available health and social care services.
- Encourage older people to maintain their independence by recording and reviewing their personal preferences for future medical, financial and personal care through the Think Ahead initiative.

Service improvement

- Ensure that local hospitals and health facilities adhere to age-friendly standards.
- Develop protocols which ensure that necessary community-based supports are in place when older people are discharged from hospital.
- Provide age-friendly awareness training for health services staff.

What will make Age Friendly City and County Programmes Successful

Political Commitment

- The local authority leads the Age Friendly City or County Programme.
- Local elected representatives ratify it.
- Both give unanimous commitment to the values and principles set out in the Dublin Declaration on Age-Friendly Cities and Communities in Europe (2013).
- Local elected representatives and the Local Community
 Development Committee engage actively with the Age
 Friendly Alliance, responding to resolve difficulties or
 barriers to the progress of the Age Friendly Programme.

A Shared vision with attainable measureable goals

- The Age Friendly Programme:
 - is based on priorities identified through comprehensive and inclusive consultation with older people throughout the city or county
 - includes a mapping exercise aimed at highlighting shortcomings in infrastructure and gaps in services
 - provides opportunities for older people to challenge and influence the development of the Strategy during the drafting process.
- The Age Friendly Strategy:
 - has clear, measurable goals which make it easy to see if progress has been achieved
 - goes through an annual or two-yearly review and selfassessment process, led by the Alliance
 - is affiliated to the WHO Global Network of Age Friendly Cities and Communities.

Success Factors

The right people with the right attitudes

- The Age Friendly Alliance:
 - involves senior leaders from key groups, such as the HSE, An Garda Síochána, Chambers of Commerce, third-level institutions, the local authority and others, who have sufficient influence and resources to develop and deliver an ambitious Age Friendly City or County Programme.
- The Age Friendly Programme is based on the effective collaboration of different statutory and non-statutory sectors and groups.
- The Age Friendly Programme involves age-proofing key public sector planning and policy documents.

Older people are central to the Programme

- The Older Peoples Council
 - reflects the diversity of the older population
 - enables the participation of the most vulnerable older people
 - is represented on the local City or County Alliance
 - responds to the real concerns and issues of older people, identified through direct contact and consultation
 - is directly and appropriately involved in monitoring the implementation of the Age Friendly Strategy
 - is a recognised link group to the local Public Participation Network



Glossary

Age Friendly Cities and Counties Programme: Ireland's adaptation of the World Health Organisation's Age Friendly Cities and Communities model. The programme is coordinated by Age Friendly Ireland.

Age Friendly Alliance: High level cross-sector group, often chaired by the local authority Chief Executive, whose member agencies form an overarching strategic partnership to develop and oversee the realisation of the Age Friendly City or County Strategy.

Age Friendly City and County Strategies: Plans prepared by the Age Friendly City or County Alliance, typically of three to five years in duration, to address the issues identified by older people in the local area. Through an Alliance's Age Friendly Strategy, participating service providers and businesses become accountable to each other, and to older people, for the age-friendly actions they take.

Businesses: Commercial organisations supplying goods and services.

Elected representatives: Members of the local community elected as 'councillors' to represent the community in local authorities. A fundamental role of democratically elected local government is the representation of local communities, voicing local concerns and responding to local needs.

European Innovation Partnership on Active and Healthy Ageing: The Partnership brings together a wide array of stakeholders to work in a collaborative way on shared interests and projects geared towards achieving common goals and promoting successful technological, social and organisational innovation. The European Commission has identified active and healthy ageing as a major societal challenge common to all European countries, and an area which presents considerable potential for Europe to lead the world in providing innovative responses to this challenge.

The European Innovation Partnership on Active and Healthy Ageing is to pursue a triple win for Europe:

- enabling EU citizens to lead healthy, active and independent lives while ageing;
- improving the sustainability and efficiency of social and health care systems;
- boosting and improving the competitiveness of the markets for innovative products and services, responding to the ageing challenge at both EU and global level, thus creating new opportunities for businesses.

Older People's Council: Representative groups of older people, established by local authorities in response to the National Positive Ageing Strategy (2013), through which older people can raise issues of importance, identify priority areas of need and inform the decision-making process of the City or County Age Friendly Initiative. They also offer a citizen or service user perspective in monitoring the implementation of the Strategies. The Councils are intended to be representative of the diversity of the older population in the city or county, linked with local older people's groups and supportive of the participation of the most marginalised.

Public Participation Network (PPN): entity in each local authority area which facilitates local people to take an active, formal role in relevant policy-making and oversight committees.

Service providers: Non-commercial private, public, voluntary and community organisations providing services.

WHO Global Network of Age-friendly Cities and Communities: fosters the exchange of experience and mutual learning between cities and communities worldwide.

Who is Age Friendly Ireland?

Background

As in all other countries in the world, the population of Ireland is ageing. To plan for this, in 2013 the Department of Health published the National Positive Ageing Strategy. The Strategy sets out a vision for an age-friendly society through the achievement of four national goals (participation, health, security and research). It recognises that all sectors of society - government, businesses, voluntary groups, service providers, local authorities and the general public - have a part to play in creating an age-friendly society.

The Strategy allocates lead responsibility for its Priority Action Areas to various Government Departments and agencies. It also sets out the need for local joint working structures to complement this national-level activity, since many of the factors that contribute to a good quality of life for older people are community-based.

Role of Age Friendly Ireland

Established in January 2014 as an intermediary organisation, Age Friendly Ireland coordinates the national Age Friendly Cities and Counties Programme. The Programme brings together, supports and provides technical guidance to the 31 local authority-led, multiagency Age Friendly City and County Programmes in every local authority area.

Age Friendly Ireland provides the links between the National Positive Ageing Strategy and the Global Age-friendly Cities Guide, published by the World Health Organisation (WHO) in 2007. The Age Friendly Cities and Counties Programme represents the formal localisation, in Ireland, of this defined global programme.

The WHO programme involves a multi-agency, multisectoral approach to age-related planning and service provision. Applying this methodology consistently throughout the country Age Friendly Ireland helps cities and counties to be more inclusive of older people by addressing their expressed concerns under eight headings:



How Age Friendly Ireland Works

Age Friendly Ireland actively promotes partnerships and collaborations. The Age Friendly Cities and Counties Programme is run by effective city- and county-based Alliances, involving senior decision-makers from public, commercial and not-for-profit organisations. Age Friendly Ireland assists Alliances aim to streamline the work of all key players at local level, putting the views, interests and needs of older people at their core. Through an Older People's Council in each participating local authority area older people exercise a strong, guiding influence on age-friendly local development.

Age Friendly Ireland provides guidance to the

Alliances as they consult widely with older people. The Age Friendly City and County Strategies which the Alliances draw up are based squarely on the expressed views, needs and interests of older people. Through an Alliance's Age Friendly Strategy, participating service providers and businesses become accountable to each other, and to older people, for the age-friendly actions they take.

Age Friendly Ireland develops tools and methodologies for age-friendly practitioners

at frontline and management levels. It works as a hub for knowledge transfer, brokering connections and information exchange between agency officials, service providers and older people, both locally and nationally. The aim is to ensure the exchange of age-friendly best practices that older people want and value, and which are appropriate, sustainable and cost-effective.

Age Friendly Ireland offers access to valid, reliable and timely evidence on the lives of older people in Ireland through its partnership with the Department of Health and the HSE on the Healthy and Positive Ageing Initiative (HaPAI). This work offers a baseline against which Ireland can measure progress on positive ageing.

Further Information

Local Age Friendly Alliances can share their successful experiences and learn from the achievements of others through the online, searchable compendium of age-friendly practices at **www.agefriendlyireland.ie**. In it you will find details of many of the ideas outlined in this publication, and many more. Please contact Age Friendly Ireland to add yours!

For more information about how Age Friendly Ireland can help your Age Friendly City or County to achieve the best possible outcomes for older people, please contact:

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