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Co-President, Global Alliance of International  
Longevity Centres



# **The Age-Friendly Global Movement**

## **Past, Present and Future**

**Ageing 2.0 Boston Chapter  
25 October 2019**

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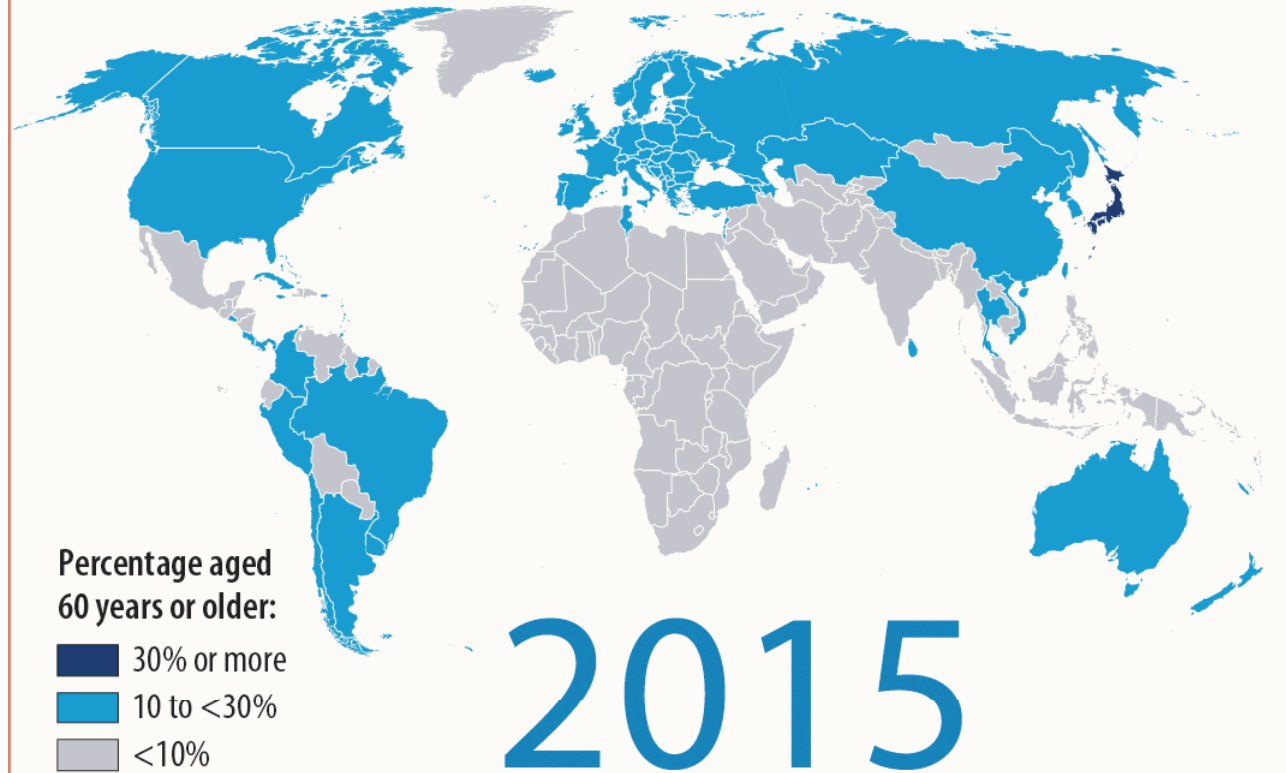
# TWO DEMOGRAPHIC IMPERATIVES OF THE 21 ST CENTURY

**AGEING**

**URBANIZATION**



## Populations are getting older



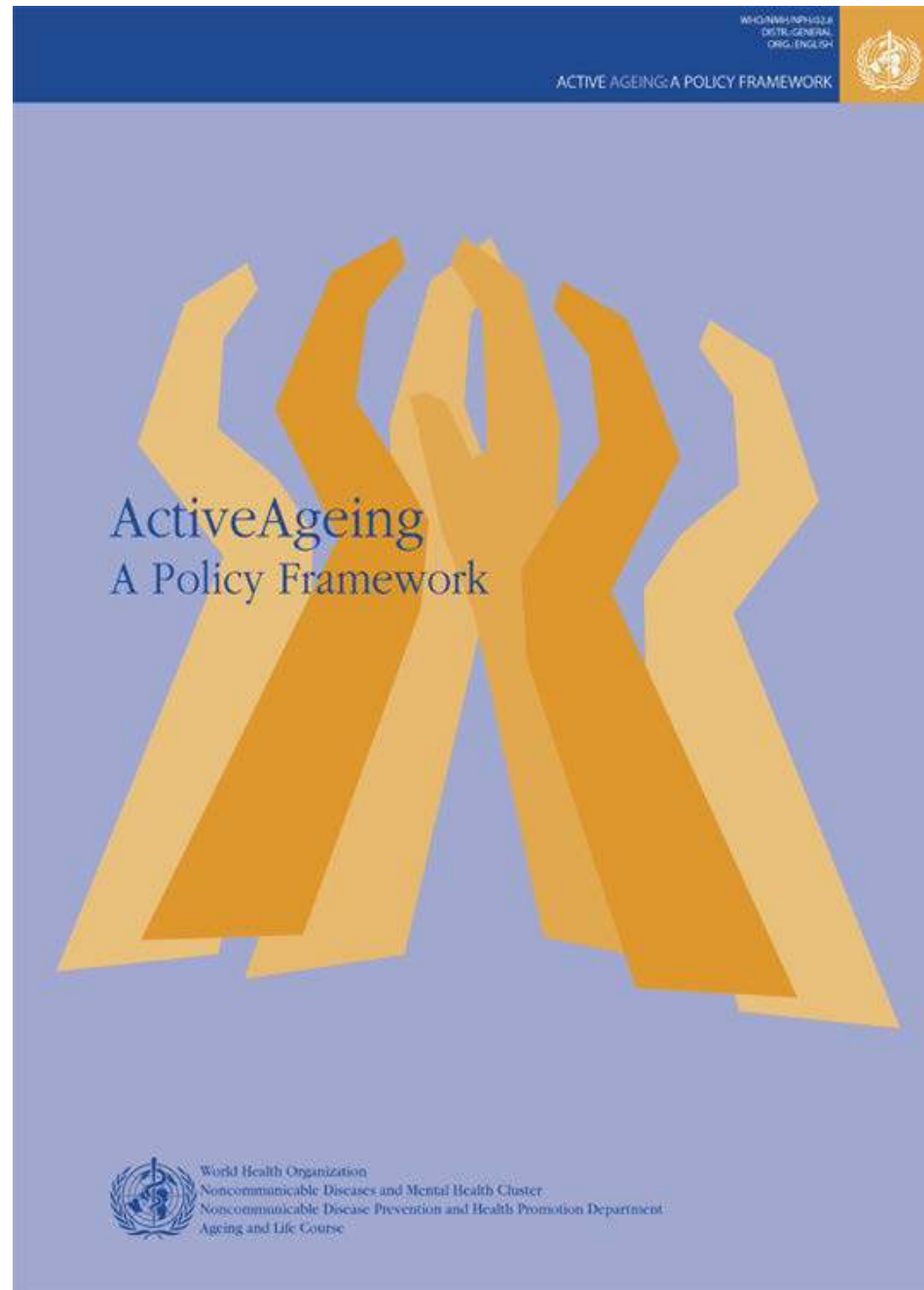
# United Nation Report, 2004

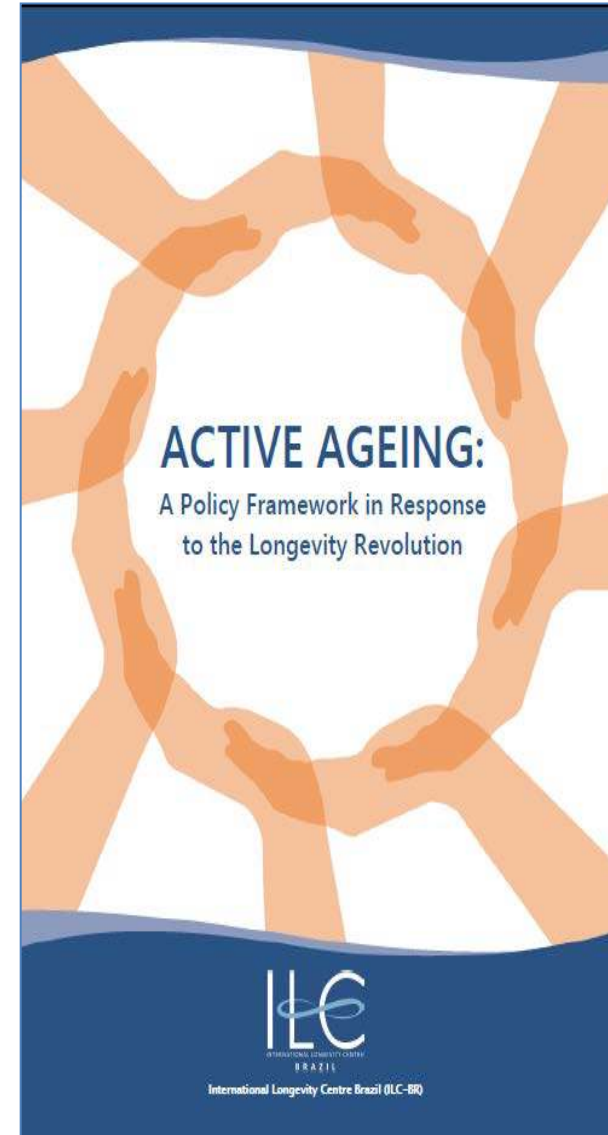
**...”by 2007 there  
will be more people  
living in urban  
areas than in rural  
areas for the first  
time in the History  
of Humankind.”**

# Urbanization





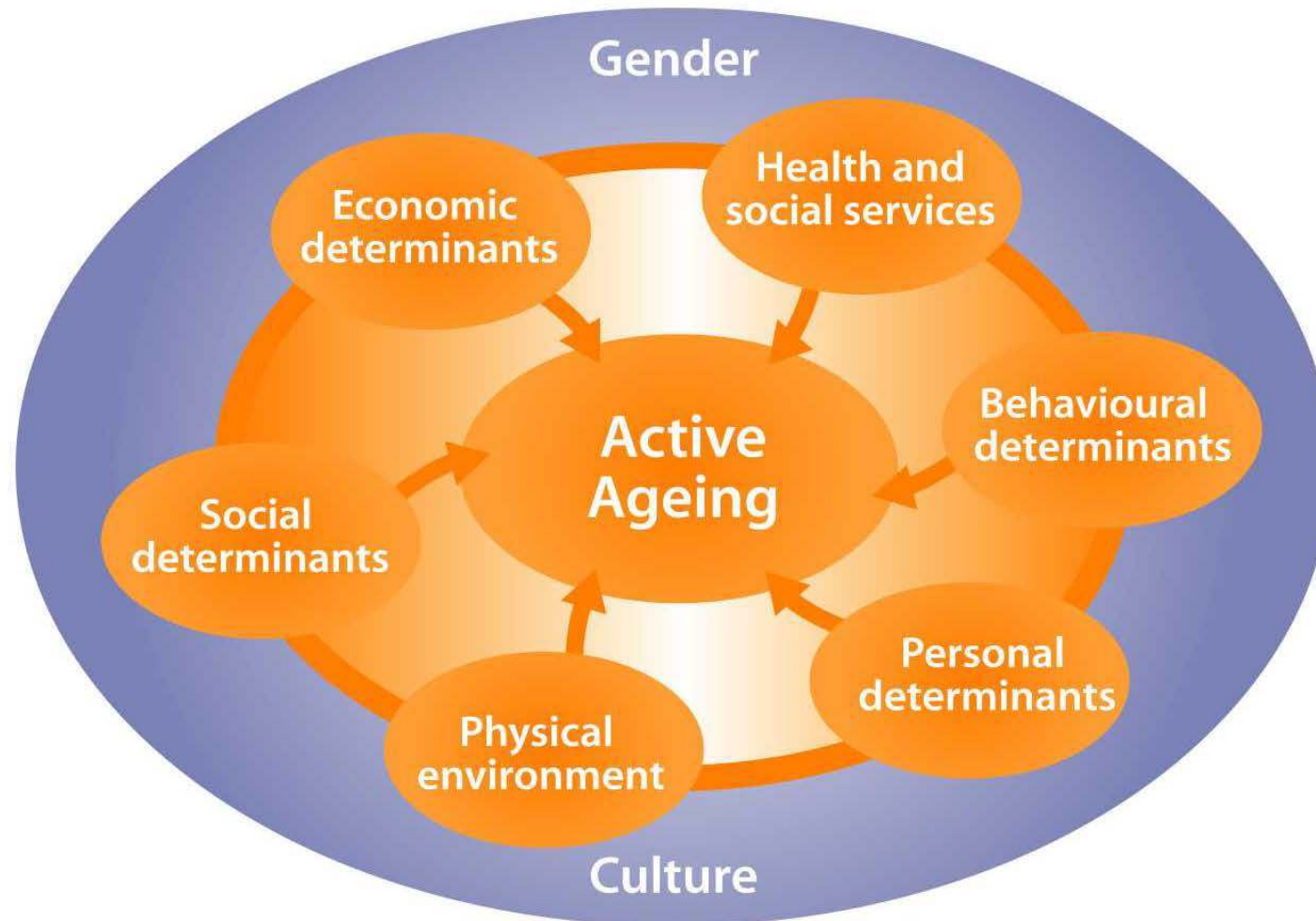




# ACTIVE AGEING

**“Active ageing is the process of optimizing the opportunities for **health**, **lifelong learning**, **participation** and **security** in order to enhancing quality of life as individuals age”.**

# Active Ageing Determinants

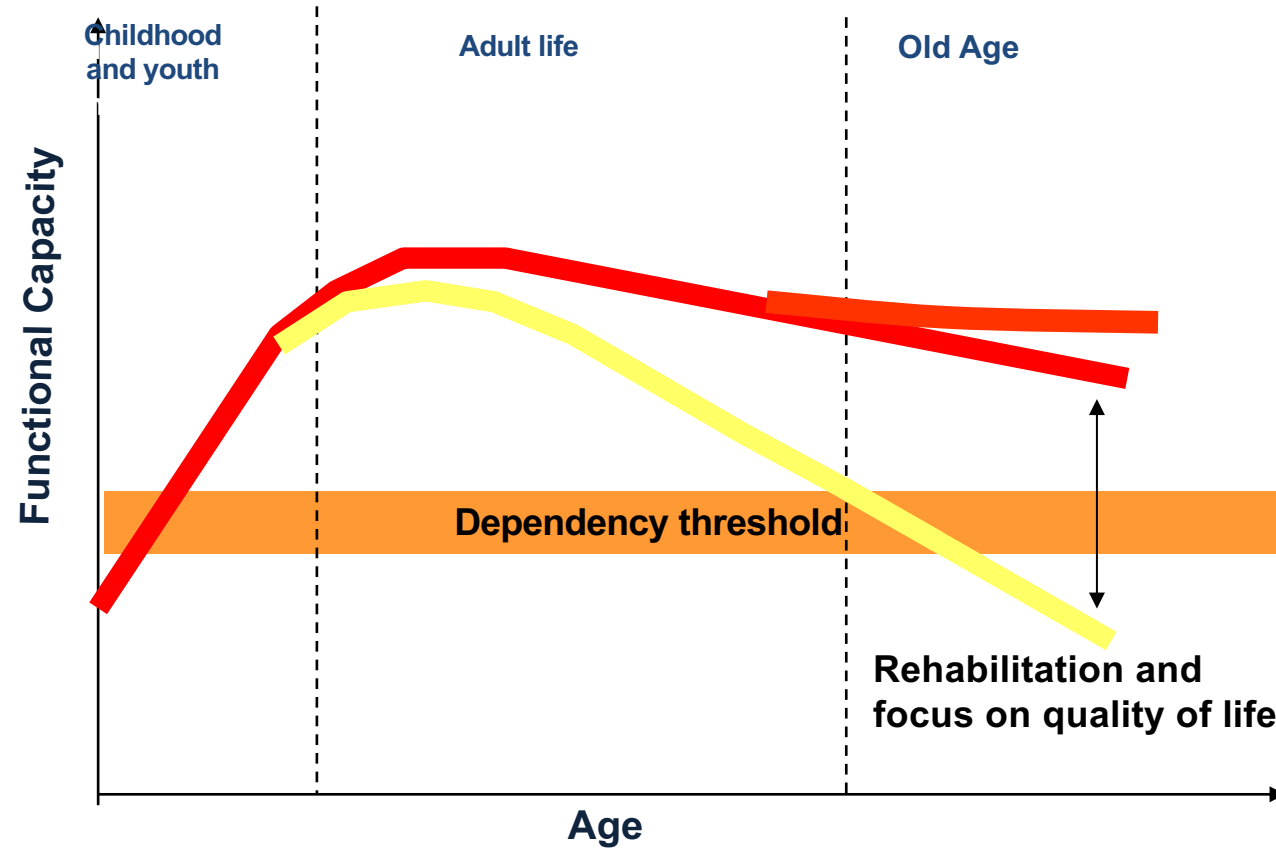






(Source: Adapted from WHO 2002 (1))

# Functional capacity across the life course



Adaptation of Kalache, A., & Kickbusch, I. (1997). A global strategy for healthy ageing. *World Health*, 50(4), 4–5.

# **IAGG CONGRESS 2005**

## **RIO DE JANEIRO**





















# Age Frindly City Vancouver Protocol

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# Age-Friendly Collaborating Cities



Argentina, La Plata  
Brazil, Rio de Janeiro  
Canada, Halifax  
Canada, Portage la Prairie  
Canada, Saanich  
Canada, Sherbrooke  
Costa Rica, San Jose  
Jamaica, Kingston  
Jamaica, Montego Bay  
Mexico, Cancun  
Mexico, Mexico City  
Puerto Rico, Mayaguez  
Puerto Rico, Ponce  
USA, New York  
USA, Portland



**EUROPE**  
Germany, Ruhr  
Ireland, Dundalk  
Italy, Udine  
Russia, Moscow  
Russia, Tuymazy  
Switzerland, Geneva  
Turkey, Istanbul  
UK, Edinburgh  
UK, London

**AFRICA**  
Kenya, Nairobi

**SOUTH-EAST ASIA**  
India, New Delhi  
India, Udaipur

**EASTERN MEDITERRANEAN**  
Jordan, Amman  
Lebanon, Tripoli  
Pakistan, Islamabad

**WESTERN PACIFIC**  
Australia, Melbourne  
Australia, Melville  
China, Shanghai  
Japan, Himeji  
Japan, Tokyo

# Global Age-friendly Cities: A Guide



# Bottom-up process: Older people as protagonists





**... But also from the top down:**

# The response of the public sector





**1027 cities and counting...**  
**(22/10/2019)**



## libraries as community hubs

The venerable search, story, and social services with which libraries are known to older adults, such as free library systems from all developed countries, are being used to better serve older patrons.



## MANHATTAN

### grow green age well

Support groups of older members take members' age-friendly suggestions and ideas to the city. Some have been successful in getting parks and community centers to offer more age-friendly services.



### art as memory

Therapeutic art classes help older adults with dementia and Alzheimer's disease to improve their quality of life.



### 311 direct line to City Hall

311 is a direct line to City Hall that helps older adults get the services they need.



### strengthening disaster preparedness

Older adults are encouraged to participate in disaster preparedness drills.



### innovative senior centers

Learn bible, social media and underwater photography.



### 2,800 acres of nature

The world's largest natural area is open to all.



### STATEN ISLAND

## accessible, customized art

The world's largest art center offers the arts and digital media to older adults.

## THE BRONX

### clean clothes and changing facilities

Older adults are encouraged to use public facilities.

### haircuts in peace & quiet

Older adults are encouraged to use hair salons.

### audit college courses for free

Older adults are encouraged to audit college courses.

### school buses for grown-ups

Older adults are encouraged to use school buses.

### free movies and popcorn

Older adults are encouraged to watch movies.

### older adults as ambassadors for change

Older adults are encouraged to be ambassadors.

## BROOKLYN

### older workers bring work ethic, loyalty and experience

Older workers are encouraged to share their experience.



### walking as a community solution

Walking is encouraged as a community solution.



## better store layout and customer service

Older adults are encouraged to use stores.

## QUEENS

### church groups improve the streets

Church groups are encouraged to improve the streets.

### swimming without the crows and cannon balls

Swimming is encouraged as a fun activity.

### safer street crossings

Safer street crossings are encouraged.

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## age-friendly NYC: a tour

This map highlights 25 of the thousands of changes Age-friendly NYC has catalyzed throughout the city.

## audit college courses for free

Older adults are encouraged to audit college courses.

## swimming

Swimming is encouraged as a fun activity.

## walking

Walking is encouraged as a community solution.

## safer street crossings

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# building an age-friendly NYC

We love this city!

## 1 listen to lots of older people

My mom can't climb her stairs any more, and I don't know what to do about it.

## 2 share the data loudly

84% of people over 65 say they need more time to cross the street.

## 3 create real citywide change

Build coalitions, advocate, work across all sectors, work across all departments, get stories in the press.

I don't go out at night because there is no one to go with.

I like shopping in my neighborhood because they know me.

I don't want to retire and do nothing.

I wish I knew how to skype.

I like meeting new people.

People over 65 ride public transit only 54% of the national average.

1 in 3 volunteers is 55 years old or older.

Every day roughly 10,000 baby boomers turn 65 and will for the next 19 years.

In New York State 129,522 grandparents are responsible for grandchildren who live with them.

700,000 of NYC workers are over 55. A person entering the workforce today can expect to work for 60 years.

2,800 acres of nature

311 direct line to City Hall

audit college courses for free

church groups improve the streets

clean clothes and changing facilities

free movies and popcorn

haircuts in peace & quiet

innovative senior centers

libraries as community hubs

safer street crossings

school buses for grown-ups

strengthening disaster preparedness

swimming

walking as a community solution

walking as a community solution

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walking as a community solution

walking as a community solution





Workshops do Projeto de Conscientização à qualidade no atendimento ao Idoso e ao Turista qualificará estabelecimentos.



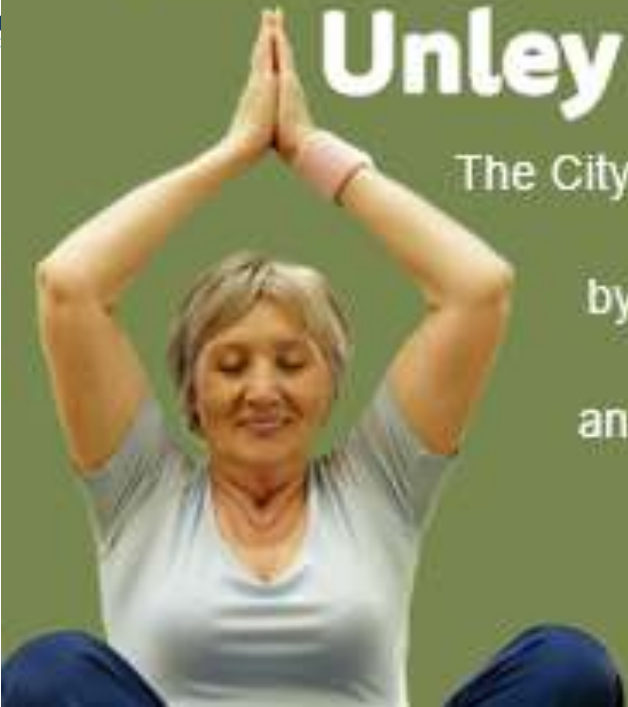








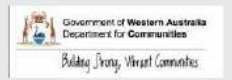
# Active Ageing Unley



The City of Unley is proud to be recognised by the World Health Organisation as an Age Friendly City and Community.

Read more

## Creating Age-Friendly Communities in Western Australia - a case for shared outcomes



Let's build an age-friendly state where Queenslanders regardless of their age, can stay active and connected, and contribute economically, socially and culturally.

Find out more in the *Queensland: an age-friendly community action plan*.

[www.qld.gov.au/agefriendlycommunity](http://www.qld.gov.au/agefriendlycommunity)

**Micro → Macro**  
**From Cities to States**

**Micro → Macro**  
**From Cities to States**  
**... countries**

**Canada**

**Ireland**

**Slovenia**

**Uruguay**

**Chile**

**Costa Rica**

# The age friendly principles are now being used in a variety of settings

- **Universities**
- **Businesses**
- **Hospitals**
- **Primary Health Care**
- **Tourism**
- **Banking**
- **Employers**
- **Public Transportation**
- **Rural communities**
- **...among other initiatives**

# Age-Friendly University Global Network led by DCU (Dublin)



Age-Friendly  
University

Supporting Active and  
Healthy Ageing





## Toward Age-Friendly Design

Document derived from the 4<sup>th</sup> International Longevity Forum on  
“The role of design and technology in an ageing society”

The role of design and technology in the context of rapidly ageing populations was the theme of the 4<sup>th</sup> International Longevity Forum held in Rio de Janeiro in October 2016. The Forum brought together a diversity of designers, philosophers, engineers, architects, gerontologists, geriatricians and other health professionals, government and private sector representatives as well as civil society organizations, with the intention to better elucidate a process toward age-friendly design and to open space for an ongoing age-friendly design movement.

### Introduction

Design is the oldest form of communication. Everything that is expressed by human beings is design. It is a continuous and an evolutionary process that does not develop in isolation but within a context. Intrinsic to it, is a freedom from dependency. Design is not limited

*“We get much of our culture from the results of our design.”* George Burden

*“Design is a continuous learning experience.”* Gabriel Patrocínio

to material products. It is a **process toward solving problems** across the five “P” domains – **people, place, products, person-centered services, policies.**

There is no singular ownership of design but neither is there sufficient democratization of it. Too often, it is user-centered rather than user-led. Too often, it is design for the middle rather than design for the edges. Too often, it is design for personas or idealized persons rather than *real* people. Too often, it is uni-, multi- and inter-disciplinary rather than trans-disciplinary in nature. Too often, is emotion seen as a side product to design rather than its *leitmotif* or driving-force. Too often, there is an impulse

*“Design should be about the exceptions, not about the averages.”* David Sinclair

*“All of us should behave and be treated as full citizens.”* Pedro Luiz Pereira de Souza

**Opportunities for work**

**Age Friendly Ventures**

**RetirementJobs.com**

**Tim Driver, CEO**

# THE FUTURE

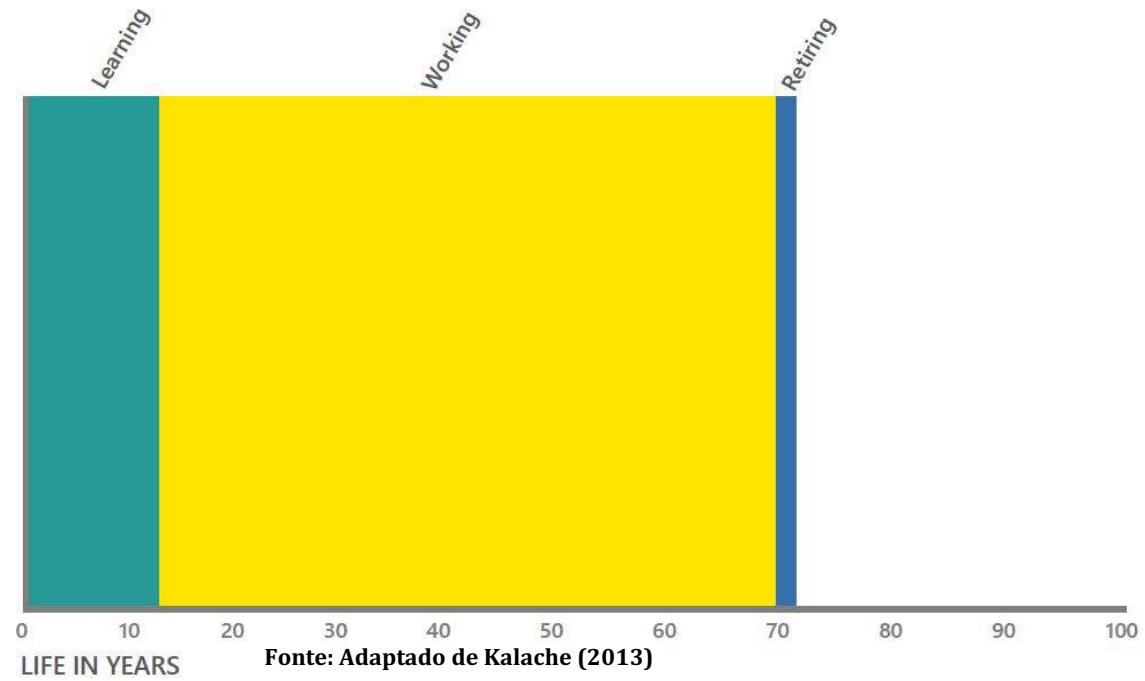


# MEASURING THE AGE-FRIENDLINESS OF CITIES

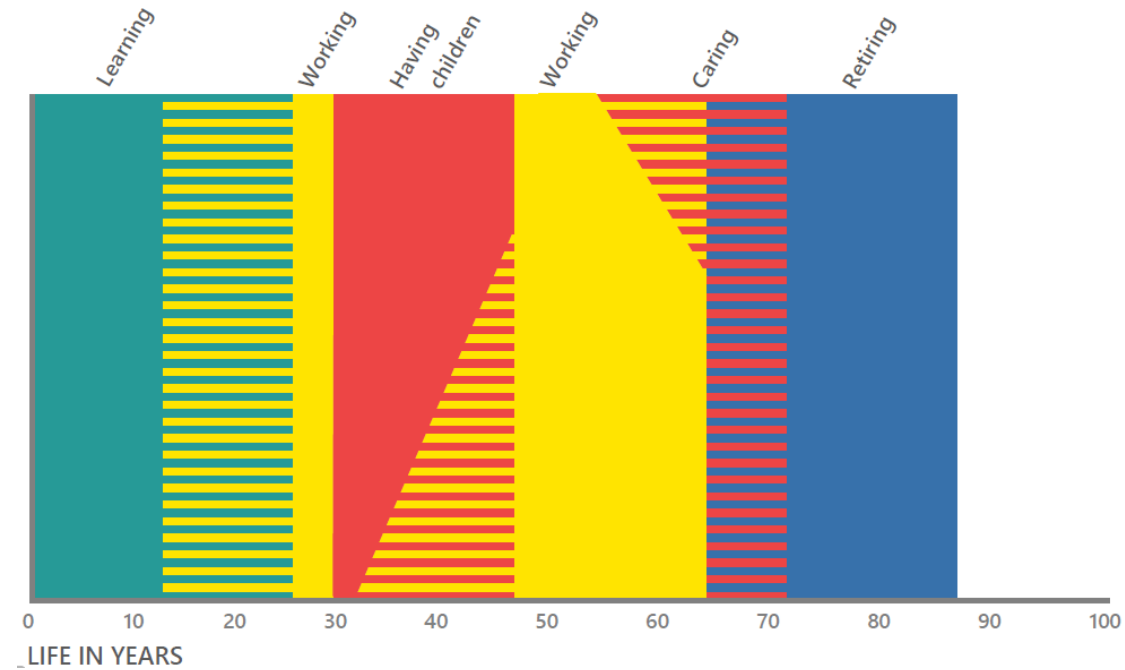
A GUIDE TO USING CORE INDICATORS

**Re-inventing the **life course**  
in response to the  
**Longevity Revolution****

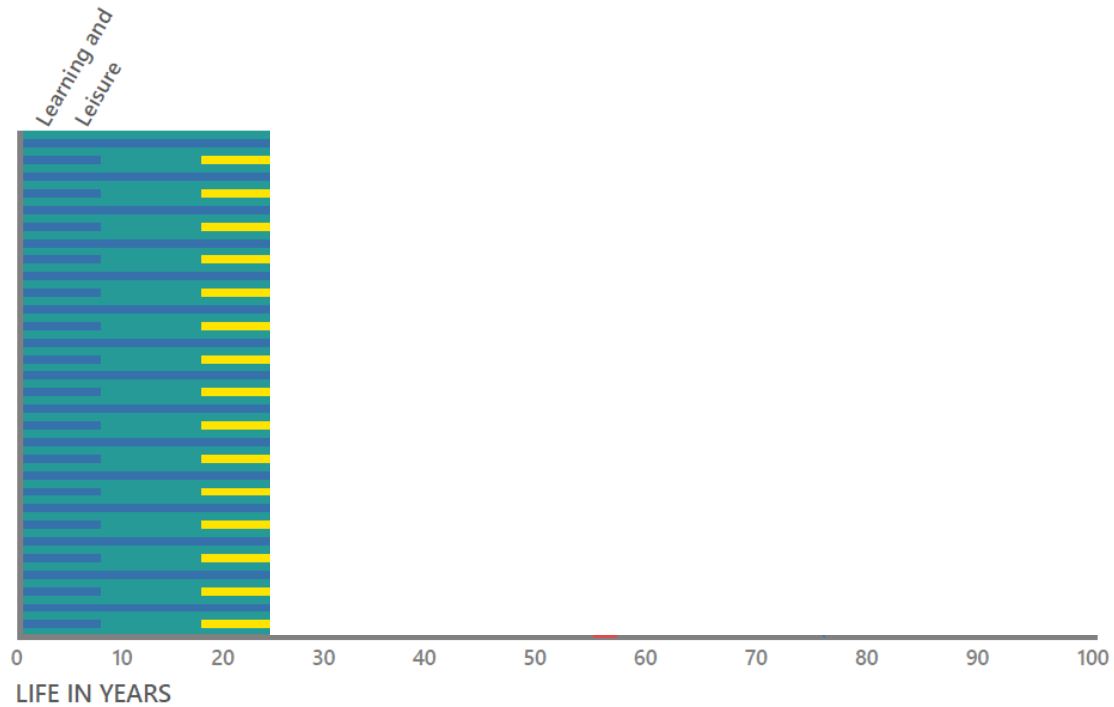
# Life Course in the 19th century



# Life Course today (women)

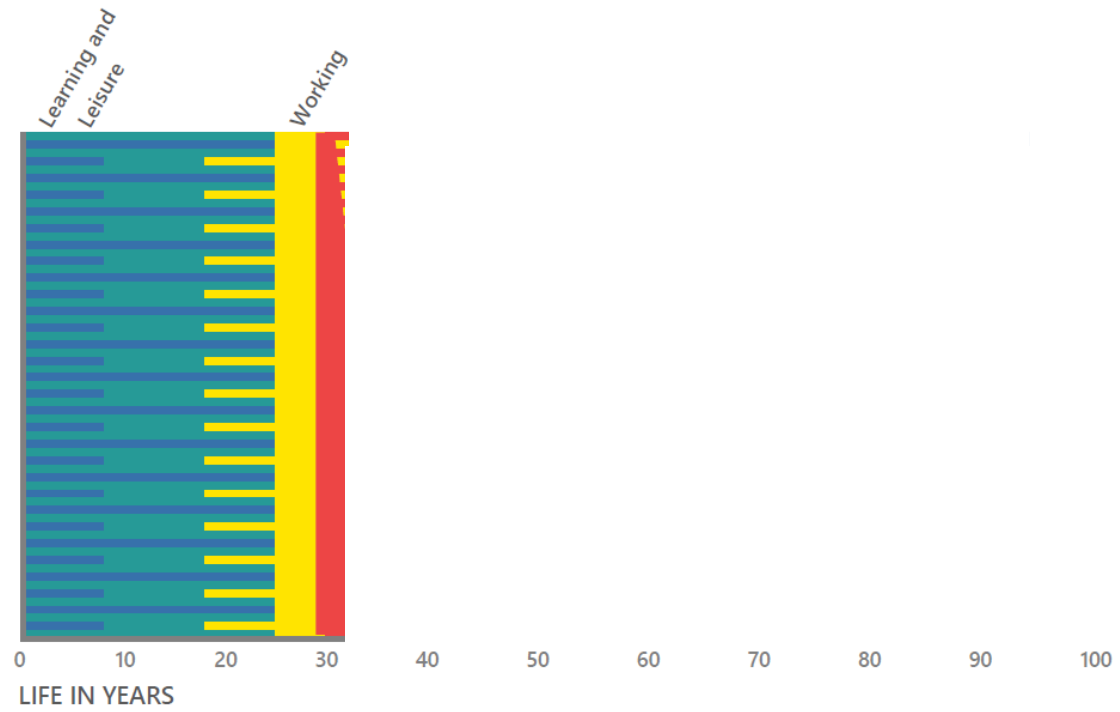


# A Woman's Life Course in the Future

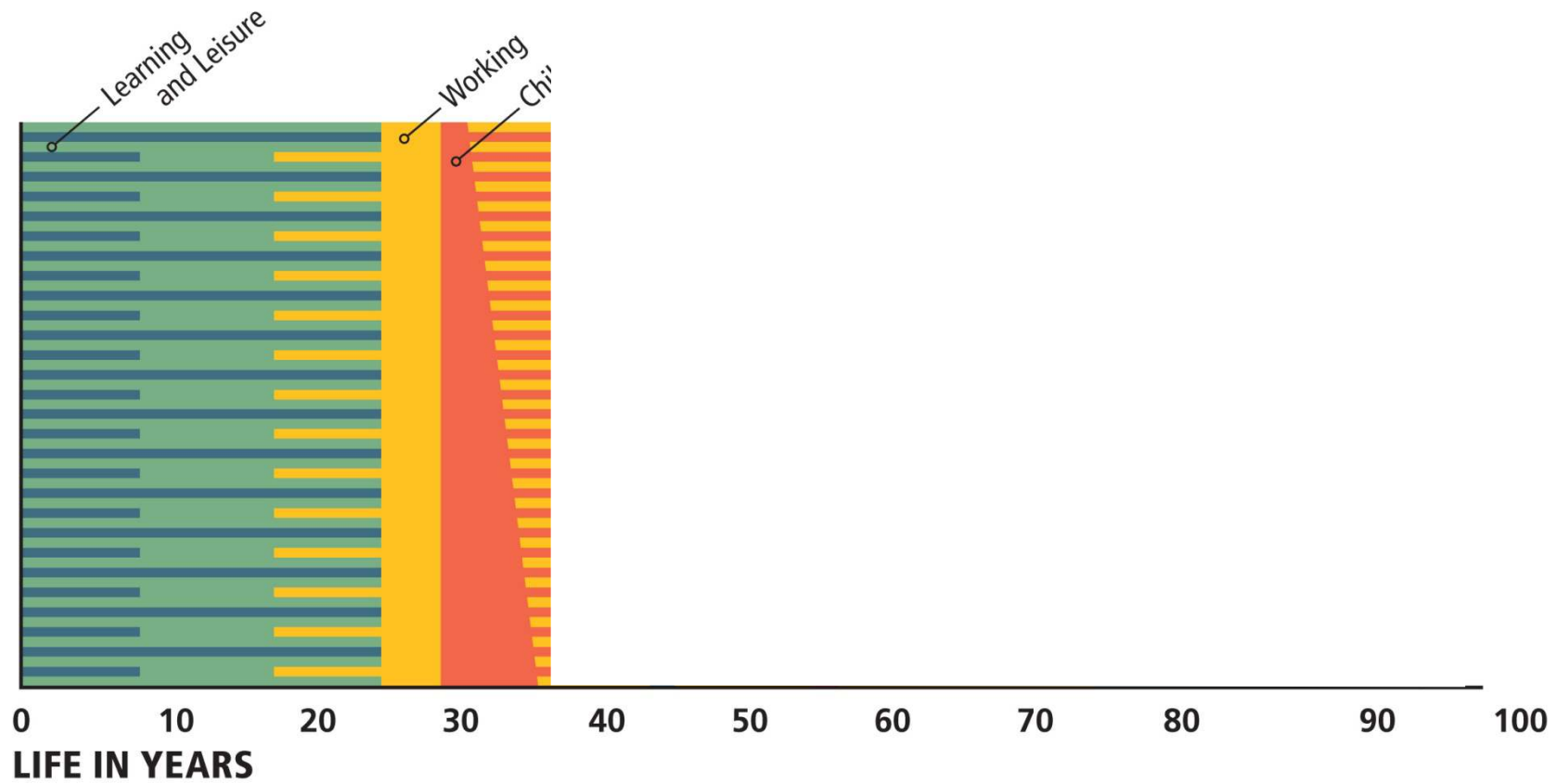


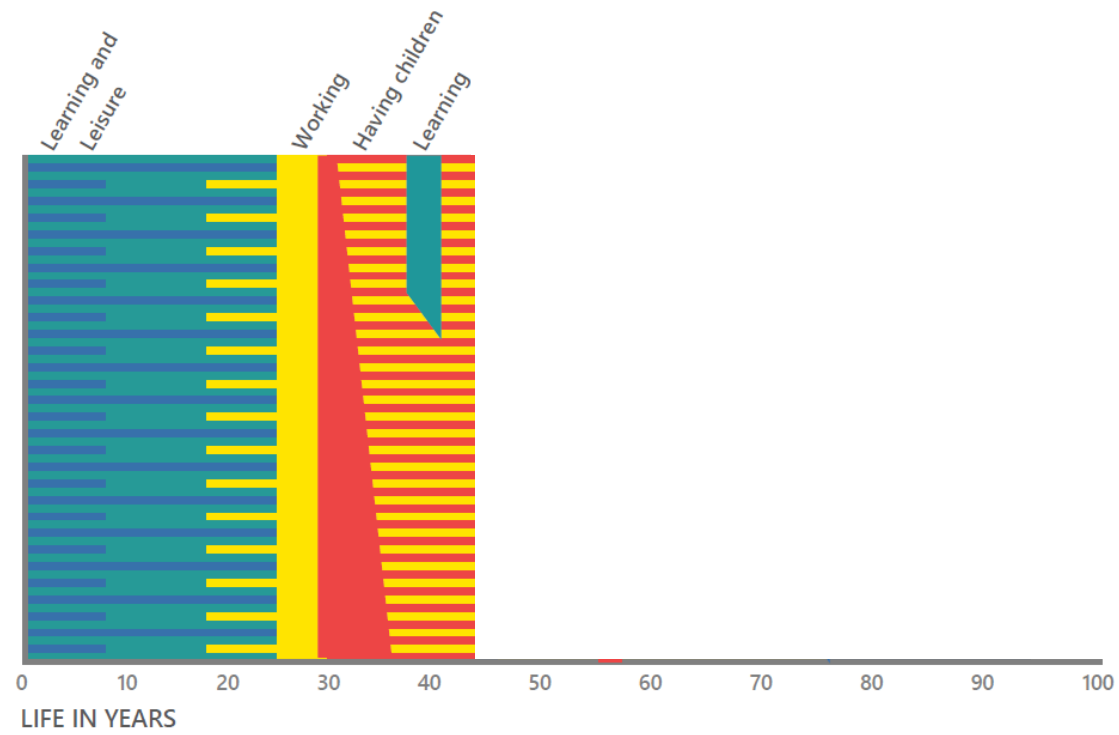
Fonte: Adaptado de Kalache (2013)





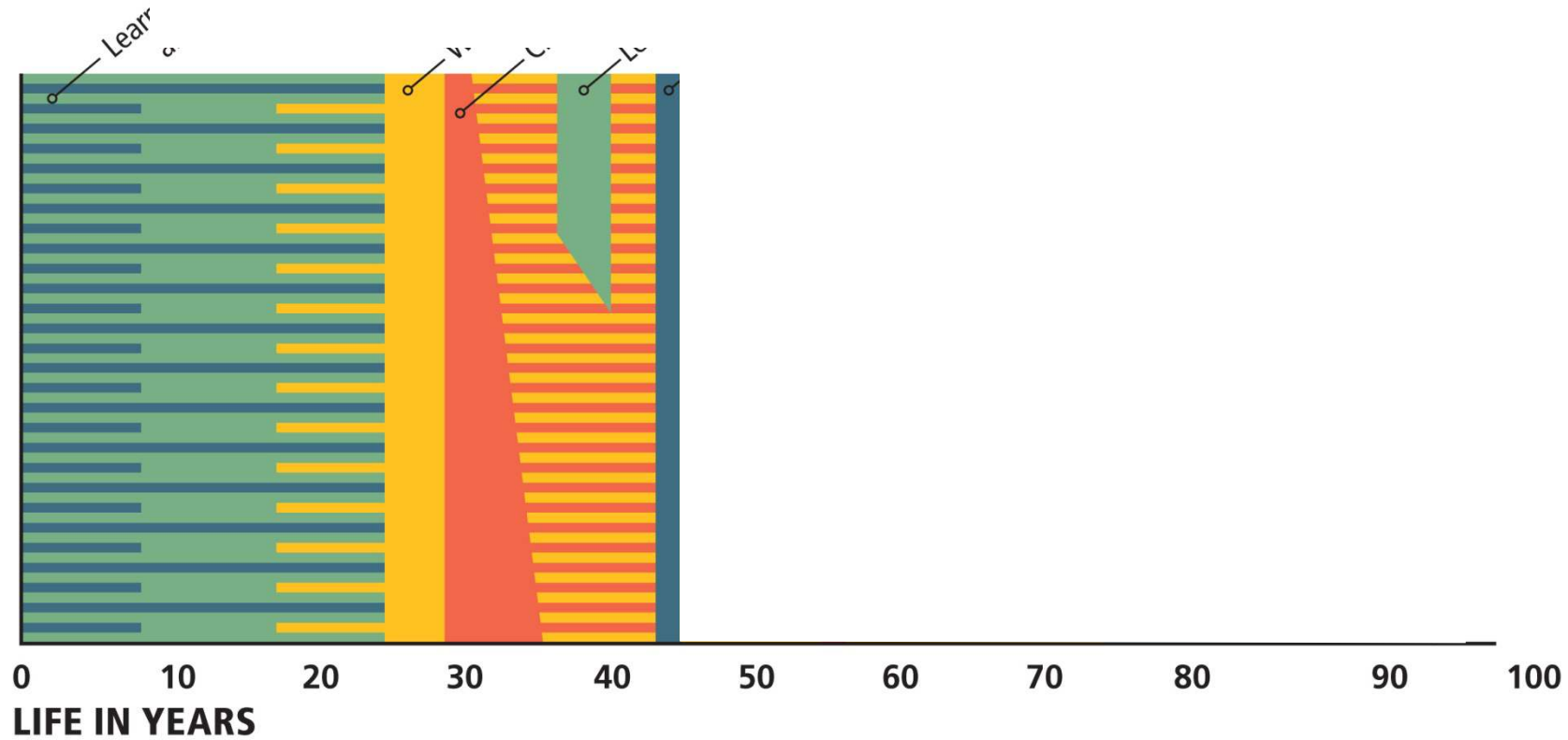
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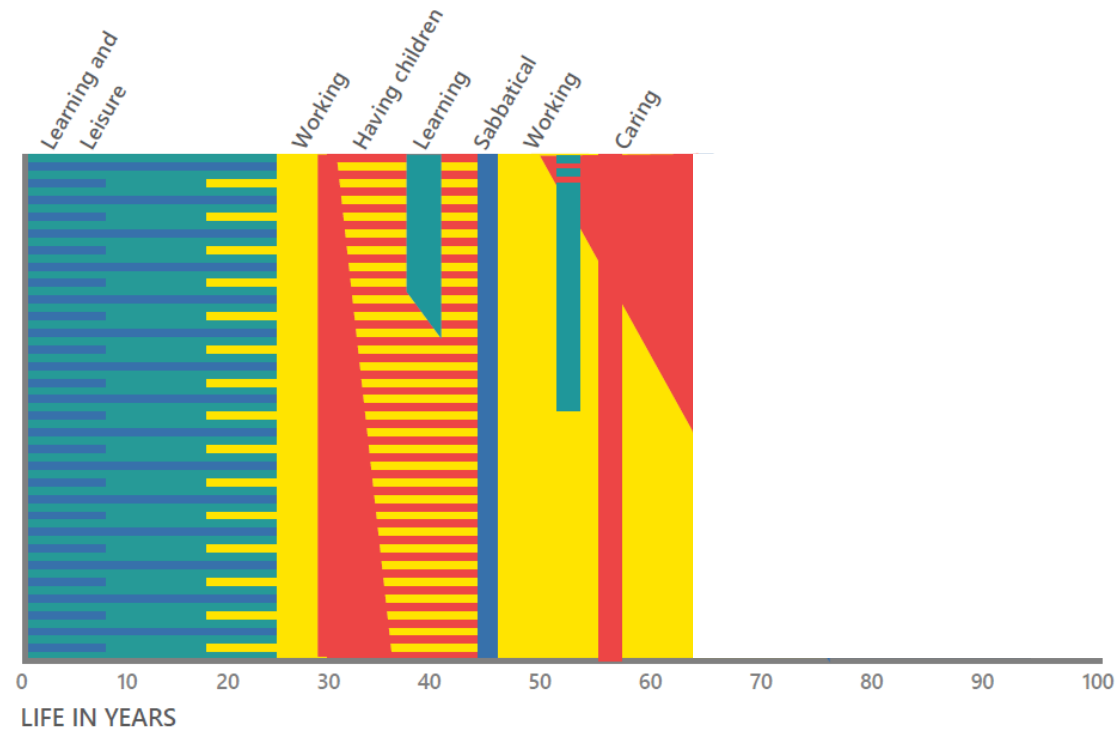




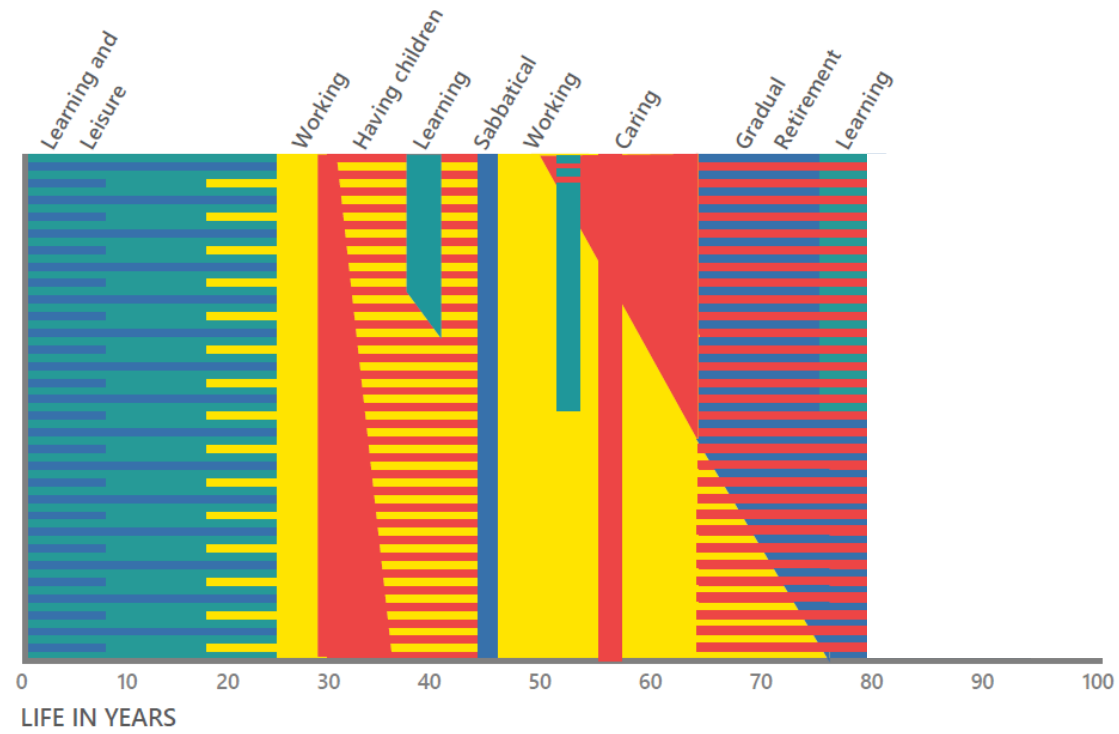
Fonte: Adaptado de Kalache (2013)

# A Woman's Life Course in the future



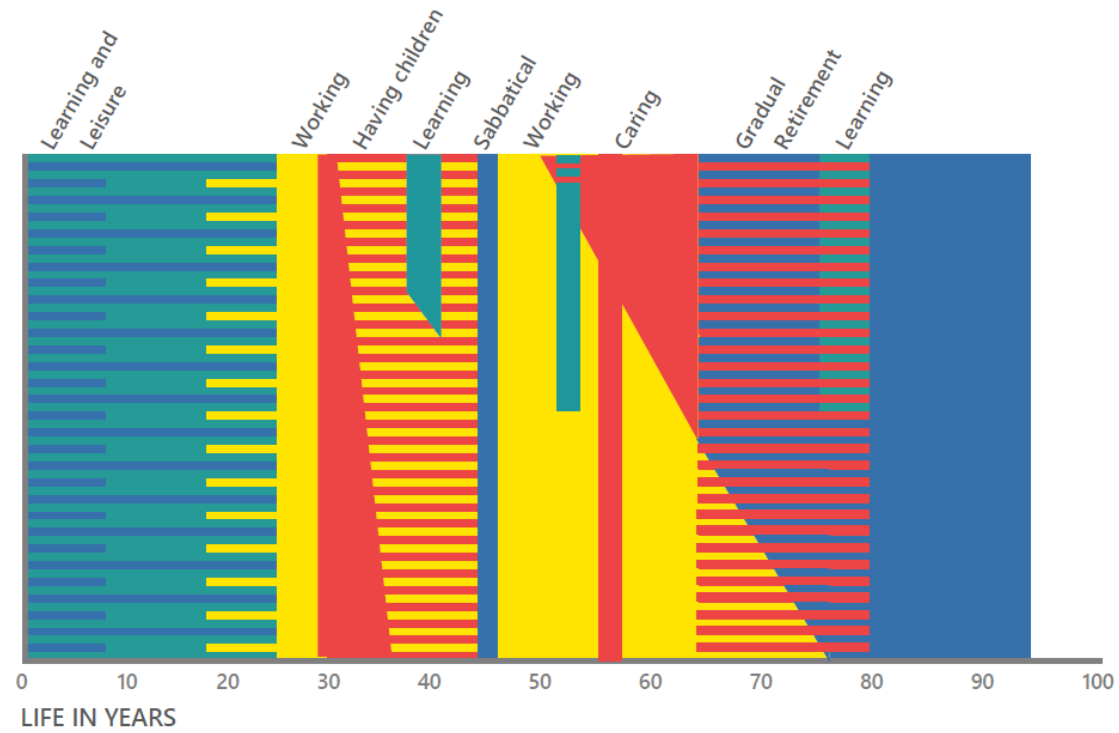


Fonte: Adaptado de Kalache (2013)



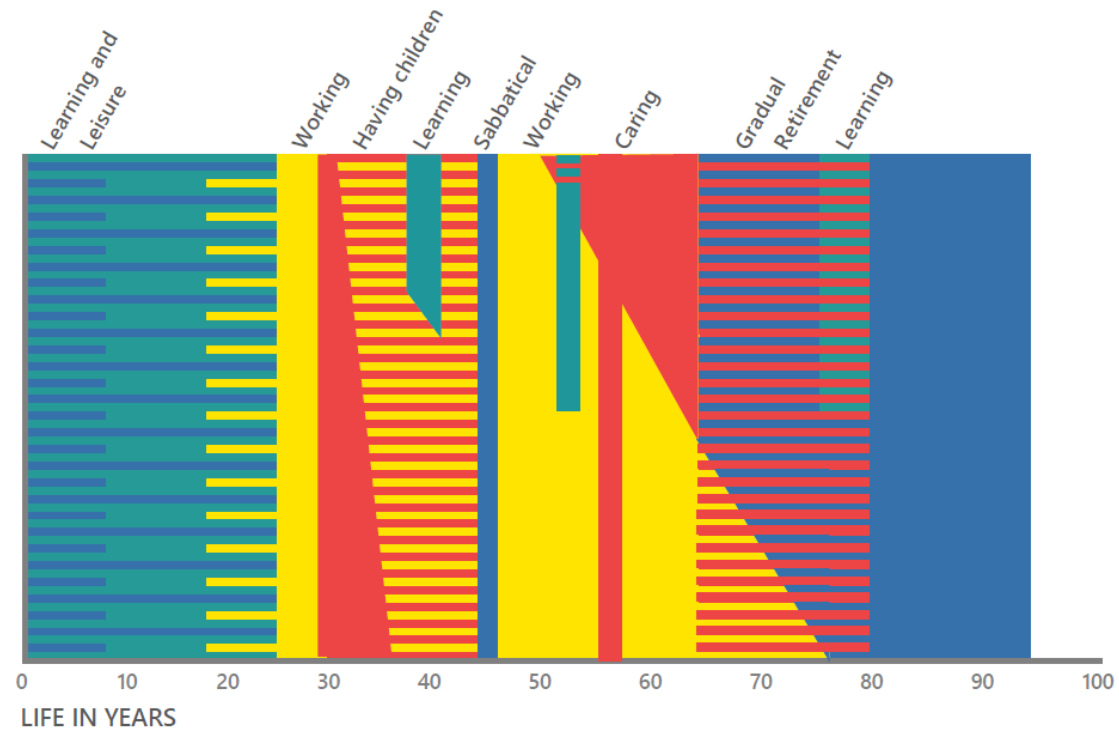
Fonte: Adaptado de Kalache (2013)

# A Woman's Life Course in the Future



Fonte: Adaptado de Kalache (2013)

# A Woman's Life Course in the Future



Fonte: Adaptado de Kalache (2013)



**The  
Economist**

JANUARY 14TH - 20TH 2017

Trump v the spooks

The stain of Guantánamo

Pop stars and patronage in Congo

Inflation's welcome return

# Lifelong learning

**How to survive in the age  
of automation**

A SPECIAL REPORT



# **Adressing inequalities**



## Preventing Ageing Unequally



**The Inner  
Level**  
**Richard  
Wilkinson  
& Kate  
Pickett**

How More Equal Societies  
Reduce Stress, Restore  
Sanity and Improve  
Everyone's Well-being

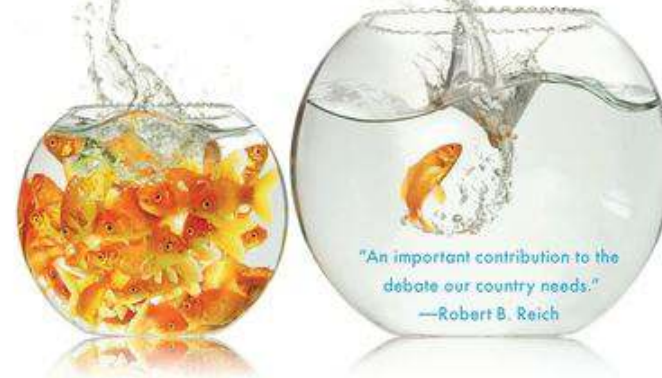
allen lane



INTERNATIONAL BESTSELLER

**THE  
SPIRIT LEVEL**

Why Greater Equality Makes  
Societies Stronger



"An important contribution to the  
debate our country needs."  
—Robert B. Reich

**RICHARD WILKINSON and KATE PICKETT**

Foreword by Robert B. Reich

# Inequalities



# USA

**Over the last 30 years inequality has grown year after year.**

**Since 1969 the top 1% income share has more than doubled while the percentage of poor people has remained the same.**

**Richest 0.1% take in 188 times the income of the bottom 90%**

**44% of USA population is either poor or low-income.**

**The USA spends 18% of its  
GNP on health and yet it  
ranks 32 in LEB globally,  
behind much poorer  
(but less unequal)  
countries\***

e.g. Italy, Spain, Israel, Malta, New Zealand, Portugal,  
Greece, Slovenia, Cyprus, **Chile, Costa Rica, Cuba**

**THE MODERN PLAGUES**  
**THE EPIDEMICS OF**  
**LONELINESS, ANXIETY,**  
**DEPRESSION, SUICIDE.**



# **THE MODERN PLAGUES**

**THE EPIDEMICS OF  
LONELINESS, ANXIETY,  
DEPRESSION, SUICIDE.**

**OVERNUTRITION, OBESITY,  
HYPERTENSION, DIABETES**

**LEB IN THE USA HAS  
DECLINED OVER THE LAST  
FOUR YEARS**

# USA

**LEB at birth in Central Colorado has reached 87y – in South Dakota, only 66y. Disparities are found within same state, same cities.**

## **A room with a view**

**...from my office at the  
New York Academy of  
Medicine**

**...or am I referring to LEB  
in Roxbury compared to  
BackBay ??**

**Nobody left behind**

**Nobody left behind**

**Ageing in a foreign land**

**Age friendly policies for  
MIGRANTS**

# **EMBRACING A RIGHTS-BASED APPROACH**



# ... Including the **RIGHT**

- **To health**
  - **To learn**
  - **To work**
  - **To be protected**
  - **To have na insurance**
  - **To participate**
  - **To have access to services**
  - **The right not to be discriminated**
- ...as well as...**

**AS WELL AS THE RIGHT**

**TO REST**

**TO STOP**

**TO A DECENT INCOME**

# The Right to **SOCIAL INCLUSION**



# **THE **FUTURE** OF AGE FRIENDLY**

# **THE FUTURE OF AGE FRIENDLY**

## **BOLD AND VISIONARY**

# **Mayor Walsh Age Strong Commission Mission**

**“Together we can live and  
age strong in Boston”**

# **Governor Baker**

## **Aspirational Future State**

**Massachusetts to be the  
Silicon Valley of innovation  
in aging and exports  
knowledge and services.**

# **THE **FUTURE** OF AGE FRIENDLY**



**CENTRED ON A  
CULTURE OF CARE**

# Reversing the

## Conspiracy of Silence\*

# QUALITY OF LIFE FOR AS LOG AS THERE IS LIFE

**\*Atul Gawande in  
“Being Mortal”**

# **FROM THE BEGINNING OF LIFE**





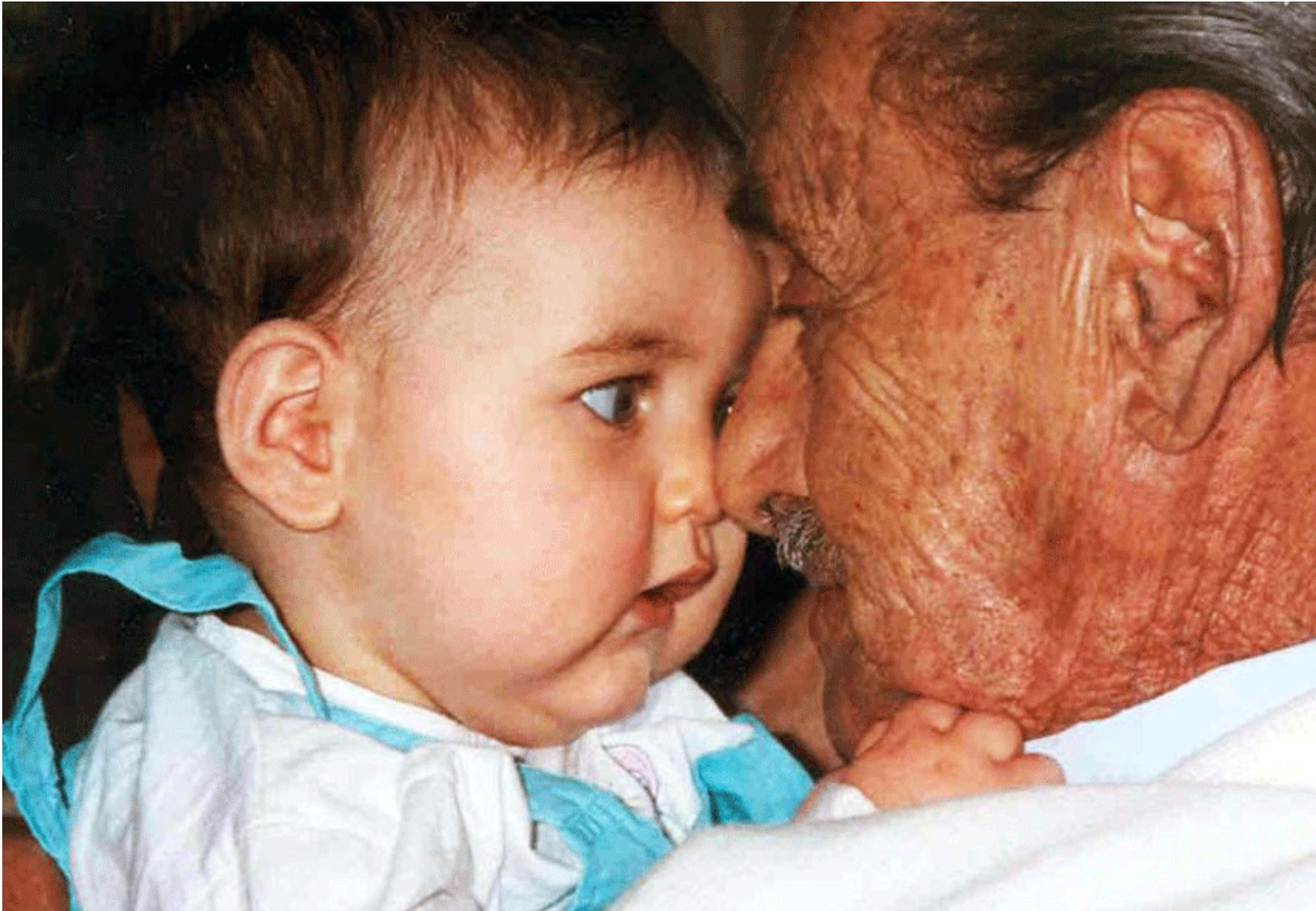
**TO THE END**



**... In the process,  
fostering...**



## **Intergenerational harmony and solidarity**





<http://www.ilcbrazil.org/>  
<http://www.ilcbrazil.org/portugues/>



<http://longevidade.blogspot.com.br/>



@ilcbrazil



<https://www.facebook.com/ilcBR>