AGE WATCH
living life loving life longer
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AGE WATCH ANNUAL REVIEW 2016/2017

1. Our Aim

We aim to help people understand how to slow the process of ageing – so they can live longer while enjoying more years of good health.

2. Why this matters

'As a population we're living longer but spending more years in ill-health.'

PUBLIC HEALTH ENGLAND 2015

'At the moment our healthcare system cares for people when they become ill, but it doesn't do enough to prevent people from becoming ill.'

DR PETER CARTER, CHIEF EXECUTIVE, ROYAL COLLEGE OF NURSING 2015

'The top three causes of premature death in the UK (heart disease, lung cancer and stroke) are placing a significant burden on the NHS, social care and wider society, but all are largely preventable.'

HOUSE OF COMMONS HEALTH COMMITTEE REPORT FOR 2016 - 2017

3. What we do

To promote health throughout life we:

- Provide evidence-based health information on action people can take to improve their chances of living longer in good health.
- Undertake research into health behaviour change, to help identify what factors encourage people to make heathy choices in their lives.
- Campaign to encourage government, businesses and employers to make healthy choices the easy choices for people (through our sister charity, Health Action Campaign).

4. Who we are

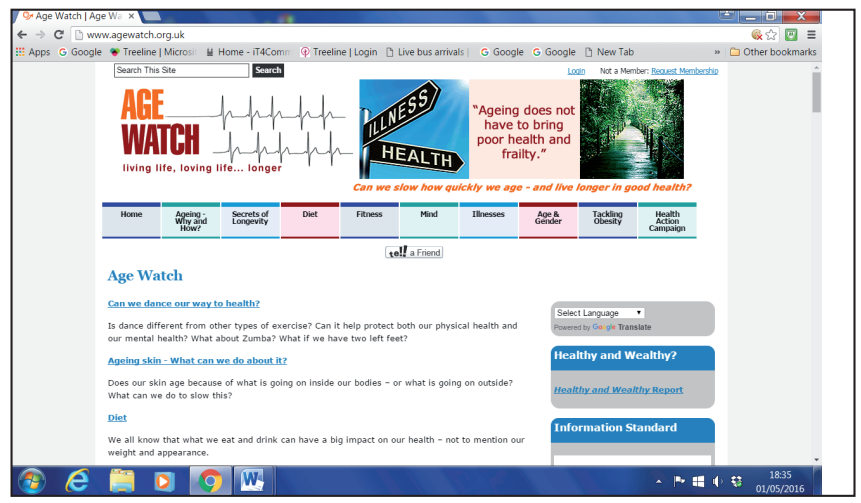
A public health charity, launched in 2011.

We're a not-for-profit organisation made up of expert volunteers from a range of backgrounds, including medical science.

Our core belief is that prevention is better than cure – and helps improve the likelihood of a long and healthy life.

5. Health Information we provided

To help people make healthy choices in their lives we provide evidence based health information on our website www.agewatch.org.uk.



Over the 12 months to June 2017 the website received nearly 435,000 hits – up 22% on the previous year.

Here are some of the articles we added or reviewed and updated during this time:

- *Are active brains more resistant to dementia?*
- *Can we dance our way to health?*
- *Can we reduce the risk of Alzheimer's*
- *Effect of ageing on the senses*
- *Glycemic Index and Glycemic Load*
- *Having a purpose in life*
- *Health benefits of a Mediterranean Diet*
- *Healthy Nordic Diet?*
- *How can we get the exercise we need?*
- *How long can we expect to live in good health?*
- *Is status key to longevity?*
- *Japanese Diet?*

- *Looking Younger*
- *Memory Aids for Dementia*
- *Mindful eating*
- *Prebiotics*
- *Spare the Salt*
- *Stress and health*
- *Successful retirement – staying financially healthy*
- *The power of positive thinking*
- *Therapeutic aids for dementia*
- *Vitamin D and Ageing*
- *What can we do to get a good night's sleep as we get older?*
- *What happens to our brains as we get older?*
- *Winter weather – does it bring health risks?*

6. Evidence based information

We have Information Standard accreditation. This is NHS England's quality mark, awarded to organisations whose health information is clear, accurate, balanced, evidence based and up to date.

We are assessed annually to ensure we continue to meet the Information Standard Principles.

As part of the process our User Group Advisory Panel reviews each new article ahead of publication. This helps ensure the information we provide is understandable and covers points people are likely to be interested in.

7. Research Council Project

Can art help people with dementia? That's what the Dementia and Imagination Research Council project is seeking to find out.

We are a partner in the project, where we are leading on Knowledge Transfer.

The project explores the potential of art to help people with dementia – through art interventions with people living with dementia:

- In the community in North Wales
- In NHS assessment units in Derbyshire
- In care homes in the North East

There is currently no cure for dementia, so initiatives to maintain quality of life are particularly important.

You can find out more about the project at the project website dementiaandimagination.org.uk – which we commissioned, developed and manage for the project, as part of our contribution to Dementia and Imagination.

Baroness Sally Greengross (Co-Chair of the All Party Parliamentary Group on Dementia), with our Director, Michael Baber, at the Dementia and Imagination conference - January 2017

8. Dementia Action Alliance

As a national member of the Dementia Action Alliance we continue to:

- Signpost our web users to a range of services to support aspects of daily living for people with dementia and their carers – through the Elder Care section on www.agewatch.org.uk.
- Provide information on developments in dementia research – including the evidence that physical and mental activity can delay the onset of symptoms.
- Help break down negative stereotypes – by developing an online gallery of art work by people with dementia on dementiaandimagination.org.uk

Example of art work from the Dementia and Imagination project