

## Age Action Alliance

<i>Category</i>	<i>Description</i>
<b>Title of intervention</b>	Age Action Alliance
<b>Objectives</b>	<p><b>Objectives IROHLA taxonomy</b></p> <ul style="list-style-type: none"> <li>✓ To inform and educate older adults and/or professionals</li> <li>✓ Improving skills of older adults and/ or professionals</li> <li>✓ To support behaviour change and maintenance</li> <li>✓ To strengthen contextual social support</li> <li>✓ To facilitate involvement of individuals at the system level</li> <li>✓ To customise health literacy interventions or enhance the implementation of these interventions</li> <li>✓ To change the social, cultural or physical environment in order to enhance the effects of health literacy interventions</li> </ul> <p><b>Short description of the objectives of the intervention</b></p> <p>Improve the lives of older people and help transform communities into better places to better support older people. The intervention focus on education of older people, e.g. digitally, and strengthening their abilities, capabilities and strengths to (re-) integrate themselves and to be (re-) integrated into the society they live in.</p>
<b>Target groups</b>	<ul style="list-style-type: none"> <li>✓ older adults (50+)</li> <li>✓ young seniors: 50-60</li> <li>✓ pensioners: 65-80</li> <li>✓ oldest group: 80+</li> <li>✓ vulnerable groups</li> <li>✓ professionals working with (carers/caretakers of) 50+</li> <li>✓ others: organisations</li> </ul> <p><b>Short description of the target groups</b></p> <p>The intervention targets older people as well as organisations.</p>
<b>Problem analysis</b>	<p><b>Scope of the problem</b></p> <p>UK society is undergoing profound change, with average life expectancy up by 30 years over the last century and one in four of today's children likely to live to 100. In the UK there are now more people over State Pension age than children under 16.</p>

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	<p><b>Consequences for individual and/or society</b> Too many of today's older people find themselves in unsuitable housing, facing deprivation, isolation and exclusion.</p> <p><b>Distribution of the problem</b> UK</p> <p><b>Perception of target groups (of the problem)</b> Older adults don't feel secure and valued in the community.</p>
<i>Short description of the modifiable determinants of older adults.</i>	<p><b>Modifiable determinants of older adults</b></p> <ul style="list-style-type: none"> <li>• Improving their attitudes toward ageing.</li> <li>• Improving the skills of older adults.</li> <li>• Strengthening the self-confidence.</li> <li>• Enabling older people to participate in society to show them that there are tasks and jobs they can do and are good at.</li> <li>• Interest in digital inclusion.</li> </ul>
<i>Short description of the modifiable determinants of professionals.</i>	<p><b>Modifiable determinants of professionals</b></p> <ul style="list-style-type: none"> <li>• Providing awareness of the needs of older adults.</li> <li>• Working against stereotypes regarding older people.</li> <li>• Encouraging older people stay active in the society.</li> <li>• Enabling (digital) inclusion of older people.</li> </ul>
<b>Components of the intervention</b>	<p><b>Components</b></p> <ul style="list-style-type: none"> <li>✓ Individual counselling/coaching by professionals</li> <li>✓ Website</li> <li>✓ Newsletter</li> <li>✓ E-learning modules</li> <li>✓ Written information materials (leaflets)</li> </ul> <p><b>Description of components</b> The AAA is a UK wide network to promote partnership working &amp; practical action.</p>



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	<p>The following working groups are active in the network: Age Friendly Environments, Attitudes to Ageing, Digital Inclusion, Excluded Groups, Healthy Workplaces, Loneliness &amp; Isolation, Money Matters, Public Health &amp; Active Lifestyles, Safe Warm Homes, Social &amp; Economic Participation of Older People, Transport, European Matters, Research, and Older People's Day.</p> <p>The components focus a lot on helping and teaching older people (focus on socially excluded &amp; most vulnerable) to improve or expand their skills. Information material is distributed by professionals and through websites, newsletters and e-learning modules (e.g. for digital inclusion). Toolkits and case studies are provided, awareness campaigns are run. Individual counselling is provided, e.g. free service lines.</p>
<b>Approach</b>	<p><b>Theoretical models used</b></p> <p>The alliance itself does not seem to work with theoretical models but their members do, e.g. The Second Half Foundation demonstrates the use of the Preventative Care Model.</p> <p><b>Didactics used</b></p> <p>There are different approaches spread among the different projects.</p> <p><b>Techniques used</b></p> <p>Mobilising social support and contextual resources is a main technique in this alliance which focuses on a broad range of themes, e.g. age-friendly environments, digital inclusion, financial literacy, improving the lives of excluded older people.</p> <p><b>Contexts</b></p> <p>Integration older people into society, e.g. workplace settings.</p> <p><b>Stakeholders involved</b></p> <p>601 members in the alliance, e.g.</p> <ul style="list-style-type: none"> <li>• EURAGE</li> <li>• Manchester City Council</li> <li>• Advent-age</li> </ul> <p><b>Type of professionals involved</b></p> <ul style="list-style-type: none"> <li>• Politicians</li> <li>• Researchers</li> </ul>



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	<ul style="list-style-type: none"> <li>• Teachers</li> <li>• Social workers</li> <li>• Etc.</li> </ul>
<b>Resources and qualifications</b>	<p><b>Duration of the intervention</b> Not mentioned, launched in 2011 and no end date set.</p> <p><b>Financial costs for the implementing organisation</b> The Alliance is not an organisation but rather a network of organisations working with older people to promote solutions to improve later life and adapt for an ageing society. As such it is not a legally constituted group and has no budget. Development of the Alliance website, providing the platform for communications, was enabled with support from Alliance members, including the European Commission in the UK as part of the legacy of the 2012 European Year. Joint Secretariat support is provided by the Department for Work &amp; Pensions (DWP) and Age UK and member organisations and older people donate their times and resources (such as meeting venues and refreshments at their offices). Financial support may be sort by members on behalf of the Alliance for specific projects, for example to print and launch a toolkit on Healthy Workplaces.</p> <p><b>Financial costs for the target groups</b> None</p> <p><b>Required competencies of professionals</b> There are different competencies needed in the different projects.</p>
<b>Implementation</b>	<p><b>Implementation strategy</b></p> <ul style="list-style-type: none"> <li>• Raising awareness for the needs of older people.</li> <li>• Educating older people in certain fields, e.g. technology use.</li> <li>• Strengthening the self-esteem of older people.</li> <li>• Building up partnerships to work more effectively.</li> </ul> <p><b>Conditions for effective implementation</b></p> <ul style="list-style-type: none"> <li>• Interest of all groups</li> <li>• Initiatives to work with older people</li> </ul>

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	<p><b>Stakeholders involved</b></p> <ul style="list-style-type: none"> <li>• Age Action Alliance members</li> <li>• Organisations and associations providing activities and support for older people</li> <li>• Age UK and DWP</li> </ul>
<b>Transferability</b>	<ul style="list-style-type: none"> <li>• Training courses are provided.</li> <li>• Bespoke courses for social workers, GPs, Commissioners service providers are also provided.</li> </ul>
<b>Evaluation</b>	<p><b>Methods used</b></p> <p>Asking for feedback from members and participants.</p> <p>The network represents a new way of working and joining up activity to promote positive ageing. While we have tracked progress in certain areas, such as membership, working group outputs and use of our website, our capacity restricts our ability to formally evaluate the impact of the network.</p>
<b>Effectiveness</b>	<p><b>Main results</b></p> <p>When including and working with older people, communication can be enhanced, older people play a greater role in a community's affairs, they feel more understood, welcome and valued.</p>
<i>Key elements/components of the intervention that must stay intact in order to have an effective intervention</i>	<p><b>Key elements</b></p> <ul style="list-style-type: none"> <li>• To have a forum where older adults can say their opinion about how to improve their lives.</li> <li>• A Partnership Development Group – made up of 50:50 older people and organisations.</li> </ul>
<b>Level of evidence</b>	✓ Other: Information given by older people
<b>Sector</b>	Social sector
<b>Country of development</b>	UK
<b>Provider</b>	<p><i>Organisation:</i> Age Action Alliance</p> <p><i>Type of organisation:</i> Independent alliance of organisations</p> <p><i>Post address:</i> Age Action Alliance, c/o 1st Floor, Caxton House, Tothill Street, London SW1H 9NA</p> <p><i>E-mail:</i> info@ageactionalliance.org</p> <p>Emily Georghiou [Emily.Georghiou@ageuk.org.uk]</p> <p>David Wright [D.Wright2@brighton.ac.uk]</p> <p><i>Telephone number:</i> 020 7449 7008</p>

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Relevant documents/links	<a href="http://ageactionalliance.org/themes/">http://ageactionalliance.org/themes/</a>

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