

GREATERSPORT

**Priority plan:
Active older
adults**



Active older adults

Our shared ambition

Creating the conditions for older adults to be more active more often, enabling over 50s in Greater Manchester to live well for longer.

Active older adults

Our contribution

- » Through our extensive partnerships and networks, we will connect the GM Ageing system to create a whole systems approach to physical activity for older adults, strengthening existing and developing new partnerships to provide leadership and collaboration that drives policy and practice.
- » We will develop a greater understanding of the complex barriers, intersectionality of inequalities and the long-lasting effects of the Covid-19 pandemic impact on physical activity levels for over 50s.

Active older adults

Our activities

Leading

- Tackling systemic ageism by leading the narrative around active ageing by showing how it's normal to be active as you age. We will do this by sharing the stories of active older adults and how they move, using and creating age positive and inclusive imagery and language and continue to build and promote the online resource hub to partners.

Supporting

- Support the GM Ageing hub, working closely to embed physical activity within their refreshed strategy, particularly the living well agenda.
- Support the Ageing in Place Pathfinder (hosted by the Ageing Hub) to develop new ways of supporting older people to live well and age in the communities where they live, with a particular focus on 'naturally occurring retirement communities' ensuring physical activity is a key component of this work.
- Continue to support across the GM health and social care footprint, working to integrate physical activity across key work areas such as Dementia United etc.



Active older adults

Our activities

Supporting continued

- The LGBT Foundation with developing their understanding of the complex barriers and intersectional inequalities that prevent older LGBTQ+ adults to be physically active and use our insight, data and learning as a lever to improve provision, facilities and access to physical activity.
- Work alongside Active Partnerships nationally to strategically identify our collective role, shared priorities and opportunities for collaboration within the menopause agenda.
- Support GM Active with the creation, testing and implementation of an awareness course for Older Adults and all leisure staff and an accredited training course for level 2 and 3 gym instructors.
- As a member of the newly formed GM Falls Collaborative, engage in the development of key actions for implementation across the fall's prevention priority areas. Building new collaborations across the city-region to unite in our collective effort to address falls prevention.



Active older adults

Our activities

Connecting

- Connecting the individual locality ageing team across GM ensuring that they are kept up to date with the latest data, insight, research and learning both at a national and local level.
- Connecting the Greater Manchester System around the menopause agenda bringing together stakeholders in a co-ordinated and action focused approach to advocate for change within Greater Manchester as a direct response to the Department of Health and Social Care's inaugural Women's Health Strategy.
- Continuing to connect into the University of Manchester's Healthy Ageing Research Group supporting them to connect into the ageing system to test research, learning and gather insight. (e.g. strength training, Chief Medical Officers' guidelines framing).
- Continue to share the learning of the Active Ageing programme with partners across GM, while offering support to incorporate and embed the key learnings within their own practice.



Active older adults

Indicators of change

Leading

- We will see a culture shift in how we view older adults and in relation to movement and physical activity. We will evidence this by an increase in the number of age positive imagery being downloaded and utilised from the GS resource hub.

Supporting

- Movement and physical activity will be embedded fully within the live well agenda and we will start to influence other agendas within the ageing hub.
- Movement and physical activity will have a presence within all the ageing in place pathfinder locality plans - even if the plans are not directly around physical activity.
- Physical activity will be seen as a key priority and partner of health and social care, particularly within dementia provision.
- We will have a greater understanding of an underrepresented group of older LGBTQ+ adults and what we need to do to support this group to be more physically active.



Active older adults

Indicators of change

Supporting continued

- We will have a greater understanding of our role within the menopause agenda, create a narrative around physical activity and the menopause, and tackle stigma and taboo by placing it on the active partnership agendas.
- Raise awareness of older adults needs in leisure settings and tackle ageism and perceptions of what physical activity is/can be for older adults.
- Identify opportunities to link up the ageing system with the strategic work happening at the Falls Collaborative.



Active older adults

Indicators of change

Connecting

- Best practice is shared and adopted in the ageing teams across GM and keeping relationships with individual locality teams strong.
- Ensures a collective systemic approach to the menopause agenda across health, workplaces, physical activity etc.
- Keep at the forefront of innovative research that has the potential to have a national impact.
- Older adults are empowered to be physically active in a way that suits them.

