

Ageing is inevitable...



Programme

Unit 1 Demography

Unit 2 The Individual

Unit 3 Society

Unit 4 Conclusions

Unit 1 Demography

Attitudes to Ageing

Gerontology

Social networks

Physical
Mental
Social

Individual

Process of
ageing

Macro view: economy

Demography

Concept

- Values
- Attitudes
- Stereotypes

Attitudes

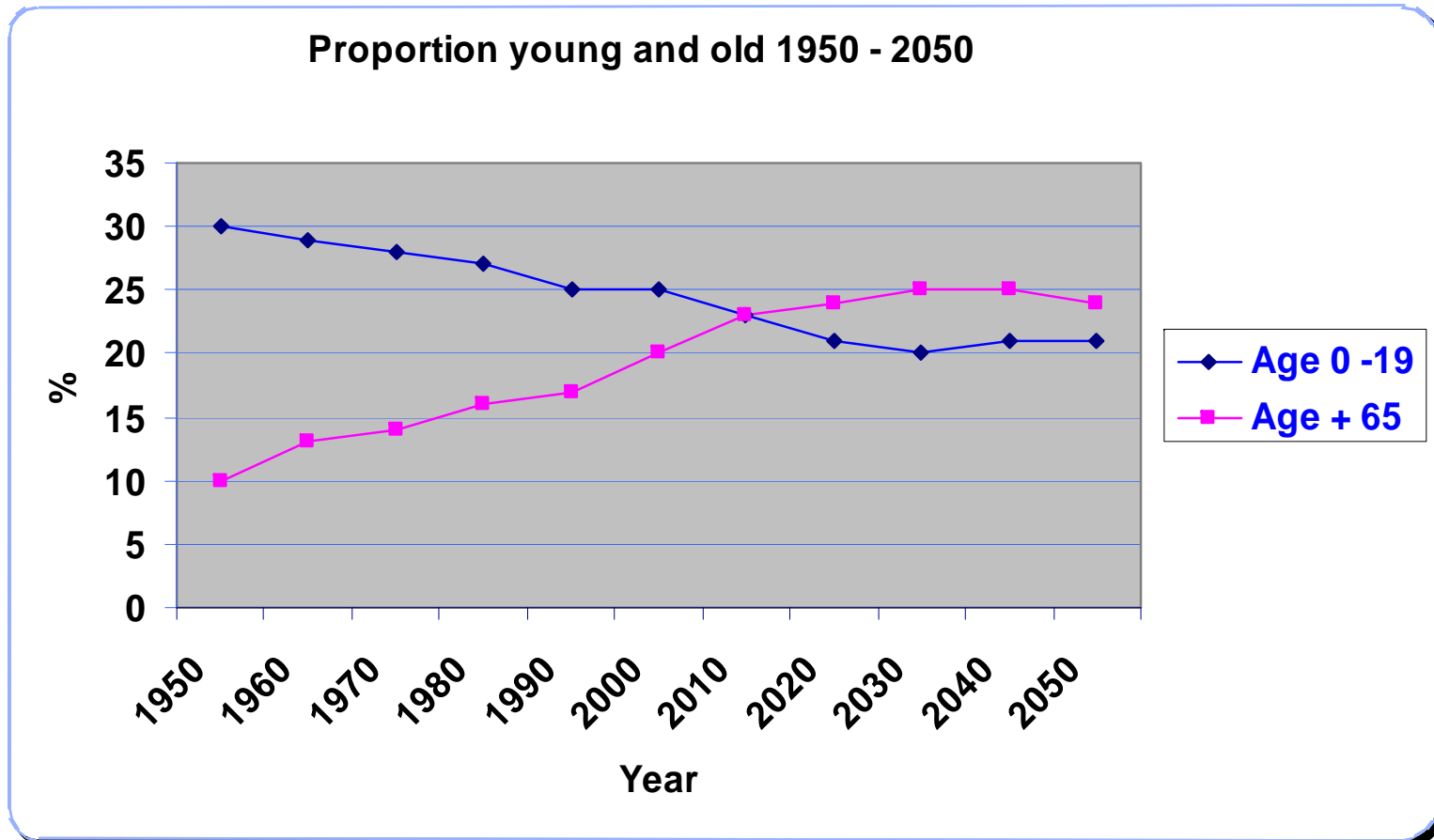
What are your own values, attitudes and stereotypes regarding the “Golden Age of Life”?

Make some notes and inform each other.

Demographic trends

- The number of senior citizens is rapidly increasing
- The number of people with dementia is rising
- Senior citizens that enjoy two or more leisure activities - intellectual, social or physical – can cut the risk of dementia by half.

Demographic Trends



Percentage of the population in Europe

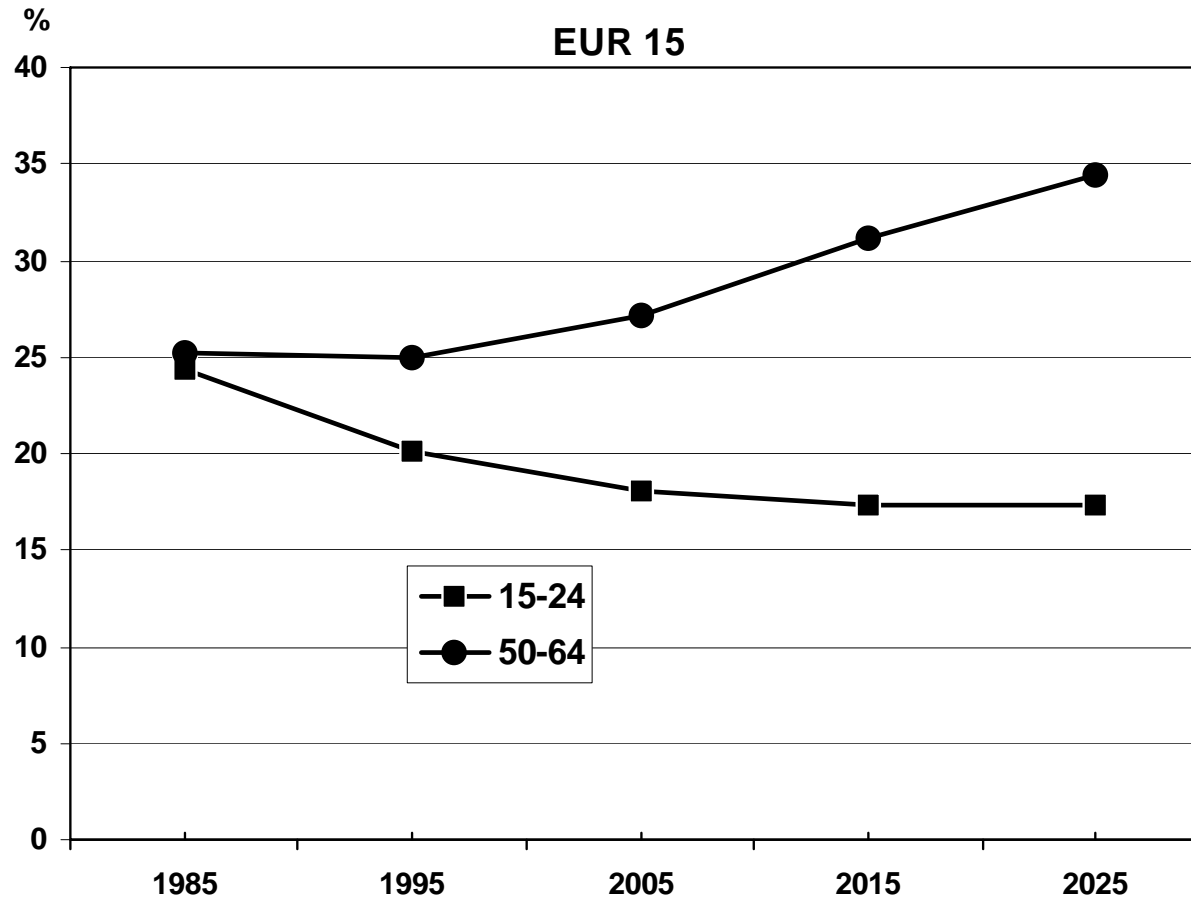
Dependency ratio

Population under 15 and above 65 years

Workforce (those aged 15-64 years)

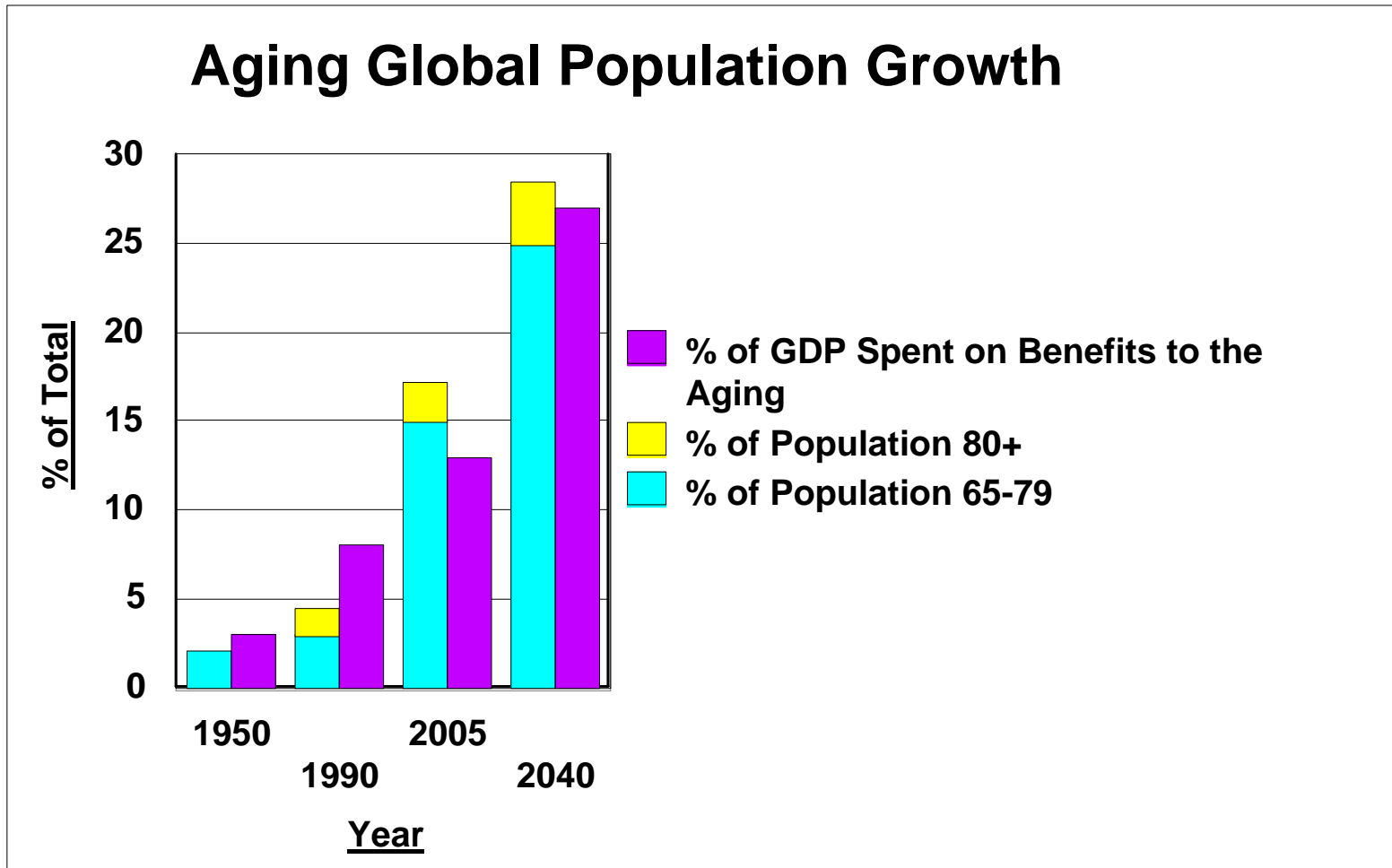
European trend

Share of different age groups in 1985,1995, 2005, 2015, 2025
15-24 and 50-64% of the 15-64 year age group in the European Union



Source: Eurostat, New Cronos 1998 (CD-ROM)

Hard figures



Source: U. S. Census Bureau

An ill old man?



Transitions of life

Childhood



Adolescence (13-19 years)



Young adulthood 20-40 years



Middle adulthood (40-65 years)

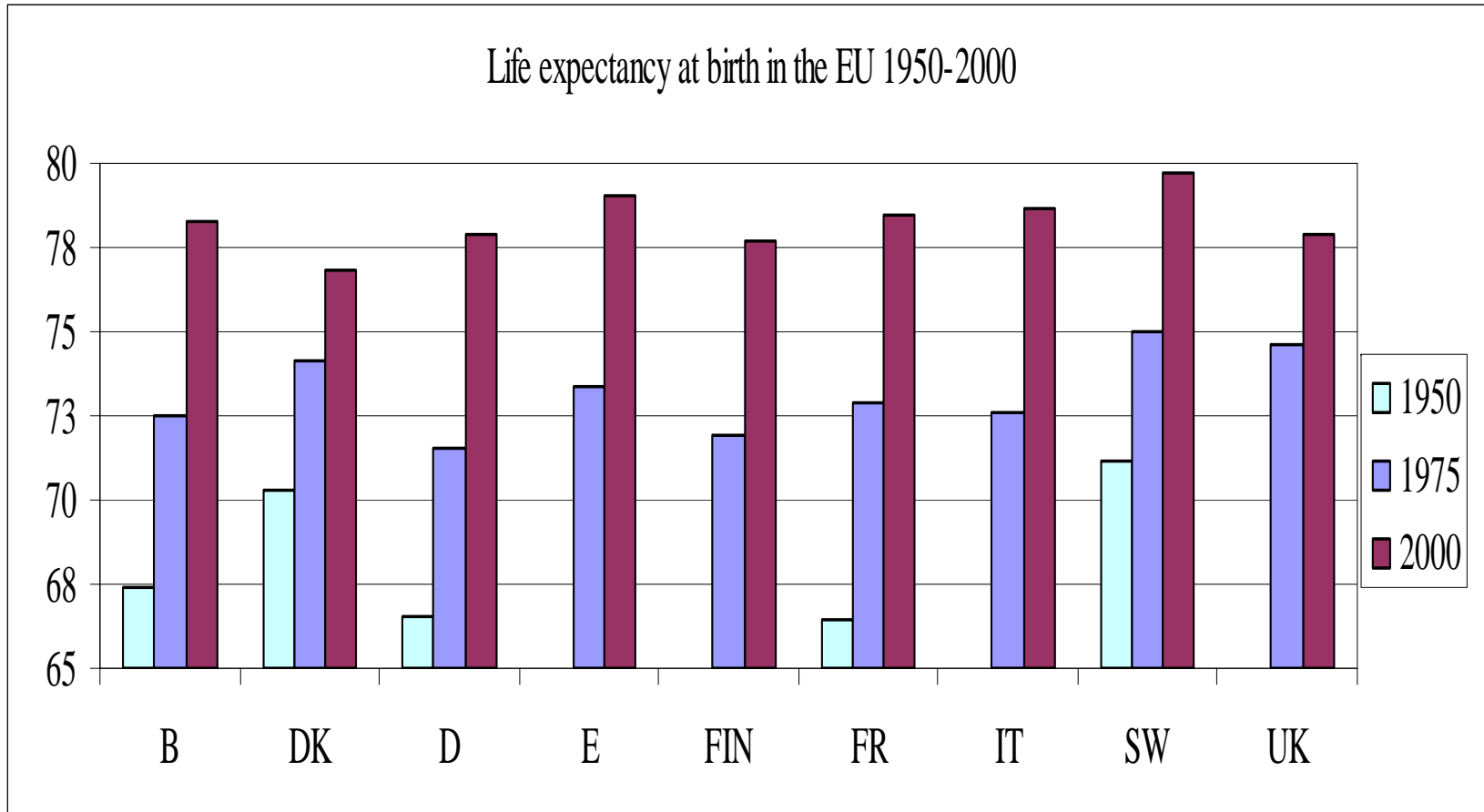


Late adulthood (65 and older)



Old age (80-90 and older)

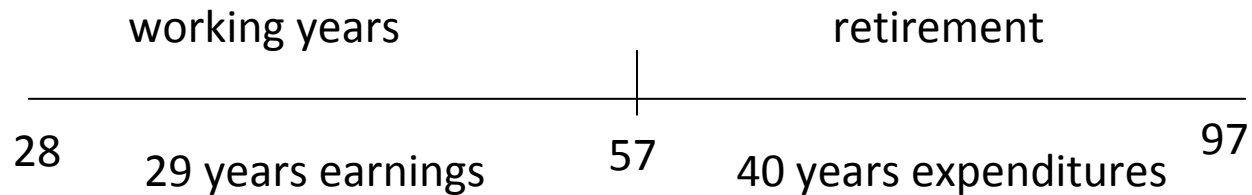
Life expectancy



Source: N. Ahn, R. Génova, J. A. Herce and J. Pereira
Ageing, health and retirement in the EU, AGIR Conference 2005

Second Demographic Transition

- Increased human survival as a leading driver of future ageing
- Compressed mortality -> longevity (longer life)
- Working years < retirement!



Average exit age in Europe 60,7 years (2004)

Source: Eurostat

Unit 2 The Individual

WHO policy for European regions "Health for everybody"

- By 2020 people over 65 years of age will have continuous opportunity to enjoy good health and an active social life.

Empty Nesters

- Children leave home
- Retirement
- Grow old and adapt to new role

Sports Facilities Support

What can we do at Sports Centres to support “ The Golden Age” ?

Make notes and discuss.

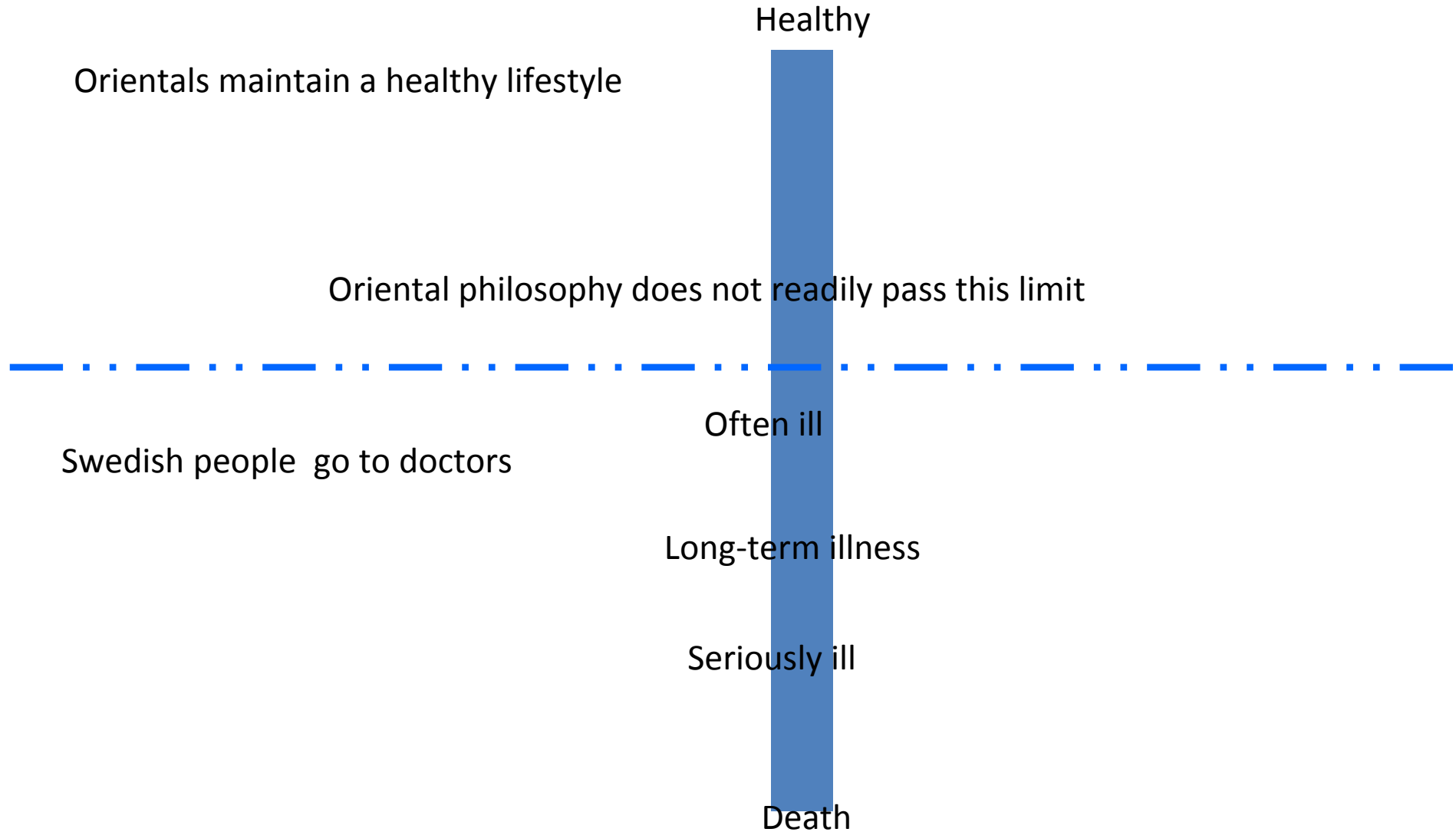
What do we mean by Health?

- Health can be a condition
- Health can be viewed as an experience
- Health can be an asset
- Health can change

Health and Illness

- Health implies the non-existence of illness
- Health and illness are opposites
- Health and illness are different dimensions

Eastern/Western Attitudes



Biological Ageing

Dementia

60 - 80 % depends on genes

Middle Age

- Bloodpressure
- Cholesterol
- Diabetes
- Obesity

Later in life

- Blood pressure
- Cholesterol
- Diabetes
- Obesity



PHYSICAL

A CTIVITY

Our bodies are built for hard work

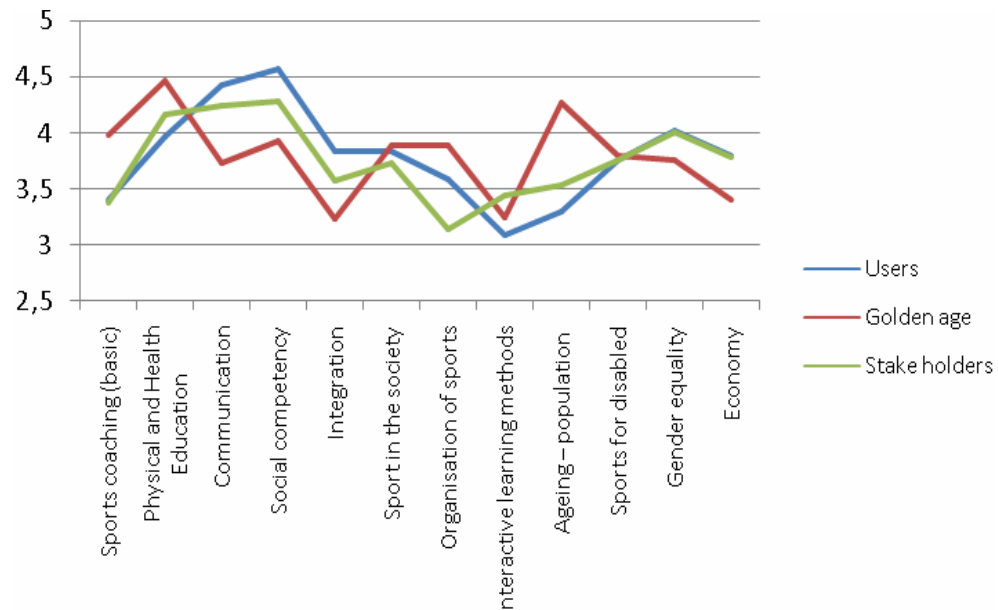
Genetically we are still like stone-age man.

Nature's Impact

- Source of energy and well-being
- Stress reduction
- Social network
- Improved memory



Needs analysis



Source: Needs analysis made prior to the Swedish Pilot test (2006)

Unit 3 Society

Six-step model - Improvements

1. Inform
2. Study
3. Establish firmly
4. Involve
5. Realize
6. Follow up and evaluate

Old and Infirm?

- Apparent senility in the elderly is often caused by the combination of medications.
- Depression and passivity are the result of loss of meaningful activity, intellectual stimulation and control over events.
- Weakness and frailty are caused by sedentary (too little exercise) lifestyles.
- Gerontologists estimate that only 30% of the physical losses associated with old age are genetically based.
- The rest is environmentally or psychologically based.

Trends and Goals

- **Working Life - Age Management**
 - Good retirement package
- **Financial Security**
 - Promote health and financial independence
- **Technology**
 - Technological solutions that increase life-quality, dignity and independence for the elderly
- **Involvement**
 - Older population as an active group in society
 - ‘Competence recycling’

Active Ageing

Specific questions faced by policy-makers are as follows:

- Will a proportionately smaller number of working adults be able to support the needs of the older generation?
- Will large numbers of older people bankrupt our health care and social security systems?

Swedish National Institute of Public Health

- Create social conditions necessary for good health for the entire population
- Is responsible for monitoring and coordinating the implementation of a National Public Health Policy
- Is a national centre of knowledge for the development and dissemination of methods and strategies in the field of Public Health
- Exercises supervision in the areas of alcohol, illicit drugs and tobacco.

The activities are conducted on the basis of scientific evidence.

Homburger Erikssons Theory of Development

Independence versus self-doubt

- Trust versus distrust 1.5 – 3 years
- 3 – 5 years initiative versus feelings of guilt
- 6 – 12 years confidence versus feelings of inferiority
- 13 – 18 years identity versus disintegration
- 19 – 30 intimacy versus isolation
- 30 – 50 years productivity versus stagnation
- 50 – 99 years positive outlook on life versus despair

Until next time..

Task : Interview 2 older people

Gender: 2 men and 2 women

Questions:

- Age
- Gender
- Marital Status
- How do you stay healthy?
- How often do you take regular exercise?
- Would you like to exercise more often?
- Could you explain why?
- What sort of exercise do you do today?
- What is important for you at a sports centre?
- What time of day do you like to exercise?

Unit 4 Conclusions/Comments

Questions

- How do we help older people remain independent and active?
- How do we best balance the role of the family and the state when it comes to caring for older people who need assistance?
- How can we best make use of older people's wisdom, experience and talents?
- Now that people are living longer, how can we improve the quality of life in old age?

Attitudes

- Social perception is about identifying the qualities of other people and interpreting their behaviour.
- Images affect attitude

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Proactive

- Promote health
- Good health is our starting point

Attract older people to sports facilities

- Aerobics for elderly men
- Senior Citizen discount
- Aerobics for elderly women
- Mapping

Sports Facilities

Demands

- age-management
- easy access policy
- special programmes for older target groups
- new views in Physical Education
- ageing strategy
- development of "softer physical activity image"

Opportunities

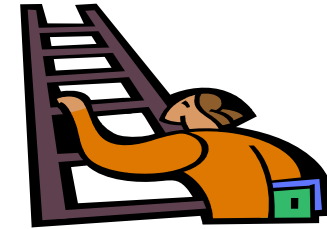
- day time usage
- technological innovations
- new revenues from municipalities and companies
- higher productivity

The Third and Fourth Age

- The elderly are not a homogeneous group
- Ideological slogans
- Public health should include the third and fourth age

Key to Success

- Throw out the staircase of age
- Break age barriers
- Plan for active ageing
- Strong bonds between generations



Never too late to start!

Always too early to stop!

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