

## OUR JOURNEY

# Live Longer Better. in Cornwall

The Live Longer Better in Cornwall programme has three key aims to support those aged over 50 with their health and wellbeing.

### What is Live Longer Better in Cornwall?

The key aims of Live Longer Better in Cornwall are to:

1. Increase wellbeing and health span and compress the period of dependency
2. Improve wellbeing, physical, cognitive and emotional, which in turn will help people to feel and function better, and prevent, delay, slow or even reverse frailty, dementia and disability.
3. Reduce the need for health and social care in the long and short term

The team in Cornwall is working with key partners, such as Age UK, social care and the NHS.

#### Future Plans

To change the culture from an old fashioned view of 'care' - meaning doing things for older people, to one which is much closer to rehabilitation. This will be achieved by enabling people to close the gap between potential and performance, with all physical activity professionals are trained to think this way.

### What inequalities does this tackle?

In the UK more than 20 million people suffer from a long term health condition, with more than £50 billion spent on supporting those

individuals. By addressing the aims above, this should help make a difference to the people living with those conditions and the associated costs.

### Systems Approach

Older adults, activity – physical, emotional and cognitive

### Live Longer Better in Practise

“ With many partners now involved in supporting people to age well, finding a common language that resonates with everyone is not easy. Enter the Live Longer Better movement. It's core messages and themes have provided us with a language that we are now embedding into our innovative Ageing Well Education and Training programme in Cornwall. This programme was created in response to the NHS's ageing well priorities and the increasingly complex needs of older people in the community. It aims to create a proactive and versatile workforce equipped with the skills and confidence to support people to age well, no matter what their age. ”

– Marie Prior, Clinical Lead for Frailty and Ageing Well, Cornwall Partnership NHS Foundation Trust.