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Co-President, Global Alliance of International
Longevity Centres



INTERNATIONAL LONGEVITY
CENTRE - BRAZIL

AGE
FRIENDLY
FOUNDATION

The Age-Friendly Global Movement

Past, Present and Future

**Ageing 2.0 Boston Chapter
25 October 2019**

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Co-President, ILC Global Alliance
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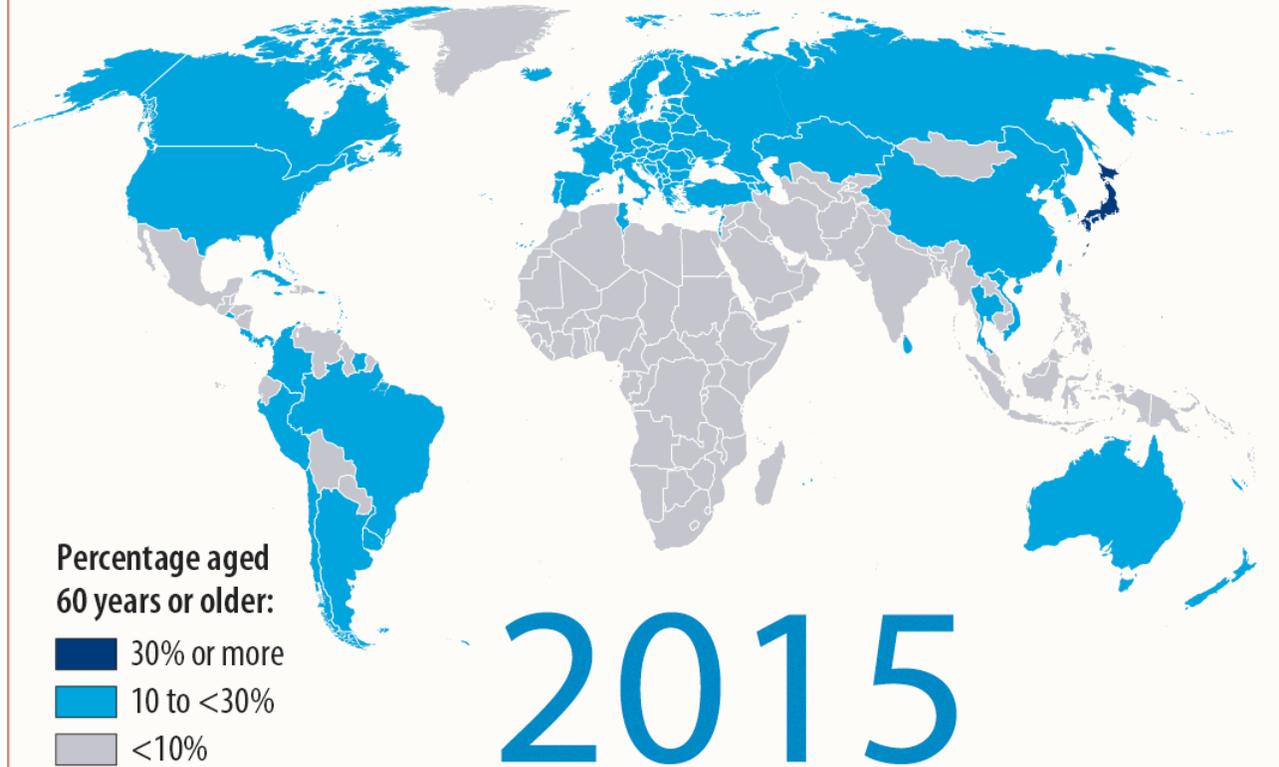


TWO DEMOGRAPHIC IMPERATIVES OF THE 21 ST CENTURY

AGEING

URBANIZATION

Populations are getting older



United Nation Report, 2004

**...”by 2007 there
will be more people
living in urban
areas than in rural
areas for the first
time in the History
of Humankind.”**

Urbanization



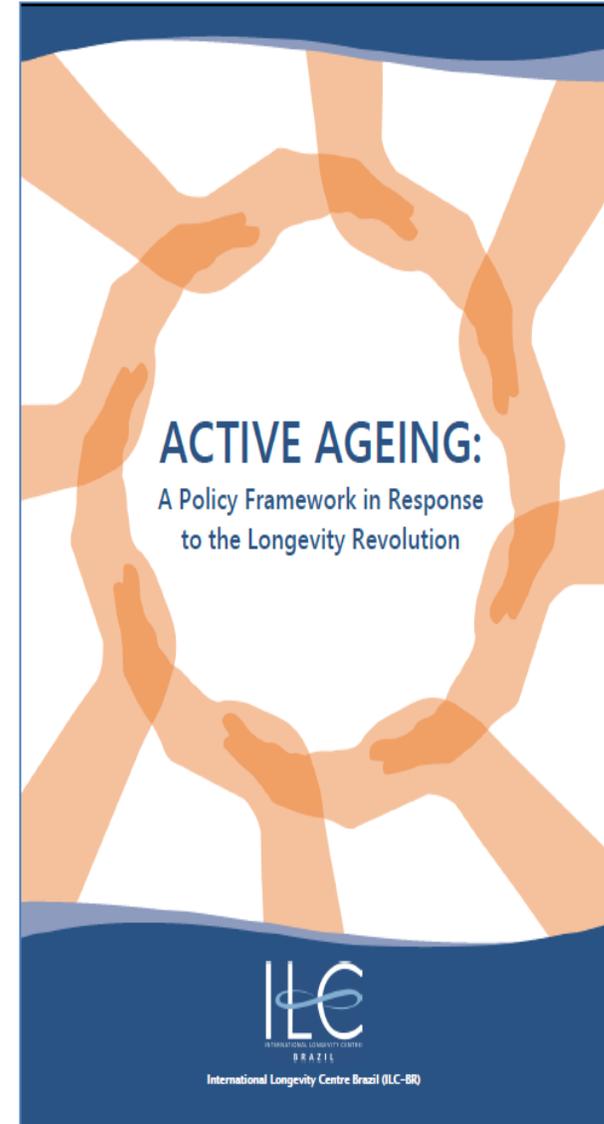
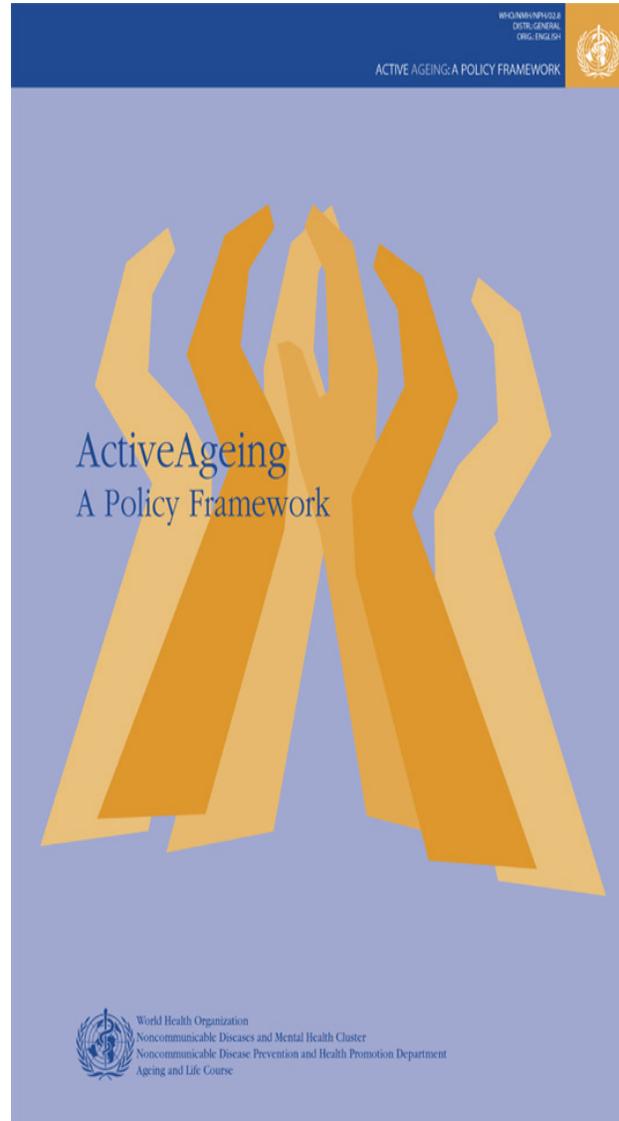


A stylized illustration of several hands in various shades of orange and yellow, reaching upwards and overlapping each other, symbolizing support and community.

ActiveAgeing

A Policy Framework



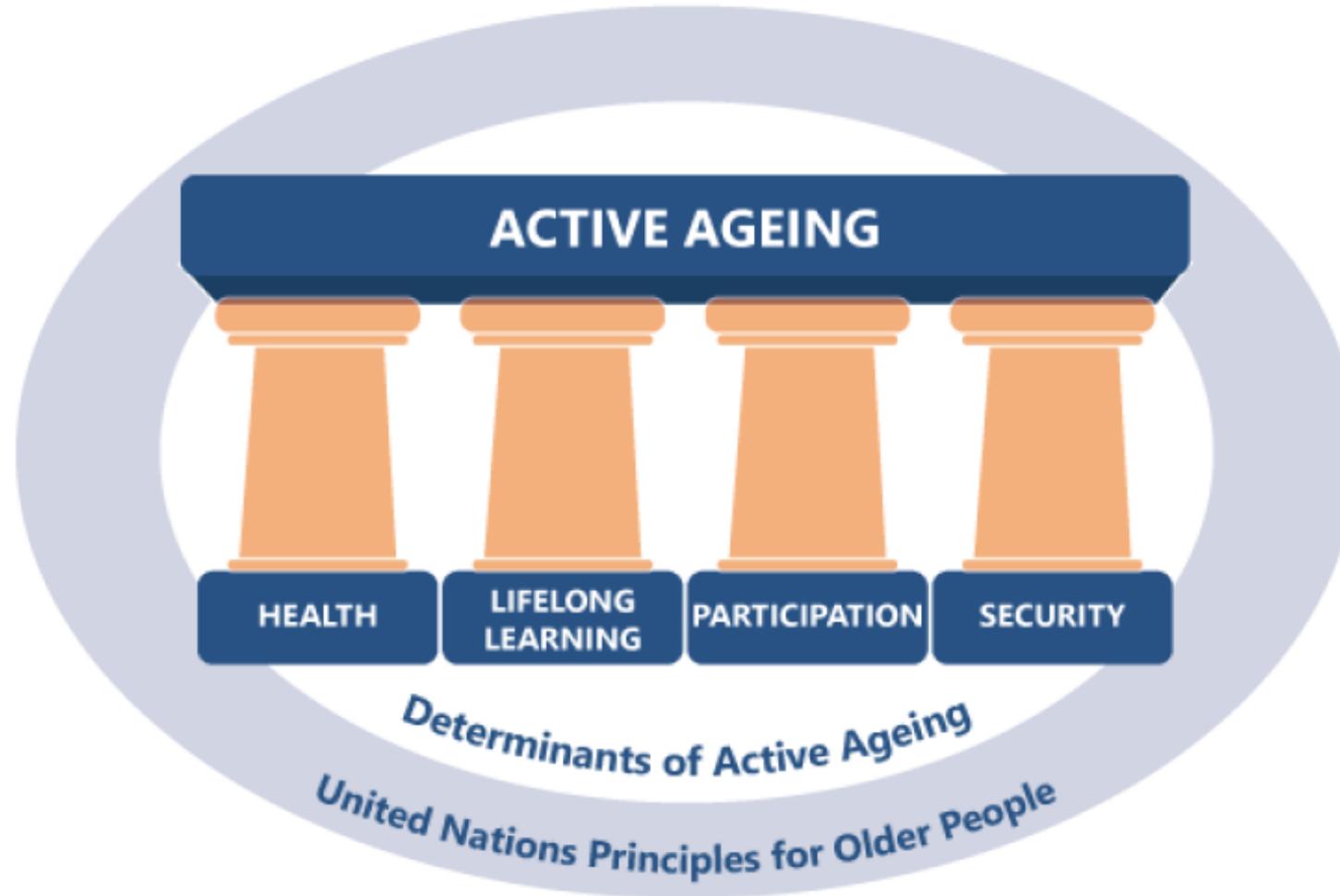


ACTIVE AGEING

“Active ageing is the process of optimizing the opportunities for **health, **lifelong learning**, **participation** and **security** in order to enhancing quality of life as individuals age”.**

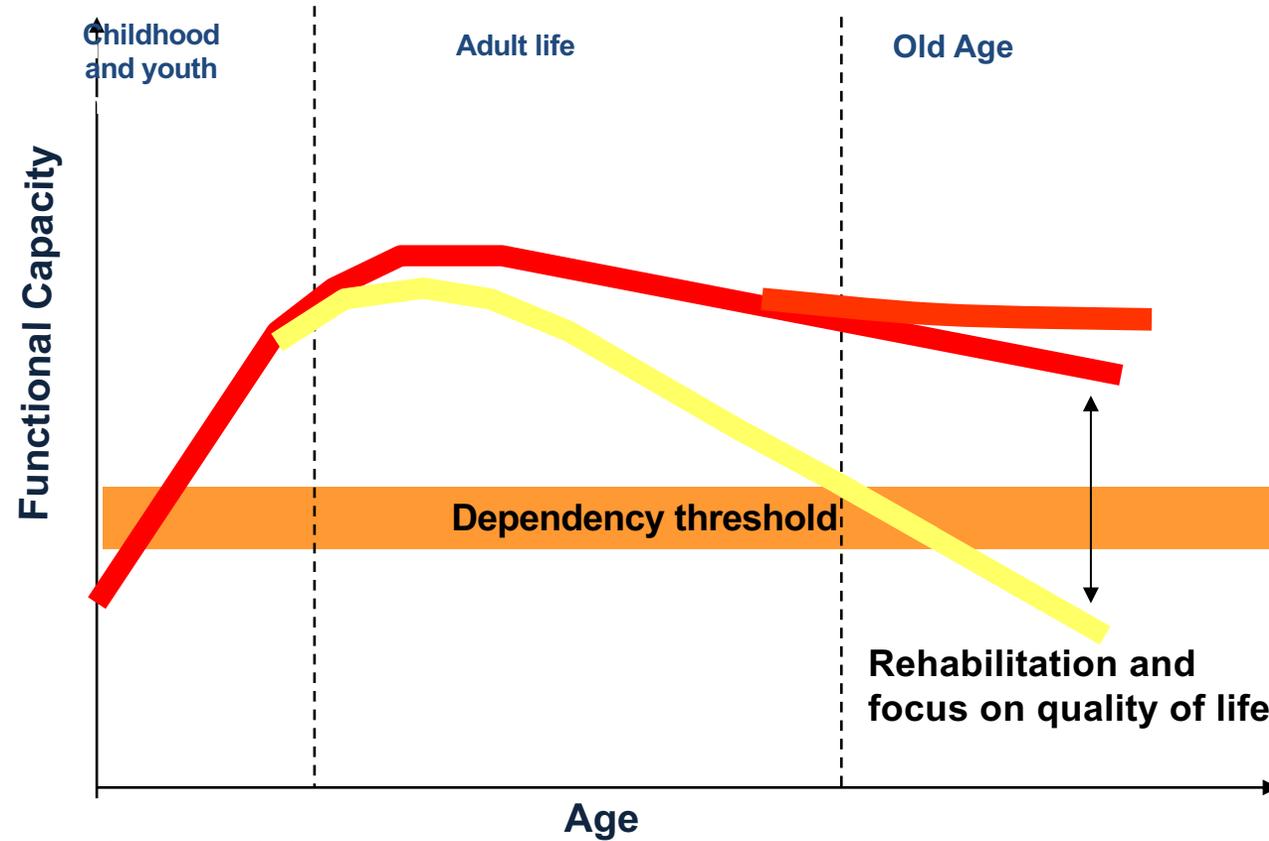
Active Ageing Determinants





(Source: Adapted from WHO 2002 (1))

Functional capacity across the life course



Adaptation of Kalache, A., & Kickbusch, I. (1997). A global strategy for healthy ageing. *World Health*, 50(4), 4–5.

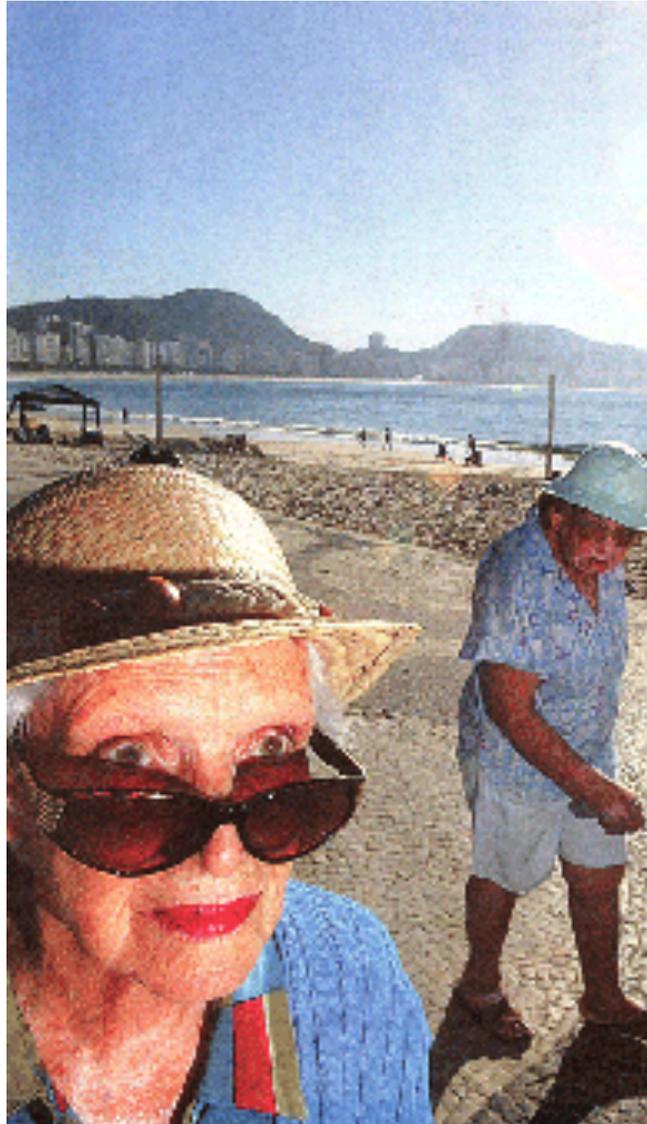
IAGG CONGRESS 2005 RIO DE JANEIRO



















Age Frindly City Vancouver Protocol



Age-Friendly Collaborating Cities

AMERICAS
 Argentina, La Plata
 Brazil, Rio de Janeiro
 Canada, Halifax
 Canada, Portage la Prairie
 Canada, Saanich
 Canada, Sherbrooke
 Costa Rica, San Jose
 Jamaica, Kingston
 Jamaica, Montego Bay
 Mexico, Cancun
 Mexico, Mexico City
 Puerto Rico, Mayaguez
 Puerto Rico, Ponce
 USA, New York
 USA, Portland



EUROPE

Germany, Ruhr
 Ireland, Dundalk
 Italy, Udine
 Russia, Moscow
 Russia, Tuymazy
 Switzerland, Geneva
 Turkey, Istanbul
 UK, Edinburgh
 UK, London

AFRICA

Kenya, Nairobi

SOUTH-EAST ASIA

India, New Delhi
 India, Udaipur

EASTERN MEDITERRANEAN

Jordan, Amman
 Lebanon, Tripoli
 Pakistan, Islamabad

WESTERN PACIFIC

Australia, Melbourne
 Australia, Melville
 China, Shanghai
 Japan, Himeji
 Japan, Tokyo

Global Age-friendly Cities: A Guide



Bottom-up process: Older people as protagonists



... But also from the top down:

The response of the public sector





1027 cities and counting...
(22/10/2019)



libraries as community hubs

The venerable search library is one of the most diverse with a wide range of services for older adults, such as free library systems from all developed countries, programs to better serve older patrons.



grow green age well

Supporters of council member-candidate's age-friendly work have been successful in a recent election. The new council member has been successful in securing funding for senior centers and community centers, and has also secured funding for a new senior center in the neighborhood.



art as memory

Therapeutic art programs help older adults with dementia and Alzheimer's disease. Family members can help through looking at art.



311 direct line to City Hall

311 is a non-emergency phone number that can be used to report a problem or request a service. It is available 24/7 and can be used from a mobile phone.



strengthening disaster preparedness

Neighbors in one of our neighborhoods are working together to create a disaster preparedness plan. This plan will help them stay safe and help each other in the event of a disaster.



innovative senior centers

Learn bible, social media and under water photography. The Jewish Community Center of Staten Island was the first of its kind to offer these programs to its members in the first four months.

accessible, customized art

The award-winning artist (and) offers the arts and digital media classes for older adults. The classes are designed to be accessible and customized to the needs of older adults.



haircuts in peace & quiet

For older adults who are looking for a haircut, the quiet and peaceful environment of the hair salon is a great option. The salon offers a quiet and peaceful environment for older adults.



safer street crossings

311 is a non-emergency phone number that can be used to report a problem or request a service. It is available 24/7 and can be used from a mobile phone.



free movies and popcorn

For 65+ enjoyed by 4,000 people a year. The library offers free movies and popcorn to its members. This is a great way to spend time with family and friends.



older workers bring work ethic, loyalty and experience

Older adults come from a time when a good work ethic and experience were highly valued. They bring a wealth of knowledge and experience to the workplace.



walking as a community solution

The accessible senior center walks the yellow campaign, but it's more than just a walk. It's a community solution that brings people together and promotes health and well-being.

better store layout and customer service

The merchant association and the senior center are working together to improve the shopping experience for older adults. This includes better store layouts and improved customer service.



audit college courses for free

Seniors college - all at city schools - are now free. This program allows older adults to audit college courses for free. This is a great way to learn and stay active.



school buses for grown-ups

Seniors travel and city school buses to go to grocery stores and senior centers. This program provides a safe and convenient way for older adults to get around the city.



older adults as ambassadors for change

Seniors walk - a series of 100+ age-friendly walks. These walks are led by older adults and focus on making the city more age-friendly.



church groups improve the streets

Church groups improve the streets and make a difference in the lives of older adults. These groups focus on community service and making the city a better place for everyone.



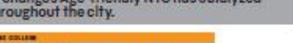
age-friendly NYC: a tour

This map highlights 25 of the thousands of changes Age-friendly NYC has catalyzed throughout the city. The map shows various initiatives and programs that are making the city more age-friendly.



swimming without the crowds and cannon balls at 15 public pools throughout the city

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building an age-friendly NYC

We love this city!

listen to lots of older people

1 get stuck in the middle of the street when the light changes and one has to wait for it.

My mom can't climb her stairs any more, and I don't know what to do about it.

People over 65 ride public transit only 54% of the national average.

1 in 3 volunteers is 55 years old or older.

2 share the data loudly

84% of people over 65 say they need more time to cross the street.

700,000 of NYC workers are over 55. A person entering the workforce today can expect to work for 60 years.

3 create real citywide change

I don't go out at night because there is no one to go with.

I like shopping in my neighborhood because they know me.

I don't want to retire and do nothing.

I wish I knew how to skype.

I like meeting new people.

Every day roughly 10,000 baby boomers turn 65 and will for the next 19 years.

101

101

101

101

101

101

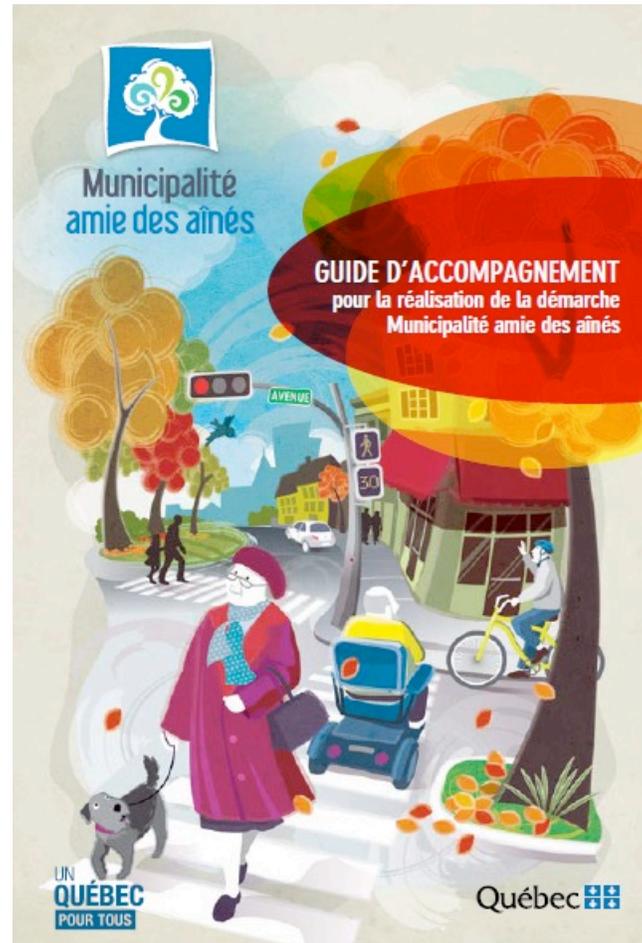
101





Workshops do Projeto de Conscientização à qualidade no atendimento ao Idoso e ao Turista qualificará estabelecimentos.

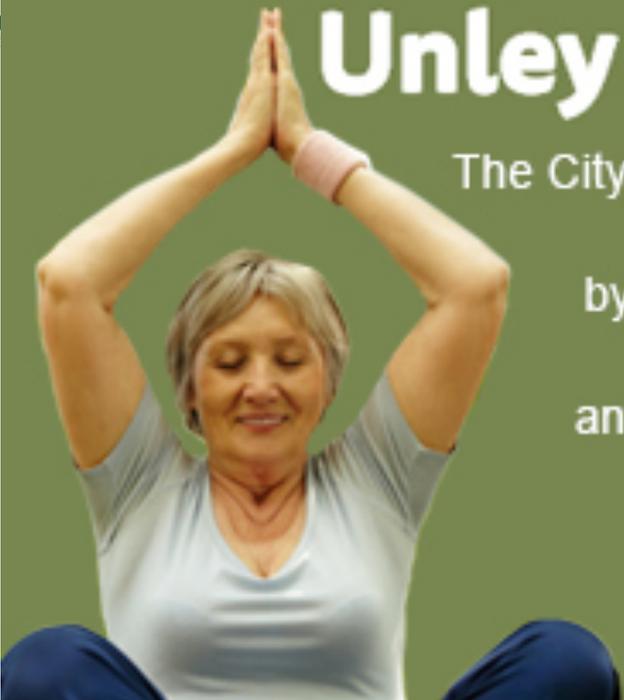








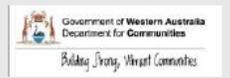
Active Ageing Unley



The City of Unley is proud to be recognised by the World Health Organisation as an Age Friendly City and Community.

Read more

Creating Age-Friendly Communities in Western Australia - a case for shared outcomes



Let's build an age-friendly state where Queenslanders regardless of their age, can stay active and connected, and contribute economically, socially and culturally.

Find out more in the *Queensland: an age-friendly community action plan.*

www.qld.gov.au/agefriendlycommunity

Micro → Macro
From Cities to States

Micro → Macro
From Cities to States
... countries

Canada

Ireland

Slovenia

Uruguay

Chile

Costa Rica

The age friendly principles are now being used in a variety of settings

- **Universities**
- **Businesses**
- **Hospitals**
- **Primary Health Care**
- **Tourism**
- **Banking**
- **Employers**
- **Public Transportation**
- **Rural communities**
- **...among other initiatives**

Age-Friendly University Global Network led by DCU (Dublin)



Age-Friendly
University

Supporting Active and
Healthy Ageing



Toward Age-Friendly Design

Document derived from the 4th International Longevity Forum on
“The role of design and technology in an ageing society”

The role of design and technology in the context of rapidly ageing populations was the theme of the 4th International Longevity Forum held in Rio de Janeiro in October 2016. The Forum brought together a diversity of designers, philosophers, engineers, architects, gerontologists, geriatricians and other health professionals, government and private sector representatives as well as civil society organizations, with the intention to better elucidate a process toward age-friendly design and to open space for an ongoing age-friendly design movement.

Introduction

Design is the oldest form of communication. Everything that is expressed by human beings is design. It is a continuous and an evolutionary process that does not develop in isolation but within a context. Intrinsic to it, is a freedom from dependency. Design is not limited

“We get much of our culture from the results of our design.” George Burden

“Design is a continuous learning experience.” Gabriel Patrocínio

to material products. It is a **process toward solving problems** across the five “P” domains – **people, place, products, person-centered services, policies.**

There is no singular ownership of design but neither is there sufficient democratization of it. Too often, it is user-centered rather than user-led. Too often, it is design for the middle rather than design for the edges. Too often, it is design for personas or idealized persons rather than *real* people. Too often, it is uni-, multi- and inter-disciplinary rather than trans-disciplinary in nature. Too often, is emotion seen as a side product to design rather than its *leitmotif* or driving-force. Too often, there is an impulse

“Design should be about the exceptions, not about the averages.” David Sinclair

“All of us should behave and be treated as full citizens.” Pedro Luiz Pereira de Souza

Opportunities for work

Age Friendly Ventures

RetirementJobs.com

Tim Driver, CEO

THE FUTURE

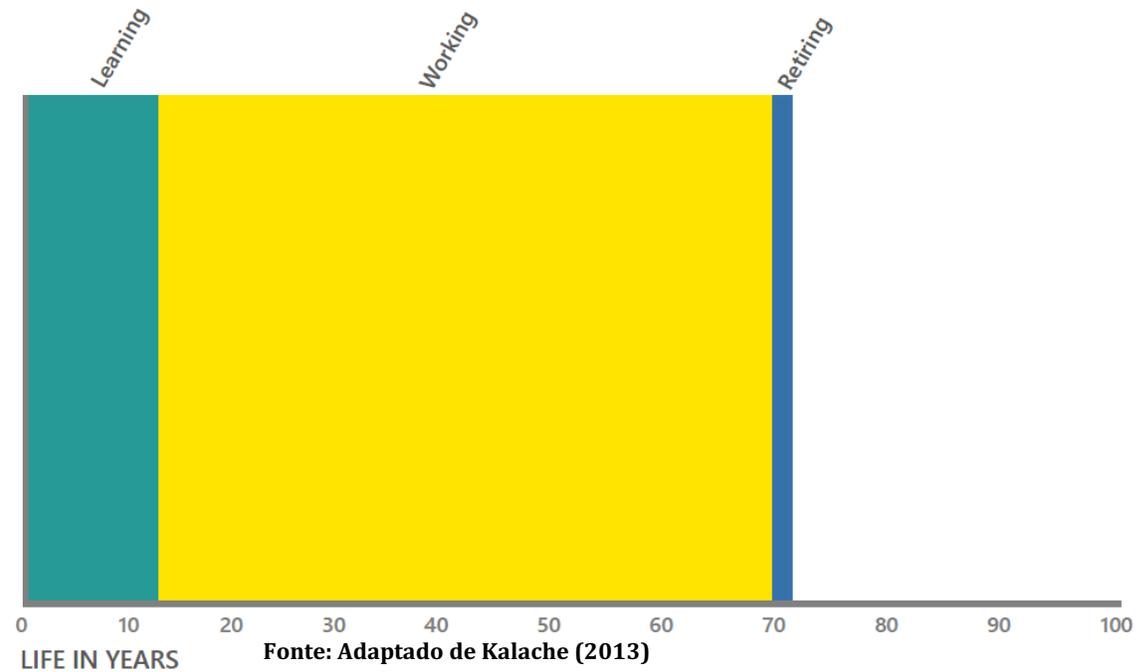


MEASURING THE AGE-FRIENDLINESS OF CITIES

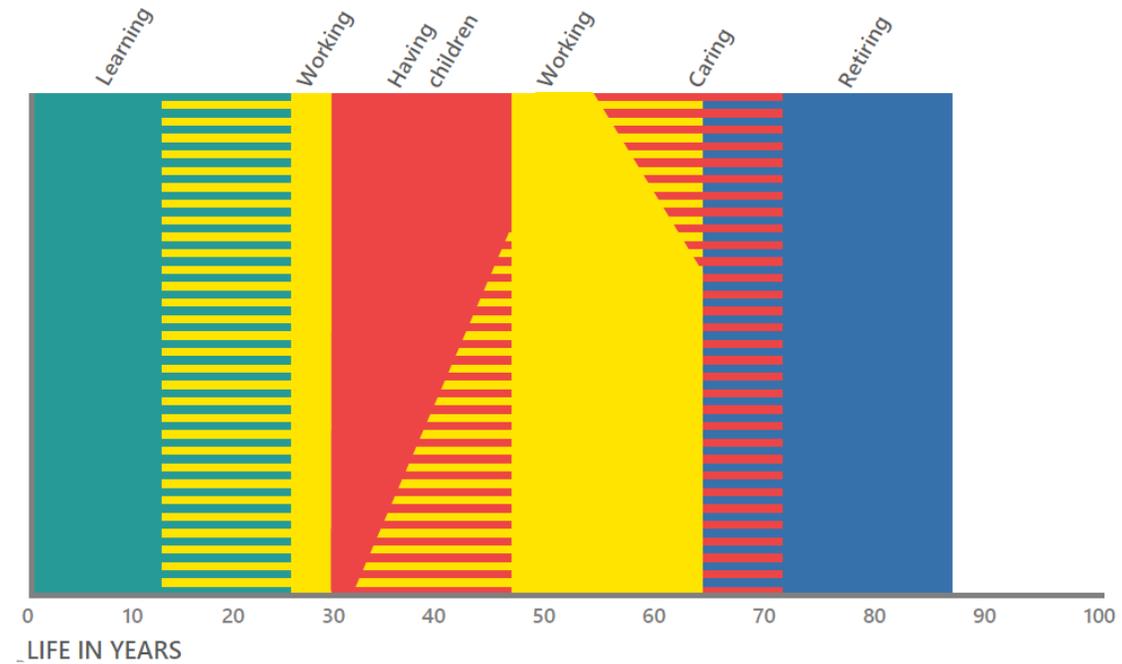
A GUIDE TO USING CORE INDICATORS

**Re-inventing the life course
in response to the
Longevity Revolution**

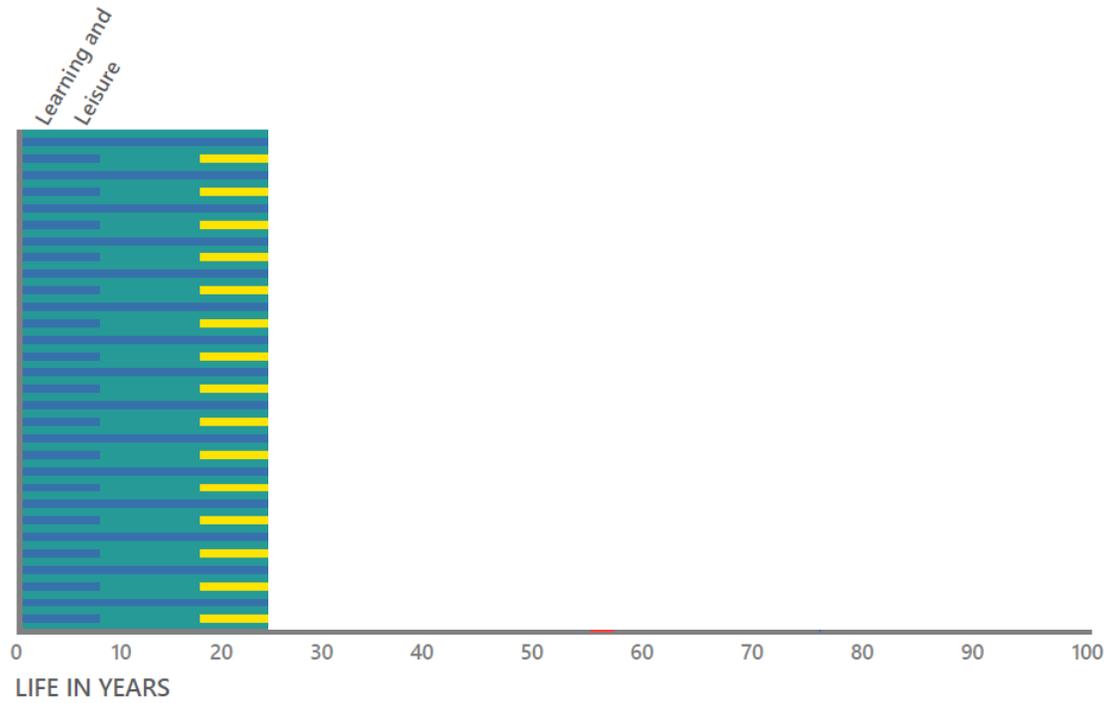
Life Course in the 19th century



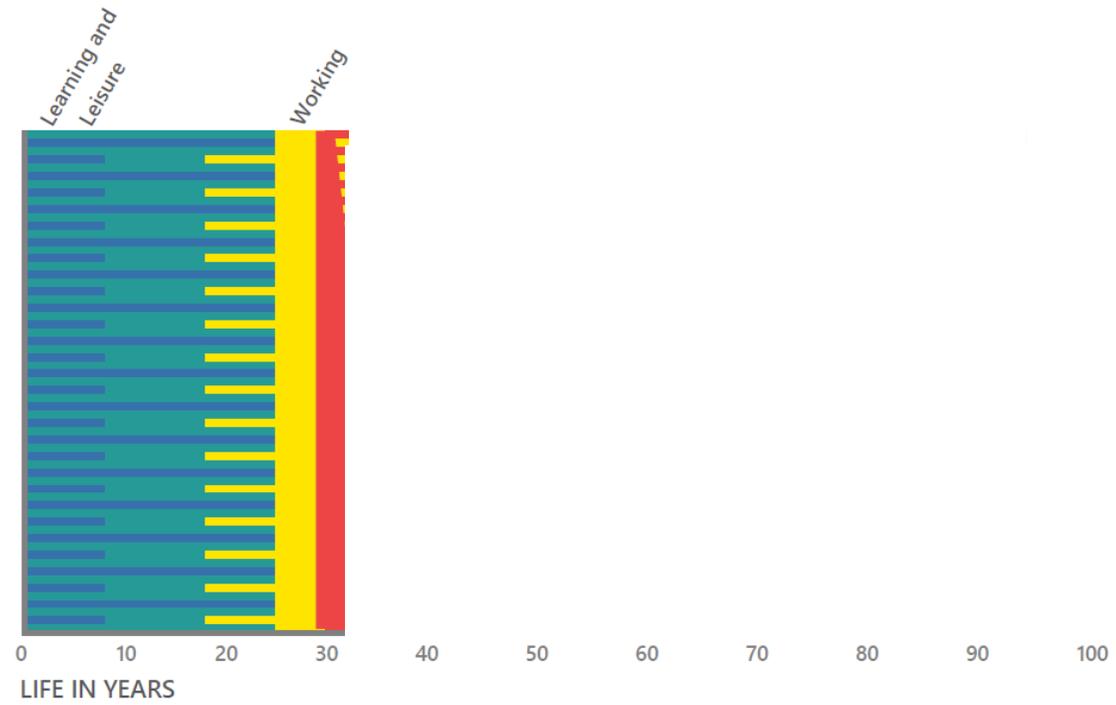
Life Course today (women)



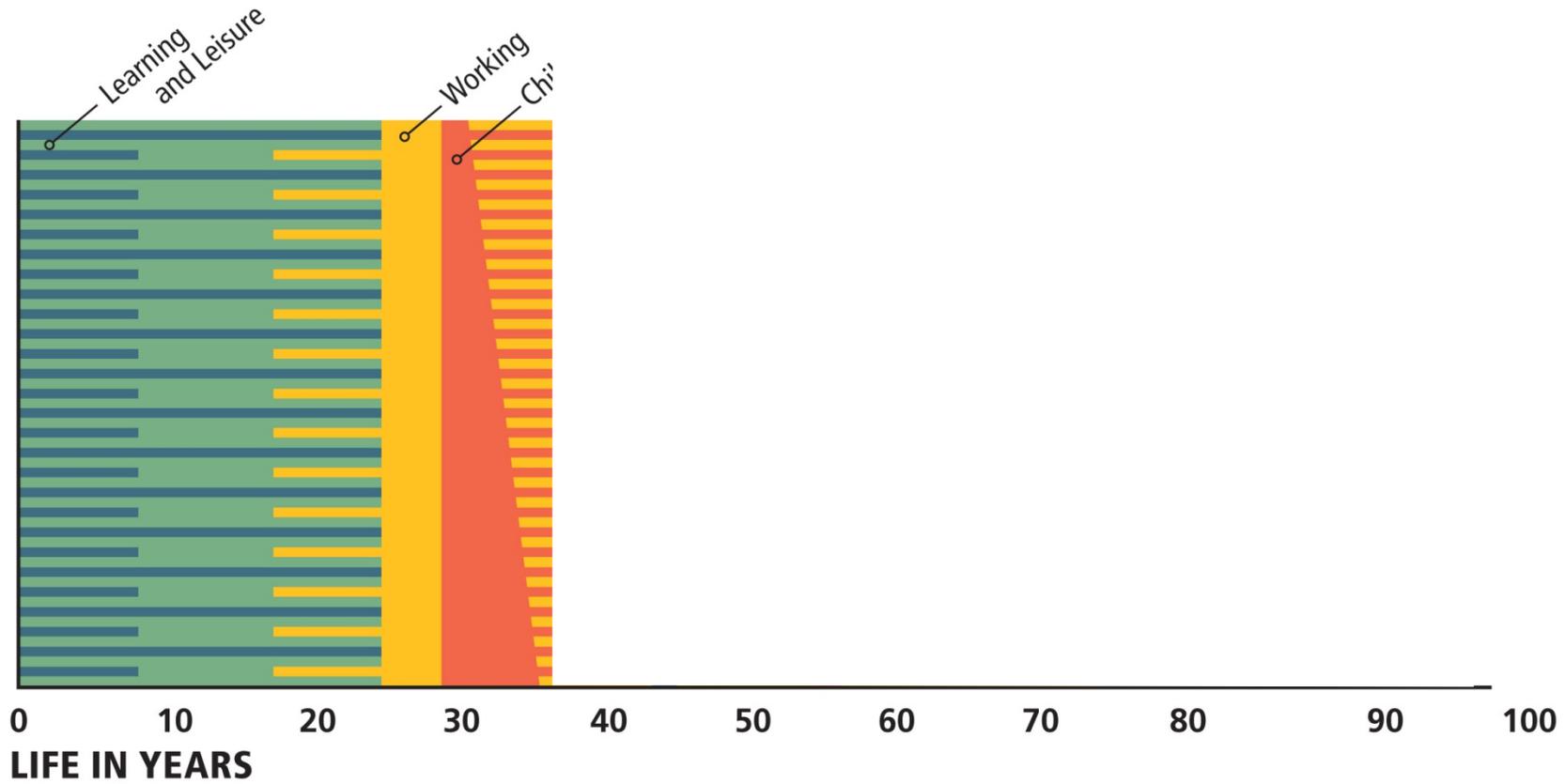
A Woman's Life Course in the Future

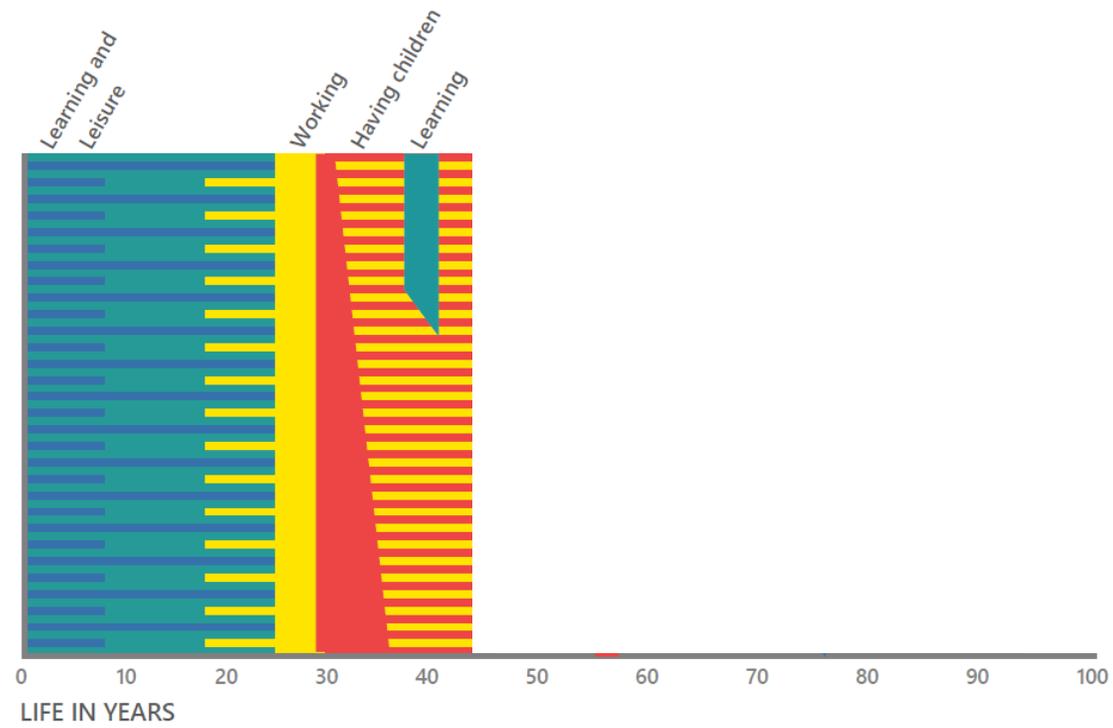


Fonte: Adaptado de Kalache (2013)



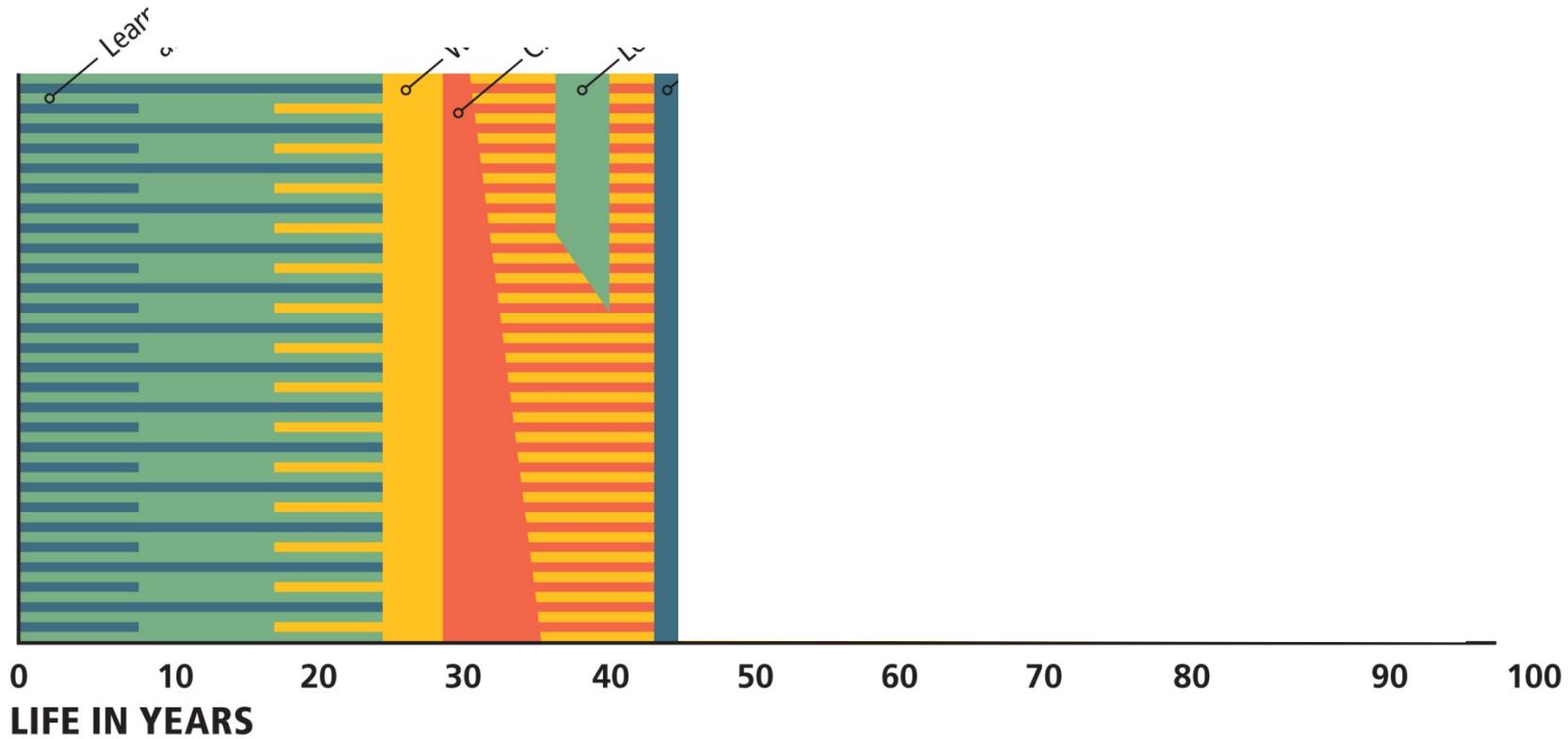
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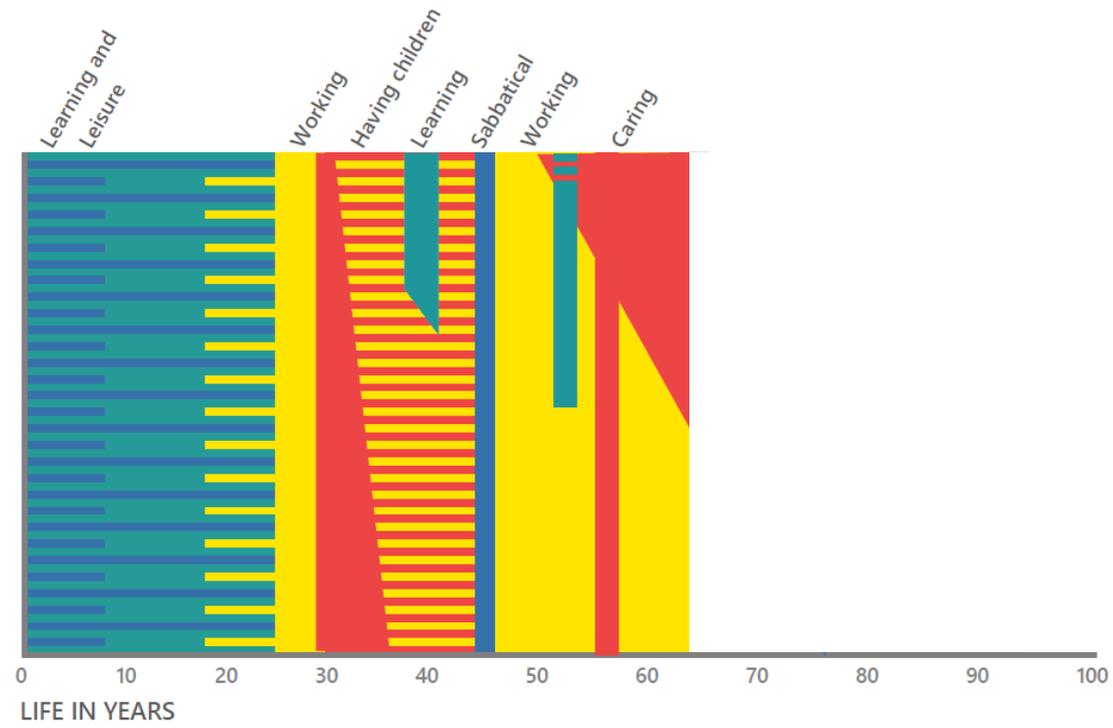




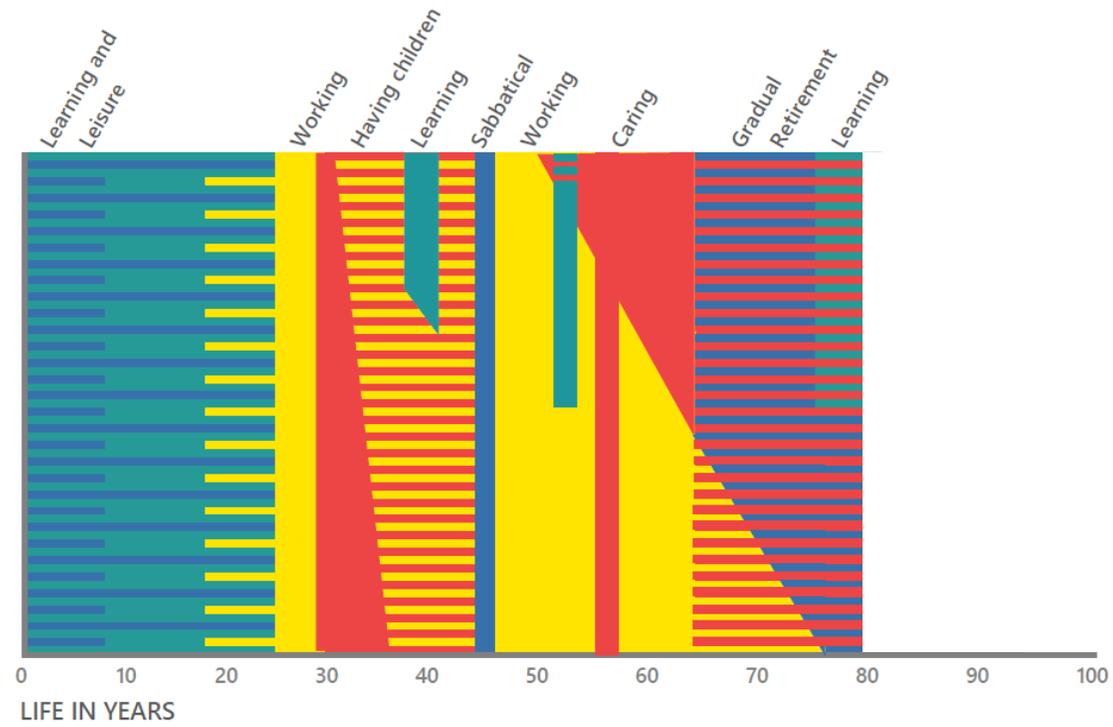
Fonte: Adaptado de Kalache (2013)

A Woman's Life Course in the future



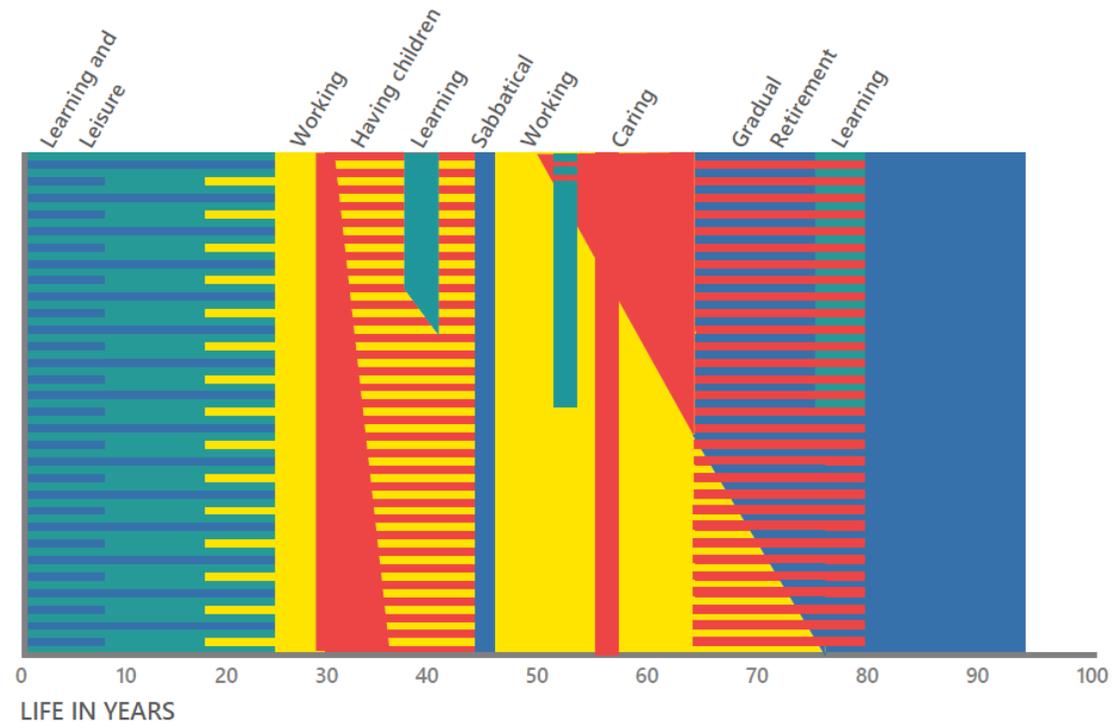


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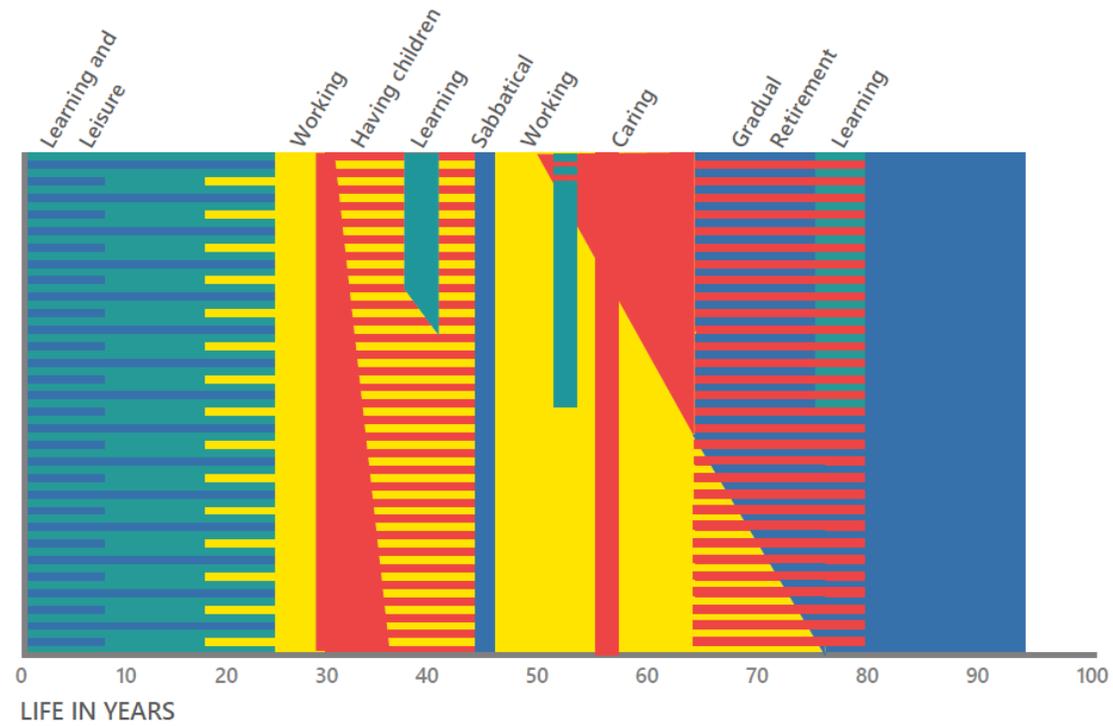
Fonte: Adaptado de Kalache (2013)

A Woman's Life Course in the Future



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A Woman's Life Course in the Future



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**The
Economist**

JANUARY 14TH - 20TH 2017

Trump v the spooks

The stain of Guantánamo

Pop stars and patronage in Congo

Inflation's welcome return

Lifelong learning

**How to survive in the age
of automation**

A SPECIAL REPORT



Adressing inequalities



Preventing Ageing Unequally



**The Inner
Level**
**Richard
Wilkinson
& Kate
Pickett**

How More Equal Societies
Reduce Stress, Restore
Sanity and Improve
Everyone's Well-being

allen lane



INTERNATIONAL BESTSELLER

**THE
SPIRIT LEVEL**

Why Greater Equality Makes
Societies Stronger



RICHARD WILKINSON and KATE PICKETT

Foreword by Robert B. Reich

Inequalities



USA

Over the last 30 years inequality has grown year after year.

Since 1969 the top 1% income share has more than doubled while the percentage of poor people has remained the same.

Richest 0.1% take in 188 times the income of the bottom 90%

44% of USA population is either poor or low-income.

**The USA spends 18% of its
GNP on health and yet it
ranks 32 in LEB globally,
behind much poorer
(but less unequal)
countries***

e.g. Italy, Spain, Israel, Malta, New Zealand, Portugal,
Greece, Slovenia, Cyprus, **Chile, Costa Rica, Cuba**

THE MODERN PLAGUES
THE EPIDEMICS OF
LONELINESS, ANXIETY,
DEPRESSION, SUICIDE.

THE MODERN PLAGUES

**THE EPIDEMICS OF
LONELINESS, ANXIETY,
DEPRESSION, SUICIDE.**

**OVERNUTRITION, OBESITY,
HYPERTENSION, DIABETES**

**LEB IN THE USA HAS
DECLINED OVER THE LAST
FOUR YEARS**

USA

LEB at birth in Central Colorado has reached 87y – in South Dakota, only 66y. Disparities are found within same state, same cities.

A room with a view

**...from my office at the
New York Academy of
Medicine**

**...or am I referring to LEB
in Roxbury compared to
BackBay ??**

Nobody left behind

Nobody left behind

Ageing in a foreign land

**Age friendly policies for
MIGRANTS**

EMBRACING A RIGHTS-BASED APPROACH

... Including the **RIGHT**

- **To health**
 - **To learn**
 - **To work**
 - **To be protected**
 - **To have na insurance**
 - **To participate**
 - **To have access to services**
 - **The right not to be discriminated**
- ...as well as...**

AS WELL AS THE RIGHT

TO REST

TO STOP

TO A DECENT INCOME

The Right to **SOCIAL INCLUSION**



THE FUTURE OF AGE FRIENDLY

THE FUTURE OF AGE FRIENDLY

BOLD AND VISIONARY

Mayor Walsh Age Strong Commission Mission

**“Together we can live and
age strong in Boston”**

Governor Baker

Aspirational Future State

**Massachusetts to be the
Silicon Valley of innovation
in aging and exports
knowledge and services.**

THE FUTURE OF AGE FRIENDLY

**CENTRED ON A
CULTURE OF CARE**

Reversing the

Conspiracy of Silence*

QUALITY OF LIFE FOR AS LOG AS THERE IS LIFE

***Atul Gawande in
“Being Mortal”**

FROM THE BEGINNING OF LIFE



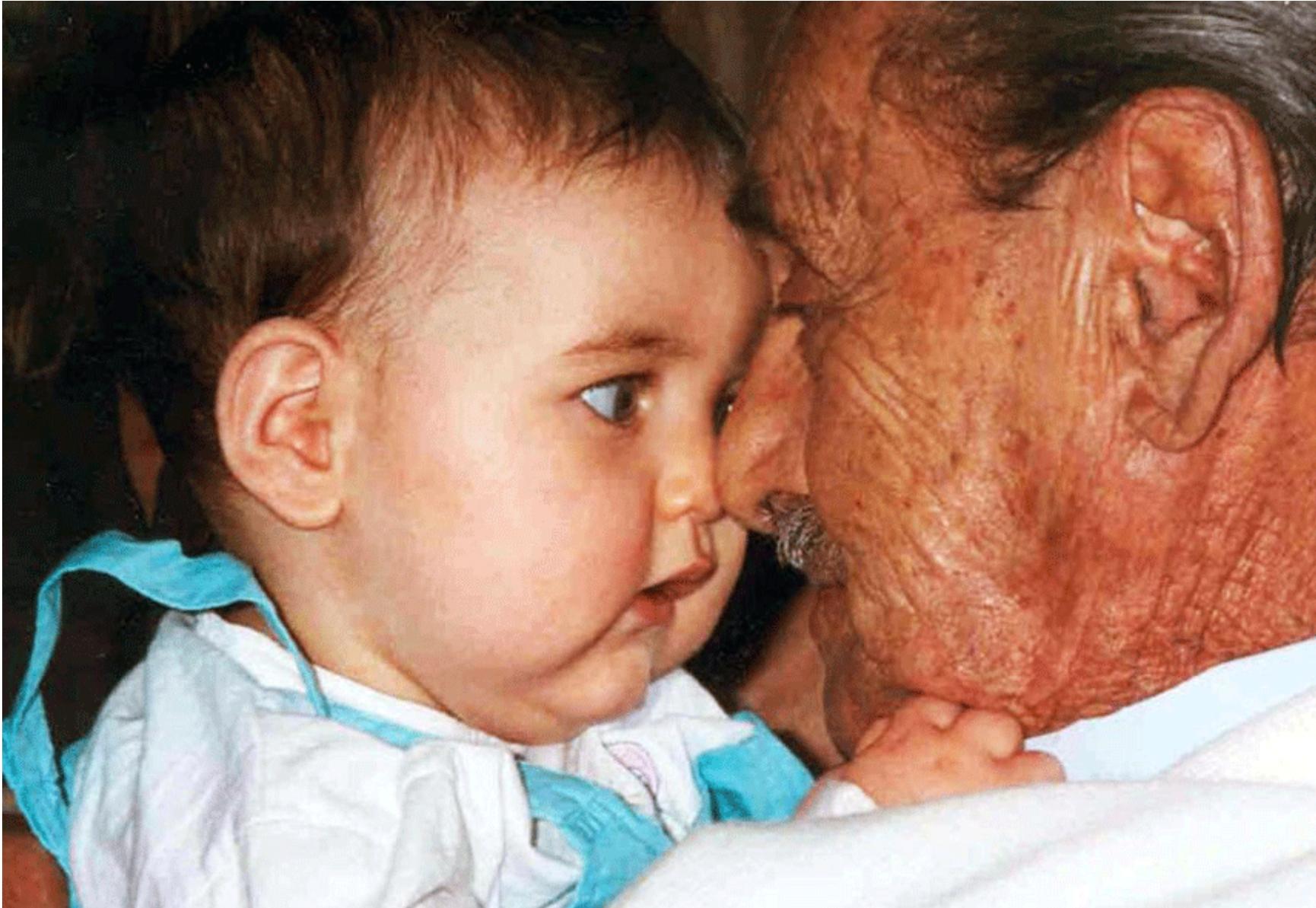


TO THE END



**... In the process,
fostering...**

Intergenerational harmony and solidarity





<http://www.ilcbrazil.org/>
<http://www.ilcbrazil.org/portugues/>



<http://longevidade.blogspot.com.br/>



@ilcbrazil



<https://www.facebook.com/ilcBR>