

ACTION FOR AGEING

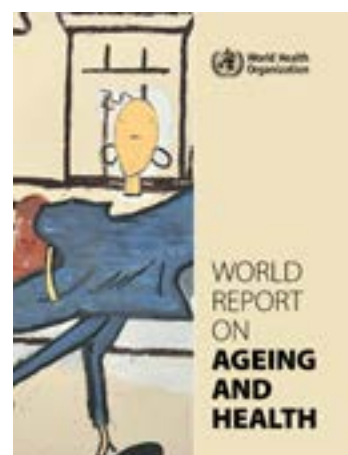
A toolkit for organizing innovative events
on the *World report on ageing and health*



The World report on ageing and health

The *World report on ageing and health* summarizes the best available evidence, identifies gaps and suggests future priorities for action on *Healthy Ageing* (Box 1).

Comprehensive public health action on population ageing is urgently needed. This will require fundamental shifts, not just in the things we do, but in how we think about ageing itself. The *World report on ageing and health* outlines a framework for action to foster *Healthy Ageing* built around the new concept of functional ability. A transformation of health systems away from disease-based curative models and towards the provision of older-person-centred and integrated care will be imperative. To create environments in which we would like to grow old will need the development, sometimes from nothing, of comprehensive systems of long-term care. This will require a coordinated response from many other sectors and multiple levels of government. And it will need to draw on better ways of measuring and monitoring the health and functioning of older populations. These actions are likely to be a sound investment in society's future. A future that gives older people the freedom to live lives that previous generations might never have imagined.



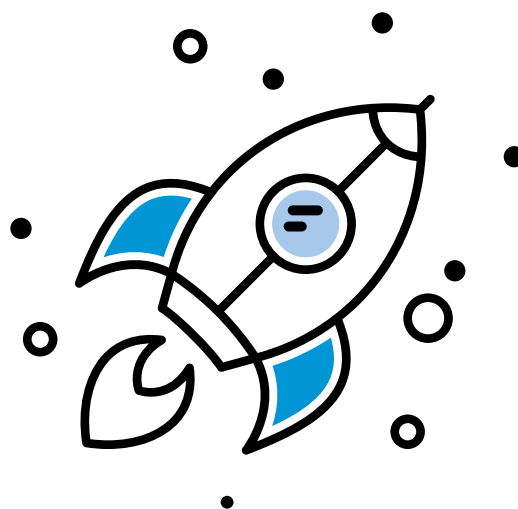
The *World report on ageing and health* was launched globally by the WHO Director-General Dr Margaret Chan, to celebrate the International Day of Older Persons on 1 October, 2015.

Box 1: Key messages

- The pace of population ageing today is faster than ever before. Between 2015 and 2050, the proportion of the world's population older than 60 years will nearly double from 12% to 22% (from 900 million to 2 billion). In 2050, 80% of older people will be living in low- and middle-income countries.
- While people worldwide are living longer, there is little evidence to suggest that older people today are experiencing their later years in much better health than their parents.
- The extent to which older people can enjoy these added years of life and contribute to their families and communities depends heavily on one factor, and that is health.
- All countries need to ensure that their health and long-term care systems, as well as other sectors (housing, transport, urban development, social security, etc.), are ready to make the most of this demographic shift.

Action for ageing

The purpose of this toolkit is to support WHO regional and country offices and our partners around the world in planning effective events on the *World report on ageing and health* or on ageing and health more generally. These events could target a range of stakeholders for awareness-raising, engagement and action towards *Healthy Ageing* (Box 2).



Action for ageing sets out ideas for events that could be used to complement or replace more traditional formats such as formal speeches, presentations and panel events. In many circumstances creative, interactive and informal formats may be more conducive to innovation, problem solving and genuine engagement than traditional formats. Creative events are likely to be appreciated and remembered by participants and foster discussions and innovative solutions among stakeholders. This toolkit discusses various event formats which provide options that can be combined to suit your needs and resources.

Box 2: Individuals or groups you could reach with your event

- Governments, policy-makers (such as ministries of health, social protection, labour, transport, housing, urban planning and municipal authorities) and international organizations
- Civil society organizations (including Older People's Associations and organizations working with older people)
- Service providers (such as health-care, long-term care and public transport providers)
- Private sector (including local business)
- Older people and their families
- Researchers and academics
- General public and communities (such as youth leaders, local shop keepers, bus drivers)
- Journalists and the media
- Funders (including philanthropic foundations)

Remember: Nothing about them without them - older people should be actively involved in discussions on issues that concern them.

Know your objective

The type of event you organize will depend on your objectives, your target audience and the resources available to you. Be clear about what you want to achieve with your event. You may have one or more objectives. For example:



Knowledge transmission:

Your objective is to inform. The *World report on ageing and health* summarizes the best available evidence on ageing and health and you wish to share this information. → While this can be achieved in different ways, the *Presentation with fishbowl panel* format works well to share information.

Example: you wish to inform important national and regional decision-makers and the media about the main messages of the report and stimulate debate.



Idea generation:

Your objective is to learn from your audience. This can help you find creative solutions that work in your context to address challenges around ageing. → The *Open Situation Room* is well suited for generating ideas.

Example: you wish to find creative solutions to address the physical barriers that older people face in the community, for example difficulties accessing local services such as hospitals and shopping centres.



Emotional engagement:

Your objective is to connect emotionally with your audience. This can help you create awareness and/or encourage action on issues around ageing. Information alone is often not enough - people commit to issues that touch them. → *Storytelling* and *Site visits* work well for emotional engagement.

Example: you could show the great diversity of older age by organizing a visit to a local centre for seniors and inviting several older adults to share aspects of their life story.



Policy dialogue:

Your objective is to catalyse or deepen policy dialogue on a specific issue, such as on aligning health systems to the needs of older populations. → *Site visits* and a *Presentation with fishbowl panel* combine well to stimulate policy dialogue.

Example: you wish to stimulate dialogue around how health system can be orientated around intrinsic capacity in your country. The event takes place at the university teaching hospital and a tour of this site is given.



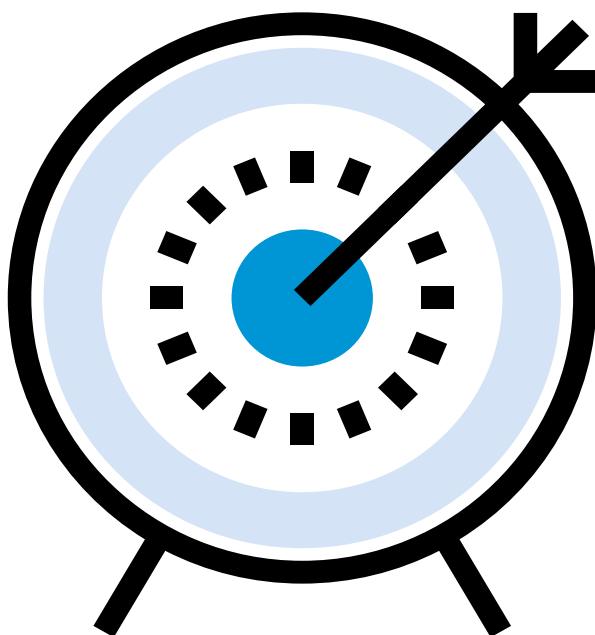
Networking:

This should be an objective of every event, as good relationships are key to success. → Plan sufficient time for informal conversations around breaks and refreshments. It's in informal settings that the best ideas are often generated.

Example: you wish to encourage networking by scheduling a walk or bus ride between a visit to the seniors centre and the conference facility. You end your event with an informal reception. Ensure all ideas – not expressed as part of the event – can be captured on pen and paper and dropped in a clearly labelled "bucket of ideas".

10 simple rules for great events

1. Know your objective;
2. Plan early;
3. Be clear about your audience. Ensure that you have people in the room that can inform, influence, make or implement policy and practice decisions;
4. Identify an experienced and stimulating facilitator or chair;
5. Save time by using the many [event materials](#) available on the *World report on ageing and health*;
6. Save resources and extend reach by collaborating with partners;
7. Aim for the top. Chosen wisely, well-known people draw in audiences and give gravity to the topic;
8. Dare to be innovative and avoid lengthy speeches;
9. Create informal networking spaces;
10. [Document your event](#) to help spread your key messages.



Formal speeches and presentations

Purpose	Knowledge transmission
Duration	3 hours
Setting	Conference/seminar room, U-shape or concentric chairs
Target group	Governments and policy makers, civil society organizations, professionals and the media. This format can accommodate large groups.



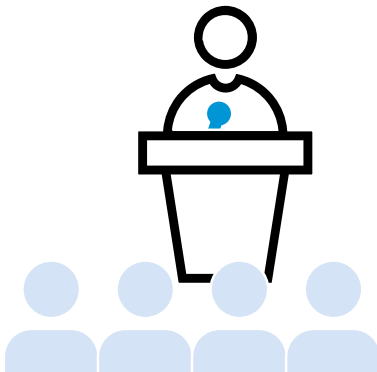
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Choosing an appropriate format

This is a traditional format that may be less conducive to innovation, genuine engagement and problem solving or strategic development. While it is included here for completeness and because it may sometimes be the most appropriate format, organizers are encouraged to consider one or more of the innovative formats described on the following pages. These may be more successful for achieving a wider range of objectives and inspiring your audience to take action on ageing and health.

Keynote speech

Give the issue gravity by giving the stage to a high-profile official (10 minutes).



Report presentation

Use the [presentation](#) with speaking points provided in this toolkit (20 minutes).

Expert panel presentations

A panel of experts presents on the national context related to specific topics covered in the report or the key areas for action on *Healthy Ageing* (90 minutes).

Question and answer round

Invite the audience to ask questions to the expert panel (15 minutes).

Informal networking

End with an informal lunch, dinner or small reception (30-60 minutes).

Presentation with fishbowl panel

Purpose	Knowledge transmission and policy dialogue using a ceremonial yet engaging event.
Duration	2-3 hours
Setting	Conference/seminar room, U-shape or concentric chairs
Target group	Governments and policy makers, civil society organizations, professionals and the media. This format is very flexible in size.



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IDEA
GENERATION



EMOTIONAL
ENGAGEMENT



POLICY
DIALOGUE



NETWORKING

Choosing panel members

Panel members should represent a range of stakeholders and/or hold diverse views on the issue being discussed. This will make for a more stimulating debate. Allow each audience panel participant enough time to make an input before being replaced. Having a good moderator and establishing a time limit for speakers at the start of the event can also encourage more succinct and focused inputs.

Welcome address from political representative

Give the issue gravity by giving the stage to a high-profile official. Remember though, having an engaging speaker is paramount. Keep speeches short (15 minutes).

Report presentation

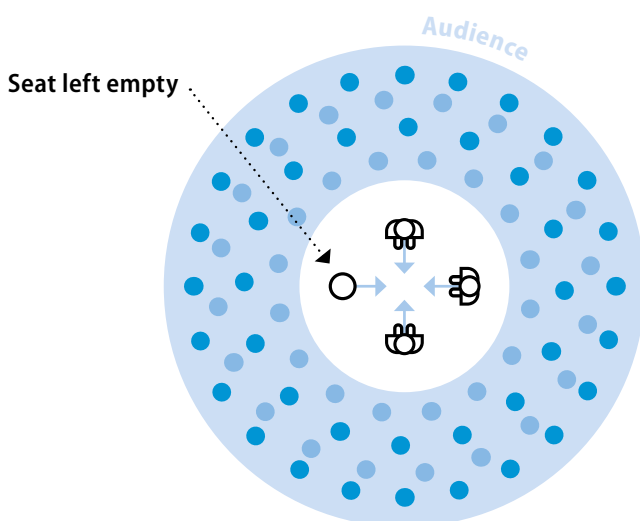
Use the [presentation](#) with speaking points and other [event materials](#) provided in this toolkit (20 minutes).

Panel discussion with fishbowl format

Four panel chairs with one reserved for an audience member who spontaneously joins the panel. Anybody can come forward and replace the audience participant. This makes the panel more interactive and stimulates problem solving (60 minutes).

Informal networking

End with an informal lunch, dinner or small reception (60 minutes).



Storytelling

Purpose	Engage by connecting an abstract issue with the emotional power of real people. This can be a standalone event, or combined with other events, for example as a catalyst for a panel discussion, or an inspiring component of a dinner.
Duration	2-3 hours
Setting	As appropriate, such as U-shape or a stage
Target group	Broad audience, including multisectoral stakeholders, media and the general public. This works for both smaller and larger audiences.



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NETWORKING

Finding good stories

Work with your partners to identify individuals with a first-hand account of the ageing issues that you want to address. A full storytelling event can include 4-5 speakers with a diversity of perspectives linked to ageing. For example, if you wish to discuss long-term care, these could be an older person who is in need of long-term care, an older person who has received appropriate long-term care services and two long-term care providers, one who has been trained and one who is an untrained family member.

Arrange a small trial session live or by phone two weeks before the event, to make sure that each story is personal, coherent, engaging and not longer than 10 minutes.

Welcome address

Use the [event materials](#) such as speaking points provided in this toolkit (5-10 minutes).

Stories

4-5 speakers each share their story. Allow for applause (45-60 minutes).

Audience engagement

An open discussion between the speaker panel and members of the audience helps to facilitate understanding of the issues discussed (30 minutes).

Informal networking with ideas bucket

End with an informal reception or dinner. Ensure ideas can be captured in a "bucket of ideas" (60 minutes).



Site visits

Purpose	Make abstract issues tangible by providing decision-makers with a field experience of good practice examples. Strengthen connections with and among participants.
Duration	4-5 hours
Setting	On-site
Target group	Policy-makers, opinion leaders in relevant fields and media. Depending on the site, this format is better suited for smaller groups, such as 10-20 participants.



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**POLICY
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NETWORKING

Choosing a good site

Identify one or more sites that demonstrate good practice for *Healthy Ageing* with the help of your partners. These could be integrated health- and social care services, intergenerational co-housing, wheelchair accessible urban gardens and outdoor exercise grounds or age-friendly businesses and employers. Each site should be large enough to accommodate your group with easy access for reduced mobility.

Welcome address

Provide a short introduction about the site and its relevance for *Healthy Ageing* (10 minutes).

Introduction round

Participants introduce themselves: Why are we here? What connects us with the issue? (15-20 minutes)

Short report presentation

Use the **presentation** with speaking points provided in this toolkit (10 minutes).

Site tour

Point out what makes this a good practice site (1-2 hours).

Meet the people

Invite people who use the location or service to share their stories and how the site has impacted their lives (15-30 minutes).

Debriefing

Discuss the case with participants and brainstorm possible action. Collect outcomes of the debriefing on a whiteboard or post-its (30 minutes).

Informal networking with ideas bucket

End with an informal reception with a "bucket of ideas" to capture participants thoughts (30-60 minutes).

Open Situation Room

Purpose	Find innovative solutions for specific challenges with this idea-generation and thinking workshop. Reality check new ideas with decision-maker.
Duration	3-4 hours
Setting	Workshop space
Target group	This works well with 20-30 diverse participants and a professional facilitator/moderator.



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**IDEA
GENERATION**



**POLICY
DIALOGUE**



NETWORKING

Choosing a diverse participant mix

Consider a range of participants and professionals beyond the obvious stakeholders, such as youth, media, artists, designers, urban planners and business owners.

Welcome address

Use the [event materials](#) provided (5 minutes).

Report presentation

Use the [presentation](#) with speaking points provided (20 minutes).

Boundless ideas

Groups of five people brainstorm potential solutions (30 minutes).

Idea selection

Groups present. Decision-maker selects the best idea from each group or audience votes on ideas (5 minutes per group, 30-45 minutes).

Elaborate

Each group creates a solution poster for the chosen idea: What is the expected outcome? Who/ what is needed to make it happen? (30-45 minutes)

Closing remarks and thanks

(5 minutes).

Short introduction round

Why are we here? (20 minutes)

The challenge

Decision-maker (such as government or civil society) states a specific problem, related to the report (5 minutes).

Preselection

Groups select their best three ideas and prepare a pitch (10 minutes).

Break and refreshments

Provide opportunities for informal exchange of ideas (15 minutes).

Present solutions

Each group presents their solution. Decision-maker provides feedback on feasibility of each solution (5 minutes per group, 30-35 minutes total).

Event materials

World report on ageing and health – full report available in English and Spanish (also available in ePub and Daisy formats); summaries available in Arabic, Chinese, English, French, Japanese, Portuguese, Russian and Spanish:

<http://www.who.int/ageing/events/world-report-2015-launch/en/>

Presentation slides – with speaking points made to save you time:

<http://www.who.int/ageing/events/world-report-2015-launch/en/>

Video materials – short extracts of interviews to show at events and share with media:

» Video presentation of the report by Dr John Beard, Director, Ageing and Life Course:

<https://youtu.be/OlfcKV-BT08>

» Sound bites:

<http://www.unmultimedia.org/tv/unifeed/asset/1452/1452645/>

» Interview on *Healthy Ageing* with Dr John Beard:

<https://youtu.be/OlfcKV-BT08>

Case studies – in-depth material suitable for media stories:

<http://www.who.int/ageing/events/world-report-2015-launch/case-studies/en/>

Infographic – on *Healthy Ageing* to publish on the web and social media and make flyers and posters for your event (available also in French and Spanish):

<http://www.who.int/ageing/events/world-report-2015-launch/healthy-ageing-infographic.jpg?ua=1>

Fact sheets – on various themes to spread among participants and the media:

» Ageing and health: <http://www.who.int/mediacentre/factsheets/fs404/en/>

» Elder abuse: <http://www.who.int/mediacentre/factsheets/fs357/en/>

» Mental health and older adults: <http://www.who.int/mediacentre/factsheets/fs381/en/>

» Falls: <http://www.who.int/mediacentre/factsheets/fs344/en/>

Fact file – 10 facts on ageing and health:

<http://www.who.int/features/factfiles/ageing/en/>

GIFs – animated infographics for showing at your event and for staggered release on social media:

» Populations are getting older:

<http://www.who.int/ageing/events/world-report-2015-launch/populations-are-getting-older-full.gif?ua=1>

» Speed of population ageing:

<http://www.who.int/ageing/events/world-report-2015-launch/speed-of-population-ageing-full.gif?ua=1>

» Populations live on average 20 years longer than 50 years ago:

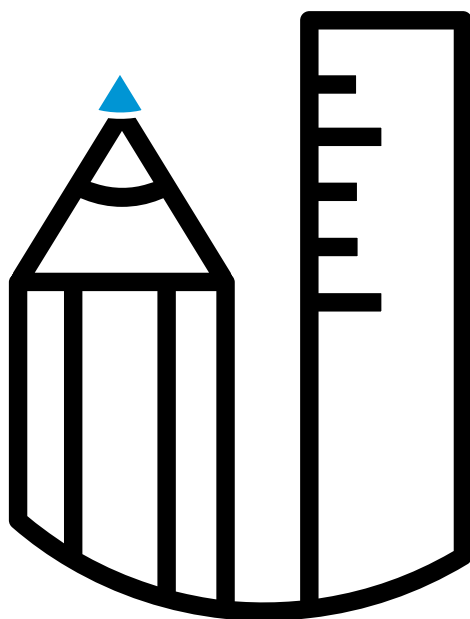
<http://www.who.int/ageing/events/world-report-2015-launch/people-live-20-years-longer-full.gif?ua=1>

Twitter box – content for your twitter account:

<https://twitter.com/WHO>

Misconceptions file – 10 misconceptions on ageing and health to help you address ageism:

<http://www.who.int/ageing/features/misconceptions/en/>



Documenting events

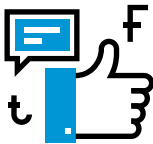
An event is restricted to time and space, but its impact can be extended through appropriate communication to a wider audience. Plan resources to document and publish information about your event, both written and visual.

Record discussion outcomes



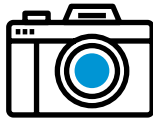
Some good ideas come from unexpected sources - use audio or written records to make sure they are captured. They can feed back into your work and provide quotes you can use in external communication.

Publish what has been done



Use your website, blog, social media and external channels such as the media and the networks of your partners to generate buzz. This is an opportunity to communicate about the report, your event and the ideas and actions this has triggered.

Ensure good photography



Strong images say more than a thousand words and should accompany your published text. Consider hiring a professional photographer or media company.

Make and share videos



Good videos are good products for sharing on social media. Less is more: action, stories and essential statements have a stronger impact than uncut records of a panel discussion.

Tell us about your events



As you try out new event formats, record what worked well and what did not. This way you enable your organization to have an even greater impact in the future.

WHO is interested to hear about and share the outcomes of regional, national and community events on **Age-friendly World:**
www.agefriendlyworld.org

To share information about your event with WHO, please send the following short report to: healthyageing@who.int

- 1-3 high-resolution photographs and [completed consent form](#)
- 200 word summary, outlining:
 1. your event- when, where, speakers;
 2. purpose- what you tried to achieve;
 3. participants- who attended your event;
 4. format- which event format did you use;
 5. outcomes- what happened as a result of your event;
 6. feedback - how satisfied were organizers and participants with your event;
 7. contacts- who to contact for further information on your event.

We would welcome your views on this toolkit.
Please send your comments to: healthyageing@who.int