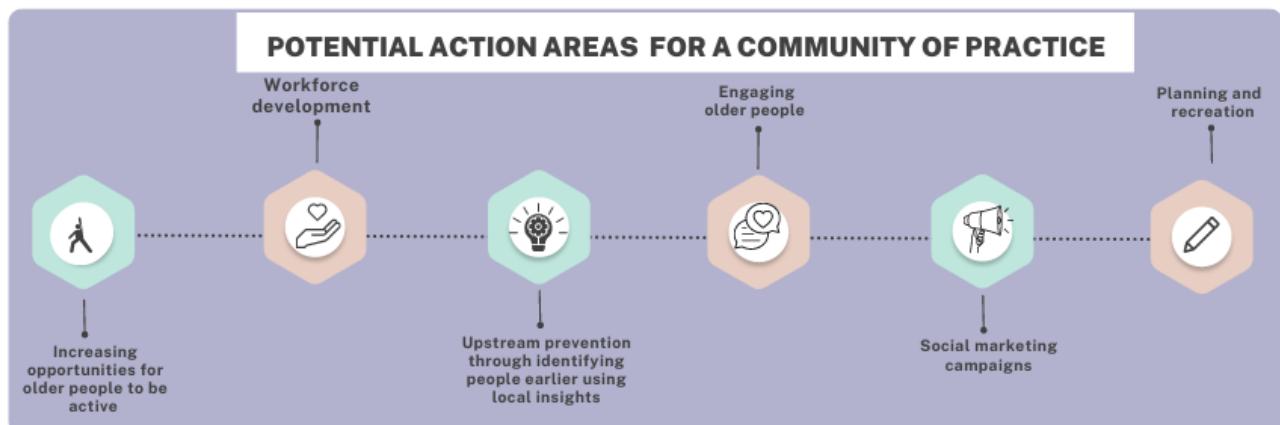


## A Community of Practice - Live Longer Better

A Community of Practice is a network of people who share a common interest in healthy ageing and come together to support the Live Longer Better programme. Communities of Practice may engage through face-to-face or online meetings, blogs, or forums.



### WHY WE NEED A COMMUNITY OF PRACTICE

*To work in partnership to deliver change to meet population needs through delivering Live Longer Better at a local level.*

This could address priorities to;

- Increase physical and mental wellbeing among older people locally.
- Increase quality of life among inequalities.
- Address local need and reduce inequalities.
- Reach older people before crisis and reduce service utilisation.
- Reach the stigma around ageing.

### WHAT WE OFFER

- A programme of learning.
- An evaluation framework.
- Ongoing support and follow-up to embed the principles.
- A resource hub for partners including training, guides and insights.
- A Live Longer Better website and associated comms plan.
- Referral pathways (falls prevention).
- Hampshire wide data and insights to build upon at a local level.
- A platform to promote case studies.
- A 'Live Longer Better Pitch' to deliver to your communities.

### IDEAS FOR PROJECTS YOUR COMMUNITY OF PRACTICE CAN DELIVER

- Encourage existing groups e.g. lunch clubs, knitting groups to embed movement in their activities. For example, embed walking as part of befriending.
- Trial the Fall Proof resources with local groups.
- Consider how inclusive current provision of physical activity is e.g. can you map toilets on your Wellbeing Walks to support people with incontinence, or, improve the offer to older residents in leisure centres.
- Support older people to engage with current physical activity programmes through using warm welcomes and social/visual stories.
- Utilise local data to target Live Longer Better messages e.g. database of older people who need support for bin collections.
- Set up an older peoples engagement forum, if there isn't one in existence.
- Collect and share case studies and inspirational stories from local residents.
- Collate local data and insights.
- Campaign for local information to be age positive- challenging language and imagery.
- Share and promote the Live Longer Better social marketing campaign and website.
- Create and maintain age friendly design in local spaces.