

# Sharing & Learning....



Dr Lynne Douglas  
Churchill Travel Fellow 2024

***“If you have knowledge,  
Let others light their  
candle with it”***

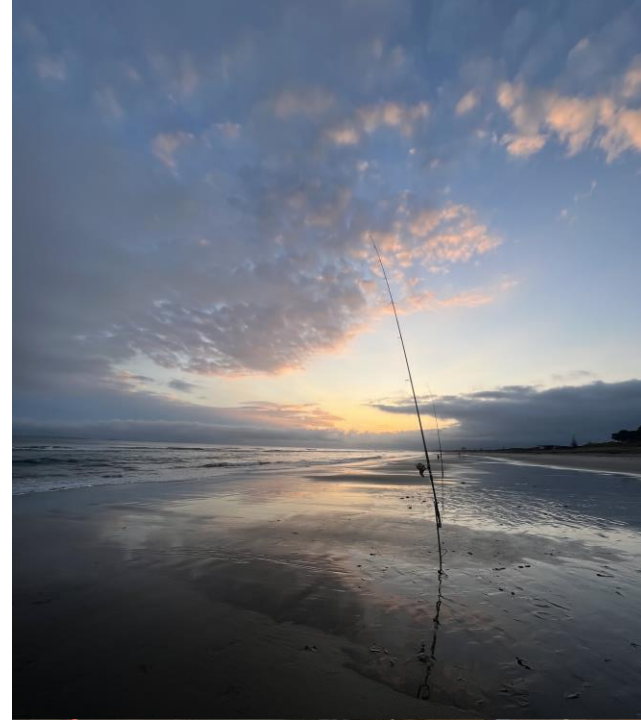
Winston Churchill

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# Global Health and Care Landscape

Today's Realities and Exploring Tomorrow's Possibilities:

*Some thoughts from a global adventure*



## Which Age Friendly Environments are promoting wellbeing in the elderly?

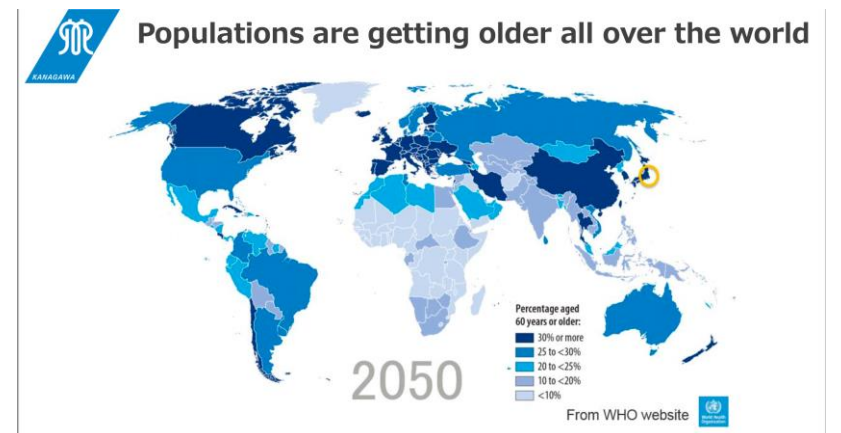
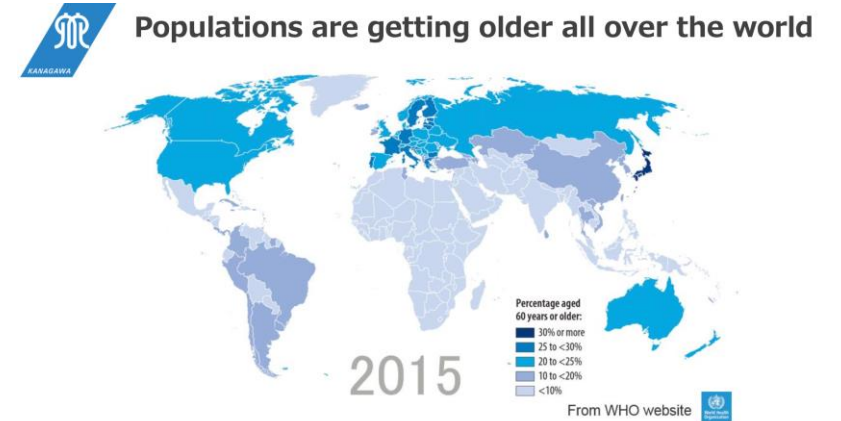
- Explore Policy agenda in New Zealand, Japan, Australia & Hong Kong
- How are these countries delivering on this agenda?
- What does it mean to age in these societies?
- How can technology enable ageing well?
- Key takeaways and reflections



# A Global Challenge

- Median age of population growing, reduction in birthrate, leads to ageing population
- United Kingdom, in 2022 19% >65 years , by 2072, this will be 27%
- Diminishing birth rates  
↓workforce.

Economic, social and public services impact



# UN Decade of Ageing 2021-2030

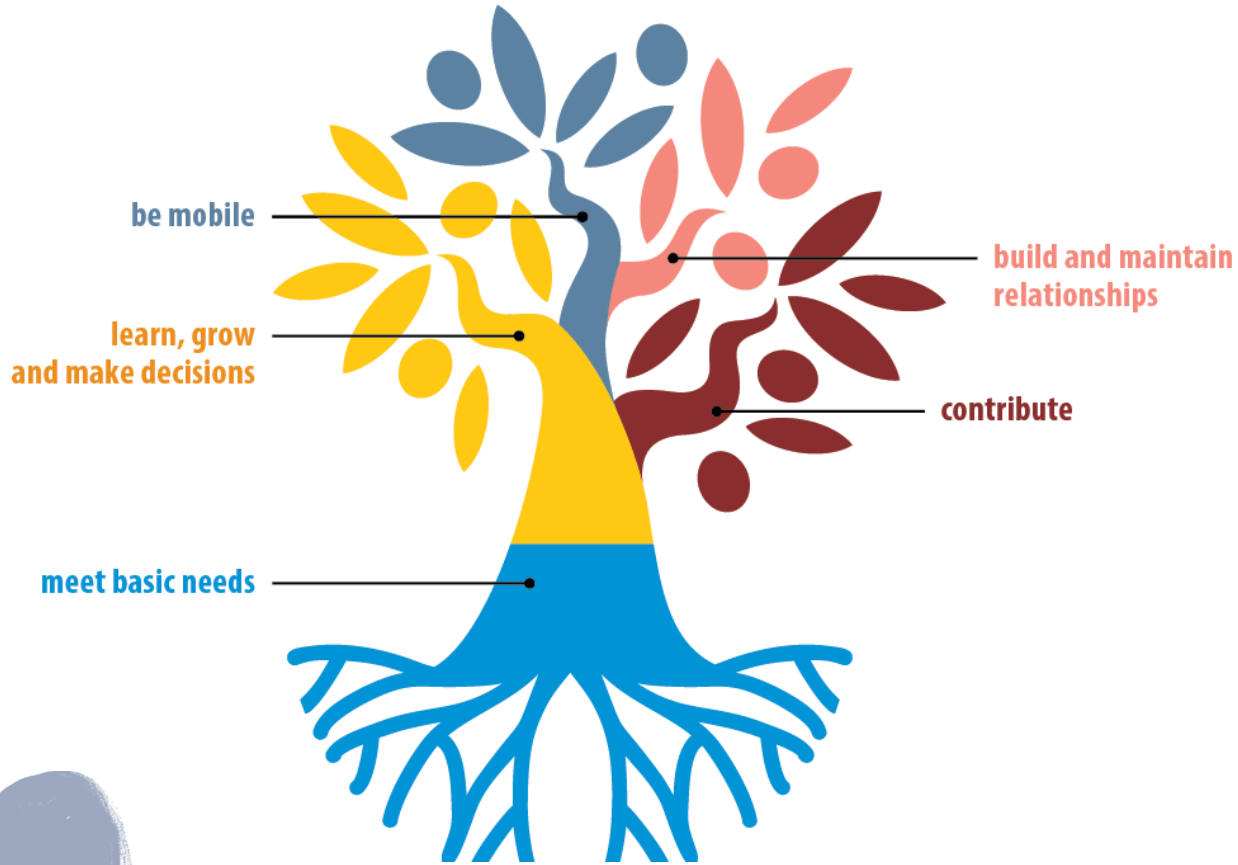
- **UN Decade's four areas of action:**
  - changing how people think, feel and act about age and ageing;
  - ensuring communities foster the abilities of older people;
  - delivering person-centred, integrated care and primary health services responsive to older people; and
  - providing access to long-term care for older people in need.



Developing age-friendly cities and communities is a proven way to create age-friendly environments.

Age-friendly cities and communities improve access to key services and enable people to be and do what they value through action across **eight domains**:





## Age-friendly environments enable all people to:

- ✓ age well in a place that is right for them
- ✓ continue to develop personally
- ✓ be included
- ✓ contribute to their communities
- ✓ enjoy independence and good health



# How Measures for Preventive Frailty have changed

Originally (High risk approach)

Local government as **provider**, community people are the **recipients**

2014

Frail prevention through community building

Shift to Population Approach

Community people are the **managers** and local government as **supporter**

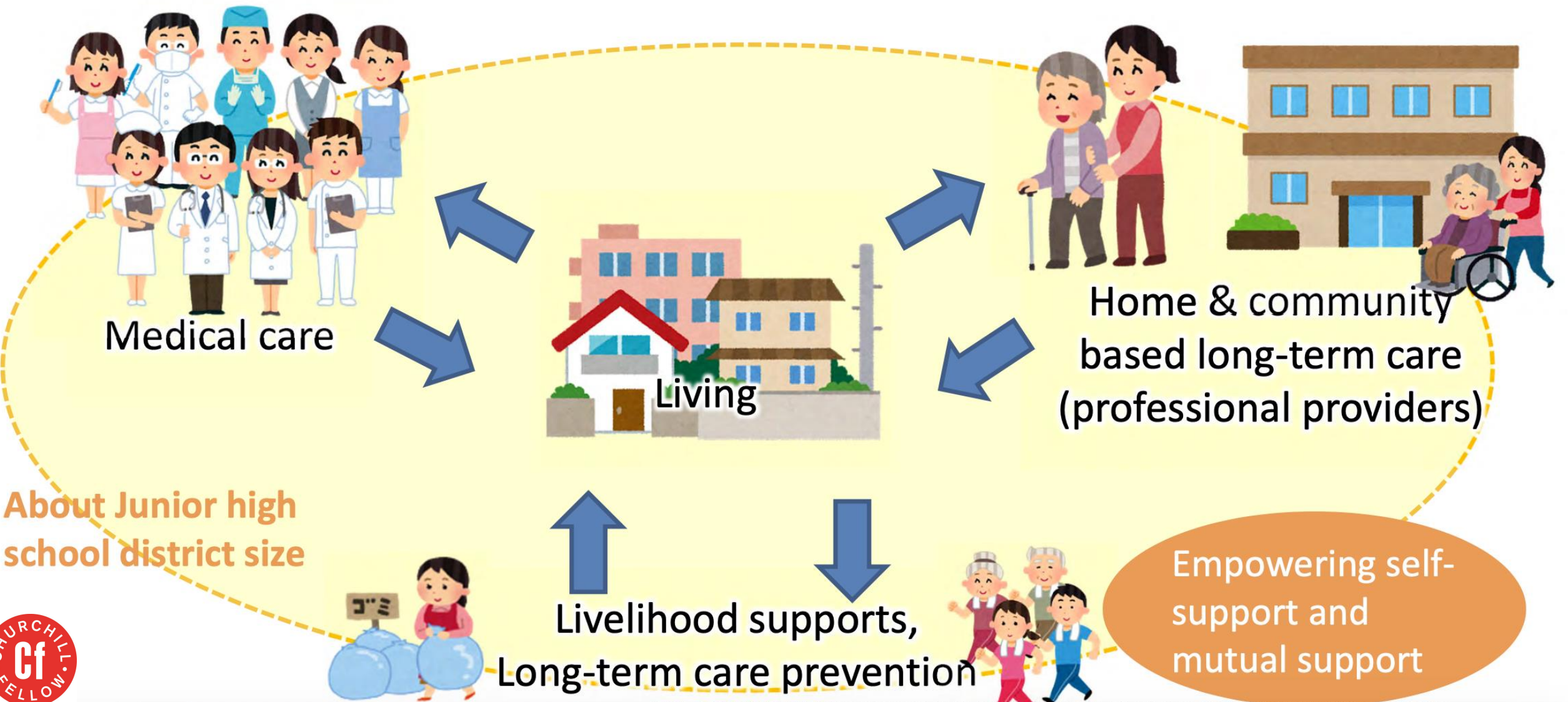
2019

New guideline

**Diversify and Strengthen function of “Kayoinoba”**

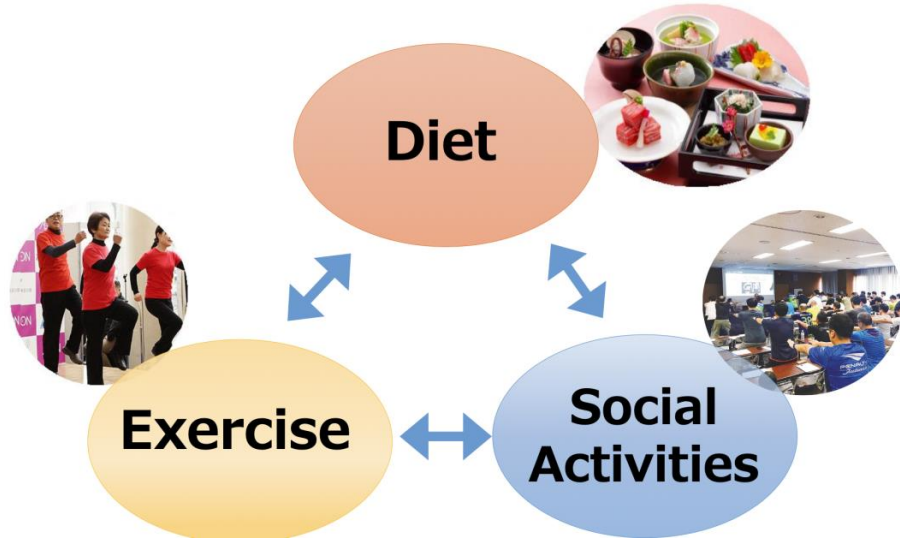


# Community-based Integrated Care System





# Three factors for managing ME-BYO



ME-BYO 未病

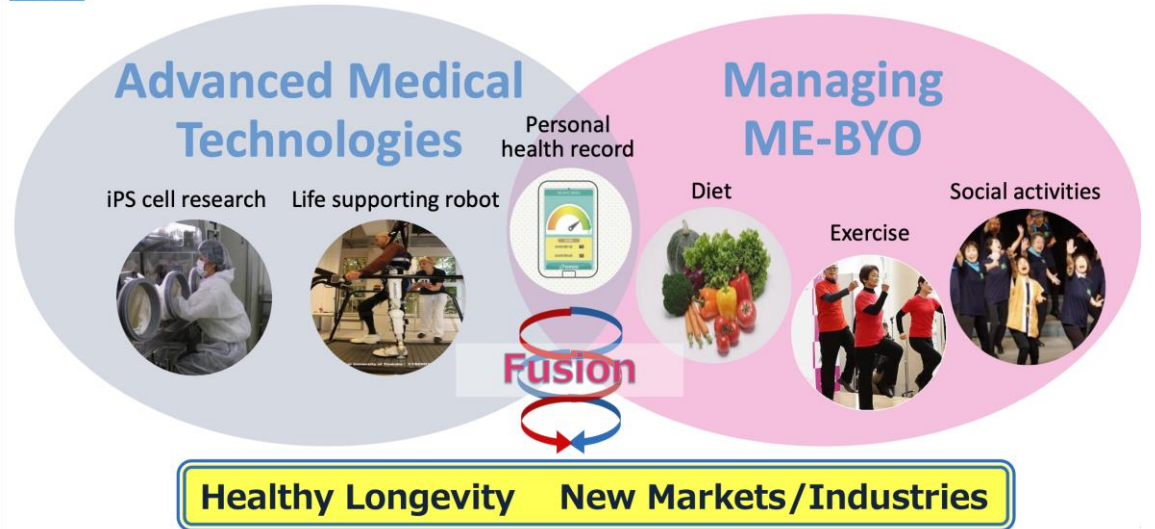
“Me-Byo”

「未病」

The state in-between health and illness



# Healthcare New Frontier



# AFC Practices in Kanagawa

## Odawara City



日本語 <https://youtu.be/Q2p5THEhVFc>

English <https://youtu.be/ayaEYTq7Fpo>



日本語



English

## Matsuda Town



日本語 <https://www.youtube.com/watch?v=HG46vjwB5Fg>

English [https://www.youtube.com/watch?v=K7R\\_ttZnceo](https://www.youtube.com/watch?v=K7R_ttZnceo)

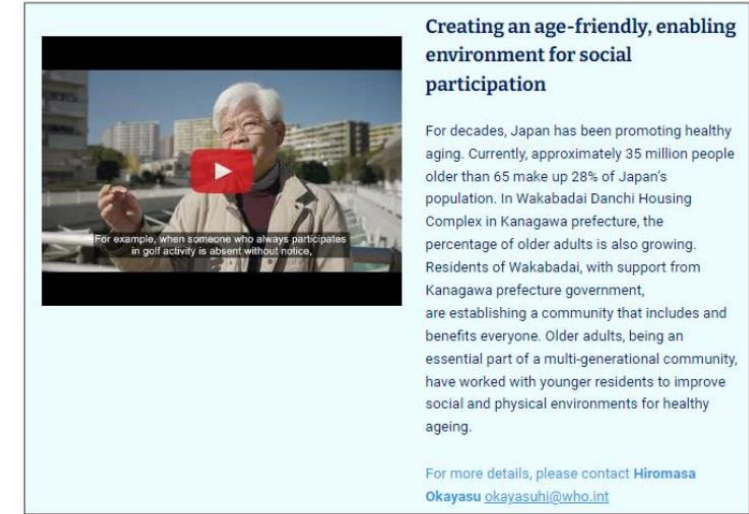


日本語



English

## Wakabadai Housing Complex



English [https://youtu.be/K7R\\_ttZnceo](https://youtu.be/K7R_ttZnceo)

The video is created by WHO WPRO.

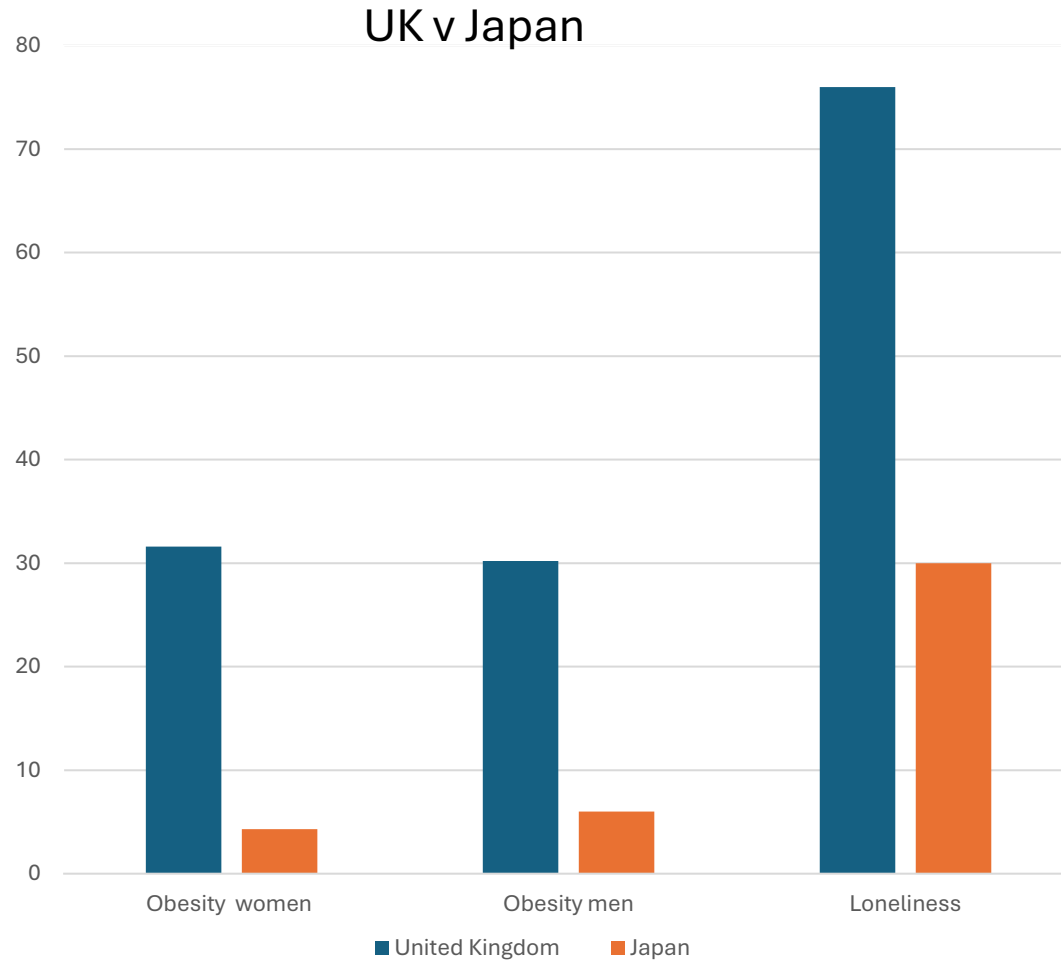


English

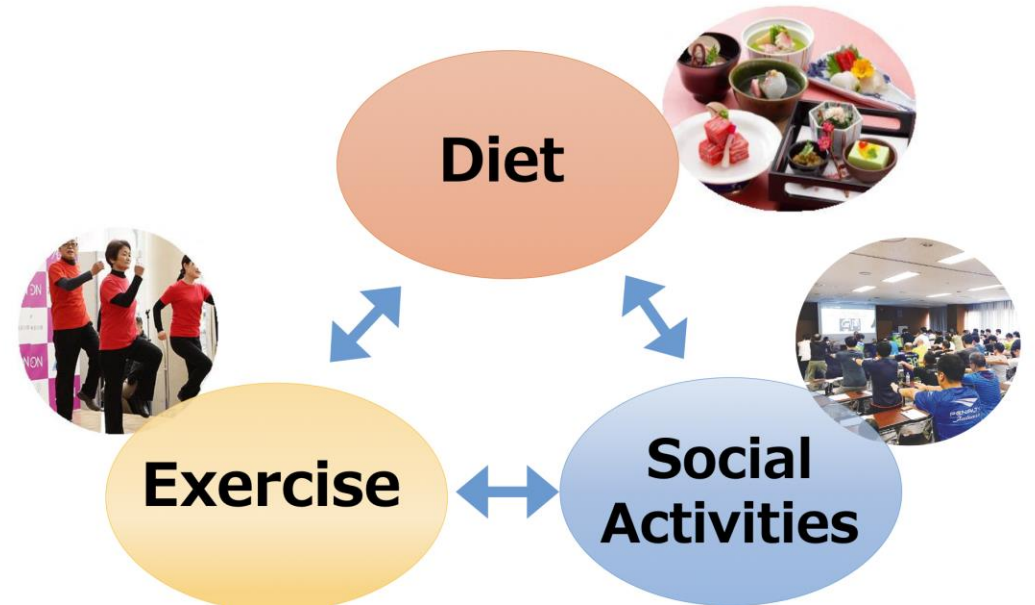
# Thank you!



# United Kingdom Context:



## Three factors for managing ME-BYO





## Technology

- Myth that Robots are looking after elderly
- Revenue \$3.35bn (2025)
- Culture of innovation and adoption at scale, integrated.
- AI key feature in new approaches.
- Significant drivers to boost economy, in super ageing society

# Key Reflections

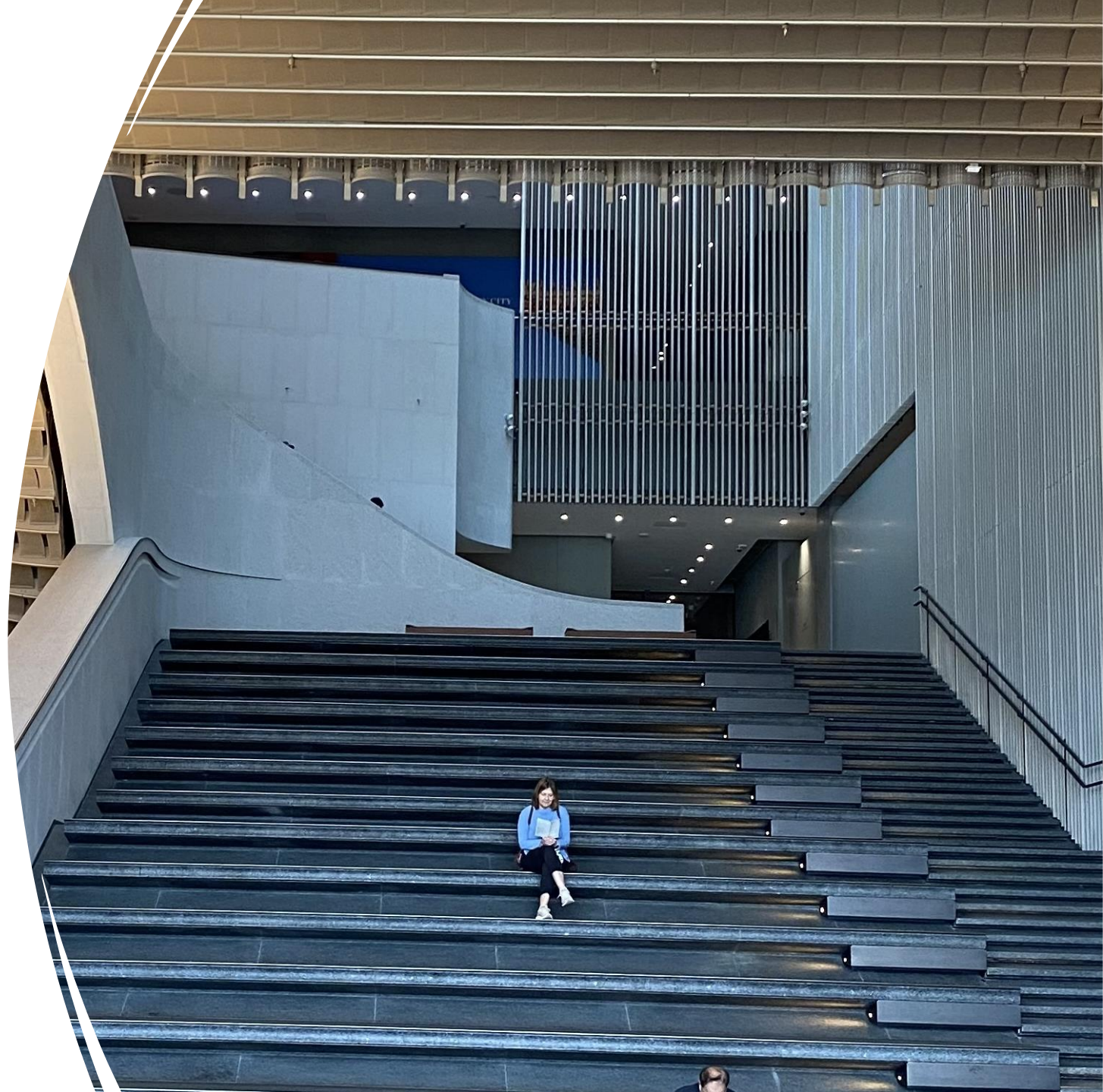
- Japan committed to proactively enabling super ageing society
- Adopt & Implement evidence at scale
- Use public health data to locally determine services
- Community, proactive, engaged and contributing to keeping people living well.
- Technology & AI integral to the future in a super ageing society



# Final thoughts

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- NHS/Medicine are important – but should it be EVERYTHING?
- When does our long game begin?
- How as individuals can we make a meaningful contribution for society?
- It is living well not just ageing well that is fundamental to Japan's approach.



# How well are we preparing for ageing in UK

Poll Questions:

Q1 has anyone in past 5 years asked you what does ageing mean to you?

Yes/No

Q2 Have you been given advice on how to live well & age well for

Diet

Yes /No

Physical Activity

Yes/No

How to remain socially engaged

Yes/No

Q3 Are you currently taking actions to enable you to live well and age well by implementing strategies for your:

Diet & Nutrition

Yes /No

Physical activity

Yes/No

Social interactions and engagement with others?

Yes/No





# Thankyou

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FELLOW

## Session Q&A



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Care Technology  
Expert

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**Alex Mitchell**

Head of Voice®  
Operations &  
Strategic  
Partnerships

UK National  
Innovation Centre  
for Ageing (NICA)



**Lynne Douglas**

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# Thank You

[www.tsa-voice.org.uk](http://www.tsa-voice.org.uk)

#ITEC2025

