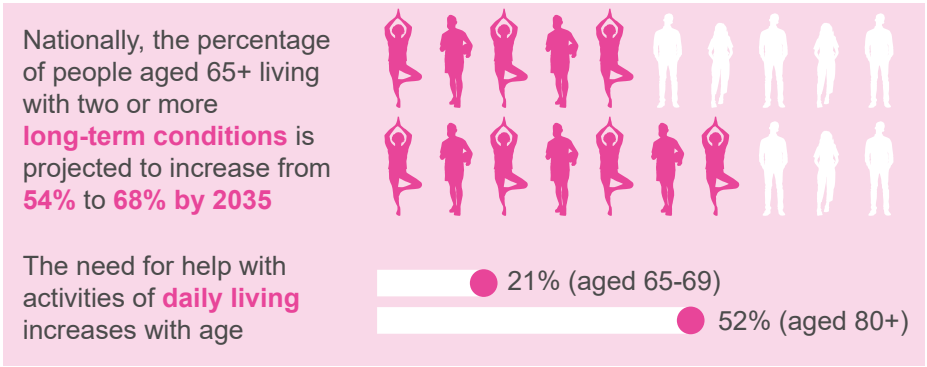
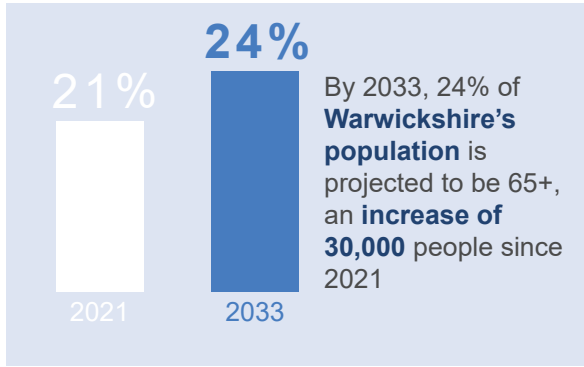


1 The older adult population is **large** and **growing**

2 As we age, we are more likely to be living with **health conditions** and have **care needs**



3 Prevention is key - for quality of life, reducing inequalities, and the sustainability of services

Life course approach

Tobacco is the **largest modifiable risk factor** for ill health and death in people aged 70+ in Warwickshire

Supporting people to stop smoking **at any age** is important

Different types of prevention

55% of the people in Warwickshire who are estimated to have **dementia** have a **diagnosis**, meaning 45% may be missing out on **support**

Prevention is about **preventing illness** - but it is also about preventing harm by **intervening early** and providing **optimal treatment**

Wider determinants of health

£22.3m estimated amount of **unclaimed Pension Credit** in Warwickshire in 2019

The places and conditions older people live in **affect their health**

4 We need to reframe **attitudes to ageing** and recognise and build on **strengths**

“ Perceptions still linger from when old people were considered a **burden** on society. The **opposite is true** in that many older people **volunteer** enabling those at work to focus on their work. We all get older, it's just recognising it.
Healthy Ageing in Warwickshire survey

1 in **10** people aged 65+ (12,600) in Warwickshire support others by providing **unpaid care**