

Hold the Date!

Wednesday 19th October 2022, 11.00 – 16.00*
Live Longer Better Thought Leadership National Event
(location & precise time* to be confirmed)

THE FOUR R'S: RECONDITIONING, REJUVENATION, RISK REDUCTION, REVOLUTION!

Join us for our first **IN-PERSON** Live Longer Better national event where we will reaffirm our collective mission and how we describe it. **The Four R's:**

Reconditioning: restoring ability lost not only during lockdown but with decades of existing in the modern environment, dominated by the car, the sofa, the TV, the computer and the desk job.

Rejuvenation: aiming to get as able as one was five or even ten years before – *Drop a Decade!*

Risk reduction: preventing, delaying, slowing down and even *reversing* the risk of dementia, and frailty.

Revolution: the continuing need to move from fear of population ageing to the celebration of healthy longevity and this requires a cultural revolution, which means we need to rewire the brains of not only older people but also....

- ❖ Friends and relatives
- ❖ Health and social care professionals
- ❖ The general public
- ❖ The press

What does this mean?

This means we have to start where each of these groups are at present and then create new ways of thinking e.g. health and social care need to see our work not only as good for older people but good for them as a means of reducing the need and demand for health and social care.

This is an opportunity to *come together in person to challenge, discuss and explore what we can and must do*, to really address the Four R's. This event will include visionary insights, case spotlights and the compelling evidence, sharing some excellent presentations from expert speakers including of course Sir Muir Gray, whilst also enabling the much missed truly interactive and networking sessions.

An event with a difference – time for a cultural change!

Our virtual LLB National Events have proved extremely popular - over 2,000 delegates have attended our last 8 events with cross sector representation including local authorities, Age UK, NHS, Care Homes, Leisure Trusts and various voluntary and community sector partners. Feedback given by delegates confirmed that the events fully met their expectations.

Hold the Date NOW until Registration is open!

Event location and further programme details will be circulated nearer the event.

This Live Longer Better collaboration between Sir Muir Gray, Optimal Ageing Associates and Active Partnerships provides a unique combination of skills and resources, bringing together the cultures of coaching and health. We look forward to sharing some excellent presentations and speakers around the Live Longer Better work.

Come and join our Cultural Revolution! Live Longer Better: Viva la Revolution!