

SEEFA Member Briefing May 2016

We thought SEEFA members might appreciate another short written briefing. Further information is available from any member of the SEEFA Executive Group or you could have a look on the SEEFA website at www.SEEFA.org.uk.

1. **SEEFA's call for 'a new narrative on ageing'**. Following the SEEFA Convention and subsequent Policy Panel in January this year SEEFA has been focussing on our key message calling for a new narrative on ageing with a positive portrayal of later life. Our ambition is that all generations value the contribution made by an ageing population. We want to emphasise the gains to be made for us all if the generations work together to complement each other. All our work this year will reflect this theme.
2. **New joint project with South East Age UKs**. We'll be working together with South East Age UKs to examine the idea of 'age friendly businesses'. We plan events to develop the key issues and these will feed into a high profile Symposium in the spring of 2017.
3. **Later life digital inclusion**. There is a separate briefing available on later life digital inclusion - which continues to be a priority for us. Now that work with Barclays has come to an end, we are continuing to push for a greater understanding of the impact of digital inclusion on health and wellbeing in later life. We are collecting examples of good practice, especially where a later life perspective has been included in digital developments. If you know of any please let us know.
4. **Policy Panel on Later Life and Ageing**. The next Policy Panel is on 1 July and will be at the Palace of Westminster. I'll let you have further information shortly.
5. **Influencing service design**. We continue to push for experts who have experienced later life to have a say in the design of products and services – for example, at recent events with student designers of digital technology and with partners in the Surrey Sussex Kent Academic Health Science Network. In particular, we'd like to see more 'co-production' where service commissioners involve service users as equal partners in their design and delivery. If you have any examples of this you could share, please do let us know.
6. **National links**. You will be aware that DWP funding has been withdrawn from the UK Advisory Forum on Ageing (UKAFA) and the 9 English Forums on Ageing. Following proactive work by Marjory Broughton, who is the Independent Chair of the English Forums Chairs' group, the 9 English Forums have been able to apply for 6 months transitional funding.

We think it's vital that a national level voice continues and so SEEFA has been working hard to help set up a new independent England wide body which will champion ageing issues. Much work is in progress to get this up and running as soon as we can. We have had a very

positive response so far from a range of policy makers who are welcoming our ideas. If you'd like further information on this please let Marjory know.

SEEFA is of course continuing to operate as registered charity and from September 2016 will be independent of the DWP.

SEEFA appreciates all your help and support!

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SEEFA is the South East England Forum on Ageing. Our aim is to bring people together to influence later life strategies, policies and services to make life better for current and future generations of older people. Our objectives are as follows:

- **To raise awareness of issues around ageing and later life**
- **To share good practice and innovation, news and information**
- **To review and inform strategies and policies that will impact on later life**
- **To promote the engagement of older people, partners and policy makers**
- **To challenge ageism and promote social inclusion and independence for older people as citizens**