

**ILC-UK update to the ILC Global Alliance
December 2023**

Achievements and Performance



1. Building a greater understanding of issues and opportunities presented by longevity

We continue to leverage our one-of-a-kind Healthy Ageing and Prevention Index to spark conversations, highlight solutions and build new connections across the world

The Healthy Ageing and Prevention Index is an interactive online tool that ranks 121 countries on six key healthy ageing metrics and gives a bird's eye view on how sustainably countries are adapting to longevity. As part of the Index, we have undertaken analysis and trend work to identify what drives better performance across the world.

Since its launch in May, the Index has positioned us as experts on what works in adapting to longer, healthier lives across the world and brought the ILC in front of a whole host of new stakeholders and organisations:

- The Index formed the cornerstone of our G20 Health Ministers' side event in India in August, our first event in India.
- We were invited to speak at the International Federation on Ageing's 16th Global Conference in Bangkok, including a dedicated workshop on the Index and our key recommendations on healthy ageing.

- We have been invited to present the Index at the 2023 Seoul 4050 International Forum hosted by the Seoul 50 Plus Foundation – an affiliated organisation of the Seoul Metropolitan Government, with all expenses covered.
- We presented the Index in a plenary to the 2023 international Longevity18 conference at Bayes Business School (City University).
- We were invited to present on the Healthy Ageing and Prevention Index at Mercer's Flagship International Health and Wellbeing Network Forum, in front of representatives from global multinational corporations.

"We are finding the Prevention Index to be very useful. Arun's great presentation to our clients at the International Health and Wellbeing Forum in June really sparked their interest in how they will use the Index to support development and roll out of health and well-being programmes globally. Our clients are all global Multinational Corporations, so it is going to be very useful for them. I'm also using the data in presentations on longevity around the world and have shared it with about 100 of my global consulting colleagues who specialise in health and well-being as a 'genius – must use!' It's a great go-to place for data and insights."

Yvonne Sonsino, Global Lead on Longevity and Flex, Mercer

We are seen as experts in the fields of longevity and beyond

- We have been invited to be a member of the IFS Advisory Group exploring the future of pensions policy.
- We were invited to a large OECD event on the future of learning in Paris, which was fully funded.
- We were invited to be on FIP's (International Pharmaceutical Federation, the international body representing pharmacists across the world) insight board on vaccines and health inequalities.

2. To what extent are we saying the right things?

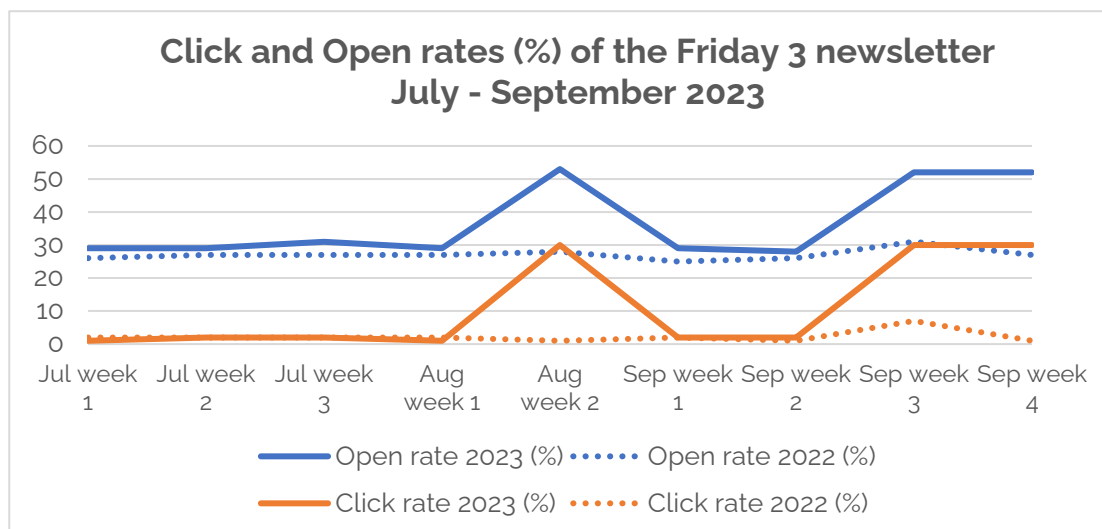
We are focusing on solutions

Our work on our Longevity White Paper, to be launched at our next Future of Ageing conference on 7 December, has allowed us to focus on solutions and feed into key policy debates the run-up of the next General Election. We have published new evidence on the key challenges faced across health, care, finances, work, retail and communities over the last weeks to spark a national conversation on how a future government can plan better for longer lives. We have received significant press coverage so far:

- Our policy briefing on intergenerational wealth inequalities, illustrating the concerning fall in wealth held by under 40s, was very widely covered including by The Guardian and Sky News' rolling feed. Several days later The Daily Telegraph's Business columnist Ben Wilkinson and Hamish McRae's opinion piece in the i newspaper also referenced the work.
- This is Money comprehensively covered our policy briefing on work.
- The work on the Retail section of the White Paper provided useful context for the recent release of our Healthy Retail guides which were well covered by the Retail Times, Talking Retail and the Essex Gazette.

The focus on solutions has also increased engagement with our existing stakeholders. For example, our weekly Friday Three newsletter, which has led with a "solution of the week" for the last few months, has seen a big boost in engagement. We have healthy engagement and a high open and clickthrough rate with 56% of subscribers either often or opening emails. This is very high compared to other charities.

Friday Three engagement



We comment on current and policy-relevant issues

ILC's comment on the ONS release on centenarians was also well picked up by The Times columnist Alice Thomson and The Sun newspaper in both the UK and US editions. Off the back of this the ILC was also invited to provide background and comment in a Daily Mail article on the secrets of living to 100.

We have had media coverage of our older research, as well as further commentary on current developments across a wide range of publications and broadcast media – from our blog on the Prevention index in *Vaccines Today*, our letter on "Nanny State fears are hobbling Briton's health" in the *Financial Times* to consumer and to retail pieces in Italian *Vanity Fair*. As a result of his work on health inequalities and smoking Les Mayhew was interviewed by two different presenters on Times Radio.

We log as much of our press and media coverage as possible which can be seen [here](#).

3. To what extent are we engaging the right people?

We continue to build new and strengthen existing relationships.

Building relationships across party lines in the run-up to the election

Given the focus of our Longevity White Paper on the upcoming election, we have built on existing relationships with key decisionmakers across party lines. The Conservative and Labour Party conferences provided the ILC with the opportunity to engage with a wide range of local and national politicians, journalists, civil servants, businesses, think tanks and other NGOs. Most notable amongst these were:

- Neil O'Brien, Public Health Minister

- David Halpern, Head of the Behavioural Insights Team (aka the Nudge unit)
- Rachel Sylvester, Times Columnist and chair of the Times Health Commission
- The Today Programme's Nick Robinson
- Metro mayors including Andy Burnham and Dan Norris
- Lisa Nandy MP, Shadow International Development Secretary
- Seema Malhotra, Shadow Skills Minister
- Long-standing ILC supporters including Lord Bethell, Damian Green MP, Debbie Abrahams MP and Stephen Timms MP

As well as introducing the ILC's work in conversations, we were also sought out by others attending the conference at networking events and following questions asked at fringe meetings. Our level of engagement highlighted the value of face-to-face networking at such events.

- Kevin Hollinrake, Minister for Enterprise, Markets and Small Business has also agreed to chair our business-focused event as part of our programme of work engaging retailers around healthy ageing.

Building our international presence

Over the last quarter, we have continued to grow our partnerships with other ILC's around the world and leveraged our wider international networks:

- We held our first event alongside the UN General Assembly in collaboration with ILC-US and the Global Coalition on Aging. We had a full house and great feedback..
- Our event in India alongside the G20 Health Ministers' meeting in Gandhinagar was also a success. Speakers included the British Deputy High Commissioner to Gujarat and Rajasthan, the Lead for Geriatric Healthcare from the Public Health Institute of Gandhinagar, the Director for the WHO Collaborating Centre for Paediatric Immunology and the Chair of ILC-India. About half the attendees travelled from other parts of the country to join us. India, now the most populous country across the world and one that will age very rapidly over the coming decades, is a key country of interest for us and we look forward to doing more work with our partners at ILC-India there.
- We hosted colleagues from ILC-Japan on a research trip on integrated care systems and discussed future work together.
- The British Embassy in Japan heard we were speaking at the Independent Ageing conference in Japan and reached out to see if they could offer any support and organised a press interview with a local newspaper during our stay.
- Chris Sainty, the British Ambassador to Portugal has offered to hold the launch of our report on the economic opportunities of healthy ageing in Portugal at his residence. He also mentioned the work in a visit to Portugal's new Centre of Active Ageing Skills in Loulé, which was inaugurated in April. This was cited in the press (<https://www.portugalresident.com/active-ageing-a-priority-for-portugal-and-uk/>).
- We continue to build our ILC Europe network and are engaging at the European level. Brando Benifei MEP has agreed to host the launch of our report on inequalities in structural heart disease.

Connecting with experts and opinion formers

We continue to build our networks with experts and opinion formers in our key policy areas across the third sector, business, academia and government agencies:

- A delegate commented on our great convening power at our "solutions workshop" for our upcoming White Paper on Longevity bringing in bright thinkers from across a diverse range of backgrounds.
- Clive Bolton (ex-LV=) said we were one of his first calls in his new role at M&G.
- We sat next to the new Government actuary at a recent networking dinner, who agreed to stay in touch about future work.

We are approached by new and different potential funders.

Alongside our proactive approaches and ongoing funder relationships, we continue to be approached by funders who have heard of us and want to work with us. This quarter, we were approached by Novo Nordisk, the Hallmark Foundation who are interested in working with ILC on an event looking at the 100-year life, and the Black Footballers Partnership who want to explore the physical and financial wellbeing of players towards the end of their playing career.

4. Changing behaviours

We are changing minds and creating advocates.

Prof Singh, a paediatrician by trade and Director for the WHO Collaboration Centre on immunisation, who joined us for our event in Gandhinagar, said that in the preparation for the event, he had become passionate for the need to extend vaccination across the life course to support healthy ageing:

"While preparing this talk, I think I learnt many things, which I was unaware of. This concept of life course immunisation is something, which is not known to many paediatricians. When we talk of immunisation, we talk of young children... But now we talk about life course immunisations, that means immunisation across the life span of an individual. And this is a very important concept as our population is ageing. The earlier we realise and the earlier our Government spends money on immunisation for adults... the better it is... Adult vaccination is as important as childhood vaccination."

Prof. Surjit Singh, Director, WHO Collaborating Centre for Paediatric Immunology