O'r hafod i'r hendre: The ups and downs of rural ageing

Research

Dr Charles Musselwhite
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Co-Directors, CADR
CADR aims to improve the lives of older people through the integration of research on ageing, policy and practice

**Environments Of Ageing (ECO)**
- Travel and mobility
- Built environment
- Natural environment

**Social Inclusion For Health And Wellbeing (PSYCHO-SOCIAL)**
- Social and cultural exclusion
- Social relations
- Work
- Kin and non-kin care
- Public and private services
- Resilience and socio-emotional processes

**Characterising Dementia and Cognition in Ageing (BIO)**
- Characterising dementias
- Subjective cognitive decline
- Visual attention and cognitive impairment

**Dementia and care issues at home**
- Rare dementia care needs and support

**Visual attention and the influence on social relations**
- Resilience and rare dementias

**Research Methods: Public and Professional Engagement and Involvement**
- Public engagement and involvement (eco-production; Join Dementia Research)
- Professional engagement and involvement (Social Care Innovation Lab: ENRICH, Cymru; My Home; Life Cymru; Institute of Creative Ageing Industries)

- Health and social care innovation and interventions (creative methods, intergenerational activities)
Making Wales the best place in the world to grow older

Commissioner’s priorities

- Making Wales the best place in the world to grow older
- Ending Ageism and Age Discrimination
- Stopping the abuse of older people
- Enabling everyone to age well

Influencing Policy and Practice
Promoting Good Practice
Providing Help and Support
Scrubnising and Holding to Account
Engaging with Older People
2018-19 in Figures

This infographic highlights some of the key benefits and outputs across our work packages during 2018-19

£41.7m RESEARCH GRANT INCOME

2,880 PUBLIC INVOLVEMENT & ENGAGEMENT OPPORTUNITIES

65 JOBS CREATED

768 SAMPLES FROM PEOPLE WITH DEMENTIA

25 SCIENTIFIC PUBLICATIONS

3,538 NEW WEBSITE USERS

155,215 TWITTER IMPRESSIONS
Successes

New Research Centres

Institute of Creative Ageing Industries £2.85m

ABC Project (£35m Construction project)

ROSENET (Reducing Old Age Exclusion)

Rare dementias and support research programme (£4.5m)

Dementia Research Institution Cardiff £13m

ABC Project (£35m Construction project)

CHERISH DE (£3m Computer Science project)

Rare dementias and support research programme (£4.5m)

ENRICH Cymru

Research into action

Advice to Welsh Government Ministerial Advisory Board on Carers

Extended the North Wales Dementia Network into Mid Wales

Pint of Science Festival
Launch of ‘Framing Age’ - A Photography Competition

All entries will be judged by the members of the CADR management team, plus the Chair of the Involvement and Engagement group.

They will shortlist a number of entries and the top photographs will be used in publicity and promotional materials and on the front cover of the autumn 2019 CADR newsletter.

The competition closes at midnight on 15 November 2019.
Launch of ‘Framing Age’- A Photography Competition
What does ageing mean to you – especially in a rural setting?
Rurality and ageing in Wales

AGE AND POPULATION DENSITY - WALES

% over 65 years of age

Population density per sq.km.
Proportion of Population over 65 by LA, 2009

Proportion of Population over 65 by LA, 2024

Welsh Assembly Government
Making a difference – rural issues

**Transport**
Especially post-driving, with public buses being cut and/or non existent, poor quality walking or cycling infrastructure.

**Discrimination**
Welsh language

**Fuel Poverty**
Not being able to use energy in homes required for comfortable living, especially heating

**Getting involved**
The urban nature of policy, practice and of most university research.
Making a difference

**Transport**
Especially post-driving, with public buses being cut and/or non existent, poor quality walking or cycling infrastructure.
Making a difference

**Discrimination**
- Challenging ageism
- Challenging discrimination
- Provision and accessing services from rural areas
- Welsh language - Lower in most urban centres, higher in rural areas
Making a difference

Fuel Poverty

• Not being able to use energy in homes required for comfortable living, especially heating
• Rural households are twice as likely to be in fuel poverty as those in urban areas.
• 21% of Wales not heated by gas or electricity
• 23% of the population in fuel poverty. Far more likely in ageing.
• 43,000 of these were in severe fuel poverty.
• New technologies for sustainability. Can they be used / be useful for older people? – Part of the £36m Active Building Centre
Making a difference

Recruitment - Getting involved
We’re closely involved with 39 partners, involved with MAFA
The urban nature of policy, practice and of majority university research.
Test national standards. Challenges of rural involvement
Extended the North Wales Dementia Network into Mid Wales
Today

10.15 - Rural Health Collaborative –
   Anna Prytherch, Rural Health and Care Wales

10.30 - Growing older with a dementia in rural Wales –
   Professor Gill Windle, CADR Associate Director, Bangor University

10.45 - Public Involvement and Engagement Activities of a rural community in India –
   Carol Maddock, CADR Research Officer, Swansea University

11.00- Light refreshment break

11.15- Workshops
   • Transport
   • Ageism & Discrimination
   • Fuel Poverty
   • Recruiting people to studies

12.25- Photographic archive of the Raissa Page Collection –
   David Johnston-Smith, Richard Burton Archive at Swansea University

12.40- "In it together" – Connecting people living with dementia in rural Wales –
   Anna Story & Dr Catrin Hedd Jones, CADR Bangor University

12.55- What matters most to you - Q&A session
   chaired by Beti George, Broadcaster and Dementia Advocate

Finish around 14:15
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