

Evidencing the Social Return on Investment of Age-Friendly Community Initiatives



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HACT – Social Value 2021: fit for the future?

3rd March, 2021

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Response to population ageing



Health sector – reorient service

- Enhance health promotion
- Prevention of disease, disability, frailty
- Management of co-morbidity
- Provision of long term care / avoid institutionalisation

Beyond health sector

- Aspects of natural and built environment
- Social services & programmes
- Cultural attitudes
- Social capital & community assets
- Engagement, equity & inclusion

Our research



Promoting healthy, engaged and active later life can work and add value at all stages of health and frailty *if* efforts are well targeted and delivered equitably

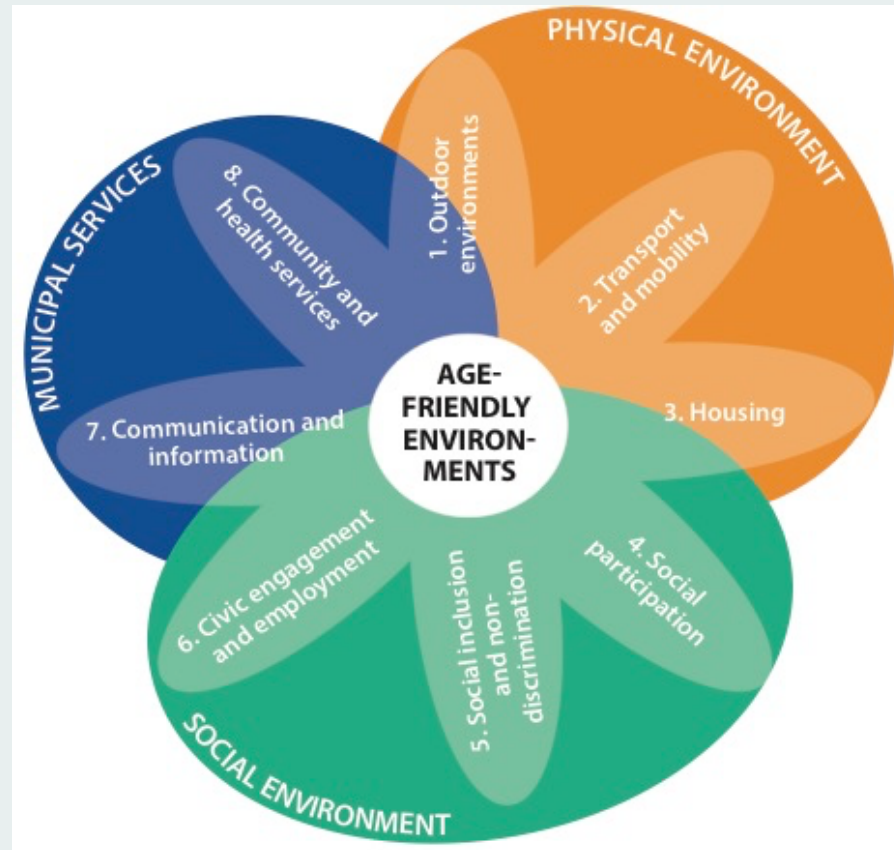
**Understanding
the factors that
influence
healthy ageing**

**Developing
interventions &
solutions
tailored to
needs**

**Demonstrating
what works &
adds value**



Age-Friendly City/Community (AFCC)



...is one in which “policies, services, settings and structures support and enable people to age actively.”

WHO 2007 & 2015

Individual ↔ Environment

physical, social, technological, cultural, polity

Age-Friendly City/Community



“...we need to demonstrate what we're doing...we are being asked 'what impact are you making, how is this making a difference’”

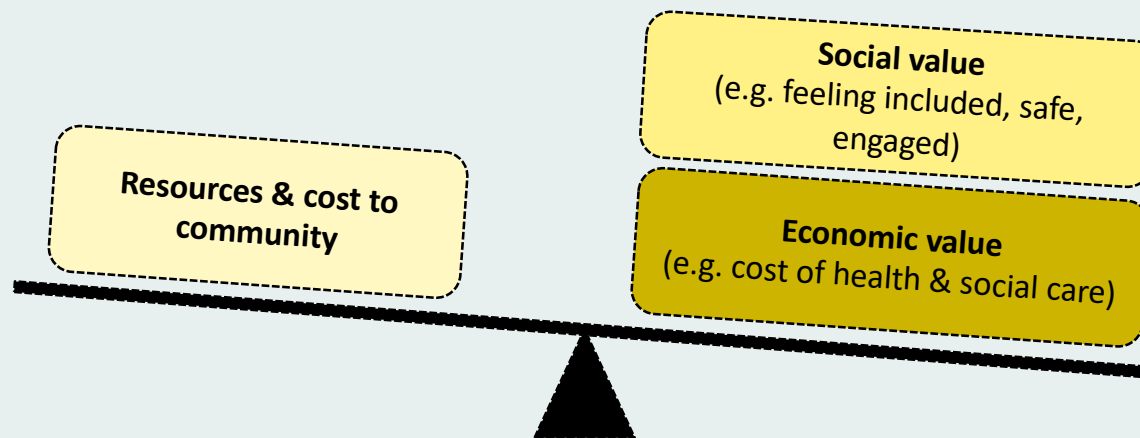
What works to foster active & engaged ageing?

What adds value?

Towards a value proposition

- Efforts to assess impact of Age-Friendly initiatives to date...
 - ❖ Largely focused on the process / individual components
 - ❖ Much less is known about **short and long-term benefits & resources implications**

Social Return on Investment



Age-Friendly City/Community

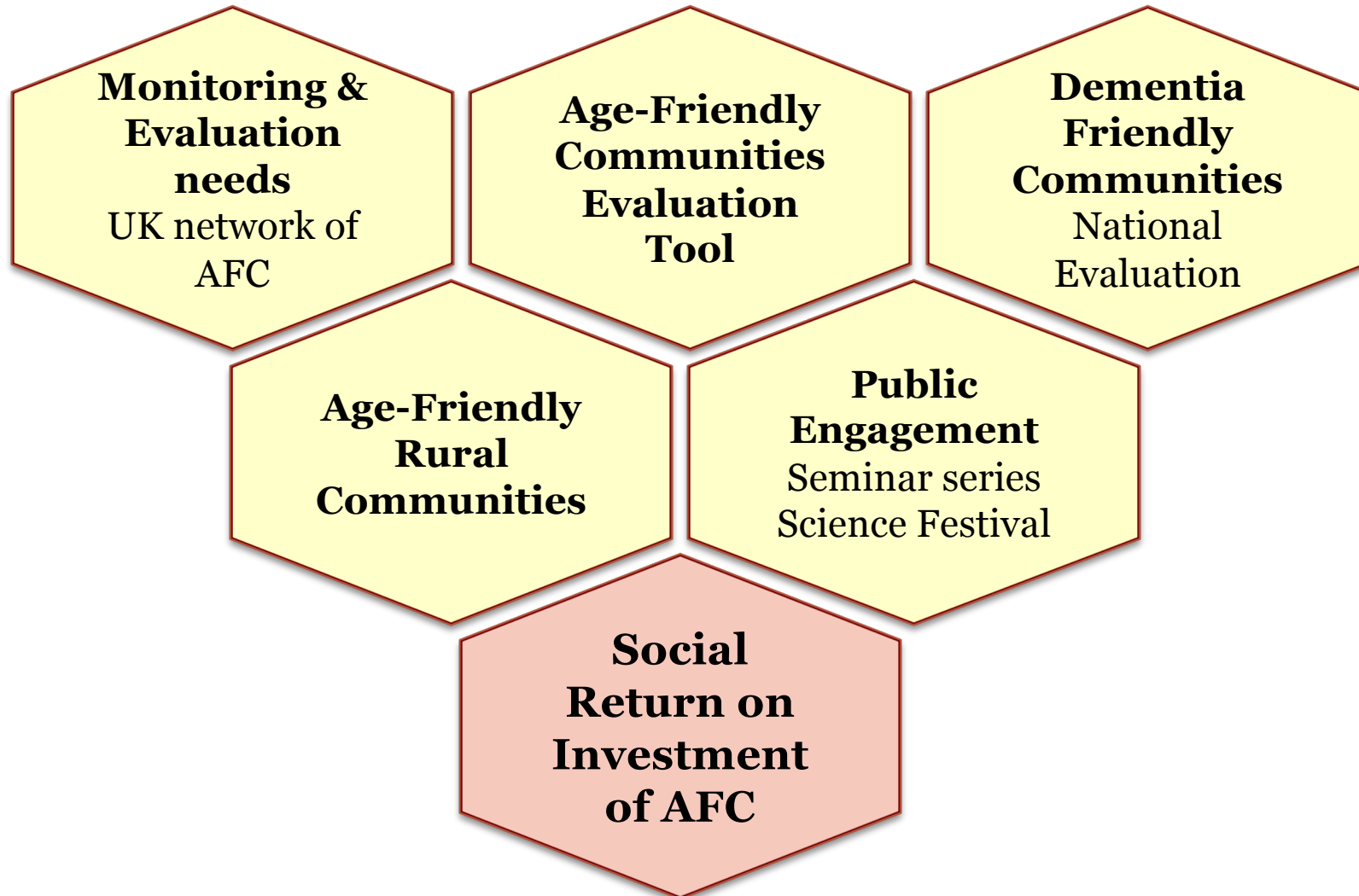
Our research



	Evidence
1	Political support
2	Leadership & governance
3	Financial & human resources
4	Involvement of older people
5	Priorities based on needs assessment
6	Application of existing frameworks for assessing age-friendliness
7	Provision
8	Interventions rooted in evidence base
9	Co-ordination, collaboration & interlinkages
10	Monitoring & evaluation

Age-Friendly City/Community

Our research



Aims & research questions



Aim

To evidence the health-related outcomes of AFCC interventions & their social value for older adults, and the resources needed to sustain these complex interventions at different geographical scales.

Research questions

- What are the preferred health-related outcomes of AFCC interventions and their social value?
- What are the resource requirements for effective and sustainable AFCC interventions?
- Are some approaches to age-friendliness more likely to generate more social value than others?
- What should a practice-friendly resource for assessing the SROI of AFCC interventions look like?

Objectives

6 complementary work packages



Objectives

- Synthesise existing evidence of the social value of AFCCs
- Develop a list of prioritised AFCC outcomes
- Attribute monetary values to outcomes using preference-based valuation with older adults
- Characterise & quantify the resources involved in developing and sustaining AFCCs
- Assess the SROI of case study age-friendly interventions
- Develop a social value resources for age-friendly interventions that can be used in practice

Working together

Research team

- University researchers (Cambridge/UEA/LSE)
- Liverpool City Council (Age-Friendly City Lead)

Data collection & analysis / dissemination

Research sites (n=4)

- Liverpool (city)
- Suffolk (county)
- Kelsall/Cheshire (parish)
- Buckden/Cambridgeshire (parish)

Data access & local links / dissemination



Advisory Group

- Experts from policy & practice
- Members of the public
- Researchers

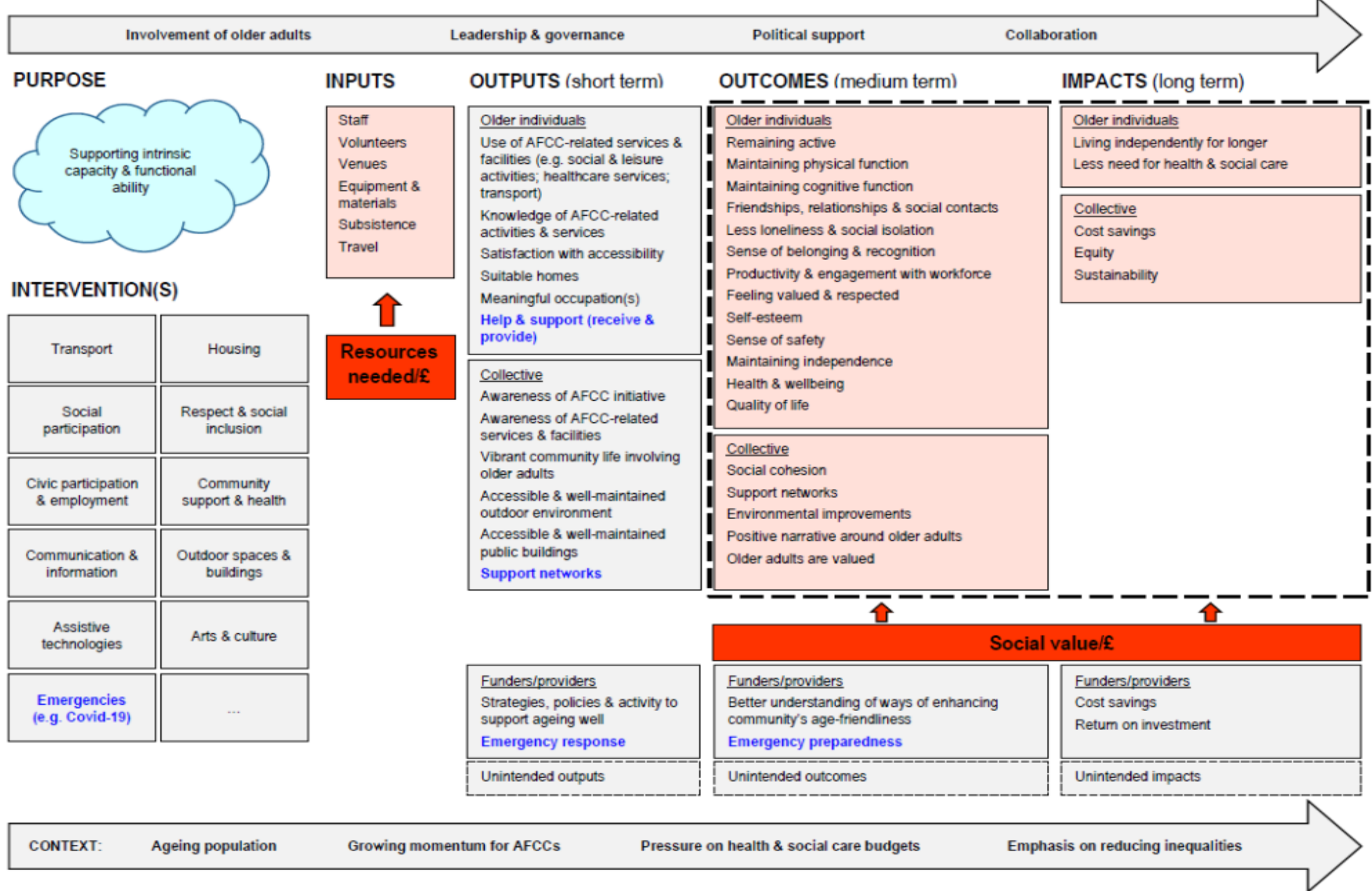
Strategic advice & guidance / dissemination

Public Involvement

- Older members of the public, both from the research sites and based elsewhere

Feedback & advice / dissemination

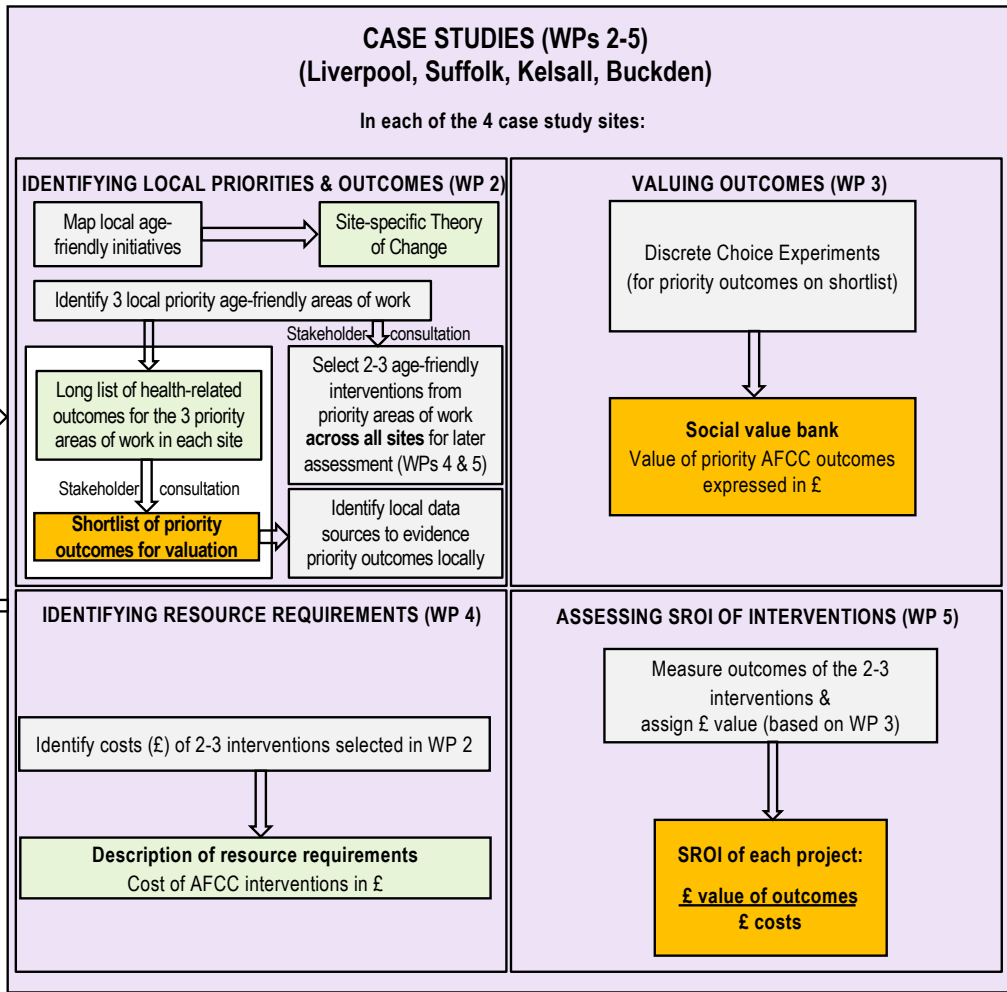
AFCC initiative: Theory of Change



REVIEWING THE EVIDENCE (WP 1)
 Systematic review of existing evidence (scientific & grey literature) of the social value of AFCCs

Narrative synthesis of findings

Theory of Change for AFCC initiatives



PRACTITIONER CONSULTATION (WP 6)

Consultation with national stakeholders on

- application of shortlist of priority outcomes & social value bank in practice
- dissemination of study outputs
- development of an online resource for SROI

Implementation funding bid to develop an online resource for SROI of AFCCs

Effectiveness funding bid for a national evaluation of AFCC initiatives

- Key study outputs
- Interim or locally specific study outputs
- Research activity
- Case studies
- Next steps

Outcomes



- Provide evidence of the health-related outcomes & social value of AFCC initiatives
 - produce a systematic review that synthesises existing evidence of the social value of AFCCs
 - taking into account the prioritised outcomes of practice-based stakeholders and members of the public.
 - produce a validated social value bank for age-friendly interventions that can be used in practice at different geographical scales.
 - deliver context specific evaluations of the SROI of selected AFCC interventions in four case study sites.
- Make a robust methodological contribution to evidencing the social value of AFCC initiatives, as well as public health interventions generally.
- Provide case study examples of how members of the public and practice-based stakeholders can and do shape AFCC initiatives, not only through frontline work but also through engagement with our research, where the views of the public are essential.
- Provide the basis for an application for funding to integrate an SROI component within the online AFCC evaluation resource.

Acknowledgements



Funder

- National Institute for Health Research (NIHR) – Public Health Research Programme
- Building on support from NIHR School for Public Health Research

Research team

- Dr Louise Lafortune, University of Cambridge (PI)
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Contributing members of the public