

Transforming policy into practice



Anne-Marie Elias Knowledge Translation 2013

Your Mission

To contribute to the well-being and social justice for your clients
 Identifying policy or systemic failures
 Advocate for change

Ralph Waldo Emerson *"Death comes to all, but great achievements build a monument which shall endure until the sun grows cold."*

Reframing Ageing : Beyond Pensioners and Patients

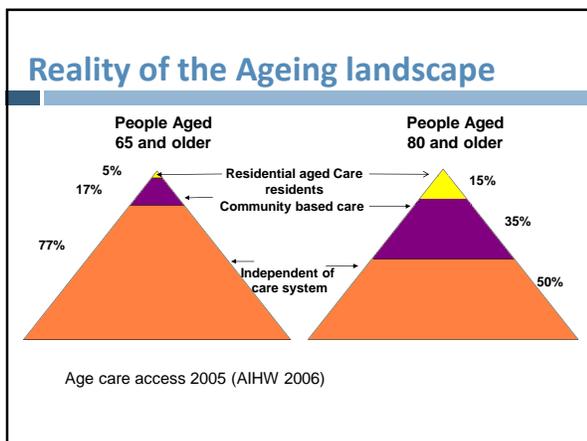
- ❑ Media and public perception
- ❑ Reality
- ❑ Advocacy
- ❑ Challenges Ahead



Framing ageing

Media	Public perception
<ul style="list-style-type: none"> ❑ 'Ageing tsunami' arrives early ❑ Managing The Ageing Tsunami ❑ The silver tsunami ❑ An Ageing Crisis Ahead ❑ Looming Ageing Crisis 	<ul style="list-style-type: none"> ❑ Elderly ❑ Pensioners and patients ❑ Drain on our economy ❑ Burden on society

Welsh proverb *"He that would be a leader must be a bridge."*



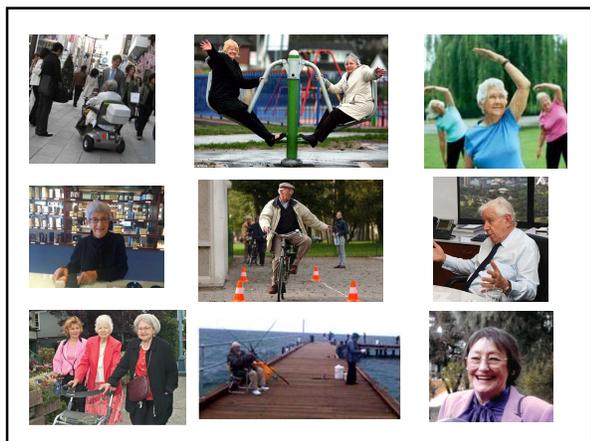
A society for all ages

A society for all ages is one that does not caricature older persons as patients and pensioners. Instead, it sees them as both agents and beneficiaries of development.



Kofi Annan UN Secretary General, 1999

Reframing Ageing : Beyond Pensioners and Patients.



Advocacy

A FAIR GO FOR PENSIONERS

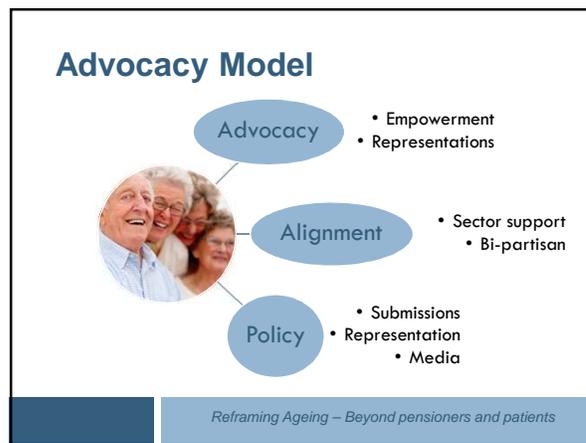
Pensioners pay more after ideas ignored

Grandparents raising grandchildren NSW

Cataract Rebate Campaign

"Death comes to all, but great achievements build a monument which shall endure until the sun grows cold."

Ralph Waldo Emerson



Third age ... Fourth age

- 'The Third Age' - people who had left the paid workforce, were physically and mentally capable and independent, likely to live to an advanced age before the onset of 'the Fourth Age'
- 'The Fourth Age' - the period of dependence, decrepitude and death.
- The fundamental error, as Laslett wrote, is 'confusing the Third Age with the Fourth Age'.

The Hon. Barry Jones

Key challenges

- Ageism and Age Discrimination 3rd Age
- Cost of Living – retirement income, energy costs
- Universal Housing Dialogue
- Active ageing
- Aged Care 4th Age
- Community Care

Transformation

- Ageing across the life course
- Prevention and early intervention
- Redefining care and support



William Blake

"Great things are done when men and mountains meet."

Policy, strategy, plan on a page

- Time poor
- Competing priorities
- Be heard by couching in State, Commonwealth, local plans, strategies and priorities
- Fill the gaps, join the dots, be a connector!
- Be different - present the personal story!

Who's who

- Your mission is to:
 - build a strong network of professionals around you
 - all walks of life, all disciplines
 - consider private sector
 - collaboration is the new competition
 - Disruptive thinking / dangerous ideas

Ben Hecht

Collaboration is the new competition

What you need

- Knowledge
- Conviction
- Courage
- Resonance



Albert Einstein

"The world is a dangerous place, not because of those who do evil, but because of those who look on and do nothing."

Thank You

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Marion Wright Edelman

"You can really change the world if you care enough."