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**THE CENTRE FOR POLICY ON AGEING SUPPORTS THE NEW STRATEGY ON AGEING 'BUILDING A SOCIETY FOR ALL AGES: PREPARING FOR LONGER LIVES'**

The government launched today its updated strategy Building a Society for All Ages<sup>1</sup> to meet the challenges and realise the opportunities of an ageing population. It develops the programme detailed in Opportunity Age,<sup>2</sup> the first cross-government ageing strategy released in 2005. The government's vision outlined in the strategy is laudable. It calls for 'a society for all ages, where people are no longer defined by age and everyone is able to play a full part'. The government also recognises that this will require major cultural change for a society that is youth oriented and collectively holds negative views of older age. The refreshed strategy includes details on how to help individuals plan better for later life; support families across generations; encourage businesses to adapt to a changing workforce and markets; ensure public services encompass all age groups; and make communities accessible to people of all ages.

Gillian Crosby, the Centre's Director, said 'The Centre for Policy on Ageing<sup>3</sup> fully supports this ambitious programme to promote positive ageing. We welcome a strategy that invites action from all sections of society to address issues of inclusion and fairness for older people.'

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Contd with Notes/

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## Notes

1. Building a Society for All Ages, a cross-government strategy for an ageing society, published on 13 July 2009 can be accessed via the CPA website [http://www.cpa.org.uk/cpa/policies\\_on\\_ageing.html](http://www.cpa.org.uk/cpa/policies_on_ageing.html) or via the government website <http://www.hmg.gov.uk/buildingasocietyforallages.aspx> The government is inviting views on proposals to continue this work as part of a formal consultation process. The consultation runs until 12 October 2009. Details are included at the end of the report or can be accessed via the government website.
2. Opportunity Age: Meeting the Challenges of an Ageing Society is the first cross-government strategy for ageing presented by the Department for Work and Pensions on 23 March 2005. It addresses extending people's working lives, supporting active ageing in the community and giving people more choice and independence, especially 'shedding the stereotypes' that surround older people. The strategy is available via the CPA website [http://www.cpa.org.uk/cpa/policies\\_on\\_ageing.html](http://www.cpa.org.uk/cpa/policies_on_ageing.html)
3. The Centre for Policy on Ageing (CPA) is an independent centre for research and information serving policymakers, practitioners and researchers working on issues affecting older people. The Centre is currently assisting the national review of age discrimination in health and adult social care led by Sir Ian Carruthers, Chief Executive of the South West Strategic Health Authority, and Jan Ormondroyd, Chief Executive of Bristol City Council to inform implementation of the Equality Bill before Parliament.