



# Acting CEO Simon Everitt

*Healthy, thriving communities, Kia Momoho Te Hāpori Ōranga.*



5 August 2016

We're all aware that New Zealand's and particularly the Bay of Plenty's population is ageing. It's with some trepidation we watch the numbers grow, and are reminded regularly of the proposed drain on our resources. However, we should really be thinking about how we can turn the silvering of our region into a positive; the value that seniors bring to the community, their contribution to the economy and their influence as a force for positive change.

In 2002, the New Zealand Treasury said population ageing had the potential to become the single biggest economic and policy issue of the next 50 years. Statistics show that the number of people in the Bay of Plenty region aged over 80 is predicted to grow at 6 per cent per year, ballooning from 3370 in 2013 to 15,611 in 2033, and the over 65's are expected to rise in number from 22,880 in 2013 to 54,725 in 2033.

So, is 80 the new 60?

The Runner's World magazine says the running community believes it's shaping a culture of active ageing where people contribute well beyond previously assumed ceilings. One of our more prominent athletes Sir Peter Snell is 78 and he's still running competitively, and it's not just the runners but also old rockers who are still performing. The so called King of Romance 80-year old Engelbert Humperdinck can still get fans heart's pumping, and will do so when he tours New Zealand at the end of the month.

However, the social implications of 80 being the new 60 are enormous, with people living more active and healthier lives than previous generations. We have a cohort of active over 80's who have fractures, but not from falling over at home, but from falling off their mountain bikes and horses.

We know that only between 20 to 40% of what determines health and well-being can be attributed to individual lifestyle factors and access to health services.

There is a growing body of evidence that links the impact of the modern urban environment on the population's health. In particular the impact of transport, housing development and land use planning, on our lifestyles, and the opportunities we have to achieve health and well-being throughout our lives.

We can and do provide quality health services to help people to get well when they are ill, but we do not have direct control over the urban environment because the main areas where action is required are not within our responsibility. We are working to support, inform and influence the decisions of the agencies that do and co-create the solutions together. Examples include providing input to the Regional Council's Eastern Bay of Plenty Development Plan, and working with Tauranga City Council to support implementation of their Age-Friendly City Strategy.

Supa-NZ, a sponsor of the Silver Economy Symposium an event to be held in Tauranga next week, has stated that "the millennials need to

see this population-ageing phenomenon and look at it and say, "What is the business opportunity here for me to innovate a new product, or to serve this group and their need to have a quality of life?"

And what will our response as a health system be to this population ageing phenomenon?

If you want to learn more about the Silver Economy Symposium please go to; <http://leadingedgesymposium.nz/>

## Our People

Our People is a magazine produced by TAS the Central Region Shared Service agency which has taken over the work of the DHB Shared Services agency. This link <http://docman/comms/publications/Our%20People%20July%202016%20final.pdf> will take you to a hard copy of the document which you'll see features our BOPDHB stories heavily.

Thanks to staff who made themselves available for interviews and photos.



*Jessica Williams 'latches on' with daughter Everly Langdon at Whakatane's Big Latch On in celebration of World Breastfeeding Week.*

**Flourishing silver industries - hearing aid market, dental care, vision care, incontinence care, insurance, death care, anti-ageing products, technology and travel.**

*Source: Merrill Lynch report The Silver Dollar*