

Free Behaviour Change Webinar

Living Longer Better

RSPH
ROYAL SOCIETY FOR PUBLIC HEALTH
VISION, VOICE AND PRACTICE

1.00pm Wednesday 17th February 2021

Chair: Graham Rushbrook

Speaker: Sir Muir Gray

The scientific basis of Living Longer Better is that ageing by itself is not a major problem until the mid-nineties. It is now known that what happens to us after the age of 60 should not just be assumed to be caused by the ageing process. The aim is to create a new paradigm based on a new culture with redefinition of the concept “care” to focus on the positive, on enabling people of any age to:

- Increase strength, stamina skill and suppleness
- Increase brainability and reduce the risk of dementia by tackling key risk factors including isolation
- Maintain and strengthen a sense of purpose based on positive beliefs and attitudes



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