

UK Advisory Forum on Ageing Vision Statement

The UK Advisory Forum on Ageing (UKAFA) will:

- address the opportunities and challenges of an ageing society;
- aim to bring about a society where people are no longer defined by age and where prejudice does not prevent people of any age from playing a full part;
- help to improve the independence, health and well-being of older people through effective engagement; and
- seek to encourage cultural change.

UK Advisory Forum on Ageing Mission Statement

The UK Advisory Forum on Ageing (UKAFA) will work collaboratively to improve levels of older people's engagement at community, local, regional and national level, identifying and promoting approaches that give opportunity for engagement to older people and in particular to more diverse groups whose voices are seldom heard.

Working together UKAFA will:

- Promote active ageing by promoting opportunities for people to remain active in society throughout their life, e.g. continuing to work, volunteering or remaining active in their community or within their family; and through identifying and encouraging role models of active ageing.
- Engage with Government to deliver effective cross departmental communications and delivery mechanisms to enable better preparation for later life; through planning for the future financially and encouraging people to think much earlier about what they might want and need as they grow older so they can plan and prepare at a much earlier stage.
- Identify, develop and promote action to challenge later life stereotypes, promoting and supporting changes in cultural attitudes towards older people.
- Provide clarity, leadership and direction for developing regional and local forums; building links across forums in the devolved nations and the English regions to enable sharing good practice and promoting engagement, especially with groups whose voices are seldom heard.

UKAFA, in the way it operates, will recognise that all voices have a right to be heard, and provide a leadership model for regional and local forums in collaborative working between larger stakeholder organisations, smaller stakeholder organisations, older people representatives and others.