



# Communications pack

Support our research – Ageing well  
in Suffolk

A project with Suffolk's Public Health and  
Communities Team

**healthwatch**  
Suffolk

Trusted Insights

# About this project

Healthwatch Suffolk is working with Suffolk's Public Health and Communities team to explore people's views about what it is like to age in Suffolk. People will share feedback about things that are supporting people to 'age well' in their community and the challenges people can face as they age.

The project will ensure that people's views and experiences are included in this year's Annual Public Health Report for Suffolk and shape local thinking about the support people need to 'age well' across the county. Together with local organisations and partners, the Public Health and Communities team want to use the findings to look for opportunities to make Suffolk as age-friendly as possible.

We will help people to explore ageing within the context of the eight domains of the [World Health Organisation Age-friendly Communities Framework](#). It will also aim to encourage people to share positive examples of how people are supporting healthy ageing across the county.

In this pack, you will find everything you need to help us to encourage people to share their views. Additional materials can be provided on request to [info@healthwatchsuffolk.co.uk](mailto:info@healthwatchsuffolk.co.uk).

## Key links and pages

Please follow the following links to explore content on the Healthwatch Suffolk website.

Content	Link
Our news item	<a href="#">Go to page</a>
The web form to record people's experiences	<a href="#">Go to page</a>
Download a hard copy of the survey	<a href="#">Download the survey</a>
Visit our signposting page	<a href="#">Go to page</a>

# Flyers and posters

Healthwatch Suffolk will have a limited supply of printed leaflets and posters to support the promotion of this research. Please contact [research@healthwatchsuffolk.co.uk](mailto:research@healthwatchsuffolk.co.uk) for more information. Alternatively, the files can be downloaded and printed from the links in the table below.

Format	Download
Download the A5 flyer	<a href="#">Download the file</a>
Download the A4 poster	<a href="#">Download the file</a>

## Share a news item

### Ageing well in Suffolk - your stories, thoughts and experiences

Healthwatch Suffolk is working with Suffolk's Public Health and Communities team to explore people's views about ageing locally. It's easy to take part, and anyone can share their views and experiences on <https://healthwatchsuffolk.co.uk/ageingwell/>. The form will close 22<sup>nd</sup> September 2024.

The project will ensure people's views are included in this year's Annual Public Health Report from Suffolk's Director of Public Health. Together with local decision-makers and organisations, the Suffolk Public Health and Communities team wants to use the findings to explore opportunities to make Suffolk as age-friendly as possible.

#### What can people share?

Anyone can share their views, and Healthwatch would like you to share anything that you feel is important to healthy ageing in Suffolk communities.

Many things can help communities to support people into their older age. When sharing thoughts about what is important, you might think about things like how easy it is for people to find employment and volunteering opportunities, how the cost of living is affecting people's lives, the accessibility of outdoor spaces, whether older people are respected and valued in communities, local housing and people's ability to navigate a digital world.

The project also aims to capture and highlight examples of people ageing well in Suffolk communities. This might include individuals who are keeping active in their older age or the efforts of local groups, networks, clubs, and projects to support people in ageing well locally.

Stuart Keeble (Director of Public Health for Suffolk) said:

*“Community insight is crucial in understanding how to support ageing well in our local communities. By listening to the experiences and needs of Suffolk residents, we can create more effective strategies for healthy ageing, both now and over future years.”*

Andy Yacoub (Chief Executive, Healthwatch Suffolk) said:

*“Everyone will have a different view of what ageing means to them. You might have retired from work and started planning for your older age, you might be supporting a group of older people in your community, or perhaps you are supporting an older parent or family member. Whatever your perspective, this is an important chance to share your views and ideas about how we can make Suffolk an age-friendly place to live.”*

### **Need help to take part?**

If you need support to share your views, please contact Healthwatch Suffolk for free on 0800 448 8234 or use [its online contact form](#). Hard copies of the feedback form are available on request. You can also ask for an easy read or translated copy.

Please do not miss the opportunity to share your views and ideas.

## **Send an email**

### **Ageing well in Suffolk – please share your stories, thoughts and experiences with Healthwatch Suffolk**

Healthwatch Suffolk is working with Suffolk's Public Health and Communities team to explore people's views about ageing locally. It's easy to take part, and anyone can share their views on <https://healthwatchesuffolk.co.uk/ageingwell/>.

Please make sure you have your say. The form will close 22<sup>nd</sup> September 2024.

The project will ensure people's views are included in this year's Annual Public Health Report from Suffolk's Director of Public Health. Together with local decision-makers and organisations, the Suffolk Public Health and Communities team wants to use the findings to explore opportunities to make our county as age-friendly as possible.

If you need support completing the feedback form, please call Healthwatch Suffolk for free on 0800 448 8234. You can also use the online contact form at <https://healthwatchesuffolk.co.uk/contact/>. Alternative survey formats (such as hard copy, easy read or translated formats) are available from the Healthwatch website or on request.

Everyone will have a different view of what ageing means to them. You might have retired from work and started planning for your older age, you might be supporting a

group of older people in your community, or perhaps you are a carer for an older parent or family member. Whatever your perspective, this is an important chance to share your views and ideas about how we can make Suffolk an age-friendly place to live.

# Post to social media

## Download our graphics

Size	Download
Example 1 - 1024px x 512px	<a href="#">Download the file</a>
Example 2 - 1024px x 512px	<a href="#">Download the file</a>
Example 3 - 1024px x 512px	<a href="#">Download the file</a>
I need another size	<a href="#">Contact us</a>

Look out for more graphics to be published on Healthwatch social media accounts.

## A few examples of posts you can share

Message	Platform
How can we make #Suffolk an age-friendly county to live in? Please share views with @HWSuffolk: <a href="https://healthwatchesuffolk.co.uk/ageingwell/">https://healthwatchesuffolk.co.uk/ageingwell/</a>	X (Formerly Twitter)
Are you keeping active as you get older, or do you know someone who is? Perhaps you belong to a community group with a passion for helping people to 'age well' in #Suffolk? @HWSuffolk would love to hear from you on <a href="https://healthwatchesuffolk.co.uk/ageingwell/">https://healthwatchesuffolk.co.uk/ageingwell/</a> .	X (Formerly Twitter) or any platform
What is it like to grow older in #Suffolk? Healthwatch Suffolk is exploring your views on healthy ageing locally – including opportunities for people to 'age well' and the barriers people can face. Everyone can take part (of any age).  You can tell Healthwatch about your experiences or reflect on what it is like to care for an older relative or parent. Don't miss the chance to share your	Facebook/Instagram/LinkedIn etc

<p>feedback:  <a href="https://healthwatchesuffolk.co.uk/ageingwell/">https://healthwatchesuffolk.co.uk/ageingwell/</a></p>	
<p>Healthwatch Suffolk is looking for stories of people ageing well in Suffolk. Are you keeping active as you get older, or do you know someone who is? Perhaps you belong to a community group with a passion for helping people to 'age well' in #Suffolk? Find out more on:  <a href="https://healthwatchesuffolk.co.uk/ageingwell/">https://healthwatchesuffolk.co.uk/ageingwell/</a></p>	<p>Facebook/Instagram/LinkedIn etc</p>
<p>How can we make #Suffolk an age-friendly place to live? Please share views with Healthwatch Suffolk. It's working with your local Public Health and Communities team to understand more about the opportunities people have to 'age well' locally, and the barriers people can face in communities.</p> <p>Share your views, stories and ideas:  <a href="https://healthwatchesuffolk.co.uk/ageingwell/">https://healthwatchesuffolk.co.uk/ageingwell/</a></p>	<p>Facebook/Instagram/LinkedIn etc</p>

Healthwatch Suffolk

[www.healthwatchsuffolk.co.uk/ageingwell/](http://www.healthwatchsuffolk.co.uk/ageingwell/)  
0800 448 8234 (Freephone)