

For Later Life conference  
**Brain ageing and dementia**

Wednesday 18 November  
BMA House, London

Conference sponsors:




The must attend conference for anyone with an interest in age-related business, research, policy or service delivery.

Looking after our brains as we age is perhaps the greatest investment we can make for the future. But many people are not aware that there are simple things we can do now to reduce the risk of cognitive decline later.

The *For Later Life* conference will look at the factors that influence healthy brain ageing, and what is being done to get the message out, as well as showcasing the new and innovative products and services that are enabling older people and their families to live as well as possible with dementia and cognitive decline.

**The reality**

- **Living with dementia is a challenge faced by 850,000 people** in the UK, of whom 775,000 are aged 65 years or over
- **Lifestyle** and environmental factors are responsible for up to **76%** of changes to the brain as we age
- Family carers of people with dementia save the UK **an estimated £11 billion** a year

**Who attends the For Later Life conference?**

- Leading thinkers and policy makers
- Health and care professionals from the public, private and voluntary sector
- Businesses that provide services to older people
- Age UK Local Partners
- Older people and older people's organisations

**For Later Life conference: brain ageing and dementia**

Programme

9-9.35am

**Registration, refreshments and exhibition**

9.35-9.40am

**Chair's welcome**

Fiona Phillips, Broadcaster and Journalist

9.40-9.55am

**Opening Speech**

Tom Wright CBE, Group Chief Executive, Age UK

9.55-10.20am

**Morning Keynote**

Dr John Zeisel, President and Co-founder of the I'm Still Here Foundation and Hearthstone Alzheimer Care (USA)

10.20-11am

**Age UK's dementia pilots**

**Testing innovative models of support for older people living with dementia and their carers**

11-11.20am

**Refreshment break and exhibition**

11.20am-12.05pm

**Parallel sessions**

- 1. Cognitive vulnerability and resilience in later life**
  - Prof. Ian Deary, Professor of Differential Psychology, University of Edinburgh
  - Dr Ann Hoskins, Director of Health and Wellbeing, Public Health England

- 2. Brain ageing and dementia: is it all gloom and doom?**
  - Prof. Rudi Westendorp, Professor of Medicine, Centre of Healthy Ageing, University of Copenhagen

- 3. Keeping active with dementia**
  - Neil Mapes, Managing Director, Dementia Adventure

- 4. Dementia Friends and creating Dementia Friendly Communities**
  - Nikki Crowther, Head of Community Engagement, Alzheimer's Society. This session will include a taster *Dementia Friends* training session.

12.10-1pm

**Parallel sessions**

- 5. Personalised integrated care**
  - Speakers from Age UK's Integrated Care pilot sites

- 6. Preventing scams, abuse and fraud**
  - Louise Baxter, National Scams Team Manager, Trading Standards
  - Elaine Draper, Director of Accessibility and Inclusion, Barclays

- 7. The arts: case studies in dementia care**

*Presentations from:*

- Professor Philip Davis, The Reader Organisation
- Sage Gateshead, on their Silver Lining Project

- 8. Women and dementia – a marginalised majority?**

- Hilary Evans, Chief Executive, Alzheimer's Research UK
- Sam Smethers, Chief Executive, Fawcett Society
- Margaret Dangoor, Ambassador, Carers UK

1-2pm

**Lunch and exhibition**

2-2.25pm

**Afternoon keynote**

**The ABC of dementia: challenges and opportunities for the NHS**

Alistair Burns, National Clinical Director for Mental Health in Older People and Dementia, NHS England

2.25-2.45pm

**'You can make a difference'**

Tommy Whitelaw, Project Engagement Lead, Health and Social Care Alliance Scotland

2.45-3.10pm

**Refreshment break and exhibition**

3.10-4pm

**Parallel sessions**

- 9. How to make your services accessible to people with dementia**
  - Steve Milton, Director, Innovations in Dementia

- 10. Nutrition and dementia**
  - Dianne Jeffrey CBE DL, Chairman, Age UK
  - Representatives from the Malnutrition prevention programme
  - Lee Sheppard, Director of Public Policy and External Affairs, Apetito

- 11. Exploring the links between loneliness and dementia**
  - Toby Williamson, Head of Development and Later Life, Mental Health Foundation
  - Dr Aparna Shankar, Research Associate, Institute of Epidemiology and Health Care, UCL

- 12. Dignity in care for people with dementia**
  - Dawne Garrett, Professional Lead for Care of Older People, Royal College of Nursing
  - Graham Stokes, Director of Dementia Care, Bupa Care Services UK
  - Sarah Reed, Age UK Expert by Experience

4pm

**Conference ends**

Simon Stevens, Chief Executive, NHS England, speaking at the *For Later Life* conference 2014



For the latest conference updates, visit [www.ageuk.org.uk/forlaterlife](http://www.ageuk.org.uk/forlaterlife) or follow us on Twitter @age\_uk #forlaterlife15

**How to book your place**



Book online at [www.ageuk.org.uk/forlaterlife](http://www.ageuk.org.uk/forlaterlife). You can request an invoice or pay by card online, full terms and conditions are on the website



Book by phone **0203 033 1725**



Direct any enquiries to [events@ageuk.org.uk](mailto:events@ageuk.org.uk)



Wednesday 18 November, 9am-4pm  
BMA House, Tavistock Square, London WC1H 9JP  
**The venue is fully accessible**



The nearest Underground stations are:  
**Euston** (Northern and Victoria lines), **Russell Square** (Piccadilly line), **Euston Square** (Circle, Metropolitan and Hammersmith and City lines)

Book before **23 September** for reduced rates

97% of 2014 attendees rated the *For Later Life* conference as 'good' or 'excellent'.

'The most inspiring and informative conference I've been to in a long time.'

Nichola Gardner, Strategy and Training Director, Kent NHS Trust

