WORLD HEALTH ORGANIZATION
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ВСЕМИРНАЯ ОРГАНИЗАЦИЯ ЗДРАВООХРАНЕНИЯ
ЕВРОПЕЙСКОЕ РЕГИОНАЛЬНОЕ БЮРО

Shaping the Future of Healthy Ageing: The WHO European Strategy on Ageing is Living /1

Virtual
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Scope and Purpose

The WHO European Region is undergoing a profound demographic transformation, driven by rising life expectancy and declining fertility. In 2023, older adults (65+) outnumbered younger individuals (15 and younger) for the first time, marking a pivotal shift. With the 65+ population set to grow from 160 million to 240 million by 2050 and the 80+ population tripling, ensuring healthy ageing is essential. This requires investments in prevention, healthcare, and age-friendly environments as well as combating ageism to promote independence, well-being, and social participation. Urgent action is needed to address health inequities, early-onset long-term conditions, and barriers to care, especially as climate change, global crises, and workforce shortages strain health systems.

To respond to these challenges, the **WHO European Strategy on Ageing is Living: Promoting Lifelong Health and Well-being (2026–2030)** envisions a future where everyone can age with dignity, living longer and healthier lives. This 2-hour discussion session will convene subnational and local authorities from members of the WHO European Regions for Health Network (RHN), Healthy Cities Network (HCN), and the European Global Network of Age-friendly Cities and Communities (GNAFCC) to contribute to the development of the *Ageing is Living* Strategy.

Objectives

1. **Provide Insights:** Gather perspectives on critical issues such as addressing multi-morbidity, fostering age-friendly environments, and advancing healthy ageing across the WHO European Region. The session will focus on the strategy's four action areas: prioritizing prevention, transforming health and care systems, creating enabling environments, and reimagining ageing as a driver of societal progress.
2. **Facilitate Collaboration:** Foster dialogue among experts and key stakeholders to share best practices and align on strategic priorities for a healthier, more equitable future.
3. **Strengthen the Strategy:** Identify key challenges, opportunities, and resource needs to ensure the strategy effectively responds to the diverse needs of the Region.

Focus Areas

The session will prioritize actionable solutions to promote **healthy ageing, equity, and resilience**. Discussions will ensure the strategy is tailored to the unique challenges and opportunities faced by communities across the Region, reflecting their specific priorities and capacities. This engagement is critical to shape a forward-looking strategy that not only addresses the health and well-being of ageing populations but also leverages their potential to contribute to societal progress.

Expected Outcomes

- **Refined Strategy:** Key insights to ensure the *Ageing is Living* Strategy is actionable, inclusive, and aligned with regional needs.
- **Actionable Priorities:** Clear priorities and practical steps for addressing key challenges and opportunities.