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About PRIAE  Policy Research Institute on Ageing and Ethnicity
PRIAE (pronounced ‘preeya’) is an independent registered charity
working to improve pensions, employment, health, social care and
housing, and quality of life for black and minority ethnic (BME) elders
in the UK and across Europe. Established in 1998, the Institute aims to
influence national and European policy and increase and encourage
good practice in work with BME elders. PRIAE does this through
creating and leading on often ‘first of its kind projects’ in research,
information, service developments, training and consultancy.
This includes major developments like ME²PN Minority Ethnic Elders’
Policy Network; PALCOPE Palliative Care; SCEES development in
Scotland; Mental Health; Hospital Care; to major research like MEC
Minority Elderly Care; CEMESME Contribution of Ethnic Minority
Employees to Small and Medium Sized Enterprises; and in this flyer the
AIM Ageing Actively in Minority Communities.

Nobody grows old merely by living a number of years
We grow old by deserting our ideals
Years may wrinkle the skin, but to give up enthusiasm
wrinkles the soul
Samuel Ullman
What will I want to do when I grow older?
Why the same as I do now of course, only my capacity to do it will change.

Sam Turner, PRIAE

The AIM Project aims to encourage and promote the benefits of increased activity of BME elders as means for promoting independence and well-being.

What we found in our preliminary research phase
Face to face interviews with 65 elders and 36 black and minority ethnic age organisations in London and Yorkshire showed that
• 72% of the elders were taking part in organised activities for healthy lifestyle.
  They had specific health problems ranging from Hypertension, stress & anxiety, Diabetes, Heart problems & Blood pressure, Arthritis and other chronic disease.
• There is greater likelihood for transference from organised activity in a Centre to home.
• Four Motivators were identified:
  Good for health & general well-being; Makes you feel better; It’s fun and is social; Helps with a specific health condition and enhances quality of life.
• Many activities are women led and followed; Men need different approaches.
• For organised activities to take place resources are needed (finance and staff) apart from motivation, knowledge, imagination. BME age organisations are managing finance out of their own efforts (79%) but funding is highly limited and short term.

The AIM Project will use this and other findings to Activate, Inspire and Motivate further.

What can you do?
Inform Us - Let us know of any pioneering projects to promote physical and mental activity in your area or any policies which may affect work in this area.
Network - Become part of our member network; become better informed and share your knowledge as well as questions with others.
Share your experiences – if you have a story to tell, good or bad about the advantages or difficulties of staying active we’d be pleased to hear from you.

Ageing Actively in Minority Communities

The AIM Project aims to encourage and promote the benefits of increased activity of BME elders as means for promoting independence and well-being.

Why is the project needed?
The UK population is ageing and in particular the numbers of BME elders are set to rise dramatically. It is estimated that by 2030 the minority ethnic elderly population will have increased from 175,000 to 1.7 million (Office of National Statistics).
BME groups also suffer from what is known as health inequalities; for example Type 2 diabetes is up to six times more common for African and African Caribbean communities. Death rates from heart disease are two to three times higher in those of South Asian descent whilst death rates from stroke are three times higher in those of African and African Caribbean descent (Department of Health).

In addition BME elders are more likely to suffer from material deprivation, experience difficulties accessing services and appropriate information (PRIAE MEC research 2003, 2004).

We would all like to grow old happy and healthy but how do we really achieve this?

When it comes to physical and mental activity does one size fit all?

What we want to Achieve?
The project has a number of aims:
• Research - establish benefits and barriers to remaining active
• Knowledge Exchange & Events - Showcase BME age organisations innovative work, share good practice, receive good quality information and develop further.
• Cross cultural Physical Activity Programme - develop such a programme with elders and staff, rich in variety while being relevant and user friendly.
• Policy, Participation and Funding - to help mainstream to address BME elders’ needs and aspirations through the projects’ collection of positive images and experiences in active ageing and increase BME organisations’ funding base.

Ageing Actively in Minority Communities

At home you don’t feel like doing anything, but here we all exercise together and it’s fun
Mrs Solanki, Taylor Rd Day Centre

When you do yoga, all your cares just float away
Mr Makwana, BAOPA

Mr SS Kohli MBE, Scotland in Playing our Part After 50, a PRIAE film launched at BAFTA