

# Secrets of positive ageing coming to county near you through GAA/TILDA partnership

**'How to Age Well' seminar series supported by Irish Life through CSR partnership with GAA Healthy Club Project and Trinity's Irish Longitudinal Study on Ageing**

Dublin, February 20, 2019 - In an era where we are all expected to live longer, the GAA and Trinity College Dublin have come together to highlight the secrets to successful ageing through a series of regional seminars.

For example, did you know that people living by the sea are less likely to be depressed? That optimists live longer? That friendship and good social life is as important as low cholesterol for heart disease? That quality of life continues to get better after 50 for almost another 30 years? These nuggets of knowledge, and much more, will be explored by Professor Rose Anne Kenny, a world expert in healthy ageing, as part of this series of public talks entitled 'How to Age Well: Evidence from TILDA'.

TILDA is the Irish Longitudinal Study on Ageing, led by Trinity College Dublin. Over 8,500 people aged 50 and older were randomly selected and continue to be repeatedly interviewed and examined regarding many aspects of their lives including happiness, physical and mental health, financial circumstances, quality of life, and perceptions of ageing.

Free talks open to the general public, organised by the GAA's County Health & Wellbeing Committees, will take place in venues in Longford (March 11), Limerick (March 20), Donegal (March 22), and Mayo and Cork later in 2019 (dates to be confirmed). The content will highlight themes including the importance of exercise, diet, social connectedness, purpose, and location.

GAA President John Horan said: "The GAA is proud to represent every age demographic in Ireland. These talks are not just for GAA members, they are for anyone in the community that is interested in ageing well. Irish Life is a valued long-standing partner of the GAA Healthy Club Project and we're delighted to broaden that relationship through this collaboration with TILDA in support of the future health of our communities."

Prof. Rose Anne Kenny said: "TILDA is one of the most important research studies in Ireland which helps to better understand why bodies and brains age and how we can best ensure long and prosperous lives, for today's adults and for future generations. This unique partnership with the GAA will ensure that new research from TILDA and other international studies is quickly communicated to all age groups. As a research institution we are very excited about taking this new knowledge out to the Irish people."

Speaking about the 'How to Age Well' initiative, David Harney, CEO Irish Life, said: "Our commitment at Irish Life is to make every community in Ireland healthier, and that commitment extends across all life-stages. With life expectancy in Ireland at 81 years, we want to ensure that people fully enjoy the years approaching and beyond retirement."

"We have been a long-term supporter of TILDA and their vision of making Ireland the best place in the world to grow old. I believe that the GAA's support of the 'How to Age Well' seminar series will bring valuable healthcare information to the wider community and help people of all ages, but particularly those over 50, to embrace change in their physical, emotional and social lives."

GAA ambassadors from participating counties are supporting the seminar series. They visited TILDA's research hub in Trinity College to experience some of the tests that participants in the research undergo, including cognitive tests, gait analysis, grip strength, bone density, and aural and visual testing.

GAA legend Míchéal Ó Muircheartaigh attended the partnership launch and encouraged everyone to attend their local seminar.

"It didn't surprise me to discover the contribution of social and community connections to positive ageing. The GAA provided me and many of my generation with a social network that allowed us to stay connected and be part of something bigger than ourselves. It still does. I'm sure the seminars will offer everyone who attends new information that will help them age well."

#### **County seminar schedule:**

- Longford: Monday 11th March 7-9pm, Longford Arms Hotel
- Limerick: Wednesday 20th March 7-9pm, Woodlands House Hotel Adare
- Donegal: Friday 22nd March 2-4pm, Letterkenny Institute of Technology
- Cork (Date TBC)
- Mayo (Date TBC)

Additional details of the seminars are available on [www.gaa.ie/community](http://www.gaa.ie/community) and further information will also be made available through local media in the participating counties in coming weeks.

To register for the seminars please go to:

- Longford: <https://www.eventbrite.ie/e/how-to-age-well-evidence-from-tilda-delivered-by-professor-rose-anne-kenny-professor-of-medical-tickets-56036424454>
- Limerick: <https://www.eventbrite.ie/e/how-to-age-well-evidence-from-tilda-delivered-by-professor-rose-anne-kenny-professor-of-medical-tickets-56036684231>
- Donegal: <https://www.eventbrite.ie/e/how-to-age-well-evidence-from-tilda-delivered-by-professor-rose-anne-kenny-professor-of-medical-tickets-56036725354>

If you have difficulties registering, you can ring TILDA on 01-8964120 and a member of the team will assist.

For more information contact:

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Note to editors:

**The Irish Longitudinal Study on Ageing (TILDA)** is a large-scale, nationally representative, longitudinal study on ageing in Ireland, the overarching aim of which is to make Ireland the best place in the world to grow old. TILDA collects information on all aspects of health, economic and social circumstances from people aged 50 and over in a series of data collection waves once every two years.

The **GAA Community & Health Department** aims to ensure that the health and wellbeing of members, clubs, and communities is at the core of all GAA activity. Its mission is to empower the Association to enrich the lives of our members' and the communities the GAA serves. This is achieved by providing all units and members of the Association with access to appropriate support, information, and partners.

**Irish Life** is a founding supporter of TILDA since 2006 as part of the company's Corporate Social Responsibility Programme. The other funders of TILDA are Atlantic Philanthropies and Dept. of Health.

Established in 1939, Irish Life is Ireland's leading life and pension company. Irish Life is committed to delivering innovative products backed by the highest standards of customer service and, as part of the Great-West Lifeco group of companies, one of the world's leading life assurance organisations, Irish Life has access to experience and expertise on a global scale, allowing the company to continuously enhance its leading range of products and services.