

Living longer: Evidence cards

May 2021

What are evidence cards?

- We have developed a set of evidence cards with key statistics on ageing and older people under the headings of Work, Housing, Health, Communities, Finance and the Economy, and the Ageing Society.
- Most of the evidence can be found in our flagship report [**The State of Ageing in 2020.**](#)
- Although primarily designed to be printed and used in a workshop setting, they can also be used for online workshops, for example, using tools such as Mural or Miro.
- The evidence cards have been designed with accessibility in mind to ensure they are engaging and understandable to a wider audience.



How you can use evidence cards

- One way you can use the evidence cards is to set up an ‘evidence safari’ - this is an interactive method of exploring evidence in a short period of time.

How?

- Set up each topic you would like to explore (e.g. Work or Health) as a ‘station’ in a room.
- Individually, or in teams, people can read and review the information at the ‘station’ and make a note of anything of interest. This could be things:
 - They’ve seen in a new light
 - They've not considered so far
 - Where they see opportunities



Tip: Make sure to print the evidence cards one-sided if you're sticking them on the wall and for the pages to be 'fit' so you don't lose any of the borders. If you're not using the whole deck, don't forget to select which page numbers you want to print to avoid wasting paper! These cards could also word in black and white if you prefer to save ink.

Why run an evidence safari?

- An evidence safari is a great way of helping people explore research and insight in a rapid, interactive and collaborative way.
- Although not all the statistics may be new to individuals, presenting them in a different way can help to stimulate different thinking and generate that ‘Aha!’ moment.
- Where lots of different stakeholders are involved, it can also help to generate a shared understanding of the subject matter and potential opportunities.

An evidence safari can be useful for a number of different stakeholders, including:

- A board looking to develop a strategy that references ageing.
- A local area / authority / enterprise partnership looking to understand their priorities through an ageing lens.
- A group of organisations looking to collaboratively understand and respond to the challenges and opportunities of an ageing population.

How you might use an evidence safari in a workshop

- There are lots of different ways you might use an evidence safari in a workshop.
- In the following slides you'll find an example of how you can build on reflections and insights generated during an evidence safari to stimulate action.
- The tools and methods referenced are based on a previous workshop run by Design Council on behalf of the Centre for Ageing Better.
- These tools are underpinned by Design Council's four **Design Principles** which encourage and support innovation within teams and organisations.



Turning insights from an evidence safari into action: Clustering

- Evidence safaris can generate lots of different reflections from individuals.
- One way to start turning individual insights/post-it notes from the evidence safari into action is to **cluster them**, and group insights under categories.
- This supports the identification of patterns of activity, interests and insights.

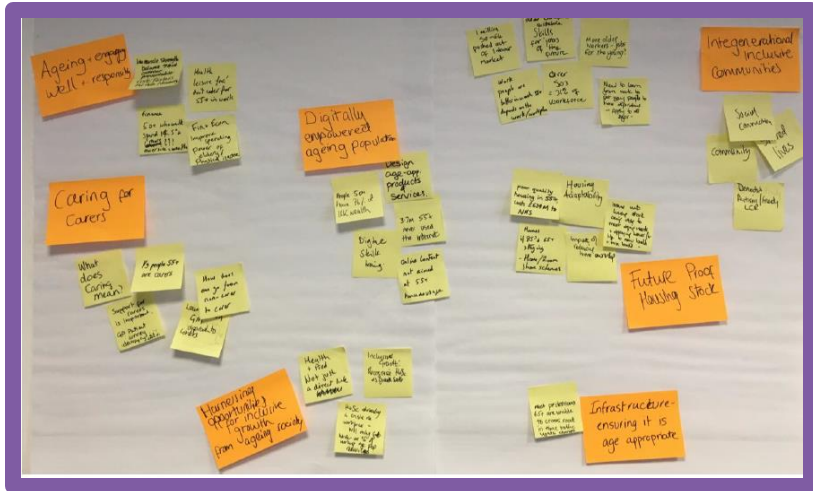
How?

1. Person 1 describes each of the insights they captured on post-it notes and places them on the wall, clustering similar insights together.
2. Other team members then place their similar insights in the existing cluster or by starting new clusters.
3. In your team, review and discuss to make sure each cluster is aligned.

Rule of thumb: if there are more than 6-8 post-it notes in one cluster it needs to be broken down further – debate in teams and work to consensus on this.

Turning insights from an evidence safari into action: Theming

- Once you've developed your clusters, you can **give them a title or theme** that summarises what the cluster is describing.
- This summary helps you to communicate the overarching theme to others.



How?

1. Review clusters and discuss as a team.
2. Move insights as similarities and differences are identified.
3. Give each cluster a descriptive statement that describes the overarching theme.

Rule of thumb: make sure it is understandable to someone who hasn't been involved in the exercise – using a verb in the theme can be helpful.

Turning insights from an evidence safari into action: Opportunities

- Once you've decided upon your themes, one way you can explore how you might tackle them is by reframing them into '**How might we**' questions.
- For example, if your theme was 'Private renters are living in poor quality housing', a potentially relevant 'How might we' question could be: 'How might we ensure that private landlords provide safe and accessible housing?' or 'How might we ensure all private renters have access to quality housing options?'
- You can then use these 'How might we' questions to brainstorm activities. The answers to these questions can be used to form the basis of an action plan.

How?

1. For each themed cluster, reframe it as a 'How might we' question on a large post-it note.
2. There may be more than one 'How might we' question per theme – this is ok.
3. The answers to the various 'How might we' questions can be used to develop an action plan. Breaking them down into short, medium and long term goals (e.g. 3 months, 12 months or 3 years from now) could also support with this.

Rule of thumb: make sure the solution isn't already baked into the 'How might we' statement.

Further resources

- Examples of how evidence safaris have been used in workshops can be found below, along with further links to design-thinking tools that may be helpful when preparing a workshop:

[Evidence Safari: Future of an Ageing Population \(Policy Lab\)](#)

[Evidence Safari: How might we motivate adults to learn new skills? \(Nesta\)](#)

- [Ideo's Human Centred Design toolkit](#) – including guidance on developing [How Might We questions](#)
- [Nesta's DIY toolkit](#) with practical tools to support social innovation.
- The Centre for Ageing Better's [Community of Practice resource library](#) brings together a catalogue of reports, studies and infographics on a number of topics related to innovation and ageing.

Further information and support

- Please contact digital@ageing-better.org.uk if you have any questions related to the evidence cards or would like to find out more about Centre for Ageing Better and how we may be able to support your local area.
- If you're interested in finding out more about the UK Network of Age-friendly Communities and how to join the Network, please email us at AFC.Network@ageing-better.org.uk.
- Please contact innovation@designcouncil.org.uk if you have any questions relating to design tools and methods, the use of design approaches to tackle challenges, and research on the role of design in the UK.