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**Main expertise: Healthy Ageing and Age-friendly Environments**



# Ageing is Living:

Promoting a Lifetime of Health  
and Well-being in the WHO  
European Region (2026-2030)

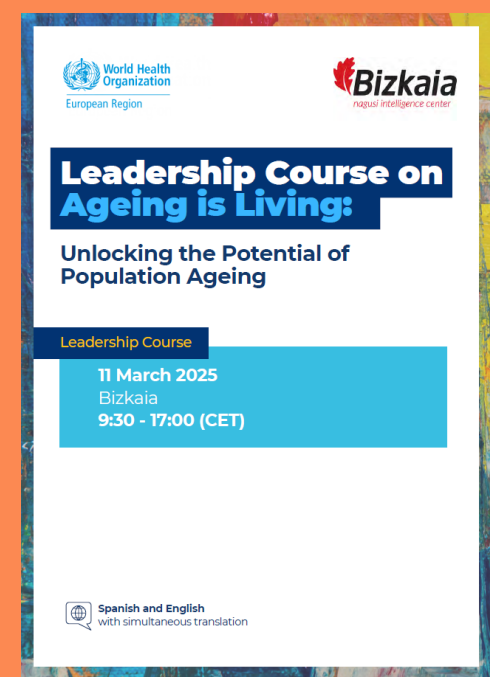
**Yongjie Yon**

*Technical Officer on Ageing and Health*

*WHO Europe*







# Our Journey...

October 2023: Summit on Policy Innovation and Healthy Ageing, Lisbon, Portugal

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September 2024: Healthy Cities and Age-friendly Communities, Zagreb, Croatia

November 2024: Regions for Health Workshop on Ageing, Trieste, Italy

January 2025: Public hearing on Ageing is Living (Virtual)

February 2025: First Member States Consultation (Hybrid), Istanbul, Türkiye

March 2025: Age-Friendly Futures Summit (In-Person), Greater Manchester, UK







**Ageing is living**

a **privilege** that can be filled with purpose and connection





World Health  
Organization

European Region

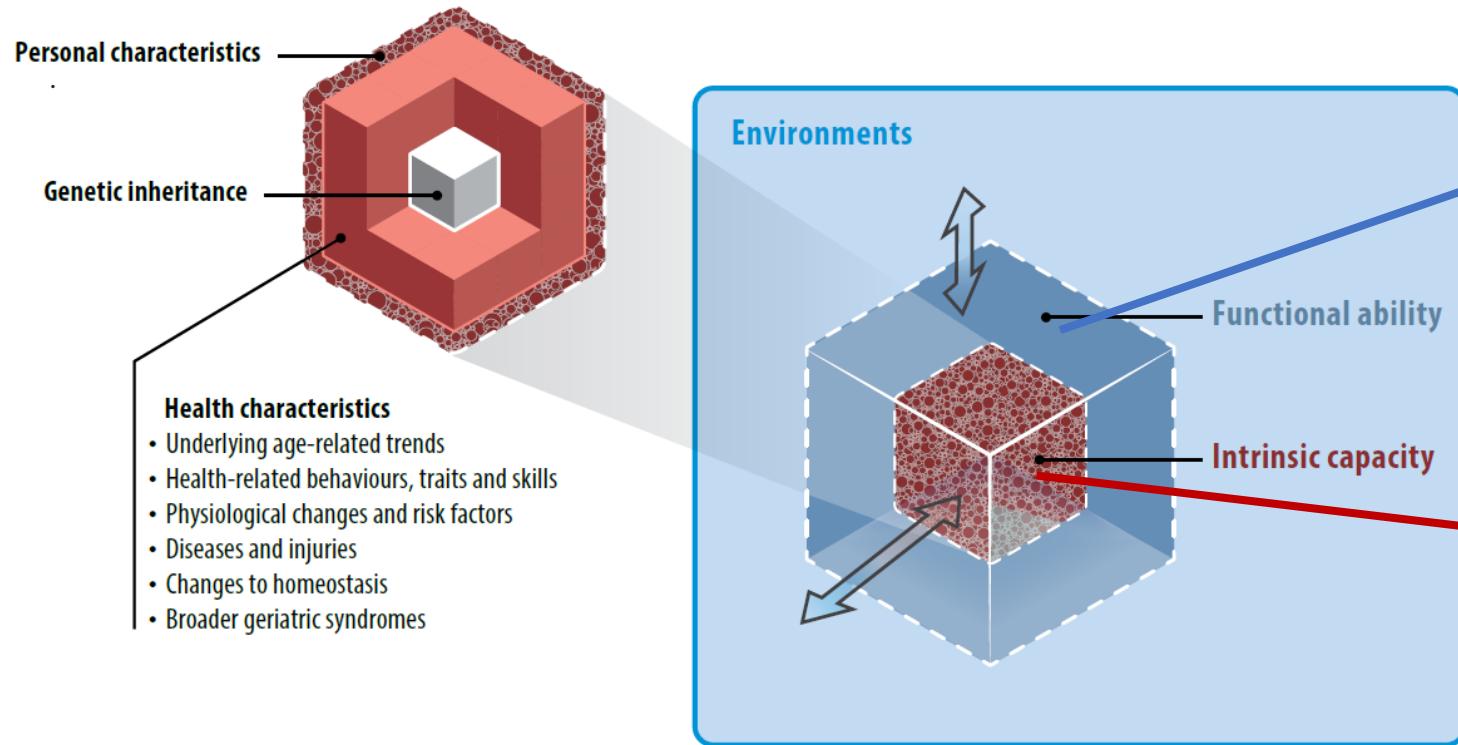


**Ageing is living**

a **journey** shaped by the choices we make today

# Healthy Ageing

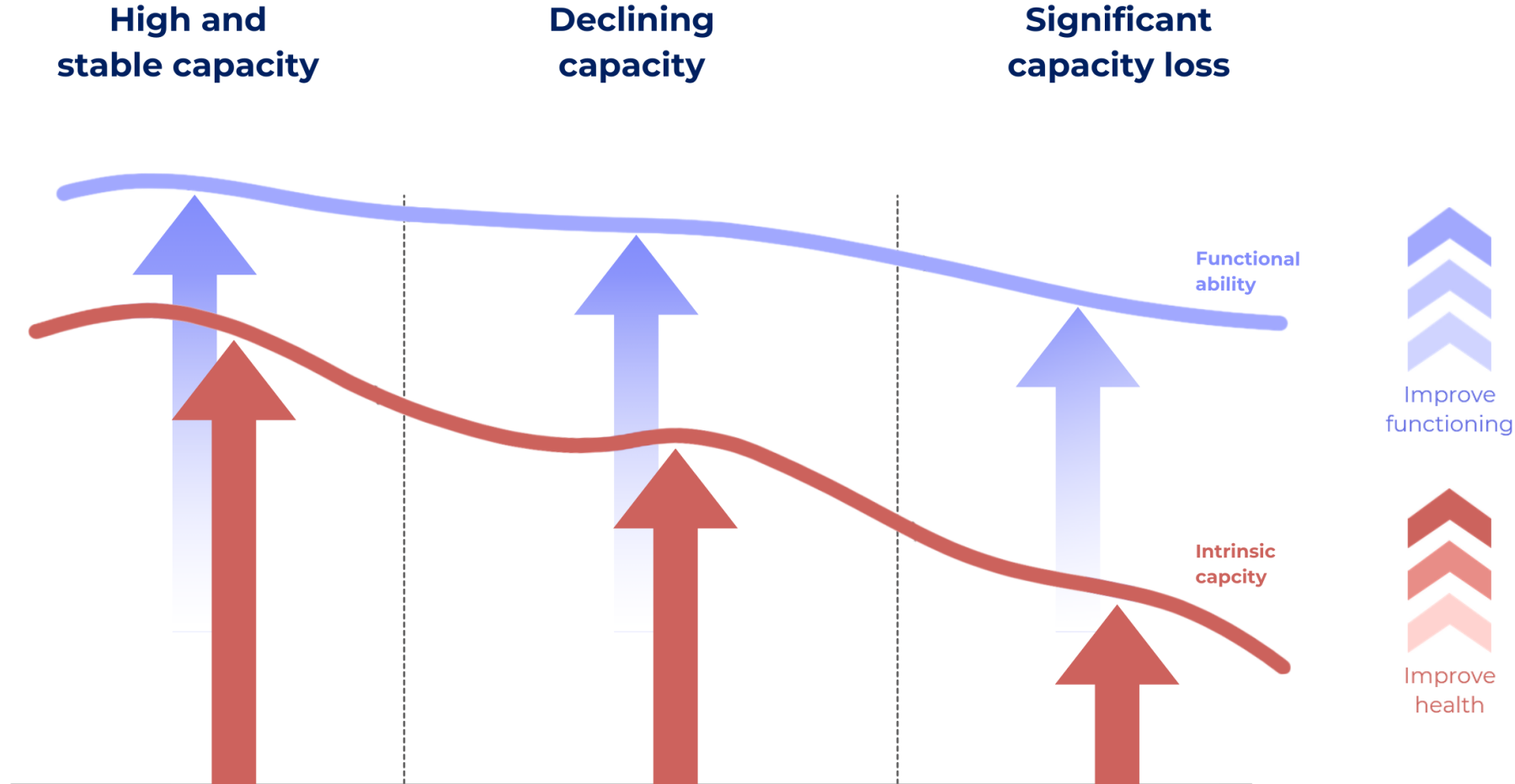
The process of developing and maintaining the **functional ability** that enables **well-being** in older age.



*"all the health-related attributes that enable people to be and to do what they have reason to value"*

*"the composite of all the physical and mental capacities that an individual can draw on at any point in time"*

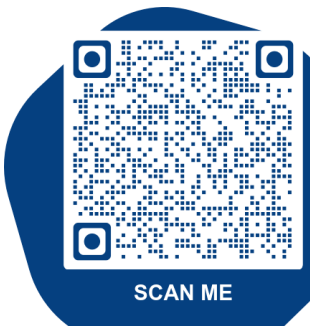
# WHO Public Health Framework for **Healthy Ageing**



## **Ageing is Living:**

Promoting a Lifetime of Health and Well-being in the WHO European Region (2026-2030)

For more details:



# Four core action areas:

Revolutionizing  
our Commitment  
on Prevention  
Across All Ages

01



02

Creating  
Environments  
where Everyone  
Can Thrive at Any  
Age

Transforming  
our Care  
Systems

03



04

Challenging  
Ageism

**Vision:**  
A Europe where  
everyone can age  
with dignity,  
purpose, and good  
health

Twin-track  
approach

Later life

Foundations for lifelong health





# Process:

The draft strategy will be presented and discussed with **Member States** and **Key stakeholders** along the following:



## Key Milestones

- 1 RC75:** Launch the Regional Report on Healthy Ageing and Long-term Care
- 2 Cross-Sector Engagement:** Collaborating with other Ministries to Drive Care System Transformation
- 3 Formal Consultations:** Engaging Member States and Key Stakeholders
- 4 RC76:** Presentation and Adoption of “Ageing is Living” Strategy

# AGEING IS LIVING

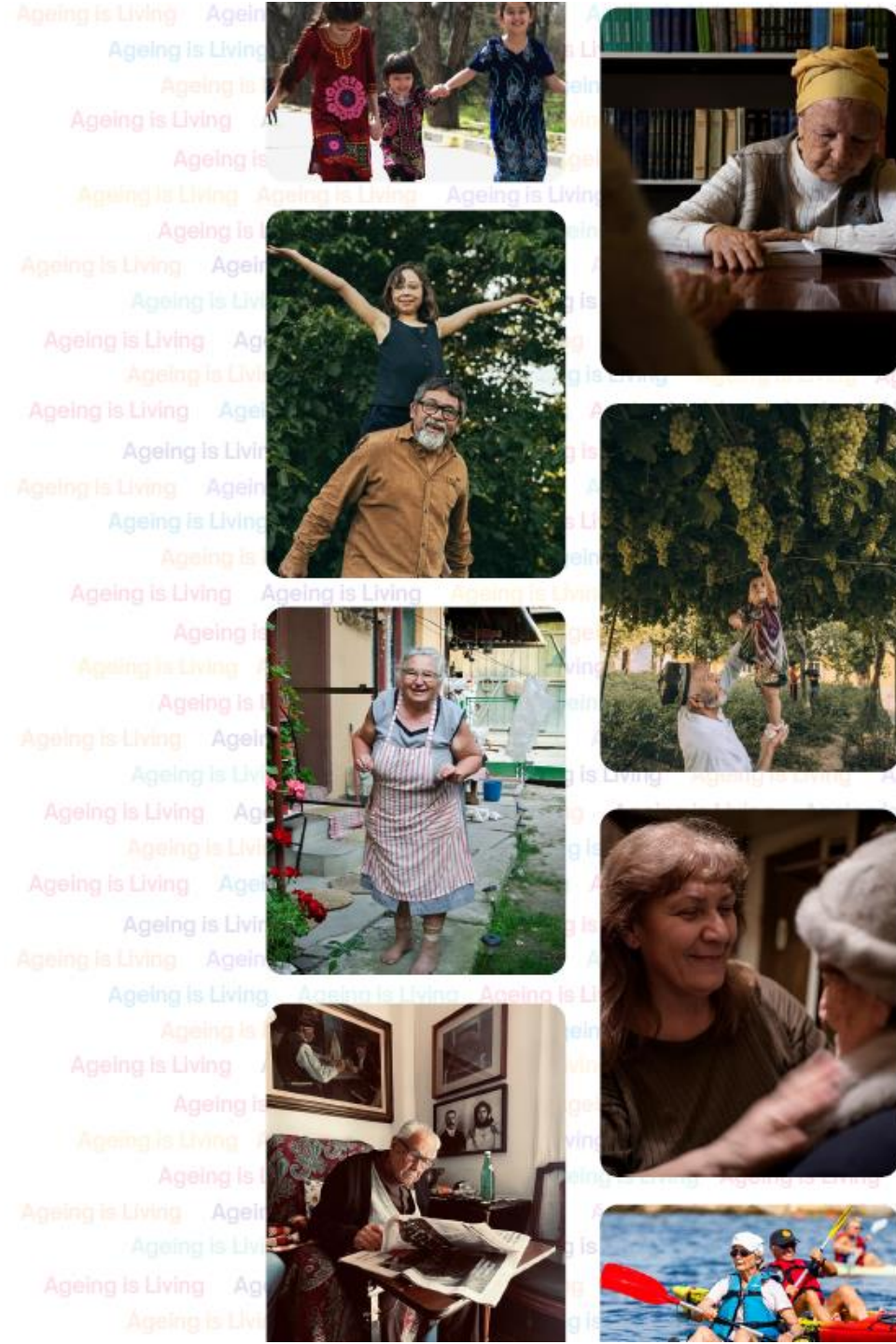
**Shaping the Future of  
Healthy Ageing:**  
Virtual stakeholder  
engagement for civil societies  
and non-state actors

**27 May 2025**  
Tuesday 10:00 – 12:00 CEST



**English and Russian**  
with simultaneous interpretation

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**Thank you for your attention**

***age@who.int***