

CHANGING THE NARRATIVE

From ageing to longevity and vitality

IMPACT & ACTIVITY

To engage with 105,000 organisations' employee assistance professionals (EAPs) to focus on biological age instead of chronological age to help redefine 'retirement' norms.

OUTPUTS

Every EAP recognises that chronological age is not a pre-determined indicator of decline and encourages personalised health interventions rather than age-based guidance.

CHANGE MECHANISMS

Changing hearts and minds by encouraging every EAP to embrace the importance of biological age in promoting healthy, longer lives, providing insights into personalised health interventions.

OUTCOMES

We see a change in approach and language, accompanied by a recognition that biological age is a better data insight than chronological age into employee well-being.

SUCCESS

The EAPA champions the Age Irrelevance mission

Employee wellbeing is linked to biological age for tailored health programmes

The EAPA is an Age Irrelevance ChangeMaker



Join us ... in sparking change

OUR GOALS

1 million influencers believe in the Age Irrelevance mission to redefine life horizons in the era of longevity.

In the UK, Employee Assistance Programmes are available to 24.45 million employees across more than 105,000 organisations, covering roughly 75% of the UK working population.

Shaping a new narrative in the era of longevity

Kay@ageirrelevance.com
www.ageirrelevance.com



An enduring vision
Sally Greengross