

# 90% of Australians want action on health issues related to ageing

Wednesday 15 October 2014

The views of Australians on health issues related to ageing have been captured in national research released today at a health forum.

Eastern Melbourne Medicare Local CEO, Kristin Michaels said 90% of Australians agree that 'the management of health issues related to ageing should be viewed as a priority in Australia'.

Ms Michaels said 51% of Australians 'strongly agree' that it should be a priority.

"Not only do Australians want ageing earmarked for priority action but they have identified the key health issues they associate with ageing," Ms Michaels said.

"The top concerns are dementia, lack of mobility, arthritis and joint problems, osteoporosis and the cost of health care."

Gail Morgan, CEO of Osteoporosis Australia said that it is no surprise that the research is showing Australians are concerned about osteoporosis.

"Around 1.2 million Australians suffer from osteoporosis daily and this will increase with an ageing population. Osteoporosis is a chronic and debilitating disease that causes pain and distress, and it can be prevented," she said.

"Australians know they need calcium, sun smart sunshine and exercise as part of a healthy lifestyle. They also need to know these are necessary for healthy bones and by taking action, osteoporosis can be prevented.

"Surprisingly few Australians get their three serves of calcium a day. Even more surprisingly, in a sunburnt country, few get their sunshine or exercise. We welcome this research as a call on Australians to take action and a call for a national health awareness campaign," said Ms Morgan.

Ms Michaels said the research also found that 45% of Australians (full range of ages) expect their health to get worse over the next 10 years, despite the fact that 89% say they are likely to start doing things "to maintain or improve their health".

"The two actions that Australians most frequently identify as things they could do to maintain or improve their health are physical activity (56%) and a healthy diet (47%)," she said.

## MEDIA RELEASE + MEDIA RELEASE + MEDIA RELEASE + MEDIA RELEASE

“This research identifies concerns and apprehensions about ageing but provides mixed signals about whether Australians will be sufficiently proactive to enjoy a good health status as they move into retirement.”

“This could have profound implications for the funding of Australian health care and will need to be considered when planning the Primary Health Networks that will replace Medicare Locals,” Ms Michaels said.

### ENDS

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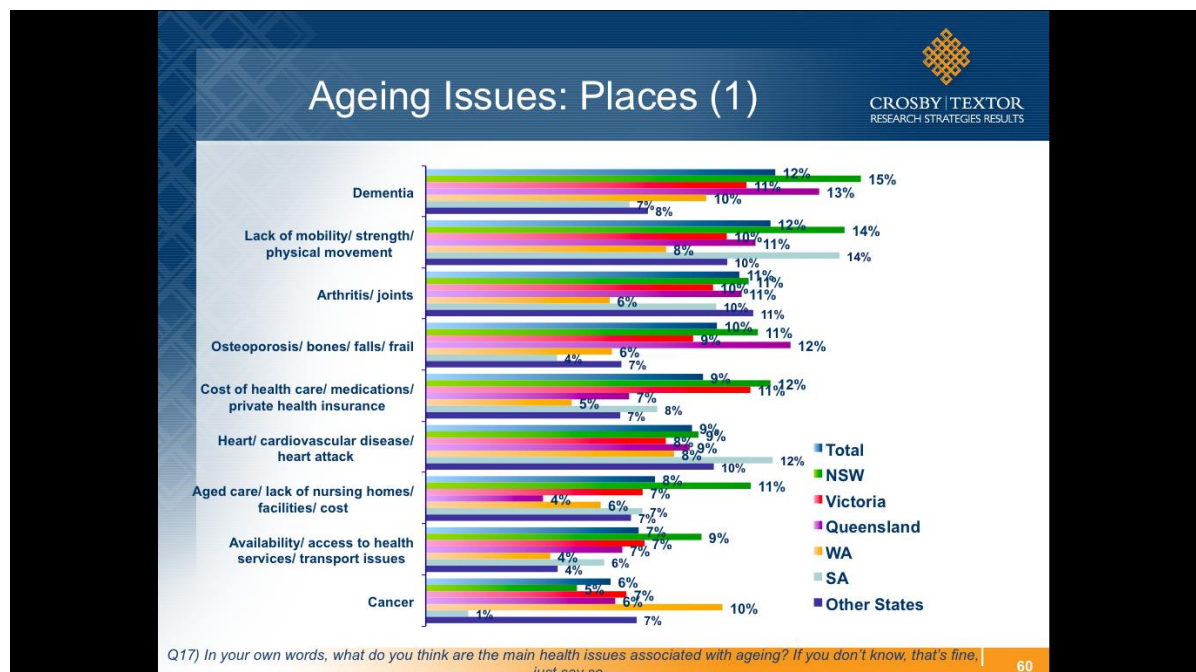
**Gail Morgan**, CEO, Osteoporosis Australia, 0412 926 348

National market research by Crosby-Textor  
For Eastern Melbourne Medicare Local

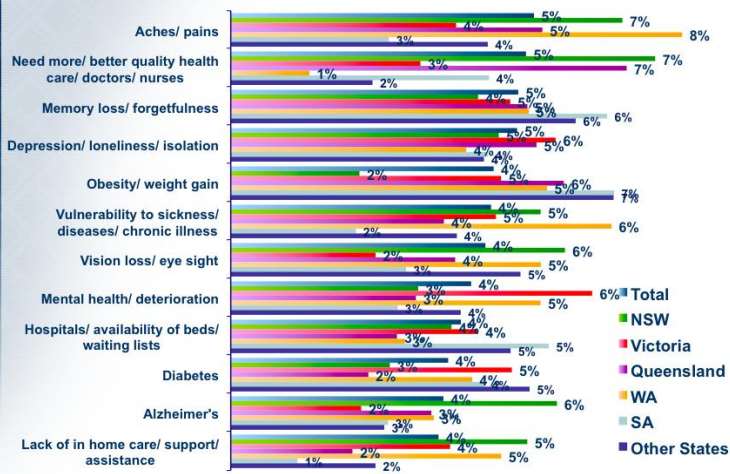
### Notes to editor:

The research will be released at the *Health in the East Research Forum* at 1.30pm today.

The research results for ageing issues are detailed on the two slides below.



## Ageing Issues: Places (2)



Q17) In your own words, what do you think are the main health issues associated with ageing? If you don't know, that's fine, just say so.