

Please switch off your
mobile phones
and pagers



*Talking 'bout your
generation*

Penny McCarthy
Clinical Nurse Consultant
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Haemophilia across the continuum

- Growing old is not just about adding "*years to our lives*" but "*adding life to our years.*"
- Many people with Haemophilia who have access to safe, adequate supply of product are living well in to old age and can expect similar if not equal life expectancy compared to the rest of the population



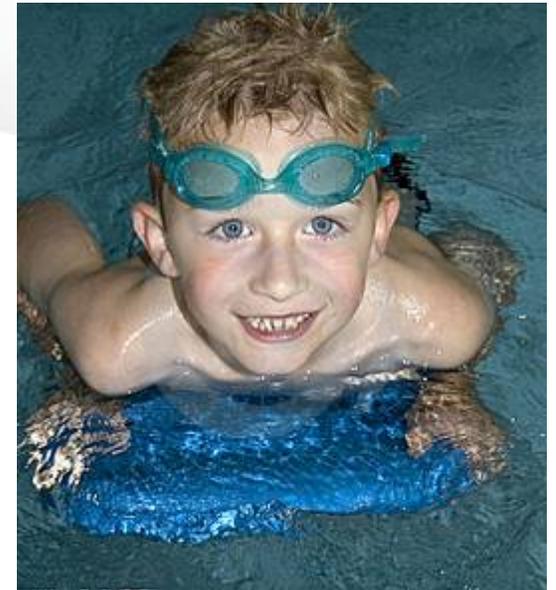
Ageing

- Getting older is a natural part of life.
- How you will feel as you get older depends on many things, including health problems and the choices you make.
- If you take good care of your body, you can slow down or even prevent problems that often come with getting older.
- In haemophilia joints age faster than peers

- By understanding each generation, we can communicate through new techniques and structures to better engage with them. This is the surest way to remain relevant now, and into the future.

GEN Z

- 1995 -2009
- Under 15
- Make up 15% of Aust. Population
- They are today's children and students, and tomorrow's employees and leaders.
- Boys with haemophilia -fit and healthy
- Prophylaxis recombinant products
- Home delivery



GEN Y

- 1980 - 1994
- Age 15 -29
- 20.5% Aust population
- The younger the healthier
- Travellers, new graduates
- Some isolated joint issues
- Prophylaxis for most
- Few have BBV



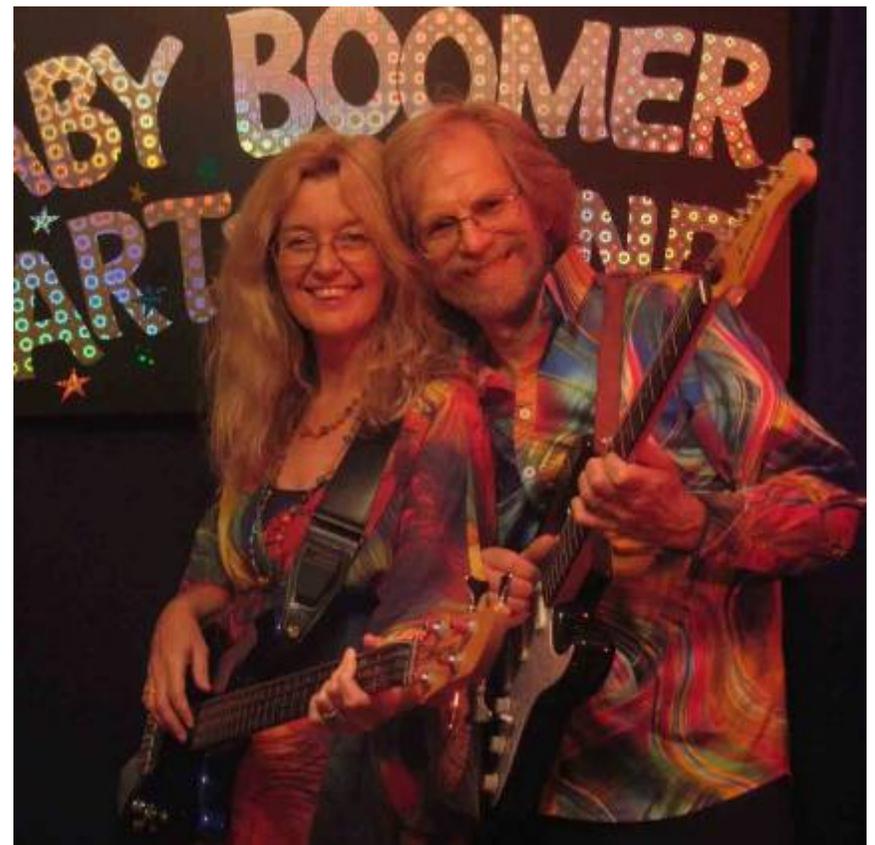
GEN X

- Born 1965 - 1979
- Age 29- 44
- 21.5% Aust population
- Teenage children
- Mortgages
- Multiple joint involvement- childhood of limited product
- Some have BBV



Baby Boomers

- Born 1946 -1964
- Age 44 -63
- 21.5% Aust population
- Inadequate early treatment
- Multiple joint involvement
- Significant arthritis causing pain
- Early retirement
- Falls risk



Builders

- Born before 1946
- Age 63+
- 17% Aust population
- Second world war
- Advanced arthropathy limited mobility
- Disease of ageing with multiple complex medical issues complicated by haemophilia
- Loss of partner / carer

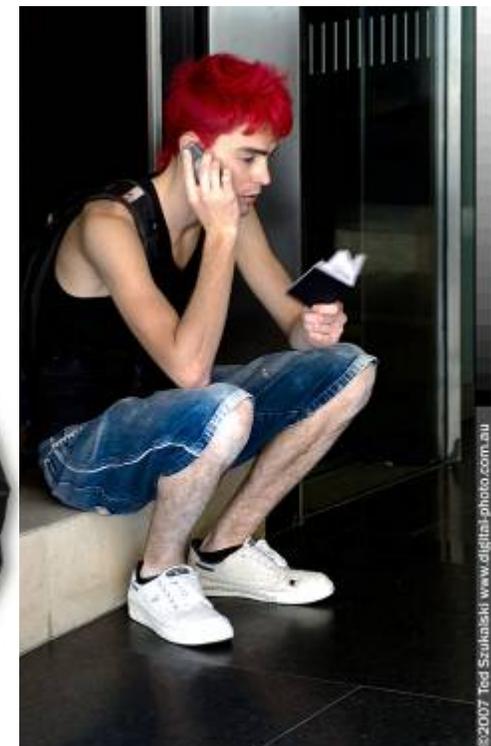


Ageing

- *The world's population has never been 'old' before. The ageing of the population is a new phenomenon. In this respect, there is no precedent for where we are going.*

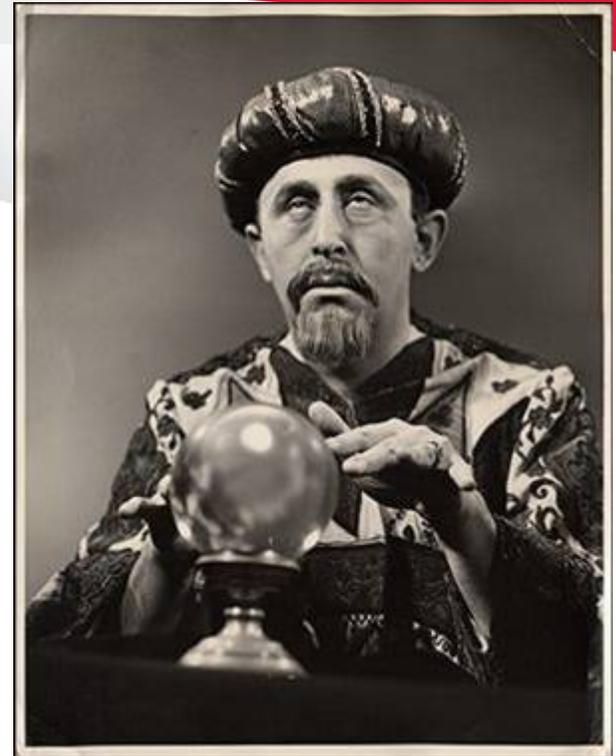
Ageing and the Individual

- Each person's ageing will be shaped by their lifetime experience and their health education and employment outcomes.



Future

- Need to plan for positive ageing
- It's a time to be living well
- Healthy and happy
- Independent and safe to remain in your homes
- Part of your community
- Access to the information you need to achieve these goals.



*"I'm not trying to cause a big sensation
I'm just talkin' 'bout my generation."*

The Who, 1965.

