



Celebrating a Year of the Intersectional Stigma of Place-Based Ageing (ISPA)

27th September 2023

In Partnership with

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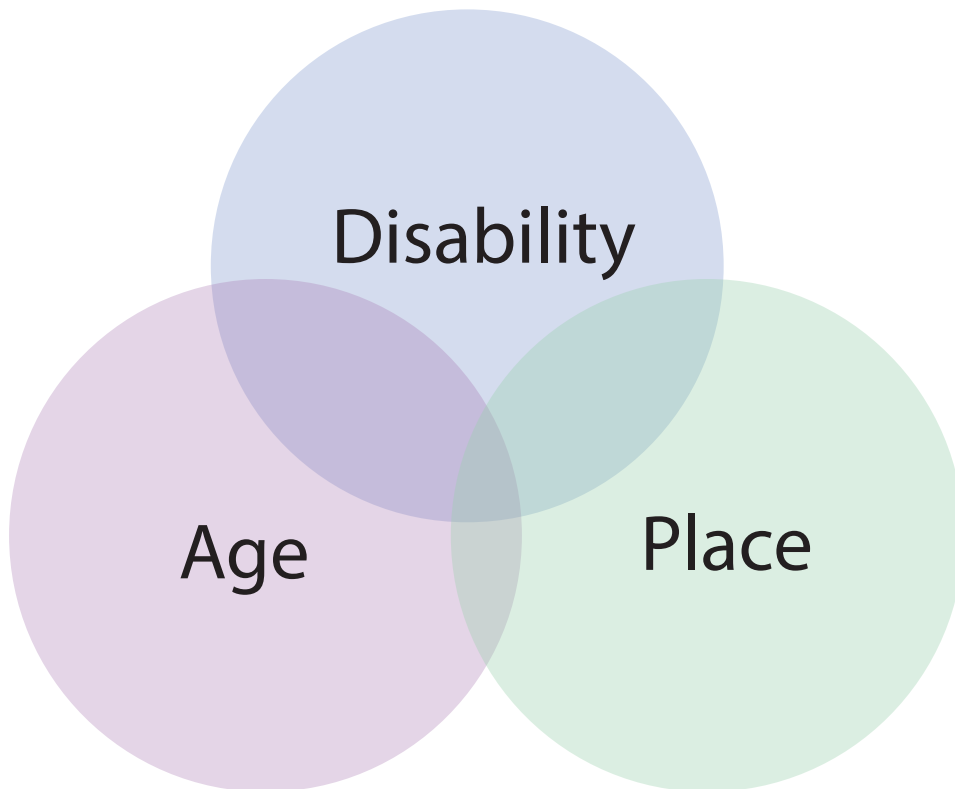
INTERSECTIONAL STIGMA OF PLACE-BASED AGEING (ISPA) YEAR 1 OVERVIEW

Intersectional Stigma of Place-Based Ageing (ISPA) Project

The ISPA project is an ambitious 5-year participatory mixed method study exploring how the stigma attached to where people live can intersect with experiences of disability and ageing.

In September 2022 we began the journey to provide insights into the structures and systems that drive exclusion to tackle the inequalities experienced by older disabled adults. In year 1 we launched the [ISPA Webpages](#) and [ISPA Youtube channel](#) alongside our X account @ISPAProject to share details of our work.

In this blog we present an overview of our activity over the past year. We have focused on building evidence and understanding around home and environmental modifications that encourage interventions for inclusive approaches that support people to age well within homes and communities across England, Scotland, and Wales.



Delivering on Inclusion

The Intersectional Stigma of Place-Based Ageing (ISPA) Project is funded by the Economic and Social Research Council to understand and help tackle the negative consequences of stigma. An inclusive approach is vital and means co-producing our research and ensuring that lived experience is central in all we do. It also means working with practitioners and policy makers, current and future, to ensure insights created via ISPA create impact. To support this work, in year 1 we have established key ISPA networks.

ISPA Networks



Community Peer Researchers

- Central part of the project
- Leading by lived experience



Inclusive Living Alliance

- Coming together to make real change
- Understanding impact



Project Advisory Board

- Steering project Central part of the project
- Focusing on supporting ethics and inclusion

Early Career Network

- Encouraging capacity and networks
- Supporting academic and practice routes

In Year 1, ISPA established the Project Advisory Board (PAB) chaired by Moira MacKenzie from the Digital Health and Care Institute and has welcomed 14 early career researchers and practitioners into the ISPA Early Career Network.

We are working together to help tackle the negative consequences of stigma, which are compounded by damaging narratives that blame individuals themselves for their own exclusion from key support services. To develop a better approach, we need to understand how stigma attached to where people live, disability, and ageing intersect to give nuanced insights to the structures and systems that drive exclusion and to tackle inequalities experienced by older disabled adults.

Meet the Team



Professor Vikki McCall
Principal investigator



Julia Lawrence
Project Co-ordinator

Professor David Manley



Professor Alasdair Rutherford



Dr Dianne Theakstone



Dr Louise Reid



Exploring the representation of disability in homes and neighbourhoods (WP1)

Connecting 'ageing-in-place' to lived experiences of stigma (WP2)

Co-production & building a cohort of disabled Community Peer-Researchers (WP3)

Dr Lisa Davison



Kate Wilson



Dr Kim McKee



Anna Pearce



Tackling inequalities via organizational change, policy & practice (WP4)

Making change via Inclusive Living (WP5)

Professor Rose Gilroy



Jeremy Porteus



Building a Stigma framework

Much of the first year of ISPA has been exploring literature and secondary datasets to understand the nuanced and complex process around stigmatisation. Stigma is an incredibly powerful force in everyday life as it is linked to many negative experiences and integrated into social structures.

Stigma is variously defined as negative beliefs held or discrimination against specific groups based on characteristics, such as age, disability or social class. Stigma is often felt in interpersonal relationships, with individuals holding negative beliefs or discriminating against others, or through the processes of labelling, 'othering', shaming, blaming and producing and reproducing negative stereotypes. Stigma can be created, enacted, reinforced at multiple levels, and impacts across a broad spectrum of people.

We have found that there are almost endless types or lenses in which to examine stigma, but we gathered some of the most helpful concepts linked to Stigma as a way of building a framework for project analysis.

The emerging framework has been presented at international conferences including the Housing Studies Association conference (Sheffield, March 2023), Social Policy Association Conference (Nottingham, July 2023). As well as to practitioners at the Foundations National Summit (Birmingham,

We aim to facilitate organisational change that supports accessible and inclusive practice in homes and neighbourhoods

June 2023), and Scottish Federation of Housing Associations Conference (Glasgow, June 2023). ISPA also opened the Healthy Housing awards at the national Foundations event in Manchester (see picture).

Over the next few years, the ISPA stigma framework will evolve and become a co-produced framework for understanding and evidencing the multiple layers and power of stigma. The next steps of the project are to explore how we can tackle stigma through housing and our wider environment.



Directives	Directive details	Sample
Spring 1984: Social Well-Being	Themes: Healthcare; Self-esteem; Health; Wellbeing	621 (351)
Autumn 1998 Part 2. Staying Well and Everyday Life	Staying Well and Everyday Life	242 (184)
Autumn/ Winter 1995: Images of where you live: Cities, Towns, Villages;	Choice of home; local amenities; evolution of a space; communities; belonging	326 (2540)
Autumn 2003 Part 1: Public and private spaces/places	Public and private spaces/places	173 (151)
Autumn 2006: Your home	Satisfaction with home; what makes you feel at home; how do you decorate a home; what is your ideal home?	272 (178)
Autumn 2006: Age	Growing older; assumptions related to age; gendered ageing; pros and cons of ageing; older people in care	244 (171)

Our work has been presented at a Stigma and Ageing workshop with housing professionals (Stirling, May 2023), the British Society of Gerontology Conference (Norwich, July 2023), a Wheatley Academy guest lecture (Glasgow, June 2023), the Barrhead Housing Association Board (Glasgow, June 2023) and the Greater London Authority (London, June 2023).

Formal outputs from the analysis will be published in due course.

Co-production at the heart of ISPA
Building our group of Community Peer Researcher groups

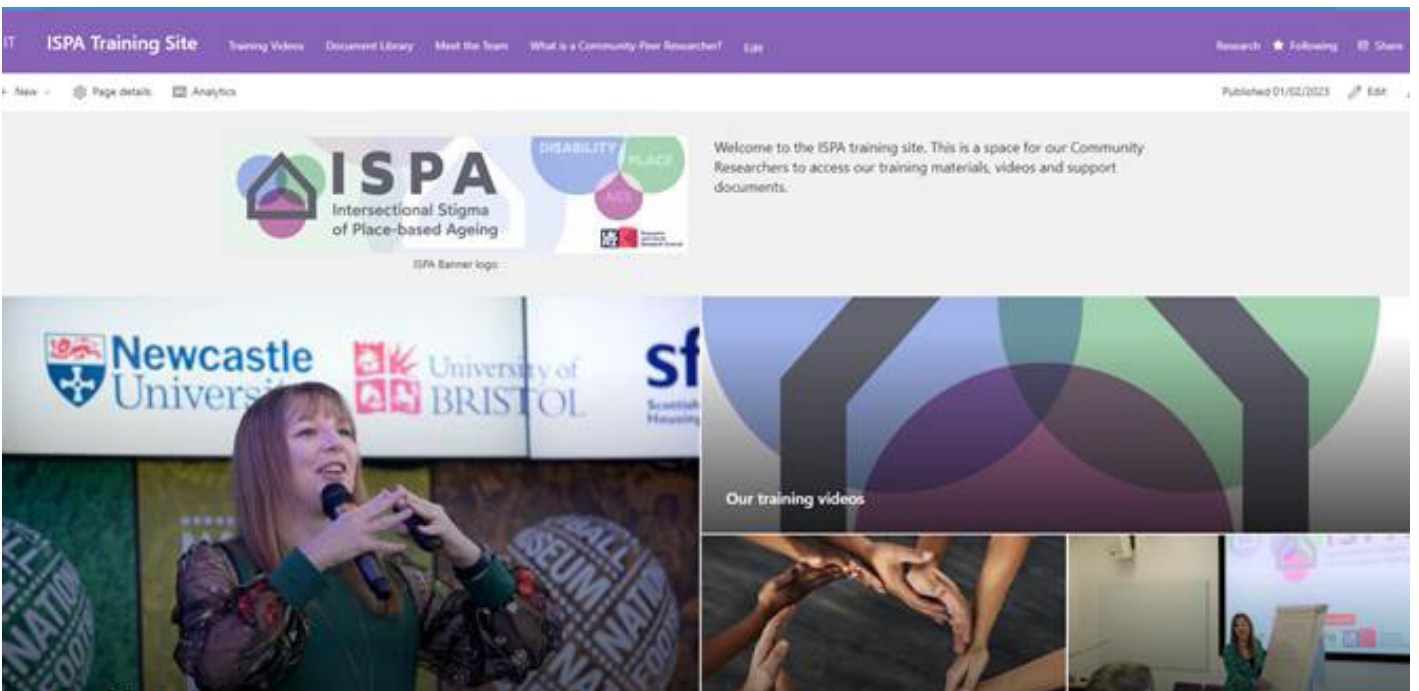
Co-production and building a cohort of disabled Community Peer-Researchers

Co-production and building a cohort of disabled Community Peer-Researchers (CPRs) is at the heart of the ISPA Project. We have established a thorough process and training support for our group of older (45+) CPRs who will participate and conduct research on the lived experiences of disabled people.

Year 1 has focused a lot on building our ethical processes and building data collection methods. We have established three groups of CPRs, including two in Scotland and one in the South of England. Year 2 will see us establish further groups in the North of England and Wales.



Co-production involves developing equal and reciprocal relationships between individuals and groups working together toward positive change in services, linked to co-construction, co-creation with a focus on collective dialogue. The process includes comprehensive research skills training, including ethics, data collection, data analysis and writing skill workshops.



Year 1 has seen us establish the ISPA CPR training site, and CPRs have already been inputting into our recruitment packs, videos, Project Advisory Board and reflecting on the key themes for ISPA. One co-produced change from our focus, for example, was to reduce the age range from 65+ to 45+ as our partners and CPRs noted that for some disabilities – especially learning disabilities – ageing is a very different experience and by having only a 65+ cohort we would be missing key experiences

We aim to facilitate organisational change that supports accessible and inclusive practice in homes and neighbourhoods

Tackling inequalities via organisational change, policy and practice

The ISPA Project is impact focused. It will establish how accessibility in homes and neighbourhoods can be increased alongside how to effectively engage with policy makers and influencers to support organisational change and future planning.

To begin this work, in we have conducted an evidence review in year 1 and linked journal article that gives insight to the fragmented, inter-connected landscape that overlaps strategies around housing, technology, sustainability, ageing, health and social care.

The review is part of a set of outputs related to the ISPA Project aims and objectives that include insight into how stigma can lead to increased barriers to services, exclusion, and negative experiences, and how people can be impacted by several dimensions of stigma (intersectional stigma) particularly across age, disability and place.

The evidence review highlights gaps in understanding about the lived experiences of disablement, and that stigma is often intensified for marginalised groups. Inclusive design is shown to be a key part of helping marginalised groups feel included, and this is a key focus for the Intersectional Stigma of Place-Based Ageing Project that will explore how inclusive environments can tackle stigma.

The next steps in supporting organisational change, policy and practice will be to develop the Inclusive Living Toolkit and facilitate changes in housing and social care organisations across Scotland, England and Wales.



Making Change via an Inclusive Living Alliance

We have been building an [Inclusive Living Alliance](#) to support implementation of home and neighbourhood modifications.

Building from the evidence gathered in the project and our partners, ISPA aims to instigate and evaluate tangible impact and change to reduce stigma related to perceptions around adaptations, ageing, place and disability. This requires enthusiastic and motivated practitioners to implement recommended changes.

We started this with our first ISPA Conference in May 2023 held at Glasgow with 40 policy makers, practitioners and people with lived experiences of ageing and disability.

It was a successful and dynamic 2 days, hearing from a range of high-level policy makers alongside people delivering inclusive design and tackling stigma in health, housing and social care arenas.

Our Inclusive Living Alliance will promote future proofing housing for healthy ageing and was developed to be both a planning and facilitation tool for officers, board members and tenant groups.

When we began the project, we had letters of support from some key players in the housing sector across Scotland, England and Wales.





And we are delighted that in year one, 14 more amazing partners have joined our Inclusive Living Alliance, including:



The Inclusive Living Alliance will also be supported by Housing LIN and SFHA and contribute to breaking down barriers created by stigma (linked to ageing, disability, and place) beyond the project. This will be a mechanism for supporting organisations and academics to work together to improve quality of life and wellbeing that centralises the experiences of older disabled adults in planning inclusive environments, encourage co-production and facilitate positive organisational change that supports accessible and inclusive practice in homes and neighbourhoods.



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The support of the
Inclusive Ageing call grant
number: ES/W012677/1
from the Economic and
Social Research Council
(ESRC) is gratefully
acknowledged.

ISPA
project
est.2022