



## At a glance

Course: **Building stronger futures for older veterans**

Topics: **UK Armed Forces**

Platform: **No Ordinary Ant**

Type: **Community awareness**

Audience: **Public and NHS staff**

## Key metrics



New platform in build progress



Designed for communities



Online and on-demand



600,000 UK veterans are 80+!



Free education and networking

# Building stronger futures for veterans

Raising public awareness for older veterans support

## PROJECT BRIEF ▲

**Age Cymru** (part of Age UK) is a charity with a dedicated team looking after elderly veterans. They wanted to create a professional eLearning course to raise national awareness on this topic.

This course, **Building Stronger Futures for Older Veterans**, is to help more vulnerable people to be identified for eligible support. Aimed at **NHS** frontline workers, this eLearning will help them learn to identify elderly veterans and find their relevant support channels.

## CHALLENGES ▲

To create a short but valuable course that will comprehensively cover all the key learning points in a minimal timeframe.

To design course content that will be universally understood, with a preference for one-to-one video interview production.

To house and support this course within a suitable public platform.

To achieve nationwide success within a small and limited budget.

## SOLUTIONS ▲

Our in-house team focussed on producing a streamlined storyboard for the scripted content before creating multi-media.

We undertook significant research and development for a new public website with its own eLearning platform attached. **No Ordinary Ant** will be a public platform for eLearning and much wider content relating to the **Armed Forces Community**.

The **Age Cymru** course is still in production and will be launched on **No Ordinary Ant** for Q2 2025.

## OUTCOMES ▲

- **No Ordinary Ant** will change public perception on the Armed Forces Community, via eLearning and website information.
- **Spiral Horizons CIC**, is a new non-profit company borne out of the vision to champion community eLearning projects.
- Charities, businesses, and support agencies will benefit from raised awareness and professionally accredited education.