

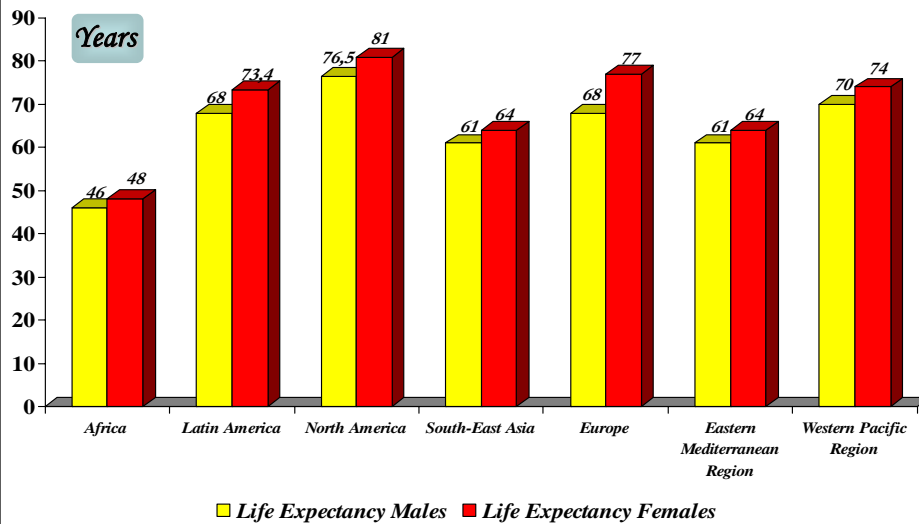
LEÒN / Spain: **UNECE Ministerial Conference on Ageing**
6. - 8.November 2007

A Society for All Ages: Challenges and Opportunities Participation and social inclusion



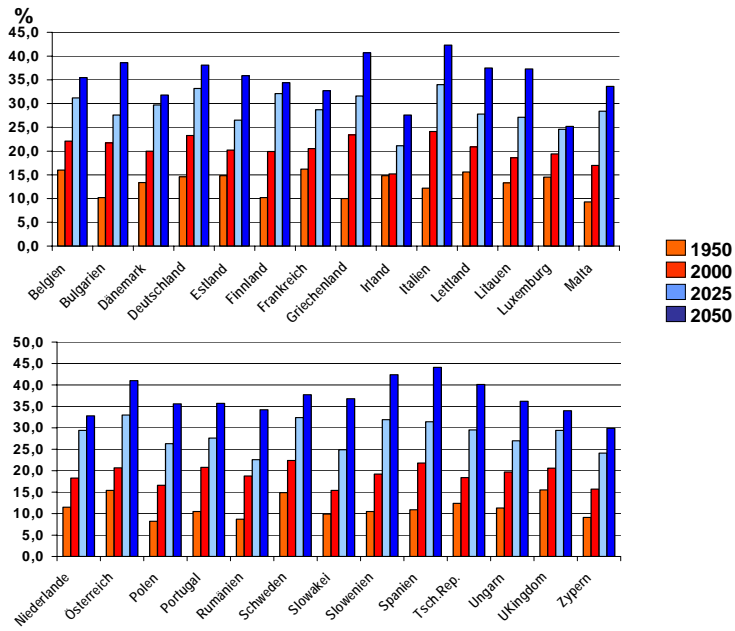
Prof. Dr. Dr. h.c. Ursula Lehr
Department of Gerontology, University of Heidelberg

World regional life expectancy at birth

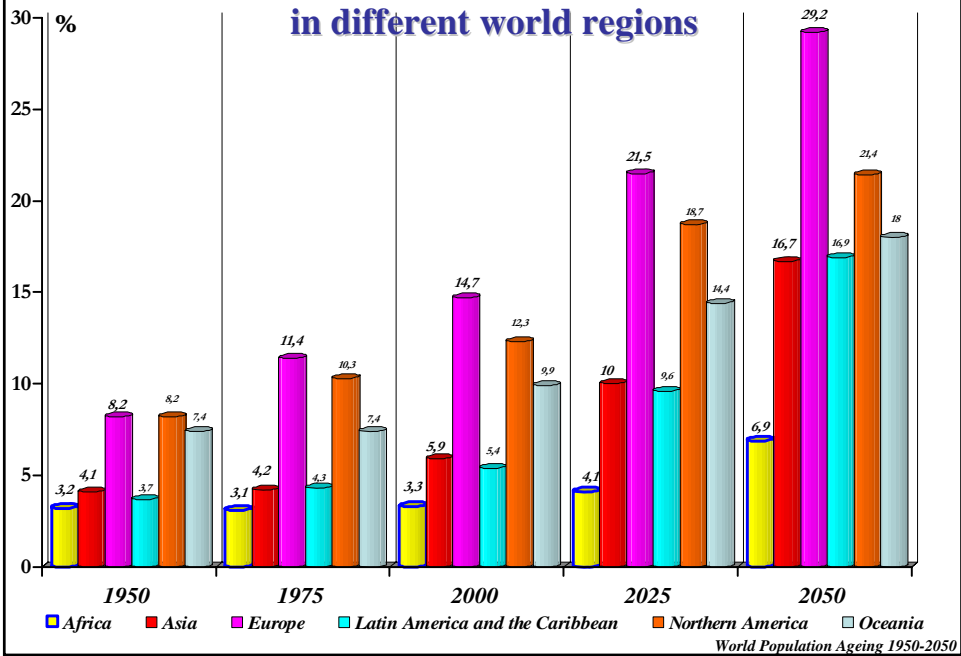


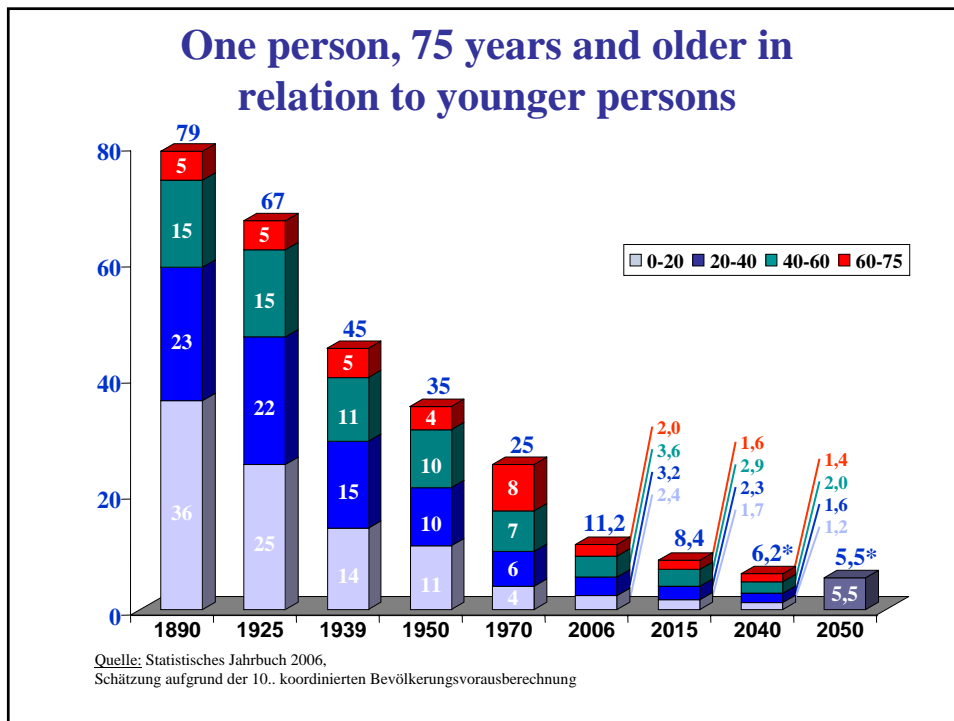
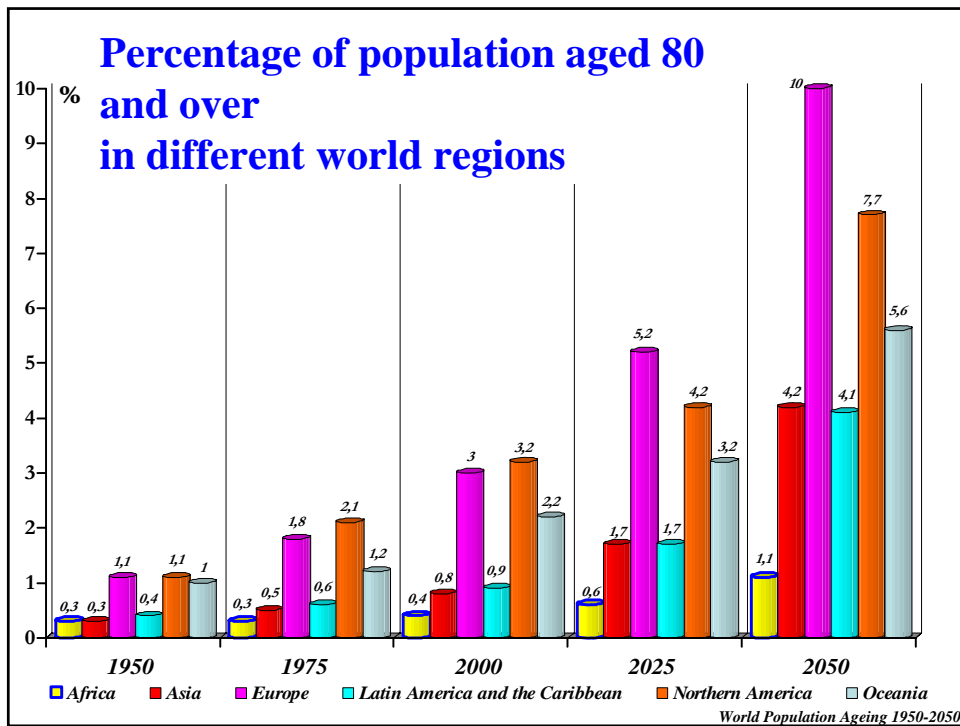
The World Health Report 2005: make every mother and child count.

Percentage of the population of 60 years and older

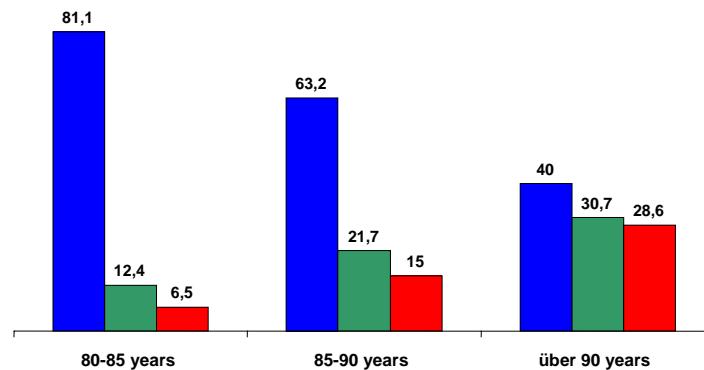


Percentage of population aged 65 and over in different world regions





**Independent living (blue)
ambulant care (green)
and living in Homes for the aged (red)**



**The challenges of our ageing world
can only be met
by working together of all generations.**

**The abilities, experiences,
expert-knowledge and the
special skills of the elderly
are needed in our societies**

Madrid International Plan of Action on Ageing
(statement of article 10):

“The potential of older persons is a powerful basis for future development.

This enables society to rely increasingly on the skills, experience and wisdom of older persons,
not only to take the lead in their own betterment
but also to participate actively in that of society as a whole”

and:

“We also recognize that persons, as they age, should enjoy a life of fulfilment, health, security and
active participation in the economic, social, cultural and political life of their societies”

(article 5)

and:

it is necessary “to **empower men and women to reach old age in better health**, and with more fully realized well-being;

to seek the full inclusion and participation of older persons in societies;

to enable older persons to contribute more effectively to their communities”

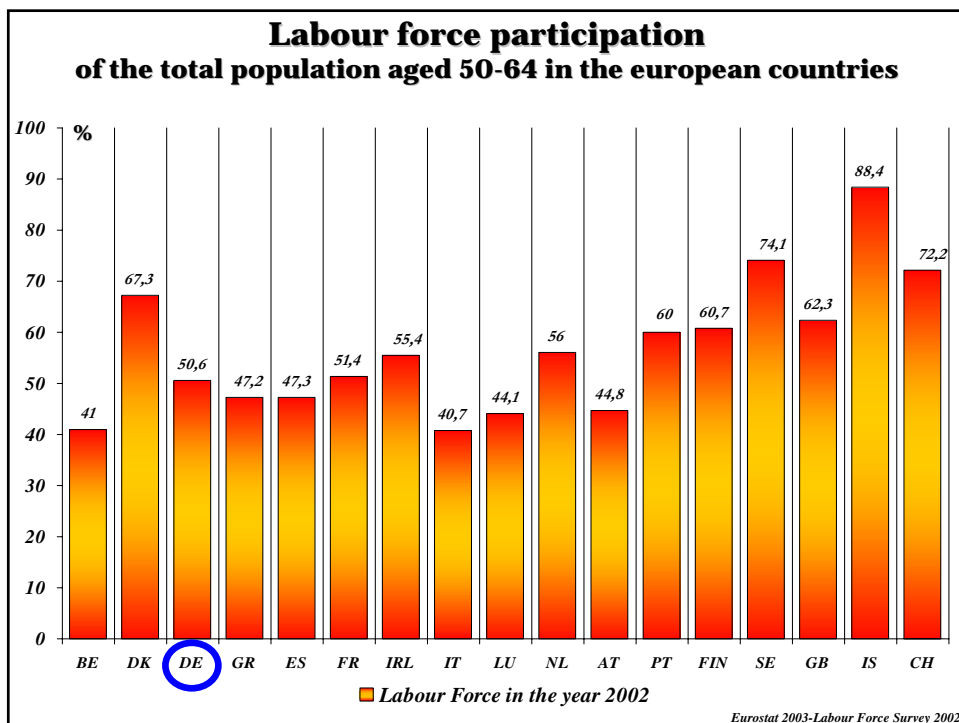
(article 6)

1982, World Assembly of Ageing •
Vienna Plan of Ageing:
demanded the

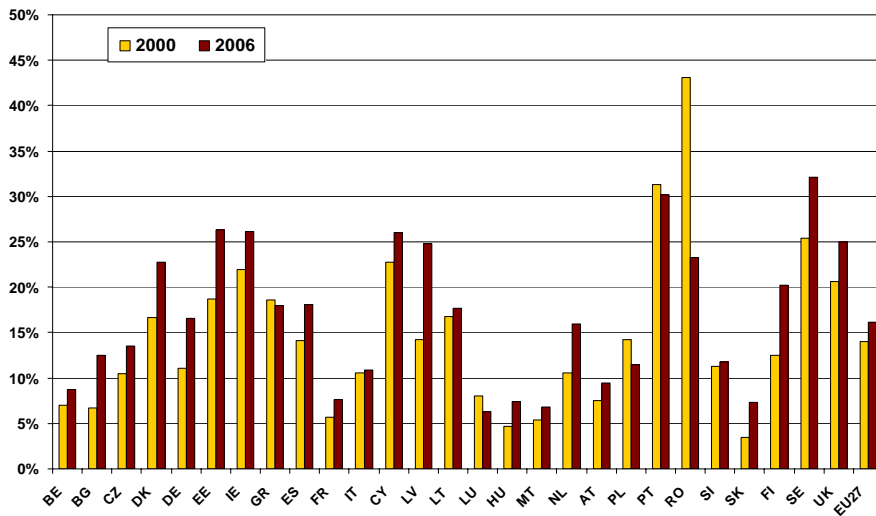
“Involvement and participation of the elderly and the aging” (p. 23, article 32)

and:

“Governments should facilitate the participation of older persons in the economic life of the society” (p. 41, article 37)



Labour force participation of the population 60+ in the year 2000 and 2006



Quelle: Eurostat, AKE EU, jährliche Durchschnittswerte

Madrid Plan of Action (2002, article 12):

“Older persons should have the opportunity to work for as long as they wish and are able to, in satisfying and productive work, continuing to have access to education and training programmes.

The empowerment of older persons and the promotion to their full participation are essential elements for active aging.”

2007, Ministerial declaration § 9):

(which we discuss here in Leon and which will be adapted on Thursday)

“Active citizenship, a dynamic civil society and interaction between citizens and government are vital in order to achieve a society for all ages as this promotes social cohesion, helps overcome age discrimination, and empowers older and younger persons (to act for themselves and) to work together.

We confirm that lifelong learning and active aging, access to modern information and communication technologies, volunteerism and civic engagement are crucial means to promote participation.”

The increasingly important role of elderly should not be seen only as potential voters for the next election.

Their experience, authority and social responsibility are needed in politics.

Senior citizens want to share in the responsibility.

Participation is far more than just voting in the elections.

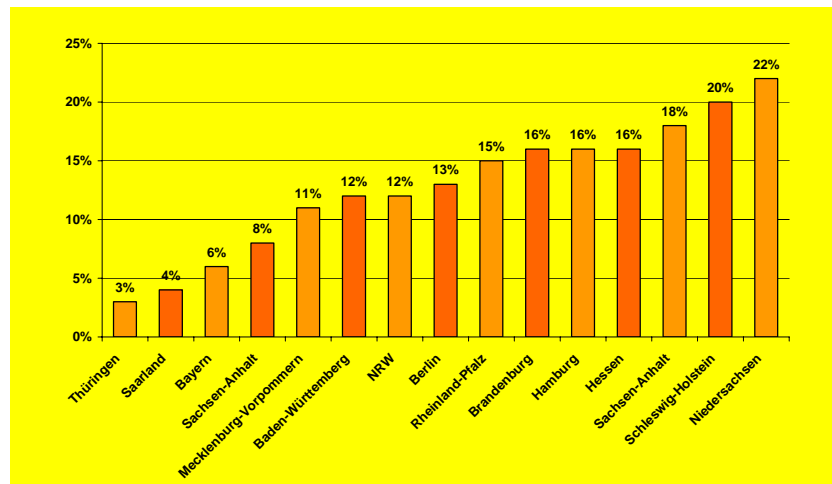
It is an ongoing process which must be developed by suitable formal structures (advisory bodies, consultation processes ect.).

Political participation in old age:

Older parliamentarians tend to be under-represented in parliaments at state and federal level in Germany.

0,6% are 70 years and older,
3,9% are 65 years and older

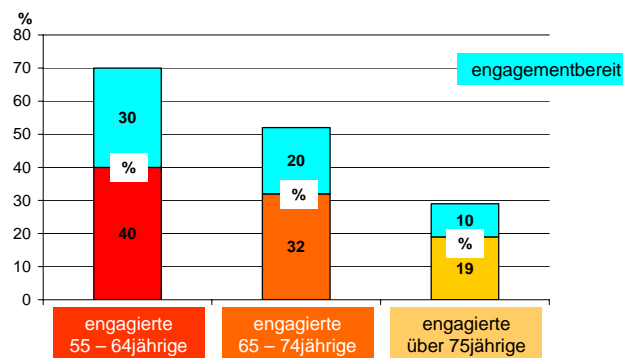
Percentage of the parliamentarians 60 years and over in some states of Germany:



**We need more elderly members in the parliament,
not only in regard for a policy for the aged.**

**We need the experience, the special skills and the wisdom of the elderly
in all the political domains
from the Foreign Policy, Economy and Finances,
to Cultural, Education and Research Policy and others**

Social participation of the aged in voluntary work



- Warum haben die „Bereitwilligen“ noch nicht den Weg zu eigenem Engagement gefunden?
- Was sind die Barrieren?

(Daten aus dem 5. Altenbericht, 2006, S.211)

Empowerment in old age:

“The potential of the elderly must be made useful for society.

The model programme “Experience for Initiatives” (EFI) is an important step in this direction.

• Around 1000 elderly people have taken part in these courses to be senior trainers in order to learn something new and to use their experience in many local projects for the benefit of all age and population groups locally”

(Ursula v.d.Leyen, 2007)

Participation in everyday life

On the one hand we have to enable the elderly, to do everything for a healthy and competent aging!

- Physical activity,
 - mental activity and
 - social activity
- as well as healthy nutrition are necessary for a healthy aging.

**But aging is a life long process.
Healthy aging starts in early childhood and
adolescence in regard to optimize the
development;**

**Participation in old age
starts in young adulthood.**

Senior's activities on Sports:

To-day 28% of the male members and
11 % of the female members
of sport clubs are 60 years and over
- but much more are doing a lot in physical activity

**Mental activity - a prerequisite of social
participation:**

In adult education classes (Volkshochschule)
21,7 % of the students are 50-65 years of age,
11,4% are 65 and over.
More and more elderly are taking courses in the
universities and are very successful.

Seniors as Internet-user:

During the last 3 years we have had an increase of the onliner group of 60 + of 33%.

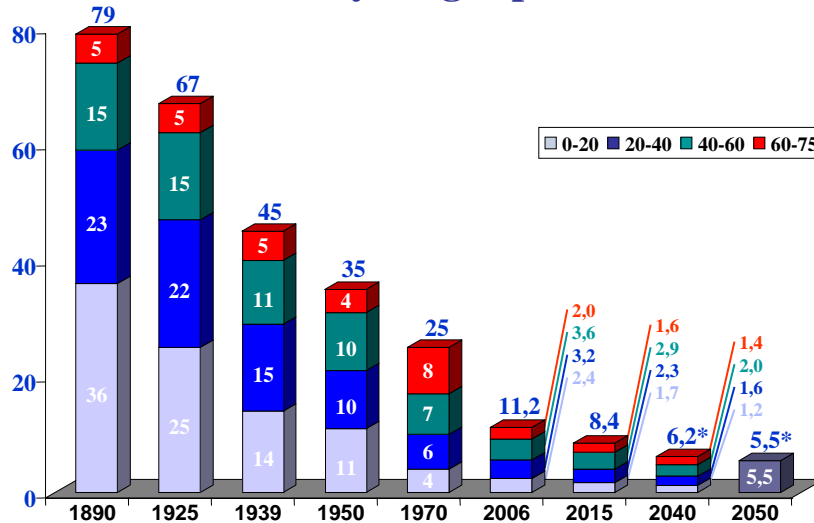
Now **24% of the elderly women** and **47% of the elderly men** are user of the internet.

Tourism and travelling:

If you look at the **statistics of travelling agencies**, we can **notice that the elderly are included very well.**

The 60+ generation is much more travelling than the younger ones. The tourism branch has to learn to adapt to the special wishes and needs of the elderly.

One person, 75 years and older in relation to younger persons



Quelle: Statistisches Jahrbuch 2006.
Schätzung aufgrund der 10. koordinierten Bevölkerungsvorausberechnung

It is necessary to enable the society to meet the demographic change!

- **To change their attitude toward the aged, to create a more positive image;**
- **to change something in the environment (city-planning, traffic system, to secure a greater mobility;)**
- **architects and designers need to adjust to an aging world.**

Industry and factory have to realize the aging society and change some of their products to guarantee elderly people an independent life and social participation.

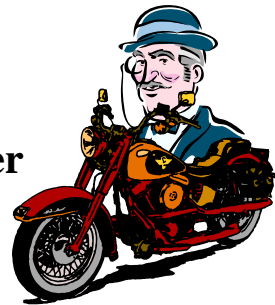
Übrigens, wussten Sie schon, dass das



**Durchschnittsalter eines
Porsche-Käufers 56 Jahre**
beträgt

und der

**Harley Davidson-Käufer
durchschnittlich
59 Jahre jung ist?**



A policy for senior citizens:

has to be more than just a policy for pensions systems
and a policy for care
and has to include also other aspects than financial
ones.

- maintaining and increasing the competence of
the elderly in order to prevent dependency, to
secure a healthy aging with a high degree of
quality of life, to secure participation.

- to promote the understanding between the
generations, which requires the participation
of all generations, partly by integrating senior
citizens in politics and political decision-making

Policy actions of the Federal Government

Priorities of the Federal Government's policy regarding senior citizens are:

- ⇒ to adapt social protection systems in a sustainable way in response to population ageing
- ⇒ to increase the rate of employment of older employees
- ⇒ to promote a positive image of ageing and old age in public
- ⇒ to enhance independent living and active participation of older persons in all social processes, also in voluntary work and active citizenship
- ⇒ to support senior citizens' organisations
- ⇒ to promote solidarity and responsibility between generations
- ⇒ to maintain and develop educational opportunities for older persons
- ⇒ to pass legislation regarding protection and assistance in old age
- ⇒ to ensure high quality care and assistance in old age

Policy actions of the Federal Government

Priorities of the Federal Government's policy regarding senior citizens are:

- ⇒ to ensure high quality care and assistance in old age
- ⇒ to analyse the consequences of the demographic change, in particular with regard to a better use of the potential of older persons
- ⇒ to promote the idea of older persons as consumers
- ⇒ to promote the economic factor of ageing
- ⇒ to take into account the special needs of older migrants
- ⇒ to take into account the special needs of older persons with disabilities
- ⇒ to support European and international co-operation
- ⇒ to develop differentiated policies for older persons according to the different needs and experience of men and women
- ⇒ to respect the gender mainstreaming approach in all projects

Policy actions of the Federal Government

The 5th report on ageing – „Potentials of ageing“

The 5th report on ageing published in 2005 focuses on the topics of strengths and practical knowledge of the older generation. It impressively proves that older persons have a considerable wealth of knowledge and experience in working life. Many senior citizens are involved in voluntary work for society

The 6th Report on Ageing – „Images of ageing in society“

It is only possible to meet the demographic challenges and develop the necessary solutions with a new view of ageing. The upcoming 6th report on ageing of the Federal Government on the topic of “ images of ageing in society “ will develop modern, realistic scenarios of ageing and make recommendations on how these images can be fixed firmly in society.

A policy for the aged, however, should not be determined only by the question:

„What can we do for the aged?“

It also should be asked:

„What can the aged do for the society? “

**Integration and participation of the elderly are a prerequisite for the quality of life of the elderly, for health and productivity;
– but it is helpful also for the society.**

In 1985 Robert BUTLER stated:

“The participation of older people enriches societies, economically, culturally and spiritually.”

Health and productivity are closely connected. The loss of one may entail the loss of the other and so lead on dependency, decline of mental, psychological and physical abilities and incompetence – **where as productivity, participation, responsibility and the feeling of being needed have a favourable effect on health.**

... we have to recognize that health and productivity are interacting conditions.

The **unproductive human is at higher risk of illness** and economic dependency; and the sick person is limited in productivity and is, therefore, at higher risk of dependency” (p.12).

Old age, longevity, should not be seen as a problem but as a chance and challenge – a challenge for everyone: for the aging individual, for his/her family and for our society.

We should not only ask for the problems and deficits of aging and old age.

We have to ask for the resources, the new potentials of the aged, also for the competencies and potentials of the very old persons. Full inclusion and participation in societies is demanded.

We have to see the aged of the 21st century as human capital.