Examples of Good Practice on Ageing-Related Policies, Legislation and Programmes

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Please note:
The UNECE Population Unit made this unedited collection of examples of good practices available upon request of its member States (see: ECE/WG.1/2009/2) and does not take any responsibility for its content.
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Act of 20 April 2004 on employment promotion and labour market institutions

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Albania
Focal Point:
Denada Sefer, Ilda Poda
Ministry of Labor, Social Affairs and Equal Opportunities
Department for Equal Opportunities Policies
ddibra@yahoo.com, ildapoda@yahoo.com

National Strategy on Gender Equality in Albania
In July 2006, the Ministry of Labour, Social Affairs and Equal Opportunities initiated development of the National Strategy on Gender Equality and Domestic Violence (2007-2010) along with an Action Plan. This showed the Government’s commitment to gender equality in all generations with an instrument of policies synchronized with civil society initiatives.

The National Strategy on Gender Equality is the product of an inter-related and inclusive process that involved different governmental institutions at a central and local level, civil society, non-profit organizations, interest groups, representatives of political forces at home, representatives in the academic field and international partners. The document was drafted with the participation of all actors and stakeholders concerned with gender equality issues. This broad participation was intended to produce a well-founded instrument, and to ensure that the plan of action and intervention complies with the real needs and capacities of the country’s institutions.

The strategy aims at:
- Achieving gender equality in Albania through mainstreaming the gender perspective into all aspects of policies developed and applied. This means equal participation by women and men in the social, economic and political life of the country, with equal opportunities for them to enjoy all rights and to place their individual potential at the service of society;
- Improving protection, performance of the judiciary system and support for victims of domestic violence, and focusing more specifically on prevention by attacking the root causes of domestic violence and abuse.

www.mpcs.gov.al/dpshb/
Austria
Focal Point:
Erika Winkler, Elisa Zechner
Federal Ministry of Social Affairs and Consumer Protection
Ageing, Population and Volunteering Policies Unit
Erika.Winkler@bmask.gv.at, elisa.zechner@bmask.gv.at

**Long-term National Plan for Senior Citizens**

In Austria the development of a National Plan for Senior Citizens is governed by the Federal Act on Senior Citizens. In accordance with Section 11, paragraph 2, subparagraph 2 of the Federal Act on Senior Citizens, the preparation of a long-term National Plan for Senior Citizens, including proposals for financing its implementation, is the task of the Federal Advisory Board for Senior Citizens set up within the Federal Ministry of Labour, Social Affairs and Consumer Protection. Based on the aforementioned Act, the Federal Advisory Board for Senior Citizens is used as an active tool for policy-making for senior citizens and generations in Austria. Austria’s main organisations for older persons, the provinces (Länder), the Association of Austrian Cities and Municipalities and different Federal Ministries are represented in the Federal Advisory Board for Senior Citizens.

The National Plan for Senior Citizens is to lay down fundamental political and strategic criteria for social, economic, health, housing and cultural issues in the framework of a policy for senior citizens.

The aim of the National Plan for Senior Citizens is to develop key short-term, medium-term and long-term policy measures for senior citizens to ensure their social, political, economic and cultural participation on the basis of scientifically substantiated knowledge, including proposals for financing, by placing strong emphasis on intergenerational fairness.

The primary objective is to create, maintain or improve the quality of life of older persons. Partial objectives are to strengthen the ideas of solidarity and social inclusion, to prevent discrimination, to support people’s independent and competent behaviour, to improve the living conditions of socially weaker persons, to create a basis for a free choice of services and supplies as well as to realise measures improving the material, spatial and social infrastructure.
Representation of Older Persons in the Consumer Policy Forum

The Consumer Policy Forum is the main body for coordinating the many Austrian organizations involved in consumer policy. It serves as a place for exchanging information and setting priorities in consumer protection policies. The Austrian Council of Older Persons, established by law, represents the interests of older persons. Austrian consumer policy has achieved several important improvements for older persons over the past few years:

1. Laws against misleading or fraudulent sales practices. For years, misleading sale events have targeted older persons. Older persons are attracted to sale events by offers promising, for example, trips for nearly nothing. Products of minor quality have then been sold at high prices (e.g., “curing” mattresses, nutritional complements), sometimes under pressure. Since 2008, the law foresees that such sale events must be registered with the local authorities. Attracting older persons by an invitation promising gifts or prices is prohibited.

2. Contracts for homes for the elderly. Since 2004, a special civil law regulations and information obligations apply to homes for the elderly (the so-called Heimvertragsgesetz). Homes for the elderly are thoroughly examined and legal warnings issued in cases of non-conformity with legal requirements.

3. Rules for exercising caring services. Since 2007, rules have laid down standards for caring professions providing services at home, for example, protection from signing a contract on the doorstep and establishing minimum contents of contracts. The Federal Ministry in charge of consumer protection has made available a standard contract for caring professions.

4. Publication of pamphlet on older persons and Internet use. The Federal Ministry in charge of consumer protection has subsidized the publication, Easy access to Internet for older persons.


Family Hospice Leave

Family Hospice Leave was introduced in 2002. Persons providing care to dying family members or seriously ill children may be released from work during a leave up to six month (for seriously ill children up to 9 month), while continuing to be fully covered in terms of labour and social law entitlements (family hospice leave).

To enable low-income families to use this option, the Family Hospice Leave Hardship Compensation Scheme was introduced. The threshold for eligibility is a weighted
monthly household income (exclusive of family allowance, household allowance, long-term care allowance and child care allowance) not exceeding 700.- €.

The maximum monthly allowance corresponds to the income not earned due to the family hospice leave.

Source: Republik Österreich; Bundesministerium für Arbeit, Soziales und Konsumentenschutz: ARBEITSVERTRAGSRECHTS-ANPASSUNGSGESETZ : Die arbeitsrechtliche Absicherung der Sterbebegleitung, §§ 14 a und b.
http://www.bmask.gv.at/cms/site/attachments/5/2/7/CH0651/CMS1232539947760/arbeitsvertragsrechtsanpassungsgesetz.pdf

Republik Österreich; Bundesministerium für Wirtschaft, Familie und Jugend: Novellierung des Familienlastenausgleichsgesetzes mit 1. 7. 2002 zum Härteausgleich für Familienhospizkarenz.
http://www.bmwfj.gv.at/BMWA/Schwerpunkte/Familie/Finanzielle_Unterstuetzungen/default.htm

**Federal Senior Citizens Act of 1998**

The Federal Senior Citizens Act of 1998 was the first forward-looking step toward increasing the older generation’s opportunities for participation.

Through the Federal Senior Citizens Act of 1998 the umbrella organisation of the great organisations, the Austrian Senior Citizen’s Council, became by law the official representative of older persons in Austria. With the amendment of the Federal Senior Citizens Act of 1998 in the year 2000 this organisation got equal status with the statutory representatives of employers, employees, and farmers.

That means, that through the Austrian Senior Citizen’s Council senior citizens in Austria have the right of co-determination in all issues that affect them. Therefore, in the process of making a law the Austrian Senior Citizen’s Council will be asked in the process of formal consultation to submit its comment and suggestions.

This Act is also legal background for the funding of the work of the great organisations of senior citizens. These organisations receive through their umbrella organisation, the Austrian Senior Citizen’s Council, 80 eurocents for every Austrian male over the age of 60 and every Austrian female over 55.

The work of the 4 great organisations is funded by the state with an annual amount of € 1.6 Million.

There are special guidelines for the spending of the money. The organizations have to spend the money for information, counselling, cultural and sports events and education. The Ministry of Social Affairs controls the Organisations very strictly. An audit takes place every year. The Austrian Senior Citizen’s Council has to report back to the ministry for which purposes they spent the money and they have to show the bills to a team of
It has the task of drawing up concrete proposals for advancing Austrian policies for senior citizens. This Council falls under the responsibility of the Ministry for Social Affairs. Until now, a wide range of issues was discussed in the meetings of National Senior Citizen’s Advisory Council, for instance access to Life Long Learning for older people, care, questions of social security and pension reform, the implementation of a ban on discrimination in Austrian constitution. The development of a National Plan for Senior Citizens is governed by the Federal Act on Senior Citizens, in accordance with Section 11, paragraph 2, subparagraph 2. The preparation of a long-term National Plan for Senior Citizens, including proposals for financing its implementation, is the task of the Federal Advisory Board for Senior Citizens set up within the Federal Ministry of Labour, Social Affairs and Consumer Protection.

The National Plan for Senior Citizens is to lay down fundamental political and strategic criteria for social, economic, health, housing and cultural issues in the framework of a policy for senior citizens. The aim of the Plan for Senior Citizens is to develop key short-term, medium-term and long-term policy measures for senior citizens to ensure their social, political, economic and cultural participation on the basis of scientifically substantiated knowledge, including proposals for financing, by placing strong emphasis on intergenerational fairness.

The primary objective is to create, maintain or improve the quality of life of older persons. Partial objectives are to strengthen the ideas of solidarity and social inclusion, to prevent discrimination, to support people’s independent and competent behaviour, to improve the living conditions of socially weaker persons, to create a basis for a free choice of services and supplies as well as to realise measures improving the material, spatial and social infrastructure.

**Life-long Learning**

**Title of project:**
L 3 - Lebensbegleitend Lustvoll Lernen nach Montessori
*(Enjoyable Life-Long Learning according to Montessori)*

**Topic of policy brief for which the project is considered relevant:**
Life-long learning, education for older and very old persons, in particular in nursing homes or day centres

**Start and end date of project:**
March 2008 – June 2009
Goal and very brief explanation:
The project L³ aims at enabling senior citizens to enjoy life-long learning for as long as possible so as to help them maintain or re-acquire self-initiated activities and independence even in old age. The project approach is based on the idea of transferring the principles of Montessori education to geragogics.

This approach is pursued on the basis of scientific and practice-oriented standards. The “undirected learning phase” has been practised in basic and intermediate groups for many years; it is a 4-stage model continuously modified and adjusted to the needs of senior citizens with a diversity of skills.

The result of these efforts is an “undirected learning phase using geragogic materials according to Montessori”. Practice of the stages leads to self-controlled learning within a given framework which makes senior citizens more self-assured. Another important aspect of the undirected learning phase with geragogic materials is that the participants design their learning environment.

To implement the undirected learning phase, the two project leaders developed a number of didactic materials based on the educational principles of Maria Montessori which meet the requirements of geragogics. The characteristics of Montessori materials – isolation of one feature, limitation of qualities, inherent error control, aesthetics and activity – were complemented by stable base plates, clear structures, instruction cards in large print and various supplementary materials.

Materials are not only developed but also tested, evaluated and revised, if required. Both the concept and the learning materials were examined by experts in respect of their suitability for the target group and their contents. A catalogue was compiled for the target group to be trained in using the materials, i.e. senior citizen carers (day centres – Fund Social Vienna), social support workers (Caritas homes of the Archdiocese Vienna) and LIMA trainers (teachers in gerontological education of KBW St. Pölten, a Catholic educational institution). The catalogue contains the theoretical background and didactic concept behind the materials and lists of the materials systems. It contains a photo collage, instructions for production and handling, information on geragogic aspects and ready-to-use templates for copying covering the 18 materials systems.

Degree of implementation/progress status:
The pilot project has been completed.

Explanation of why this is a good practice example:
- Ideeas of successful learning: The L³ project stands for a specific idea of how older persons – possibly with physical limitations – are able to and should learn, i.e. in a self-determined and joyful manner. The aim is to maintain or re-acquire independence.
- Gender aspect: The gender aspect is taken into account inasmuch as the documentation for learning support workers and participants is gender-sensitive. In part, men are specifically targeted so as to motivate them to attend. As a result, a total of 17% out of 108 registered participants were men. Another aspect is the
choice of “coffee” as a focal topic for all materials at present. Coffee is something nearly everyone can relate to, regardless of gender.

- *Inclusion of educationally disadvantaged strata:* Educationally disadvantaged strata of society are taken into consideration because the main target group of $L^3$ is persons who are health-impaired and thus affected by restricted mobility. As many groups have directly been organised in the day centres of the Municipality of Vienna or Caritas homes, this conforms to the principles of outreach in education.

- *Participatory design:* The concept of an “undirected learning phase for senior citizens” is in principle aimed at self-determined and thus participatory learning. Most of the time in one unit is spent on the free selection and execution of tasks.

- *Publicity and degree of dissemination:* The project leaders do not believe in an idea of learning whereby the participants turn what they have learnt into a public performance. During the stage of reflection within the group, the participants are able to speak about their experiences and feelings during a unit. The project itself is accompanied by much public relations work, in that lectures or workshops are organised for various institutions and at events.

- *Self-defined and third-party defined quality requirements:* The concept of an “undirected learning phase for senior citizens” emerged from existing theoretical considerations and scientific surveys on Montessori paedagogics and geragogics. The theoretical underpinnings and the materials were and will in the future be examined by the project leaders and experts in respect on theoretical and practical aspects. Quality assurance is warranted by the three kick-off events for learning support workers prior to the practical implementation of the project. This way, the special situation and the needs of learning support workers in the institutions were taken into account. Moreover, the project leaders sat in on one $L^3$ unit under the guidance of a learning support worker each, and gave feedback. After training, project workers will be given continued support. The project quality will also be assured by means of questionnaires to be filled in by the $L^3$ group participants.

- *Development:* From the very beginning $L^3$ has been a work in progress and the development process continues. For example, new materials are to be prepared.

- *Sustainability:* It is difficult to assess sustainability in a relatively new project. In view of the fact that $L^3$ is embedded in an institutional context and the project leaders are guarantors of a sustainable approach as they offer follow-up training, first indications of sustainability can be identified. In respect of sustainability within individual groups, it has to be added that the composition of the groups can only partly be sustained in the long run as the fluctuation rate in day centres or homes is high because the state of health of the persons concerned is frequently poor.

- *Education as a cross-cutting concept/network structure:* The project brings together the Fund Social Vienna, Caritas Vienna and KBW St. Pölten.
Life-long Learning

Title of Project:
LIMA – Lebensqualität im Alter
(Quality of Life in Old Age)

Topic of policy brief for which the project is considered relevant:
Life-long learning, senior education

Start and end date of project:
March – December 2008

Goal and very brief explanation:
The project LIMA – Lebensqualität im Alter is a low-threshold educational programme which addresses persons aged 55 and above. The basic idea for the development of LIMA is derived from the project “Independent Living in Old Age” devised under the guidance of Prof. Oswald at the University of Erlangen. This is a training programme covering and combining several areas: memory training, motor training, skills training as well as issues of meaning and life.

In memory training, cognitive performance is advanced by concentration and attention exercises, and mnemonic devices are learnt. Motor training includes balance and coordination exercises, agility exercises, games and dances as well as relaxation training, aiming at more physical activity and safer movement.

Skills training aims at improving every-day skills which are to be attained on the basis of information and options in the context of changes that occur in old age, housing in old age, nutrition in old age or social contacts, and how these can be shaped and designed.

Issues of meaning and belief stand for a component in the programme which has to do with concerns that are addressed or remain unspoken, e.g. doubts and fears, hopes and longings, meaningful ways of ageing, relationships with life partners, loneliness, illness and suffering or farewell.

These four components are combined in the “LIMA” training programme, with the objective being the extended maintenance of senior citizens’ independence and self-determination to improve their quality of life.

“LIMA” trainings groups exist in educational institutions of parishes, senior citizens’ clubs, senior citizens’ homes, day centres, doctors’ practices, project groups or private groups etc. Meetings are usually organised in modules of 10 one-hour units, either weekly or at two-week intervals. “LIMA” training groups may be founded on location
wherever there is an interest in this. The “Katholisches Bildungswerk” (Catholic Education Association) trains and puts interested parties in contact with trainers.

“LIMA” trainers undergo a training programme consisting of 6 modules. In total, they have to do 12 days of classroom training and practical work in a group, and they have to write a final paper. The entire programme takes four months. About 30 to 32 persons complete the “LIMA” trainer programme every year. The Catholic Education Association brings the trainers together in a network and organises various events and continuing education.

**Degree of implementation/progress status:**
Fully implemented

**Explanation of why this is a good practice example:**

- **Ideas of successful learning:** The Catholic Education Association Vienna defines successful learning as follows: “…when participants are able to experience and learn new things at a variety of levels for use in specific situations of life, thus broadening their ability to take decisions and act in every-day life.” The topics dealt with in the groups are tailored to the participants to the greatest possible extent, and take their interests, needs and personal circumstances into account. There is much focus on assistance to the “weaker” participants, who are especially catered to, with the objective being that the stronger attendees support the weaker ones.

- **Intergenerational programme:** The educational programme is specially geared to older persons, there is no intergenerational exchange between “old and young”. Some groups are composed of participants aged from 60 to 80, so that different generations of older people are represented. This is reflected in didactic approaches.

- **Gender aspect:** 95% of the participants are women. Advertising materials are gender-neutral, or even addressed at men (the photograph shows a man).

- **Inclusion of educationally disadvantaged strata:** These are taken into account as no previous knowledge and skills are required and that the programme focuses on the attendees’ lives. Attendance fees are low (depending on whether rooms have to be rented or not), amounting to about € 5.00 per training unit.

- **Participatory design:** Participants are supposed to get actively involved and make suggestions.

- **Publicity and degree of dissemination:** “LIMA” training is also offered in various institutions and parishes. “LIMA Days” are opportunities of travelling with group members and spending a few days away from home to continue training and attend events (always for exercise purposes).

- **Self-defined and third-party defined quality requirements:** Quality requirements are fulfilled by the special and educational skills of the speakers which are assured by training and continuing education. The programme team is composed of specialised lecturers from the areas of medicine, sports studies and geragogics.

- **Research and development:** Further development and improvements are made on the basis of experiences discussed in the trainers’ network.
- **Sustainability**: The project is sustainable because it is a long-term project (about 10 units). Practice has shown that participants attend the group over several years.

- **Education as a cross-cutting concept/network structure**: The Catholic Education Association Vienna brings the trainers in the Diocese together in a network and also ensures networking with the Catholic Education Associations in the other Länder. Moreover, there is cooperation with other adult education institutions, day centres, senior citizens’ homes etc.

The special feature of the project “LIMA – Lebensqualität im Alter“ is its special focus on the life and environment of older persons; trainers are educated in such a way that they take the interests and needs of older persons into consideration in the programme and identify potentials for activation and empowerment.

**Link to website or contact for further information:**
Katholisches Bildungswerk Vienna
(Catholic Education Association Vienna)
Stephansplatz 3/2nd floor
A-1010 Vienna
Renate Skarbal
Tel: 0043 1 51 552-3604
E-mail: r.skarbal@edw.or.at
Website: www.bildungswerk.at

**Life-long Learning**

**Title of project:**
Montagsakademie
(*Monday Academy*)

**Topic of policy brief for which the project is considered relevant:**
Life-long learning, scientific and scholarly continuing education for older persons, intergenerational learning, education at regional level

**Start and end date of project:**
The “Monday Academy” takes place in the spring and winter terms every year.

**Goal and very brief explanation:**
The “Monday Academy” is supported by the Federal Ministry for Labour, Social Affairs and Consumer Protection. It is a series of lectures given on 13 evenings across the entire academic year. Since June 2003, the “Monday Academy” has been organised and developed further by the Zentrum für Weiterbildung (Center for Continuing Education) at Graz University. The “Monday Academy” in its present form and the extended version emerged from a predecessor project founded in response to the introduction of tuition fees. It was created to offer education to older persons with an interest in tertiary
education free of charge. The series of events that ensued not only attracts older persons but now targets persons from all age groups and social strata under the motto “Education for all by making science generally understandable”.

The basic principles of the “Monday Academy” are as follows:

- unrestricted access for all
- a special focus on older persons
- free admission

The “Monday Academy” has a scientific management team in charge of contents. It is composed of five professors from various faculties. The team is appointed for a three-year term of office and chooses a spokesperson. All members of the scientific management team are also facilitators and moderators at events. Each academic year has one underlying theme which is dealt with from the perspectives of different scientific disciplines in lectures. The speakers are volunteers who give their lectures free of charge.

The “eMonday” (“eMontag”) concept is an extension of the “Monday Academy”. Since November 2004 the regular lectures of the “Monday Academy” have been broadcast live via Internet (stream or video conference) live for audiences at regional institutions of the Land of Styria; in the academic year 2007/08 broadcasts in Lower Austria and Salzburg were added. Interested parties who live outside of Graz are thus able to follow the “Monday Academy” from their area. The lectures are given in the auditorium of Graz University, filmed by three cameras and broadcast directly in the three “satellite locations”. To date, four lectures were even given at KB5 Kirchbach, an event centre near Graz, and also broadcast. The first broadcasts could only be received at three technology centres because these had the technical equipment required. As time went by, interest in live broadcasts in various regions increased and the number of cooperation partners rose. At present, the project has a total of 16 cooperation partners:

The cooperation partners initiate the broadcast of the ”Monday Academy” in their location, they advertise it and undertake to organise regular broadcasts over the term of the cooperation agreement. The requirements on the part of the Center for Continuing Education at Graz University are as follows: admission must be free of charge and the academic character of the lecture must be ensured (e.g. no party politics).

After each series of lectures, the Center for Continuing Education publishes the lecture in a collection of texts, provided that the required funds have been generated. This way, interested parties can read up on the past lectures or find inspiration for further engagement with the topic. The collection of texts can currently be bought for € 9.90.

**Degree of implementation/progress status:**

The “Monday Academy” takes place in the spring and winter terms every year.

**Explanation of why this is a good practice example:**

- **Ideas of successful learning:** The aim of the “Monday Academy” is to make scientific information available to persons who do not have an academic background. Lectures that are generally understood and backed up by audiovisual presentations are to give attendees an idea of what scientists and scholars deal
with in their disciplines. They aim to promote thinking across several dimensions (one’s own life, as well as the national, international and global levels).

- **Intergenerational programme:** This is an intergenerational programme since it not only addresses older persons but also attracts people from other age groups who attend the “Monday Academy”. To foster the intergenerational exchange of ideas, the programme is also sent to schools.

- **Gender aspect:** The aspect of gender is taken into account at several levels: in the composition of the scientific management team, in the selection of speakers, and in the choice of topics (in the academic year 2008/09 two lectures were devoted to gender issues). Moreover, the focus is also on gender-sensitive language.

- **Inclusion of educationally disadvantaged strata:** Educationally disadvantaged strata of society are included inasmuch as scientists and scholars are directed to word their lectures in generally understandable language. Moreover, lectures are exclusively given in German even though it is customary to invite speakers from non-German speaking countries to universities.

- **Participatory design:** The programme design is not participatory in nature because responsibility for content lies with the scientific management team and the team largely selects the topics of lectures. However, after the end of each lecture, attendees can voice their ideas in a Q&A session or discussion. Suggestions can also be made by e-mail, phone or a questionnaire; these are then passed on to the scientific management team.

- **Publicity and degree of dissemination:** The “Monday Academy” reaches a large audience. Since the academic year 2002/03 a total of 52,000 persons has attended, this corresponds to an average 7,500 persons per year. Due to the development of the “eMonday” the range of offerings was expanded. Further interested persons in all of Styria and beyond can be reached with the help of the cooperation partners.

- **Self-defined and third-party defined quality requirements:** There are a number of self-defined quality requirements. The significant ones are that the lectures should impart knowledge in generally understandable language while maintaining the academic character of the event. Evaluations are done directly in Graz, feedback questionnaires are available at each lecture.

- **Research and development:** Via the programme “Vita Activa”, the insights from the lectures are deepened and geared towards older persons due to offerings directed exclusively at this target group or enabling enhanced intergenerational exchange. Moreover, a pilot project of the “Monday Academy” in south-eastern Europe is in the pipeline.

- **Sustainability:** The “Monday Academy” project is sustainable in several respects. Interested persons are given an opportunity of attending lectures on a certain overarching theme over an entire academic year (the overarching theme of the academic year 2004/05 was sustainability) and the programme has been in place for seven years now. Further long-range effects are produced by the publication of the collection of texts, online videos, radio recordings and continuous support by the Center for Continuing Education.
• **Education as a cross-cutting concept/network structure:** The programme is based on strong networking. On the one hand, it brings together many departments and divisions of Graz University, on the other hand, the programme cooperates with other universities, and by virtue of its local partners in the regions, the Center for Continuing Education has linked up with towns and smaller communities, centres of education and technology, schools, companies etc.

In all respects, the “Monday Academy” is a good-practice example of senior education. This has to be stressed because it is usually only a certain group of persons who engages in academic education. Due to its efforts to develop and further improve educational offerings for senior citizens, the Center for Continuing Education is a role model for other academic continuing education institutions.

**Link to website or contact for further information:**
Zentrum für Weiterbildung der Universität Graz  
(Center for Continuing Education at Graz University)  
Harrachgasse 23  
A-8010 Graz  
Mag. Christian Friedl  
Tel: 0043 316 380-1104  
E-mail: montagsakademie@uni-graz.at

Website: [www.uni-graz.at/zfw](http://www.uni-graz.at/zfw)

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**Life-long Learning**

**Title of project:**  
Orientierungshilfe für freiwillige Mitarbeit  
(*Orientation for voluntary work*)

**Topic of policy brief for which the project is considered relevant:**  
Life-long learning, senior education, informal learning

**Start and end date of project:**  
December 2007 – November 2009

**Goal and very brief explanation:**
The workshop “Orientation for voluntary work” emerged in the framework of the EU project “SLIC - Sustainable Learning in the Community”. The SLIC project is coordinated by the Austrian Red Cross and the Research Institute of the Red Cross as well as the Circle of Austrian Adult Education Associations (Ring Österreichischer Bildungswerke, the umbrella organisation of Austrian education associations). International cooperation partners are Institut für Soziale Infrastruktur ISIS (evaluation, Germany), Adult Education Centre of the City of Helsinki (Finland), Budapest Cultural Centre (Hungary), Lunaria (Italy), INTEVAL Limited (UK), Policy Research Institute on Ageing and Ethnicity PRIAE (UK) and the University of Strathclyde (UK).
The SLIC project, which is supported by the European Commission and the Austrian Federal Ministry for Labour, Social Affairs and Consumer Protection, aims at raising the awareness of older persons for their own skills and potentials and at showing them ways of shaping their life in retirement actively. “The aim is the empowerment of older persons in order to avoid social isolation, strengthen informal networks and facilitate a healthy transition from working life to retirement.”

For this reason, methods are being developed to “involve older persons actively in society and at the same time give them an opportunity to identify their potentials and develop them further by formal and informal learning. The participants are to find out which formal and informal learning options they need to avail themselves of if they want to become involved in their local environment. Local community activities may e.g. be volunteer work at various levels, becoming active in political life, the development of one’s own projects or the foundation of informal learning groups.”

To develop methods which are to contribute to older persons’ actively shaping their lives, SLIC proceeded as follows: Firstly, information on existing materials on education, skills and engagement of older persons was collected. This was done by gathering data on measures carried out by educational and vocational guidance institutions, on retirement preparation courses and skills balance sheets. The next step was to assess the needs of older persons in respect of their expectations about skills profiles and certificates for learning. Following this stage of the project, a concept for a two-day skills workshop with older persons was developed, and this concept was, or still is, implemented in practice.

The purpose of the skills workshops is to prepare a manual which will help various organisations to carry out the workshop on their own. In the long run, the goal is to enable older persons to offer skills workshops for people in their age group themselves.

On the surface, the target group of the workshop “Orientation for voluntary work” is people over 50 years of age who want to do voluntary work in the areas where the Red Cross is active. The two-day workshop is deliberately not organised on two consecutive days to give participants time for reflection. It takes place between 10 a.m. and 5 p.m. The first day starts with taking stock of life, family and work experiences up to the present which eventually lead to a skills balance sheet identifying personal strong points. Therefore, the motto of the first day is “What can I do?” The motto of the second day is “Where do I want to go?” This is dealt with in a personal Action Plan showing where the participants can use their personal skills best and what they need to do to get there.

Degree of implementation/progress status:
Currently being implemented

Explanation of why this is a good practice example:
- **Ideas of successful learning:** The workshop concept is based on state-of-the-art knowledge about senior learning. Various learning techniques are applied, including chalk-and-talk, individual work, group work, discussion rounds etc. there are regular breaks and participants are given opportunities to work in an independent and self-determined way. Learning during the workshop will be considered successful if, at the end, participants find the right area to do voluntary work in.
- **Gender aspect:** The workshop addresses women rather than men. An average 80% of participants are women.

- **Inclusion of educationally disadvantaged strata:** Educationally disadvantaged strata of society were included in that the workshop was publicised in a variety of media. More than half of the participants who attended had completed compulsory education or an apprenticeship.

- **Participatory design:** Apart from scientific data, the workshop design was also based on the outcomes of focus groups with a total of 21 participants. They were asked what the framework of the planned workshop should be like. The result was i.a. that the ideal workshop day should be six hours of work with a long lunch break, and should offer the option of attending in the company of another person because this would enable participants to make plans for future voluntary work together. Older persons thought that it was important to have at least one week between the first and second workshop day to take some time for reflection and for research and more specific planning of the project. Respondent also considered it relevant to find a balance between focused and creative work. The workshop itself was supposed to support active participation on the part of attendees. In spite of the existing structure, participants should be able to remain active within the structural framework, e.g. by giving each other feedback.

- **Publicity and degree of dissemination:** What has been learnt is not actually presented by the participants although at the end of the workshop, they write short reports about their experiences and these reports can be accessed on the website of the SLIC project. The project management does a lot of PR work via the SLIC website, various articles in special journals and the magazine of the Red Cross, and eventually also by preparing the manual which sums up all the experiences made during the workshops.

- **Self-defined and third-party defined quality requirements:** At the end of the second workshop day, feedback questionnaires are handed out; they are about satisfaction with the workshop design, individual tools and the trainers. Moreover, there are short reflection periods after phases of work during which participants voice their impressions.

- **Research and development:** The workshop is still at a stage of scientific and practice-oriented development, aiming at the development of a manual for organisations and summarising R&D results in respect of successful learning/work with older persons and/or older volunteers.

- **Sustainability:** Sustainability is ensured by many factors here. 1. In addition to the trainers, there are also specific contacts in the Red Cross organisation who will liaise with workshop participants and provide with more information concerning next steps, problems etc. 2. In the autumn, follow-up has been planned to meet with participants and discuss any problems as may have arisen. 3. Sustainability of the SLIC project and the resulting workshop also results from the fact that the workshop is to be institutionalised in the Red Cross. 4. Moreover, the manual currently being compiled will ensure sustainability.

- **Education as a cross-cutting concept/network structure:** Since SLIC is an EU project, there is strong networking among the project partners.
The workshop “Orientation for voluntary work” is mainly considered a good-practice example due to the high degree of international networking which entails exchange of experiences and input for further development, and because both its concept and further development are based on scientific insights, as well as because of the sustainable impact aimed for by a variety of actions.

**Link to website or contact for further information:**
Forschungsinstitut des Roten Kreuzes
(Research Institute of the Red Cross)
A-1030 Vienna, Nottendorfer Gasse 21
Mag. Katharina Resch
Tel: 0043 1 79580 5427
E-mail: katharina.resch@w.roteskreuz.at

Website: [http://www.w.roteskreuz.at/forschungsinstitut](http://www.w.roteskreuz.at/forschungsinstitut)

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**Life-long Learning**

**Title of project:**
ZukunftsmentorInnen
(*Future Mentors*)

**Topic of policy brief for which the project is considered relevant:**
Life-long learning, senior education, empowerment

**Start and end date of project:**
September 2008 - 31 December 2009

**Goal and very brief explanation:**
The project “Future Mentors” is a pilot project when it comes to “expanding the innovative potential of older persons by developing new fields of learning, activity and action”. It is supported by the Federal Ministry for Labour, Social Affairs and Consumer Protection and the Land of Styria (Department of Science and Research). The subtitle is “ein alternatives – alterAKTIVes Angebot zum Querdenken – Mitdenken und Umsetzen für Menschen und Gemeinden” (“An alternative invitation to active senior citizens – for lateral thinkers who want to think for themselves and take action, for people and communities”).
The project “Future Mentors” is based on the fact that our society is ageing and that the chapter called “older age” in our lives may last for as long as 20 to 30 years. Between the time when we stop working in our jobs and for our families and the time when we enter old age, there is a stage in life which can be shaped according to our own wishes. Therefore, the project has two objectives:
• a sustainable and exemplary way of giving visibility to the added value and the options to design “older age” – a project involving 10 communities
• the identification of potentials in the stage of life called “older age” and development of options to shape it.

The “Future Mentors” project should thus be seen as an empowerment project for older persons, who are taught various capabilities and skills in six modules during a period of one year. At the end the participants should be in a position to develop and implement projects and initiatives revolving around the life of the older generation in their community. The first three modules serve to expand the participants’ personal experiences, modules 4 to 6 are devoted to a “toolbox” for subsequent work as a “future mentor”. Training provides fundamental knowledge and practical know-how about nutrition, motor activity, mental and social activity in the third and fourth age, gerontology, geragogics, communication, presentation, societal participation, project organisation, marketing and public relations as well as networking. During training participants are to collect ideas for a project they wish to implement once they have become “future mentors” and develop their ideas in more specific terms. They have to produce a written project paper describing their projects or initiatives and commit development and planning on paper so that they can be put into practice later on.

Degree of implementation/progress status:
Currently being implemented

Explanation of why this is a good practice example:
• Ideas of successful learning: Learning is described as an integrated and active process in which new information is linked with previous knowledge and experiences, and thinking, feeling and acting can be coordinated. According to the project leaders, learning is successful when educational content is incorporated in the personal sphere.
• Intergenerational programme: There is no intergenerational aspect in the strict sense of the word. However, if the notion is considered in a wider sense, i.e. also encompassing responsibility for the future – for subsequent generations – which is to be taken on by the future mentors, then the programme acquires an intergenerational aspect.
• Gender aspect: Information and project design are such that both women and men feel addressed and that the project is interesting to both sexes.
• Inclusion of educationally disadvantaged strata: Information describing the project and seeking to attract interested parties people are primarily addressed for their experience and social skills, not so much on the basis of the educational background.
• Participatory design: Participants choose the focus of their projects themselves. Programme design is given but the process is flexible and takes participants’ wishes into account.
• **Publicity and degree of dissemination:** What the participants have learnt is accessible to the public in that the projects developed by participants are implemented. At present, the educational programme has not been disseminated widely (pilot stage). One aim is to make the “Future Mentor” training an institution beyond the Land of Styria.

• **Self-defined and third-party defined quality requirements:** Self-defined quality requirements relate to the number of project communities reached and projects executed. Participants continuously provide written feedback in brief which forms the basis of adjustments. Moreover, the project will be evaluated by means of a written questionnaire at the end.

• **Research and development:** The project is a pilot, further development will be based on the initial model and the success of the first phase of training.

• **Sustainability:** Sustainability is ensured by the fact that during training, the Future Mentors develop a project which is then to be put into practice. Most of the participants (11 persons) are supported by their home communities. Whatever has been learnt can directly be implemented. Likewise, sustainability also means that communities send people to train as Future Mentors.

• **Education as a cross-cutting concept/network structure:** At the level of the provider organisation, cooperation is in place with other institutions (e.g. health promotion, assisted living, adult education). At project level, contacts with communities are built via the Association of Towns and Municipalities. After they have completed training, the participants stay in touch with each other with support from the club AUFWIND.

Sustainability is a specially important focus of this project. Successful initiatives and projects enable the Future Mentors to shape the environment for older people today, whilst they can also influence future generations, with the Future Mentors serving as role models.

**Link to website or contact for further information:**

AUFWIND Bildungsmanagement & TrainerInnennetzwerk  
(AUFWIND Educational management & trainer network)  
Otto Loewigasse 14/4/19, 8042 Graz  
E-Mail: bildungsmanagement@gmx.at

Mag. Doris Hoffmann  
Tel: 0043 650 365 74 59  
Ernie Fuchs  
Tel: 0043 664 437 20 98

Website: http://www.aufwind.or.at
Life-long Learning and intergenerational relationships

Title of project:
TIK – Technik in Kürze
( Technology in Brief)

Topic of policy brief for which the project is considered relevant:
Life-long learning, senior learning in the field of new communication and information technologies, intergenerational learning

Start and end date of project:
September 2008 – March 2009

Goal and very brief explanation:
The project “Technology in Brief.” is an educational programme for the generation 50+ which seeks to convey technical skills when it comes to using a computer, the Internet, digital cameras and mobile phones. It is supported by the Federal Ministry for Labour, Social Affairs and Consumer Protection. A patent application was filed for the project and the German name is a registered trademark.

“Technology in Brief” emerged from the fast development of science and technology in the past few decades which had enormous influence on every-day life. Experiences have shown that many people – and especially senior citizens – found it hard to keep up with technical progress. In order to prevent older persons from being overcharged with notions such as “homepage”, “online form”, “digicam” or “text message” and to make them less afraid of technical equipment, the educational programme was developed to introduce them to technology in every-day life.

The programme is composed of four modules which can be booked as a package, combining some or all, or individually:

• Module 1 “Basic Computer Skills”: Participants are familiarised with the basics of computers, Windows, word and spreadsheet processing, the use of the user interface and the application of software programmes. Interested persons need no preliminary knowledge. The course consists of a total of three units of 150 minutes each.

• Module 2 “Introduction to the INTERNET“: This course deals with the basics of Internet use, Internet research and information retrieval, Internet services, the use of Internet fora, the Internet in every-day life, communication by e-mail and the use of online banking systems. To attend this module, participants must either have completed Module 1 or have basic PC skills. The course consists of a total of three units of 150 minutes each.

• Module 3 “Introduction to the DIGITAL CAMERA“: Again, this course consists of a total of three units of 150 minutes each, familiarising participants with the basics of digital cameras and the differences between digital and analogue photography, the functions and use of digital cameras, computerised photo processing, reworking and storing, sending and printing photos. This module also requires completion of Module 1 or basic PC skills.
• Module 4 “Introduction to the MOBILE PHONE“: For this course, one 90-minute unit is scheduled. Participants are taught the basic workings and functions of mobile phones, storing phone numbers, texting and retrieving voicemail messages. In addition, questions about participants’ own mobile phones are answered.

The project follows three basic principles: intergenerationality, regional structure of the programme and low costs for participants.

The intergenerational approach is ensured by cooperation with lower secondary and middle schools. Courses requiring computers are organised at the schools. The local teachers are in charge of teaching whilst pupils work with the senior citizens and support them throughout the course. One pupil should attend to two to three senior citizens.

One requirement from the organisers is that the courses should be within easy reach for those interested. For this reason, much attention is paid to a wide geographical distribution of the “Technology in Brief” modules. Organisers look for partners in the Styrian regions and municipalities who are able to arrange the courses on location in cooperation with local schools. This keeps the costs for participants low: The fee for Module 4 is € 2.00, for the other modules it is € 15.00.

Degree of implementation/progress status:
The pilot project has been completed.

Explanation of why this is a good practice example:

• Ideas of successful learning: The Catholic Education Association defines learning as “the constructive processing of information and experience which leads to new know-how, insights and skills, also promoting emotional qualities.” The didactic concept is based on an interactive engagement with the topic on hand. The topics are in line with the living environment of the older persons and have a bearing on their every-day life. The most important criterion is that the focus is on the senior citizens and that their questions are dealt with.

• Intergenerational programme: The intergenerational aspect is central to this project; it is found in cooperation with local schools and pupils as teaching assistants.

• Gender aspect: The gender aspect is taken into account in the low course fees, as older women usually have a low income. However, the courses address women and men alike as they relate to every-day life

• Inclusion of educationally disadvantaged strata: The courses are held in the local communities so that they also target educationally disadvantaged strata.

• Participatory design: Attendees are strongly involved in the design of the courses. Courses are largely participatory as the attendees are encouraged to state their needs and wishes, and to ask questions, which are then answered in individualised tuition and support.

• Publicity and degree of dissemination: The courses are offered throughout the Land of Styria, organisers take care to address “white spots on the map”. One
objective is to make the programme available to other educational institutions outside of Styria after successful completion of the pilot project.

- **Self-defined and third-party defined quality requirements:** The project “Technology in Brief” is evaluated at several levels. Feedback questionnaires are handed out to the participants, teachers and assisting pupils write short reports. In the future, the short reports are to be complemented by questionnaires for teachers and assisting pupils to identify changes in social skills.

- **Research and development:** Further down the line, there are plans to offer additional courses to deepen knowledge. Such intensive courses will give participants an opportunity to learn more.

- **Sustainability:** The modules of the project “Technology in Brief” are designed in such a way that they can be booked separately but according to information from the Catholic Education Association attendees often book the remaining modules after having been to one. As the course content is relevant to every-day life, it is very probable that participants will continue engaging with the topics.

- **Education as a cross-cutting concept/network structure:** Due to cooperation with schools, the project “Technology in Brief” is brought to other organisations. Moreover, the Catholic Education Association at Graz-Seckau is connected with the other office of the Catholic Education Association in Austria, and with other institutions in adult education.

**Link to website or contact for further information:**
Katholisches Bildungswerk der Diözese Graz-Seckau
(Catholic Education Association of the Diocese Graz-Seckau)
A-8010 Graz, Bischofplatz 4
Managing director Ute Paulweber
Tel: 0043 316 8041-251
E-mail: ute.paulweber@graz-seckau.at

Website: http://bildung.graz-seckau.at

**Life-long Learning and intergenerational relationships**

**Title of project:**
Familiengeschichten in Wort und Bild – Generationen lernen gemeinsam
(Family History in Words and Images – Generations Learning Together)

**Topic of policy brief for which the project is considered relevant:**
Life-long learning, senior learning in the field of new communication and information technologies, intergenerational learning

**Start and end date of project:**
May 2008 – February 2009
Goal and very brief explanation:
The project “Family History in Words and Images – Generations Learning Together” is a pilot project supported by the Federal Ministry for Labour, Social Affairs and Consumer Protection.

The educational programme “Family History in Words and Images” is addressed at “all young people who enjoy travelling back in time with an older member of their own family, exchanging experiences and working on a computer,” and at “all older persons who would like to pass on to the younger generation what they know about their family history and relations, and who are willing to engage with the living environment of the young in the process”.

In a workshops consisting of eight units (three hours each), participants work together in a team as they produce a photo book. This process plays out at several levels. On the one hand, the participants, who work in pairs in a facilitated process, identify a theme that reflects their family as times are changing. On the other hand, they use various types of documents (e.g. photographs, school reports and certificates, documents) to commit the theme to paper in words and images. Various types of equipment (digital cameras, scanners, printers, computers) as well as software such as the image processing programme GIMP and the printing programme “MyPhotobook” are used. The workshop is a setting for learning how to handle equipment and software from a trainer, where experiences are exchange within the team, and where learning by doing brings insights. It is desirable that participants continue to study and practice at home. They are given instructions how to instal the programmes used at home and continue working in between workshop units. A USB stick is made available for this purpose. At the end of the workshop, the photo book they have produced in cooperation is a tangible result that can be shown to others.

Essentially, the project aims at two main goals:

- Young and old should get to know each other’s living environment and background without prejudice.
- Older persons should find it easier to use information and communication technologies.

Degree of implementation/progress status:
The pilot project has been completed

Explanation of why this is a good practice example:

- *Ideas of successful learning:* The idea of successful learning is discussed with participants. Due to the basic theme that reflects the history of a “family as times are changing”, the project focuses on the life and background of older persons.
- *Intergenerational programme:* The project is intergenerational due to the target groups as it is devised for old and young persons/family members.
- *Gender aspect:* Language used is gender-sensitive, gender aspects are i.a. also addressed in the group discussions.
- *Inclusion of educationally disadvantaged strata:* The joint participation of two family members aims at making participants less apprehensive that they might
make a mistake or fail to understand something. The needs of educationally disadvantaged strata of society are also taken into consideration in the low workshop fee (fee for the first workshop: € 36.00).

- **Participatory design**: Participants choose the focal theme of their book themselves. During the workshop they can also state their wishes, which will be taken into account to the extent that this is possible.

- **Publicity and degree of dissemination**: At the end of the workshop there is an open unit to which friends, relations etc. are invited and in which the completed photo book is presented. Plans for the next project stage include inviting a press or radio journalist to the final presentation who would then report on the project.

- **Self-defined and third-party defined quality requirements**: The workshop is evaluated by the workshop management and the participants.

- **Research and development**: The project is currently at the stage of development. Further stages of the project will be designed on the basis of evaluations and experiences.

- **Sustainability**: The project is designed as a long-term proposition, the workshops each take several weeks. As participants are taught how to work at home, the learning setting is transferred from the educational institution to their own environment. After the end of the pilot stage, the programme is to be added to the regular programme of the “VHS” Adult Education Centres.

- **Education as a cross-cutting concept/network structure**: After the initial stage of the project plans include building a network structure and cooperating with other organisations (e.g. “VHS” Adult Education Centres in other Austrian Länder, other adult education institutions, libraries). The workshop “Family History in Words and Images” is to be offered by other institutions, such as schools or retirement homes, too.

The special feature of this project proposition is the goal of fostering intergenerational exchange and orientation towards the living environments and backgrounds of both young and old by establishing a link to the family.

**Link to website or contact for further information:**
Volkshochschule Meidling  
(Adult Education Centre Meidling)  
A-1120 Vienna, Längenfeldgasse 13-15  
Tel: 0043 1 810 80 67  
Mag. Helga Pöcheim (project manager)  
Tel: 0043 664 510 54 43  
E-mail: office@meidling.vhs.at

Website: www.vhs.at/vhsmeidling
**WS Wording & Bilder – (Wie) sind Images änderbar?**

- Wie können **ALTE Medienbilder** aufgebrochen werden?
- Wer sind die relevanten Instanzen und AkteurInnen?

Setzen Medien Themen eigenständig oder bilden sie bloß Realität ab?

Dem UN-Weltaltenplan entsprechend kommt Medien eine Schlüsselrolle und Leitfunktion im Bewusstseinswandel zu

Wechselwirkung - sozialer Wandel und Wandel der Medien

Information durch Medien und an Medien

Spannungsfeld: ökonomischer Druck und qualitätsvolle, alltagsbezogene, lebendige Berichterstattung

- Welches Wording und welche Bilder in Medien tragen zu einer Altersdiskriminierung – zu Age-ism – bei?

Unwörter:
Überalterung, Insassen, Oma, Alterslawine, Pflegling, SeniorIn, PensionistIn, Silver…,
Ruhestand

Unbilder:
Paar auf Parkbank, Alterswohlstand

- Wie kommt man zu „korrekten“ Bezeichnungen und zu einer Sprache, die alltagsnah bleibt?

Es braucht konkrete Vorbilder

Wünsche an Medien und Gesellschaft: Medienberichte im gesellschaftlichen Kontext
Pension – fit und aktiv, Pflege – Verfall

Altern wird in den Medien oft mit Pflege und Verfall gleichgesetzt

zB 80% der PflegegeldbezieherInnen über 60 Jahre alt, aber nur 8% der über 60-Jährigen sind PflegegeldbezieherInnen ab Stufe 3. Stufe 1 und 2 dienen vor allem der Rehabilitation und Vermeidung weiterer Pflegebedürftigkeit.

Gewünscht wird ein leicht und zugänglicher und verständlicher Daten- und Faktenpool

Beauftragung von pensionierten oder freiberuflichen älteren JournalistInnen

Widerspruch zwischen Selbstbezeichnung – Fremdbezeichnung
Senior Citizens hat anderen Beigeschmack als PensionistIn oder SeniorIn
Das ICH altert nicht
Aktivität auch im Alter – Erwerbsarbeit – Ehrenamt – Familienaufgaben
Menschsein ohne Alterszuschreibung
Keine Altersleugnung – keine Abwertung

- Wen könnte man zu weiterer Bearbeitung des Themas ansprechen?

Alltagsthemen in die Medien
Differenzierte Beobachtung, mehr Ressourcen für JournalistInnen für Reportagen, Medien als Korrektiv
Medien sind auf dem Weg…

- Was sind die konkreten nächsten Schritte?

Ältere JournalistInnen zur Weiterarbeit an neuen Wörtern und Bildern
Faktenpool, der dabei unterstützt, die richtigen Zusammenhänge herzustellen und die Legenden des Alterns zu entkräften

**Journalisten-Aus- und Weiterbildung**

- Was wird gebraucht?

Erfahrung: Ageing Themen werden nicht direkt (mit eigenen Veranstaltungen) angenommen
Sinnvoller: Mainstreaming Ageing subkutan in anderen Angeboten infiltrieren
Eventuell: Reihe mit Generationenübergreifenden Ansatz (Öffnungsstimuli/Wissensblock/“Prominente“ ziehen an/Newswert ist zu generieren)

- Medien brauchen Themen und Aufhänger, am besten aufbereitet

**Nachhaltigkeit erreichen in der Medienarbeit**

Gibt es die 50plus-Generation? Was ergibt die Fessel-GFK Studie 50plus, 2008 diesbezüglich?
Die GfK Austria führte regelmäßig (2001/03/06/08) Studien über die „Generation 50 plus“ als kaufkräftiges Marktsegment durch.
Grundlage: persönlich. Interviews mit 1000 Personen, repräsentativ für österreichische Bevölkerung ab 50J

Eines der **Hauptergebnisse: „die“ Generation 50 plus“ gibt es nicht.** Es wurde eine Typologie erstellt, die folgende Gruppen umfasst:

- Die **Neugierigen**: 28 % an der Grundgesamtheit und mit 66 % höchster Frauenanteil. Sie werden als aktiv und positiv, urban, intellektuell und häufig als der Mittelschicht zugehörig beschrieben.

- Die **Zufriedenen**: ebenfalls 28 %, der Frauenanteil ist mit 61 % nur unbedeutend geringer als bei den Neugierigen. Die ihnen zugewiesenen Eigenschaften umfassen Familienorientiertheit, modernen Entwicklungen gegenüber positiv eingestellt sowie weniger wohlhabend.

- Die **Flotten**: nehmen 18 % der Grundgesamtheit ein und bestehen zu 60 % aus Männern. Laut Studie sind die Flotten häufig berufstätig, am Puls der Zeit und wohlhabend.

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• Die Zurückgezogenen: 20% an der Grundgesamtheit, der Männeranteil beträgt 51%. Diese Gruppe ist geprägt durch Krankheit, Isolation, Einsamkeit und prekäre Finanzen.

Auch zu den Lebenswelten der über 50-jährigen wurden die TeilnehmerInnen befragt. Es ergibt sich ein Bild aktiver und selbstbewusster Menschen, die sich in der Gesellschaft engagieren wollen.

Umgang mit neueren Medien: Hier zeigt sich ein differenziertes Bild. Während fast 70% ein Handy besitzen, nutzen nur ca. ein Viertel das Internet.

• Welche Legenden über das Alter gilt es vorrangig zu relativieren?

50+ keine einheitliche Gruppe – Diversität zum Thema machen, statt dem Alter(n)stabu die Gestaltung des Alterns für alle Generationen thematisieren

Mythen über Alten- und Pflegeheime <-> Realitätsbezogene Bilder und Fakten

Auseinandersetzung mit den 15 Legenden über das Alter: sie mit konkreten Geschichten aus dem Alltag sowie Zahlen und Fakten entkräften.

**Austria: Good practice – Mainstreaming Ageing in the Media**

29 May 2009:

Ministry of Social Affairs prepares together with media experts new “images of ageing in the media”

An event organised for media experts by the Ministry of Social Affairs turned the spotlight on the way how older persons are represented in the media. Strategies and instruments for creating sustainable and modern “images of ageing and older persons in the media” were developed in workshops. For today images of age in the media unfortunately still tend to be biased and even discriminating. Older persons find themselves depicted either as deficient, in bad health and in need of long-term care on the one hand, or as senior citizens who remained young and beautiful on the other hand. The fact that these two images exclude many aspects of ageing, especially the diversity and differences of people aged between 55 and 100, is also highlighted in a study on the representation of older persons and of ageing in the media, which had been commissioned by the Ministry of Social Affairs and was presented on 28 May 2009.

"Enjoying a happy long life" – the role of the media

Media experts and researchers were firmly committed to developing possible strategies for a paradigm shift in media reports – from getting old to enjoying a “happy long life”. Heated discussions showed how deeply every individual attendee was affected by generalisation and discriminatory wording in the context of ageism. The participants agreed that the ageing generation of 1968 would get involved actively and co-shape this process of change.

Among the measures called for by the participants was a pool of good practice examples as well as an easily accessible data pool to support and facilitate research by journalists.
One of many myths is due to the fact that media reports often equate old age with the need for long-term care. In reality, the share of persons older than 60 years requiring long-term care (care level 3 plus) is about 8 percent.

Mainstreaming ageing – a task for all policy areas and the media

It is vital to respond actively to the challenges and opportunities arising from demographic change. As far as social policy is concerned, this means that – besides issues like guaranteeing minimum incomes in old age, adequate supply with long-term care, working environments fit for different generations as well as stronger participation of older people - also in the media – a change in attitude about ageing has to be promoted, through and with the media.

Mainstreaming ageing also stands for policies geared to all ages. Old age is a life phase that everybody wants to reach. Therefore, a policy for older persons targets the entire life span. Especially when we focus on old age, we have to be aware of change that needs to start at young age. If educational processes are not optimised, this will have life-long adverse effects, into very old age. If we do not care about optimising human capital and consequentially productivity, there will be a lack of resources for financing health benefits and pensions in old age. Improving the family-work balance will lead to an increase in the participation of women in the labour market and, again, productivity, which in turn will make available important resources for old age.

A change of attitude requires firm commitment on a sustainable basis

The European Union plans to designate 2012 the European Year for Active Ageing and Intergenerational Solidarity. Moreover, the 10th anniversary of the Madrid International Plan of Action on Ageing (2002) will also be celebrated in 2012. This Action Plans assigns the media a key role and leading function in bringing about a change in attitude to recognise the importance of older people in society. A broad platform is to develop measures to achieve a lasting positive vision of the subject “Enjoying a happy long life”.

**MedienexpertInnen-Workshop**

Altern und Langes Leben in den Medien
Begrüßungsstatement für Fr. SCin Edeltraud Glettler

Sehr geehrte Damen und Herren!


20 Jahre später bei der 2. Weltversammlung zum Altern in Madrid 2002 standen „Mainstreaming Ageing“ und die Schaffung einer positiven Einstellung zum längeren Leben im Mittelpunkt. Die damals von der internationalen Staatengemeinschaft eingegangenen Verpflichtungen finden Sie in Ihren Unterlagen, ebenso was dazu in Österreich in den ersten 5 Jahren danach umgesetzt wurde (ppp GRAFIK 1 (Deckblatt-Bericht im Hintergrund)


So ist die demografisch alternde nicht automatisch eine kränkere Gesellschaft. "Der Beginn der Schwächephase im hohen Alter kann hinausgeschoben werden, die Phase der Hilfsbedürftigkeit verkürzt sich gegenwärtig", sagen uns Sozialforscher. (Zitat: Jürgen Kocka vom Wissenschaftszentrum für Sozialforschung, Berlin,

Altersgleiche Senioren sind keinesfalls eine homogene Gruppe, denn mit zunehmendem Alter driften wir körperlich und geistig weiter auseinander.

Einheitlich sind allenfalls Vorstellungen über das Alter – und die hinken der Entwicklung deutlich hinterher.

"Sie stammen aus früheren Jahrhunderten, in denen das Leben sehr viel kürzer war und man sich wesentlich früher auf Schwächung und Rückzug einstellen musste" (Zitat: siehe oben Kocka)

Bitte beachten Sie in diesem Zusammenhang, die 15 Legenden über das Altern, die in der letzten Ausgabe der deutschen Wochenzeitschrift DIE ZEIT publiziert wurden als eines der Ergebnisse eines mehrjährigen Forschungsprojektes. Sie finden diese auch in Ihren Tagungsunterlagen.

Langlebigkeit wird im 21. Jahrhundert in den hochentwickelten Industriestaaten vom Privileg zum Massenphänomen:
Die damit verbundenen Implikationen werden die sozioökonomischen und kulturellen Strukturen unserer Gesellschaften grundlegend beeinflussen: Und fordern uns zur aktiven Gestaltung sowohl als Einzelne als auch als Gesellschaft heraus. Und da ganz besonders die Generation der heute 45 - 65 Jährigen:

Für eine Gesamtlebenszeit von 90 oder 95 braucht man einen anderen Rhythmus und kann zwischen z.B. 50 und 60 noch etwas ganz Neues beginnen: Sei es beruflich oder im Freiwilligen-Engagement, sozial, familiär oder privat.
Werner Bartl, den ich auch ganz herzlich begrüßen möchte, streicht in seinem Buch „Jetzt erst recht“ hervor, dass die Aufbruchsgeneration der 60er Jahre, die schon einmal unsere Gesellschaft nachhaltig verändert hat, heute zugleich die erste Generation ist, die mit 50 beginnt, ihr Leben neu zu kreieren. Zugleich wissen wir aus der Forschung, dass eine positive Einstellung zum Altern die Lebenserwartung um weitere rund 8 Jahre erhöht.

Ebenso beginnen sich Stereotypen in den Medien langsam zu wandeln.

Bereits 2004 hat sich der Österreichische Werberat freiwillig dazu verpflichtet, ältere Menschen in der Werbung nichtdiskriminierend darzustellen.

Die Analyse der Darstellung alter Menschen und des Alterns in den Medien, wo sich ein Aufbruch abzeichnet und wo die alten Haltungen noch verfestigt sind, wird Ihnen Frau Prof.in Flicker vom Institut für Soziologie im Detail vorstellen.

Was wir auf dieser Grundlage mit Ihnen heute beraten möchten, sind Themen wie:
- Welche Themen und Bilder werden den Paradigmenwechsel begleiten?
- Wie können die Langlebigkeit innenwohnenden Potenziale kommuniziert werden?
- Welche Strategien und Instrumente sind dafür notwendig?
- Wie kann die positive Sicht des Alterns in der JournalistInnenaus- und weiterbildung berücksichtigt werden.
- Wie sehen geeignete nachhaltige Kooperationen für die Aufbereitung des Themas aus?

Um Ihnen Eindrücke aus unserer vielfältigen grundsatzpolitischen Arbeit für Seniorinnen und Senioren zu vermitteln, stellen wir Ihnen in der Tagungsmappe eine Unterlagen zur Verfügung.


Apropos Nachhaltigkeit:
Wir brauchen Sie daher, sehr geehrte Damen und Herren, die als Meinungsbildnerinnen und -bildner, als Trendsetterinnen und Trendsetter tätig sind, um dieses Wissen zu verbreiten.


IFA 9th Global Conference
Pioneering a New Vision of Ageing – Ageing and Design
Government Official Meeting, September 4, 2008

Ageing in Place in Austria

Older Persons – Life Expectation

Life expectancy in Austria in 2007 was 77.1 years for men and 82.7 years for women. On average, a man who is 60 years old today can expect to live a further 21 years, and a woman of the same age can expect to live 25 more years. Every five years, life expectancy increases by a further year.

According to forecasts by Statistik Austria, there will be between 2.7 and 3 million people aged over 60 in Austria by the year 2035, depending on the development of life expectancy. The proportion of those over 60 will increase from currently around 22% to 30.6% in the year to 2030, and to 33.7% in 2050.

Among older people there is a particular increase in the very old (80 years and older): from currently 366,000 to 590,000 in 2030 and to just under a million in 2050.

The group of old people is highly characterised by a preponderance of women. Thus for around 100 women over 60 there are only 66 men of the same age. In the case of those over the age of 75, the proportion is 100 women to 44 men. In the age group of those over 85, there are around three times as many women as men. The reasons for this unequal relationship are the shorter life expectancy of men and the consequences of both world wars.

Older Persons and Long Term Care
More than 90% of the people over 60 become older independently or with a small amount of support from mobile services in their own surroundings. 10% of people over the age of 60 receive long-term care benefit at stages 1 and 2 with a care and support requirement of up to 120 hours per month, 8% of the over 60 year olds have a greater care requirement amounting to over 120 hours per month.

Federal Ministry of Social Affairs and Consumer Protection, Austria
Unit V/6, Ageing, Population and Volunteering Policies, Dr. Erika Winkler, DW 3274 A-1010 Wien, Stubenring 1, Tel: (01) 711-00-0, Fax (01) 718-94-70-1869, erika.winkler@bmsk.gv.at
Of those over the age of 80, 30% receive long-term care benefit at stages 1 - 2 and around 29% receive it at stages 3-7.

Long term care – persons 61+ - 2006

<table>
<thead>
<tr>
<th>Persons 61+</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate of persons 61+ in need of care/assistance</td>
<td>321.231</td>
<td>18%</td>
</tr>
<tr>
<td>Rate of persons 61+ level 1 + 2</td>
<td>179.149</td>
<td>10%</td>
</tr>
<tr>
<td>Rate of persons 61+ level 3 – 7</td>
<td>142.082</td>
<td>8%</td>
</tr>
</tbody>
</table>

Long term care – persons 81+ - 2006

<table>
<thead>
<tr>
<th>Persons 81+</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate of persons 81+ in need of care/assistance</td>
<td>186.992</td>
<td>59%</td>
</tr>
<tr>
<td>Rate of persons 81+ level 1 + 2</td>
<td>96.834</td>
<td>30%</td>
</tr>
<tr>
<td>Rate of persons 81+ level 3 - 7</td>
<td>90.158</td>
<td>29%</td>
</tr>
</tbody>
</table>

Source: Report of the Working Group for Provision for Long Term Care 2006 (Federal and Provincial long-term care benefit recipients)

About 80% of all those who require care in Austria are looked after by relatives at home. The support of caregiving relatives thus constitutes a main focus for the further development of long-term care provision in Austria.
Between 1999 and 2006, mobile services for home help, nursing care at home and help for the elderly were increased by 21%.

Types of housing in old age

Around 70,000 places in 770 residential homes for the elderly and nursing homes are available. The current average age of entry into a care home is around 82. Alongside this, alternative forms of living for elderly people are offered:

Supported living: The range of support services extends from an emergency call scheme to service contracts. Here, support is not linked to residency.

Communal housing: projects which are suggested by elderly people themselves. The communal aspect goes beyond neighbourly contacts.

Form of active sheltered housing (Wohnstift): residents have their own closed flat in a residential complex. Alongside support services the residents also undertake to provide services such as meals and cleaning.

Shared flats for senior citizens: several elderly people living together in one flat; requires the ability to work in a team and tolerance.

Shared housing: joint residence of elderly (often together with younger) people, whereby the residents have their own living areas and rooms for communal use.

Therapeutic residential communities: shared housing with professional support, particularly for those suffering from dementia.

Village for the elderly: housing suited to elderly people in residential surroundings which are orientated towards elderly people, with support and leisure time offers so that there is no need to move when they require assistance or care.

Open homes for the elderly and nursing homes: particularly the opening up of old people’s and nursing homes for non-residents to come and have lunch. This encourages elderly people to go out and make contacts, and at the same time leads to major savings in the area of meals on wheels services.

Health promotion, prevention of disease and disability

The Healthy Austria Fund as the national competence centre for health promotion and prevention supports projects for the improvement of the quality of life of older persons, particularly the model project Plan 60 (Vienna Red Cross) to increase the quality of life
of older persons in urban areas (www.plan60.at) as well as the model project ‘Life-worlds worth living in’, which works with people aged 60-75 in rural areas.

A further measure to improve the life situations of older persons and their access to services is the promotion of training for facilitators whose role is to look after and advise older persons and help them lead active lives. These courses are increasingly taking place in rural areas, or are attended by people from rural areas.

Older persons are the focus of Active Ageing in the framework of the pilot project „GEMA Gemeinsam aktiv“ (Active together) for volunteering in intergenerational dialogue.

An Austrian representative survey on “Volume and Structure of Voluntary Work in Austria”, which was conducted by Statistic Austria in commission of the Federal Ministry in the framework of the microcensus 2006 shows, that 43% of persons between 60-69 years, 28% of persons between 70-79 years and even 19,8% of persons 80+ have been volunteering in organisations and informally in the neighbourhood after leaving working life. Volunteering together with representatives of various generations gives their own life meaning by donating their own life experience in common action for the benefit of the population as a whole.

Another initiative is the activity programme “FIT and ACTIVE in old age” - especially for facilitators and older persons to train their cognitive, motor and sensory competencies.

The Senior Safety Campaign initiated by the Austrian Senior Citizens Council, which receives significant support from the Ministry, is designed to help avoid and reduce the number of accidents related to falls at home, and concentrates on the priorities of information, prevention and training. Information events have taken place in major cities, and a brochure “Living safer – living better” and a short film “Accident prevention in the home” have been produced.

With financial support from national and local authorities, senior citizens’ associations organise special events for their members in which topics related to health promotion and prevention are dealt with.

There are regular campaigns on television, in the press and in the internet to raise the awareness of the population for the importance of healthy eating and getting enough exercise. There are similar series of events in the Läder within the framework of various senior citizens’ and health fairs.

Information specific to the target group: Health pass 40+/50+ and 60+ : brochures with health-related information corresponding to their respective age group, accompanied by a pass in which the health data from the precautionary check-up (offered free of charge) can be entered. These are intended to motivate older people to take more responsibility for their own health.
Senior citizen-friendly communities

Local communities play a central role in the wellbeing of elderly people; the represent their immediate living environment. For elderly people, it is the communal and regional infrastructure which has a decisive influence on how active, engaged, healthy and integrated the lives of senior citizens in Austria can be.

The ‘senior citizen friendly community’ competition jointly organised by the Federal Ministry of Social Affairs and Consumer Protection and the Austrian Pensioners Association is raising awareness of the needs and resources of older people and awards prizes to best-practice communities for ensuring the participation and integration of elderly people.

Health and Care

The Structural Plan for Health (2006) introduced uniform data capture as an obligatory framework in the inpatient, outpatient and rehabilitation sectors as well as at the interfaces to the care sector (old people’s / nursing homes and mobile services). This measure will serve to improve the interface management between health service facilities and the care sector.

Additional plans within this framework are for the creation and extension of departments for acute geriatrics / remobilisation to provide primary, interdisciplinary geriatric care and geriatric early rehabilitation for acutely ill patients, also for those from other hospital departments.

An important step towards the revaluation of occupations for the care of old persons and persons with disabilities was taken in 2004 with the joint agreement by the Laender to enact uniform regulations on job profiles, areas of activity and vocational training for social and care professions.

The necessary adaptations in the legislation on health and nursing care were made by the Federal Government in the Nursing Care Act 2005.

Training courses for caregiving relatives are offered by the charitable organisations; in addition there is free counselling for caregiving relatives from the Care Ombudsoffice as well in the form of home visits by qualified staff.

Training by qualified personnel is also offered to those accompanying persons suffering from senile dementia.

In the provinces (‘Laender’) special courses for the care of older persons, experience-oriented and validating care are provided.
Integrated Health Care and Social Services Districts

One of the aims of social policy must be to interlink social services and medical care in a client-friendly and efficient manner. One way of doing this is through the "Integrated Health Care and Social Services Districts". Their purpose is on the one hand to ensure coordinated and full geographical coverage of high-quality care by the provision of medical, nursing and social services in small-area units and on the other hand to expand preventive health care and health promotion.

The "Österreichische Bundesinstitut für Gesundheitswesen” worked out a basic model containing proposals for the organisational establishment of "Integrated Health Care and Social Services Districts” and prepared a manual which is intended to offer guidelines for the development of such districts. In this model it is proposed that the services offered should be coordinated from district centres, in reasonably sized areas, by institutions (for instance, associations). The district centre should inform the inhabitants, provide help on how to receive services, and also carry out community-oriented health work.

Community services

Voluntary welfare associations provide about 90% of community and semi-institutional services as alternatives to nursing-home accommodation. However, they are still underdeveloped in some federal provinces and there are regional disparities in the organisational form, quality, degree of development and coordination of services. Since the introduction of the long-term care allowance about one third of the persons receiving the care-related monetary payment are eligible more social services than before. Between 1999 and 2006 requirements of community services increased by approximately 21%.

The Agreement also prescribes a catalogue of services and quality criteria for community services.

THE FEDERAL LONG-TERM CARE ALLOWANCE ACT

Principles
Since 1993 the Federal Long-term Care Allowance Act introduced a scale of need-oriented allowances including a statutory entitlement, irrespective of the beneficiary's income and assets and of the cause of need.

The long-term care allowance, which takes the form of a single payment to compensate for care-related additional expenses, serves both to ensure that persons requiring care receive, as far as possible, the personal services and assistance they require, and also to improve their chances of leading a self-determined life that is oriented towards their needs.

Level 1 148.30 € more than 50 hours
Level 2  273,40 €  more than 75 hours
Level 3  421,80 €  more than 120 hours
Level 4  632,70 €  more than 160 hours

To qualify for Levels 5 to 7 of the allowance, there must be a need for care lasting more than 180 hours per month and further criteria must also be met:

Level 5  859,30 €  need for an unusually high level of care
Level 6  1,171,70 €  necessity of regular care-related measures during the day and at night which cannot be coordinated temporarily or the permanent presence of an attendant during the day and night due to the risk of persons requiring long-term care endangering themselves or somebody else
Level 7  1,562,10 €  impossibility of coordinated movement of arms and legs or comparable conditions

Persons of all ages entitled to a federal long-term care allowance, Mai 2008

<table>
<thead>
<tr>
<th>care level</th>
<th>number</th>
<th>percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>care level 1</td>
<td>74,071</td>
<td>21,85 %</td>
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<tr>
<td>care level 2</td>
<td>115,188</td>
<td>33,98 %</td>
</tr>
<tr>
<td>care level 3</td>
<td>55,519</td>
<td>16,38 %</td>
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<tr>
<td>care level 4</td>
<td>51,790</td>
<td>15,28 %</td>
</tr>
<tr>
<td>care level 5</td>
<td>26,964</td>
<td>7,96 %</td>
</tr>
<tr>
<td>care level 6</td>
<td>9,494</td>
<td>2,80 %</td>
</tr>
<tr>
<td>care level 7</td>
<td>5,915</td>
<td>1,75 %</td>
</tr>
<tr>
<td>total</td>
<td>338,941</td>
<td>100,0 %</td>
</tr>
</tbody>
</table>

**Personal services and assistance**

The need for long-term care comprises the need for personal services and the need for assistance. In this context, "personal services" are to be understood as activities related to the personal sphere of life (e.g. dressing and undressing, personal hygiene, taking meals). "Assistance" is related to the routine activities of daily life (e.g. shopping, cleaning and heating the dwelling). The need for both personal services and assistance is required in order to qualify for a long-term care allowance.

Persons are placed on the individual levels of the long-term care allowance scale on the basis of medical reports, in which context persons in other specialities, e.g. nursing staff, psychologists or social workers, must if necessary also be consulted.

There is a statutory entitlement to the long-term care allowance. Decisions on applications are made by means of an official notification, with the possibility of an appeal to the Labour and Social Tribunal.

**Services**
The system of long-term care is a combination of benefits in cash and in kind. For that reason, the long-term care system not only introduces a standard allowance applicable throughout Austria but also includes as a second main point the expansion of social services, which is the responsibility of the provincial authorities.

The range of social services available is therefore to be extended in all federal provinces. As long-term planning is necessary for this expansion, the Provincial authorities elaborated a survey of needs and development plans between 1996 and 1998 which are gradually to be put into effect by the year 2010. In connection with the contributions that the affected person is required to pay for social services, the person’s income and assets are taken into account.

The following categories of mobile services are offered by independent welfare organisations, provinces and local communities for disabled people and those requiring care:

- Home help services
- Help for the elderly / nursing care
- Family allowance
- Nursing care at home
- Meals on wheels / meals delivery
- Visitor service
- Emergency phone / personal alarms
- Organised neighbourly help
- Mobile therapeutic services
- Advice for family members
- Medical aids hire
- Laundry service
- Cleaning service
- Repair service
- Transport services
- Personal assistance
- Care of the dying and mobile hospice support
Financing
The costs for the Federal Long-term Care Allowance Act are to be borne by the Federal budget. They amounted to approximately € 1,76 billion in the year 2007.

Support of family members rendering long-term care
Family members who provide long-term care, but are temporarily prevented from rendering care due to illness, holidays or for other reasons, may be granted a subsidy to organize replacement care. The Federal Ministry of Social Affairs and Consumer Protection has established a “care-hotline” and an interactive Website “Caring at home” which provides advice and information, free of charge, to people faced with problems in connection with long-term care.

Quality assurance in long term care at home
Within the scope of “quality assurance for long-term care at home” the actual situation is evaluated in the course of visits to the home of the person receiving care allowance and to family members providing care. This is done through detailed personal consultations and written information material, and by providing information about other institutions and care facilities.

Between 2001 and 2007, a total of more than 20,000 home visits were carried out, whereby a good or very good standard of care was encountered in more than 98% of the cases. A state of neglect was only found in 0.11% of the cases.

75% of the long-term care benefit recipients visited required advice and information on medical or other aids, social services offers, short-term care and long-term care benefit.

Family hospice leave
A unique measure is family hospice leave for persons providing care to dying family members or seriously ill children: they may be released from work while continuing to be fully covered in terms of labour and social law entitlements (family hospice leave). To enable low-income families to use this option, the Family Hospice Leave Hardship Compensation scheme was introduced.

Care of the dying can be initially arranged for a maximum of three months with the carer’s employer. This can be extended up to a total of six months per case if required. Care of very seriously ill children can be initially arranged for a maximum of five months with the carer’s employer. This can be extended up to a total of nine months per case if required.

From the announcement of care of a dying person or the care of a very seriously ill child, the employee is protected from redundancy and dismissal until four weeks after the end of this period.

Information and advice of the insured in pension insurance
Alongside the possibility of continuing to pay pension insurance at a reduced rate for those persons who care for a close family member at care stages 3 – 7, and who therefore have to give up their work, since 1 January 2006 there is also the possibility of voluntary pension insurance at a reduced rate for those persons who care for a close family member from care stage 3 and who were not in employment previously. The employer’s portion of pension contributions is paid by the federal government.

Since 1 July 2007, if the person being cared for is entitled to long-term care benefit at stage 4, the half of the amount which has to be paid by the voluntarily insured person (employee’s portion) is paid by the federal government. If the person being cared for receives long-term care benefit at least at stage 5, the entire portion which the voluntarily insured person would have to pay is paid for by the federal government – for a maximum of 48 months.

24 hour care at home
Around 80 % of all those who require care are looked after by relatives at home. Particularly in case where around-the-clock care is necessary, it has been common (and is becoming increasingly so) to take advantage of carers who are either self-employed or employed by the family. These carers often come from neighbouring EU member states.

The Hausbetreuungsgesetz (Home Care Act) which came into effect on 1 July 2007 and the amendment to the trade regulations of the same date create the basis in employment and trade law for legal 24 hour care in private households. This can take the form of an employment relationship with a contract, or the carer works on a self-employed basis.

At the same time, a support scheme for 24 hour care was created which signifies a further important step towards making 24 hour care in private households affordable, and towards the improvement of the situation of people in need of care and support and their family members in Austria.

Essential criteria are:

- Care and support has to take place in a private household.
- The person to be cared for has to receive long-term care benefit at least from stage 3 or a comparable benefit.
- Only the person in need of care, informal carers (family members) or a domestic institution which provides care or support can be the employer or client of the professional carer.
The project ‘Support for people in need of care with dementia-related illnesses and for their caring relatives’

Particularly the care of people suffering from dementia, which often continues for years, is often mentally and physically very stressful and makes great demands on the carers.

In accordance with section 21a of the Bundespflegegesetz (Federal Long-Term Care Act), close relatives of people requiring care who are entitled to long-term care benefit of at least stage 4, can receive financial support if they are unable to provide care due to illness, holidays or other important reasons.

Since 1 February 2007, those people who care for family members who are in need of care and who suffer from dementia can be granted this financial support if the person requiring care receives stage 1 long-term care benefit in accordance with the Federal Long-Term Care Act.

In these cases, substitute care measures for a minimum of four days up to a maximum of four weeks will be supported by the sum of € 1,200 – 2,200.

**Support offers for people suffering from dementia – Dementia Manual**

The Healthy Austria Fund was commissioned by the Federal Ministry of Social Affairs and Consumer Protection in 2006 to carry out a survey on special support offers for people suffering from dementia and to record them in a dementia manual.

The Healthy Austria Fund approached all the old people’s and nursing homes in Austria with a questionnaire. A total of 70 institutions took part in this campaign and described approximately 2,200 residential and nursing places in detail. These places are offered in the form of special dementia wards, residential groups, shared houses and flats as well as special day care for people suffering from dementia.

The Dementia Manual has been available as a download since the spring of 2008 and has also been published in print. It contains information from experts on the subject of dementia such as general quality criteria which should be taken into account in the establishment and design of a special dementia facility. It also includes a nationwide list and detailed descriptions of the participating institutions. This offers a valuable source of information and a basis for decision-making for all those who are looking for a special support offer for people suffering from dementia.

**Dementia teams**

Since 2008, the Ministry has supported three low-threshold projects in regions of Austria which aim to improve the situation of people suffering from dementia and their caregiving relatives.
Family/community/networking – a mobile competence centre for people suffering from dementia and their family members

People living locally are trained to be family/community networkers whose main task is to establish and coordinate networks in the region. A pool of full-time and voluntary staff is created with whose support the burden on caregiving relatives of people suffering from dementia can be regularly and lastingly reduced.

Salzburg Multiprofessional Dementia Team
Burgenland Multiprofessional Dementia Team
These multiprofessional dementia teams are composed of:
Dementia Coordinators (qualified nurses, social workers),
A psychiatrist and/or neurologist, and a qualified nurse.

During visits to the homes of the affected, questions about dementia itself and about care and support are answered. In addition, comprehensive social counselling is offered and further support offers such as social services can be organised. The goal is to offer the affected families individual, tailor-made solutions.

Conclusions and Outlook for the Future
The desire to lead a self-determined, independent life in surroundings of one's own choice, even if there is a need for care, represents an equally significant challenge for infrastructure-, housing- and social policy. Care counselling should be an obligatory element in the procedure leading to the award of long-term care benefit. A decisive role for the preservation of high quality of life in the future will be played by quality assurance in both institutional care and care at home, with the involvement of voluntary helpers of various ages who encourage communication.

To improve the compatibility of care and nursing with working life in cases of family hospice leave and day care, a further extension of support and care respite measures will be required.

In local community services, the new demography-sensitive terms of reference should be legally defined and innovative regional cooperation promoted.

At the same time, a high level of voluntary participation will be needed on the part of older citizens to structure their living space in the community; it will be necessary to utilise their expertise in life after employment, together with representatives of various generations. This will serve to give their own lives meaning and at the same time it will benefit the population as a whole. When strategically conceived, the empowerment of socially weaker, disadvantaged or endangered persons promotes social balance and cohesion, and simultaneously creates inter-generational projects for cultural and social diversity and quality of life, as it is in the focus of the pilot project „GEMA Gemeinsam Aktiv“ (Active Together) in Upper Austria.
It appears necessary to realise better networking and coordination for ongoing as well as already completed research and implementation projects. In this context, sustainable cooperation with the media would certainly also be meaningful.

Austria professes its commitment to the bottom-up process in its cooperation with the senior citizens’ organisations, and also seniors’ initiatives and projects, with the charitable associations and NPOs from all sectors of society as well as self-help groups at local, regional, national and international levels.

The Austrian Federal Senior Citizens Advisory Council in the Federal Ministry of Social Affairs and Consumer Protection has invited all stakeholders to participate in the drawing up of a comprehensive national senior citizens' plan. The commitments of the World Action Plan on Ageing and the UNECE-Regional Implementation Strategy, in whose formulation the representatives of Austrian senior citizens also played an important role, will be used as a benchmark.

Mainstreaming ageing in the sense of creating an awareness of the positive views of ageing and of dealing with the challenges towards a society for all ages was postulated as a main priority for the future by the UN-High Level Meeting on the implementation of the Madrid International Plan of Action on Ageing and the ECE-Regional Implementation Strategy +5, in León, Spain, November 2007. This requires more powerful linked international effort with multilateral input, with a greater exchange of experiences and comprehensive networking.

In the framework of a Memorandum of Understanding (MoU) the Government of Austria and the Executive Secretary of the UNECE agreed in 2003 upon support for the UNECE and its member states in the implementation of the MIPAA and RIS goals in cooperation with the UN-affiliated European Centre Vienna (ECV).

Within this project „MAIMI-Mainstreaming Ageing - Indicators to Monitor Sustainable Policies” it has been the task of the ECV, in collaboration with the ECE secretariat, to establish monitoring indicators as well as tools and networks for cross-sectoral, national and international Mainstreaming Ageing together with a Task Force of interested member states, governmental representatives, non-governmental experts and scientists, see www.monitoringris.org. Member States are invited to take part in this project.

24 hour care at home in Austria

Around 80 % of all those who require care are looked after by relatives at home in Austria. Particularly in case where around-the-clock care is necessary, it has been common to take advantage of carers who are either self-employed or employed by the family. These carers often have been coming from neighbouring EU member states.
The Home Care Act of 1 July 2007 and the amendment to the trade regulations of the same date create the basis in employment and trade law for legal 24 hour care in private households for persons, who receive long-term care benefit at least from stage 3\(^1\). This can take the form of an employment relationship with a contract, or the carer works on a self-employed basis.

At the same time, a support scheme for 24 hour care was created which signifies a further important step towards making 24 hour care in private households affordable, and towards the improvement of the situation of people in need of care and support and their family members.

Since 1 November 2008 the financial support may vary between up to € 1.100.- for employed carers and up to € 550.- for self-employed carers.

Source: Federal Ministry of Labour, Social Affairs and Consumer Protection, Austria

**Ministry of Social Affairs facilitates media workshop on images of ageing in the media**

The Madrid Plan assigns the media a lead role in building a positive attitude towards older persons and enhancing recognition of their importance in society. A study commissioned by the Austrian Ministry of Social Affairs showed that attitudes in the media needed to be changed first. According to the study, older persons often found themselves depicted as either deficient, in bad health and in need of long-term care or as still unusually young and beautiful.

Such polarizing images excluded many aspects of ageing, especially the diversity and differences of people aged between 55 and 100 years (or even older). To address this issue, the Austrian Ministry of Social Affairs organized a workshop in which media experts and scientists were invited to develop strategies and instruments to create sustainable and modern images of ageing and older persons in the media. The workshop aimed at defining strategies to reinsert this diversity into media reporting. Participants defined undesirable terms that contribute to ageism – such as “excessive ageing” or “inmates” instead of “residents in older persons’ homes”. They also identified images that reinforce stereotypes, such as an old couple sitting on a park bench. Among the measures suggested by the participants was the development of a pool of good practice examples as well as an easily accessible database to facilitate research by journalists. It was also suggested that articles should not specify the age of a featured person.

Publishers were encouraged to assign retired or older free-lance journalists to prepare articles on older persons.

Overall, workshop participants agreed that more role models were needed to help communicate a positive image of ageing and older persons.

\(^1\) Stage 3 means that the patient has a need for care for at least 120 hours per month
**Hundstorfer verleiht Gütesiegel "Nestor Gold" für eine altersgerechte Ausrichtung von Betrieben**


Eine alters- und alternsgerechte Organisation zeigt sich in folgenden Bereichen:
- Selbstaussprache und Führungsverantwortung (Individuum) - Prozess-Gestaltung und -Wirksamkeit (Organisation) - Werteabhängigkeit und Lernkultur (Kultur) - Nachhaltigkeits-Engagement und Marktaattraktivität (Vitalität)

Diese Bereiche bilden zugleich auch die Basis für die Zertifizierung des Betriebes mit dem NESTORGold Gütesiegel.

Die insgesamt 26 Indikatoren umfassen beispielsweise:

Nunmehr ist die Pilotphase abgeschlossen und die ersten drei Unternehmen haben den Zertifizierungsprozess erfolgreich durchlaufen. "Ich ermuntere alle Unternehmen sich
ebenfalls um ein Nestor Gold Gütesiegel zu bewerben. Denn ein alternsgerechtes Arbeitsumfeld ist in Zukunft einen wesentlicher Schlüssel für den wirtschaftlichen Erfolg eines Betriebs“, betonte Sozialminister Rudolf Hundstorfer abschließend.

**Breaking the Taboo - Das Tabu brechen**

Unter diesem Motto steht eine Studie, die sich mit häuslicher Gewalt gegen alte Menschen (vor allem gegen alte Frauen) im Rahmen der Pflege auseinandersetzt. Angesichts der Tatsache, dass oft der einzige Außenkontakt von Menschen, die daheim von Angehörigen gepflegt werden, Mitarbeiterinnen des Gesundheitsbereiches oder von mobilen Pflege- und Betreuungsdiensten sind, setzt sich die Studie mit der Frage auseinander, wie Gewalt erkannt werden kann und welche Maßnahmen zu ihrer Vermeldung gesetzt werden können.

**Tabubruch ist der erste Schritt zur Hilfe für Betroffene**


**Misshandlung, Vernachlässigung, Ausbeutung**

wie historische Entwicklungen. Entwicklungen können aber auch durch Aufklärung und Bewusstseinsbildung in Gang gesetzt werden.

**Wechselseitige Abhängigkeit kann Gewalt begünstigen**

Generell wird auf die komplexen Zusammenhänge hingewiesen, die Gewaltbereitschaft beeinflussen. Diese können in Strukturen liegen wie Gesetzeslage, Armut, Abhängigkeiten und nicht beeinflussbaren Rahmenbedingungen, sie können kulturellen Einflüssen unterliegen wie religiösen oder ideologischen Vorstellungen oder negativen Altersbildern, oder aber auch in der Persönlichkeit dessen begründet sein, der/die die Gewalthandlungen setzt. Auch Rollenbilder, Überforderung (wie schon oben angeführt), Unfreiheit und Mangel an Unterstützung begünstigen Gewalt.

**Gewaltschutzgesetz berücksichtigt Pflegebedürftige nicht**
Gesetzliche Regelungen wie das österreichische Gewaltschutzgesetz haben im Umgang mit häuslicher Gewalt gesamtgesellschaftlich wesentliche Veränderungen gebracht. Maßnahmen wie Wegweisung und Betretungsverbot sind aber nicht an die Bedürfnisse von pflegebedürftigen alten Menschen angepasst. Im Falle von Gewalt im Rahmen der häuslichen Pflege bleibt damit oft nur die Möglichkeit, den betroffenen alten Menschen in ein Pflegeheim zu transferieren, also das Opfer „wegzuweisen“ und nicht den Täter bzw. die Täterin.

**Schlüsselposition für Pflege- und Betreuungskräfte**
Professionelle Pflege- und Betreuungskräfte haben oft als einzige externe Personen Zugang zu alten Menschen, die daheim betreut werden. Sie sind daher in den meisten Fällen die einzigen Personen, die Hilfsmaßnahmen für die betroffenen alten Menschen veranlassen können. Sie sollen durch entsprechende Information und Ausbildung sowie Richtlinien in die Lage versetzt werden, Verdachtsmomente zu bewerten, die Entwicklung professionell zu beobachten und zu dokumentieren, um gegebenenfalls - in Zusammenarbeit mit Sozialarbeit, Stadtverwaltung und/oder Polizei - die entsprechende Unterstützung für die pflegenden Angehörigen sicherzustellen und so künftige Gewaltausübung zu verhindern.

**Gewalt gegen alte Frauen thematisieren**
Die Studie legt ausdrücklich den Schwerpunkt auf Gewalt gegen alte Frauen. Dem liegt die Überlegung zugrunde, dass es bei der Kriminalstatistik in Österreich zwar bei Kindes-
und Partnermisshandlung eine Differenzierung nach Geschlechtern gibt, nicht aber bei alten Menschen. Es gibt also derzeit keine Daten über Gewalt gegen alte Frauen. Die vier an der Studie beteiligten EU-Staaten regen an, hier entsprechendes Datenmaterial aufzubauen, um gezielt Maßnahmen setzen zu können. Angesichts der unzureichenden Datensituation lassen sich im Zusammenhang mit Gewalt gegenüber älteren Menschen, vor allem gegenüber älteren Frauen, keine Aussagen über deren Häufigkeit (Prävalenz) machen. Wenn Gewalt handelt in der Privatsphäre von Familienbeziehungen stattfindet, zu der Außenstehenden der Zugang so gut wie verwehrt ist, ist es besonders schwierig, an gesicherte Informationen heranzukommen. Häusliche Gewalt gegen alte Menschen wird selten aktenkundig, und die Ansprechbarkeit sowohl von Täter als auch Opfer ist kaum gegeben.

Studien zeigen übrigens, dass es für Opfer leichter ist, über Gewaltvorfälle zu berichten, wenn diese schon länger zurückliegen oder wenn die Täter-Opfer-Beziehung nicht mehr besteht. Doch selbst wenn Bettlägerige, die akut von Gewalt bedroht sind, sich jemandem anvertrauen und Hilfe holen wollen, so haben sie oft nicht die Möglichkeit dazu, etwa wenn ihnen der Zugang zum Telefon verwehrt wird. Befragungen in verschiedenen Ländern ergaben, dass Helferinnen noch am ehesten von seelischer Misshandlung, von Vernachlässigung und finanzieller Ausbeutung Kenntnis erhalten, was aber nicht bedeutet, dass körperliche Gewalt seltener vorkommt.

Maßnahmen richten sich oft ungewollt gegen das Opfer

Wenn es bei den Opfern um pflegebedürftige (weibliche) Familienangehörige geht, lässt sich Opferschutz jedoch nicht durch Frauenhäuser lösen. Hier sind neue Betreuungsformen notwendig, damit nicht am Ende das Opfer schlechter gestellt ist, indem ihm/ihre als einzige Lösung angeboten werden kann, aus dem vertrauten Zuhause in eine Institution zu übersiedeln, eine Maßnahme, die wiederum als – wenn auch nicht beabsichtigte - Gewalt empfunden wird.

Gewalt: Intentionen und Maßnahmen
In einer Tabelle werden drei Typen von Intentionen des Täters/der Täterin unterschieden und entsprechende Maßnahmen empfohlen.

Typ 1 hat nicht die Absicht, dem alten Menschen Leid zuzufügen. Ursachen für Gewalt können in Überforderung, Stress und dem Fehlen von Hilfe durch die anderen Familienmitglieder liegen. Dadurch kann es zu Vernachlässigung wegen fehlender Kenntnisse über die richtige Pflege kommen oder auch zu unzulässigen
Freiheitseinschränkungen, die in der Absicht erfolgen, den alten Menschen vor Gefahren zu schützen. Hier kann durch Information, Beratung, Schulung, Unterstützung durch mobile Dienste, Tageszentren oder andere Wohnarrangements gegengesteuert werden.


Wenn pflegende Frauen Gewalt ausüben
Auch die Rolle von pflegenden Frauen als Täterinnen wird in der Studie thematisiert. Einer regional begrenzten österreichischen Untersuchung zufolge werden 25 % der Gewaltakte gegenüber erwachsenen Familienmitgliedern von Frauen gesetzt, wobei 30 % dieser Frauen in Generationenkonflikte verstrickt sind. Es werden auch Studien angeführt, die zeigen, dass Frauen im selben Ausmaß wie Männer gewalttätig agieren, wenn sie die Macht dazu haben. Nur die Formen der Gewalt unterscheiden sich. Erwähnt werden Fälle, in denen sich pflegende Frauen an ihrem hilflos gewordenen Ehepartnern für Leid, das sie in ihrem bisherigen Leben durch den Partner ertragen mussten, grausam rächen.


Woran erkennt man häusliche Gewalt?
Um an Informationen über etwaiges Vorliegen von Gewalt gegen alte Menschen heranzukommen, müssen Mitarbeiterinnen mobiler Pflege- und Gesundheitsdienste eine Vertrauensbasis zu den Opfern aufbauen. Im Falle von Demenzpatientinnen müssen sie eine geeignete Form der Kommunikation finden. Sie müssen in der Lage sein, die Ursachen von etwaigen Symptomen zu identifizieren. So können blaue Flecken ja
durchaus auch andere Ursachen als Misshandlung haben, oder aber Kratzspuren auch
eventuell von einem Haustier stammen. Erschwerend kommt für professionelle
Helferinnen hinzu, dass der Täter/die Täterin die Kontrolle über den Zugang zum Opfer
hat und diesen jederzeit verweigern kann.
Dazu ein anschauliches Zitat aus einem der Experteninterviews: „... dass Mitarbeiter uns
berichten, dass da blaue Flecken sind ... oder dass die Frau nur mehr weint... oder dass sie
überhaupt nicht mehr spricht... oder ich habe nicht die Möglichkeit mit ihr allein zu
sprechen, immer ist jemand dabei... oder ich habe einen Verdacht „... dann werden wir
aktiv.“
Ein Vorschlag, um Gewaltfälle zu erkennen, ist das Ausweiten von Besuchsdiensten, die
Zeit zum Zuhören haben. So könnten alte Menschen eine Vertrauensbasis zu einer
stabilen Bezugsperson aufbauen, der sie gegebenenfalls auch ihre Sorgen oder Ängste
anvertrauen.

Fallbeispiele
Abschließend einige Fallbeispiele aus den Expertinneninterviews, die unterschiedlichste
Gewaltsituationen aus der Praxiserfahrung beschreiben:

In einem Fall kam es zu Gewalt zwischen zwei alten Schwestern, die einander
regelmäßig schlugen. Man konnte ihnen dabei helfen, nicht wiederum in die gewohnte
Gewaltspirale hineinzugehen. In einem anderen Fall ging ein pflegender Sohn mit seiner
Mutter grob um, obwohl diese immer wieder laut schrie. Hier wurde der Sohn auf die
Problematik angesprochen und professionelle Pflegekräfte übten mit ihm gemeinsam, wie
er die Mutter angreifen soll, ohne ihr Schmerzen zuzufügen.

In einem weiteren Fall beobachtete ein Mitarbeiter des Fahrtendienstes, dass der
Lebensgefährte einer 80-jährigen Frau sie immer wieder mit kleinen Schlägen quälte.
Auch dramatische Fälle wie jener, bei dem ein Ex-Häftling seine Mutter von ehemaligen
Mitläufern vergewaltigen ließ, werden geschildert. Hier gab es als einzige Lösung das
Transferieren der Mutter in ein Pflegeheim.

Ein anderer Bericht beschreibt den einer Frau, die zum Schutz vor ihrem gewalttätigen
Ehemann in ein Pflegeheim gebracht wurde. Der Mann betrieb ihre Rückkehr in die
Wohnung, aus der sie nach wiederholten Misshandlungen dann wieder ins Heim
kam, ein Vorgang, der sich „wie ein Bumerang“ mehrmals wiederholte.

Übertriebener Perfektionismus einer pflegenden Tochter, die trotz deutlicher Gegenwehr
der dementen und inkontinenen Mutter ihre unrealistischen Ansprüche nicht aufgeben
wollte, wird in einem anderen Fall berichtet. In Gesprächen erkannte die Tochter den
Zusammenhang zwischen ihrem heutigen Verhalten und dem Verhalten der
überkontrollierenden Mutter in ihrer Kindheit, was zwar die Situation verbesserte, der
latente Konflikt aufgrund des Kindheitstraumas schwebte aber weiter.

Finanzielle Ausbeutung wird in mehreren Fällen beschrieben, etwa der eines Sohnes, der
als Sachwalter seiner alten Mutter das Geld verweigerte, das ihr zusteht, oder der einer
Tochter und des Enkelsohns einer alten Frau, die deren Geld für sich verwendeten und nicht einmal die einfachsten Pflegebehelfe zu kaufen bereit waren.

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Barbara Kuss, Anna Schopf
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**Produktivität und Ressourcen des Alter(n)s in Österreich**


**Weg vom Defizitmodell hin zum Potenzialmodell**


**Prävention und Gesundheit als wichtiges Thema**

Die Analyse der Texte zeigt den hohen Stellenwert, der der Prävention eingeräumt wird. Vor allem die Seniorenverbände sehen es sichtlich als ihre Aufgabe an, zu Sport, Bewegung und gesunder Ernährung aufzurufen und die „Beweglichkeit von Geist und

**Themen der Forschung und des aktuellen Diskurses**


**Alte als Absatzmarkt für Gesundheit und Wellnessindustrie**

Wie schon mehrmals erwähnt, ist heute das Thema „ältere Menschen“ eng verknüpft mit den Stichworten „Aktivität und Gesundheit“. Zitat aus Punkt 3.2.5, der Studie: „Die Thematik wird hier eigens behandelt, weil Gesundheit, Fitsein und Aktivität im Alter zu den gegenwärtig am weitesten verbreiteten Themen dieses Genres gehören und weil sich inzwischen derart viel ideologischer Ballast angereichert hat, dass zwischen empirisch gehaltvollem Wissen und werbestrategischen Inhalten kaum mehr zu unterscheiden ist.“

Weiters wird dargestellt, wie Gesundheit als gesellschaftliche Norm und Ware einer Vermarktung unterworfen ist, bei der Alters- und Gesundheit ideologisch verknüpft werden, um das Konsumverhalten der bestimmten Zielgruppe, nämlich der älteren Menschen, zu beeinflussen. Die Herstellung und der Konsum von Nahrungsmitteln und pharmazeutischen Produkten sind unter das Diktat öffentlicher Willens- und Meinungsbildungsprozesse geraten. Im öffentlichen Diskurs wird festgelegt, was Gesundheit und Fitness zu sein hat und zwar vor allem für ältere Menschen, und diese Norm wird - im Interesse der Gesundheits- und Wellnessindustrie – zur Verpflichtung erhoben.

**Ist nur Produktivität ein Kriterium für Daseinsberechtigung?**

Das eigentliche Thema der Studie wird dann im Punkt 5 der Studie ausführlich abgehandelt. Da heißt es eingangs, dass sich m einer Zeit, in der „Produktivität“ das Maß aller Dinge geworden ist, Politik und Medien nicht scheuen, den Wert einer ganzen Bevölkerungsgruppe in Frage zu stellen. Der enge Produktivitätsbegriff, der dabei
angewandt wird, ergibt sich aus dem eindimensionalen Blickwinkel der technischen Produktionsfunktionen der industriellen Arbeit. Ausführlich legt die Studie im 5.1. dar, wie der traditionelle Produktionsbegriff die Arbeit ihrer sozialen und anthropologischen Dimensionen beraubt und sie lediglich dann anerkennt, wenn sie der „Produktivität“ dient. Dies hat zur Folge, dass sich Menschen, die nicht mehr im Erwerbsleben stehen, zunehmend mit der mehr oder weniger subtil vermittelten Unterstellung konfrontiert sehen, nichts mehr zum Sozialprodukt beizutragen und daher nur noch eine finanzielle Bürde darzustellen.

**Gesellschaftlicher Nutzen ist mehr**


**Qualitativer Nutzen wird meist nicht bewertet**


**Vier Bereiche von Nutzen stifftender Produktivität**

Nutzen stifftende Aktivitäten können auf das Individuum selbst oder auf die Umwelt gerichtet sein. Im Hinblick auf die älteren Menschen sind dies:
„Individuelle Produktivität“. Sie besteht im zielstrebigen Aufrechterhalten der eigenen Unabhängigkeit und Selbständigkeit, in Verantwortung gegenüber sich selbst. Individuelle Produktivität ist ein klarer Beitrag zur Minderung der Belastung der Gesellschaft im Allgemeinen und des näheren Umfeldes im Besonderen.

„Intergenerationelle und intragenerationelle Produktivität“. Sie beinhaltet die inner- und außerfamilialen Austauschbeziehungen zwischen Alten und Jungen sowie innerhalb der Gruppe der Alten. Diese eminent wichtige Unterstützung kann sozialer, materieller, geistiger und emotionaler Art sein und stellt einen unverzichtbaren Stabilitätsfaktor in der praktischen Sozialpolitik dar.

„Umfeldproduktivität“. Sie bezeichnet die freiwilligen, ehrenamtlichen Tätigkeiten, ohne die viele gesellschaftliche Einrichtungen nicht funktionsfähig wären.

„Gesellschaftliche Produktivität“. „Sie bezieht sich auf die Selbstorganisation der Alten und deren politischen und kulturellen Einfluss.“

**Autoproduktivität mit enormem gesellschaftlichen Effekt**

**Heteroproduktivität hat viele Aspekte**

**Das Sozialprodukt des Alters erhöht die Lebensqualität**
Zitat aus Punkt 5.4.3. der Studie: „Das Sozialprodukt der Älteren ist die Gesamtheit aller Tätigkeiten von Menschen jenseits des Erwerbslebens, die sich in Auto- und Heteroproduktivität umsetzen und einen Nutzen stiften, der in die Herstellung,
Bewahrung und Erhöhung von Lebensqualität eingeht. Das Sozialprodukt des Alters ist daher Ausdruck der Leistungskraft der Älteren ..., wobei weiters erläutert wird, dass diese Leistungskraft sowohl aus individuellen Potenzialen der Einzelnen stammt als auch aus sogenannten „Strukturpotenzialen“. Darunter sind Rahmenbedingungen wie Umwelt, Wohnumgebung, Infrastruktur und ähnliches mehr zu verstehen.

**Was ist von einer Kultur zu halten, die Alter als nutzlos ansieht?**


In einer Sichtweise, in der alles, selbst Soziales und Kultur, nur ökonomisch bewertet wird, sind die Alten in einer schlechten Lage, heißt es weiter. Dass die Alten, selbst wenn sie in Pflegebetten liegen, zur Weiterexistenz der Gesellschaft dauernd beitragen, sei eine fremde Vorstellung geworden. Es gehe um die Frage, was die Charakteristik einer Kultur ausmache, die das Alter als nutzlos ansieht. In den letzten 200 Jahren seien in unserer Gesellschaft Tod und Sterben völlig verdrängt worden, heißt es weiter. Zitat: „Dass eine gesamte Kultur die Gedanken an den Tod so sehr verneint, dass auch die Vorstufe dazu, das Alter, nur noch als etwas Furchtbares gesehen wird, das bekämpft werden muss, ist unsere eigene Erfindung.“ Das Alter werde als nicht zum Leben zugehörig betrachtet, zumindest nicht zum jungen, dynamischen und produktiven Leben. Es gelte als unangenehme Zwischenstufe zwischen dem wirklichen Leben und dem nicht Benennbaren, das zuletzt kommt..."
Austrian states as possible. To provide the requisite thrust to new volunteer projects in Upper Austria, an ideas contest “GEMA-Gemeinsam aktiv” (Let’s get active together) was launched in 2008.

People who are no longer in their active working life still have an invaluable potential to offer to our society. Their long years of occupational experience, specialist know-how and, not least, leisure time – these are excellent grounds to offer older persons an attractive way to be active. For many people, the transition to the post-work phase is experienced as a period of crisis, because an individual’s social status and self-value are measured by their gainful employment – only one of many reasons why we need to create new types of occupation which are separate and distinct from gainful employment but which similarly cater to these aspects. And which enable people to include other aspects as well: availability, flexible time planning, having a say and taking on responsibility, and personal preferences. It is these inducements which attract older persons in particular to commit themselves to volunteer activities and which must therefore be given primary attention.

The ULF wants to motivate older persons to contribute their wealth of ideas and experience and make them available for the common good. The object is to create a culture of solidarity and active ageing and to enable older people to participate in social life. The GEMA model projects in Upper Austria in particular offer people retired from active employment opportunities for self-fulfillment and a meaningful life. They are fun and help people to stay active. Thus the “OIDE-project”, which places volunteers in sociopedagogical residential facilities for children and youths, offers older people a chance to pass on their experience and knowledge to the young. The project enables older people to proactively spend time with children, depending on their time resources and with due regard to their other commitments. The object is to overcome obstacles to commitment, such as overtaxing, time pressure, lack of appreciation, wrong expectations – experiences that are typical in working life. The support offered to volunteers is in the form of company, an exchange of experience, responsibility, supervision and further training. For many of the volunteers the experience involves an increase in their competences: learning something new.

Areas of commitment that activate participants should be fun for both parties, should open new experiences and perspectives, because “Being old is great provided you still know what it means to begin anew” (Martin Buber).

Source: www.ulf-ooe.at

**Aspern Vienna’s Urban Lakeside**

The city of Vienna has launched a large-scale 200-hectare urban development project, called “Aspern Vienna’s Urban Lakeside” in the Flugfeld Aspern zone. The aim of the project is to integrate many generations and lifestyles in one spot and to create an active, modern environment for “the full life”, which means reconciling housing and work, city and nature, community and leisure.
Half of the total project area is reserved to public open spaces with roads, squares, green zones and recreational areas, the other half will be used as a business district with science, research and training centres. In the project public spaces are thought to be accessible to the all community. Several issues, such as accessibility for pedestrians, need for social infrastructure, and how park layouts could be improved so that people of all ages could enjoy them (e.g., benches were installed in places indicated by the elderly), are explicitly addressed. Aspern is also a city of short distances, due to the presence of train stations and airports in the nearby. It allows traveling to be reduced to a minimum by the creation of a “local city” in which everybody can access their essential everyday goods and services in the immediate neighbourhood.

Source: [http://www.aspern-seestadt.at](http://www.aspern-seestadt.at)
Belgium
Focal Point:
Dirk Moens
Service Public Federal Securite Sociale
Dirk.moens@minsoc.fed.be

Intergenerational Relationships

Madame, Monsieur,

Nous accusons bonne réception de votre demande de contribution de « bonnes pratiques » pour le groupe de travail sur le Vieillissement au sein de la Commission économique pour l’Europe de l’ONU et nous vous en remercions.

En tant que réseau de l’intergénérationnel en Communauté française de Belgique, nous avons de suite sollicité l’apport de nos membres sur le thème « relations intergénérationnelles ».

Ces derniers ne nous ont pas encore répondu directement.

Cependant, vous trouverez sur www.intergeneration.be, portail de l’intergénérationnel que nous gérons, une liste de nos membres, le descriptif complet de leurs objectifs et missions ainsi qu’un aperçu de leurs nombreuses pratiques d’activités intergénérationnelles.

Nous restons à votre entière disposition pour toutes informations complémentaires.

Vous remerciant d’avance de l’intérêt que vous réserverez à cette initiative, recevez, Madame, Monsieur, l’assurance de nos sentiments les meilleurs.

Bien cordialement,

L’équipe de Courants d’Ages

Courants d’Ages asbl
Réseau de l’Intergénération en Communauté française
rue du Vieux Moulin, 66
1160 Auderghem
Tél: 02/ 660.06.56
info@courantsdages.be

Cher(e)s toutes et tous,
Comme vous le savez, s’est constitué il y a de cela un an un Groupe de travail sur le Vieillissement au sein de la Commission économique pour l’Europe de l’ONU. Notre pays a même accédé à son Bureau.

Sa 1ère réunion s’est tenue à Genève en décembre 2008 et nous avions amèrement regretté à l’époque de :

- n’avoir pas pu apporter de contribution substantielle à la rédaction des documents de travail ;
- n’avoir pu déléguer une représentante, N. Gabet étant tombée malade quelques jours avant son départ pour Genève.

Pour la préparation de la réunion qui se tiendra en 2009, une suite de quiproquos nous a empêchés encore une fois de fournir en début d’année des contributions aux thèmes « Mainstreaming ageing », « Gender equality, work and old age », et « Participation and integration of older persons ». A noter que personne en Belgique n’a fourni la moindre contribution.

Nous avons enfin la possibilité de nous rattraper !

Vous voudrez bien trouver, ci-dessous, une demande de contribution sur les thèmes « Education tout au long de la vie », « Promotion de la santé, prévention des maladies et des accidents » et « Relations intergénérationnelles ». Ces contributions, inventaire récent de « bonnes pratiques » et/ou de dispositions légales innovantes, peuvent être fournies en français. Le format en est assez libre.

D’avance, je vous remercie de la collaboration qu’il vous plaira d’apporter à cet exercice.

Bien cordialement,

Marien FAURE
Service Multilatéral mondial (ONU-Conseil de l’Europe)
WBI
Place Sainctelette,2
1080 Bruxelles (Belgique)
Tél : 00-32-2-421.85.70.
Fax : 00.32-2-421.87.69.
Site : www.wbi.be

Home Sweet Mômes – Intergenerational leisure time in Belgium

It has been observed that the quite often children and elderly are on the same wavelength. They seem to have the same interest in leisure enjoyment, and they seem to be in similar
social situations – both not being economically active and both having either intellectual and/or physical limitations. Due to these similarities, the social workers from “Home Sweet Mômes” organize meetings between elderly and children. On a regular basis, school children as well as even younger children from kindergarten visit the elderly in their homes to spend about two hours with them dedicated to culture, memory games, arts, games and creativity. Moreover, the meetings are accompanied by psychologists whenever necessary and in some activities like creating theatre pieces or visits to museums, also other family members are involved. In this way, an intergenerational link is created which helps to integrate elderly and children better into the society. Through the frequent contact, both groups become familiar with the other’s concerns which help to overcome boundaries between generations and encourage vivid conversation and intergenerational exchange.

Sources: [www.homesweetmomes.be](http://www.homesweetmomes.be)
Bulgaria
Focal Point:
Dimitar Bojilov
Ministry of Labour and Social Policy
Demographic Policy and Equal Opportunities Directorate
dbojilov@mlsp.government.bg

Employment of elderly people

1. In the sphere of the employment of the elderly people and intergenerational relationships:

- National Programme Assistance for Retirement

In order to provide employment to older unemployed persons on the labour market and to support them to become eligible for retirement pension the National Programme Assistance for Retirement has been implemented since 2002. The Programme provided employment to unemployed who lacked up to 5 points in their retirement record in order to have the necessary sum of points for insurance period and age, which will make them eligible for pension according to art. 68, p. 1-3 of the Social Insurance Code. The participants in the programme are hired with labour agreement in full or part-time working time for the period not less than 3 months and not longer than 30 months. The program disposes with funds from the Republican Budget for working salary and insurance. In order to take advantage of the accumulated experience and knowledge there is possibility for persons with high educational status and qualification to be appointed as consultants to their employers. The National Programme Assistance for Retirement contributes to the age diversity preservation in the enterprises that is also a positive effect. The programme helps to preserve the interruption of the relationships between generations and to exchange the gained experience in allowing that persons at pre-retirement age with high education and qualification level can be hired as consultants in support of the employers with their working knowledge and experience.

The Programme is implemented at national level.
Ministry in charge: Ministry of Labour and Social Policy

- In Support of Motherhood National Programme

The Programme facilitate better professional development and return to employment of mothers through hiring unemployed persons to take care of their young children. On the one hand, a better reconciliation of family and professional life of mothers and a smooth transition between the periods of giving birth and work will be achieved, and on the other, new jobs for unemployed persons will be created. In order to achieve better balance between the mother’s working and family responsibilities in October 2008 was effectuated changes in the programme. The access to the programme was extended and
was introduced the opportunity for mothers to hire as baby-sitters retired family members, who would thus receive additional payment over their retirement pensions. The access of retired family members to the programme was regulated with changes in the Law on Employment Promotion.

- **National programme Social services in family environment**
  The programme provides employment in the social services sphere in ensuring opportunity to return in the labour market of the unemployed persons in pre-retirement age. The programme starts in 2009 and for the period January – February 52 % of the engaged persons was over 50 years.

- **Measure for promotion to hiring unemployed persons aged over 50 years.**
  In the Low on employment promotion is regulated a measure for employment of unemployed persons aged over 50 years. For each job created and filled by unemployed persons over 50 years of age, who are hired upon referral by the divisions of the National Employment Agency, the employer shall be provided with sums for labour remunerations from the state budget to the amount of the minimum working wage and the insurances due for the period of twelve months. The employers shall to provide the employment of the persons for the period not less than 24 months.

- **Implementation of the measure for promotion to employers to hire persons who has acquired entitlement to early-retirement occupational pension**
  For each job created and filled by a person between 50 and 64 years of age, who has acquired entitlement to early-retirement occupational pension and who is hired upon referral by the divisions of the National Employment Agency, the employer shall be provided with sums from the state budget to cover the insurance due and sums for professional training. The employers shall to provide the employment for the period not less than 24 month

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**Language courses for adults in Bulgaria**

To account for the language diversity in Europe, especially after EU enlargement in 2004, the European Commission has made it a priority that every adult should be able to communicate in at least one other European language besides his or her mother tongue. To support the process of EU integration, the Bulgarian Government facilitates access to language courses for adults. The focus is on adults, since the majority of them did not have the opportunity to learn a second or third language in school, as is customary nowadays. Thus to encourage mobility of workers and students and to strengthen their competitiveness, Bulgaria is taking diverse measures to increase formal language courses and to find ways to certify non-formal and informal language skills. Bulgarian universities have instituted part-time courses that enable working adults to obtain a Bachelor’s degree in three years or a Master’s in two years in one or more foreign languages. The New Bulgarian University in Sofia has established a Centre for Foreign Languages as part of its Centre for Continuing Education, where foreign languages are taught according to the Council of Europe’s Framework of Reference (levels A1–C2).
Life-long learning and social integration

2. In the sphere of life-long learning of elderly persons

The legislation development has as positive result the improvement of the access to education of the elderly. The elderly persons could participate in different forms of lifelong education: vocational training, key competencies education, workplace training with apprenticeship etc. The professional competencies improvement in compliance with the labour market needs represents an efficient instrument to reduce the risk of unemployment to elderly workforce.

In supporting of unemployed persons with basic and low education and without any qualification since 2008 was implemented a concrete measure to apprenticeship. The employers are provided with sums from the state budget and for insurances due - for the period not less than twelve months. Additional labour funding is provided for the training tutors with relation to their teaching activities. The apprenticeship measure represents an opportunity for aged people with low level education to be employed.

3. In the sphere of social integration of elderly persons

The main emphasis in the implementation of the programmes providing monthly social assistance benefits and targeted benefits for heating refers to assistances targeting to the more vulnerable groups including lonely elderly persons. Thus individual percent of lonely elderly included in the social assistances measures was increased in relation to their wider access.

The Social assistance act and its implementation rules provides social services in the community as follow:

**Personal assistant**

“Personal Assistant” is an individual who looks after a disabled child or an adult on a permanent basis, or after a critically ill person in order to meet his/hers everyday needs. This person shall be a family member. The service was introduced by the legislation in 2003.

**Social Assistant**

“Social Assistant” is an individual who provides a variety of services, aimed at social work and consultations to the service users, and related to meeting the needs for organising one’s spare time and the realization of social contacts. The service was introduced by the legislation in 2003.
Home assistant
“Home assistant” is an individual who provides services at home intended to maintain
good house condition, shopping, food cooking, washing and other relevant activities.

Domestic social patronage
“Domestic social patronage” is a complex of services provided at home and related to
food supplying, hygienic maintenance of the house, assistance in supplying with needed
technical auxiliary means to people with disabilities, everyday services and others.

Social Services Against New Employment – social support to vulnerable groups,
persons
and families (SANE)
The end purpose of the measure is deinstitutionalisation and decentralisation of the
 provision of social services. It is targeted to elderly people and people with disabilities as
well as to unemployed persons who provide the service “Social Assistant” after
completed training. The
measure is implemented at national level by the Ministry of Labour and Social policy
(MLSP).

SANE project was initiated as pilot initiative of MLSP with the assistance of the United
Nations Development Programme (UNDP) and with active participation of the municipal
administration in the pilot municipalities. The project is based on several significant
factors of
the state policy and the social environment:
• Presence of active state policy in the field of social services and the reform
targeted to transition from institutionalised social care to community based social
services;
• Increasing needs and trust regarding the community based social services among
the disadvantaged people; as a result of that increasing requirements of the users
and the engaged
• specialists for improvement of the quality and sustainability of the services;
• Understanding on the necessity for long-term care of the disadvantaged people in
need and for transition from “pilot” social services to services provided in the
frame of long-term national programmes – National Programme “Assistants to
People with Disabilities” (NPAPD) and Operational Programme “Human
Resources Development”(OP “HRD”).

SANE Project is being implemented in the period 2002-2008. Twelve pilot municipalities
were gradually included in its implementation as follows:
• Blagoevgrad, Botevgrad, Etropole and Pravets (since the beginning of 2003)
• Berkovitsa, Biyala Slatina, Vidin and Vratsa (since the beginning of 2004)
• Aytos, Veliko Tarnovo, Gorna Oryahovitsa and Kazanlak (since the second half
of 2004)
In the period 2007-2008 the project included activities for sustainable development of the “Social Assistant” service, training and methodical work with the institutions and providers involved in the service in the country. The specific objectives of the measure are:

- Development and testing of applicable and sustainable model for decentralisation of the social services in Bulgaria via the development of alternative care and community based social services;
- Provision of the community based service “Social Assistant” to disadvantaged people (lonely and sick elderly people, children and adults with permanent disabilities);
- Strengthening the capacity of the municipalities in the country so that they can co-fund, delegate and control the “Social Assistant” service;
- Strengthening the capacity of the providers of social services in the country to provide the “Social Assistant” service;
- Strengthening the capacity of the state institutions for partnership with the municipalities and the social services providers in the process of management, monitoring and assessment of the quality of the “Social Assistant” service.

The objective to develop and test applicable and sustainable model for provision of community based social services is fully accomplished. The model is broadened with additional components regarding the funding of the service, the profile of the provider and other specific conditions of the contexts in which the service is provided. The objective to provide the “Social Assistant” service to disadvantaged persons is accomplished as well. By the end of the project the service is provided under the national programmes NPAPD and OP “HRD” in more than 110 municipalities in the country. A total of 9600 disadvantaged people have access to the service while 3200 people work as social assistants.

The main results accomplished by the implementation of the measure are:

- Developed and tested sustainable model for funding, management and provision of the “Social Assistant” service;
- Developed, approved and published national standards for quality of the provided “Social Assistant” service;
- Social services were provided to 2037 users by 700 trained social assistants in 12 pilot municipalities (by the end of 2007);
- 150 providers of social services with capacity and gained experience to provide the “Social Assistant” service;
- 264 municipalities with strengthened capacity to co-fund, manage and control the “Social Assistant” service;
- 250 social workers and experts, trained in the quality standards of the “Social Assistant” service and in their observance in the process of providing the service;
- 410 providers, registered in the Register of the Agency for Social Assistance (ASA) trained to provide the “Social Assistant” service;
- Over 400 servants of the Social Assistance Directorates (DSA), the regional directorates for social assistance (RDSA), the regional employment services
(RES) and the Labour Offices (LO) trained to work for the provision of the “Social Assistant” service.
Canada
Focal Point:
Anneli Alba
Senior and Pensions Policy Secretariat
anneli.alba@hrsdc-rhdcc.gc.ca

Aboriginal Human Resources Development Strategy (AHRDS)
The goal of the Aboriginal Human Resources Development Strategy (AHRDS) is to expand the employment and reemployment opportunities of Aboriginal people across Canada. Under the Strategy, Aboriginal organizations design and deliver the employment programmes and services best suited to meet the unique needs of their communities. The programme includes many tools for job search preparation for first-time job seekers as well as for persons who wish to re-enter the job market after a period of absence. Additionally, access to job offerings is facilitated and special childcare opportunities are provided. The aim of the childcare component is to support parents who wish to re-enter the job market or attend training courses. Especially women may take advantage of this service, as they often attend retraining courses to better fit in with the demands of the labour market after many years of childbearing and child-rearing.

Czech Republic
Focal point:
Bocková Lenka
Ministry of Labour and Social Affairs
Department for Social Services and Social Inclusion
Lenka.bockova@mpsv.cz

Distress Care Areión
Areión is a complex distance social service provided by Czech NGO Life 90 (Život 90). It helps approx. 1300 elderly and handicapped people cope with a sudden emergency situation caused by injury, deterioration of the health condition, endangering by another person or by social exclusion. Thanks to Areión, clients reach the maximum degree of self-sufficiency which enables them to go on living in their homes.

The household of a client is equipped by a special station device customised according to the client’s needs plus a mobile distress button. In case of an emergency situation, the client activates the mobile button, which sends a signal to the household station. The station directs an emergency call to the operator who communicates with the client via phone. In addition, the operator can consult the database with all data about the client. Having assessed the situation, the operator instructs a rescue service, Police or providers of social and legal services. The household station device further monitors movement of the client. If it does not record any movement during a pre-set period, it automatically calls the operator. In 2005, the project won the Markopoulos Prize of the Ministry of Health of the Czech Republic for extraordinary well-functioning projects addressing needs of seniors and handicapped people.


Better accessibility in Public Transport

Under the Support Programme for the Replacement of Municipal Transport Vehicles and Regular Public Service Vehicles, carriers can apply for a grant towards the acquisition of low floor vehicles or vehicles with built-in facilities to make boarding easier for disabled persons and persons with limited mobility. Every year, the State Fund for Transport Infrastructure (SFTI) prepares ‘Rules for the provision of grants for the implementation of programmes to increase transport safety and access to persons with limited mobility and orientation’. The grants mainly concern road and railway infrastructure. Since 2006, the programme has included support for the acquisition of information systems for the blind and sight-impaired on barrier-free routes set up by municipalities. The accessibility of the railways is enhanced significantly by the replacement of the existing rolling stock, whether in the form of new vehicles or the modernization of existing vehicles. Most of these vehicles are designed as low-floor vehicles, and the state grants more aid for their acquisition as they improve the opportunities for people with reduced mobility and orientation to move around. In keeping with the Czech Republic’s
transport policy, a new programme of support for the replacement of public transport vehicles is being prepared for the 2008-2013 period. The aim of the programme will be to increase the accessibility of public transport for persons with reduced mobility and orientation.


Cultural life of older persons

To promote participation of older persons in cultural life, the National Senior Theatre Festival of the Czech Republic organizes a festival for older persons every two years at different locations throughout the country. The Ministry of Culture offers financial assistance for older persons to promote amateur cinematic activities and traditional folk culture annually.

The National Information and Advice Centre for Culture (NIPOS) has undertaken a survey about the cultural needs of seniors and compared the results with the offered cultural activities. In 2006, the survey aimed at identifying the demand, in the following year it focused on reconciling demand and availability of cultural activities. Currently, in various media programmes especially targeting older people are offered. Based on the Czech Television Act, Czech public television adapts programmes to the special needs of older persons. The majority of its broadcasts must be closed-captioned, open subtitled or translated into sign language for the hearing impaired. Since 2007, distributors of copies with Czech audiovisual work must be adapted to the needs of people with hearing impairments.


Practical courses offered by Diaconia of the Evangelical Church of Czech Brethren

Diaconia of the Evangelical Church of Czech Brethren provides social and medical services to older persons both in Diaconia establishments and at clients’ homes. For example, it runs 8 nursery houses, 5 day establishments, 14 centres of personal assistance and one establishment of palliative care.

As Diaconia considers life-long learning programmes as important, it offers a number of courses focused on care for older people, such as a course on the assistance for immobilized patients, or on the communication with the client’s family. Other modules contain courses on care for handicapped people, and on care for people in difficult life situations etc. In contrast to university or college classes, Diaconia aims at the provision of practical knowledge and skills to its staff as well as to the personnel of other bodies.


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**The Homecoming mobile hospice care**

The home care hospice Cesta domů (Homecoming) provides assistance to families who have decided to care for their dying family member at home. Its personnel includes palliative medical staff, psychotherapists and social workers ready to visit the household anytime according to client’s needs. In case of an emergency, the family can also request a phone consultation with a qualified counsellor. Since its establishment in 2002, the hospice helped more than 600 clients in Prague to spend their last moments in their families.

Simultaneously, the Homecoming Hospice Civic Association aims to contribute to social and legislative changes that would make it possible to extend quality care for dying anywhere in the Czech Republic and give green light to reimbursement of mobile hospices’ services from public health insurance.


**Municipal Centre for Senior Citizens**

Addressing the challenge of population ageing, the Municipality of Prague 8 has transformed two buildings originally serving as day kindergartens into establishments for senior citizens run by a municipal organisation called Centre of Gerontology of Prague 8. Due to the location of buildings in residence zones, as well as their relatively smaller size, seniors are neither isolated nor separated from their natural social environment.

Thanks to this policy, the Centre of Gerontology could open a new 32-bed unit providing senior patients with care and physiotherapy after complicated surgeries or injuries. In fact, the unit constitutes a bridge between hospital and home care. Second unit, located also in a former kindergarden, of the Centre focuses on after-treatment-care for patients suffering from dementia. Besides it, the Centre of Gerontology runs also a day care unit for older persons with dementia.

**Denmark**

**The Reserve Grandparent Scheme**

Since parents in Denmark can only take one paid day off work when their child falls ill, the ‘Reserve Grandparent Scheme’ was created: retired older people can act as substitute grandparents and take care of sick children while the parents go back to work.

In total the Danish Ministry of Social Welfare allocated 650,000 Euros (State budget 2008) for financial support. Both local municipalities and NGOs can apply for funding. ‘Reserve Grandparent Scheme’ initiatives are supported in seven locations across Denmark. Four projects are run by local municipalities and three projects by NGOs. One of these, in the municipality of Gladsaxe, is managed by the local non-profit association “Gladsaxe Reserve Grandparents”. The association recruits grandparents by advertising in local newspapers and distributing folders to organisations for elderly people and public institutions such as childcare institutions, doctors and libraries.

To be selected as reserve grandparents, volunteers must meet strict selection criteria. Reserve grandparents are typically: retired, 60 or more years old, in good physical condition and live in the same neighbourhood as the families for whom they offer their service. They undergo a check of their physical condition and criminal record; the association staff, prior to selection, makes a home visit. Volunteers are also required to pass training courses in first aid and childhood illnesses. The scheme believes firmly in respecting the volunteers’ schedules: grandparents only volunteer on the days on which they can guarantee their availability.

The grandparents receive a small monetary token from parents (€4.25 per hour, tax free).


Municipal childcare in Finland

Every child under school age has the right to municipal daycare once the parental allowance period of the mother or father ends, regardless of the income level of the parents or whether the parents are employed. The municipality must offer daycare in the child’s mother tongue if it is one of the official languages of Finland, i.e. Finnish, Swedish or Sámi. Daycare personnel also support development of the language and culture of Roma and immigrant children. At a daycare centre, there may be four children under three per nursery nurse or kindergarten teacher, or seven children over the age of three. Most of the children in daycare are in full-daycare, but part-time care is also provided. Municipal authorities also operate 24-hour daycare centres for the children of parents who do shift work. Children in day care are given adequate and healthy meals during the day. Daycare staff is required to have at least a secondary-level qualification in the social and health care sector. In a daycare centre, one in three pedagogic staff members must have a post-secondary qualification. The qualification for a kindergarten teacher is now a university degree. Municipalities charge a fee for daycare on a percentage basis, according to the size and income of the family. This fee is a maximum of 233 euros per month for the first child, a maximum of 210 euros per month for the second child and a maximum of 46.60 euros per month for each subsequent child. The lowest-income families are wholly exempt from these fees. Client fees cover about 15% of the overall costs of daycare.


Ageing report

Preparation for ageing has been a key policy issue in Finland for years. One example of this is that in 2004, the Finnish Government submitted to the Finnish Parliament a report on the future concerning demographic trends, population policy and preparation for ageing. The report, entitled ‘Finland for people of all ages’ defined the objectives of a broad-based ageing policy, including a follow-up obligation saying: “a broader
assessment of the population ageing trend and its impacts, and the related preparations, should be made regularly in the future, using updated information on population trends”.

The first broad follow-up, Ageing Report, was released in 2010. Its objective is to assess the adequacy of policy measures and discuss their development needs and potentials. Although its focus is on the sustainability of public finances, the report also emphasises social and political sustainability. One conclusion of the Report is that no intergenerational conflict concerning social protection is evident in Finland.

The Ageing Report suggests that social sustainability should be evaluated in parallel with fiscal sustainability. Established calculation methods exist for the evaluation of the sustainability of public finances. However, the kind of security that the public sector would be able to offer to citizens in various situations and, particularly, the way in which this might be expected to evolve in the future, is subject to unsystematic evaluations.

In assessing various policy options to improve the fiscal sustainability, it is, however, important to understand also the implications of various policies for income distribution, poverty and the poor availability of services. The Finnish Government has decided to draw up a social sustainability report, using the same basic assumptions as those used in the evaluation of the sustainability of public finances. The Ageing Report suggests that such a forward-looking assessment should be drawn up once each parliamentary term. The discussion on population ageing usually focuses heavily on fiscal sustainability. The Ageing Report stresses that, alongside with fiscal sustainability, the sustainability of a welfare society depends on social and political sustainability and they should be regularly evaluated as well. This would enable the political process to take a simultaneous stand on both the level of welfare promises and their financing, based on thorough and forward-looking preparations.

"Finland for People of all Ages" was published in 2004 and its follow-up report "Ageing Report" in 2009.


**Finnish Policies to Reinforce the Employment Rate and Employability of Older Workers**

Extending working life is one of the main strategic lines of Finnish policies. Finland has given a high priority to a number of legislative reforms and programmes to improve ageing workers’ possibilities to stay on at work and to increase the attraction of working life.

At the end of the '90s, the Finnish Government, in cooperation with social partners, launched the Finnish National Programme on Ageing Workers (FINPAW). Its objective was to improve the working ability of ageing workers and to promote more favourable attitudes towards ageing employees, recognising that older workers form an essential resource for the competitiveness of the economy. The programme comprised some 40
measures, targeting the general public, employers and employees. The programme was awarded the Carl Bertelsmann Prize in 2006.

This Programme and many parallel working life programmes prepared the ground for a complete reform of the earnings-related pension system, which came into effect at the beginning of 2005. Its main aim is to delay the age of retirement and adjust the pension system to the rise in the average life span. The measures are simultaneously punitive, incentive and long term. Also the pension reform was successfully implemented in cooperation with the social partners. There was commitment to it by all the parties involved, so Finland was able to carry it out without any major disputes. The present Government continues the process of active ageing strategies. The Government has appointed six working groups which, in cooperation with the social partners, are looking for new solutions in order to prolong the working careers, with special emphasis on the measures concerning occupational health services and rehabilitation services in order to promote the wellbeing of employees and facilitate longer working careers.

In the mid-1990s, labour force participation of older workers in Finland was low, at around 40-45%. Finland is one of the first countries to have to deal with the ageing of its population. The number of working age people has already begun to decrease which puts the public financing to a hard test. Therefore, Finland has invested in active ageing for a long time now. The comprehensive active ageing strategy has contributed to the fact that the rate of employment for older workers (aged 55-64) in Finland has risen faster than in any other EU country in recent years, by almost 20 percentage points, and the average effective retirement age has been substantially postponed. In particular, the rise in the employment rate among employees aged 58-63 has been more than two times higher than that of prime age employees.

Finland sees active ageing strategies as a continuous process that consists of a variety of reforms and measures. The Finnish National Programme on Ageing Workers ran from 1998 to 2002. A major reform of the pension system was implemented in 2005. At the present, there are many working groups looking for ways to continue active ageing policies.


**National Framework for High-Quality Services for Older People**

The framework outlines strategies for raising the quality of services for older people in three dimensions: 1) promoting health and welfare and the related service structure (in this section the community care is high-lighted), 2) staffing and management, 3) living and care environments.

Modifying the service structure in line with the targets by increasing services that help older people to continue living at home while reducing institutional care will eventually
restrain rising health and welfare service costs. The Framework defines good home care to be proactive. It is based on a comprehensive assessment of the client’s functional capacity and reacts rapidly to changes in their health and capabilities. Good home care promotes rehabilitation and responds to the client’s physical, cognitive, mental and social rehabilitation needs. A ‘rehabilitative approach’ means encouraging and helping clients to use their remaining personal resources in their everyday life. Rehabilitation helping older people to live at home emphasizes community and outpatient services such as forms of rehabilitation that can be given at home.

The aim is for home care clients to have access to 24-hour service, provided by evening and night patrols. Clients’ and families’ sense of security can be strengthened and continuity of home care boosted by appointing a responsible person or unit that can be contacted around the clock as necessary. Home and family care can also be supported by arranging rehabilitative activities during the day and short-term 24-hour care to maintain clients’ functional capacity and allow the carer some respite. Broader adoption of services supporting the discharge from hospital, such as discharge teams formed jointly by various sectors, is also to be recommended if a hospitalized client is to have a real chance of subsequently successfully settling back home. The quality and effectiveness of services should be ensured by appointing a responsible person or persons as home care coordinators and ensuring them consultation opportunities drawing on adequate expertise in gerontological nursing and social work, and in geriatrics.

According to the framework long-term care must be arranged to meet clients’ own wishes at home or in a homely environment, such as sheltered housing units with 24-hour assistance. Another aim is to create a new form of care to replace the traditional residential home and long-term institutional care in municipal health centre hospitals; this will offer rehabilitative long-term care to meet clients’ needs, in which staff are on hand round the clock and a physician is readily available.

In order to reach the goals set the Ministry of Social Affairs and Health has set up a Working Group to draft proposals for reforming LTC + draw up an implementation plan. In addition, the working group evaluates the needs for changes in legislation. The first framework was launched in 2001. The renewed framework was published in 2008. The framework provided monitoring indicators to be used to obtain regular information on progress made in key areas. This is a continuously ongoing process.

As the framework is implemented, the targets it sets for service structure changes will help to restrain rising health and welfare costs. If no such changes are made in service structures and operations, it will be difficult to hold down costs in a situation in which the population’s age structure is changing rapidly and the need for services is growing all the time. The most important is, however, the impact on older persons: promotion of health and welfare, narrowing differences in health and welfare, and raising the quality and effectiveness of services provided.

France
Focal Point:
Geneviève Zdrojewski
Ministère du travail, de la solidarité et de la fonction publique
genevieve.zdrojewski@social.gouv.fr

“Bien vieillir”: avenues towards good ageing in France
An important area of mainstreaming is development of national plans and policy frameworks. The French Plan Bien Vieillir (Good Ageing) for 2007-2009 is one such case. Adopted jointly by several ministries, the Plan pursues a holistic approach on good ageing while at the same time focusing on certain priority areas. It promotes healthy living and advocates prevention, seeks to improve the environment and quality of life for older persons (incl. infrastructure, technical aids, city development), advocates older persons’ participation in social and cultural live and promotes intergenerational solidarity.

In the field of health, the Plan suggests activities for preventing accidents in daily life, dealing with hearing and visual disability, cancer or dental problems. Furthermore, it foresees a comprehensive campaign to communicate incentives for older persons to adopt habits that consciously take into account a healthy diet, physical activity, healthy sleeping, good use of medicine and the general frame of mind. To promote older persons’ integration in social life, the event Semaine Bleue (Blue Week) sensitizes the public to the contribution of older persons to economic, social and cultural life. The Plan suggests intergenerational living arrangements to improve older persons’ quality of life and promote intergenerational solidarity. Research and innovation are encouraged by offering research grants for innovative ideas of how to achieve good ageing. The Plan also foresees experimental activities in providing special living arrangements for ageing homeless people and older migrants. Finally, the Plan makes special provisions regarding the role of the local level and takes into account the international dimension through participation in EU level projects on ageing.


Le plan Alzheimer 2008-2012: France

In order to improve the quality of life for Alzheimer patients and their carers, the French Ministry of Work. Social Relations, Family, Solidarity and Ville launched the plan Alzheimer 2008-2012. The plan envisions the creation of centres ‘Maisons pour l’autonomie et l’intégration des malades Alzheimer’ to inform the concerned persons and their relatives about the mental disease and to coordinate the further steps to be taken. The plan furthermore outlines the importance of an adequate treatment of the disease, as care should be adjusted to the specific needs. Therefore two different types are offered
according to the Alzheimer severity. Patients with a moderate degree of Alzheimer can take part in social and therapeutical activities in a protected environment, but live otherwise in their regular home. For residents with severe behavioural disorders small units are built allowing night and day care, where the patients live and spend their time.


**Le PariSolidaire**

The association “Le PariSolidaire” is active since April 2004. It serves as a meeting point between seniors living alone, with a vacant room at their quarters and in search of company and/or extra income, and students looking for affordable housing in Paris or other French towns. The mission of the association is to bridge different generations by offering a service where the meeting of complementary needs may be an occasion for the creation of social benefits: a break-down of loneliness among elderly and isolated persons, an increase of security of seniors, an integration of the pension for the retirees, and the provision of cheap housing for the younger. The latter is offered for the entire duration of the academic year and the economic return is agreed in a spirit of solidarity exchange in terms of the social services the student is willing to provide: the more is the amount of time spent by the student in attendance and care services, the lower is the economic contribution, down to the limit where no money is owed. Once the potential profiles of the two parties match, the association arranges a meeting at the senior’s home for the young selected, without any intermediate advisor being present. When both are satisfied, the association writes down a deal to establish rules of conduct and list the various proposed arrangements between the parties; moreover, the two contractors are asked to sign a chart of friendliness as well as an occupancy agreement. The activity of the Association is not limited to the signature of the agreement, but it protracts throughout the duration of the contract.


**Lire et faire lire: reading programme**

Lire et faire lire (Read and let read) is a programme designed to spread the pleasure of reading as well as intergenerational solidarity, and is aimed at children in primary schools and in other educational structures (recreational centers, day-nurseries, libraries).

The programme, founded in 1999 and promoted by the national association of the same name, was inspired by a similar activity that has been organised in Brest since 1985. The
departments of Lire et faire lire are organised by coordinators of two national associative networks: Ligue de l’Enseignement and UNAF (Union Nationale des Associations Familiales). A large committee of writers has supported Lire et faire lire since its creation.

Upon request from directors of educational institutions, volunteers older than 50 years offer part of their free time to children to spur their taste for reading and promote their interest in literature. Out-loud reading sessions are organised in small groups, once or twice per week. The volunteers, after a month of trial, commit until the end of the scholastic year. In 2008-2009, 5,530 educational institutions welcomed 11,901 senior volunteers interacting with more than 250,000 children. Lire et faire lire was also launched in Switzerland in 2001 and in Quebec in 2002.

Germany
Focal Point:
Dorika Seib
Federal Ministry for Family Affairs, Senior Citizens, Women and Youth
Department of Senior Citizens, Unit 301 - General and International Affairs
dorika.seib@bmfsfj.bund.de

German Centre of Gerontology
The German Centre of Gerontology was established in 1973 with a mandate to collect, expand and disseminate information about the living situations and needs of ageing and older persons. The centre has a bibliographic database, GeroLit, which has been available to the public via the German Institute for Medical Documentation and Information (DIMDI) since 1995. The Centre houses the largest social gerontology library in Western Europe and a statistics database. A combination of applied research and documentation enables it to fulfill its political advisory role as well as that of an educational institution. The Coordinating Office for Nursing Care (Leitstelle Altenpflege) is also part of the German Centre for Gerontology. It serves to implement the Charter of Rights for People in Need of Nursing Care and Assistance and to facilitate exchange between professionals on questions relating to nursing care and quality management in institutions. The German Centre of Gerontology is located in Berlin and is financed by the Federal Ministry of Family Affairs, Senior Citizens, Women and Youth.

Source: Information provided by the German Federal Ministry Federal Ministry of Family Affairs, Senior Citizens, Women and Youth, personal communication June 2009.

Beschreibung des Aktionsprogramms SiliA sowie die Broschüren mit Links und als pdf

Aktionsprogramm „Sicher leben im Alter“ (SiliA)
Trotz einer objektiv wie subjektiv guten Sicherheitslage im höheren Lebensalter wurden in einer Studie unter Federführung der deutschen Hochschule der Polizei ("Kriminalitäts- und Gewalterfahrungen im Leben älterer Menschen") Bereiche spezifischer Gefährdung älterer Menschen identifiziert; Handlungsbedarf ergibt sich aus mit Hochaltrigkeit und Pflegebedürftigkeit verknüpften Verletzbarkeiten und Abhängigkeiten, günstigen Verdeckungs- und geringen Entdeckungsmöglichkeiten in bestimmten Deliktsfeldern sowie der vielfach unzureichenden Ausrichtung von Hilfeangeboten auf ältere Opfer: SiliA hat dementsprechend die folgenden 4 Module:

□ Maßnahmen zur Prävention spezifischer Formen von Eigentums- und Vermögensdelikten, bei denen Hochaltrige von den Tätern gezielt als Opfer ausgewählt werden,
□ Maßnahmen zur Gewaltprävention durch Optimierung der Todesursachenfeststellung sowie durch Verbesserung der Früherkennungschancen in Bezug auf Tötungsdelikte an hochaltrigen und pflegebedürftigen Menschen,
Maßnahmen zur Prävention von Gewalt in Partnerschaften älterer Menschen sowie zur Intervention bei einschlägigen Fällen sowie Präventions- und Interventionsmaßnahmen im Hinblick auf das Problem der Misshandlung und Vernachlässigung älterer Menschen in der häuslichen Pflege.

Hier nochmal folgende Fundstellen und pdf-Dokumente für die Langfassung und die Kurzfassung der Studie "Kriminalitäts- und Gewalterfahrung im Leben alter Menschen”:

Langfassung der Studie "Kriminalitäts- und Gewalterfahrung im Leben alter Menschen" (650 Seiten) - sie erscheint demnächst auch in gedruckter Form im Verlag für Polizeiwissenschaft, Eschersheimer Landstr. 508, 60433 Frankfurt. Preis noch nicht bekannt:


Kurzfassung der Studie "Kriminalitäts- und Gewalterfahrung im Leben alter Menschen" (41 Seiten):

http://www.bmfsfj.de/bmfsfj/generator/RedaktionBMFSFJ/Broschuerenstelle/Pdf-Anlagen/Kriminalit_C3_A4ts-und-Gewalterfahrungen-_C3_84lterer.property=pdf,bereich=bmfsfj,sprache=de,rwb=true.pdf

Weiterhin die Broschüre "Rate mal, wer dran ist?", die ein erstes Arbeitsergebnis aus Modul 1 von SiliA darstellt. Zurzeit wird noch eine Handreichung zur Vermeidung von Vollmachtsmissbrauch erarbeitet


**Kriminalität und Gewalt im Leben älterer Menschen**

Studie: "Kriminalität und Gewalt im Leben älterer Menschen"
Laufzeit: 01.01.2004 - 30.06.2008

Study about crime and violence in the life of older persons

Up to now, little was known of violence and crime experienced by older persons. The German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth has analyzed these issues and published a study entitled “Crime and violence in the life of older persons”. This study confirmed that people aged 60 and over have a lower probability of becoming crime victims compared to younger people. Women who live alone have a particularly low probability. The key finding to address such concerns is that the various responsible bodies, such as police, state institutions, NGOs and other social organizations, must strengthen their efforts to protect these vulnerable members of society.

In addition, the study examined home care settings, the daily environment of older persons and the way this contributed to their exposure to crime. This led to a joint action programme “Live safely in old age” published by several responsible committees and funded by the German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth.

This action programme focuses on four key areas: (1) protection of older persons from larceny and fraud, (2) prevention from and intervention in the case of neglect, mistreatment and abuse, (3) prevention of violence among couples and (4) unveiling and preventing suspected homicide of older persons and persons with care needs.


3. Welle des Alterssurveys in Deutschland
Titel des Projektes:
Altersurvey

Beginn und Ende:
Dritte Welle 01.04.2007 - 31.12.2010

Zielsetzung und kurze Inhaltsbeschreibung:
Mit der dritten Welle des Alterssurveys sollen sowohl die bisherigen Untersuchungen (Beschreibung und Analyse der Lebenssituation der Menschen in der zweiten Lebenshälfte) fortgeschrieben als auch neue gesellschaftliche und wissenschaftliche Fragestellungen aufgegriffen und integriert werden. Das Zeitfenster für die Beobachtung individueller Verläufe soll auf bis zu 12 Lebensjahre ausgedehnt werden.

Angaben zum Status der Umsetzung:
in Bearbeitung

-mögliche Erfolgsbestätigung:
ein wissenschaftlicher Beirat berät und begleitet das Projekt

Link zur Website oder Kontakt zur Ermittlung weiterer Informationen:
http://www.dza.de/nn_11958/DE/Forschung/forschung__node.html?__nnn=true

German incentives to improve the reconciliation of work and family in companies: “Audit Beruf und Familie” (“Audit Work and Family”)

The German government has developed many strategies to create incentives for companies and enterprises to improve the harmonization of work and family. One such programme is the management instrument “Audit Beruf und Familie” – “Audit Work and Family”.

Initiated and developed by one of Germany’s major foundations, the Hertie Foundation, this audit is based on a holistic approach to family-friendly personnel policies. The audit
provides consultancy regarding individual solutions for companies and enterprises, and its supports and monitors the implementation processes. Benchmarks are for example good dialogues between management and staff, the entitlement of family-friendly measures and a family-friendly corporate culture. Companies and enterprises are encouraged by the German government with the provisions of funds for the audit’s competition. Furthermore, all federal ministries try to get certified according to the audit’s benchmarks as family-friendly employers by the end of 2009.


Jetzt mitmachen und bewerben! - Internationaler Arbeitgeberpreis der AARP für alternsgerechte Personalpolitik 2010


Auch 2010 vergibt die amerikanische Seniorenorganisation AARP, mit 40 Mio. Einzelmitgliedern der größte Seniorenverband der Welt, wieder den internationalen Arbeitgeberpreis für alternsgerechte Personalpolitik („International innovative Employer Award“). Mit der Auszeichnung würdigt die AARP insgesamt zehn Unternehmen, die wegweisende Maßnahmen zur Integration älterer Beschäftigte umsetzen und sich auf beispielhafte Weise den Herausforderungen des demografischen Wandels stellen.


Bewerben können sich Unternehmen, Behörden und Organisationen, die ihren Hauptsitz nicht in den USA haben und innovative Lösungen in einem oder mehreren dieser Bereiche umgesetzt haben:

- lebenslanges Lernen
- Gesundheitsförderung
- Vereinbarkeit von Beruf und Familie / flexible Arbeitszeitmodelle
• Personalgewinnung
• Diversity (Vielfalt)

Die Bewerbungsfrist endet am 24. April 2010!

Die BAGSO und das ddn unterstützen den Wettbewerb, das Institut für Gerontologie an der TU Dortmund steht Bewerbern und Interessierten bei Fragen rund um den Arbeitgeberpreis beratend zur Seite. Ansprechpartnerin ist Dr. Carolin Eitner
Institut für Gerontologie an der Technischen Universität Dortmund
Evinger Platz 13, 44339 Dortmund
Tel. 02 31 / 72 84 88 – 20, E-Mail: eitner@post.uni-dortmund.de
www.ffg.uni-dortmund.de
Weiterführende Informationen:
Zur Informationsbroschüre des AARP Arbeitgeberpreises 2010 (auf Deutsch)
http://www.ffg.uni-dortmund.de/medien/publikationen/AARP_Flyer_2010.pdf
Direkt zur Online-Bewerbung auf den Seiten der AARP:
www.aarpinternational.org/2010employeraward
Hier können Sie sich den Bewerbungsbogen im PDF-Format herunterladen:
www.aarpinternational.org/usr_doc/InnovationAwardApplication2010.pdf

Institut für Gerontologie an der Technischen Universität Dortmund

Bundesarbeitsgemeinschaft der Senioren-Organisationen e.V. (BAGSO)

Das Demographie Netzwerk e.V (ddn)

AARP

Perspective Vocational Qualification – An initiative to promote the education of less-qualified young adults in Germany
In 2008, the German Ministry for Education and Research adopted the programme, Career Advancement through Education. In this framework, the programme Perspective Vocational Qualification (Perspektive Berufsabschluss) focuses on bringing teenagers and young adults into apprenticeships and promoting vocational training as well as retraining. The initiative’s main goal is to promote better and broader basic education for everyone, by providing equal opportunities regardless of a person’s social background. The German Government’s aim is to increase the number of people who attain a school completion certificate, so as to enhance their prospects in the job market and/ or of receiving an apprenticeship.

Perspective Vocational Qualification is divided into two initiatives. The first concerns improved networking, to exploit unused capacity in a supraregional context in terms of apprenticeship, training and retraining positions. The second focuses on training opportunities for less-qualified young adults. To augment their education, employers need to be encouraged to invest in training. It is recommended that training and retraining programmes be restructured in a modular way. Employers may send employees to very specific courses that imply quick results and less cost, but also efficient learning and certification for the employees that will enhance their future prospects in the job market.


Beziehungen zwischen den Generationen

Demenz ist eine Krankheit einer Gesellschaft des langen Lebens, sie tritt verstärkt in den späteren Lebensjahren auf. Das Bundesministerium für Familie, Senioren, Frauen und Jugend will mit einer nachhaltig wirkenden Strategie dazu beitragen, generationenübergreifend Berührungsängste im Umgang mit Demenz abzubauen, Demenz gesellschaftsfähig zu machen, die Demenzkranken so lange es geht in der Mitte der Gesellschaft zu lassen und so die Lebensqualität Betroffener zu verbessern. Dazu tragen die beiden Projekte bei:


Flagship project dementia

A special focus in long-term is set on long-term care of dementia patients by the German Federal Ministry of Health. In order to further improve the quality of the life for people with dementia, the state-funded programme aims to identify the already existing structures and possibility of care, to overcome deficits concerning the implementation of medical and health care of dementia patients and to achieve a specific qualification for people involved with the care of dementia patients. For that reason, a survey, an expert meeting and a session with involved institutions, lobby groups, NGOs, federal and state ministries were organised. Particular attention is given to the promotion of good practice examples, for which financial support was suggested. 29 projects of four different focal points were selected.

One of the chosen projects concerns the “care of dementia patients in nursing homes” (Interdisziplinäre Implementierung von Qualitätsinstrumenten zur Versorgung von Menschen mit Demenz in Altersheimen). Both groups are given the training with the same approach towards dementia. For instance, Care personal receive a particular training for the better understanding and dealing with the behaviour of dementia patients, they learn to refer back to general practioners. After the separate trainings both professions were brought together and in joint discussions the case studies concerning dementia. These measures foster the cooperation and communication between the care personal and general practioners leading to better quality of care. The whole project is evaluated by a longitudinal survey. A comparison of the status quo and afterwards with regards to certain criteria will be undertaken.


Hilfen für Demenzkranke


Immer mehr Demenzkranke leben allein und können nicht auf Unterstützung aus der Familie zurückgreifen. Sie sind auf sich selbst angewiesen und fallen ihrer Umgebung erst auf, wenn grobe Defizite Eingreifen von außen erforderlich macht.
Ziel des Projekts ist es, Menschen im Lebensumfeld für die schwierige Lebenssituation allein lebender Demenzkranker zu sensibilisieren. Zugleich sollen Bedingungen formuliert werden, die es den Menschen mit Demenz ermöglichen, möglichst lange die Wohnform zu wählen, in der sie sich wohl fühlen:


### 2. Alzheimer Telefon der Deutschen Alzheimer Gesellschaft


Folgende Entwicklungen sind registriert:
- der Zugang erfolgt mit steigendem Anteil über das Internet
- die Anzahl jüngerer Erkranker nimmt zu, passende Angebote fehlen
- die Beratungsinhalte werden zunehmend komplexer
- die Gesprächsdauer ist sehr variabel

Zugenommen haben längere Begleitungen am Telefon (15-20 Angehörige) und sehr differenzierte Fragestellungen. Über 8% riefen zum wiederholten Mal an.

Die wichtigsten Themen sind konstant:
- Schwierigkeiten im Umgang mit den Erkrankten
- ärztliche Versorgung
- besondere Belastung für die Angehörigen (hat an Bedeutung zugenommen).

Internetadresse: [www.alzheimer-telefon.de](http://www.alzheimer-telefon.de)
Suizidprävention: Broschüre „Wenn das Altwerden zur Last wird“

Seit November 2002 wird auf Veranlassung der WHO ein Nationales Suizidpräventionsprogramm für Deutschland erarbeitet.


Internetadresse: www.bmfsfj.de

Media competency of older persons in Germany

Making better and wider use of the experience and knowledge of older persons in Germany and spreading the awareness about their potentials are the main goals of the initiative “Erfahrung ist Zukunft”, which has been launched by the German Government in 2006. The initiative is supported by several governmental departments such as the Ministry for Family Affairs, Senior Citizens, Women and Youth. As we are living in a society of longevity and on the background of demographic change, it is important to create more opportunities for older persons to share their competencies with younger generations. But it is also necessary to acquire new competences. On this account “Erfahrung ist Zukunft” enables older persons to use modern technologies and informs about available opportunities to do so.

This initiative includes various aspects such as lifelong learning, employability of older persons, business start-up opportunities, volunteering, and health promotion. In the area of lifelong learning, as one of the main elements within this initiative, the German Government focuses on the media competency of older persons and university courses for senior citizens. Media competency is in particular developed through various national and local projects. For example, several projects focus on delivering information about the use of the internet and opportunities that the internet offers for older persons, such as on-line shopping, on-line banking, and information about health issues. Other projects are concerned with “e-learning”, where older persons learn how to handle the computer and the application of various software to enhance their knowledge in their field of interest. New IT-projects for the generation 50 plus will start in 2010 in order to diminish the “digital gap” in society between younger and older generations.
**Mainstreaming Ageing**


Source: Communication with Dorika Seib. German Federal Ministry for Family, Senior Citizens, Women and Youth. 2009

**Multi-generation houses in Germany**

In Germany, the action program “Multi-Generation Houses” of the Federal Ministry of Family Affairs, Senior Citizens, Women and Youth supports community centres where different generations meet, interact and support each other. The centres offer inexpensive services and support in daily activities, for example shopping and cleaning assistance for older persons, food or care services. These services are heavily based on volunteers who work side by side with professional staff. Older persons offer their services to families, children and adolescents and get involved in an educational, recreational and professional knowledge transfer. Multi-generation houses provide concrete, practical childcare assistance, help parents gain training competence, and provide opportunities for at-risk families. At the same time, they create positive conditions for the successful professional development of disadvantaged children and adolescents, for example, those with a migration background, by promoting language skills and educational counselling. Furthermore, qualification measures are offered that facilitate the entry or re-entry into the workforce of mothers and fathers ending the parenting period and of immigrants, disadvantaged adolescents and older workers. The programme is continuously monitored by a service agency that works to develop these facilities into information and service platforms. So far, 500 multi-generation houses have been established.
Statutory Pension Insurance. Child-raising periods and upgrading of pension expectancies accrued during the parental period

Mothers or fathers born from 1921 onwards in the old Federal Laender, and from 1927 onwards in the new Laender, have their child-raising periods credited as periods of mandatory contribution to the statutory pension insurance, which either makes them qualify for or increases their pensions.

These child-raising periods are credited (additively) in addition to already existing simultaneously running, contribution periods (e.g. on account of gainful employment) – up to an annually adjusted ceiling which applies to the entire statutory pension insurance.

In order to cushion the impact of low incomes subsequent to the three-year child-raising period, the accrued pension rights of persons bringing up children who, while gainfully employed during the first ten years of the child’s life (parental period), earn a below average salary, because they work part-time, owing to their child-raising tasks, are upgraded for the purpose of the pension calculation.

From the child’s forth year of life onwards, the pension contributions of these child-raisers are upgraded by 50% to a maximum of 100% of the average income. Consequently, child-raisers with an income amounting to two-thirds of the average earnings acquire the same pension claims as average-income earners. Child-raisers with two or more children under 10 years always receive the maximum benefit, irrespective of whether and the extent to they are gainfully employed.

Since 2002, child-raising tasks are also reflected in the extra allowance added to the child-raiser receives.

Source: www.deutsche-rentenversicherung-bund.de

Support Programme for Dementia Patients who are living alone


The number of elderly suffering from dementia and at same time living alone is constantly rising. Despite their illness, also their life expectancy is increasing and many patients wish to go on living at home in their habitual environment as long as possible. However, as the disease evolves, many everyday tasks become challenging and even dangerous.
The first phase of the German government’s programme to support single dementia persons in their communities consisted of surveys done among Alzheimer patients. The undertaken surveys have shown that many of the ill persons wish for more understanding in their environment. Many people do not know how to deal with dementia patients with which they may be confronted in their everyday lives. At the same time patients may not feel supported which makes it difficult for them to continue to live alone.

To take these survey results into account and to improve the situation of single Alzheimer patients, the German government is advancing prevention and education measures to better inform people about the disease. Especially policemen, fire fighters, bank, post and public transportation employees are in the focus as they often, even unaware, get in touch with dement persons. Education programmes are offered to them and best practice manuals are distributed in various institutions to inform the community about dementia.


**Consumer Policy for Older Persons**

Consumer policy targeting older persons provides an opportunity (a) to eliminate information deficits, (b) to take into account the vulnerability of many older consumers, (c) to improve their status as informed consumers with respect to goods and services markets, (d) to inform older persons of their rights vis-à-vis providers of goods and services, and (e) to enhance their ability to enforce their rights.

The Federal Government of Germany has supported a project entitled “Target-Group Orientated Consumer Work for and with Senior Citizens”, carried out under the auspices of the consumer protection centres of the States of North Rhine-Westphalia (NRW), Brandenburg, and Rhineland-Palatinate in collaboration with the German National Association of Senior Citizens’ Organizations (BAGSO). Problems that older persons face as consumers and issues of particular interest to them were examined in consumer conferences, with their active participation.

BAGSO has set up a consumer forum on its website, through which it collects exploratory, Internet-assisted survey data regarding consumer problems affecting older persons.

The German National Association of Senior Citizen’s Organizations

The German National Association of Senior Citizen’s Organizations (BAGSO) is an umbrella organization that currently includes close to 90 nationally active member associations and represents more than 12 million older persons. It conceives of itself as a lobby group for older generations, advocating their interests to political decisionmakers, providing advice and improving work relating to issues affecting older persons at all levels. BAGSO has organized the German Senior Citizens’ Congress since 1987, as well as numerous other conferences and workshops on topics of age and ageing. BAGSO awards a “Senior Living and Housing” seal of approval. The Association regularly publishes a members’ magazine as well as books and brochures on various topics. BAGSO was established in 1989. Its board of directors, its national office, the European office in Brussels and specific committees ensure the continuous coordination of issues of common concern. The Association was granted advisory status with the Economic and Social Council of the United Nations in 1998.

Source: Information provided by the Federal Ministry Federal Ministry of Family Affairs, Senior Citizens, Women and Youth, Germany; www.bagso.de.

Lebenslanges Lernen

Das BMFSFJ plant ab 2010 einen ressortübergreifenden Handlungsschwerpunkt „Bildung für Ältere“, in dem das Leitmotiv des Lebenslangen Lernens eine zentrale Rolle spielt. Er wird realisiert in Kooperation mit weiteren Bundesministerien, mit Forschungseinrichtungen, mit Bildungsanbietern (öffentlichen, freien, kirchlichen), mit Wirtschaftsunternehmen und großen Stiftungen.

Zum Konzept gehört die Förderung von Lebenslangem Lernen auf verschiedenen, lebensphasenspezifischen Ebenen:

- **Berufliche, nichtberufliche und nachberufliche Bildung** in Übergangs- und Umbruchphasen
- Qualifizierung für das Zivilengagement
- **Bildungsarbeit mit Hochaltrigen**/Hilfe zur Selbsthilfe/Prävention/Gesundheitsförderung
- Vermittlung und Ausbau von IT-Kompetenz bei Älteren.

**Lifelong Learning in Germany**

In 2010 the German Federal Ministry for Families, Senior Citizens, Women and Youth will launch an inter-disciplinary strategy on “Education for Older Person”, with a particular emphasis on lifelong learning. This approach will be brought into action with several federal ministries, research institutes, public, independent and religious educational institutions, private enterprises and major foundations.

The concept entails the promotion of lifelong learning in different periods of life:

- Professional, non-professional and post-professional education in periods of transition
- Qualification for volunteering
- Education for the oldest old (help to self-help, prevention, health promotion)
- IT competences for older persons

The strategy is based on experience with successful projects undertaken in 175 locations, such as “Aktiv im Alter” (“Active Ageing”) or “Lernende Regionen” (“Learning Regions”). Both projects promote self-organised learning initiatives which follow the principle of intergenerational learning.

Source: Communication with Dorika Seib, German Federal Ministry for Family, Senior Citizens, Women and Youth. July 2009

**Alzheimer & you**

The pupil’s contest “Alzheimer & you” has inspired young peoples readiness for civil societal engagement and has promoted generational solidarity at the same time. Young people at the age of 14 – 21 have been engaged to socialize with people having Alzheimer’s disease and their dependants in order to abolish fears of contact and to develop ideas for encouragement. The project has been launched in June 2007 under the patronage of the former German Federal Minister of Family, Ursula von der Leyen. Overall 600 participants handed in 110 creative contributions, in terms of reports, photo-documentations, pictures and films. The awardees were pre-priced by the jury, consisting of Member of the German Alzheimer’s organization, in September 2008 in Berlin. To the winners belongs a comprehensive school which has visited once a week a nursing home and has spent time with dementia patients by giving them assistance and acceptance. The school documented their reports of these visits with numerous pictures on a rolling pin. The jury praised especially the continuity of the visitation as well as the cooperative cooperation between school and the residential home for the elderly, despite the end of contest. A further project that impressed the jury was the assignment of dogs during the dementia patients visits. The awarded video film shows the positive impacts of dogs at Alzheimer’s sufferer and shall be therefore integrated as inherent part of ambulant nursing service.

Currently, study material for schools is prepared from the awarded contributions, in order to increase the social participation of the young generation.
All awarded contributions, especially the videos can be found on the website ([www.alzheimerandyou.de](http://www.alzheimerandyou.de)), moreover, it provide numerous interesting links about the association with dementia patients and tips, how and where schools or individuals can contribute to volunteerism and neighborly help. Additionally, visitors of the website can join in a memory quiz, in which power of concentration, logical and analytical skills as well as retentiveness are tested.

Source: [www.alzheimerandyou.de](http://www.alzheimerandyou.de)

**Cooperation project between regional Alzheimer society and multi-generation houses**

This project is part of the initiative “knowledge – and help- network handling of dementia” and has been initiated in order to antagonize prejudices, to allocate already existent knowledge about the association with dementia sufferer and to promote an active participation of persons concerned.

By means of versatile contacts and opportunities at the multi-generation houses, including the experience of regional Alzheimer’s society’s new support for dementia patients and a better understanding has been reached. At this, a far-reaching help network has been developed, therefore direct help for people concerned, civil participation as well as education and publicity can be provided. The encounter of persons concerned with young families, as well as teenagers and children can be conductive in order to smooth prejudices out. Moreover, dementia patient have the opportunity to be heard and noticed in their residential neighborhood.

The aim is to establish further multi-generation houses as intergenerational meeting places for dementia patients and their relatives.

Source: [http://www.mehrgenerationenhaeuser.de/](http://www.mehrgenerationenhaeuser.de/)

**Flagship project dementia**

A special focus in residential care was set on long-term care of dementia patients by the German Federal Ministry of Health. In order to further improve the quality of the life for people with dementia, the state-funded programme aimed to identify the already existing structures and possibilities of care, to overcome deficits concerning the implementation of medical and health care of dementia patients and to achieve a specific qualification for people involved with the care of dementia patients. For that reason, a survey, an expert meeting and a session with involved institutions, lobby groups, NGOs, federal and state ministries were organised. Particular attention was given to the promotion of 29 projects, for which financial support was suggested.

**Topic 1: Effectiveness of therapy and care**

Knowledge gaps in the use of non-pharmacological therapy and in consultation and care measures for dementia patients shall be filled.

**Topic 2: Evaluation of care structures**
Knowledge shall be increased, how cooperative, interlinked structures of care for dementia patients can be created. By involving different professions and institutions, the goal of an efficient and need-oriented care for dementia patients can be achieved.

**Topic 3: Securing an evidence-based provision of care**
Elimination of deficits concerning implementation of guidelines and recommendations in the health care of dementia patients shall be achieved.

**Topic 4: Evaluation and development of a target group specific qualification**
This includes the improvement of target group specific qualification measures in care, assistance and consultation of dementia patients, and a dissemination of successful measures into practice. The point is to examine existing qualification measures and to analyse scientifically the impact of qualification measures on patient relevant parameters.


**Intergenerational Caritas in Bamberg**

A intergenerational Caritas project initiates, advises and accompanies demand-oriented, civil projects e.g. homework aid, visiting services in nursing homes and support in sheltered workshops in the administrative district of Bamberg (Bavaria). The target audience are persons in transitional periods e.g. from school to work, school to university or temporary annuity to gainful employment, but also students, migrants, persons with family, employees, unemployed persons and retirees. The fields of activities are: aid for older persons, development of projects, aid for disable persons, youth help, child care, church and religion, social district work, migration, intercultural collaboration, neighborly help, care and accommodation, school, aid for families, rural area, poverty-oriented social work, promotion of participation and hospice.

Contact: peter.grau@caritas-bamberg.de or rochus.muenzel@caritas-bamberg.de

**Intergenerational volunteering incentives**

The project, initiated by KVHS Norden (Schleswig Holstein), based on the cooperation of school and sports clubs. The aim is to promote a sportive living and to integrate all age-groups.
The target audience are persons in transitional periods e.g. from school to work and person upon retirement, but also pupils, trainees, students migrants, persons with family, employees, unemployed persons and retirees, elderly persons and disable persons. The fields of activities are: aid for older persons, development of projects, aid for disable persons, visiting services, youth help, child care, church and religion, social district work, migration, intercultural collaboration, neighborly help, care and accommodation, school, sports, aid for families, rural area, self-management, political work, representation of interests.

Contact: a.bullwinkel@vhs-norden.de or info@ksb-aurich.de

**JAKOB – Bring together old and young**

The aim of the project “JAKOB” is to strengthen intergenerational relationships in the community of Dischingen in Baden-Wuerttemberg (4500 inhabitants) and to counteract the disadvantages of living in a rural area, the risks of demographic change and the restrictions of old, disabled and desolated persons on a give-and-take basis. The procurement of requests is organized by the city hall. The areas of activities vary from childcare, handicapped aid, visiting services, care in the community, sports, support of families, church and religion, culture, animal-, nature- and environment protection to aid for elderly persons. Various age-groups (pupils, students, families, workers, unemployed persons, retirees, elderly person, and disabled persons under 50 years) are represented and integrated, thereby new ideas for coming micro-project are developed, existing offers are interlinked and volunteers are retrained. The qualification of volunteers takes places at the local adult education centre (VHS). JAKOB covers a very broad field of offers, thus every person is addressed and can participate. By means of an intensified publicity, further volunteers shall be inspired.

Contact: jakl@dischingen.de or jakob@dischingen.de

**Multi generation village Bietzerberg/Merzig (Saarland)**

The village community of Bietzerberg/Merzig (Saarland) and its project “Multi generation village” has the aim to develop a solution concerning the demographic challenges. Through several talks and discussions as well as a questionnaire, various goals and requirement profile for volunteers were defined by all citizens from the age of six.

In cooperation with the CEB e.V. a volunteering academy has been developed. Members renovated and established a function room and a contact point for associations and initiatives. Moreover, they arrange afternoons for elderly persons. Further occupational areas are: childcare, handicapped aid, aid for elderly persons, visiting services, care in the community, sports, support of families, church and religion, culture, animal-, nature- and environment protection, migration, intercultural collaboration, self-help, political work, self-management. Since this broad range of activities all age-groups e.g. pupils, students,
families, workers, unemployed persons, retirees, elderly person, and disabled persons under 50 years, can participate.

Contact: m.klein@mehr-generationen-dorf.de or gisbert-Eisenbarth@ceb-merzig.de

**Nursing Home Act**

With the amendment to the Nursing Home Act (*Heimgesetz*) introduced on 1 January 2002, the federal government has taken a major step to improving the situation of people in need of residential care. It is especially aimed at improving the quality of care and supervision, at enhancing consumer rights and re-evaluating home supervisory authorities as a state instance of external quality control.

The amendments to the Nursing Home Act have clearly brought quality aspects to the forefront and placed a new emphasis on them. On the practical level this meant, for instance, that each nursing home should be inspected at least once a year, and that nursing home operators must have furnished proof of comprehensive quality assurance measures. It also meant that novel housing-forms of assisted living –forms could be set up, and tried and tested with a minimum of bureaucracy. In terms of reinforcing consumer rights, the main measures involved concerned extending the participatory and organisational rights of those in need of care in nursing homes.


**Germany: Housing and care contract law (former: Homes Act)**

The housing and care contract law strengthens the rights of older, frail and disabled persons, when they sign a contract for accommodation with care or support services. The Act is designed as a modern consumer protection law, implementing the Article 1 of the Charter of Rights for People in Need of Long-Term Care Assistance, as described as a right to self-determination and empowerment.

The housing and care contract law has entered into force on October 1, 2009.

The most important provisions of the housing and care contract law are:

- Consumers have the right to pre-contractual information in easily understandable language on services, fees and results of quality inspections.
- Contracts are generally concluded for an indefinite period and in written form. A time limit is only permitted if it does not contradict the interests of the consumer.
- The agreed fee must be reasonable. A pay increase is possible only under certain conditions and requires explanation.
• Changing the care and assistance needs, the entrepreneur must offer an adjustment of the contract. Exceptions require a separate agreement.
• A termination of the contract is for the entrepreneur only possible due to an important cause. There are special termination options for consumers.

Source: Federal Ministry for Family Affairs, Senior Citizens, Women and Youth: [http://www.bmfsfj.de/BMFSFJ/aeltere-menschen,did=129296.html](http://www.bmfsfj.de/BMFSFJ/aeltere-menschen,did=129296.html)

**Senior Trainer**
The "Experience for Initiatives" (2002-2006) of the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth developed a training course for older persons to train them as senior trainers. The aim of the project is to strengthen the role of older people in society, by enabling them to volunteer in their community and by assisting them to find new responsibilities by leading groups or advising others after completion.

The training takes 50 hours in a period of six weeks. The lessons consist of 14 modules which have several objectives such as self-affirmation and reflection of experiences, as well as competencies and role-specific knowledge about the society and civil engagement. The training takes place in cooperation with network partners, which are associations, initiatives and groups in the voluntary sector, and in particular agencies for civic involvement as volunteer centers, senior’s offices, contact points for self-help. Possible areas of later work are related to social affairs and health, youth and education, leisure and sociability, culture, music, politics, sport and physical activity, schools and environmental protection.


**Volunteering service of all generations**
Whether young or old - everyone can get involved and participated in the volunteering service of all generations. In January 2004, the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ) convened the commission "Impulses of civil society" in order to launch a programme which is open to people of all ages. The model programme "Intergenerational Volunteer Service" started in September 2005. The aim has been to promote and develop the potential of older people through the joint participation of young and elderly. When the pilot programme ended in 2008, 9,000 volunteers have completed a voluntary service. Nearly 5,000 of them were at the end of the project duration still actively engaged. Nowadays, 46 lighthouse projects are promoted as exemplary initiatives by the Federal Government. There are also several projects funded by the German Federal Laender (Bundesländer) which are taking into account the opportunities of demographic change and have therefore established voluntary services.
Mobile teams advice and support local authorities and institutions with the introduction or development of volunteering services for all age groups. Moreover, the Federal Government supports financially the implementation and dissemination of voluntary services through professional trainings of volunteers. The volunteers can get involved at least eight hours per week for at least six months in various fields such as health care, education, culture, environment, sports, family assistance, integration of immigrants, and integration of the experience knowledge of older people.

Source: http://www.freiwilligendienste-aller-generationen.de/freiwilligendienste-aller-generationen.html
1. We have finished the collection of our current Legislation of Articles, Laws, Presidential Edicts and Ministerial Decisions focusing on Ageing. Also the Lawyers – Members of our Ageing Committee with the approval of all the National Committee made concrete amendments of the specific Article No1 of the Law 1931/1991, on the celebration of the 1st of October – Day of Aged Persons – as well as and specific measures to be taken this day for them. Our Proposal has not been rejected.

2. The National Committee has suggested to the service of the website of the Ministry/www.mohaw.gr with a slash a special site on Ageing be added. This will be done after 15th of August/2009 and from September/2009 will be ready.

3. Long-Life Learning: the whole Program focused on Aged Persons has been implemented by the Regional Governments and Municipalities. More precisely the Centers of Daily Care supported by the Municipalities around the country implement Programs on Long-Life Learning focused on small trips and excursions in Places of historical and Archaeological interest, where Guides give information and lessons of History and Archaeology. Also Programs of learning and teaching modern Technology are still in progress.

4. Health Promotion and prevention of disease
   Special Units in Hospitals around the country have been prepared for offering special care to the Old People diseased by the new type of Flu. But focused on that topic I would like to mention that our National Committee has made an official proposition to our Minister of Health and Social Solidarity – which has been totally approved – A Panhellenic Research based on many data – for finding out and acquiring a concrete profile of the Health, Care, Illness, Financial condition and many other items of our Old Aged Persons living in Greece. We will have the first results in the first days of December/2009. In its first phase the Research will finish in the end of 2010 but it will be renewed on regular base. We consider it a success of our Committee.

5. Gender Equality: In Greece there is an active General Secretariat of Equality supported by all the Women NGOs which in its website is approachable any information on Gender Equality, Programs promoting the employability and employment of Women and the Gender Mainstreaming as well as any information on gender issue: www.isotita.gr
6. Intergenerational relationships: In the Ministry of Health and Social Solidarity of Greece under the General Direction of Care there is an important Direction of Protecting Family with special Sections: a) Family and Demographic Policy b) Protection of Aged Persons c) Protection of Children and Adolescents

The Program of Ageing is in display in the Greek language but covering only the Domains of Health and Care, because the topics: work and old age participation and integration of old people of Greece are focal points of the Ministry of labor and Employment.

KALLIRROI NIKOLI
Member of the National Committee of Ageing
Expert on Ageing / Ministry of Health and Solidarity of GREECE

Aid at Domicile

The program runs from 1997 until today.

The aim of the program "Aid at Domicile" is to satisfy the basic needs of social care in favour of the dignity and the independent living of elderly and disabled persons who cannot look after themselves adequately, they live alone or they lack economic resources and they need special care.

The Program "Aid at Domicile" is part of the primary social care services, providing social work, nursing care and family support to elderly living alone either permanently or at certain times of day, and they cannot look after themselves adequately. It also supports people with disabilities who face isolation, exclusion or overloading and crisis of their family. It runs under the responsibility of local government, in municipalities throughout the country and primarily in remote mountainous areas and islands.

There were 1172 operating units "Aid at Domicile". Of these:

- 91 Units "Aid at Domicile" (their function was extended for two years after their expiration, for the municipalities who implement the program, in accordance with the provisions of the Joint Ministerial Decision No Π4β/5814/97 (FEK 917, issue B). Units are financed by the Ministry of Interior, Public Administration and Decentralization and by the Ministry of Health and Social Solidarity. Article 21 of Law 3731/2008 extended the implementation of the program by 30.4.2009.
- 182 Social Care Units were funded by the Second Community Support Framework (CSF) and they have continued their operation through funding of the Third CSF. The Ministry of Labour and Social Security is responsible for financing such Units.
- 899 new units "Aid at Domicile" have been created funded by the Third CSF. The districts are competent authorities for the financing of these structures.

For the efficient operation of these programs, 612 special purpose vehicles have been granted by the Ministry of Health and Social Solidarity. The Joint Ministerial Decision no 111135/1233/15.5.2007 (FEK 772 / B) provided the possibility for the continuation of funding of the Units "Aid at Domicile" of the Third CSF by??31.8.2008.

The Joint Ministerial Decision No. 60292/2158/27.8.08 (FEK 1724 / B), signed by the Minister of Interior, Decentralization and Electronic Governance, the Minister of Finance, The Minister of Labour and Social Security and the Minister of Health and
Social Solidarity, has adjusted the system of managing and co-financing of care structures for the elderly under the National Strategic Reference Network (NSRF) 2007-2013. The process of integration of the "Aid at Domicile" programs in the NSRF has not yet been completed.

Each unit of the program "Aid at Domicile" consists of a social worker, a nurse and a domestic assistant and provides services to elderly who live alone, 2 or 3 times a week. In this way it helps the elderly to continue living at their own home.

Source: Ministry of Health & Social Solidarity Directorate of Family Protection Department of Elderly Protection  [www.yyka.gov.gr](http://www.yyka.gov.gr)
Hungary

Focal Point:
Judit Ágnes Szabó
Ministry of Social Affairs and Labour
szabo.judit.agnes@szmm.gov.hu

Equal Treatment Authority in Hungary scrutinizes laws and regulations

An Equal Treatment Authority was set up in December 2004 by the Hungarian Government. It is an independent organization with nationwide authority, which verifies the compliance with the law of equality and non-discrimination. The Authority deals with complaints related to direct and indirect discrimination, harassment, segregation, sexual harassment and retribution. Once the Authority receives a complaint, it will conduct an administrative procedure to examine if the principle of equal treatment has been violated. If this is the case, the authority takes a decision to apply sanctions specified by law.

The Authority received more than 800 complaints in 2006 most of them concerning age and ethnic discrimination at work.


Village caregiver service in Hungary

In Hungary, a unique programme supports older persons living in rural and remote areas. Mostly on voluntary basis, the programme includes home based care to sick elderly as well as many other services such as running errands, cleaning or cooking. Especially in remote areas, older persons very often face difficulties in receiving services and care. The village caregiver service aims therefore at an improved accessibility to health care and other community services to avoid exclusion of older persons and the necessity for them to move to urban areas. It allows isolated elderly to rely on a trusted fellow villager to bring them a hot meal and ensure they are supported as long as they remain at home, which has a large impact on their quality of living.

Ireland

**Helplines for elderly people (also listed under Italy)**

Filo d’Argento (Silver Thread) is an Italian helpline that aims to combat loneliness and social exclusion of older persons; it was created by Auser, a voluntary association promoting active ageing and integration of senior persons in society. From 2002, elderly people in need of help or companionship have been able to call a national toll-free number, accessible every day from 8am to 8pm (24 hours a day in the Lombardy region). 120 local centres work together with the national helpline.

The volunteers number around 6000, from all over Italy. Filo d’Argento, like a thread, ties together senior citizens and volunteers: it offers conversation, support, and acts as a watchdog against abuse. Volunteers also help older people to keep living in their homes by creating relationship networks, arranging deliveries of groceries and medicines, providing transport for medical examinations or errands, and giving out information on services and activities in the area they live in.

In 2006 Filo d’Argento was among the winners of the SOLIDAR’s Silver Rose Awards. Modelled on the Italian project ‘Filo D’Argento’, the Irish Senior Helpline is a confidential listening service for older people by older people, for the price of a local call anywhere in Ireland. The service provides opportunities for older people to talk to someone of their own age group. Calls arise from loneliness and isolation, family problems, health issues, abuse and neglect, bereavement or information-seeking. Today the national service is provided by trained volunteers in 14 centres nationwide. Volunteers undergo a training programme that includes listening skills, helping callers explore options, and offering helpful and appropriate information.

**Sources:** For Italian project: Filo d’Argento – Auser. [http://www.auser.it/filodargento/filodargento.htm](http://www.auser.it/filodargento/filodargento.htm) and [http://www1.auser.it/EN/](http://www1.auser.it/EN/) (last accessed on November 10, 2010).

Israel
Focal Point:
Miriam Bar Giora
Ministry of Social Affairs
Department of International Relations Service for the Aged/Ministry of Social Affairs
miriamb@molsa.gov.il

Warm Homes, Israel

JDC-ESHEL is a non-profit organization which was founded and supported by the Israeli government and the American Jewish Joint Distribution Committee. It has established particular programmes to foster social interaction, from which 3500 participants have benefited so far.

One programme of JDC-ESHEL called “Warm Homes” is designed to bring elderly people together, who are living rather isolated otherwise. Two times a week a group with up to 15 elderly meets at a host family’s place. The host family has received beforehand a particular training how to deal with that situation and is also supported financially to cover the costs for food and drinks. Group members are linked together according to similar family backgrounds, common interests and hobbies. The format of the meetings is defined by the group itself. It can include preparing a meal together, playing chess or discussing fields of interest.

Source: Warm Homes, Israel

Yad Sarah

Yad Sarah is the one of the largest voluntary organisations in Israel. It provides a spectrum of free or nominal cost services designed to make life easier for people with special needs and their families. The main goal is to keep these people in their homes and enable them to be treated and rehabilitated among their families, since home care in the regular environment of the family is most conducive to healthy recuperation, both physically and emotionally.

The organisation has a broad infrastructure providing a wide range of services, including transportation and day care centres for the disabled; drop-in centres and minimum-charge dental clinics for the elderly; personal computerised emergency alarms monitored 24 hours a day; and demonstration centres which help disabled people to choose the assistive
devices most suited to their needs. Yad Sarah provides homebound people with a wide range of volunteer-run creative, recreational and rehabilitative activities, at their homes. The most popular service provided by the organisation is the "Lending Centre", a service that exists in every one of the 103 branches of the organisation. This service provides medical and rehabilitative equipment to people with special needs, as well as new mothers, infants, and recently discharged hospital patients.

Yad Sarah's services are run and managed by more than 6,000 volunteers, and save the Israeli economy about $400 million a year just by avoiding unnecessary days of hospitalisation.

The central office in the Jerusalem headquarters coordinates all volunteer matters. New volunteers undergo special training for the job. There is professional supervision and guidance, and over time the volunteer is given more specialised training and upgrading. There are also special social and cultural activities for volunteers. The volunteer-staffed organisation serves over 380,000 Israelis yearly – one out of every two Israeli families has been helped by Yad Sarah at least once in their lifetime. The organisation has been the recipient of several awards and honours, including the President’s Award for Volunteering in 1982 and the Kaplan Prize for Efficiency in 1990. In 1994, 18 years after it was founded, Yad Sarah received the highest award given by the State of Israel for “a significant contribution to the society and the State”, the Israel Prize. In 2005, Yad Sarah was recognized as an advisory body to the Economic and Social Council (ECOSOC) of the United Nations. Yad Sarah has been associated with the DPI/UN since 2003.

Yad Sarah's annual budget is about 23,000,000 USD, 92% of which are covered by donations.


Volunteering: A key ingredient for successful aging

Yael Caplin, Ressource Development Manager at the Leir Institute for Volunteer Management of Yad Sarh

We don't stop playing because we grow old; we grow old because we stop playing”.

George Bernard Shaw

Rose, 61 years old, had suffered from severe asthma for a very long time. Gradually her condition deteriorated and she started to sink into depression. One day she decided to get out of the house and see if she could help a volunteer organisation that she had been receiving support over the years for her condition. What started as sporadic volunteering turned into a 4 days a week commitment for the following 20 years. Her health had improved substantially and she had found a purpose in life that had rejuvenated her.

After moving into a home for the aged, George felt he may have taken the wrong decision. Once he retired he had lost touch with his colleagues and the few people he was in touch with were now quite far from his new residence. To fill up the emptiness in his life, a relative suggested him to volunteer fixing medical and rehabilitative equipment.
After a few months, he started to give ping pong lessons at the sports facilities for the residents of his new home. Slowly he was building new social circles in his life.

Jane’s son, his wife and two children had been killed in a car accident. She had been a widow for some time. Because of this tragedies, she felt she had lost her reason for living and she would go out of her mind. She heard of a volunteering opportunity making arts and crafts for fundraising for a voluntary organisation she had high regard. Not only she managed to rehabilitate herself through her volunteering work, she also got married and moved on with life.

Rose, Jane and George are real people. They live among us and could be our parents, neighbours, or friends. Some day it might be us.

The transition from working life to retirement is a crossroad in our life. After the “retirement honeymoon” phase is over, many retirees begin to feel a void in their lives. They miss the different aspects of work life: the camaraderie with their colleagues, the challenges in their work, the milieu (social dynamics, office humour), the professional identities that defined who they were and the respect they gained from it. In order to fill this void they look for something that will fill their life and give it a new purpose.

This sense of void is aggravated by thoughts of the inevitable aging process - growing old and frail and becoming of no use to society. If this void is not filled, this no longer will be just a personal problem. It will become a concern for society, because this individual may come to rely on the community to take care of his different needs. How does the retiree fill the void and live a healthy, long and satisfying life, in other words successfully age? How can we encourage a process of successful aging that would benefit both the retiree and society? “Successful aging” describes a state of little or no age related decline in the physiological and cognitive abilities. Successful aging is made up of three components: reductions in age-related disease and disabilities, maintenance of physical and mental function and active engagement in life (Rowe).

The first component has progressed with the development of medical and clinical research. The second component can be attained by physical exercise and exercising the brain through activities such as playing cards, reading, and/ or learning a language. The third component,” the social context, is important as is continued engagement which includes productive activities and effective involvement with other people and with organizations” (Rowe). Before people retired they were fulfilling this component mainly at their professional life. After retirement the alternative for active engagement can be found in volunteering.

“Volunteering is giving of time and energy through, which can bring measurable benefits to the volunteer, individual beneficiaries, groups and organisations, communities, environment and society at large. It is a choice undertaken of one’s own free will and is not motivated primarily for financial gain or for a wage or salary”(Scotland).

Volunteering can be either formal or informal. Formal covers all types of activities organized by an organisation. While informal refers to giving unpaid help as an
individual to someone who is not a family member. Through volunteering people can start their next stage of life after retirement and continue to live fulfilled lives.

In this new stage, the retirees will have a number of needs which they will try to meet. Retirees will look for new social circles which will replace the ones they had left behind in their workplace. By joining a fundraising committee of the local Variety branch, the volunteer meets new people who become his new “colleagues”.

Utilizing their skills and accumulated experience can provide a new base for others to draw from and build on. Therefore, there is a sense of imparting their experience on future generations. A scientist can impart on students from deprived backgrounds the love and passion he holds for his profession and, at the same time, upgrade his interpersonal and teaching skills.

Making a difference is something that most volunteers look for in their volunteer work. A volunteer that coordinates the collection of leftover food from hotels, which will be distributed to a number of soup kitchens, sees that he is making an impact on the lives of the local poor people.

Retirees also look for challenges to stimulate them and opportunities to learn new fields and obtain new skills. For example, museum docents learn the history, and the area in which the museum specializes. For these volunteers this as an opportunity that they may not have had been able to pursue so far in their life. This was their opportunity to get involved in a completely new field of work which they never had the time to do. Museum docents undergo in depth training which in some museums can span up to six months. Once they start taking tours around the museum, they are asked to take part in periodical trainings to learn new topics and expand their knowledge of new exhibitions. These volunteers are engaged in an on-going learning process which also expands their horizons.

Some volunteers even expand their volunteer work into a new career. For example, a retired primary school principal found a new career as a group facilitator and trainer teaching volunteer management at a large volunteer organisation. She was learning a completely new field of work that had opened a whole new career for her. “For me volunteering has enabled me to maintain my identity as a working and productive woman, to display my skills and abilities which give meaning and purpose to my life”.

These examples illustrate how the needs of the retirees are met through volunteering, while they are actively engaged in life and create a new purpose for themselves.

As we have seen, health makes up the first two components of successful aging and is a major concern for retirees. A number of research studies have been conducted to look at the effect of volunteering on the volunteer’s health. A study of adults age 65 and older found that the positive effect of volunteering on physical and mental health is due to the personal sense of accomplishment that an individual gains from his or her volunteer activities (Herzog). A different study found that those who gave social support to others
had lower rates of mortality than those who did not (Brown). An additional study published on The Centres for Disease Control and Prevention pointed out that the volunteer programmes play an important role in promoting physical activity. Therefore, volunteering is not only a good way to actively engage in life, it also contributes to physical and mental functions.

Successful aging is not only the responsibility of the individual. It is important to establish frameworks that can encourage and nurture active engagement. There are a number of organizations that run preparation for retirement workshops. The aim of these workshops is to prepare future retirees to the new stage in their life, present the different possibilities that will be open to them in retirement.

Programmes such as Experience Corps and RSVP (Retired Senior Volunteer Programme) are geared at recruiting retirees and assisting them to find a suitable volunteer placement. These programmes provide training and support for the retirees with the aim of successfully integrating them into the community and tapping on their skills to address different social issues. SHALEM has taken this module one step further. Aside from recruitment, placement and training cultural activities are organised for volunteers participating in this programme. These activities include: field trips, lectures, theatre outings. Thereby creating a larger social circle from the immediate place of volunteering and a new social identity and belonging. Thus, expanding the social support that engulfs the retired volunteer and, at the same time, amplifying the level of active engagement within the lives of the retired volunteers and further contributing to their successful aging.

“Volunteering: Think of It as a Face-Lift for Your Spirit”
The Volunteer Centre of United Way in Westchester, New York (Experience Corps).

Source:
Appealing to Experience: Zeroing In On the Right Message; Experience Corps is a signature programme of Civic Ventures. (2005)
Looman Swinson, J. “Focusing on the Health Benefits of Volunteering as a Recruitment Strategy” The international Journal of Volunteer Administration Volume XXIV, No.2 Retreived from:
http://docs.google.com/viewer?a=v&q=cache:stPMaXRwhHoJ:www.ijova.org/PDF/VOL24_NO2/IJOVA_VOL24_NO2_Swinson%2520_FocusingontheHealthBenefits.pdf+haddon+%22British+Medical+Journal%22+volunteers&hl=en&gl=in&pid=bl&srcid=ADGEESgdV6TGuLyPFJGonYMJJHwNpKTx8pMkqSw-bE7EKXViQQpe6idP5j2QYnbiYBdqk4YM4XU0svjcsJOu7YhnKyncBv-


Volunteering strategy. The Scottish Government website http://www.scotland.gov.uk/Publications/2004/05/19348/36996
Italy

Focal Point:
Pietro Checcucci
ISFOL
p.checcucci@isfol.it

Title of Project

*Gain health (Guadagnare salute)*

**Topic of policy brief for which the project is considered relevant**
Mainstreaming ageing

**Start and end date of project**
2007 – still operational

**Goal and very brief explanation**
According to WHO, 75% of sanitary spending in Europe and Italy is related to chronic pathologies linked to a set of risk factors such as smoking, obesity, alcohol abuse, low consumption of fruit and vegetables, being sedentary etc. These factors are heavily influenced by social and environmental conditions and affect in large proportion also elderly population.

The Program Gain health (Guadagnare salute) is aimed at facilitating the concrete adoption of healthy lifestyles, promoting information campaigns addressed at modifying wrong behaviour which could cause degenerative illness of great epidemiology relevance. In connection with the National Plan for Prevention of 2005, the program develops communication and promotion actions in order to reduce initiation to smoking, increase vegetables and fruit consumption, reduce alcohol abuse and the consumption of too calorific food and beverage, while facilitating movement, also with specific interventions on social and urban environments.

The program is managed by the Ministry of Labour, Health and Social Policy which coordinates a network which includes governmental bodies (Ministries of Education, Agriculture etc.), Regions, Local Health Authorities, Municipalities, services providers, private enterprises.

**Degree of implementation/progress status**
The program started in 2007 with the subscription of specific agreements among the Ministry of Health, the Social Partners, consumers’, sport and non profit associations. The agreements outlined the networking strategy adopted by the Italian Government in order to maximize the cultural and economic impact of the intervention. Specific information campaigns and local projects are currently under implementation.

**Explanation of why this is a good practice example**
The program includes older persons into a nation wide intervention aimed at facing a set of health risk factors which are heavily influenced by social and demographic factors
(poverty, age, social status), but also geographical ones (differences linked to northern or southern areas of the Country). It adopts a life long perspective to identify its priority topics, so addressing a wide range of target population, from school age to elderly. The program conceives the citizen as the main actor of healthy choices, while pushing central and local governments to develop regulatory actions to modify urban environments, community behaviour and involved economic sectors (food production, building etc.). Under this point of view the program provides also specific resources to implement best practices experiences at local level.

**Link to website or contact for further information**

www.ministerosalute.it/stiliVita/paginaMenuStiliVita.jsp?menu=programma&lingua=italiano


Since the summer of 2004 the Ministry of Health and the Centre for the prevention and control of disease developed a work program aimed at preventing the impact of heat on health. The strategy of intervention included the methodologies of risks minimizing; the design of measures addressed to specific target groups and the organization of effective communication campaigns.

The National Action Plan for the Prevention of the Impact of Heat on Health identified the elder population as one of the main target groups. The characteristics of potentially “fragile” target groups were outlined as follows:

**Personal**

- Children younger than 4 and persons aged 65+
- Lack of personal knowledge about risks of heat
- Mental or physical disability
- Chronically ill or drug or alcohol addiction
- Parkinson, obesity, underfed, cardiovascular disease, respiratory syndromes

**Work/living environment**

- Social isolation
- Lack of air-conditioning
- Hard work or high temperature work environments
- Overpopulated urban areas
- Bad economic conditions

The Plan outlined goals and tasks to be achieved by social and sanitary services and asked the Governments of the Regions to provide Operational Plans including:

- Structural and functional arrangements of hospitals and emergency services
- Information and communication to the citizens and activations of volunteers organizations
- Organization of social and sanitary services
• Identification of “fragile” target groups, also involving family doctors (register of target groups);
• Provision of watching and evaluations systems.

The Plan is inserted within the Heat Health Watch Warning System coordinated by the Department for Civil Defence and has been continuously activated until 2008.

(source: Ministry of Labour, Health and Social Policy)

Action Program for Re-employment (PARI)

Topic of policy brief for which the project is considered relevant
Mainstreaming ageing

Start and end date of project
2004 – still operational

Goal and very brief explanation
In 2004, the Ministry of Labour, Health and Social Policy decided to project actions aimed at the re-employment of disadvantaged workers (among which workers aged 50+), giving origin to the PARI Project. The decision making process starts at national level but is implemented at local level (by the Italian Regions). Regions decide both the financial amount and the target groups to be addressed by programme measures. In 2006 PARI was intended to enhance the results already acquired with the homonymous project since 2005, creating re-employment centres making use of the 230 front offices already opened by the previous project within public employment centres. PARI provides a workfare approach, implementing interventions for re-employment in which employment benefits are intended as an endowment the worker should actively spend in training, re-qualification and job search. Programme users are inserted in a pathway which includes specific income support, depending if they already receive or not another employment benefit. Specific actions (counselling, validation of competences etc.) are directed at evaluating employability level and training needs of workers, matching them with the labour offer coming from local enterprises. The pathways can be addressed both to re-employment or self-employment. Services and incentives are also addressed to enterprises to stimulate job creation and support retraining of new employees.

Degree of implementation/progress status
Up to December 2008 almost 14,900 workers had been re-employed. On 6,000 older workers involved in the program, 1,900 were reported as already re-employed.

Explanation of why this is a good practice example
PARI includes older workers into a nation wide intervention aimed at minimizing the impact of local industrial and economic crisis. In so doing it supports the implementation of the main European guidelines on labour market policies, such as the better
coordination of welfare system and unemployment benefits; the raising of the participation rate of young people, women and older workers and the strengthening of re-employment interventions, according to flexicurity principles.

The governance architecture of the program requires the participation of relevant institutions and stakeholders in the precise identification of beneficiaries and the quantification of benefits. In particular, Regions, Provinces, Social Partners and the National Institute for Social Protection (INPS) have the task to define the guidelines and the general plan of intervention, while Public and private employment services, training agencies and companies are charged with the implementation of local actions.

Link to website or contact for further information
www.lavoro.gov.it/Lavoro/md/AreeTematiche/AmmortizzatoriSociali/Incentivazione_Re inserimento/PARIProgrammaAzionireimpiegolavoratorisvantaggiati.htm
www.italialavoro.it/wps/portal/pari

PARI Programme

On August 2007, the Ministry of Labour, Health and Social Policy decide to project actions aimed at the re-employment of disadvantage workers, which were inserted into the PARI Programme.

PARI supports the implementation of the main European guidelines about labour market policies, such as:

- Adjustment of welfare system by unemployment benefits reform;
- Promotion of the participation of all groups and stakeholders to the national growth; the main object is raising the participation rate of women and young people;
- Strengthening of labour policies by development of Public employment services; supply of training; adjustment of incentives related to work placement, according to flexicurity principles.

The target group of the programme were identified as follows:

- Workers who receive unemployment benefits or other kind of subsidies
- Specific categories: young people, women and workers aged 50+.

Programme users are inserted in a re-employment pathway which includes specific income supports, depending on the receiving or not of an unemployment benefit. The pathway can be addressed to a new employment or self-employment. Public and private employment services, training agencies and companies are the actors which duty is the implementation of local actions, while Regions, Provinces, Social Parts and the National Institute of Social Protection (INPS) have the task to define the guidelines and the general plan of intervention.

Until now, 20000 workers that received unemployment benefits are involved in the programme, jointly with a group of 5000 without subsidies.

(source: Italia Lavoro)
Helplines for elderly people

Filo d’Argento (Silver Thread) is an Italian helpline that aims to combat loneliness and social exclusion of older persons; it was created by Auser, a voluntary association promoting active ageing and integration of senior persons in society. From 2002, elderly people in need of help or companionship have been able to call a national toll-free number, accessible every day from 8am to 8pm (24 hours a day in the Lombardy region). 120 local centres work together with the national helpline. The volunteers number around 6000, from all over Italy. Filo d’Argento, like a thread, ties together senior citizens and volunteers: it offers conversation, support, and acts as a watchdog against abuse. Volunteers also help older people to keep living in their homes by creating relationship networks, arranging deliveries of groceries and medicines, providing transport for medical examinations or errands, and giving out information on services and activities in the area they live in.

In 2006 Filo d’Argento was among the winners of the SOLIDAR’s Silver Rose Awards. Modelled on the Italian project ‘Filo D’Argento’, the Irish Senior Helpline is a confidential listening service for older people by older people, for the price of a local call anywhere in Ireland. The service provides opportunities for older people to talk to someone of their own age group. Calls arise from loneliness and isolation, family problems, health issues, abuse and neglect, bereavement or information-seeking. Today the national service is provided by trained volunteers in 14 centres nationwide. Volunteers undergo a training programme that includes listening skills, helping callers explore options, and offering helpful and appropriate information.

**Lithuania**

Focal Point:  
Tomas Milevicius  
Ministry of Social Security and Labour  
Strategic Planning and Social Inclusion Department  
tomas.milevicius@socmin.lt

**Identifying stakeholder groups in Lithuania shows that participatory approach works**

During the development of participatory research with older persons in Lithuania (2000), a meeting was organized for a group of older persons, leaders of older persons’ organizations, service providers and local government officials. At the meeting, participants drew up a list of the stakeholder groups they wanted to have participated in the research and specified the categories of older persons they needed to involve. For example, older men and women aged 80 years or over, older persons in rural and in urban areas, older persons living with their families or without them or older persons in institutions.  

Note: This exercise was carried out under the auspices of the Elderly Woman’s Activity Centre, Kaunas, Lithuania.


**Pedibus**

In 2009 the city of Udine launched the initiative “Pedibus”, a service designed to accompany children on their way to school in the morning. After the first experimental year on one single school, the programme has been extended to other schools by activating three walking buses which run daily until the end of the school, as if they were ordinary school buses with stops and accurate warning signs. The walking bus is attended by a group of volunteer carers with different ages, hence the subtitle of the project “three generations are mobilizing”: parents; university students of educational sciences; teachers; seniors of the Third Age University and elderly of the local association “Salotto d’Argento”. Indeed one of the objectives is to create a moment of knowledge, socialization and exchange not only among children but also adults and the elderly in view of increasing intergenerational interaction.

All children who are enrolled in the walking bus and all the escorts were provided with badge and reflective vests so as to become more visible to motorists.

The initiative was welcomed with great enthusiasm by children. The walking-to-school programme “Pedibus” encourages sustainable mobility and reduces the use of private vehicles around the school areas, with consequent benefits for traffic jam, road safety in the nearby of the schools, quality of the air and opportunities for socialization of children and adults.

Source: [http://www.comune.udine.it/opencms/opencms/release/ComuneUdine/cittavicina/cittasane/Pedibus](http://www.comune.udine.it/opencms/opencms/release/ComuneUdine/cittavicina/cittasane/Pedibus)
The Netherlands
Focal Point:
Floris O.P. de Boer
Ministry of Health, Welfare and Sport
Department Long term care
fo.d.boer@minvws.nl

The value of silver

Topic of policy brief for which the project is considered relevant
Participation and integration of older persons

Start and end date of project
2006 - 2010

Goal and very brief explanation
The Value of Silver is a multiyear stimulation program of MOVISIE, knowledge and advice centre for social development. The program is funded by the Dutch Ministry of Health, Welfare and Sport. Since its start in 2006 The Value of Silver has become the pre-eminent junction of knowledge and information in the Netherlands in the area of senior citizens social participation.

The project runs a website with a 'question and answer'-service, a project database and issues a free electronic newsletter. It organises expert meetings and training sessions, presents lectures and workshops at your meetings, does practice-oriented research and provides customized advice. Its four main issues are: (1) Engaging seniors through their own citizenship initiatives, (2) Connecting generations in neighbourhoods and social life and (3) Active ageing in an inviting living environment.

Degree of implementation/progress status
The Value of silver is now in it's third year of existence. Continuation is under consideration by sponsors.

Explanation of why this is a good practice example
The Value of Silver offers knowledge, support and inspiration to organisations that wish to stimulate the civic engagement of seniors: local councils, welfare organisations, care institutions, housing associations, businesses, volunteer organisations and senior citizens organisations.

Link to website or contact for further information
www.zilverenkracht.nl Click on the UK flag afterwards

Mantelzorg@work
Mantelzorg@work aims at developing instruments for employers to make their business friendlier for employees who are family caregivers. The project was launched in 2005 by Mezzo, The Dutch Association for Caregivers and Voluntary help and a professional HR consultancy Qidos.

In 2005-2007, Mantelzorg@work developed and tested in cooperation with four employers various instruments, and published the results in a toolkit for employers. The toolkit consists of materials to support awareness-raising campaign, brochures, as well as workshops for managers and employed caregivers, useful business cases and leaflets for HR officers. The organizers further distributed over 600 toolkits among employers, national and local policymakers and caregivers’ support centres.


Core functions supporting local voluntary work and informal family care 2009 – 2012

The aim of the project is to raise the number of volunteers in the Netherlands and (at least) to maintain the number of family carers.

Since the implementation of the Social Support Act in the Netherlands in 2007, municipalities have the legal obligation to support family carers and volunteers. To support municipalities with this legal obligation so-called "core functions for family care and voluntary work" have been developed. These core functions are drafted in close cooperation between the Ministry of Health, Welfare and Sport, the Association of Netherlands Municipalities, the Association of Dutch Voluntary Effort Organizations and Mezzo, the National Association for Carers and Voluntary helpers. Core functions are those functions which - the involved parties believe - every citizen should be able to count on in any form. Although municipalities, on account of the Social Support Act, are primarily responsible for the social support that they provide and autonomous in the way it is implemented, the core functions are to be considered as guidelines. In 2009 a detailed operation started with € 3.500.000 governments funding that is focused on advising municipalities about the local development and implementation of these core functions. In order to chart the position of municipalities, there will be discussions held with each of them. Based on the core functions an analysis of the current support in the municipality will be made. And subsequently appropriate advice will be given.

At this moment the operation is in full swing. Regretfully no pictures can be placed in this template, but at www.prestatieveld4.nl a map of The Netherlands can be found that shows how far the phase of the making of the local analyses is completed. The advise consultations are in progress. At the end of 2012 the whole operation must be finished.

This is a good practice because:

a. It shows a nice example of cordial cooperation between the national and local government levels and a nice compromise between national guidelines and local implementation, respecting the justly claims of local authorities to autonomy and the freedom to find creative and tailor-made solutions for their own communities, without being bothered by red tape.
b. The operation had a good "bearing surface". It had been broadly supported by parliament, municipalities and volunteer organizations.

c. As we know volunteer and family help to elderly citizens is increasingly under pressure, because of demographic reasons and the growing mobility of offspring. So local governments should do their utmost best to avoid premature dependence of elderly people to formal and collectively-financed care institutions. This operation offers a method and an approach to involve local communities in realistic and civic solutions.

d. The operation - starting with the drafting of the core functions - has clear purposes and a concrete plan of action. The funding of the operation is allocated after an European (EU-) tender.

e. The core functions are translated in English, German and French.

Norway
Focal Point:
Tone Westlie
Ministry of Labour
Strategic Planning and Social Inclusion Department
tone.westlie@ad.dep.no

ABC pc and Maths Aid – online programmes to improve basic skills in ICT and numeracy in Norway

Vox is an agency of the Norwegian Ministry of Education and Research that grants funds to educational non-governmental organizations. It has also created diverse online sources for improving the basic skills of the adult population. Their online platform includes programmes to improve skills in literacy, numeracy, ICT and oral communication, as well as word processing.

One of these programmes, ABC pc, is an interactive training programme in basic PC skills. Students learn the use of mouse and keyboard, and how to draft texts and how to use the Internet and e-mail. The programme is aimed at adults who want to improve their basic ICT skills.

A more advanced programme, Maths Aid (Mattehjelpen), is offered on the Vox website. Its objective is to improve adults’ basic numeracy skills through exercises that also require the direct application of basic ICT skills. Besides the use of the computer, it helps parents understand the mathematics their children learn at school as well as how to use their mathematical skills in everyday tasks.

Poland

Focal Point:
Joanna Maciejewska
Ministry of Labour and Social Policy
joanna.maciejewska@mpips.gov.pl

**Promotion of health and prevention of diseases and accidents**

Name of the project, measure or legal act: Measures for the improvement of the diet and physical activity of the society. National Programme for the Prevention of Overweight, Obesity and Non-Communicable Diseases through Diet and Improved Physical Activity (POL-HEALTH)

Duration of the project: Stage I 2007-2011, planned stage II 2012-2016

Objectives and summary: Inappropriate diet, inadequate physical activity, overweight and obesity have dramatic consequences for health, such as the development of chronic non-communicable diseases such as certain cancers (colorectal cancer, breast cancer, prostate cancer), cardiovascular diseases, type 2 diabetes, degenerative changes in the skeletal system, night apnea and other.

Objectives of the programme:
Reduction of the incidence of overweight and obesity, mainly by means of improved diet and physical activity.
Reduction of incidence and mortality rate for chronic non-communicable diseases in Poland (cardiovascular diseases, cancers, type 2 diabetes, high blood pressure and others).
Reduction of health care expenditure related to treatment of chronic non-communicable diseases, in particular obesity and its complications, as well as the reduction of economic consequences of disability and premature mortality.

The programme aims at increasing awareness of the society on the role of diet and physical activity for maintaining health. It requires educating various social groups, including the groups professionally related to health care and education of children and young people. Medical personnel is not adequately prepared for offering nutrition advice and up-to-date recommendations concerning physical activity. The basic and specialist health care clinics, as well as hospitals, often do not employ dieticians. Doctors do not have sufficient knowledge, and also time, to provide nutrition and lifestyle advice during a patient's visit. It is, therefore, necessary to develop an efficient, coordinated system of dietary care. The programme provides for financial outlays for issuing educational materials and manuals for various social groups and for promotional actions in the media. The continuous education of medical personnel through trainings, conferences and workshops is also necessary. The method of communicating knowledge both during training courses and in educational materials has to be adjusted to the recipients and the forms of providing information have to be attractive and take into account such aspects as the educational level and age. The programme will be evaluated by means of monitoring the changes in social awareness of the relation between food, diet, physical activity and chronic non-communicable diseases.
Level of implementation: The programme has been implemented since 2007 with the following tasks completed so far:
In 2007, 2 monographs were prepared:
School lunches (taking into account the principles of Good Hygiene Practice and HACCP system for school meals).
Principles of appropriate diet of children and young people and guidelines on healthy lifestyle.
The monographs were issued in June/July 2009. Both monographs will be sent to schools and public administration offices related to children nutrition in order to disseminate the recommendations they contain.
In 2008, 4 conferences were organized, each for around 200 people, with various materials for:
Headmasters, teachers at elementary and secondary schools, in consultation with the Ministry of Education and regional boards of education;
Ministries of health, education, agriculture, science and sports, representatives of the Parliament, members of the Platform for Action on Diet, Physical Activity and Health and non-governmental organizations (including the Polish Consumer Federation, the Association of Polish Consumers), the Office for Competition and Consumer Protection, the Council on Nutrition;
Representatives of the voivodeship governments, the State Sanitary Inspection;
Basic and specialist health care, dieters, nurses, representatives of medical academies and universities, nursing schools and scientific societies.
The conclusions and recommendations from those conferences were presented on the website of the Ministry of Health and the National Food and Nutrition Institute.
The implementation of the programme encounters difficulties due to insufficient financing.
Reasons why it is an example of good practice: The programme is addressed to the entire society. It is based on measures popularizing modern knowledge about the role of diet and physical activity for maintaining good health. The recommendations and guidelines on rational nutrition are prepared, including nutrition at schools, along with examples of menus.

Link to a website or contact details to obtain further information:
www.izz.waw.pl

Note on: Promotion of health and prevention of diseases and accidents

Name of the project, measure or legal act: “Preventing overweight and obesity as well as chronic diseases by education on nutrition and physical activity of the society” under the Swiss-Polish Cooperation Programme in order to diminish social and economic differences within the enlarged European Union (”Health protection” thematic area, objective 1)
Duration of the project: 2010-2016
Objectives and summary: The main objective of the programme is to promote healthy lifestyle, including the prevention of overweight and obesity and other chronic diseases
by educating the society on nutrition and physical activity. The objective will be fulfilled by means of specific objectives, formulated in individual technical tasks. They will include activities addressed to pregnant women and breastfeeding mothers; to children and young people, as well as food producers, local government members, non-governmental organisations and the entire society.

The main objective and the specific objectives were identified and determined as priorities for the Polish society. They correspond to the diagnosis on state of nutrition, physical activity and nutritional risk factors of the development of obesity and chronic non-communicable diseases in Poland in 1960-2005, prepared and published in 2006. The objectives will be implemented nationally.

Level of implementation: The framework of the project was accepted by the Evaluation Committee. The project was included on the list of programmes recommended for financing by the Swiss party.

Reasons why it is an example of good practice:
The project will cover the entire country. It will be implemented with the participation of numerous institutions, including the Chief Sanitary Inspectorate, Memorial Child Health Center Institute, medical universities, academies of physical education, scientific societies and health care centres.

Link to a website or contact details to obtain further information:
www.izz.waw.pl

**Integrating generations**

Name of the project, measure or legal act: Integrating generations

Duration of the project: April 2005 – January 2008

Objectives and summary: By implementing the Integrating generations project the Academy for the Development of Philanthropy in Poland, in cooperation with the PZU Foundation, wanted to show that elderly people and young people, having different experience and skills, can learn a lot from each other. By means of a grant competition, non-governmental organisations received grants for several-month long projects based on intergenerational cooperation between the seniors and children and young people. The financed projects supported learning from each other and exchanging experience, but also promoted awareness of needs, skills and expectations of those two age groups.

The first edition of the project was a pilot project and included 5 voivodships with the oldest population structure (Mazowieckie, Łódzkie, Lubelskie, Podlaskie and Świętokrzyskie). From among 193 applications submitted for the competition, the commission of independent experts chose 24 projects which received the financing. The second edition of the programme covered the entire country. A total of 230 applications were submitted, from among which the commission selected 25 most interesting projects deserving support. The total amount of financing in the second edition amounted to almost 730,000 zł.
Level of implementation: The project included a training course for the representatives of organisations which received grants. The participants of the training increased their knowledge on project management and implementation of intergenerational projects. A day-long seminar was also organised to present Polish and foreign experience in intergenerational cooperation.

The Academy for the Development of Philanthropy in Poland carried out technical and financial monitoring of the grant recipients. These activities enabled better identification of difficulties encountered during the implementation of intergenerational projects. Discussions with organisers and participants of the projects allowed to assess the impact of activities on participants and the wider environment.

Initiatives under Integrating generations may be broken down into several categories by cooperation area. The categories include memories, integration, tradition, art and volunteering. An interesting example of intergenerational cooperation development by means of memories is the project entitled The Sandomierz girls – teenagers in the interwar period and today, organised by the Polish Historical Society [Polskie Towarzystwo Historyczne]. The objective of the project was to build a bridge between today’s teenagers and teenagers from the interwar period. During the meetings on important dates and periods in the calendar organised in the places related to the discussed topics, young and elderly ladies talked about the old and current customs, traditions, everyday life or interests. The project lasted for almost a year and the proof of its success is the activation of elderly participants of the project. In addition, new friendships and relationships established during the project survived despite the project completion.

An excellent example of intergenerational integration through sport, tourist and educational activity is a project implemented by the Warsaw Ave Foundation [Fundacja Ave] entitled Super Fun with Grandpa in a Kayak. During the eight months of the project implementation, as many as 17 kayaking trips on the rivers of the Mazowsze, Kaszuby and Podlasie regions took place. Each trip had a central thought with many of them focusing on the past and linked with visits to important memorial sites. The measures under the project created an opportunity for contacts between children and young people and elderly persons in untypical conditions and environment. It allowed to appreciate the others’ capabilities, skills and knowledge and resulted in the establishing of an integrated group of seniors and youngsters.

As regards the measures in the field of tradition, the project entitled Between old and new times, designed and implemented by the Sokółka Community Foundation [Sokólski Fundusz Lokalny], deserves special attention. The initiative allowed young and elderly people to jointly acquire new experience and participate in occasional meetings, as well as the preparations to the final part of the project, namely, staging a show presenting the old wedding party. The intergenerational group also prepared and published a dictionary entitled “Polish language in the past and now”. Both young and elderly people who participated in the project agree that it changed a lot in their mutual relations. The seniors admit that thanks to the project young people helped them come closer to “modernity”, to get to know the specific language used by young people and their interests. They also
learned how to search for information in the internet. The young people found out that it is possible to implement interesting projects and spend time together with elderly people. The House of Dance Association [Stowarzyszenie Dom Tańca] implemented the project entitled Roots – music and dancing traditions of our grandparents to show that art can support the cooperation between elderly and young people. The project was implemented in the Warsaw Praga district, the best preserved part of pre-war Warsaw. The students taking part in the project established contacts with almost 20 elderly Warsaw citizens who agreed to share their knowledge, memories and musical skills. The workshops and dancing parties were organised for people living in the neighbourhood, irrespective of their age. The project organisers managed to initiate the creation of a kind of a local centre gathering old and young generations in one space. The participants of the activities emphasized that dance and partying allowed to overcome age barriers very quickly.

A similar strategy motivated the Radom-based Arka Centre of Youth [Centrum Młodzieży "ARKA"] during the project entitled Everything goes well when grandma sings and tells. Its implementation was accompanied by intergenerational meetings and events, such as cabaret performances, a dancing course, cooking classes or karaoke. The cooking classes proved to be a hit, with young girls learning from the seniors how to make pierogi [dumplings] or pickle cucumbers in the traditional way.

The project entitled We need each other, implemented by the Lublin branch of the Society of the Polish Free University [Towarzystwo Wolnej Wszechnicy Polskiej], is an example of support for intergenerational relations through volunteering. Its objective was to promote the concept of volunteering among elderly people and to establish an Intergenerational Volunteer Club in one of the Lublin districts. The measures resulted in the creation of three intergenerational thematic groups which perform voluntary work for the benefit of children and young people, as well as for elderly people in need of support. The club is run by the seniors with students being invited to participate in individual actions and events. It turns out that the project initiated by the Society of the Polish Free University does not mean the end of activities but is rather a prelude to further events implemented by means of cooperation between students and seniors.

The Integrating generations project was summarised by the issue of a calendar for 2008, promoting the benefits of intergenerational cooperation. The calendar includes information about the programme, intergenerational cooperation and the photos presenting the activities and participants of the financed projects. Two publications on Integrating generations were also prepared, which document and analyse the implemented projects. The books are manuals for organisations which would like to operate in the area of intergenerational cooperation.

Reasons why it is an example of good practice: To meet the challenges related to the aging population, both young and elderly people need to be open to each other, sensitive and respectful to the needs and expectations of various age groups. In order to encourage elderly people to be more active and young people to establish contacts with the elderly, it is necessary to change the negative image of old age. Old age is not a popular topic in the media, and when it appears there, it is presented in a negative context of disability,
sickness or poverty. There is a lack of positive messages, showing elderly people as compared to other age groups, performing various social roles. The activities implemented under the Integrating generations programme present old age in a positive, interesting and innovative way. The promotion of such initiatives is thus an opportunity to change the image of old age and accept this stage of human life more widely.

The projects created thanks to the initiatives financed in the second edition of the project involved directly over 1010 young people and over 772 elderly people (including 218 seniors as volunteers). There were 24 performances and 37 exhibitions prepared and 23 competitions were organised. The results included 25 films, almost 560 intergenerational meetings, consultations and workshops. The financed projects included 79 trips and 56 large events opened to the public (e.g. festivities, picnics, shows).

The greatest success of the programme was large interest in intergenerational cooperation on the part of non-governmental organisations (as many as 230 applications were submitted to the competition in the second edition of the programme). The fact that such organisations see the need for such actions and want to be involved confirms that the programme meets the social needs. It is equally important that many of the financed projects are continued after the financing finishes. The establishing of contacts with experienced foreign organisations implementing intergenerational programmes is also a success. As a result of initiated cooperation, one of the grant recipients prepared a joint project with an organisation from the United Kingdom, while several other organisations cooperate with foreign organisations (consultations, exchange of experience).

The Academy for the Development of Philanthropy in Poland involved a partner from the United Kingdom, with which it established contact during the Integrating generations programme, in its new project entitled Benefits of Maturity.

Link to a website or contact details to obtain further information: Academy for the Development of Philanthropy in Poland
ul. Marszałkowska 6/6, 00-590 Warsaw
Phone: (022) 622 01 22,
E-mail: arfp@filantropia.org.pl
http://www.filantropia.org.pl

**Seniors in Action**

Project name: Polish National grant competition “Seniors in Action” realized by the Association of the Creative Initiatives “ç” from the funds of the Polish-American Freedom Foundation.

Project start date: March 2008 (programme in progress, multiannual)

**Objectives, summary and the implementation level**
The programme has been launched in order to take on the challenge of low social activity of the elderly in Poland. The objective is to support those projects which involve seniors in actions for their neighbourhood, launch initiatives based on intergenerational
cooperation and favour the development of seniors volunteer work. Another important aim of the programme is to select and support senior leaders – people above the age of 55 who want to develop and carry on their projects. So far, 67 projects from all Poland have been granted funds from the “Seniors in Action” competition, amounting to the total co-financing of 850,000 zł. The initiatives mobilize the elderly to use their free time, knowledge as well as valuable life and work experiences in activities for others.

The competition funds support the projects that are designed and realised by people above the age of 55 with the support of a local non-profit institution or organisation (Third age universities, foundations, associations, libraries, community centres, housing associations, etc.). The 55+ leaders’ task is to engage other seniors in the realisation of each of the awarded initiatives. The projects awarded in competition last up to 8 months and receive grants in the amount of 5,000-20,000 zł.

The intergenerational cooperation is not only a prioritised subject area of the “Seniors in Action” competition, but it is promoted at the project management level as well: people aged 55 years or more may apply their projects into competition independently or in cooperation with a person aged up to 30 years. The possibility for the project to be realised by an intergenerational pair of leaders has been introduced as an experiment, which turned out to be a great success. Out of 67 awarded projects as many as 27 are realized jointly by a person above the age of 55 years and a young person; family projects, prepared jointly by grandmother and granddaughter, mother and daughter or father and son have been noted as well. Project development and management by people from different age groups supports the exchange of experiences and leads to the situation where the individual skills and predispositions complement each other in a creative way. This cooperation model works particularly well in the case of setting in motion the intergenerational activities – the older leader has a better knowledge of elders' needs and environment, while the younger person may select the form of classes and methods of reaching children or youth in a more accurate way. The older leader very often seeks the younger person’s help with activities requiring the use of computer, Internet or other technical novelties.

By promoting the “Seniors in Action” competition we try to reach people above the age of 55 who are not yet active in any organisation and do not have any experience in preparing grant applications. A very friendly programme formula has been developed with a view to such people. One of the important elements of the competition are several days-long innovative workshops, aiding seniors in refining the project and preparing the grant application. In particular, the “Seniors in Action” programme is directed at the universities of the third age (U3A) environment from all Poland. We encourage the U3A listeners to use the acquired knowledge and experience in activities for the local community (we have trained 100 U3A listeners from all around Poland interested in the community activity). In cooperation with the Polish-American Freedom Foundation, we support the process of integrating universities of third age in Poland (annual conferences, exchange of experiences).
Examples of the intergenerational projects

The intergenerational cooperation, understood as a two-way exchange of knowledge and skills between people from various age groups, is a prioritised area of the “Seniors in Action” competition. Cooperation of younger and older people serves the realization of very different purposes, for example: learning new technologies, handing down traditions and local history, better communication and understanding in the families, educational and didactic support of children, tightening the neighbours’ bonds and improving aesthetics of the nearest surroundings, exchange of experiences and cooperation of people in various age groups with common interests, enriching experiences of NGOs and their employees by incorporating older volunteers.

“Senior Graffiti”

With the support of a housing association Spółdzielnia Mieszkaniowa Czuby in housing estate „Osiedle Skarpa” in Lublin, Renata Kiełbińska (55), the project leader, has engaged in cooperation two groups of people, who up till that moment were complete strangers to one another – young, rebellious people interested in the graffiti technique and the elderly. After 6 months of joint graffiti workshops and architectural classes, the intergenerational group consisting of 14 members has carried out a thorough revitalisation of the courtyard before the club and club rooms. Desolated courtyard has been transformed into a friendly recreational area with original benches, designed and made by the workshop participants, and a place for painting graffiti. Both seniors and youth have decided to carry on the cooperation after project completion - in the next months they will study the needs of housing estate residents and improve the staircases aesthetics. They also plan to promote the attitude of neighbourhood kindness in Osiedle Skarpa, using sticker art and other alternative artistic forms. The project continuation entitled “Course in embellishing the world” will be financed in the framework of the second edition of “Seniors in Action” competition.

“Super Grandma School”

With the support of the Flying University (Towarzystwo Wolnej Wszechnicy Polskiej) Zofia Zaorska (65), the project leader, opened in Lublin the first in Poland school for supporting grandmothers in raising their grandchildren. The idea behind is to provide grandmothers with simple and attractive methods of spending free time with grandchildren and creating space for the exchange of experiences as regards the child’s development. Classes with educators and psychologists as well as the subject area devoted to family communication are an important part of the school programme. The animator organised a cycle of workshops and meetings (in total 110 hours) attended by 32 women involved in taking care of grandchildren. During this project, participants organised also two parties for grandchildren: a carnival party and a puppet show, in which they could use the skills acquired in workshops under the project leader supervision. The project leader intends to continue her activities, widening the target group of workshops by men - hence the idea of creating “Super Grandma and Grandpa School”. She plans also to open a library for grandmothers and grandchildren.

“Re-creating fairy tales”
Jan Płonka (73), puppet theatre instructor, and Justyna Łobacz (25), Polish studies graduate, have opened a puppet theatre run by the seniors. The project has been realised in Zahajki, post-state farm village with the support of Association for Regional Education and Cultural and Social Integration (Stowarzyszenie Edukacji Regionalnej i Integracji Kultur i Społeczności). 21 villagers participated in the workshops on puppet making and animation, lead by the project leader – Jan Płonka. Young people recorded this process on camera, creating an instruction film “Mr Jan’s Puppets”. Project participants shared the acquired knowledge by organising the demonstrations of puppet making for day-care rooms and primary schools in four nearby villages. The culminating point of this project was a puppet performance in the village day-care room viewed by nearly 100 people. Special performance has been organised in Włodawa for children from the Town Integrative Kindergarten. The project has clearly integrated village community and was another step to make the day-care room a place open for children, youth and seniors.

Intergenerational projects based on the seniors' volunteer work
Many of the projects awarded in “Seniors in Action” competition motivate the elderly to do voluntary work for children. Danuta Miczulska (60) encouraged 25 students from the University of the Third Age in Nowa Sól to carry out education classes for 45 children in three day-care rooms of the sociotherapy facilities. Seniors prepared the programme and conducted several month-long journalism, theatre and cooking workshops. Similarly, Józef Żuchowski (58) initiated the cooperation of a U3A students’ group with the Orphanage no 2 in Stargard Szczeciński, who jointly organised a cycle of trips as well as art and photography workshops for children. They attend this facility regularly and carry out auctions and collections for children. Elżbieta Iwanicka (59) along with a group of seniors from the Intergenerational Volunteer Club, decided to reach out to children from the Children Shelter in Lublin, inviting them to a intergenerational theatre work. With the support of Plan B Association, Maria Biłas-Najmrodzka (68) has launched a Wandering Club of People Reading to Children, which will involve seniors in working with children. A similar idea is currently realized in Łódź, with the support of the kobiety.lodz.pl. Association. Women above the age of 50 years have set up a group of “Flying Grandmas”. They are going to write and present fairy-tale presentations to children in hospitals, kindergartens and care facilities, but also for seniors in care homes. Descriptions of all the financed initiatives are available at: www.seniorzywakcji.pl.

Reasons why it is an example of good practice
The “Seniors in Action” competition is an innovative programme: it is the only grant programme in Poland so strongly oriented at supporting social activity of older people and educating leaders above the age of 55 years. We encourage older people to launch intergenerational initiatives in their localities (we help senior leaders in refining their ideas for projects and preparing the applications, we collect and promote good practices in the intergenerational activities by publications, workshops, study visits in order to network all the programme participants).
What distinguishes our programme is promoting intergenerational cooperation additionally at the level of project management (close cooperation of a leader above the age of 55 and a leader up to 30 years of age). The workshops organised for leaders above the age of 55 years are always of the intergenerational nature - their participants are older
and young people engaged in the awarded projects implementation. This form of the project has a positive influence on a creative atmosphere during workshops as well as on the projects quality.

Contact:
Beata Tokarz, coordinator for the “Seniors in Action” competition
Towarzystwo Inicjatyw Twórczych „ę”
ul. Mokotowska 55, 00-542 Warszawa
tel. 22 396 55 16
e-mail: info@seniorzywakcji.pl
WWW.seniorzywakcji.pl
WWW.e.org.pl

Benefits of Maturity

Name of the project, measure or legal act: Benefits of Maturity

Duration of the project: 02. 2008 – 01. 2010.

Objectives and summary: The objective of this project is to improve the labour market situation for people over 50 years of age by combating discrimination and negative stereotypes regarding professional activity of this age group. The project primarily concerns employers and labour market institutions whose decisions and actions may play an essential role in this area. To aid those entities, a series of seminars was organised, an interactive web portal was launched and a package of good practices in terms of age management and age-friendly strategies was developed. The project featured also a national mass media social campaign. It promotes, above all, the advantages of employing 50+’s as well as ideas for age management, supported by examples and methods of their implementation. The Beth Johnson Foundation from Great Britain is the foreign partner in this project.

Level of implementation: The project includes three main activities: info-educational campaign, seminars concerning age management and a competition for the most age-friendly forms of employment and professional development for 50+’s. The campaign was broadcasted in the media from September to November 2008. It drew employers’ attention to the issues of employing middle-aged persons and seniors, but also encouraged employers to broaden their knowledge in this area and implement advanced solutions in their companies.

Seminars, which were organised from January to May 2008, were devoted to the problems of age management and aimed at various employers (public, private, NGOs), as well as persons in charge of HR departments in companies and organisations. Nine one-day seminars were organised in Poland’s biggest cities. The seminars were one of few initiatives in Poland providing employers with comprehensive operational knowledge on the subject of solutions toward the elderly employment or antidiscriminatory regulations.
The last stage of the project was a nationwide competition for solutions and strategies promoting employment and professional development of 50+’s, to be settled in November 2009. This is a first initiative of this type in Poland and it promotes solutions regarding age management which are gaining popularity and are essential to function properly on today’s labour market.

Reasons why it is an example of good practice: Project promotes the idea of age management and prolonging professional activity. It shows the benefits of implementing strategies related to investing in the development and education of the 50+ employees, promotion of health and health prophylaxis, as well as development of ergonomic and safe workplaces. Moreover, Benefits of Maturity promotes good practices in those areas, both national and international.

Link to a website or contact details to obtain further information:
http://www.zysk50plus.pl/
The Academy for the Development of Philanthropy in Poland, Marszałkowska 6/6
00-590 Warszawa
tel. 022 622 01 22
fax 022 622 02 11
j.tokarz@filantropia.org.pl
www.filantropia.org.pl

Count Us In! Senior Citizens in the European Union

Name of the project, measure or legal act: Count Us In! Senior Citizens in the European Union


Objective and summary: Poland lacks strong organisations representing the interests of senior citizens. The project Count Us In! Senior Citizens in the European Union, implemented by the Academy for the Development of Philanthropy in Poland, was aimed at enabling organisations of the elderly to acquire knowledge of the functioning of the European Union. The transformation and the fast pace of changes in Poland since 1989 have resulted in older people having difficulties with grasping the new reality. Poland’s integration with the European Union has caused fears among the elderly, as well as the lack of identification with the ongoing changes. It is therefore important that Polish senior citizens do not feel excluded or marginalised in European structures; on the contrary, they should be active and well-informed participants of the public debate. The project was also planned as an opportunity to get acquainted with experiences of other countries in strengthening the position of the elderly. 28 Polish active NGOs dealing with the issues of the elderly on an everyday basis were invited to participate in the project. These were mainly organisations rewarded in the 2003 all-Poland competition “Golden Age Atlas” for the most interesting and most effective initiatives directed at the elderly. Three international organisations dealing with the problems of the elderly in the
European Union were also invited to the project: Help the Aged from Great Britain, Association “Little Brothers of the Poor” from France and AGE- the European Older People’s Platform from Belgium. The program was co-financed by the European Union and BISE Bank (Bank Inicjatyw Społeczno-Ekonomicznych SA).

Level of implementation: The project is closed. A seminar “Seniors in the EU” was organised for representatives of the 28 senior organisations, participated also by foreign guests and representatives of government administration and science (70 persons). The two-day meeting was devoted to the history and functioning of the European Union, EU policies towards elderly citizens, discrimination due to age in the light of EU regulations, Member Sates’ activities aimed at increasing the participation of elderly citizens in public life and voluntary work for the benefit of the elderly. Guests from Belgium, France and Great Britain presented their own examples of solutions effectively strengthening the social position and role of the elderly. Participants of the seminar found out about the British government programme Better Government for Older People, British experiences in strengthening the grass root movement of senior citizens (Speaking Up for Our Age Programme), as well as French experiences in developing voluntary work for the benefit of the elderly. The seminar allowed project participants to broaden their knowledge in areas of the functioning of the European Union and EU social policies towards the elderly. The presented foreign practices, in particular the forums of the elderly created in Great Britain inspired seminar participants to launch activities aimed at integrating Polish senior organisations. This was the most important result of the seminar. All participating organisations prepared later in their locations meetings for senior citizens concerning the European Union. 25 meetings were organised, participated by 1600 senior citizens. An expert took part in each meeting, leading the discussions and answering participants’ questions concerning Poland’s entry in the European Union. The formula of the meetings depended on the creativity of their organisers – these could be lectures, workshops, debates, happenings, competitions or games. Representatives of the local government and local media were often invited to the events. Senior citizens, in turn, prepared their own presentations related to European issues. After Poland’s accession to the European Union in May 2004, local meetings started.

They showed that senior citizens lacked information on the functioning of the EU. The meetings were an opportunity for the elderly to discuss the subject, voice their opinions on issues of national importance and present their concerns on Poland’s integration with the European Union, civilisational changes and developments in intergenerational relationships. Senior citizens drew attention to the fact that media coverage of EU issues was too optimistic and failed to address their concerns. Moreover, the sophisticated language used to convey information was an obstacle for many older recipients in receiving and comprehending important information.

At the end of the programme, the Academy for the Development of Philanthropy in Poland issued, together with its partners, a publication Count Us In! Senior Citizens in the European Union, directed at organisations and institutions dealing with the issues of the elderly in whole Poland. Moreover, a conference was organised for journalists entitled Why is old age unpopular in the media? Its participants searched for reasons
behind topics concerning the elderly being so rarely tackled in press, radio and TV materials. It was also debated how to speak and write about the old age while avoiding stereotyping.

Reasons why it is an example of good practice: The project Count Us In! Senior Citizens in the European Union has strengthened the position of elderly people. Senior citizens were being encouraged to actively participate in discussions on issues that are important for Poland. The implemented programme showed that the elderly can contribute many valuable experiences to the united Europe. Moreover, the initiative proved that all decisions influencing the quality of life of the elderly should be consulted with them. Organisations dealing with the issues of older people have also benefited from the programme. Above all, leaders of senior organisations received training in providing information and knowledge about the EU to senior citizens. The project offered to Polish senior organisations the opportunity to establish contacts with experienced organisations from abroad. An informal cooperation platform created by several organisations from whole Poland was a success, alongside with the project. 50+ Forum represents the interests of senior citizens against government authorities and aims at improving the quality of life of the elderly in Poland. The forum cooperates also with other senior-oriented NGOs and institutions at home and abroad. The fact that the creation of such a forum originated from the senior organisations themselves is of paramount importance. In this way, the programme has succeeded in activating project participants and encouraging them to act independently. The creation of the forum of senior organisations is treated as one of the most important and durable effects of the project. The integration of senior organisations is necessary to strengthen the position and efficiently represent the interests of senior citizens both against central administration institutions and in EU structures.

Link to a website or contact details to obtain further information:
The Academy for the Development of Philanthropy in Poland
ul. Marszałkowska 6/6, 00-590 Warszawa
Telephone no. (022) 622 01 22,
E-mail: arfp@filantropia.org.pl
http://www.filantropia.org.pl

Let’s help each other – older persons for each other and the society

1/ Title of project, activity or legislative act
Let’s help each other – older persons for each other and the society

2/ Topic of policy brief: participation and integration of older persons
Madrid Action Plan, Commitment 2 – ensuring full participation of older persons in the society

3/ Start and end date of project
Start date: 1992.
Permanent activity

4/ Goal and brief explanation
‘EMERYT’ (PENSIONER) Foundation is a charity organization of the specific social group – pensioners, apolitical and of world-view neutrality. It was established to increase the activity of the seniors in order to provide self-support and aid in the communities where they live, as well as to plead for widely-understood welfare of older people. It has the status of public benefit organization.
The abovementioned objectives are delivered by means of the following projects:
1. Charity Day – Christmas meeting
2. Health prophylaxis – How to take good care of your health – three-years long programme for education and pro-health activization implemented thanks to the financial support of the Health Policy Department of the Warsaw City Office. Within the project, education meetings on the following subjects are held:
   - changes in body functioning related to age,
   - seniors nutrition,
   - physical activity,
   - taking care on organs of movement,
   - civilization diseases,
   - psycho–social activity of the seniors,
   - trips to saltwater inhalation facility in Konstancin and walks in the Botanic Garden in Powsin.
3. Seniors tourism and recreation – Together we make the seniors’ life happier, trips with cultural and historical education programme. The project aims at integration of older people in the following thematic groups: “Meet the beauty of your city”, “Meet the beauty of Mazowsze” (parks, architecture, fortifications, sacral architecture of the region, etc.).
4. Participation of older people in culture – ‘DĄB’ (OAK) Club. The aim is to invite the seniors to discus current cultural events and the events from different stages of life called up in memories. Calling-up of great cultural events as well as biographies of artists, free discussion at tea, coffee and cookies strengthens the relationships between the participants, integrates them and revalorizes. It provides them with the feeling of affinity to something they jointly develop. Remembering of the crucial patriotic and historical events builds strong identification with the group and place of residence.
5. Seniors transport – transport of older people to medical examinations and consultations, to offices and other locations. The project aims at providing the poor, older or sick people with an opportunity to benefit from transport services on beneficial financial conditions. In addition, there is an opportunity of ordering of wheelchair and voluntary worker to support in transport or using a wheelchair. The persons interested in transport to medical examinations and consultations, ambulatory examinations and procedures to hospitals, sanatoriums, to visit friends, offices, shops, etc. should report such need a few days in advance. Despite highly positive social response, expressions of thanks as well as high demand, the scope of the programme is limited due to lack of co-financing.
6. Internet Senior Club – providing the seniors with access to 3 PCs twice a week. Senior IT specialist – voluntary worker, providing consultations, guidelines and support in difficulties resulting from barriers in working with PC, will be on duty.

7. Financial support and self-support.

8. Civic activity and voluntary services promotion – participation in outdoor events and co-organization of Senior Holiday as the city outdoor event in the Saski Garden.

9. Open world to them – rental of wheelchairs.

5/ Degree of implementation
The ‘EMERYT’ Foundation conducts its activity in permanent manner. Demand for its widening by expert consultancy and education in the area of information technologies is being made.

6/ Explanation on being an example of good practice
Old age is unavoidable part of our life and, despite greater and greater limitations and barriers appearing as the time passes by, it may be valuable and beautiful – if we only want it. We want it – people above sixty years of age. We must choose of model of live ourselves and answer the question, if and how we want and are able to make use of already gained knowledge and experience? To whom and for what purpose we may transfer it? The seniors acting as the founders and members of the ‘EMERYT’ Foundation have understood that by providing support to the others, they help also themselves, making their life more valuable, healthy and interesting. Being the part of the society they play key social role: they help, integrate, educate and advise. It may be the task of any senior in any place and time – to which we deeply encourage all of you.

7/ Link to website or contact for further information
www.fundacja-emeryt.org.pl (does not work)

http://fundacja-emeryt.org/

Policy brief on participation and integration of older persons

1/ Title of project, activity or legislative act
Social policy addressed to older people of Warsaw – Wola District of the Warsaw City Office

2/ Topic of policy brief: participation and integration of older persons
Madrid Action Plan, Commitment 2 – ensuring full participation of older persons in the society

3/ Start and end date of project
Permanent activity conducted for several years, continuously developed

4/ Goal and brief explanation
In order to increase social cohesion by means of integration of all age groups, which contributes to improvement of quality of older people life, the self-governmental
authorities have been executing the policy focused on ensuring the principle of equal
treatment of the all age groups.
The following are delivered for the older people: Senior Programme of Wola District and
Senior Days of Wola District (to celebrate the International Senior Day held on 1
October). Each year, numerous events organized by the Wola District in cooperation with
seniors organizations and for seniors are being held for the entire October. The highlight
of the senior days is the gala of seniors in Wola Theatre, combined with granting the
awards and prizes as well as artistic programme.
In 2009 the ‘Second Youth–Senior Programme of Wola District 2009’ programme was
launched. Within its framework the seniors from Wola District may benefit from the
following events:
- PC course (24 hours of classes, including Internet),
- aqua aerobic (gymnastics in water),
- swimming-pool (swimming),
- tai chi (exercises at the gym hall),
- e-café,
- painting atelier,
- meetings with history of art,
- museum meetings.
Organizing parties:
- Permanent Education Centre No. 3,
- Social Aid Centre of Wola District,
- Taoist Tai Chi Association,
- Social Issues and Health Department of Wola District,
- Sport and Recreation Department of Wola District,
- ‘Nowolipie’ Centre,
- EMERYT Foundation.

5/ Degree of implementation
Permanent activity

6/ Explanation on being an example of good practice
Quality of life depends on each person individually as well as on the authorities at each
level, in the scope of their competences. Authorities obligation results from the social
roles played by each man for its entire life – a man does not live, work or brings up
children only for himself. It is also made for the society in wide context. The above
results in obligation of the authorities and the society to take care of dignified old age.
This is fully understood and delivered by the authorities and officers of Warsaw – Wola
District. However, even the possibly best prepared by the authorities programme, plan or
action strategy will remain only framework without specific activities of such authorities
as the inspiring party, coordinator and executor, in cooperation of non-governmental
organizations of all age groups. Warsaw – Wola District delivers it in highly attractive
manner, combing the benefits with pleasure, which results in satisfaction of the citizens.

7/ Link to website or contact for further information
www.wola.waw.pl
Participation and integration of older persons: Krakow alliance for seniors

1/ Title of project, measure or legal act
Krakow alliance for seniors

2/ Title of policy brief: participation and integration of older persons
Madrid Action Plan. Commitment 2: Ensuring full participation of older persons in the society

3/ Start and end date of the project
Start: June 2008

4/ Goal and brief explanation
"Krakow alliance for seniors" is a programme aimed at the overall development, integration and activation of a group of seniors in Krakow. The programme’s goal is to integrate, change the behavioral patterns and break stereotypes related to older people. It aims at the long-term improvement in the quality of life of seniors in Krakow based on a detailed sociological analysis of this group.

It is planned to carry out a sociological study of the group of people being 50+, which is to include the social and demographic characteristics of seniors in Krakow (e.g. age, education, income, residential conditions, health) as well as diagnosis of their attitudes and needs (e.g. behavioral patterns, lifestyles, knowledge on the society, access to information). The study will be prepared, carried out and its results will be elaborated by the Jagiellonian University. The multidimensional analysis of the group of seniors will enable undertaking adequate and effective measures which the city of Krakow addresses to seniors.

Measures will be undertaken in the following main areas:
Culture (supporting the creativity and interests of seniors, theme events, development of local clubs for seniors),
Health, prevention, rehabilitation (gymnastics, rehabilitation camps, medical care, support groups, occupational therapy, prevention programmes and vaccinations),
Recreation (hiking, biking, incentive trips),
Education, trainings (continuing education, University of the Third Age, computer courses, language courses etc.)
Advice, consultations, information (points of health, legal and civil advice, exchange of skills among seniors – bank of hours, mediation in conflicts),
Safety (self-defence courses, first aid courses, neighbourhood watch, assertiveness trainings).

It is envisaged to implement short-term projects, bringing rapidly visible results, supported by various groups in the society living in the city.
Participants in the alliance implementation will be: self-government of the city and districts, municipal institutions (schools, municipal guard, police, healthcare), parishes, non-governmental organizations, business, media. Involvement of seniors in the programme implementation will be of essential importance for its success, information will be provided by means of media, information leaflets, district councils, municipal institutions, parishes, during neighbours events. The Municipality of Krakow supervises implementation of the programme, and it will prepare general programmes.

5/Degree of implementation
Since the initiation of the programme in June 2008, the cooperation has been established, inter alia, with District Councils of the City of Krakow, non-governmental organizations and media. Several information meetings have been held, a database of contacts with various Krakow institutions and organizations dealing with issues of seniors has been created. As a result, after the preliminary recognition of the seniors’ needs, work on developing a website "Krakow for a senior citizen" has been commenced, as part of the Municipal Internet Presentation entitled "Magical Krakow". It is planned to launch the website in April 2009. The www.krakow.pl/dlaseniorna website will be, first of all, a theme information portal presenting, in an integrated way, both the offer addressed to seniors and the database of organizations and institutions acting in this area. Simultaneously, the portal's goal is to activate the circle of Krakow seniors both as recipients and co-authors of the portal.

6/Explanation why this is a good practice example
The "Krakow alliance for seniors" programme is an example of measures initiated by the self-government and undertaken based on the cooperation of persons and organizations, which often, on a basis of voluntary service, undertake initiatives towards the improvement in the quality of life of seniors. The website for seniors will be for seniors a source of the up-to-date information with regard to, inter alia, culture, education, health, entertainment; it will encourage seniors to be more active as recipients and initiators of measures. The programme will be a basis for building the strategy of measures in favour of seniors with regard to the social policy in Krakow.

Act of 20 April 2004 on the promotion of employment and labour market institutions

1/Title of the project, measure or legal act
Act of 20 April 2004 on the promotion of employment and labour market institutions

2/Title of the policy brief: gender equality, work and old age
Madrid Action Plan, Commitment 5: Adaptation of labour market to economic and social consequences related to the aging of the society.
3/Start and end date of project
Specific solutions related to employees aged 50 and more were introduced in 2004, whereas solutions related to employees aged 45 and more were introduced by way of an amendment to the Act on the promotion of employment and labour market institutions passed on 19 December 2008.

4/Goal and brief explanation
There are no legal regulations related only to the issues of functioning of older people on the labour market, this issue has been raised in the act on the promotion of employment and labour market institutions.

The act classifies the unemployed aged 50 and more as "persons in a specific situation on the labour market" to whom, apart from typical protective and intervention measures, additional instruments of the labour market are applied:

within 6 months from registration, the district labour office should submit an offer of employment, other gainful employment, participation in vocational courses in the workplace or employment as part of intervention works or public works,
in case of intervention works, a period of performing work may amount to 24 months (younger unemployed persons – 12 months), the starosta reimburses costs of remunerations and social security contributions incurred by the employer. In case costs of remunerations and social security contributions are reimbursed every other month, the period of performing work for an unemployed person aged 50+ may be prolonged to 4 years, after 6 months from the date of registration at the district labour office, the unemployed may apply for granting them a right to a pre-retirement allowance provided that they meet requirements entitling them to receive this allowance, specified in separate regulations, in case of the unemployed with at least a 20-year period entitling them to receive the unemployment benefit, this benefit is paid for 12 months (the basic period of payment of the benefit – 6 months),
As for employees aged 45 and more, registering at labour offices, they may:
participate in trainings organized by labour offices, financed with the Labour Fund resources, ordered by the labour office for groups of participants and individually indicated persons, after justifying the purposefulness of this training, financing medical and specialized examinations with the Labour Fund resources provided that examinations are necessary during classification for trainings, participate in postgraduate studies financed with the Labour Fund resources, after justifying their purposefulness, make use of loans for financing the costs of a training taken for maintenance of employment, receive, from the Labour Fund, reimbursement of costs of exams allowing to obtain certificates, confirmations, specific occupational qualifications or occupational titles as well as costs of obtaining licences necessary for performance of a given job, participate in special programmes initiated and implemented by the starosta in agreement with employers (as part of a special programme, intervention measures are undertaken with respect to a selected group of beneficiaries in a difficult situation on the labour market, the intervention is temporary, costs may be co-financed with the Labour Fund resources).
Trainings for older employees aged 45 and more use the preferential support – the employer receives co-financing up to 80% of training costs, no more than 300% of an average remuneration, in case of other persons, co-financing amounts up to 50% of training costs and up to an amount of an average remuneration.

The unemployed aged 50 years and more being participants in trainings organized by labour offices are granted higher allowances than the younger unemployed (an allowance for persons aged 50 and more amounts to 120% of the unemployment benefit, while in case of younger persons it amounts to 100%). Since 2010, amounts of allowances are not going to be differentiated.

Employers are exempt from an obligation to pay contributions to the Labour Fund for older employees (women who are 55 years and men who are 60 years). For a period of 12 months, employers are exempt from an obligation to pay contributions to the Labour Fund and Employment Fund Contribution in case of employing the unemployed aged 50 and more.

5/Degree of implementation
The implementation of the act's provisions started together with its entering into force (1 May 2004 and as regards an amendment passed on 19 December 2008 – 1 February 2009).

6/Explanation of why it is a good practice example
The presented solutions are additional instruments of the labour market policy, with a universal scope of application, aiming at maintenance or restoration of the occupational activity of older employees by improving the occupational qualifications, labour skills and encouraging employers to employ older persons and maintain them in employment.

As the population's demographic structure is changing (Polish society is aging, by 2035 the number of both children and persons under 44 years of age is going to decrease while the number of people of 45 and more as well as of retired persons is going to increase), persons aged 50 and more are necessary on the labour market. Their early withdrawal from the labour market leads to the loss of essential human capital resources which they collected. Benefits for persons withdrawing from the labour market burden all employed persons, especially young ones. Higher expenses on transfers addressed to older persons limit the opportunities of increasing the support from the State budget for other social groups, especially children and young people. The period of the occupational activity has a direct influence on the amount of pensions – in the new pension system not only collected retirement savings count but also the length of employment.

7/Link to website or contact for further information
Act of 20 April 2004 on employment promotion and labour market institutions

Project name: Legislative solutions supporting vocational activation and further training of the unemployed over 50 years of age and employees over 45 years of age laid down in the Act of 20 April 2004 on employment promotion and labour market institutions.

Duration of the project: 1 February 2009 – to date

Objective and summary: Legislative solutions provide for 3 types of actions:
aimed at unemployed aged 50 or over,
aimed at unemployed aged 45 or over,
aimed at employers interested in further training of their employees, including those aged 45 or over,

The unemployed aged 50 or over are perceived as being in the special situation on the labour market. As a consequence, within a period of 6 months from the date of registration, powiat labour offices are obliged to present these unemployed with a job offer or an offer of participation in an active labour market programme in order to maximise their chances of finding employment. These persons are entitled to services and instruments addressed to all clients of labour offices. Moreover, special instruments, such as targeted programmes, internships, public and intervention works, etc., have been implemented.

The legislative solutions also provide for support to be made available to employers who decide to employ the 50+ unemployed. Those employers will be temporarily exempted from the obligation to pay contributions to the Labour Fund and the Guaranteed Employee Benefit Fund; the obligation to pay contributions to those funds is abandoned for all persons aged over 60 (men) or 55 (women).

All employees aged 45 or over that are interested in making use of their entitlement to training services provided by labour offices can register as jobseekers at a powiat labour office of their place of residence, because within the meaning of Article 2(1)(22) of the Act on employment promotion and labour market institutions, a jobseeker is not only a person seeking a new place of employment, but also a person seeking a different form of support specified in the Act in question.

Having registered as a jobseeker at a powiat labour office, an employee is entitled to a chosen form of support. The range of training services offered by labour offices to employees over 45 years of age includes:

- referral to a training to an educational institution,
- loan for a training,
- co-financing of costs of exams and obtaining certificates,
- co-financing of costs of postgraduate studies.

The support is available to employers who have created a training fund, that is who allocated resources for funding training of employees. Available support includes:
a reimbursement of training costs of employees or an employer in the amount of up to 50%, but less than an average remuneration, and in the case of persons aged 45+ — up to 80%, but less than 300% of an average remuneration per person, a reimbursement of training costs of an employee referred for a training that lasts at least 22 working days within a paid training leave, on the condition that in the period of the training an unemployed person will be employed under the job rotation programme; remuneration and insurance contributions for every employed person will also be reimbursed, a refund of pension and disability pension contributions for employees making use of a training benefit, made to them by employers under the programmes of monitored dismissals.

Reasons why it is an example of good practice: Solutions for the unemployed aged 50 or over are aimed at their vocational activation, that is assisting them in finding employment, whereas solutions addressed to employees aged 45+ are aimed at increasing their chances of staying in current employment.

Link to a website or contact details to obtain further information:
Ministry of Labour and Social Policy, Hanna Świątkiewicz-Zych, Ph.D., director in the Department of Labour Market, phone no: (48 22) 461-61-40

**45/50 PLUS** Programme of measures for the promotion of employment, mitigation of the effects of unemployment and occupational activation of persons in the immobile age

1/Title of the project, measure or legal act
"45/50 PLUS" Programme of measures for the promotion of employment, mitigation of the effects of unemployment and occupational activation of persons in the immobile age.

2/Title of the policy brief: gender equality, work and old age
Madrid Action Plan, Commitment 5: Adaptation of labour market to economic and social consequences related to the aging of the society.

3/Start and end date of project

4/Goal and brief explanation
The "45/50 PLUS" Programme's goal was to restore the employability, by activating measures and enabling taking up and maintenance of the employment by the unemployed in the immobile age, i.e. 45 and more, with particular consideration given to the unemployed aged 50 and more who, in the light of the act on the promotion of employment and labour market institutions, are deemed persons in a special situation on the labour market.

The situation on the labour market was changing favourably, however, it required undertaking a series of measures to reduce unemployment and bring a numerous group of economically inactive persons back on the market. In the situation when the society is
aging, which has already been noticed, and when persons who have the most serious problems with finding a job due to their education, occupational low qualifications or the length of unemployment still remain registered at labour offices, activation and maintenance of persons in the immobile age on the labour market is of particular importance.

Given the necessity to undertake further measures facilitating the persons in the immobile age in the active functioning on the labour market, in 2008, the Minister of Labour and Social Policy decided on allocation of PLN 90 million of the Labour Fund resources from the minister's reserve for the implementation of projects of the occupational activation for persons in the immobile age, prepared by district labour offices and submitted by district self-governments to province marshals who, on a basis of the performed evaluation, recommended the projects with the highest score to be implemented.

Projects submitted for the implementation as part of the Programme were established on a basis of individual action plans, including basic services of the labour market supported by instruments specified in the Act on the promotion of employment and labour market institutions, for the purpose of the occupational activation and they focused in particular on the following measures:

- professional and general trainings, including those on abilities to search for a job,
- trainings combined with occupational preparation programmes in the workplace,
- trainings combined with granting the funds for starting the business activity or establishing a social cooperative,
- trainings combined with creation of a workplace in the employer's company,
- granting loans for financing the costs of training in order to enable taking up employment or other gainful employment requiring specific qualifications.

Finally, PLN 51.7 million have been allocated for the Programme implementation, funds were granted to 164 district labour offices which planned to activate 8,911 unemployed persons aged 45 and more. Pursuant to the Programme's assumptions, projects were implemented until 31 December 2008.

5/Degree of implementation
The information on the results of the "45/50 PLUS" programme will be prepared in the first half of 2009.
Presentation – as an example – of the project for the implementation of which the funds have been allocated as part of the programme, will be possible once labour offices prepare reports on the Programme implementation (until the end of the first half of 2009).

6/ Explanation of why it is a good practice example
Cf. point 5.

7/Link to website or contact for further information
Solidarity between generations – measures for increasing the occupational activity of persons aged 50+

1/Title of the project, measure or legal act
The programme entitled "Solidarity between generations – measures for increasing the occupational activity of persons aged 50+".

2/Title of the policy brief: gender equality, work and old age
Madrid Action Plan, Commitment 5: Adaptation of labour markets to economic and social consequences related to the aging of the society.

3/Start and end date of project
The Council of Ministers adopted the programme on 17 October 2008, the implementation shall last until 2015.

4/Goal and brief explanation
The goal of the "Solidarity between generations" programme is to reach, by 2020, an index of employment of persons aged 55-64 at the level of 50%. Measures foreseen for employees aged 50+:

- improvement of working conditions and promotion of employment and age management by way of spreading knowledge on the employee age management among employers and employees, showing both employers and the public benefits from employing persons aged 50+, implementing the age management strategies in companies, adapting working conditions of employees aged 50+ to their needs,
- improvement in qualifications by way of creating conditions for building educational paths, popularization of continuing education of persons aged 45+, adaptation of the educational offer,
- reduction in labour costs by way of exempting employers from paying contributions to the Labour Fund for persons having no more than 5 years to retirement, reduction in the number of sick leave days for which the employer pays to 14 days in case of employees aged 50+,
- activation of persons who are either unemployed or threatened with loss of employment by way of popularizing labour market programmes for persons aged 50+, building individual support programmes, adaptation of the offer of active labour market programmes to the needs of these persons,
- occupational activation of the disabled by way of building a stable legal framework for employment and occupational rehabilitation of the disabled, promotion of the occupational activation and integration of these people into the labour market, an additional element will be campaigns raising awareness of possibilities and usefulness of the disabled as employees,
- increasing the possibilities to employ women by way of developing services allowing to reconcile work and family life, simplifying regulations on establishment of kindergartens, supporting the development of a kindergarten network, especially in rural areas, enabling financing company nurseries and kindergartens from employee benefit funds, supporting other forms of childcare,
• limitation of the occupational inactivity of employees in the social benefit system (implementation of the system of bridge pensions and limitation of early retirement, promotion of measures for prolongation of retirement age, especially in case of women).

5/Degree of implementation
The first stage was a social debate concerning the Programme (March – September 2008), its results have also been included in the Programme. The public debate on the occupational and social activation of older people is underway, which is very important in its own right.

Another stage of the implementation of the "Solidarity between generations" programme is preparation of an implementation document containing an organized and detailed set of legislative and non-legislative measures together with entities responsible (underway). A part of legislative measures included in the Programme has already been carried out:

- adoption of the Act on bridge pensions,
- amendment to the Act on pensions and retirement pensions from the Social Security Fund eliminating reduction and suspension of pension benefits in case of taking up employment by the disabled (President's veto),
- amendment to the Act on the promotion of employment and labour market institutions (it entered into force on 1 February 2009), which:
  - opens the labour market programmes for persons aged more than 45 years regardless of the situation on the labour market (financing the trainings, post-graduate studies, exams, participation in special programmes),
  - increases co-financing for trainings of employees aged more than 45 years for the employer who has a training fund,
- exempts employees having 5 years to statutory retirement from contributions for the Labour Fund – entering into force: 1 July 2009,
- amendment to the Act on the protection of employees' claims in case of the employer's insolvency – exemption of employees having 5 years to statutory retirement from contributions for the Employment Fund Contribution (entering into force: 1 July 2009),
- amendment to the Labour Code: reduction in the period of payment of the sickness pay financed by employers for employees aged more than 50 years from 33 to 14 days (entered into force on 1 February 2009).

By 2015, PLN 12 billion will be allocated for the Programme implementation, including PLN 9,9 billion as part of the Operational Programme – Human Capital, co-financed from the ESF and ca. PLN 2,1 billion from the Labour Fund.

6/ Explanation why this is a good practice example
The programme assumes that achievement of its goals requires measures at multiple levels and partnership of public and social institutions: government, employers of persons to whom the "Solidarity between generations" programme is addressed, self-governments who manage labour offices. Great importance is attached to initiating partnerships with other process participants, including, first of all, employers and society, which are to lead
to creation of a "positive circle" of measures mutually supporting positive effects for all generations.
The programme envisages intense motivation – including financial – of employers so that they would be more willing to employ older people. Moreover, so-called "soft" measures have been planned, concerning improving qualifications, skills and performance of these people. As a result, working people will be more motivated to stay longer on the labour market and early retirement, as a life option, will stop being as attractive as it is now. The programme will be financed, inter alia, from EU funds and from the Labour Fund.

7/Link to website or contact for further information
Portugal
Focal point:
Odete Severino Soares, Rute Sofia Dos Santos Azinheiro Guerra
Ministry of Labour and Social Solidarity
rute.guerra@gep.mtss.gov.pt, odete.severino@gep.mtss.gov.pt

Life-long learning - New opportunities initiative
Title of the Project/legislative act: NEW OPPORTUNITIES Initiative

ITEM 1: lifelong learning

Into force since: September 2005

Context:
Over the last decades, Portugal has made a significant effort to qualify its population so as to make up the lag separating us from other developed countries. By 2003, only 20% of the adult population (25-64) completed upper secondary education, whilst the OECD average is 70%. Furthermore, of the 5 million active workers, 50% did not complete compulsory education (9 years of schooling). Also, the average schooling years of the adult Portuguese population is 8.2, the lowest in the EU. Nevertheless, in suit of all efforts, the situation tended to recover the high levels of early school leaving and low lifelong learning. Being insufficient and slow the recovery, the actual Government decided to do more, better and deeper to overcome the low qualification levels of the Portuguese population and stated in 2005 the New Opportunities Initiative as a national strategy in line with the renewed Lisbon Strategy and the European agenda for economic growth and social cohesion through qualifications increasing and competences developing. The importance of investing in human capital stems from its widely accepted contribution towards economy growth, as well as to the development and cohesion of the society as a whole and to the employability and quality of life improvement of the individuals. Thus, the basis for the initiative is clear: the upper secondary education level is the reference objective for the qualification of young people and adults. By 2010, the goals are to involve over 650.000 young people in courses of double certification at the upper secondary education level and to integrate in occupational paths those at risk of leaving school without qualification, as well as to involve 350.000 adults in vocational education and training courses and to guarantee that more than 650.000 adults have obtained a competences certificate.

GOAL AND BRIEF EXPLANATION:

Aiming at making the upper secondary qualification level the minimum reference for lifelong learning, the New Opportunities Initiative strategy builds on two central pillars:
The first one is to promote both academic and vocational certification at the upper secondary qualification level for young people allowing the education and training systems to fight against failures and drop-outs. More than 650 thousand young people will be involved in vocational education and training paths being half of the total of the upper secondary students enrolled by 2010.

The second one is to improve the access and increase the participation of the active population to training paths and vocational education, mainly the less qualified adults, enabling them to recover, complete and progress their qualifications. It intends that one million active workers will be qualified by 2010.

Achieving these goals implies mainly:
- Increasing the double certification vocational education and training supply and the number of vacancies for young people.
- Increasing the double certification vocational education and training supply and the after work training paths for adults.
- Widening the New Opportunities Centres network and performing them as a ‘main entrance’ doorway for the active workers qualification.
- Developing the National Qualifications Catalogue for the non-higher qualifications management and the double certification vocational education and training regulation.
- Implementing a vocational education and training supply management integrated system.

Central management is jointly entrusted to the Ministry of Education and the Ministry of Labour and Social Solidarity, through the National Qualifications Agency coordination. The role of the Regional Departments of both Ministries of Education and Labour is very important in terms of local bodies’ attendance. The Initiative has a decentralised approach, implemented by a network of public and private teaching and training providers.

A panel of national and international experts has been appointed to the Initiative monitoring and external evaluation.

PROGRESS STATUS
Concerning the young people’s pillar of the Initiative:
Changing education and training paths at the upper secondary level has already allowed reversing students’ losses, reducing failures and preventing early drop-outs. The young people enrolled in double certification courses at the upper secondary education level is 40% of the total at this level, in 2007-2008, an amount near the 50% of the OECD countries and the initiative goal by 2010.
Being 113 727 in 2006-2007, there are 115 250 young people enrolled in double certification courses at upper secondary level in 2007-2008.

Concerning the adults’ pillar of the Initiative:
Widening and strengthening the New Opportunities Centres network and the Adult Education and Training Courses and implementing a decentralized management have contributed to improve the response ability of the education and training system structures, The process for recognising, validating and certifying competences and the
adult education and training courses are grounded on the Key Competences Frame of Reference for Adult Education and Training to obtain a formal certificate of 4, 6, 9 and 12 years of schooling and on the specific Occupational Standards to get a level I, II and III of professional qualification. Created, presented and published in October 2007, the Quality Charter of the New Opportunities Centres aims at to improve quality assurance in the validation of non-formal and informal learning process and the activities performance carried out by the network. Having started with 6 centres in November 2000, the network has been progressively launched up to 2005 (98 centres) and boomed in 2006 (270 centres) and 2008 (459 centres). By the end of this year the network will include 500 centres.
Since 2006, the New Opportunities Initiative has included 818 534 adults, 378 056 of whom demanding an upper secondary level qualification.

20th October 2009

**Life-long learning - Qualification-employment program**

Title of the Project/legislative act: Qualification-Employment Program

ITEM 1: lifelong learning

Into force since: January, 2009

GOAL AND BRIEF EXPLANATION:

As a consequence of the international financial crisis, the level of Portugal economic activity dropped significantly in the earlier weeks of last year’s second semester. Facing a considerable reduction in the demand of products and services, enterprises in Portugal started laying-off employees in order to keep their workforce leveled with the sudden and unexpected decline of activity. Some of these companies operated mainly in the international markets and depended weakly on internal demand. Since the drop in activity was the result of a global crisis, the Portuguese Government decided to act quickly in order to help these and other companies cope with the new economic scenario.
In late-November of 2008, the Portuguese Government, together with representatives of enterprises operating in the automobile industry, decided to create an exceptional plan to support workers in a situation of temporary decline of activity.
The main goals of the plan were to avoid a sudden and major increase in unemployment level and to promote vocational training of employees in a situation of temporary decline of activity. Since enterprises would keep their workforce level, they would be able not only to quickly respond when normal economic activity was restored, but would also be more competitive because of a more qualified and prepared workforce.
After five weeks of negotiations, the Portuguese Government announced the Qualification-Employment Program and in January the measure was expanded to all enterprises, regardless of the sector of activity,
Enterprises beneficiating from it would be obligated to keep their workforce level and to promote vocational training during the periods of reduced activity. The Portuguese Government would support a significant part of those worker’s salaries and a part of the expenses with vocational training.

Enterprises and their workers can benefit from the measure until the end December 2010 for periods of up to six months, as long as they are able to prove that their activity is still far from the levels observed in mid-2008.

Until August this year, up to 10,000 Portuguese workers were in vocational training under this innovative measure.

20th October 2009

**Portugal: Qualification – Employment Programme**

In response to global economic downturn, Portuguese Government launched a special program helping enterprises keep the level of employment despite reduced activity in the sector. Program works as follows: companies are obliged not to dismiss employees. Simultaneously, the employees are provided with vocational training during the periods when company does not have enough orders. In exchange, the Government reimburses a significant part of salaries as well as part of vocational training’s costs. Portuguese Government plans to run project, from which benefits more than 10,000 Portuguese employees, till December 2010.


**Health promotion and Intergenerational relationships**

Title of the Project/legislative act: National Network of Integrated Long Term Care (NNILC) for the elderly and dependants – Decree-Law n. 101/2006, June, 6

ITEM 2 and 3: Health promotion and Intergenerational relationships

Into force since: 2006

GOAL AND BRIEF EXPLANATION:

The general objective of the Long Term Care (LTC) network is the provision of integrated long care to people who, despite their age, are in a situation of dependency, with a strong focus on home care, allowing people to remain at home as long as possible.

The integrated long term care is based on the paradigm of total recovery and of maintenance, in order to allow the treatment of the acute phase of the illness or the preventive intervention. It includes:
- Rehabilitation, re-adaptation and social reinsertion;
- Provision and maintenance of well-being and quality of life, even in situations with no possible recovery.

The criteria for the determination of long term care are the situations of dependency and it applies to everyone under that situation independently of age.

The units and teams of the Network are intended to provide care to persons, who undergo one of the following situations:
- Temporary functional dependency resulting from a recovery or other process;
- Long functional dependency;
- Frail old people;
- Acute disability with serious psychosocial impact;
- Serious illness, at an advanced or terminal stage.

The NNILC is a set of responses of different, although complementary types, namely Inpatient Care Units (Units of recovery, medium-term care and rehabilitation, long-term care and maintenance, and palliative care), Outpatient Care Units* (units of day-care and promotion of autonomy) and Teams of Integrated Long Care for home support* and palliative care actions.

*These units and teams are being defined and will start operate soon.

A - Recovery Units provide care to patients with temporary loss of autonomy, who need health care which, due to their frequency, complexity and duration, can’t be provided at the patient’s own home.

B - Rehabilitation and Medium-Term Care Units provide care to patients with loss of autonomy, potentially recoverable, who need health care which, due to their frequency, duration or lack of social support by carers and/or teams of integrated long care, can’t be provided at home.

C - Care to be provided in Long Term and Maintenance Units are meant for patients with chronic diseases, who present different levels of dependency and different degrees of complexity, and who can’t be treated at their own homes.

D - Care provided in Palliative Care Units are intended to patients with complex diseases at an advanced stage, with evidence of no specific treatment for the main illness or a terminal stage, which demand hospitalization for management or application of the palliative therapeutic plan.

Two of the key principles of the NNILC are:
Participation of dependant persons and their family members or legal representatives in the working out of the individual intervention plan and in the process of leading them to the network units and teams; Participation and co-responsibility of the family and main caregivers in the provision of care.

Financial contribution

- Expenses derived from the Network responses are shared by health and social security sectors, according to the type of care provided. The financial support provided by each one is specific, with adequate and periodically reviewed prices, to ensure the maintenance and provision of qualitative care.

- The payment of care provided in medium-term and rehabilitation and long-term and maintenance inpatient care units is shared by the dependant person according to his/her income or his/her household income, as approved by the Regulating Order no 34/2007 of September 19.

- The dependant persons have to make a financial contribution towards their care. The amount corresponds to an established percentage of family “per capita” income. For instance, in the Units of Long Term Care the value to pay corresponds to 85% of family “per capita” income. The Social Security and the Health Public Service also give a financial support.

- The integration of care, adequate and early discharges to more adequate and cost-effective services, a strong focus on home care, co-payments according to different levels of income, also contribute to long term sustainability of both the National Health System and the Social Care Network.

Quality orientation on the LTC

There are general and specific orientations addressing best practices in LTC:

Training plan for long-term care professionals; Process of assessment and evaluation of the degree of users’ satisfaction; System of feedback and complaints; Ongoing clinical audits; Patient safety; Implementation of the international goals for 2009.

Reforms occurred

In Portugal (Mainland), the new pattern of integrated long-term care, put into practice by the NNILC, plays a strategic role in the modernization of the National Health Service and of the Public Social Security System, contributing to their sustainable development, through the promotion of different types of health care and of social support, as well as of
pattern of integrated care under a multi-dimensional perspective and multidisciplinary work, in order to meet the psychological and social needs. This pattern with a public and general coverage envisages the improvement of the quality of life of the persons who, despite their age, are in a dependency situation, and of their families and/or carers.

**Solitary Supplement for the Elderly**

Title of the Project/legislative act: Solitary Supplement for the Elderly (CSI) by Executive-Law nº 232/2005, de 29/122

ITEM 3: Intergenerational relationships

Into force since: 01/1/2006

GOAL AND BRIEF EXPLANATION:

For elderly persons experiencing more pronounced financial difficulties, Executive Law no. 232/2005 of 29 December 2005, as regulated by Regulatory Order no. 3/2006 of 6 February 2006, created the Solidary Supplement for the Elderly (CSI). The CSI is a monetary payment of differentiated amounts, is submitted to means testing, and is designed to combat poverty among the elderly.

Any person who receives an old age or subsistence or equivalent pension from any Portuguese or foreign social protection system, that legally resides in Portugal, and meets the conditions laid down by Article 2 of the above Executive Law, is entitled to this benefit.

Portuguese citizens who do not fulfil the conditions required for a social pension because they do not meet the means test requirements, and persons who receive the lifelong monthly subsidy and fulfil the other requirements, are also entitled to the CSI.

The law imposes the following conditions on access to the CSI:

The recipient must be 65 years old or more.
He/she must have resided in Portugal for at least the six years immediately preceding the date on which he/she applies for it.
His/her financial resources must be less than the reference figure for the Supplement.

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2 Changed by Decree-Laws 236/2006, December, 11, and nº 151/2009, June, 30
The amount of the Supplement is equal to the difference between the applicant’s resources and the reference figure: €4,200 Euros/year for a single person, and €7,350 Euros/year for a couple, and can be worth a maximum of the latter amount.

The Supplement was designed to be brought in gradually. So, in 2006, it was available to people aged 80 or more, with a subsequent progressive extension by 2009 to people aged 65 or more.


Among the various aspects that were altered, such as the forms of income that must be taken into calculation in an applicant’s means test and procedural issues concerning proof of income, of particular significance is the fact that the initial time period for the progressive introduction of this benefit was reduced by one year. So, in 2007, the minimum age required for access to the Supplement was 70 years old, whereas under the previous legislation this was only scheduled to be the case in 2008.

Ministerial Order no. 77/2007 of 12 January 2007 updated the value of the Solidary Supplement for the Elderly by +3.3%, which was the estimated nominal growth in GDP in 2006. The amount for a single person thus became €4,338.60 Euros/year.

Ministerial Order no. 209/2008 of 27 February 2008 then updated the value of CSI by +10.635%, so since 1 January 2008 the amount for a single person has been €4,800/year.

Nowadays, in 2009, the amount for a single person is €4,960/year (€8,680 for a couple).

Progress Status:

The CSI began in January, 2006 and it was implemented gradually. In a first stage, it covered the beneficiaries aged 80 or plus, and then, in 2008, it was broaden to beneficiaries aged 65 and plus.

The number of beneficiaries of the CSI is continuously growing, as the data below shows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of beneficiaries</th>
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<tbody>
<tr>
<td>2007</td>
<td>56,689</td>
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<td>2008</td>
<td>179,556</td>
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<td>June, 2009</td>
<td>200,263</td>
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Source: MTSS (Ministry of Labour and Social Solidarity)
Republic of Moldova

Focal point:
Larissa Rotaru
Ministry of Labour, Social Protection and the Family
larisa.rotaru@mmpsf.gov.md,

Gender Mainstreaming in Education


The National Gerontological Association ‘Second Breath’

Second Breath (RespiraŃia a Doua), the National Gerontological Association, is an NGO active in promoting a rights-based agenda for older people in Moldova. The Association is a HelpAge International affiliate and main partner for projects organised in Moldova. Second Breath pursues the following goals, all aimed at older people: development of community-based services; publication and dissemination of related educational material; co-ordination of and collaboration with NGOs and governmental organizations; development of palliative care services and training programmes.

In 2003-2004, Second Breath and HelpAge International (HAI) worked together on the project “Reintegration of Older People into Moldovan society” with the financial support of the European Commission’s TACIS-IBPP (Technical Assistance to the Commonwealth of Independent States - Institution Building Partnership Programme) and Development Co-operation Ireland.

The goal of the project was to promote the social reintegration of vulnerable older people by developing older people’s support groups and building NGO capacity to sustain them, in different regions of Northern Moldova. The activities resulted in a Final Conference in Chisinau and a Good Practice Manual.

As an extension of this project in Northern Moldova, the project “Social reintegration of vulnerable and marginalised older people in rural communities of Southern Moldova” was launched in 2005. Seven Community Based Organisations (CBOs) and Initiative Groups (IG) were selected to work in the project as implementing partners, with the active support of the lead Southern partner, Rural Social Initiative. Second Breath provided advisory support, undertaking to organise the participation of five Northern organisations as mentors.

Sources: National Gerontological Association Second Breath.
http://www.respi.org/index.html (last accessed on November 10, 2010)
**Краткий обзор политик касающихся старения населения в Республике Молдова**

<table>
<thead>
<tr>
<th>Наименование закона или проекта закона</th>
<th>Срок реализации</th>
<th>Краткое содержание документа</th>
<th>Уровень внедрения</th>
<th>Положительные эффекты от внедрения</th>
<th>Дополнительная информация и Link для сайта</th>
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<tr>
<td>Гарантии дохода, социальная защита, социальное обеспечение, профилактика нищеты</td>
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<td>В соответствии с данным пакетом документов была инициирована пенсionная реформа в Республике Молдова переход от одноуровневой распределительной пенсионной системы к условно накопительной, создание частных пенсионных фондов, улучшение сбора взносов в систему пенсионного</td>
<td>Уровень внедрения данного пакета документов частичный. С 2003 приостановлено действие ряда статей Законом № 1485 - XV от 22 октября 2002 о внесении изменений в статью 41 Закона о пенсиях государственного социального</td>
<td>На момент принятия пакета документов существующая пенсионная система охватывала более 21 % населения страны (на сегодняшний день -18%). Из-за огромной нагрузки на пенсионные фонды выплаты пенсии не производились или производились крайне нерегулярно, Предложенные политики были направлены на</td>
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<td>Стратегия реформы системы пенсионного обеспечения</td>
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<td>обеспечения, накопление резервов, постепенный отказ от множественных пенсионных льгот и привилегий, а также поэтапное увеличение пенсионного возраста и страхового стажа, необходимого для получения пенсии по старости в полном объеме. Согласно Закону пенсионный возраст для мужчин должен был быть поэтапно повышен до 65 лет а женщин – до 60 лет, при наличии страхового стажа соответственно 35 и 30 лет.</td>
<td>страхования.</td>
<td>обеспечения и поддержание жизненного уровня нетрудоспособного населения, уменьшения нагрузки на социальные фонды, уменьшение нагрузки по социальным выплатам на экономически активное население (с учетом ухудшения демографической ситуации) и др. Несмотря на то, что в 2003 году реализация реформы была приостановлена по политическим мотивам, поэтапное повышение пенсионного возраста (до 62 лет мужчинам и до 57 лет женщинам) позволило снизить нагрузки на социальные фонды и на экономически активное население и обеспечить...</td>
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</table>
рекуррентные выплаты пенсий, в том числе по возрасту и в дальнейшем обеспечить их регулярную индексацию.

Новая пенсионная формула, напрямую увязывала уплаченные суммы индивидуальных взносов с размером будущих пенсий. Дополнительно была введена формула переходного периода, комбинирующаяся на пенсионные права, накопленные в дореформенный период, и права, приобретенные в новой системе. В 2003 году были законодательно установлены темпы ежегодной индексацией пенсий на среднем уровне между показателями...
роста цен и средней заработной платы по стране за предыдущий год. Частично реализованная реформа позволила также упорядочить использование фондов необходимых на социальные выплаты. Так если в 1998 году Фонд социальных выплат составлял более 15 % ВВП, то в настоящее время Бюджет социального страхования колеблется в пределах 9,8% от ВВП.

В настоящее время в Молдове разрабатывается новая Стратегия унификации пенсионной системы.

<table>
<thead>
<tr>
<th>Стратегия унификации и пенсионной системы</th>
<th>Главной целью Стратегии унификации пенсионной системы является</th>
<th>Основной эффект от внедрения данной Стратегии состоит в том</th>
</tr>
</thead>
<tbody>
<tr>
<td>Проект закона.</td>
<td>Создание единых пенсионных норм для лиц, подлежащих обязательному государственному социальному страхованию. Стратегия предусматривает изменение двух базовых законов в области пенсий государственного социального страхования и Государственной системы социального страхования и социальной защиты.</td>
<td>Что она наиболее содействует осуществлению всех программ дающим возможность всем работникам пользоваться базовой системой социальной защиты-обеспечения, в том числе в соответствующих случаях правом на получение пенсии. Обеспечивает пожилых людей ростом пенсий путем разработки механизма для актуализации застрахованных доходов. Обеспечение индексированн ым доходом различных категорий получателей из социально уязвимых категорий населения (инвалиды, получатели выплат по случаю потери</td>
</tr>
<tr>
<td>Закон № 133-XVI от 13 июня 2008 г. о социальном пособии</td>
<td>С 1 января 2009 г.</td>
<td>В целях улучшения, системы социальных выплат, был принят Закон № 133-XVI от 13 июня 2008 г. о социальном пособии, целью которого является обеспечение малоимущим семьям минимального гарантированного ежемесячного дохода посредством назначения социального пособия согласно оценке совокупного среднемесячного дохода семьи и ее потребностям в социальной помощи.</td>
</tr>
<tr>
<td>Национальная Стратегия Развития Республики Молдова на 2008-2011 годы, Закон №295-XVI от 21 декабря</td>
<td></td>
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<tr>
<td>2008-2011</td>
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<td>Стратегия сосредоточена на приближении Республики Молдова к европейским стандартам и, таким образом, на выполнении задачи европейской интеграции. Все приоритетные направления развития, установленные в Стратегии, нацелены на гармонизацию важнейших национальных политик с европейскими. Стратегии является продолжение реформ, начатых в двух важных документах стратегического планирования - Стратегии экономического роста и снижения уровня бедности (СЭРСУБ) и</td>
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<tr>
<td>Внедрение стратегии позволит:</td>
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<tr>
<td>Улучшить качество и расширение справедливого доступа к образовательным услугам;</td>
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<tr>
<td>Укрепить здоровье общества;</td>
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<tr>
<td>Повысить уровень занятости населения путем согласования предложений по системе образования со спросом на рынке труда.</td>
<td></td>
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<tr>
<td>Обеспечить более высокий уровень социальной интеграции и защиты.</td>
<td></td>
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<tr>
<td>Учитывая что развитие человеческих</td>
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</table>

Равенство в плане возможностей на протяжении всей жизни пользоваться образовательными, медицинскими услугами и возможностью трудоустройства в соответствии с уровнем экономического развития
| Плане действий "Республика Молдова - Европейский союз". Стратегия состоит из двух компонентов: 1) собственно Стратегия, представляющая ориентировочные направления мероприятий, которые предстоит выполнить в среднесрочной перспективе и 2) план мероприятий по внедрению Стратегии, в котором намечены конкретные задачи по реализации установленных целей. На основании анализа социально-экономических факторов, SWOT-анализе, для достижения общих целей Стратегией определены пять среднесрочных национальных |
|-------------------------------------------------|-------------------------------------------------|
| ресурсов требует политик социальной защиты, которые бы эффективно и целенаправленно помогали ненимущим вырваться из западни бедности (включая инвалидов и пенсионеров), для решения этих задач реализуются следующие Программы и меры
- Укрепление финансовой стабильности системы социального страхования:
- обоснование политики социального страхования среднесрочным и долгосрочными демографическими социально-экономическим и прогнозами; |
| -создание единых условий пенсионного |
Один из установленных приоритетов является **Развитие человеческих ресурсов, повышение уровня занятости и продвижение социальной интеграции** обеспечения для всех категорий пенсионеров посредством: осуществления принципа зависимости размера пенсии от отчислений на каждого застрахованного.

- развитие негосударственной системы пенсионного обеспечения.

| Проект Закона Национальной Стратегии в области демографической безопасности | 2008 - 2023 | Данный проект закона содержит подробный анализ демографической ситуации в Республике Молдова. Предложенный комплекс политик направлен на предотвращении отрицательных последствий наблюдающихся в Молдове демографических тенденций - уменьшения количества населения при одновременном его старении. | В области старения реализация Стратегии позволит:  
- учитывать развитие трудового потенциала страны как элемента общей стратегии развития человеческих ресурсов;  
- создать условия для обучения и росту профессиональной квалификации на рабочем |
Министре Республики Молдова и находится на этапе последних согласован
ий

| Министре Республики Молдова и находится на этапе последних согласованний | Проект направлен на комплексное решение вопросов касающихся стабилизации и улучшения демографических тенденций, а также развития человеческого потенциала, необходимого для устойчивого развития страны. Комплексный подход позволяет усилить координацию деятельности всех отраслевых политик и задействованных органов публичного управления а также негосударственного сектора. | месте;
- установит гибкие формы занятости для пенсионеров и лиц пожилого возраста, позволяющие им продолжить трудовую деятельность таким образом, чтобы это не создавало диспропорций на рынке труда и не генерировало конфликта между поколениями;
- изменить отрицательное отношение работодателей к пожилым людям при найме на работу и поощрять их в использовании опыта и знаний пожилых как можно более длительный период;
- стимулировать добровольное участия пожилых людей в социальной жизни села (общины) и ее |

Проект устанавливает меры способствующие внедрению принципов активного старения, продления активной деятельности, пожизненного
| 172 | Для наиболее полного развития, образования, обеспечения экономической и социальной деятельности после выхода на пенсию, а также обеспечения здорового долголетия. Предусмотренные меры должны способствовать гендерному и возрастному равенству при реализации политики, а также укреплению и развитию института семьи. Для улучшения мер по социальной защите и оказанию медицинской помощи пожилым лицам, а также для улучшения их качества жизни. Стратегия предусматривает развитие сети социальных институтов в селах, вместо существующих институтов для развития сети социальных институтов в селах, вместо существующих институтов. Целью данных мероприятий является создание условий для качественной и полной жизни пожилых людей, предоставляя им дополнительную поддержку и помощь. Предусмотрение мер для создания условий для полной и качественной жизни пожилых людей. | Для наиболее полного развития, образования, обеспечения экономической и социальной деятельности после выхода на пенсию, а также обеспечения здорового долголетия. Предусмотренные меры должны способствовать гендерному и возрастному равенству при реализации политики, а также укреплению и развитию института семьи. Для улучшения мер по социальной защите и оказанию медицинской помощи пожилым лицам, а также для улучшения их качества жизни. Стратегия предусматривает развитие сети социальных институтов в селах, вместо существующих институтов для развития сети социальных институтов в селах, вместо существующих институтов. Целью данных мероприятий является создание условий для качественной и полной жизни пожилых людей, предоставляя им дополнительную поддержку и помощь. Предусмотрение мер для создания условий для полной и качественной жизни пожилых людей, предоставляя им дополнительную поддержку и помощь. |
обеспечения здравоохранения и благосостояния в пожилом возрасте. Стратегия предусматривает:
- определение и уменьшение совокупного воздействия факторов, повышающих заболевания в пожилом возрасте и расширение сети интегрированной медицинских услуг в сельской местности;
- развитие человеческого потенциала для работы в сельской местности.
Проект также содержит ряд предписаний направленных на обеспечение здорового образа жизни, образовательных и информационных программ, в том числе для
<table>
<thead>
<tr>
<th>Гендерное равенство, труд и пожилое население</th>
<th>Целью настоящего закона является обеспечение реализации гарантированных Конституцией Республики Молдова прав женщин и мужчин в политической, экономической, социальной, культурной и других сферах жизни для предотвращения и устранения всех форм дискриминации по признаку пола.</th>
</tr>
</thead>
<tbody>
<tr>
<td>З А К О Н об обеспечении и равных возможностях для женщин и мужчин № 5-XVI от 09.02.2006</td>
<td>Противодействие дискриминации по признаку пола.</td>
</tr>
<tr>
<td>Национальный План «Продвижение гендерного равенства в обществе на период 2006-2009 годы», утвержденный Постановлением Правительства № 984 от 25.08.2006 года.</td>
<td>Разработан в соответствии с финальными</td>
</tr>
<tr>
<td>Проект Стратегии обеспечения</td>
<td>Стратегия будет содействовать предотвращению гендерной и</td>
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<tr>
<td>Гендерного равенства на 2009-2015 годы</td>
<td>Комментарии Комитета ООН по ликвидации всех форм дискриминации в отношении женщин в Республике Молдова, предусматриваются создание законодательно-нормативной базы в области гендерного равенства и ее приведение в соответствие с законодательством Европейского Сообщества</td>
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<tr>
<td>Национальная Стратегии о политиках занятости 2007-2015 годы</td>
<td>Разработка настоящей Стратегии обусловлена необходимостью гармонизации. Приоритетами Стратегии, что касается старения, lex.justice.md</td>
</tr>
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</table>
рабочей силы на 2007-2015 годы, утвержденная Постановлением Правительства республики Молдова № 605 от 31.05.2007

Анализ и мониторинг реализации Плана действий по занятости рабочей силы, утвержденным Постановлением Правительства № 167 от 15.02.2008

| Национальной политики с пересмотренной Европейской стратегией занятости, с рекомендациями и Совета Европы и Международной организации труда. Стратегия предусматривает четыре главные долгосрочные задачи: |
| - консолидация долгосрочного экономического роста и создание новых рабочих мест, внедрение механизмов снижения уровня бедности путем усиления социальной сплоченности и солидарности в области политик занятости рабочей силы и эффективного и прозрачного управления имеющимися ресурсами; |
| - повышение уровня |

Являются Продвижение развития человеческого капитала и обучения на протяжении всей жизни

**Направление политик:** обеспечение равного доступа к образованию всех граждан, независимо от материального положения, места проживания, пола, национальности и т.д.

Увеличение предложения рабочей силы и поощрение активного старения.

**Направления политик:** разработка и внедрение национальной программы стимулирования рождаемости и создания молодых семей; улучшение системы медицинского
конкурентоспособности Республики Молдова на международном рынке с точки зрения стоимости рабочей силы, мобильности, профессиональной квалификации и способности человеческих ресурсов адаптироваться к требованиям гибкого рынка рабочей силы;

- гармонизация трудового законодательства Республики Молдова с законодательством Европейского Союза, приравнивание к европейским стандартам в области экономического и человеческого развития и обеспечение государством минимальных гарантий гражданам страны в соответствии с обслуживания; продвижение политики повышения реальной заработной платы как в реальном секторе экономики, так и в бюджетном секторе, в том числе путем поэтапного внедрения согласно новой системы оплаты труда в бюджетном секторе;

- строгое соблюдение Трудового кодекса в целях недопущения возрастной дискриминации при трудоустройстве, сохранения на рабочем месте указанных лиц, отказа от мер, направленных на досрочное пенсионирование, а также улучшения условий работы, позволяющих продлить период...
ратифицированными конвенциями;
- приведение национального законодательства в области регулирования труда в соответствие с целями и стандартами Пересмотренной европейской стратегии занятости.

Также предусмотрена разработка Национальных Планов действия рабочей силы с учетом задач, предусмотренных в стратегии, на основании предложений центральных отраслевых органов публичного управления и органов местного публичного управления и имеющихся финансовых средств.

<table>
<thead>
<tr>
<th>трудовой деятельности пожилых людей;</th>
<th>продвижение активных мер на рынке труда, направленных на лиц предпенсионного и пенсионного возраста;</th>
</tr>
</thead>
<tbody>
<tr>
<td>унификация пенсионной системы.</td>
<td>Внедрение программы способствует формированию образованной и здоровой рабочей силы, способной сохранять конкурентоспособность и возможность обучения на протяжении всей активной жизни.</td>
</tr>
<tr>
<td>Внедрение программы позволит качественный и количественный рост предложения рабочей силы на рынке труда</td>
<td>Реализация политик позволит качественный и количественные предложения рабочей силы на рынке труда</td>
</tr>
</tbody>
</table>
одновременно с ростом спроса на рабочую силу, что будет способствовать продуктивному нахождению работников предпенсионного и пенсионного возраста на рынке труда.

Пояснительная записка и ряд статистических данных, касающихся населения Республики Молдова.

Общие данные. По предварительным данным на 1 января 2009 года, население Республики Молдова насчитывает 3567,6 тысяч человек, из которых 52% - женщины.
Из общего количества населения - 41,3% проживают в городе, а 58,7% - в сельской местности. Почти половина городского населения сконцентрировано в столице республики - муниципии Кишинев.

В приведенных данных не учтено население территории левобережья Днестра (Приднестровье).

Рождаемость. Общий коэффициент рождаемости составляет 10,9 рожденных на 1000 жителей, что ниже уровня рождаемости 1990 года, когда на 1000 жителей в Молдове рождались 18 детей. В 2008 году было отмечено незначительное увеличение числа смерти детей в возрасте до 1 года соответственно и коэффициента младенческой смертности (с 12,3 до 13,2 умерших до одного года в расчете на 1000 родившихся). Данный рост обусловлен тем, что Республика Молдова перешла с января 2008 г. на европейские стандарты и критерии регистрации в органах государственной статистики новорожденных детей с массой тела от 500 гр. и сроке беременности от 22 недель.

Смертность. В Молдове сохраняется тенденция увеличения смертности населения. В период 1990-2008 года смертность возросла с 9,7 до 11,7 умерших на
1000 населения. Коэффициент смертности выше в сельской местности, а также среди трудоспособного населения, в частности возрастной группе 40-60 лет. По причинам смертность наступает от болезни системы органов кровообращения (55,9%), новообразований (11,7%), болезни органов пищеварения (10,3%), несчастных случаев, отравлений и травм (8,7%), болезни органов дыхания (6,3%).

Структура населения. Структура населения по возрастным группам демонстрирует процесс демографического старения населения, в связи с уменьшением рождаемости, и уменьшением количества молодого населения (0-14 лет). По сравнению с 01.01. 1997 года, в 2008 году уменьшился удельный вес этой группы населения с 25,6% до 17,6% и увеличился удельный вес населения в возрасте свыше 65 лет с 9,4% до 10,3%. Взрослое население (15-64 лет) составляет 72,1% от общего числа населения. В составе взрослого населения вырос удельный вес групп населения в возрасте 15-34 и 45-59 лет и снизился удельный вес возрастных групп 35-44 и 60-64 года. Коэффициент старения составляет 13,7%, и наиболее выражен в сельской местности – 15,2%, чем в городе - 11,6%. В гендерном аспекте – мужчины живут на 7,6 лет меньше чем женщины. Две трети пожилого от всего населения проживают в сельской местности. Из общего числа лиц, имеющих более 60 лет, возраст каждого четвертого человека находится между 60-64 годами, а 12,8% общего числа составляют группу лиц в возрасте выше 80 лет.

Это влечет за собой дополнительные меры социально-экономического и материального характера, направленные на поддержание уровня жизнеспособности данных слоев населения.

Поскольку средний возраст населения увеличился с 32,9 года в 1998 году до 35,6 года в 2008 году, Республика Молдова относится к категории стран с высоким средним возрастом населения.

Ожидаемая продолжительность жизни для всего населения в 2008 году составила 68,8 лет (по сравнению с 68,4 в 2007), для женщин - 72,2 года и для мужчин - 65,0 года. Для сельского населения ожидаемая продолжительность жизни на три года меньше чем у городского населения. Средняя продолжительность жизни у лиц старше 60 лет городского населения выше на 1,95 лет, чем у сельских жителей, а в гендерном аспекте – мужчины живут на 7,6 лет меньше чем женщины.

Миграция. Особую проблему для Республики Молдова представляет массовая эмиграция населения, вызванная низким уровнем доходов и отсутствием возможностей трудоустройства. Длительный период времени в стране не было достоверных данных о миграции. По данным Национального Бюро Статистики в 2007 году, количество лиц, находящихся за пределами республики составило 355,6 тыс. Согласно расчетам мигранты составляют около 26% от населения трудоспособного возраста. Однако различные исследования, проводимые международными организациями, полагают находящимися за рубежом не менее 600 тысяч граждан Республики Молдова.
Начиная с 2008 года, на основании Постановления Правительства, разработана и внедрена Автоматизированная Информационная Интегрированная Система в сфере миграции. Данная система позволяет учитывать статистические данные о гражданах страны находящихся за рубежом более 3 месяцев через пограничные пункты пропуска. Система интегрирована в Государственный Регистр Населения, что позволит получать статистические данные об эмигрантах по различным показателям: полу, возрасту, месту проживания и др. Согласно первичным данным, полученным через Систему, в настоящее время за рубежом в течении от 3 месяцев до 3 лет и более находятся более 480 000 человек. Пока это данные только пограничных пунктов пропуска, контролируемых властями Республики Молдова, без учета данных по левобережью. Однако их наличие и дальнейший мониторинг позволит существенно улучшить и скорректировать разрабатываемые государственные планы и политики.

Нынешняя демографическая ситуация в Молдове претерпевает глубокие изменения и отражает тенденции человеческого развития, вызванной снижением удельного веса детей, демографическим старением населения и увеличением численности женщин в когорте пожилых людей, а также снижением численности групп трудоспособного возраста на фоне высокой внешней миграции.

Приднестровье. Хотя власти самопровозглашённого региона Приднестровье не представляют статистических данных официальным властям Республики Молдова, согласно сообщениям, опубликованным в прессе приднестровского региона в апреле 2008 г, общее количество его населения составляет 553,5 тыс. человек, что на 197,2 тыс. меньше чем в 1990 году. Женщины составляют 54% от общего количества населения. Из общего количества населения 170,0 тыс. (31,8%) проживают в сельской местности. В 2007 г. в регионе родилось 4893 человека и умерло 8131, естественная убыль населения составила 3239 человек, что значительно отличается от 1990, когда коэффициент прироста составлял 5964 человека.

Общий коэффициент рождаемости в регионе составляет 9,1, смертности-15,1 Коэффициент младенческой смертности составляет 12,0 на 1000 рожденных детей.
Миграционное сальдо в регионе отрицательное и составляет -3830.
Romania
Focal Point:
Ileana Carmen Manu
Ministry of Labour, Family and Equal Opportunities
cmanu@mmssf.ro ; cmanu@mmuncii.ro

Consumer protection in housing policies

The proportion of privately owned houses in Romania has been increasing, which has resulted in a reduction of the stock of social dwellings. The economic transition was accompanied by a spectacular growth in price of property. In recent years, homelessness has become more visible and debts for the payment of the maintenance costs frequently result in eviction. Older persons living in rented houses are also at risk of eviction by former owners who were expropriated in 1949 and are entitled to receive back their properties.

Government has adopted a set of measures to protect older persons from becoming homeless. They cannot be evicted from the rented houses for 5 years and the amount of the rent is established by law. Recently adopted legislation obliges local authorities to provide accommodation for evicted persons. Low-income elderly are entitled to receive an allowance for heating during wintertime and financial assistance to cover the rent or the maintenance costs of their houses.

Source: Report on the Follow-Up to the Regional Implementation Strategy (RIS) of the Madrid International Plan of Action on Ageing (MIPAA) in Romania
Title of project : «Год для города пожилых людей»

Topic of policy brief for which the project is considered relevant – Participation and integration of older persons.

Start and end date of project – 2007 till now.

Обоснование проекта. В большинстве российских городов от 25% до 30% населения составляют пожилые люди. В течение года молодые люди (15-18 лет), желающие иметь поддержку в получении профессионального образования, работают над решением социальных проблем города, проблем пожилых людей, их адаптации в социуме.

Goal. Целями проекта являются: 1. Вовлечение молодых и пожилых людей в социально-общественную жизнь города, населенного пункта, стимулирование их на гражданские действия; 2. Помощь пожилым людям; 3. Подготовка новых лидеров; 4. Развитие волонтерского движения; 5. Развитие межпоколенных связей. 6. Стимулирование профориентационной работу среди молодежи на социально-значимые профессии.

Participants of a project. Участники проекта: старшеклассники, пожилые люди, руководители проекта и специалисты по социальной работе социальных служб.

Brief explanation. Проект основан на 5 основных видах деятельности: 1. Управление молодежными социальными службами; 2. Оказание помощи различным группам населения, прежде всего пожилым людям, нуждающимся в социальной помощи и поддержке; 3. Планирование и проведение различных мероприятий, в том числе и массовых, для привлечения горожан и организаций к социально-геронтологической работе в службах; 4. Обучение активистов проекта; 5. Постоянная разработка новых путей привлечения ресурсов для развития волонтерской службы.

Продолжительность волонтерской работы молодых людей – каждую неделю в выходные дни в течение 10 месяцев и по мере надобности. Основные направления волонтерской работы следующие: социальная работа с пожилыми людьми; организация досуга и развлечений для различных групп населения, включая; решение возникающих конфликтов; изучение потребностей и ресурсов жителей; помощь клиентам в изучении компьютера; организация межпоколенных программ; подготовка «Дня города»; фандрайзинг и организация развлечений. В отмеченные дни недели, молодые люди, участники проекта, собираются в 7 часов утра, обычно на главной площади города, делают зарядку, получают задания и отправляются на их выполнение.

Волонтерская работа молодых людей в этой проекте стимулируется. Активным участникам проекта предлагается обучение в вузах региона. Они обеспечиваются бесплатным проездом в городском транспорте, им разрешается посещение массовых мероприятий, в том числе с целью поддержания на них
Title of project: «Пожилой человек 2012 года». 
Topic of policy brief for which the project is considered relevant – Mainstreaming ageing.
Start and end date of project – 2007 till now.

Обоснование проекта. Население России стареет. Сегодня пожилые люди (за 60 лет) составляют в большинстве регионов России более 20% от общей численности населения региона. Это происходит в рамках всемирного процесса старения населения планеты. Современное поколение пожилых россиян является поколением, рожденным после окончания войны в период резкого подъема рождаемости, связанного с возвращением солдат с войны и наступлением мирной жизни. В настоящее время это наиболее социально незащищенная группа населения, которая в трудные годы послевоенного восстановления народного хозяйства отдала все силы, здоровье, чтобы наладить мирную жизнь в стране. Пожилые люди, рожденные и воспитанные в советских условиях, не имеющие больших накоплений, ждут от власти конкретных шагов, направленных на

Они собираются раз в неделю вечером в штаб-квартире проекта и изучают различные искусства, получают консультации специалистов по вопросам своей будущей карьеры, встречаются с различными руководителями и работодателями, с ними проводится и специальная подготовка как с будущими лидерами.

Explanation of why this is a good practice example. Наши наблюдения за деятельностью участников проекта, работающими с пожилыми, общение с ними, позволяют выделить в социально-геронтологической деятельности участников проекта такие направления: помощь пожилым на дому; музыкальная и арттерапия в центрах дневного пребывания пожилых; совместное озеленение и благоустройство территорий, помощь в садах и работах по благоустройству домов пожилых; совместное проведение праздников и Дня Города; сбор волонтерами пожертвований, организация ими благотворительных аукционов с целью удовлетворения нужд пожилых; привлечение внимания властей и общественности, бизнеса (реклама центров для пожилых, публикации в прессе, передачи по телевидению) к проблемам пожилых людей, укрепление межпоколенных связей. 

Contact – fokine@mail.ru  Vladimir Fokin, Ph.D., Professor, Head of Social Work Department at Tula State Pedagogical University, President of National Association of Schools of Social Work
улучшение их жизни, которая значительно изменилась и ухудшилась в результате радикальных реформ в России в последние 20 лет.

Goal. Цель проекта – разработать конкретную комплексную программу в каждом регионе, направленную на удовлетворение насущных потребностей и интересов пожилых людей, а к 2012 году реализовать ее. Задачи проекта: приобщение молодых людей к социальной жизни региона, развитие межпоколенных связей, создание региональной модельной программы, определяющей и координирующей деятельность различных учреждений, органов управления, социальных служб региона по удовлетворению разнообразных потребностей и интересов пожилых людей, разработка законодательной базы региона по организации социально-геронтологической работы.

Brief explanation. Основное содержание проекта. Создается временный общественно-научный коллектив активистов различных общественных организаций и движений, ученых, практиков, активных представителей различных ведомств региона, который изучает состояние и эффективность существующей работы учреждений и служб региона с пожилым населением по следующим направлениям: здравоохранение, социальная защита, экономика, культура, образование, транспорт, ЖКХ, экология, строительство, занятость, пенсионное обслуживание, торговля, физическая культура и др. Подобный анализ дает материал для разработки конкретных рекомендаций, заданий, основанных на лучшем отечественном и зарубежном опыте, для учреждений и служб всех указанных направлений по совершенствованию их деятельности с целью создания максимально удобных и благоприятных условий для жизни и деятельности пожилых людей.

Degree of implementation. Результаты проекта. Готовится комплексный доклад («Белая книга») для законодательной и исполнительной власти для принятия соответствующих решений. Одновременно идет пропаганда проекта в СМИ положительного опыта.

Participants of a project. Участники проекта. Активисты общественных объединений, интересующиеся и изучающие различные направления общественно-социальной жизни региона, ученые, практики.

Explanation of why this is a good practice example. Данный проект позволяет вовлечь в его разработку и выполнение активистов различных общественных объединений, в том числе и ветеранских организаций, студентов, ученых, практиков, кому не безразличны проблемы пожилых людей, и кто хотел бы улучшить социально-геронтологическую работу в регионе. Привлекается внимание общественности к проблемам пожилых людей. Предлагаются проекты законодательных инициатив, исполнительных решений для законодательной и исполнительной власти региона.

Contact – fokine@mail.ru  Vladimir Fokin, Ph.D., Professor, Head of Social Work Department at Tula State Pedagogical University, President of National Association of Schools of Social Work.
Title of project: «От социального региона к социальному государству»

Topic of policy brief for which the project is considered relevant – Mainstreaming ageing.

Start and end date of project – 2007 till now.

Обоснование проекта. В соответствии с Конституцией Российской Федерации Россия является социальным государством. Поэтому необходимо создать систему деятельности как законодательной, так и исполнительной власти, направленную на эффективное решение социальных проблем населения, в том числе и пожилых людей. Исторический, передовой российский и зарубежный опыт показывают, что при создании такой системы необходимо учитывать потребности и интересы населения на местах, в регионах. Разработка оптимальной и эффективной системы требует максимального использования ресурсов и потенциалов регионов, начиная с сел, муниципальных образований, т.е., если населенный пункт, регион можно назвать социальным, то, в конечном итоге, и все Россия будет социальным государством. Если, например, в каждом регионе каждый пожилой человек, иной житель будет чувствовать себя социально защищенным, то и страна будет социальной. Поскольку регион (область, город) живут по Уставу, то необходимо разработать и принять Социальный Устав региона, который стал бы руководящим документом для законодательной и исполнительной власти по организации всей социальной политики в регионе, в том числе и социально-геронтологической работы.

Goal. Цель проекта – стимулировать интерес населения, как пожилых, так и молодых людей к социальной жизни региона, общественно-политической деятельности, создать модельный Социальный Устав региона, населенного пункта, в котором сформулированы основные положения организации и проведения в жизнь социальной политики с населением, сделать попытку скоординировать имеющееся законодательство для решения социальных проблем населения.

Brief explanation. Основное содержание проекта. Создается временный общественно-научный коллектив, состоящих из представителей различных общественных объединений, ученых и практиков, активных представителей различных ведомств региона, который изучает состояние и эффективность существующего законодательства и работы учреждений и служб региона с населением по различным направлениям: экономика, здравоохранение, социальная защита, культура, образование, транспорт, ЖКХ, образование, строительство, занятость, пенсионное обслуживание, торговля, связь, экология, физическая культура и др. Подобный анализ дает материал для разработки конкретных положений Устава, основанных на лучшем российском и зарубежном опыте, направленных на совершенствование и координацию социальной политики в регионе.

Degree of implementation. Результаты проекта. Разработка проекта Социального устава региона для обсуждения в законодательных и исполнительных органах власти и принятия соответствующих решений и Устава в целом.

Participants of a project. Участники проекта. Активисты общественных организаций, ученые, практики.
Explanation of why this is a good practice example. Данный проект позволяет вовлечь в его разработку и выполнение активистов различных общественных объединений, в том числе и ветеранских организаций, студентов, ученых, практиков, кому не безразличны проблемы пожилых людей, и кто хотел бы улучшить социально-геронтологическую работу в регионе. Привлекается внимание общественности к проблемам пожилых людей. Предлагаются проекты законодательных инициатив, исполнительных решений для законодательной и исполнительной власти региона.

Contact – fokine@mail.ru  Vladimir Fokin, Ph.D., Professor, Head of Social Work Department at Tula State Pedagogical University, President of National Association of Schools of Social Work
Serbia
Focal Point:
Lydia Kozarcanin
Republic Institute for Social Welfare
lidija.k@zavodsz.gov.rs

Society for all ages

Start and end date of project: June 2007 – June 2008

Goal and very brief explanation: The project was joint project of “HumanaS”, Serbian NGO network of 15 Serbian NGOs dealing with elder people issue and Ministry of Labor and Social Policy. The Project was about promoting the National Strategy on Ageing locally, clarifying legal roles and responsibilities of stakeholders and ensuring increased participation of representatives of older people themselves in planning and decision making in order to plan better and use the resources in the most efficient and effective way. One of aims also was introducing the concept of discrimination, mistreatment and abuse of older people into the public, focusing especially on institutions and older people themselves.

Degree of implementation/progress status:

The project was implemented its activities through a series of regional meetings that covered 150 municipalities in Serbia, with 482 representatives of relevant stakeholders from each community: authorities, institutions, NGO sector and included 6% representatives of older people organizations. Idea was to use existing process of decentralization and local social policy multi-sector bodies in all municipalities and to influence them to put on agenda elderly and to plan activities according to National strategy on ageing in local action plans. At the beginning of project near 70 bodies were in forming process or action plan design stage. Project achieved that on the end of project duration in most of municipalities (102 of 104) that developed their local plans of social policy, elderly people were one of priority matters.

Explanation of why this is a good practice example:

In the majority of Serbian municipalities there are every day positive changes. Strategic social policy planes were made by local governments with support of social protection stakeholders and elderly themselves with much more included interest for different kind of issues related with ageing. Beside plans there are much more action for elderly on local level, also. We are sure that the networking and partnership between NGOs, humanitarian and religious organizations with the Ministry for Labor and Social Policy
on national level, made synergy and more efficient strong influence on local people to start with the action on ageing.

Link to website or contact for further information: www.humanas.rs “HumanaS” Network, “HumanaS” project coordinator - Red Cross of Serbia, natasa@redcross.org.rs

**HumanaS Network**

The HumanaS initiative was launched in 2004. Its main goals are to bring older people’s issues into the policy mainstream and to improve the financial and health security of older people. This initiative campaigns to raise awareness of the National Strategy on Ageing and to enhance older people’s understanding of their rights, to introduce social pensions and to facilitate access to free medication for older people.

The HumanaS network of organisations is active in the protection of the rights of older persons. The Red Cross of Serbia was a founding member and is currently the chairing member among 15 non-governmental organisations. The network is engaged in advocacy and partnership activities addressing issues of older people. In 2007-2008 it ran an advocacy project in partnership with the Serbian Ministry of Labour and Social Affairs, with financial support from USAID, to support the implementation of the National Strategy on Ageing. In 2008 and 2009 the network ran an advocacy campaign, raising awareness of discrimination, neglect and abuse of older people, initiated by a public survey, as well as an advocacy campaign on social pensions. The NGO Help the Aged supported some of the HumanaS activities in past years. The advocacy project linked to the National Strategy on Ageing led to the mapping in every Serbian municipality of resources and capacities that are linked to the activities targeting and involving older people. Today more than 90 municipalities have their own plans for activities on ageing issues. The project covering discrimination, neglect and abuse of older people was the first ever in Serbia to collect data systematically on these topics and present them to the public. HumanaS is the only advocacy network of non-governmental organisations in Serbia focusing on older people’s issues but also involving older people themselves in the activities. Since 2004 HumanaS network has increased the level of NGO co-operation with government institutions.

At the advocacy level HumanaS network is active in combating poverty (through lobbying for social pensions for older people with no income). Through HumanaS network a survey has been conducted to ascertain the number of older people without any income, and the activities are devised and planned on the basis of these data.4

Slovakia

Training courses in social care provided by Samaritan

Samaritan is a small non-profit organization co-financed by the State, the European Social Fund, and by payments from clients and other sources. It cooperates closely with the Slovakian municipality of Martin and provides mainly home care for older persons with serious disabilities and further social and transportation services. In addition, Samaritan organizes training and re-qualification courses in social care for jobseekers. For example, in the project ‘Step by step towards a new system of social service provision’ in the region of Turca, Samaritan trained 140 unemployed people from the region, from which more than 85% of all trainees found a new job in the sector. In January 2007, the Ministry of Labour of the Slovak Republic supported Samaritan’s activities by acknowledging it as a ‘Best Practice in Social Services’.


Government Council of the Slovak Republic for Seniors and the Government Council for People with Disabilities


The Council is a consultative, coordinative and initiative agency of the Government of the SR for solving living Conditions, equality of opportunity and equal treatment with Seniors and their comprehension into the society.

The Council is performing tasks according to own project activities, which continue with labor policy of the Government of the SR and the legislative tasks of the Government SR.

The Council in particular:

- is monitoring, annotating and initializing conduct conceptions, drafts and consider performing measures which resulting from adopted conceptions settings and developing life conditions for Seniors and their comprehension into society, drafted by Ministers and others governmental bodies in all instance of regulation by Communes and self-governing districts,

- annotating suggestions in generally obligatory legal regulations, reports and information, submit suggestions for Ministries and others central organs of the
state administration to setting and change legal regulations which govern for example rights, duties and protection for Seniors in diverse ways of life,

- processing, evaluating, updating and coordinating of Action plan for protection Seniors and coordinating its realization,

- making an initiative motions for Communes and self-governing districts, Non-governmental organizations, religious organizations and citizen associations in the way of improving coordination activities near creation and development of Senior’s living conditions in all living domains and their integration into society,

- assembling conceptions of developing social services, social prevention and social counseling for self-governing districts or local Governments,

- cooperating with central organs of the state administration in comprising and realization agendas in cooperation of the state and legal person that represent Senior’s interests in all areas of public administration, in defining processes and standards in access of this organizations to public resources in scheme of providing grants to this organizations in decision-making, monitoring and valuating bodies,

- beginning setting and completion of information system for Seniors and about Seniors and providing information about materials and documents,

- providing primary counseling for subjects substitute Senior’s interests,

- informing as necessary, but at least once a year by Head of the Government about their activities by presentation written notice about activities past the previous calendar year, at the furthest till 31st of March of the next calendar year which publish on the web side of the Ministry of Labor, Social Affairs and Family of the SR,

- offering and monitoring realization of researching projects, relate to the all areas of Senior’s living and the results from this researches use in task’s realization,

- cooperating with monitoring enforce in generally obligatory legal regulations, acts of European Union and International pacts as to which is Slovak Republic bonded, initiating and monitoring realization of task’s resulting from, Recommendations and Measures relate to Seniors as well as Measures to provision equal treatment, for support and protect dignity and human rights; near monitoring of offer policy related to particular way of Senior’s life in other countries and near monitoring cooperation of informational systems for Seniors and about Seniors in Slovak Republic,

- as necessary can constitute working classes for solution selected problems in selected areas.
1. The Government Council consists from 36 Members which from 18 are Members of Non-governmental organizations.
3. A vice-president of the Council is Minister of Labor, Social Affairs and Family of the Slovak Republic.

From presented information is resulting how serious interest pays Government of the SR to problems of citizens of every age. The Council of the Government is getting together four times a year and in case of needs to solving actual problems also more often.

The members of the Government Council suggested constituting professional commissions, which are monitoring, analyzing problems of seniors in the social and health Field. Special professional commissions pay interest to actualization of Action Plan of protection seniors as well as group for whole-life education.

By creating the Government Council for Seniors the communication has improved between Non-governmental organizations and the Government of the SR and is presuming faster solving problems of living standards of Seniors.

**Ageing policies: the case of Slovakia**

SLIDE 2

In the social field the Slovak government generally continues to realise policies that are in accordance with traditional European values (individual responsibility, equality of opportunity, role of the family and community in care for problem groups, maximising opportunities for personal self-realization, responsibility of society in the fight against poverty) and the government places emphasis particularly on:

Co-responsibility of the individual and his family for solving their own situation and for creating an adequate social and economic background
Balanced social support in all phases of an individual and family life
Motivation of the individual person to activity and creative activity by means of social policy
Reducing absolute poverty by means of tools facilitating people in solving their difficult social situation
Keeping an effective social network and creating an environment for the most appropriate own solutions of municipalities and local authority regions (self-government units)
Keeping a flexible labour market as a basic prerequisite for creating new job opportunities, stable work and thereby creating room for reducing costs on the social system
An important political and social role is played by the Governmental Council for Seniors as an advisory body to the national government. The members of this governmental council are besides of representatives of state administration bodies also representatives of older people and experts as well. The tasks of the Governmental Council for Seniors and the Governmental Council for Disabled People in the framework of their target groups lie primarily in:

- Coordinating the realisation and updating of adopted national programmes
- Developing activities leading towards concrete activities with the objective of raising the quality of life of elderly people and persons with disabilities
- Assessing ministerial materials
- Proposing appropriate solutions, presenting requests
- Cooperation with local state administration bodies, local authorities, non-governmental organisations and other institutions whom this problem concern and with public communication media, as well as cooperation with international institutions

The basic source document comprehensively dealing with the issue of the elderly in Slovakia is the National Programme for the Protection of the Elderly approved by the Government of the Slovak Republic as early as 1999, the year which was declared by the United Nations as the International Year of Older Persons. This document includes specific formulated values, principles and measures of individual policies in relation to the elderly and obliges individual ministries and other central state administration bodies to permanently apply them in terms of their material competence. The purpose of the document is to present the requirement of achieving the self-sustainability, social participation and integration of the elderly, in a concentrated form. The fulfilment of individual measures is evaluated by a biannual summary report which is approved by the national government.

The National Programme for the Protection of the Elderly represents the presentation of support to the United Nations Principles for Older Persons, including:

- Principle of independence
- Principle of participation
- Principle of care
- Principle of self-fulfilment
- Principle of dignity
The National Programme for the Protection of the Elderly anchors the basic priorities, goals and tasks of the individual ministries in relation to the elderly in the following areas…

Social security, employment and family policy
Training and education
Safety
Health care
Housing
Culture and media policy
Taxes and fees
Transport, posts and telecommunication
Legal protection
Defence
Economy and agriculture
Environment

SLIDE 7

AREA OF SOCIAL SERVICES

As regards public services, social services are a segment in which throughout Slovakia demand exceeds supply for all types, and the capacities of existing social services facilities are insufficient. The unmet need for capacities of social services facilities is an objective consequence of Slovak demographic development (growth in the number of pensioners) and the adverse state of health of its citizens, particularly those in higher age categories and the existence of combined severe disabilities in the younger generation.

In January 1, 2009, the new Act No. 448/2008 Coll. on Social Services came into force and brings new provision for the conditions of the provision and funding of social services, and at the same time, it brings many new elements not provided for by the existing legislation (e.g. the quality standards, new types of social services).

The Social Services Act advance development also in the field of social services of a low-threshold nature for individuals, as well as their families; in the field of social services for severely disabled people, persons with an adverse state of health, but also for seniors and other target groups, as well as in the field of improving the quality of services in solving the issue of violence. Act governs legal relationships in providing social services for defined target groups that find themselves in a state of social need. Act regulates the competence of general government bodies, introduces a system of community planning and regulates the interlinking of social services and health care, including the financing of social services. It sets out the qualification requirements necessary for performing work in the field of social services, regulates the education of social services staff, including the accreditation of education programmes, it provides for supervision over compliance with these legal provisions.
In the interest of respecting the social services recipient’s choice, the act explicitly lays down their right to choose the type and form (the field, outpatient, and inpatient) of social services provision and their right to choose its provider, under the conditions set by the Act.

Municipalities and self-governing regions, as self-government authorities, provide social services on the basis of the split competences laid down by statute (§ 80 and § 81 of the Social Services Act). The Social Services Act stipulates legal conditions for the provision of particular types of social services, as well as the material scopes of the necessary care that represents the standard. The Social Services Act lays down the obligation on municipal authorities and county (regional) authorities in the framework of their prescribed competencies to provide or securing at the latest within 60 days (from 1. 1. 2013) social services based on the provision of assistance to a care-dependent person (in activities of daily living). If a municipal authority or legal entity established founded by the municipal authority or county authority cannot provide this service, due for example to a lack of capacity, it is then obliged to secure this service at a number of social service provider (e.g. a non-public provider). In the case that life or health is seriously threatened, the social service must be provided or secured without delay.

With the objective of providing a broader spectrum of social services at the field, outpatient and inpatient level, the Social Services Act prescribes a number of new types of social services. As regards social services for seniors we can mention, in particular, specialised facilities (for clients with a selected type of disability e.g. Alzheimer’s disease, multiple sclerosis), borrowing of aids, monitoring and signalling the need for aid (by means of signalling or audiovisual equipment connected to a central despatching centre), day centres. Through instituting some of these social services we are responding to practice, since many of these services already exist in practice, though have no legal basis and consequently problems arise in funding them.

With the aim of ensuring interconnection and coordination of health care and social services, the provision of health care at selected facilities is regulated, in the scope of nursing care acts by the facilities’ duly qualified staff (healthcare nurses). The act creates the legal conditions for social services to be provided also by institutional health care facilities to a person no longer requiring health care, but to whom social services cannot be provided in the home environment or at a social services facility.

A further modern step, regulated by the act and which contributes to putting the conditions for social service providers on an equal legal footing irrespective of whether they are public or non-public providers of social services; is the mandatory registration of all providers, since also public providers (a municipal authority and legal entities established or founded by a municipal authority or county authority) will be able to provide social services only if they are entered in the register of providers and fulfil the conditions laid down by the act. The body entering providers in the register, for both public and non-public providers of social services is the county authority, which also for this reason is not a direct provider of social services, but secures them by means of a legal entity that it establishes or founds with this objective.
The Social Services Act charges social service providers with the duty to draw up and fulfil procedural, personnel and operating conditions for the provision of social services (quality standards), the structure of which is precisely laid down in the act, which enables not only inspection bodies, but also independent institutions and the public to monitor and check the quality of social services. In the interest of achieving the most objective evaluation of social services provision, an evaluation system has been drawn up, using set criteria to score the actual quality of social services provision according to the fulfilment of individual conditions.

It sets a maximum number of points that a social services provider can achieve, and a minimum number of points that the social services provider must achieve to meet quality standards. At the same time in the interest of quality assurance, other obligations have been placed on the provider, which include for example the duty to plan the course of social services provision (an individual development plan) according to the aims, needs and abilities of the social services recipient; the duty of the provider to comply with the maximum number of clients per employee and the percentage share of professional personnel in the total number of personnel at selected types of facilities, and with the aim of raising professionalism in work, the duty to draw up and implement a programme of supervision.

**Slovakian Social Policies**

Integrated policymaking for older persons: the Slovak Social Services Act

The Slovak “National Programme for the Protection of the Elderly” (NPPE) provides a comprehensive framework for policymaking related to older persons. Its overall aims are to achieve self-sufficiency, social participation and integration for older persons and to enable them to fulfill themselves and live in dignity. The NPPE covers a broad range of areas, including social security, employment and family policy, education, safety, health care, housing, culture and media, taxes and fees, transport, postal and telecommunication services, legal protection, the economy, agriculture and the environment.

To address the increasing need for social services specifically, the government of Slovakia has adopted a new Social Services Act, which entered into force in January 2009. The Act addresses the efficient provision of services to severely disabled and older persons, among other target groups. It regulates the competence of government bodies, introduces a system of community planning provides for the interlinking of social services and health care, including the financing of social services. It sets out requirements necessary for performing work in the field of social services and introduces a system of quality control. Service providers now have to register in order to operate. They have to comply with a clearly defined set of procedural, personnel and operating conditions which are monitored by independent inspection bodies. The Act offers a comprehensive approach to social service provision, as one crucial component of a wider strategy on ageing and older persons.
The “Academy of European Seniors” (AES) is a project which was launched for the first time in October 2007 and thenceforth was implemented annually. It helps seniors to overcome their everyday obstacles and adjust to dynamically changing living conditions and contributes to the fulfillment of the idea of active aging. The overall goal is to mobilize seniors in the area of culture, sports and learning how to get involved in the creation of senior care policies of the town. Moreover, it is also constituted by ensuring them access to information through activities such as Open House Day at the social services facilities, in order to enable them to choose the appropriate type of care in the event of their dependence on assistance.

During the project runtime of one month various activities for seniors are organized which range from dance school, sports olympics, working with internet, discussion forums with municipal deputies and launches of publications of seniors. One week is dedicated to the topics proclaimed by the European Commission. In 2008, for example, it was “The Introduction of the Common Currency – We Want To Be Prepared for €” and this year it will be “The Week of Combating Poverty and Social Exclusion”. The international exchange of seniors is enabled through the fact that each year is dedicated to one of the EU member states; thereby it is possible to become acquainted with lectures, cultures and traditions of the relevant country.

The “town and citizens” dimension was also strengthened through this project by the fact that the significance and needs of seniors living in town was strengthened and the interest in solving their needs and problems was captured. A natural part of this project is also constituted by discussing and identifying the needs of seniors in the form of questionnaires and based on the requirements, the extending of the network of services of long-term care for seniors, which are available through various presentation events, by means of which the information and terms and conditions for the provision of services of long-term care in the event of dependency on assistance are available. The project is organized by the Department of Social Affairs of the Banská Bystrica with the help of University of the Third Age, senior service providers, the State Scientific Library and the Regional European Information Centre.

Source: [http://www.banskabystrica.sk/socialnesluzby](http://www.banskabystrica.sk/socialnesluzby)

The care facility Kaštiel in the municipality of Stupava has introduced a project, which is called “MosTsoM (I aM a BridgE)”. Aim of this project, which was implemented from July 2009 to November 2009, was to introduce PCs and internet connections in this care institution, in order to promote older persons’ integration into the community.
This newly introduced infrastructure offers increased opportunities for older persons to get involved in the facility’s self-government and its administrative matters, as they have greater access to information. A further positive output of this launched project is that older persons living in Kaštiel have acquired new social contacts with the inhabitants of the town Stupava and can now communicate more easily with relatives and friends via internet. Even the virtual participation in family anniversaries is possible. The introduction PCs and the free access to internet in the facility, as well as in the park not only reduces isolation, but also give the clients the possibility of decreasing stereotypes associated with seniors and people with mental disabilities.

Source: http://ddstupava.eu.sk/

**We are Glad to See You, We Enjoy Being Together**

Through the project “We are Glad to See You, We Enjoy Being Together” the mutual exchange of experience, skills, assistance and love takes place among those who need it most. The programme leads to the strengthening of self-confidence and self-assertion in a new environment in a heterogeneous group that differs in generations, the support of abilities and offer of assistance to those who are dependant on it and familiarization with the older generation. They will replenish what they are missing. The fates of the DDaDSS clients and the children from DeD Mauricius in Kremnica are similar in many respects. They feel lonely, they feel that they are alone. The Cooperation Agreement between Retirement Home and Social Services Centre and the Mauricius Children’s Home in Kremnica entitled “We are Glad to See You, We Enjoy Being Together” was concluded for mutual encouragement in the future lives of the participants. This inter-generational cooperation constitutes a vanguard for deepening and extending cooperation in work activities and cultural programmes, the reciprocal exchange of life and work experience from the past and acquired between the children from DeD Mauricius and the DDaDSS Kremnica clients.

Domov dôchodcov a domov sociálnych služieb Kremnica (Retirement Home and Social Services Centre Kremnica) is a facility for seniors and a social services centre for 34 clients in the form of year-round stays. Within the framework of the social services, we also create conditions for cultural and hobby activities and work therapy. We cooperate with local schools as well as with DeD Mauricius to fill the leisure time of the facility clients in order to maintain and improve the quality of their lives. The children from DeD Mauricius visit the DDaDSS clients; when they learn something new, they come to present it –singing songs, playing musical instruments, reciting poems, and acting out fairy tales. The programme is followed by mutual socializing and exchanging of gifts. The DDaDSS Kremnica clients prepare refreshments and small gifts for the children as a reward for the prepared programme. These mutual meetings are very popular. The children are looking for grandparents and the DDaDSS clients are looking for grandchildren and new friends. Meetings change to work activities, during which they create various decorative items ands gifts. Then children help and the DDaDSS clients pass their life and work experience on to them. While working they sing to each other and the children are introduced to the secrets of making products which the clients already made. All of them frequently remember these meetings. The project launched in
this way will continue. We want the children to realise that age must be respected and to look at older citizens with greater attention, so that they can try to read their life stories in their faces. We want them to touch grey hair, to feel mutual love, to stroke a hand and help it in joint work, to learn to accept each other, to learn how to give and receive the experience of others. After listening to each other they will mutually soothe hard to heal wounds and give each other gifts.

On November 4, 2009 the Cooperation Agreement was concluded with Detský dom Maurícius (DeD) (Children’s Home) in Kremnica and Domov dôchodcov a domov sociálnych služieb (DDaDSS) (Retirement Home and Social Services Centre) in Kremnica. Children visit the clients of DDaDSS in Kremnica on the occasion of various holidays, anniversaries with cultural programmes and during joint handicraft activities in creative workshops. Meetings are held once a month and are mutually sought out and requested.

Source: http://www.ddkremnica.szm.com/
Slovenia
Focal Point:
Aleš Kenda
Ministry of Labour, Family and Social Affairs
Directorat for Social Affairs
E-mail: ales.kenda@gov.si

The Movement for Intergenerational Co-operation in Slovenia

The aim of the project is the establishment of the intergenerational movement which brings together all key players in intergenerational co-operation in Slovenia, enhancement of intergenerational connection and development of new practices of solidarity between generations. It has been launched from April until October 2010. The Movement for Intergenerational Co-operation represents a practical improvement and expansion of content of the Third Age Festival, the biggest event dedicated to senior citizens and intergenerational co-operation in this part of Europe. The Festival takes place every year at the end of September in Ljubljana. At the first Conference Meeting of the Movement which took place on 6 May 2010 in Ljubljana “The Charter on Intergenerational Co-operation in Slovenia” was adopted. The charter contains the common direction and efforts of key players in intergenerational co-operation in Slovenia. The fundamental purpose of the charter is the idea that intergenerational co-operation should become one of the values of contemporary society. Nongovernmental organizations, state and local institutions, organizations from the field of science, other institutions and individuals may accede to the charter. The movement intends to establish a consortium as a permanent form of integration.

The project with various events which are implemented both at the Third Age Festival and throughout the year increases the awareness of the importance of intergenerational co-operation and its positive effects on contemporary society. It develops new forms of positive relations, ties and exchanges between the generations and promotes voluntary work for intergenerational co-operation. It promotes flows of information among the players in intergenerational co-operation. It informs the public on developments in the field of intergenerational co-operation. The results of the project will be implemented both at local and at national level.

The project, in co-operation with the Third Age Festival, with its linking role and various content related events creates synergy among various players in intergenerational co-operation and promotes the presentation of cases of good practice in intergenerational co-operation in Slovenia. With presentations of cases of good practice regarding co-operation among generations in various fields (culture, voluntariness, economy, civil and government sector, educational institutions, homes for senior citizens, etc.) the project itself represents good practice, namely in the manner that it enables a productive dialogue among the creators of intergenerational co-operation. According to our information, the Charter on Intergenerational Co-operation in Slovenia is unique within the EU.

Source: http://www.f3zo.si/novice/
Spain
Focal Point:
Luz Cid Ruiz, Manuel Montero Rey
Head of International Services
IMSERSO-(Institute for Elderly and Social Services)
Ministry of Health and Social Policy and Equity
lcidr@imserso.mepsyd.es, lcidr@imserso.es

Good Practice Participation and Integration EURAG

TITLE OF PROJECT OR LEGISLATIVE ACT

XIX International EURAG Congress “Shaping the future, through effective participation of all ages”

TOPIC OF POLICY BRIEF FOR WHICH THE PROJECT IS CONSIDERED RELEVANT

Participation and integration of older persons

START AND END DATE OF PROJECT

The Congress had been held during 6th to 8th November 2008. The preparation and carry out of all the subsequent activities of it, started in February (The decision to support by IMSERSO this Congress was been taken in the General Assembly of 2008) and now still issuing certificates of participation to the university students from León (Spain) which had been participated in the Congress.

GOAL AND VERY BRIEF EXPLANATION

By choosing “Participation” as the theme, we intend to contribute to the current debates at all levels on how to better involve people of all ages in reflections on challenges which society has to find answers to.

Participation of all generations living together in policy formulation processes and in the implementation of important social, educational and economic decisions is a key requirement in order to make the future of European society more people-friendly and responsive to the needs of all members of society.

DEGREE OF IMPLEMENTATION/PROGRESS STATUS

Such kind of projects don’t have and visible and ready impact. But the dissemination and assumption by the stakeholders, NGO,s and the whole civil society of the proposals
issued of the Congress have a continuous and effective influence in the public policies about ageing in all European political levels: national, regional and local.

EXPLANATION OF WHY THIS IS A GOOD PRACTICE EXAMPLE

In that Congress of the European Federation of Older Persons, not only these persons had participated, but they had been integrated in the society among the participation together with young people from the University of León. Students of social services, nursery and other areas involved with the elderly had been part of the Congress.

LINK TO WEBSITE OR CONTACT FOR FURTHER INFORMATION

In the IMSERSO website is possible to link among the logo of EURAG which is in this website.

Proyecto IMSERSO - PROGRESS

TITLE OF THE PROJECT.

“SENSIBILIZACIÓN EN CENTROS EDUCATIVOS SOBRE PERSONAS CON DISCAPACIDAD Y PERSONAS MAYORES COMO MEDIDA DE PREVENCIÓN CONTRA LA DISCRIMINACIÓN”

TOPIC OF THE POLICY BRIEF FOR WHICH THE PROJECT IS CONSIDERED RELEVANT.

PARTICIPATION AND INTEGRATION OF OLDER PERSONS, ACROSS THE CREATION OF A POSITIVE IMAGE OF AGEING.

START AND END OF THE PROJECT.

SINCE NOVEMBER 2007.

GOAL AND VERY BRIEF EXPLANATION.

BACKGROUND:

TO PUT OURSELVES IN THE SITUATION OF OLD PERSONS, OR PERSONS WITH DISABILITY, KNOW HOW THEY FEEL, THINK, AND WHICH ARE THEIR NEEDS THIS IS THE BEST WAY TO UNDERSTAND THEM AND TO DEVELOP A POSITIVE COMMUNICATION.

HOME ENVIRONMENT AND SCHOOL ARE BOTH NATURAL NUCLEUS OF COEXISTENCE THAT BRING TOGETHER CONDITIONS TO DEVELOP BASIC
PRINCIPLES AND VALUES SUCH AS SOLIDARITY, RESPECT TO DIFFERENCES, AND CARE OF OURSELVES AND EVERYBODY ELSE.

THE POSSIBILITY OF INCLUDING IN THE FIELD OF EDUCATION MAINSTREAM ACTIVITIES IN DIFFERENT AREAS OF LEARNING AND SPACES OF PARTICIPATION, INVOLVES AN OPPORTUNITY OF RAISING AWARENESS IN THIS MATTER AMONG STUDENTS.

GOALS.

TO BOOST POSITIVE ATTITUDES AMONG CHILDREN OF EDUCATIONAL STAGES OF INFANTILE AND PRIMARY AND POSITIVE ATTITUDES TOWARDS OLDER AND DISABLED PEOPLE, AS A MEASURE TO PREVENT DISCRIMINATION.

DEGREE OF IMPLEMENTATION / PROGRESS STATUS.

THIS PROJECT IS BEING CARRIED OUT BY IMSERSO, IN THE FRAMEWORK OF EUROPEAN COMISSION'S PROGRESS PROGRAMME.

TOTAL IMPLEMENTATION WILL BE PERFORMED IN THREE STAGES:

FIRST STAGE (ACCOMPLISHED): FROM NOVEMBER 2007 TO NOVEMBER 2008

- ELABORATION OF DIDACTIC MATERIALS OF SUPPORT TO TEACHERS.
- MEETINGS OF SENSITIZING AND PRESENTATION OF THE PROJECT TO INVOLVED EDUCATIONAL CENTRES FOR ITS PERFORMANCE.

SECOND STAGE (IN PROCESS): FROM NOVEMBER 2008 TO NOVEMBER 2009.

- PERFORMANCE OF THE PROJECT IN EDUCATIONAL CENTRES.
- SUPPORT TO EDUCATIONAL CENTRES IN THE PROCESS OF PERFORMING THE PROJECT AND FOLLOW UP.

3ª FASE: 2009

- MEETING UP TO BRING RESULTS TOGETHER, PRESENT BEST EXPERIENCES AND INTRODUCE IMPROVEMENTS WHEN NEEDED.
- SPREADING OF THE PROJECT.

EXPLANATION OF WHY THIS IS A GOOD PRACTICE EXAMPLE.
THIS PROJECT AIMS TO RAISE AWARENESS OF THE IMPORTANCE OF THE SITUATION OF OLDER PERSONS, DISABLED PERSONS AND THEIR NEEDS TO BE UNDERSTOOD, APPRECIATED AND TREATED IN EQUALITY WITH THE REST OF SOCIETY, AMONG A WIDE RANGE OF PEOPLE, INCLUDING CHILDREN.

WE ARE CONVINCED THAT RAISING AWARENESS ACTIVITIES TOWARDS SMALL CHILDREN ARE A WARRANTY OF FUTURE THAT ALLOWS US TO ACHIEVE A SOCIETY FOR ALL AGES.

MAINSTREAM ASPECTS AS GENDER PERSPECTIVE AND DIVERSITY OF THE ACTUAL SOCIETY HAVE BEEN TAKEN INTO ACCOUNT TO CREATE DIDACTICS MATERIALS FOR AWARENESS RAISING.

65 EDUCATIONAL CENTRES OF 6 REGIONS OF SPAIN (ANDALUCÍA, GALICIA, CASTILLA Y LEÓN, CASTILLA LA MANCHA AND LA RIOJA) HAVE BEEN COLLABORATORS IN THE FIRST STAGE OF THE PROJECT.

THE PROJECT HAS BEEN VERY WELL ACCEPTED AMONG EVERY COLLABORATOR EDUCATIONAL CENTRE.

**National Strategy on Care for Old Dependent Persons**

TOPIC OF POLICY BRIEF FOR WHICH THE PROJECT IS CONSIDERED RELEVANT

Participation and integration of older persons

START AND END DATE OF PROJECT

In order to forward planning the Law on Promotion of Personal Autonomy and Care for Persons in Situation of Dependency, the Central Government has planned an investment from **2007 to 2015**, which is the expected date for total development of the law. This will allow protection of 1.125.000 old dependent persons.

GOAL AND VERY BRIEF EXPLANATION

The National Strategy on care for old dependent persons intends to develop the Law on Promotion of Personal Autonomy for the dependent persons older than 65 years, which are 75% of 1.5 million of dependent in Spain.
This protection starts with the medical appraisal in one of the three degrees of dependency (Moderate, Great and Severe). After that, assistance is rendered by the supply of services (prevention, personal autonomy, home care, remote care, daycare centres, nursing homes) and/or economic benefits (assistance linked benefits, family care assistance, and personal assistance benefits) in addition to technical assistance, home architectural barriers deletion, care providers registry with social security and different kinds of training and information system to relatives.

DEGREE OF IMPLEMENTATION/PROGRESS STATUS

In the end of 2008, 725,411 citizens had claimed medical appraisal. 445,615 have already been entitled as beneficiaries, according with Law’s foresights in terms of progressive implementation. 52% are older than 80 and 66% are women.

EXPLANATION OF WHY THIS IS A GOOD PRACTICE EXAMPLE

The National Strategy on Care for old dependent persons claims the responsibility of the Regional Governments too.

The Interadministrative cooperation framework and criteria for Central Government’s credit distribution for funding the approved level have been appointed, after having had permanent conversations with Regional Governments.

So, the System for Care to Dependency (“SAAD”) and at least, the development of Law on Promotion of Personal Autonomy requires permanent agreements between different civil services.

LINK TO WEBSITE OR CONTACT FOR FURTHER INFORMATION

In the IMSERSO website is possible to link among the logo SAAD.

Source:
Manuel Montero Rey
Head of International Services
IMSERSO-(Institute for Elderly and Social Services)
lcidr@imserso.mepsyd.es

Received: 03 April 2009
**Promotion of positive attitudes among children in Spain**

The Spanish Government has recognized that, apart from homes and families, schools are among the primary locations where basic values are developed, such as solidarity, respect to others and care about oneself and others.

The goal of the “PROGRESS” project is to enhance positive attitudes among children towards older and disabled persons to prevent discrimination. Children in infantile or primary education are made aware of issues pertaining to older persons and persons with disabilities. They are trained to develop empathy and the capacity to put themselves into the position of older or disabled persons, so as to better understand older persons’ feelings and needs. The children are then encouraged to communicate about and to these groups in a positive way and to help give care and attention to older persons in their environment.

The project, carried out by Spanish IMSERSO (Institute for Older Persons and Social Services) in the framework of the European Commission Progress Programme, is implemented in three stages. During the first phase, pedagogical material is developed for use by teachers. Meetings are held at educational centres to explain the approach. In the second stage, the project is implemented at the educational centres with support of IMSERSO. In the third phase, the first phases are evaluated, experiences are shared and improvements are introduced.

The project started in November 2007 and the pilot phase should be finished by November 2009. So far, 65 educational centres have been covered, including those in Madrid, Andalucía, Galicia, Castilla y León, Castilla La Mancha and La Rioja. After evaluation, it is envisaged to roll out the project across the country.

Source: Information provided by IMSERSO; http://www.segsocial.es/imserso/internacional/i0_progress.html.
Certified trainee

Certified Trainee is a cooperation project between the Swedish elderly care, the adult education and the employment service. The cooperation aims to provide immigrants/individuals with a foreign background, who are interested in and have the qualities to work in elderly care, with education and practical training in a professional context.

The purpose of Certified Trainee was to develop a concept with a transparent procedure in order to make it possible for individuals with a foreign background to enter the Swedish labour market. The project included a specific trainee instruction programme as well as an individual training plan, including language training. The qualification process was based on this training plan, which was complemented by practical guidance through personnel working in elderly care. The ultimate goal was that the trainee gains the qualification to seek employment in elderly care. So far, the experiences among those trainees and instructors, who have participated in the project, were positive. Concrete criteria to set out professional standards have made it easier for the trainees to understand fundamental aspects of the profession and have also motivated them to learn Swedish. The project was initiated in November 2007 and ended in February 2009. However, the concept that was developed as a result of the project is used today on a daily basis in elderly care in the municipality of Haninge.

For more information about the project, contact Marie Ardman, Haninge municipality, Sweden or check out the website www.kravmarktyrkesroll.se (in Swedish).

Swedish strategy for gender equality in the labour market

In July 2009, the Swedish Government adopted a cohesive strategy for gender equality in the labour market and the business sector. The measures outlined in the strategy are partially funded by 235 million SEK from the gender equality appropriation. The strategy sets out the Government's overall, long-term policy focus, divided into four separate areas:
Combat gender divisions in the labour market and the business sector: The Government's coordinated efforts in this area should promote a more efficient and gender-equal labour market by making it easier for girls and boys, and women and men to make active educational and career choices without being limited by stereotypical ideas about gender roles. Work to promote gender equality must therefore permeate the entire education system, from pre-school to higher education.

**Promote equal conditions for entrepreneurship:** The Government's coordinated efforts should aim to make use of women's and men's potential for entrepreneurship and enterprise through initiatives to improve opportunities to start and run a business. The Government also believes it is important to increase the number of women in management positions and on boards, both in state-owned companies and government agencies, and in private companies, in order to achieve increased growth and to promote Sweden's development.

**Equal participation in working life:** Women and men are to have the same opportunities and conditions to carry out paid work to the extent they wish to do so. This is why the Government's efforts are aimed at evening out the distribution of paid and unpaid work, for example by means of a gender equality bonus and tax credits for household work.

**Equal working conditions:** The Government's coordinated efforts in this area are aimed at creating better conditions for equal terms for women and men in working life. Initiatives aimed at combating discrimination, violence and harassment in working life are therefore important in achieving a gender-equal labour market”.

Switzerland
Focal Point:
Cyril Malherbe, Stèphane Cotter
Office fédéral suisse des assurances sociales
cyril.malherbe@bsv.admin.ch, stephane.cotter@bfs.admin.ch

**Addiction and Gender – Promoting a gender approach for alcohol therapy**

Switzerland uses a holistic approach to prevent people from substance abuse and to help them quit consumption. Within the framework of alcohol abuse prevention and rehabilitation, Switzerland has developed a special gender specific approach. Since women and men have different reasons and ways into addiction, therapy needs to take these differences into account. Only a therapy which individually adapts to a patient’s experiences and needs may be efficient. Gender related differences in alcohol usage involve also different role models. Women often tend to consume alcohol because of increasing stress due to multiple responsibilities such as the coordination of work and family, whereas men’s reasons to abuse alcohol come rather from personal challenges mainly related to work and the pressure of being successful. Switzerland aims to build a system with specialists who are particularly qualified to understand these role models of their patients and to therefore create a trustful environment.

To push forward this gender approach, the platform “drugs and gender” coordinates rehabilitation and information service facilities. People may search for institutions which are the most suitable for their personal situation. Facilities are labeled to be specialized for men or women, or to be gender neutral and thus adapted for the concerns of women and men as well as the interaction between them. Women specific institutions are for example mobile service institutions where women may receive information about drug consumption and additionally they may sleep and rest there in a place protected from men. An example for a men specific institution is an intercultural care centre which helps teenage boys to stay in school and follow a regular life-style which should prevent them from abusive alcohol consumption.

Название проекта:  
Активная и качественная жизнь для пожилых людей в Таджикистане

Сроки проекта
Март 2007 года - февраль 2009 года

Место нахождения проекта:
Отдел медико–социальной помощи и администрация ЦАГЦ, город Душанбе,
проспект Борбад 48/26 - тел. 37-88-17-004
Курс геронтологии, город Душанбе, улица Абая 3, Центр здоровья № 1, 3
 этаж, левое
крыло здания - тел. 2-33-98-22
Клубы общения, город Душанбе, улица Айни 22, кабинет 14 – (здание
Хукумата района
Шохмансур), тел. 2-21-42-91, Борбад 48/26 - тел. 37-88-17-004
Е-mail: gerontologys@tajik.net Mob. tel. 95-155-42-00

Сектор Обеспечение соблюдения экономических, социальных,
культурных
гражданских и политических прав пожилых через равный
доступ к
образованию, труду, здравоохранению.
Рессоциализация пожилых людей.
Подготовка специализированных медицинских кадров.
Медико-социальная, продуктовая гуманитарная помощь
Актуальность решения проблем старения всего мирового сообщества и отсутствие в Таджикистане отдельной политики и стратегии по вопросам старения явилось обоснованием для создания нами Общественного объединения «Центрально-Азиатский геронтологический центр», - который должен был стать ведущей организацией по координации, разработке стратегии и политики комплексного подхода к решению проблем пожилых людей, стать связующим звеном между государством, гражданским обществом и международными организациями.

Для ускорения реализации наших целей нами был разработан и внедрен пилотный проект по продвижению приоритетных направлений «Мадридского Международного плана действий по вопросам старения» в г. Душанбе. (финансовая поддержка Каритас Швейцария).

Бенефициарии проекта:
- Пожилые социально уязвимые люди старше 70 лет - 1554 человек
- Члены Клуба общения – 250 человек
- Студенты 6 курса ТГМУ - 150 человек
- Семейные врачи из 14 медицинских центров г. Душанбе (участники обучающих семинарах по гериатрии) - 26 человек

Целевые группы проекта за отчетный период
- Пенсионеры города Душанбе
- Врачи, работающие в домах престарелых республики
- Семейные врачи

ДЕЯТЕЛЬНОСТЬ ПО ПРОЕКТУ

Продвижение Мадридского международного плана действий по вопросам старения на государственный уровень
(проводилось двумя общественными объединениями – ЦАГЦ и «Национальным центром волонтеров Таджикистана»)

Мадридский международный план действий по проблемам старения не был подписан Таджикистаном и его положения не были знакомы министерствам ведомствам страны. Это создавало определенные трудности при его лоббировании.

В рамках проекта продвижение ММПД было проведено в несколько этапов:
1. Мадридский план был тиражирован и роздан ключевым лицам госструктур, имеющих возможность принятия решения, для ознакомления. Сопроводительное письмо по решению вопроса имплементации положений Мадридского плана было подписано директорами трех организаций: Центрально-
Азиатским Геронтологическим Центром, Центром Стратегических исследований при Президенте РТ и Национальным Центром Волонтеров Таджикистана.

2. Получены ответы от государственных структур по поводу анализа положений ММПД и его имплементации.

Положительную оценку мы получили, из Министерства юстиции, Министерства труда и социальной защиты населения РТ, Института экспертизы и восстановления трудоспособности инвалидов, Председателя ассоциации по Социальной защите населения, Государственного комитета государственной безопасности РТ, Министерства культуры РТ, Министерства обороны, Министерства экономического развития, Комитета по чрезвычайным ситуациям и гражданской обороне при правительстве РТ, Центра стратегических исследований при Президенте РТ, Комитета по делам молодежи, Министерства здравоохранения РТ, Аппарата Президента, Института демографии АН РТ и др.

Только Комитет по делам молодежи данный документ посчитал ММПД не актуальным!!

3. 17 октября 2007 года проведен круглый стол на тему «Международный опыт работы с пожилыми людьми» в контексте ММПД.

На данном мероприятии присутствовали представители всех заинтересованных министерств и ведомств: представитель Мачлиси Милли Хабибов А. (председатель комитет по правовым вопросам), сотрудники аппарата Президента, ректор экономического института Камилов С., зав. Отделом по сравнительному праву института «Государство и право» АН РТ Маликова Азиза, главный геронтолог Минздрава Хамидов Н.Х., Руководитель Каритас Швейцария в РТ – Николь Штольц и др.

Материалы и резолюция круглого стола, переданы в аппарат Президента – начальнику отдела по социальной защите и трудоустройству Ярбабаеву Х.

4. 29-30 октября 2007 года проведена международная конференция на тему «Совершенствование механизмов взаимодействия государственных структур, общественных и международных организаций, сообществ пожилых людей по продвижению Мадридского международного плана действий по проблемам старения в Таджикистане». Конференция проводилась в рамках программы
Международной сети «Эджнет Центральная Азия без границ». ЦАГЦ является одним из учредителей этой сети от Республики Таджикистан.

Участниками конференции были представители общественных, государственных, международных организаций и сообществ пожилых людей Таджикистана, Киргизии, Казахстана, Туркмении, Грузии.

Был разработан курс действий по реализации ММПД в РТ, который охватывает все три приоритетных направлений документа.

Для реализации ММПД было подписано трехстороннее соглашение:

5. 28 февраля 2008 года был проведен круглый стол на тему «Демографические аспекты старения населения Таджикистана». Главной целью проводимого мероприятия было:

1. Получение ответа на вопрос: - «Происходит ли старение населения в Республике Таджикистан?»
2. Принятие резолюции круглого стола для представления ее Правительству.

Данное мероприятие было проведено в рамках программы Центрально-Азиатского Геронтологического Центра по продвижению в Таджикистане Мадридского Международного плана действий на национальный уровень.

На заседании круглого стола принимали участие сотрудники Аппарата Президента, Мачлиси Милли, Центра стратегических исследований при Президенте Республики Таджикистан, Общественного совета при Президенте Республики Таджикистан, Федерации профсоюзов РТ, сотрудники Института экономики, Института демографии АН РТ, Министерства труда и социальной защиты населения, Государственного Агентства социальной защиты, занятости населения и миграции, Государственного комитета по статистике, Таджикского Государственного Медицинского Университета, местные и международные общественные организации.
Идет обсуждение резолюции круглого стола «Демографические аспекты старения населения в Таджикистане»

Результатом было принятие резолюции круглого стола, которое направлено Президенту РТ для ознакомления и принятия решений. Копии резолюции направлены в министерства и ведомства ответственные за государственное социальное обеспечение

КУРС ГЕРОНТОЛОГИИ ПРИ ТГМУ

Занятия для студентов 6 курса
В июле 2007 года, по инициативе ЦАГЦ, в Таджикском Государственном Медицинском Университете при кафедре внутренних болезней № 2 был создан курс геронтологии, который уже 1 сентября начал принимать студентов 6 курса. Открытие при ТГМУ курса геронтологии было выполнением одной из уставных задач ЦАГЦ.

Создание курса геронтологии Республике Таджикистан, где отсутствует политика государства по подготовке кадров геронтологов в высшем учебном заведении, как считают многие ученые- медики является историческим моментом.
Заведующий кафедрой внутренних болезней №2 с курсом Геронтологии, д.м.н, член-коор. АН РТ Хамидов Н.Х.

Разбор истории болезни проводит доцент Хамдамова М.

Занятия ведет доцент Хурсанов Х.

Доцент по учебной работе Умаров А.

ЦАГЦ обновил 20 таблиц на кафедре

С 1 сентября 2007 года начаты занятия по геронтологии для студентов 6 курса (150 человек). Разработана рабочая программа, тематический план лекций и практических занятий утвержденный начальником учебной части ТГМУ. На цикл занятий для каждой группы выделено 72 часа, из них 12 лекционных часов и 60 часов для практических занятий.

Директор ЦАГЦ Камалова С. читает лекцию для студентов 6 курса по социальным аспектам геронтологии. Студенты получают новые знания по геронтологии, пенсионном обеспечении в РТ, подробно освещается ММПД по вопросам старения. Проводится тестирование студентов для определения их социальной зрелости.

Тренинговая программа по гериатрии для семейных врачей
Переход республики на новое медицинское обслуживание населения – семейную медицину не улучшил качество обслуживания населения пожилого и старческого возраста. В государственную программу подготовки семейных врачей не была включена геронтология и гериатрия. Следовательно, семейные врачи не получили знаний необходимых для оказания квалифицированной помощи пожилым людям.

В рамках проектной деятельности сотрудники геронтологического центра совместно с сотрудниками кафедры разработали Тренинговую программу по обучению семейных врачей проблемам гериатрии и геронтологии.

Нам было очень сложно получить разрешение на проведение тренингов для семейных врачей у Заведующего городского отдела здравоохранения Хукумата города, господина Темурова. После неоднократных устных и письменных обращений, разрешение на проведение обучающих тренингов для семейных врачей было получено.

ОБУЧАЮЩИЕ СЕМИНАРЫ ДЛЯ СЕМЕЙНЫХ ВРАЧЕЙ ГОРОДА
Выданы сертификаты 26 семейным врачам города по гериатрии

**ВНЕДРЕНИЕ ИНТЕРАКТИВНЫХ МЕТОДОВ ОБУЧЕНИЯ В МЕДИЦИНСКОМ УНИВЕРСИТЕТЕ**

В процессе мониторинга учебного процесса на кафедре мы установили, что преподаватели не имеют достаточно знаний по интерактивным методам обучения. В связи с этим, нами, с целью повышения качества преподавания как для студентов 6 курса, так и для семейных врачей был организован и проведен трехдневный тренинг для ассистентов кафедры на тему: «Интерактивные методы образования взрослой аудитории». 
Обучение сотрудников кафедры ТГМУ интерактивным методам преподавания

Семинары для преподавателей курса гериатрии проводились под лозунгом 

«Учиться никогда не поздно!»

Мы надеемся, что в дальнейшем нам удастся продолжить лоббирование вопроса по расширению геронтологической службы в Республике. Намерены обратиться с письмом в Минздрав и получить разрешение на проведение семинаров для семейных врачей всех регионов республики.

МЕДИКО-СОЦИАЛЬНАЯ ГУМАНИТАРНАЯ ПОМОЩЬ

Равный доступ к медико-социальным услугам является одним из важных приоритетных направлений Мадридского Международного Плана Действий.
В рамках проекта наши бенефициары (1554 человека) получили равный доступ и равные возможности к получению бесплатных медицинских, информационных услуг, продуктовой, профилактической помощи и психологической поддержки на регулярной основе.

Медицинская помощь

Врач ежедневно проводит прием 30-40 бенефициаров геронтологического центра, после осмотра назначает необходимые медикаменты. Вместе с врачом работает медицинская сестра. Она является регистратором и ответственной за прием медикаментов и их выдачу бенефициарам, согласно назначениям врача. Наш центр является единственным местом, где пожилые люди имеют равный доступ и возможности в получении мед. помощи.

Продуктовая помощь

Была и остается одной из важнейших составляющих проекта, а пожилые люди продолжают оставаться одной из беднейших слоев населения в республике. Даже получая максимальную пенсию равную 300 сомони, они никогда не смогут выйти из разряда беднейшего населения в стране. Причина высокие цены на продукты питания, инфляция, высокая стоимость оплаты за газ, электричество и другие коммунальные услуги. При посещении врача бенефициары на регулярной основе получают 1 кг масла, 1 кг сахара, сгущенное молоко, рис, гречку, манную крупу, чай, печенье.

Профилактическая помощь

Оказание профилактической помощи идет параллельно с продуктовой помощью. Профилактическая помощь предусматривает обеспечение пациентов центра мылом, моющими средствами, стиральным порошком, туалетной бумагой, зубной пастой, кремом.

ИНТЕГРАЦИЯ ПОЖИЛЬНЫХ ЛЮДЕЙ В ОБЩЕСТВЕННУЮ ЖИЗНЬ
«КЛУБЫ ОБЩЕНИЯ» И «ГРУППЫ САМОПОМОЩИ»

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В клубы общения объединены более 250 человек. Из состава членов социального клуба созданы 10 групп самопомощи.

**ВОЛОНТЕРСКАЯ РАБОТА**

В течении 8 лет в Душанбе работает ОО «Национальный центр волонтеров Таджикистана», где волонтерами являются пожилые люди.

В рамках проекта «Вместе сделаем мир добрее» созданы из числа пожилых людей:

- Группы волонтеров по уходу, обеспечению продуктами и медикаментозной помощью на дому за прикованными к постели пожилыми людьми;
- Группы лоббирования по защите прав пожилых людей;
- Силами групп лоббирования начато проведение анализа законодательной базы по социальным и медицинским вопросам;
- В рамках акции «Пожилые люди требуют действий» ко дню пожилого человека организована встреча пожилых людей с сотрудником Аппарата Президента, передано послание;
- Каждый квартал силами пожилых людей издается информационный бюллетень «Мир старшего поколения».
СОЦИАЛЬНОЕ ПАРТНЕРСТВО С ГОСУДАРСТВОМ ПО ПРОДВИЖЕНИЮ ММПД

Были подписаны официальные договора о сотрудничестве с Хукуматом района Шохмансур и директором Государственным Агентством социальной защиты, занятости населения и миграции о проведении совместной партнерской деятельности.

Подписание договора о сотрудничестве с директором Государственного Агентства социальной защиты, занятости населения и миграции господином Джаборовым Б.
С уважением,
dиректор ЦАГЦ, к.м.н. Камалова Саодат
**Family Literacy Programs in Turkey**

Turkey has considerably increased the literacy rates of its population in the past few years. Nonetheless, as further measures are still necessary, the country initiated a family literacy programme combining early childhood education and adult education programmes. The programme is specially designed for those living in remote areas, with few education facilities.

A second initiative that has proven very successful involves mother-child education (MOCEP). Courses are taught to mothers and their children, with the result that the literacy skills of both improve and mothers are able to be their children’s first teachers. Early child education is imperative, as it influences the future educational and psychosocial development of the child. MOCEP has achieved significant results. For example, children who attended courses are better prepared for school, and most importantly, their school retention or completion rates were much higher (87%) than children from families of non-participants (67%).

Another focus is women’s education, as women represent two thirds of the illiterate population and are thus especially vulnerable. The Functional Adult Literacy and Women’s Support Programme concentrates on developing women’s literacy. Through education, women gain self-confidence and improve their relationships with husbands and other family members. Moreover, there is proof that educated women are more involved in family decision-making than uneducated women. Additionally, educated women may pass their knowledge on to their daughters, further developing valuable human capital.


**Life-Long Learning**

1.1. Project on improvement of life-long learning

**Objective of Project:**
Development of a certificated institutional framework consistent with strategy of life-long learning and EU standards is aimed in order to meet demand for qualified labor force of labor market.
Responsible and Coordination Body: Ministry of National Education,  
Financial Source of Project: EU, Instrument for Pre-Accession (IPA) Fund (Donation)  
Budget of Project: 15 Million Euros.  
Beneficiaries from Project:  
- Ministry of National Education,  
- The Institution of Professional Competence, The Centers of Improvement of Professional Standards-Test and Certification,  
- Turkish Labor Office (central and local level)  
- Administrator, teachers and students in education institutions,  
- Administrator and personnel in local life-long centers,  
- Unemployed adults, especially unemployed women,  
- Worker and employer trade unions  
- Employees of local authorities, social partners, and NGOs  

Basic Activities of Project:  
- To support National Compliance System consistent with European Compliance Certificate,  
- To support the process of establishing networking, development in dialog and collaboration between all parties dealing with life-long learning,  
- To encourage the educational institutions for activities about awareness of life-long learning,  
- To increase opportunity of employment and life-long learning activities in line with the requirement of local private sector.  

The Outcome of Project:  
- Approximation of legislation concerning life-long learning,  
- To support national certification framework,  
- To prepare modular programs,  
- To strengthen capacity of vocational education institutions,  
- To constitute a networking in local, regional and national base,  
- Development of monitoring and evaluation methods concerning life-long learning,  
- Development of teachers’ professional competence,  
- Development of awareness related with life-long learning,  
- To strengthen infrastructural, institutional and human resources capacity of local life-long learning coordination centers,  
- To strengthen basic skills in the institutions given formal and non-formal vocational education,  

1.2. Center for European Union Education and Youth Program  

A national agency, Center of European Union Education and Youth Program, has been set up attached to the State Planning Organization within the context of education and youth programmes of EU in 2004. In the higher education area, Erasmus Program have been implementing within the framework of Bologna process for the period of 2007-2013.  

The number of students and trainees attending Erasmus Program has regularly increasing since the establishment of the Center. The total number of students and trainees that have been advantaged from Erasmus Program is 8.432 since 2004. Turkey is considered one of the most successful countries in the implementation of EU education and youth programmes.  

1.3. Turkish National Strategy Document on Life-Long Learning  

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Within the context of cohesion program of the EU acquis, a National Strategy Document on Life-Long Learning has been prepared with the coordination of Ministry of National Education through collaboration the representatives of various public institutions and organizations, universities, local administrative and NGO’s. The National Strategy was adopted by High Planning Council in July 2009. This document comprises the activities concerning life-long learning which will be implemented at the end of 2013.

**Health Promotion and Prevention of Disease and Accident**

In October 2010 a workshop with participants from universities, public institutions and NGOs, will be held for preparing 2010-2014 Health Promotion and Improvement Action Plan. A Health Promotion Department which will be responsible to preparation and implementation of Action Plan has been established as attached to the General Directorate on Primary Health Care at the Ministry of Health. In this action plan, non-medical approaches to a healthier life throughout the life course will be one of the most important headings.

In the context of health promotion and preventive health, Law of Control and Preventing Harms of Tobacco Products (Law No: 4207) has changed in January 2008. Smoking of all tobacco products prohibited in all public buildings with the legislation. The coverage smoking of tobacco products has been prohibited in all restaurants and cafes after 19th of July 2009.

**Intergenerational relationships**

A specific governmental program aiming to strengthen intergenerational solidarity is not being implemented.
Universities of the third age in Ukraine

While in France U3As have a special curriculum for foreign languages, literature and other cultural areas of study, in Ukraine they more generally provide a place for older persons to meet and communicate. The Ukrainian U3A project is closely connected with the implementation of MIPAA/RIS and is supported by the United Nations Population Fund (UNFPA) and the Ukrainian Ministry of Labour and Social Policy. As of 2009, four U3As had been implemented with the following main targets:
- All-around development of older people
- Older persons’ adaptation to modern living conditions
- (Re)integration of the older population in the active life of society
- Organization of communications
- Education in principles of healthy lifestyles in older age
The interest in the U3As is high and the project is by now continued by NGOs.

Sources: International Association of Universities of the Third Age (2009). France.
“5 A DAY” scheme to increase healthy nutrition in the United Kingdom

“Cancer and coronary heart disease account for 60% of all early deaths.” To reduce these impacts, the UK Government has launched the “5 A DAY” scheme to promote healthy nutrition through eating at least five portions of fruit and vegetables per day. The scheme has proven to be an effective and cost efficient way to reduce early deaths from heart diseases and strokes. The “5 A DAY” campaign is funded by the government and includes advertisements, education on healthy nutrition and a website with practical hints about recipes, food storage as well as advantageous grocery shopping. Additionally, the “School Fruit and Vegetable Scheme” encourages children to reach the “5 A DAY” target. Children often do not eat fruit and vegetables sufficiently. At school, they are usually provided just one piece of fruit per day. The government is also concerned with the frequent substituting of fruit and vegetables with food supplements such as vitamin drinks. Supplements have shown to be less effective and therefore the “5 A DAY” campaign puts much effort into facilitating healthy decisions in grocery shopping. A “5 A DAY” logo may be found on food packages. It provides important information about ingredients and the food’s value within the “5 A DAY” scheme, meaning it is indicated for how many of the five fruit portions the food serves.

To get people involved in the program, there exists the so called “5 A DAY” community, a communication platform where people can exchange experiences and good practices about “5 A DAY”. For example, people give each other hints and encourage each other to buy seasonal fruit or frozen vegetables to save money or to include chopped vegetables also in meet sauces to make them more nutritious. Furthermore, on the webpage of the UK Department of Health includes detailed information about the program, its history, background and current state of research and progress.

Sources: United Kingdom, Department of Health (2009). “5 A DAY General Information”. UK.
United Kingdom, Department of Health (2009). “5 A DAY” program webpage. UK.

2 United Kingdom, Department of Health (2009). “5 A DAY General Information”
Age Friendly Society

http://www.equalities.gov.uk/staimm6geo/PDF/Age%20Friendly%20Society-FACTSHEET.PDF

**UK Gender Impact Assessment of Pension Reform**

The United Kingdom has introduced two new Pension Acts in 2007 and 2008 which make important changes to the state pension from 2010 and introduce a new, low-cost private pension scheme that people will be able to save into from 2012 (planned start date). The Gender Impact Assessment analyses the likely impact of these reforms on women and men saving for retirement. The 2007 Act addresses a number of measures that are crucial from an equality perspective in order to ensure justice for both genders. These factors concern labour market factors (women sometimes work for smaller firms with lower capacity to provide social security services), in-work factors (women are more involved into part-time work) and work duration (women often work less hours due to caring responsibilities). A key aspect in this reform is that a life of unpaid caring responsibilities will be rewarded in retirement (in the state pension system) in the same way as a life of work.

http://www.dwp.gov.uk/docs/genderimpactassessment.pdf

**Lifetime homes in the United Kingdom**

In the Green Paper “Homes for the Future”, the UK government sets out standards, which require that new housing is accessible, adaptable and otherwise suitable to people of all ages. It is recommended that also neighbourhoods are planned according to the needs of all generations, e.g. with parks, shops, and health centres. With respect to already existing housing the government invests money in adapting homes to make them suitable for people with impaired mobility, with 30 per cent more funding for the Disabled Facilities Grant. Furthermore, it is planned to offer older people new ‘handyperson’ services for quick repairs and adaptations, giving many more of them that bit of extra help. Finally, a new national information service is provided to make sure that all older people have access to good housing advice.

**LinkAge Pilots in the UK increase effectiveness of services**

Eight LinkAge Plus pilots are bringing together local authorities and their partners in government, health and the voluntary and community sector, to improve access to information and services for older persons. The pilots test different methods of providing information to individual older persons, service providers and other professionals who work with older persons to identify and meet their needs by bringing together local information and services. The pilots have worked in different local authorities, with voluntary and community sector partners and in some cases with healthcare providers, to increase the number of points of access to information and services and to a range of activities to promote wellbeing and independence. In some case this has led to a reduction in duplication, better targeting and improved cost-effectiveness.


**Lifetime Homes, Lifetime Neighbourhoods**

**A National Strategy for Housing in an Ageing Society**


**National Health Service (NHS) End of Life Care Programme, United Kingdom**

The programme aimed to improve the quality of care at the end of patients' lives and enable more patients to live and die at the place of their choice. This means greater choice for all patients in their location of care and of death in order to decrease the numbers of patients transferred from a care home to a district general hospital in last week of life.

The programme entails three elements. One is the Liverpool Care Pathway promoting good communication of the care personal with patients and family. It includes: anticipatory planning covering emotional, spiritual and psychological needs, symptom control and care after death. It often contributes to an organisational continuous learning process to give the best care according to individual needs at the last days of life. The second element is the implementation of the End of Life Care Programme is via Strategic Health Authorities. As a third element are the Primary Care Trusts who have developed local plans according to locally identified priorities.

Source: NHS End of Life Care Programme, United Kingdom
Generations Together

Generations Together is a £5.5 million programme to boost intergenerational volunteering. It funds 12 local authorities and third sector led demonstrator sites. The project duration is from September 2009 until March 2011. This is a cross Government programme involving Department of Health, Department for Work and pensions, Department for Children, Schools and Families and Office of the Third Sector. The 12 sites are running a number of different activities to recruit older and younger volunteers including mentoring, skills exchanges and healthy eating projects. The programme aims to provide benefits to older and younger people and the wider community.

The goal of the programme is to generate wider interest in and thinking about intergenerational work, to increase the number of volunteers involved in intergenerational activity by 20,000 by end of the programme, to encourage a more strategic and sustainable approach, and to provide robust evidence of the effectiveness of intergenerational initiatives, and in particular, to develop evidence about which models are most effective in delivering which outcomes, for which groups of people, in which situations.

The programme funds local authorities and third sector organisations to work collaboratively. It involves four different government departments combining funding to create a single programme. Moreover, it is designed to bring together young people and older people to build trust and understanding, develop community solutions to issues which concern both groups, promote health and wellbeing and resolve tensions by helping to address negative perceptions of young and older people alike. It will generate wider interest in and thinking about intergenerational work and encourage a more strategic and sustainable approach, as well as increase the number of volunteers working on intergenerational activity. Additionally, it can be a key element in helping people from different ages and backgrounds feel like they are part of the same community, appreciate their similarities, and respect their differences. All generations should, in theory, benefit from engaging with each other on equal terms, breaking down barriers and challenging negative stereotypes.

Source:
http://www.dcsf.gov.uk/everychildmatters/Youth/youthmatters/youthtaskforce/generationstogether/generationstogether/
UK Advisory Forum on Ageing

First meeting of the UK Advisory Forum took place in July 2009, bringing together Ministers, key stakeholders, older people representatives from the English Regions and representatives from the Welsh Assembly, the Scottish Parliament and Advocate for Older People from Northern Ireland. The Forum will help to improve the independence, health and well-being of older people through effective engagement; address the opportunities and challenges of an ageing society; seek to encourage cultural change; and aim to bring about a society where people are no longer defined by age and where prejudice does not prevent people of any age from playing a full part.

The UK Advisory Forum on Ageing will work collaboratively to improve levels of older people’s engagement at community, local, regional and national level, identifying and promoting approaches that give opportunity for engagement to older people and in particular to more diverse groups whose voices are seldom heard.

Working together the UK Advisory Forum will:

- Regularly review progress on improving independence and well-being in later life, with reference to Big Society, Civil Society and Social Justice policy developments.
- Identify, develop and promote action to challenge later life stereotypes, promoting and supporting changes in cultural attitudes towards older people.
- Provide clarity, leadership and direction for developing regional and local Forums; building links across forums in the devolved nations and the English regions to enable sharing good practice and promoting engagement, especially with groups whose voices are seldom heard.
- Engage with Government to deliver seamless cross departmental communications and delivery mechanisms to enable better preparation for later life; through planning for the future financially and encouraging people to think much earlier about what they might want and need as they grow older so they can plan and prepare at a much earlier stage.
- Promote active ageing by promoting opportunities for people to remain active in society throughout their life, e.g. continuing to work, volunteering or remaining active in their community or within their family; and through identifying and encouraging role models of active ageing.

The Forum, in the way it operates, recognizes that all voices have a right to be heard, and provide a leadership model for regional and local forums in collaborative working between larger stakeholder organisations, smaller stakeholder organisations, older people representatives and others.

UKAFA has completed its foundational stage of development. There is regular commitment from Ministers from the sponsoring UK Departments of Health and Work and Pensions, and growing interest from other Departments and research
bodies. UKAFA has already developed a separate strand of engagement to support development of rural policy, and is in the early stages of exploring the UK Government’s Big Society agenda. UKAFA is supporting end to end policy development in major reform areas such as public health and equalities legislation. We are now increasing social capital among members, by encouraging sharing of good practice solutions to common issues. Government officials are also working with UKAFA members to further develop their expertise in engagement and leadership on ageing issues.

It is an unique example of bringing together representatives from England, Wales, Scotland and Northern Ireland where older people can join national experts to talk directly to both the Minister for Pensions and Minister for Care Services on issues that are relevant to older people now, and active ageing society in the future. Workshop events have allowed older people representatives from the different geographical areas to discuss and compare issues of importance to older people.

Source: http://www.dwp.gov.uk/policy/ageing-society/advisory-forums-on-ageing/uk-advisory-forum/
United States

Focal Point:
Marla Bush
U.S. Department of Health and Human Services
marla.bush@aoa.hhs.gov

Multi-Generational and Civic Engagement (MGCE) Initiative

Legislative Act: 2006 amendments to the Older Americans Act (OAA) highlighted the role of volunteers as a strategy to support and enhance OAA programs. They provide guidelines for the use of volunteers at all levels in OAA programs; multi-generational and civic engagement demonstration grants; and coordination with the Corporation for National and Community Service (CNCS).

Topic of Policy Brief: Intergenerational Relations

Start and end date of project: 2007-2010

Goal: The goal of this initiative is to discover, document and support existing exceptional, multi-generational, locally developed program models and engagement strategies using volunteers who serve one of three target populations:

- Older relatives caring for grandchildren;
- Families of children with special needs; and
- Caregivers of frail elderly.

Degree of Implementation/Progress Status:

The Administration on Aging awarded the National Council on Aging (NCOA) nearly $1 million a year for three years to develop the MGCE Initiative. 19 local awards have been made.

Local organizations were competitively selected as having exceptional programs with a significant volunteer engagement strategy. In addition to receiving funding of up to $30,000 per year, the local organizations are receiving additional resources, support and technical assistance to help create a model that is replicable in other communities.

The MGCE initiative has been enhanced through AoA’s collaboration with the CNCS’s VISTA (Volunteers in Service to America) program, which will make VISTAs available to support the model projects. VISTAs are full-time, year-long members with a special focus on capacity-building for organizations serving low-income people and communities.

This collaboration has also been expanded to include the Atlantic Philanthropies and MetLife Foundation as funding partners; and Easter Seals, Generations United, the National Association of Area Agencies on Aging (n4a), the National Human Services...
Assembly, and Temple University’s Center on Intergenerational Learning as national program collaborators.

Why this is a good practice example:

It highlights programs that are already successful in using volunteers in multi-generational programs and in creative ways;
It is a model of private-public partnership;
It will have a strong evaluation component focusing on four characteristics: impact, effectiveness, replicability, and sustainability;
It highlights models for both rural and urban communities and large and small programs;
It builds on, and utilizes, previous capacity building models and strategies developed by NCOA.

Website/Additional Information

To learn more about the 19 awards:
http://www.aoa.gov/AoARoot/AoA_Programs/Special_Projects/Civic_Engagement/docs/grantee_descriptions.doc

For more information about AoA’s Civic Engagement Initiative:
http://www.aoa.gov/AoARoot/AoA_Programs/Special_Projects/Civic_Engagement/index.aspx

For information on the Older Americans Act:
http://www.aoa.gov/AoARoot/AoA_Programs/OAA/index.aspx

For information on the Corporation for National and Community Service:
www.nationalservice.gov/

Elder Rights

US: 'Grandfamilies' Come Under Pressure (April 4, 2009)
Grandparents provide a crucial safety net, allowing children whose parents can't provide for them to remain in families instead of winding up as wards of the state. However, the ongoing recession is putting a deep strain on 'grandfamilies,' (households in which grandparents raise grandchildren under age 18). In fact, some grandfamilies are at risk of being separated as social service authorities could take children away and place them in foster care if grandparents are unable to support them. The unemployment rate for older workers is lower than the overall rate, but once they are unemployed it is harder for them to find work in this economic downturn. Agencies that work with grandparents are seeing a spike in requests for emergency assistance to help pay their mortgages and other bills.
Evidence-Based Disease and Disability Prevention Grants Program

Topic of Policy Brief: Health Promotion and Prevention of Disease, Disability and Accidents

Start and end date of project: September 2006 – Project is ongoing

Goal: To increase older peoples’ access to programs proven effective in reducing their risk of disease, disability and injury.

Explanation:

Chronic Conditions & Older Adults

Chronic diseases and conditions exact an especially heavy health and economic burden on older adults due to associated long-term illness, diminished quality of life, and greatly increased health care costs. Approximately 80% of older Americans are living with at least one chronic condition, and 50% have at least two. Much of the illness, disability, and death associated with chronic disease is avoidable through known prevention measures.

Evidence-Based Disease and Disability Prevention Program (EBDP)

The EBDP program refers to a program that closely replicates a specific intervention that has been tested through randomized-controlled clinical trials with the results published in peer-reviewed journals.

As a result of rigorous research and clinical trials, there are evidence-based model health programs in physical activity, diabetes, nutrition, smoking cessation, medication management, fall prevention, and chronic disease self-management that effectively improve the health of older adults.

Degree of Implementation/Progress Status:

Background
The EBDP grants program is a public/private collaboration of the Administration on Aging (AoA) with the Atlantic Philanthropies, Centers for Disease Control & Prevention, Agency for Healthcare Research & Quality, Health Resources & Services Administration, Substance Abuse & Mental Health Services and others. These awards support the delivery of evidence-based prevention programs for service providers of older adults, such as senior centers, nutrition programs, senior housing, projects and faith-based
organizations. The AoA funds a National Resource Center to provide technical assistance to the grantees.

AoA and its partners have awarded about $50 million to 27 states to improve the health and quality of life for older Americans. To date we have 1200 community sites across these 27 states that have delivered evidence based programs to over 25,000 people.

Subject Areas:
AoA requires each state to implement the Stanford University Chronic Disease Self-Management Program (CDSMP). In addition, each participating state is required to select and implement one or more other evidence-based programs in the following subject areas:
Physical Activity - Programs such as Enhance Wellness, Tai Chai or Healthy Moves, which emphasize low-impact aerobic activity, minimal strength training and stretching;
Fall Prevention - Programs such as Matter of Balance and Stepping On, which emphasize strength training and behavioral modification to help prevent falls and the fear of falling;
Nutrition and Diet – Programs such as Healthy Eating, which teach older adults the value of eating healthy foods, as well as maintaining an active lifestyle; and
Depression and/or Substance Abuse – PEARLS or Healthy IDEAS, which involve the screening and referral of older adults who are currently experiencing or at risk of depression.

The 2006 grantees have reached maturity, and others are striving for that goal. We are in the process of creating an evaluation. Our Technical Assistance partner, the National Council on Aging (see web address below), has produced an assortment of toolkits to promote and enable the widespread proliferation of evidence-based programs, at both state and local levels.

Why this is a good practice example:

These evidence-based programs have been proven to increase self-efficacy, decrease health service utilization, and enable participants to adopt healthy self-management behaviors. They are lead by volunteers and provide self-management classes within the comfort of participants’ community, using traditional non-clinical settings such as Area Agencies on Aging or senior centers. They enable participants to modify existing health self-management behaviors through group interaction and reinforcement.

Website/Additional Information


References
Evidence-Based Disease and Disability Prevention Program (EBDP) in the USA

The EBDP aims to prevent illness, disability, and death associated with chronic disease. The programme consists of public/private collaborations of the Administration on Aging (AoA) with the Atlantic Philanthropies, Centers for Disease Control & Prevention, Agency for Healthcare, Research & Quality, Health Resources & Services Administration, Substance Abuse & Mental Health Services and others. AoA requires each state to implement the Stanford University Chronic Disease Self-Management Program (CDSMP). In addition, each participating state is required to select and implement one or more evidence-based EBDP programs in the following subject areas:

- Physical Activity - Programs such as Enhance Wellness, Tai Chai or Healthy Moves, which emphasize low-impact aerobic activity, minimal strength training and stretching;
- Fall Prevention - Programs such as Matter of Balance and Stepping On, which emphasize strength training and behavioural modification to help prevent falls and the fear of falling;
- Nutrition and Diet – Programs such as Healthy Eating, which teach older adults the value of eating healthy foods, as well as maintaining an active lifestyle; and
- Depression and/or Substance Abuse – PEARLS or Healthy IDEAS, which involve the screening and referral of older adults who are currently experiencing or at risk of depression.

Before the implementation of those programs in the areas described above, each program has to be previewed by a random sample group, proved to be effective and discussed in peer-viewed programs.

These evidence-based programs have been proven to increase self-efficacy, decrease health service utilization, and enable participants to adopt healthy self-management behaviours.

Sources: United States of America, Department of Health & Human Services, Administration on Ageing (2009). “Evidence-Based Disease and Disability Prevention Program“. USA.
**Kindship Care programmes**

Across the country, 6.2 million children - approximately 1 in 12 children are living in households headed by grandparents or other relatives. Almost half of the children are Caucasian origin, followed by African-American (36%) and 18% of Hispanic children\(^4\). The phenomenon of grandparents and other relatives raising children is not new but it has increased dramatically over the last 25 years: in 1998 over 3.9 million children under the age of 18 were being cared for by a grandparent with or without a parent present in the home\(^5\).

In Illinois, over 200,000 children under the age of 18 are living in a grandparent-headed home. The Illinois Department on Aging, in cooperation with the Illinois Task Force on Grandparents Raising Grandchildren, works to locate, assist and promote awareness of older caregivers who are currently raising their family's children. The **Grandparents Raising Grandchildren Program** began in 1996 with a grant from the Brookdale Foundation. Additional legislative support has allowed the Department to expand the program, by establishing support groups and providing them with financial and technical assistance; providing grandparents with information and referral assistance; and training professionals and facilitators to meet grandparent’s needs.

The factors contributing to the growing number of grandparents raising grandchildren are: alcohol and drug abuse; neglect, abuse, and abandonment; death of a parent; HIV/AIDS; divorce, unemployment/poverty; parental incarceration; teen pregnancy and welfare reform (?).

Not only Grandparents, but also older relatives over the age of 60 are also eligible raising grandchildren/children for services under the **Illinois Family Caregiver Support Program**. These services include assistance to caregivers in gaining access to services; individual counselling, support groups and caregiver training; respite care to enable caregivers to be temporarily relieved from their care giving responsibilities; and supplemental services such as assistive devices, home modification, legal assistance, transportation, school supplies and any other gap filling service which attempts to address a short-term caregiver emergency.

The Older American Act (Title III E established the National Family Caregiver Support Program NFCSP) established in 2000, provides grants to states and territories, based on their share of the population aged 70 and over, to fund a range of supports that assist grandparents and other relatives 55 years of age and older providing care to children under the age of 18 years. At this, the strong Illinois kinship care programme has been extended successfully also to Hawaii (http://www.grandsplace.org/gp8/hi.html) and Washington (http://www.dshs.wa.gov/Kinshipcare/).


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\(^4\) These data are taken from the U.S. Census Bureau Table DP-2. Profile Selected Social Characteristics: 2000. The U.S. Census website is http://factfinder.census.gov/servlet/BasicfactsServlet

Middle Class Caregiver Initiative

Under the Older Americans Act, this $102.5 million initiative will result in additional services to AoA’s Family Caregiver Support Program (+$48 million), Home and Community-based Services (+$48 million), related services to Native Americans (+$4 million), and Lifespan Respite Care services (+$2.5 million) to those of all ages.

Start and end date of project: FY 2011

Goal: The goal of the AoA Caregiver Initiative is to focus specifically on the needs of family caregivers by integrating those needs with the provision of other home and community-based services, including state-funded caregiver programs.

Degree of Implementation/Progress Status: The funding proposed for the Caregiver Initiative is included in the President’s FY 2011 Budget Request to Congress.

Why this is a good practice example: Data from AoA’s national surveys of caregivers of elderly clients indicates that Older Americans Act (OAA) services, including those provided through the National Family Caregiver Support Program, are effective in helping caregivers keep their loved ones at home. Of the caregivers surveyed, 77 percent reported that services definitely enabled them to provide care for their loved one longer and that the services they received “helped a lot.” Eighty-nine percent of those caregivers also reported that the services they received helped them to be a better caregiver.

The additional services that are anticipated as a result of this initiative are estimated to result in the following impacts:

- an increase of nearly 200,000 to 755,000 caregivers receiving support
- an increase of 3 million more hours to 12 million hours of respite care, the service rated by caregivers as the most helpful to their efforts
- an increase of over 1 million hours to 9 million hours of adult day care
- an increase of 3 million more rides to 28.5 million rides for critical daily activities such as visiting the doctor, the pharmacy, or grocery stores
- an increase of 1.3 million hours to 33 million hours of personal care assistance to seniors unable to perform daily activities
- an increase of about 250,000 rides to 1 million rides for critical daily activities for Native American seniors

Source: [http://www.whitehouse.gov/blog/2010/01/28/caring-caregivers](http://www.whitehouse.gov/blog/2010/01/28/caring-caregivers)
**Gradual retirement at US University**

The large, privately supported Cornell University in New York allows tenured faculty members to reduce their teaching, research, and administrative duties prior to full retirement. Generally, the program is available to all full-time faculty members after reaching age 55 and holding a full-time appointment at the university for at least 10 years. Prior to 1998, the age eligibility requirement was 60 years of age. Service must be at least half time for one term in an academic year but cannot exceed half time over the entire academic year. The university continues to provide health and dental benefits. If the faculty member’s appointment is for half time, the university will make retirement contributions in an amount equivalent to the faculty member’s full-time pay, but if the appointment is for less than half time, retirement contributions by the university are based on 20 percent of the actual gradual retirement base pay. The faculty member may choose to receive retirement distributions during the gradual retirement period. Other benefits, such as life insurance, will be adjusted according the ongoing status of the faculty member’s appointment.”

Source: Cornell University Phased Retirement Program for Endowed Faculty
http://hr.cornell.edu/benefits/retirement/phased_end.html (accessed April 22, 2010)
Bulgaria, Estonia, Latvia and Slovenia

**Anti-discrimination laws in former socialist countries**

Significant advancements have been made through the drafting and passage of anti-discrimination laws deemed to prohibit gender related discrimination at the workplace. For example, Estonia passed the Gender Equality Act in 2004, which defines direct and indirect discrimination as well as sexual harassment; it also requires the promotion of gender equality by state institutions, local governments, and employers. The Gender Equality Act obliges authorities and employers to promote equality between men and women, thus strengthening the legislative basis for promoting gender equality. Similar laws were also passed in the Latvian Labour Law (2001). Further advancement was made in the Slovenian Employment Relationship Act (2002) and the Bulgaria Anti-discrimination Bill (2003). The aim of the new legislation is to reduce gender-based discrimination in all areas of life, including the workplace.

[https://www.riigiteataja.ee/ert/act.jsp?id=738642](https://www.riigiteataja.ee/ert/act.jsp?id=738642)
Latvian Labour Law, 2001
Slovenian Employment Relationship Act 2002, Ministry of Labour, Family, and Social Affairs
European Union

EU Action Plan on Adult Learning

Action has been taken at the EU level to address these shortcomings. The European Commission adopted a Communication on Adult Learning in October 2006, followed up by an Action Plan in September 2007. Five priorities are identified for concrete actions:

- To reduce labour shortages due to demographic changes by raising skill levels in the workforce generally and by upgrading low-skilled workers (80 million in 2006)

- To address the persistently high number of early school leavers (nearly 7 million in 2006), by offering a second chance to those who enter adulthood without any qualifications

- To reduce poverty and social exclusion among marginalised groups. Adult learning can both improve people's skills and help them towards active citizenship and personal autonomy

- To increase the integration of migrants in society and labour markets. Adult learning offers tailor-made courses, including language learning, to contribute to this integration process. Adult learning can help migrants to secure validation and recognition for their qualifications

- To increase participation in lifelong learning and particularly to address the fact that participation decreases after the age of 34. At a time when the average working age is rising across Europe, there needs to be a parallel increase in adult learning by older workers


The European Design for All e-Accessibility Network – EdeAN

In 2004, the European Commission adopted a standardization concept “Design for all”, with the objective of developing or adapting national, European and international technical standards that require barrier-free access to buildings and accommodation and render them suitable for use by people with disabilities. Standards committees include representatives of the Consumer Council, in which representatives of senior citizens and people with disabilities also have a vote.
The European Design for All e-Accessibility Network (EDeAN) is a network of 160 organizations in European Union Member States. The goal of the network is to support all citizens’ access to the Information Society. EDeAN provides a European forum for “Design for all” issues, supporting EU e-inclusion goals, awareness-raising for the public and private sectors, and online resources related to “Design for all”.


**European Qualifications Framework: guidelines to better validate informal and non-formal education**

To promote mobility in the European Union (EU) for work and study, the education ministers of EU Member States have acknowledged the importance of consistent guidelines for recognizing informal and non-formal education across the Member States and candidate countries.

Skills achieved through non-formal and informal learning often represent important characteristics and qualities of a person, but may not be included in a résumé or other records if uncertified. To improve the situation, the EU has approved guidelines including eight levels of knowledge, from basic skills to professional to innovative knowledge. According to these guidelines, each country may develop their own specifications. A translation and comparison of the level of knowledge from one to another country that facilitates labour mobility thus becomes possible.


**EU-Implementation of the Barcelona objectives concerning childcare facilities for pre-school-age children**

In March 2002, the European Council invited member states to “remove disincentives to female labour force participation and strive, taking into account the demand for childcare facilities and in line with national patterns of provision, to provide childcare by 2010 to at least 90% of children between 3 years old and the mandatory school age and at least 33% of children under 3 years of age”.

Regarding the lower age-group (0 to 3 years), only five member states (DNK, NLD, SWE, BEL, ESP) have reached the Barcelona objective of a 33% coverage rate, while five others (PRT, GBR, FRA, LUX, SI) are approaching this target. In most of the other
countries, much still needs to be done to meet the demand for childcare facilities. While seven member states (FIN, ITL, CYP, EST, DEU, IRL, LVA) have reached an intermediate level of coverage (between 16% and 26%), eight member states (GRC, HUN, MLT, SVK, LTU, AUT, CZE, POL) show a coverage rate of 10% or less.

Regarding children between 3 years old and the mandatory school age, eight member states (BEL, DNK, FRA, DEU, IRL, SWE, ESP, ITA) have surpassed the Barcelona objective of a 90% coverage rate, while three others (GBR, NLD, CYP) are approaching this target. Seven member states (EST, SVN, HUN, FIN, PRT, SVK, AUT) have a coverage rate that is substantial but still way short of target, between 70% and 85%.

ec.europa.eu/social/BlobServlet?docId=604&langId=en

**European Volunteer Centre**

**“Think Future, Volunteer Together”: a project to promote senior volunteering through international exchanges**

“Think Future, Volunteer Together” was a two year project (2007–2009), to promote senior volunteering through international exchange visits of elderly people in five European countries (Italy, Slovakia, Hungary, Romania, and Slovenia). The programme entailed diverse volunteering projects and activities, ranging from cultural to environmental, from social to civic, so that the visiting senior volunteers could get a comprehensive view of the concept and practice of volunteering in the hosting country.

A large number of follow up activities took place: microprojects carried out by returned volunteers, further planning for support to senior volunteering as a tool to promote active ageing, development of practical and policy recommendations, and public presentations. The final project results were presented at the final conference organised by CEV at the European Parliament in Brussels on 19th November 2009. The final report, “Promotion of senior volunteering through international exchanges, practical and policy recommendations”, and the Portrait Book, which gathers stories and pictures from 100 senior volunteers involved in the exchanges, were published in November 2009 and distributed at the conference.

(last accessed on November 10, 2010)
United Nations Educational Scientific and Cultural Organization

Institute for Lifelong Learning

Announcement, 25 March 2009
UIL Launches New Database on Effective Practice in Literacy and Numeracy Worldwide

Recognising that knowledge exchange is a crucial means of promoting literacy and numeracy efforts, the UNESCO Institute for Lifelong Learning (UIL) has established a database (www.unesco.org/uil/litbase/) that provides examples of effective literacy and numeracy programmes worldwide. This new Effective Practices Database supports the role of UNESCO – and in particular UIL – as a clearinghouse in the field of adult literacy and numeracy. It will contribute towards the achievement of the goals set down in the EFA, UNLD and LIFE initiatives by responding to the demands of UNESCO Member States for innovative and state-of-the-art evidence that inform and help to improve their literacy policies, strategies and practices.

The main objectives of the new database are:

• to facilitate access to information on adult literacy and numeracy programmes for a broad public, including policy-makers, researchers and practitioners;
• to share experiences and to gain a global overview of available programmes;
• to identify current trends, challenges and innovative approaches; and
• to encourage synergies, partnerships, networking and cooperation.

Stakeholders from countries around the world have been asked to share information on their ongoing literacy and numeracy programmes, particularly with regard to innovative features and lessons learned. The information on effective programmes is being carefully compiled, edited and translated (into English/French) by UIL. Where available, links to contact persons and additional information are provided.

Additional programme descriptions are being added to the database on an ongoing basis. UIL therefore welcomes further contributions on innovative and effective approaches to literacy and NFE, which can be sent to the e-mail address below.

Contact: Ulrike Hanemann (u.hanemann@unesco.org)
UNESCO Institute for Lifelong Learning
Maren Elfert, Public Relations
Feldbrunnenstr. 58, D-20148 Hamburg; Tel.: +49-40-448041-17; Fax: +49-40-4107723;
E-mail: m.elfert@unesco.org
www.unesco.org/uil

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Fact sheet N°172
Revised October 2002

**Integrating prevention into health care**

Due to public health successes, populations are ageing and increasingly, people are living with one or more chronic conditions for decades. This places new, long-term demands on health care systems. Not only are chronic conditions projected to be the leading cause of disability throughout the world by the year 2020; if not successfully prevented and managed, they will become the most expensive problems faced by our health care systems. People with diabetes, for example, generate health care costs that are two to three times those without the condition, and in Latin America the costs of lost production due to diabetes are estimated to be five times the direct health care costs. In this respect, chronic conditions pose a threat to all countries from a health and economic standpoint.

Many costly and disabling conditions - cardiovascular diseases, cancer, diabetes and chronic respiratory diseases - are linked by common preventable risk factors. Tobacco use, prolonged, unhealthy nutrition, physical inactivity, and excessive alcohol use are major causes and risk factors for these conditions. Trends in tobacco use will increase in the foreseeable future especially in developing countries. The ongoing nutritional transition expressed through increased consumption of high fat and high salt food products will contribute to the rising burden of heart disease, stroke, obesity and diabetes. Changes in activity patterns as a consequence of the rise of motorised transport, sedentary leisure time activities such as television watching will lead to physical inactivity in all but the poorest populations. Many diseases can be prevented, yet health care systems do not make the best use of their available resources to support this process. All too often, health care workers fail to seize patient interactions as opportunities to inform patients about health promotion and disease prevention strategies.

**Current systems of health care**

Many diseases can be prevented, yet health care systems do not make the best use of their available resources to support this process. All too often, health care workers fail to seize patient interactions as opportunities to inform patients about health promotion and disease prevention strategies.
Most current health care systems are based on responding to acute problems, urgent needs of patients, and pressing concerns. Testing, diagnosing, relieving symptoms, and expecting a cure are hallmarks of contemporary health care. While these functions are appropriate for acute and episodic health problems, a notable disparity occurs when applying this model of care to the prevention and management of chronic conditions. Preventive health care is inherently different from health care for acute problems, and in this regard, current health care systems worldwide fall remarkably short.

How can health systems respond to this challenge?

Given that many conditions are preventable, every health care interaction should include prevention support. When patients are systematically provided with information and skills to reduce health risks, they are more likely to reduce substance use, to stop using tobacco products, to practice safe sex, to eat healthy foods, and to engage in physical activity. These risk reducing behaviours can dramatically reduce the long-term burden and health care demands of chronic conditions. To promote prevention in health care, awareness raising is crucial to promote a change in thinking and to stimulate the commitment and action of patients and families, health care teams, communities, and policy-makers.

A collaborative management approach at the primary health care level with patients, their families and other health care actors is a must to effectively prevent many major contributors to the burden of disease.

Essential elements for action

- Support a paradigm shift towards integrated, preventive health care
- Promote financing systems and policies that support prevention in health care
- Equip patients with needed information, motivation, and skills in prevention and self-management
- Make prevention an element of every health care interaction

WHO's response

WHO's Non-communicable Diseases and Mental Health cluster has created a new framework for assisting countries to reorganize their health care for more effective and efficient prevention and management of chronic conditions. The Innovative Care for Chronic Conditions Framework is centred on the idea that optimal outcomes occur when a health care triad is formed. This triad is a partnership among patients and families, health care teams, and community supporters that functions at its best when each member is informed, motivated, and prepared to manage their health, and communicates and collaborates with the other members of the triad. The triad is influenced and supported by the larger health care organization, the broader community, and the policy environment. When the integration of the components is optimal, the patient and family become active participants in their care, supported by the community and the health care team.

Examples of innovation from around the world
The following three case studies demonstrate successful implementation of one or more components of prevention in health care.

**Brazil: Establishing preventive health services in low resource communities**

Cearà, a poor state in Brazil presents a model of care that may be achievable for other countries in which resources, income, and education levels are limited. In 1987, auxiliary health workers, supervised by trained nurses (one nurse to 30 health workers) and living in local communities, initiated once-monthly home visits to families to provide several essential health services. The programme was successful in improving child health status and vaccinations, prenatal care, and cancer screening in women. It was low cost, too. Salaries for the health workers were normal wage, few medications were used and no physicians were included. Overall, the programme used a very small portion of the state’s health care budget.

In 1994, the health worker programme integrated into the Family Health Programme that includes physicians and nurses on the team with the health workers. For the first time in Brazil, large scale integrated, preventive health services were in place.


**USA: Incorporating prevention into primary care**

Kaiser Permanente, a large managed care organization in California, recently reoriented its primary care clinics to better meet the needs of patients, emphasizing the needs of those with chronic conditions. Multidisciplinary teams were created that include physicians, nurses, health educators, psychologists, and physical therapists. These primary care teams link with pharmacy, the telephone advice and appointment centre, chronic conditions management programmes, and specialist clinics creating a totally integrated system of care from outpatient clinics to inpatient hospital care.

Patients are enrolled in the chronic conditions management programs via outreach strategies that identify those with chronic conditions who have not sought primary care, and through physician identification during primary care office visits. Patients receive services from multiple disciplines, based on the intensity of their needs. The diagram depicts the three levels of care. There is an emphasis on prevention, patient education, and self-management. Non-physician team members facilitate group appointments. Biological indices have improved across conditions such as heart disease, asthma, and diabetes. Screening and prevention services have increased and hospital admission rates have declined.

A recent comparison of Kaiser’s integrated care system with the UK’s National Health System found that although costs per capita in each system were similar, Kaiser’s performance was considerably better in terms of access, treatment, and waiting times.
Explanations for Kaiser’s better performance included real integration across all components of health care, treating patients at the most cost-effective level of care, market competition, and advanced information systems.

Feachem GA, Sekhri NK, & White KL. Getting more for their dollar: a comparison of the NHS with California’s Kaiser Permanente. British Medical Journal 2002;324:135-143

India: Integrating non-communicable disease prevention and management

Cardiovascular and cerebrovascular diseases, diabetes, and cancer are emerging as major public health problems in India. Apart from a rising proportion of older adults, population exposure to risks associated with certain chronic conditions is increasing. Obesity is increasing, physical activity is declining, and tobacco use is a substantial problem in the country.

Although it is commonly believed that non-communicable diseases (NCDs) are more prevalent in higher income groups, data from India’s 1995-1996 national survey showed that tobacco intake and alcohol misuse are higher in the poorest 20% of the income quintile. As a result, the government of India is anticipating that the prevalence of tobacco-related conditions will increase in lower socio-economic groups in the coming years.

The government has adopted an integrated NCD prevention and management programme. The main components of this programme are:

- Health education for primary and secondary prevention of NCDs through mobilizing community action;
- Development of treatment protocols for education and training of physicians in the prevention and management of NCDs;
- Strengthening/creation of facilities for the diagnosis and treatment of CVD and stroke, and the establishment of referral linkages;
- Promotion of the production of affordable drugs to combat diabetes, hypertension, and myocardial infarction;
- Development and support of institutions for the rehabilitation of people with disabilities;
- Research support for: Multisectoral population-based interventions to reduce risk factors;
- The role of nutrition and lifestyle-related factors;
- The development of cost effective interventions at each level of care.


Conclusion
• Many of the costly and disabling conditions facing health systems today can be prevented. Additionally, with proper support many of their complications can be averted or delayed.

• Strategies for reducing onset and complications include early detection, increasing physical activity, reducing tobacco use, and limiting prolonged, unhealthy nutrition.

• Through innovation, health care systems can maximize their returns from scarce and seemingly non-existent resources by shifting towards activities that emphasize prevention and delay in complications.

• Small steps are as important as system overhaul. Those who initiate change, large or small, are experiencing benefits today and creating the foundation for success in the future.

For more information contact:

WHO Media centre
Telephone: +41 22 791 2222
Email: mediainqueries@who.int

Age-friendly cities

The Age-Friendly Cities Project takes an intersectoral approach to ageing. It covers eight aspects of older people’s life in cities: outdoor spaces and buildings, transportation, housing, social participation, respect and social inclusion, civic participation and employment, communication and information, community support and health services. As a first step, WHO published a global guide that contains a checklist of essential characteristics of an age-friendly city.

The Metropolitan Municipality of Istanbul was among the first to implement the recommendations of the WHO. It developed an action plan together with the WHO, government and non-governmental organizations and then coordinated its implementation in close cooperation with civil society organizations. One improvement concerns the public transport system, as older people can now use it at reduced prices, benefit from free rides on national holidays. Special transportation is offered to disabled people. Additional developments include establishment of a commission for older people’s services, construction of housing according to WHO recommendations, planning outdoor areas according to the needs of older people. Reports underline these findings: older persons increasingly enjoy the opportunity of social interactions and stay more active. In 2008, Istanbul hosted a meeting to exchange these and other good practices with other cities all over the world.