Age-friendly Europe: Good practices & next steps

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Patterns of ageing by broad geographic region in Europe
At what age can people expect to live another 15 years, in 2010 and in 2050?

WHO Global action plan on ageing and health (2016-2020): Priority areas for action

- Improve measurement, monitoring and understanding
- Align health systems to the older populations they now serve
- Ensure everyone can grow old in an age-friendly environment
- Develop long-term care systems
What makes a city, community, county “age-friendly”?

• Age-friendly environments (cities, communities, at home…) foster Healthy and Active Ageing, - the process of developing and maintaining the functional ability that enables well-being in older age

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Is a healthy city also an age-friendly city?
Josephine Jackisch¹,*, Gianna Zamaro², Geoff Green³, and Manfred Huber⁴
• Age-friendly environments: they help to minimize the gap between:
  • **Intrinsic capacity**: the physical and mental capacities that an individual can draw on, and
  • **Functional ability**: what enables people to be and do what they have reason to value

*Source: WHO World report on ageing and health*

**High and stable capacity**

- Prevent chronic conditions or ensure early detection and control

**Declining capacity**

- Reverse or slow declines in capacity
- Manage advanced chronic conditions

**Significant loss of capacity**

- Functional ability

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**Health services:**

- Prevent chronic conditions or ensure early detection and control
- Reverse or slow declines in capacity
- Manage advanced chronic conditions

**Environments:**

- Promote capacity-enhancing behaviours
- Remove barriers to participation, compensate for loss of capacity

**Long-term care:**

- Support capacity-enhancing behaviours
- Ensure a dignified late life
Two views on ageing: traditional and “prospective” age ratios

Source: European Centre for Social Welfare Policy and Research/WHO Regional Office for Europe, 2012
WHO work with local governments in Europe: from European Healthy Cities to the Global Network of Age-friendly Cities and Communities
Age-friendly environments in Europe: a WHO synthesis of recent practice & guidance
Acting together – to create age friendly environment

• Toolbox to guide local policy-makers and planners to develop, implement, and evaluate age-friendly policies and interventions
• Toolbox was developed with members of a Healthy Ageing Task Force including 33 case studies
• Seven cities across Europe have piloted the toolbox
4 Principles for action
A process of 20 critical steps

ENGAGE AND UNDERSTAND
- Set up a committee/working group
- Perform a participatory assessment
- Create a baseline profile
- Disseminate findings
- Gain political commitment

PLAN STRATEGICALLY
- Unite partners behind a common vision
- Analyse strengths and weaknesses
- Develop a comprehensive strategy
  - Get approval
  - Define responsibilities

PRINCIPLES FOR ACTION
- Participation of older people
- Focus on equity
- Intersectoral collaboration
- Life-course approach
- Multilevel governance

EVALUATE
- Create partnerships
- Monitor progress
- Make outcome and impact evaluation
- Sustain and improve action
- Exchange (inter)nationally

ACT AND IMPLEMENT
- Make an action plan
- Consult plans and involve older people
- Secure support and resources
- Implement an operational plan
- Scale up successful action

World Health Organization
Regional Office for Europe
Example: Co-production and reaching out to older people in Manchester
Parallel tracks to create age-friendly environments

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Problem definition

Strategy

Implementation

Progress review
Example: Political leadership for a regional movement

- 21 cities in Bashkortostan (Russian Federation)
- Law defines a hierarchy of responsibilities for age-friendly cities in this regions
- Common framework for action
- (Based on 8 domain framework)
8 domains: an organizing principle for age-friendly actions
Healthy Aging in Horsens Municipality

**Insights from Healthy Ageing Profile**

- Key figures for the health and care department in Horsens, e.g.: age distribution and expected development.
- Examples of nursing homes, number of recipients at home care.
- Type of personal care (services).
- Number of volunteers.

- The regional health profile – health profile for the elderly (65-102).
- Gender, age, social, and geographical differences among the elderly.
- Social care needs, loneliness, smoking, alcohol, physical activity, diet, weight, self-rated health and chronic disease.

- In 2014 senior citizens over 65 years of age had a healthier lifestyle concerning healthy eating, physical activity, smoking and alcohol consumption compared to 2010. (Statistik for Sundhedsstakket 2013-2014).
- Senior citizens is the population group which best live up to the commendation of being physically active 30 minutes daily. However many senior citizens are still not sufficiently physically active.

**Age-friendly Journey in Phase VI**

- Cooperation with the Elderly Council: Involves in every decisions concerning the elderly (care, transport, housing, ...).
- Health promotion as a core task in all services.
- Health policy in all departments.
- Cooperation with Healthy City Shop.

**“We pull together”**

There is a strong tradition for volunteering in the Municipality of Horsens.

**Actions and Interventions for Age-friendly Environments: the near future**

- Project “Hospital Friends” in co-operation with the biggest local association for senior citizens.
- “Food in focus” – the elderly and nutrition.
- Welfare technology (e.g., Tele medicine).
- IT support for senior citizens in their own homes and 14 IT clubs staffed by volunteers.
- Project “Loneliness” with cooperation of 2 major NGO’s local departments (Ældre sagen and Dansk folkehjælp).
- Building more elderly Friendly homes (not the same as nursing homes).
- Welfare technology.

**Evaluation and Monitoring on recent progress**

- Health profile every 3 years.
- Satisfactionsurvey among the elderly.
- Dementia study.

- ...
1. Outdoor environments

- Barrier free public spaces
- Support to interaction & independence
- Inviting places to be and stay outside
- Environments that support belonging, continuity and sense of self
Towards universal urban design?
Practice examples

- Michell & Burton: designing dementia-friendly outdoor environments for life
- What do people with dementia prefer?
- Oslo’s common principles for universal design:
  - Vision of universal design in Norway by 2025
  - Cooperation across levels of government
2. Transport & Mobility

- Infrastructure for mobility
- Environments for walkability
- Age-friendly public transport
- On-demand services and other support to improve mobility (in particular rural/remote communities)
3. Housing

- Security & safety at home
- Standards for buildings / support for adaptations; maintenance
- Housing choices for independent living
- Support for relocation
- Affordable housing / housing inequalities
Example: guidelines for planning of houses for senior citizens

• Example of WELHOPS guidelines
• Across several European countries
• Inter-disciplinary & international working group
• Example of participating City of Gyoer (Hungary): public support for home adaptation/renovation
4. Social participation

Goal: promote participation in social life and combat loneliness and isolation.

- Activities of life-long learning
- Spaces / opportunities for social contact in communities / neighbourhoods
Example: City of Udine (Italy)

• “No alla solit’Udine” : network of volunteering action
• Publicly managed telephone helpline coordinates broad volunteer services network
• Reaches out to older people living alone
• 2016: 1000 volunteers in 30 organizations
5. Social inclusion & non-discrimination

Goal: Create socially inclusive places, where older people are respected and have opportunities to participate and contribute.

• Combat social exclusion
• Social capital, intergeneration spaces and activities
Example: a comprehensive view on social exclusion in rural areas in Ireland

Personal interviews and focus groups with community stakeholders identified main topics:

- Social connections and resources
- Lack/barriers of access to services
- Transport and mobility
- Safety, security and crime
- Income and financial resources
6. Civic engagement & employment

Goal: make better use of the potential of ageing societies by creating more and better opportunities for older people to engage in political, economic and public life
Example: City of Horsens (Denmark)

• Strong tradition of volunteering in the Nordic countries
• Long history of citizens’ involvement in Healthy Cities Office
• Active recruitment of volunteers (many seniors themselves)
• Examples: “hospital friends”; lunch-time visits in nursing homes
7. Communication & information

- Age-friendly information
- One-stop-shops for information
- Public events as information sources
- Health literacy
- Addressing the digital gap
8. Community & health services

- Coordination & integration
- Long-term care: home care & support to informal care
- Residential care facilities
- Ambient assisted living & ICT for ageing well
- Emergency planning and preparedness
A conceptual model for ICT/AAL applications
Next steps?

• Evaluation research in its infancy but a growth industry (as well as int.coop. and documentation)
• Use of communication & web-based tools for design of action plans / monitoring
• What do we know about equity aspects age-friendly action?
• How to reach out to those most in need?
• Success factors for sustained political commitment and resourcing?
Thank you!

www.euro.who.int/ageing

Mail: ageing(at)who.int
Age-friendly Oslo
Age-friendly Oslo

- Political support
- Civic participation
- Cross-sectorial collaboration
outdoor areas and physical activities
transport
housing
social participation
communication and civic participation
health and social services
AGE-FRIENDLY DISTRICTS - PILOTS

• Pilot district Nordre Aker

• Development and testing of age-friendly initiatives

• Scaling up and implementation
Age-friendly Oslo

- National network
- Nordic network
- European collaboration
EUROCITIES
Working Group Urban Ageing
WG – Urban Ageing

• Cities working together on urban ageing
• Most cities use the WHO age-friendly city framework
• Most active member cities: Oslo (chair) Amsterdam (vice chair) Gothenburg, Manchester, Frankfurt, Vienna, Nantes, Barcelona, Ghent, Utrecht, Tilburg, Hengelo, Leeds, Stockholm, Madrid, Düsseldorf, Edinburgh
• Increase collaboration and knowledge exchange between cities in order to strengthen the voice and position of cities
• Regular meetings and site visits
• Joint project proposals and collaborations
• Reaching out to other networks to combine forces (e.g. WHO global, OECD etc)
Some member cities are also in a region recognized by the EIP-AHA as innovative regions (Amsterdam, Rotterdam, Manchester for example). Also part of the D4 action group on age-friendly environments (EIP – AHA).

Some members are also a part of the Covenant of demographic change.

EU-project ESPON – targeted analysis “Adapting European cities to population ageing.”
WG – Urban Ageing

Best practices:
• Civic participation
• City planning and accessibility
• Transport
• Pilot districts
• Social participation – culture and volunteerism