



AFE-INNOVNET TOWARDS AN **AGE-FRIENDLY** EUROPE

Webinar
25 June 2014

AFE-INNOVNET: the crisis, an age-friendly opportunity

<http://www.afeinnovnet.eu/>



Linked 



This project is funded under the ICT Policy Support Programme (ICT PSP), grant agreement n° 620978

WHAT ARE THE MAIN CHALLENGES & STRATEGIES IN TIMES OF austerity? or how to turn a bunch of keywords into concrete practices

A blue-tinted photograph of a statue of Furio Honsell, Mayor of Udine. The statue is a seated male figure, highly muscular, holding a sword in his right hand and a bunch of grapes in his left. The year '1916' is inscribed on the base of the statue.

Furio Honsell
Mayor of Udine



DIFFICULT TIMES

- Economic downturn, recession, austerity
- Political dissatisfaction
- Anti-establishment movements
- The recession is **extremely virulent**
 - It acts as a **multiplicative factor** mostly for the worst
 - Inequalities and inequities increase dramatically (**reverse “spirit level” effect**)

CHALLENGES OF URBANIZATION

KNOW YOUR CITY!

NUMBERS PROVIDE COMPARISON, SET TARGETS

- When should a settlement/hub be called a city?
 - The ontological issue
 - public institutions, services or size
 - The psychological issue
 - relations, community, identity, attachment, security, history
- The numbers of a city:
 - 100.000 pop, 0.5t, 9t, 100m³, 278m², 200 l, 46y, 1:4, 1:8
- The numbers of a political agenda:
 - 33%, >0, 100%, 500-steps, 20-25, 202020, 252525, 90%



Commission on
Social Determinants of Health

Closing the gap in a generation

Health equity through action on
the social determinants of health



The CSDH – closing the
gap in a generation

Fair Society, Healthy Lives

The Marmot Review



The Marmot Review – Fair
Society Healthy Lives

The Spirit Level

Why Equality
is Better for Everyone

Richard Wilkinson and Kate Pickett

'A big idea, big enough to change political thinking'
Sunday Times

'A sweeping theory of everything' *Guardian*



The Spirit Level

A Fair Society

Study evidence of low sense of control, self efficacy and self esteem in population in unequal areas
Almost everyone benefits from greater equality; usually the benefits are greatest among the poor but extend to the majority of the population

Health and Social Problems are Worse in More Unequal Countries

Index of:

- Life expectancy
- Math & Literacy
- Infant mortality
- Homicides
- Imprisonment
- Teenage births
- Trust
- Obesity
- Mental illness – incl. drug & alcohol addiction
- Social mobility



Beware!

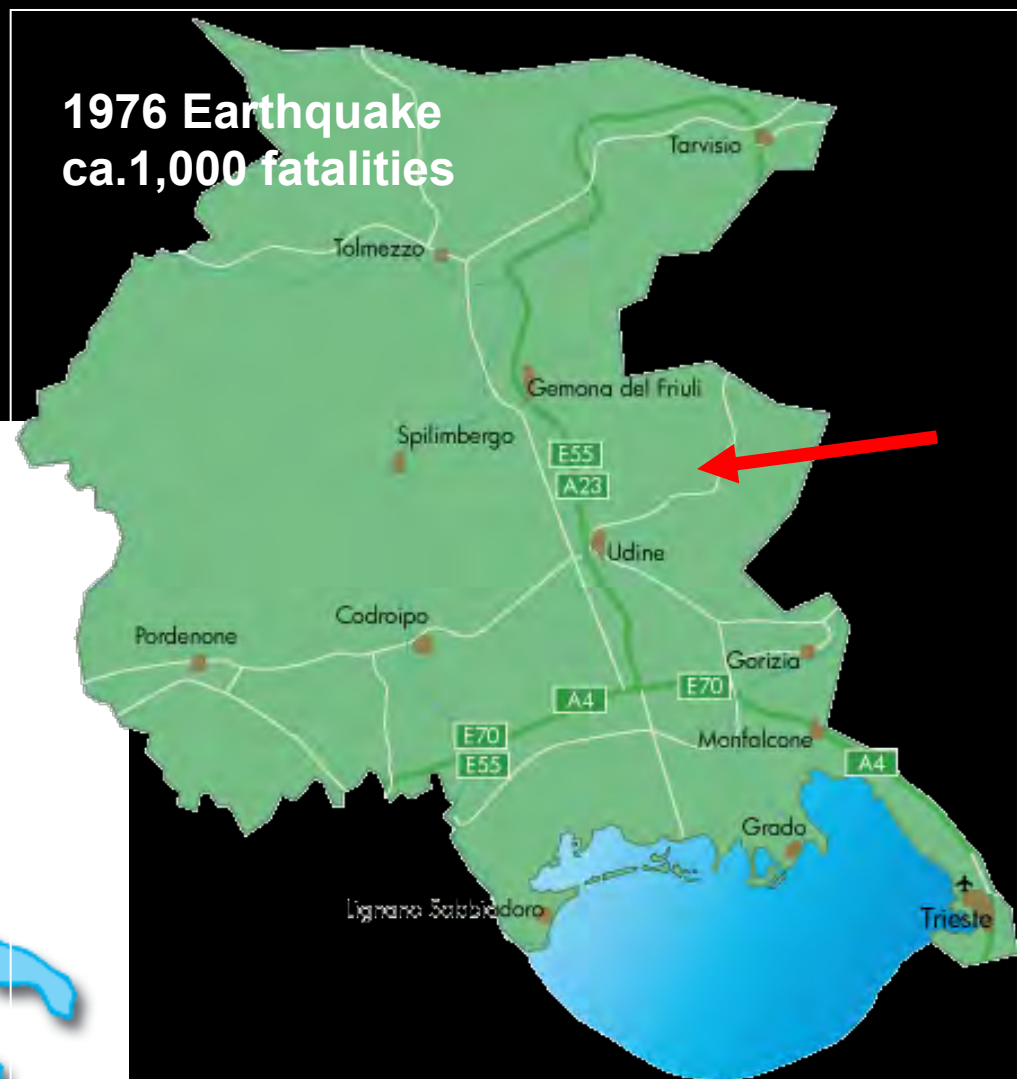
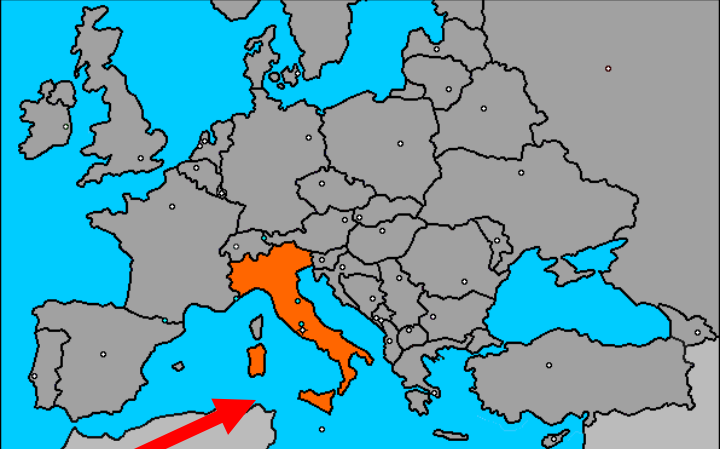
- Percentages vs absolute values
 - Udine: 25% cuts in 5 years on government funds
 - But the budget has increased. Why?
 - The fiscal pressure of council taxes has increased by 10% this year, by 50% last year, but everything went to the Government, for the sake of ...
- Stability



Reducing the supply line: 0 km markets

Healthy eating habits are more expensive?





**1976 Earthquake
ca.1,000 fatalities**

**Udine pop 100,000
Greater Udine pop 180,000**













Frugality, education, integration





The context is critical

- We live in a **very difficult time**
- The recession is **extremely virulent**
 - It acts as a **multiplicative coefficient** mostly for the worst (the case of two concrete-work companies, the role of competition)
 - Inequalities and inequities increase dramatically (the **reverse “spirit level” effect**: life expectancy, school performance, quality of life)
- BUT We live a very important **discontinuity**, a time of holistic **paradigm revolution, an opportunity to improve**
- the scope of many of our principles (**development** vs **progress**) and concepts (e.g. citizenship, care, well-being, prevention) will change
- More holistic approach: whole-of-{ }

Strategic standpoints

- High commitment
- Intersectoral action
- Provide objectives (meaning, sense, point) to citizens and motivation to workers
- Break up the **stabilization triangle** in a number of **wedges** to reduce
- B. Obama: “best care at lower cost”
- “sometimes less is more”

STRATEGIES

- Avoid **fragmentation of services**
 - it leads to duplication
 - continuity and coordination costs
- 5 wedges for attacking the stabilization triangle:
- Reduce waste of human, economic, and financial resources
 - Reduce gulf between research and practice, hospice, the right of a swan's song
 - Various rebound effects – over treatment over diagnosis
 - Bureaucracy
 - Excessive cost of technologies - tenders
 - Frauds and abuses – transparency and control
- Third sector, NPO's and voluntary workers

GOLDEN RULES

- **THINK OUT OF THE BOX**
- **ONLY TRUE ARTISTS ARE ABLE TO COPY**

social capital as a common good

- What is a citizen? Community welfare.
- Care should not be **category –specific**: elderly, physically or mentally disadvantaged disabled, marginalised , addicted, chronically ill, immigrants
- **Collective responsibility** of each and everyone towards all
- Equity (do not leave anyone behind) , sustainability, solidarity cohesion
- The “omni-bus” principle. The for-all movement e.g. sports for all, etc.
- Prevention and promotion, rehabilitation
 - Litteracy, lifestyles
- turn interaction into integration in society but also within service providers
- take into account – be accountable
- Sen’s principle: do not seek perfection but improve existing

More keyideas

- Move from
 - problems-answers, needs-provisions, failures-reparatory performances
- to
 - offers, opportunities, collaborations, cooperation
- Welfare → well-being → happiness

European Constitution

- efficiency → freedoms + transparency → competition
- Thrasymachus in Socrates republic : “justice is what suits best for the strongest”, “power goes where power is”, “justice goes where power is”, “it always rains where it is already wet”
- Constitution → reduce the excess of power
- Human rights → customers rights,
- Sustainability → the right of the environment of the future generation

TRANSNATIONAL CITY NETWORKS – MOVEMENTS

- **Healthy Cities (1400 cities)**
 - increase healthy life expectancy
 - promote healthy lifestyles, tackle obesity, etc.
- **Age-Friendly Cities (115 cities)**
 - add life to years, not only years to life
 - promote the idea that what is good for old age is good for all age
 - foster accessibility and contrast the idea of an 'enemy city'
- **Learning Cities (450 cities)**
 - promote lifelong learning and smart initiatives
- **Active Cities (50 cities)**
 - encourage physical exercise and sports for everyone
- **Covenant of Mayors 2020 for sustainability (5000 cities)**
 - Renewable sources, efficiency, reduce carbon footprint
- **Giona – Playing Cities (40 cities – national network)**
 - To promote playing as a tool for learning, integration and socialisation
- **Local Agenda 21 (7000 cities)**
- **URBACT ROMA NET NETWORK (10 cities)**
 - To promote wellbeing and social inclusion of the Roma population and disadvantaged groups
- Welfare ← well-being ← happiness : can we invert arrows?

COMBINING Healthy Ageing also with:

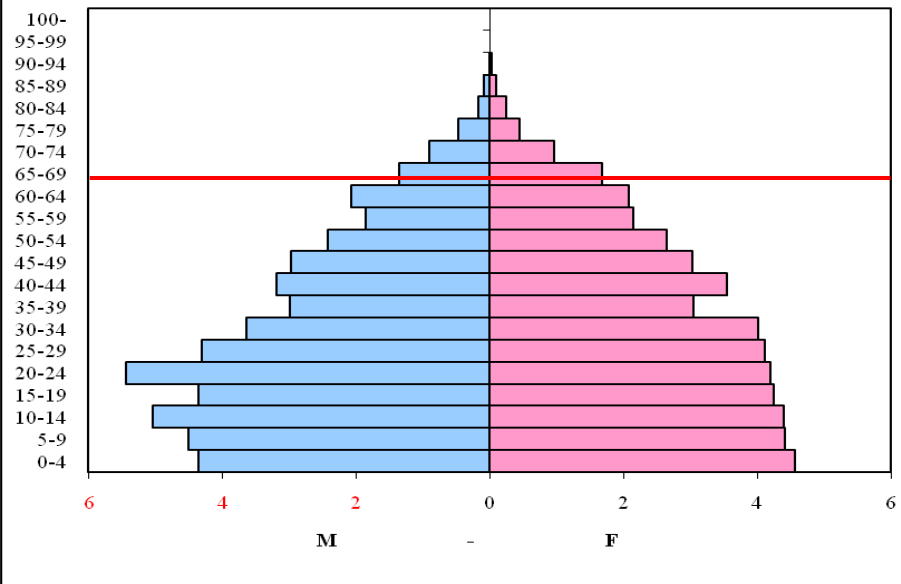
- European Innovation Partnership On Active and Healthy Ageing
- Age Platform Europe
- World Café Europe
- EU European Projects: DECiPHEr, Xploit, URBACT
- AFEE project (WHO)

Udine decided to join the
HEALTHY AGEING SUBNETWORK
of the
WHO HEALTHY CITIES PROJECT
working to **empower** older persons,
increase their **participation & social**
inclusion in the community & promote
their **health and quality of life**

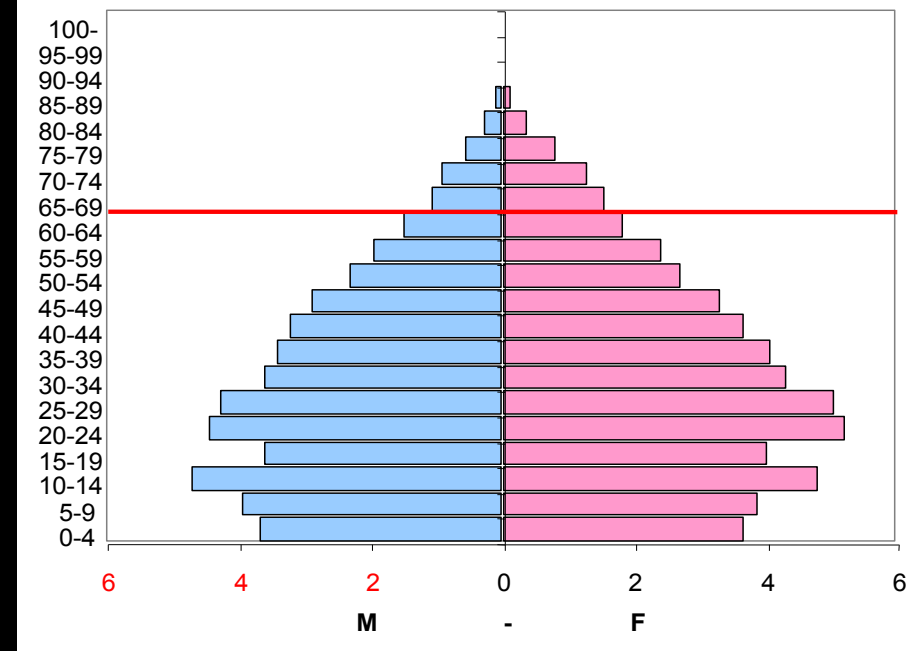
OLDER PEOPLE IN UDINE

OLDER PEOPLE PERCENTAGE	%	24.6
DEPENDENCY RATIO	$\frac{age < 15 + age \geq 65}{15 \leq age < 65}$	0.54
OLD DEPENDENCY RATIO	$\frac{age \geq 65}{15 \leq age < 65}$	0.37
YOUTH DEPENDENCY RATIO	$\frac{age < 15}{15 \leq age < 65}$	0.17
OLD AGE INDEX	$\frac{age \geq 65}{age < 15}$	2.14
EXCHANGE RATE IN WORKING-AGE POPULATION	$\frac{15 \leq age < 20}{60 \leq age < 65}$	0.57



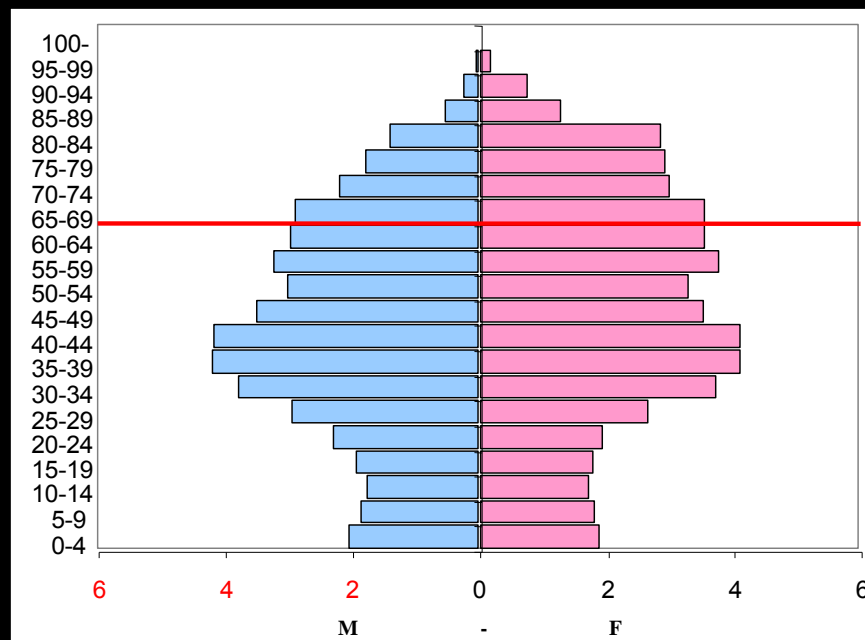


1871



1936

2001

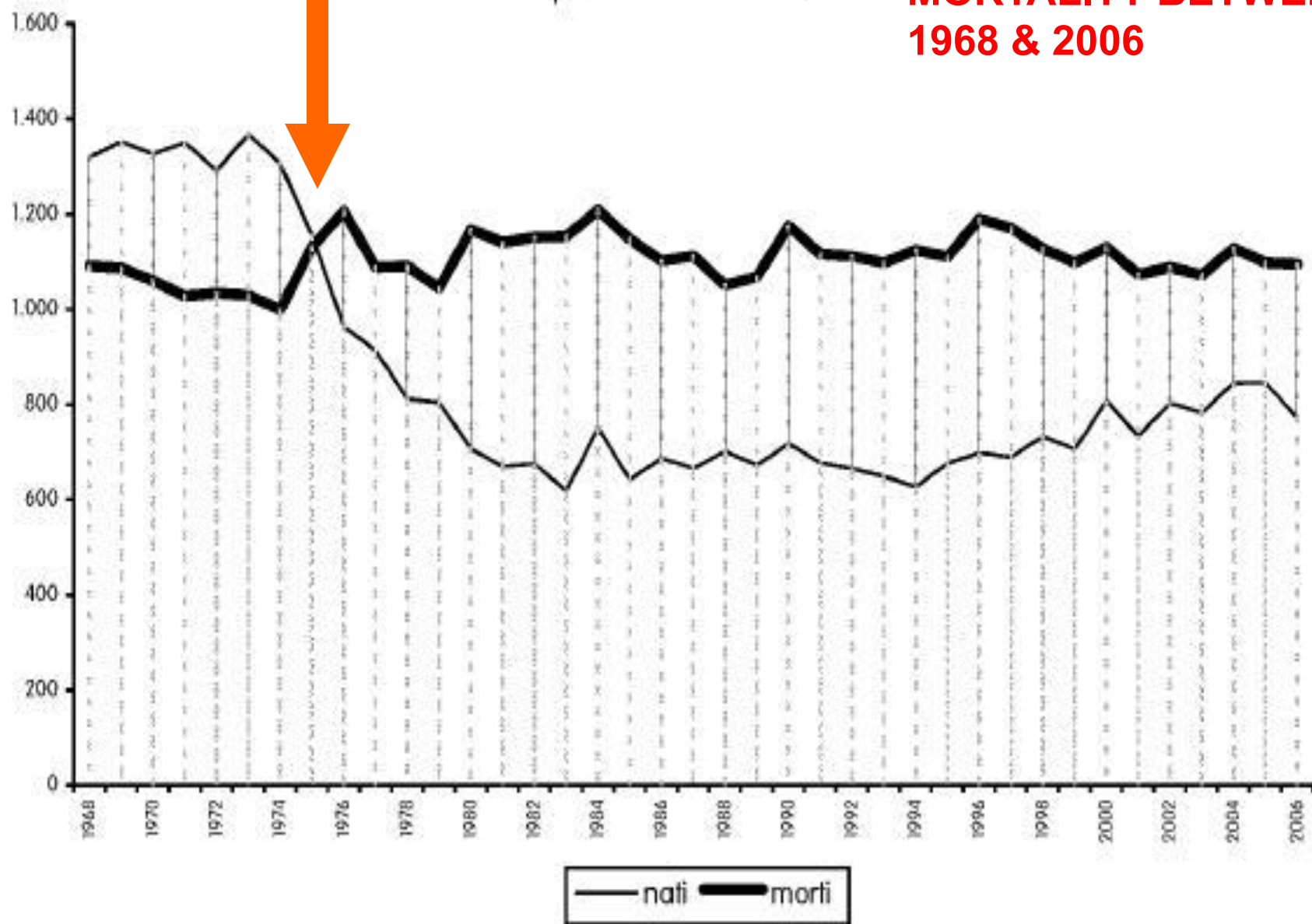


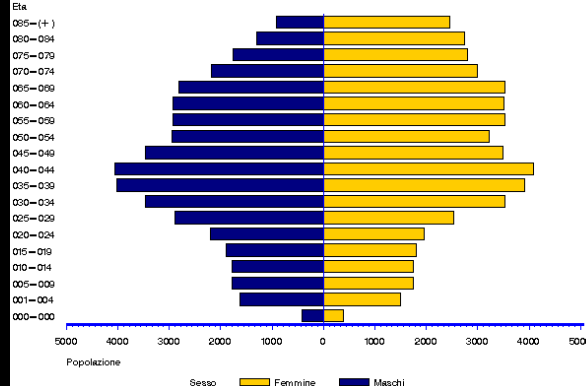
**DISTRIBUTION
PER AGE CLASS...**

**...ACCORDING
TO CENSUS**

MOVIMENTO NATURALE
(periodo 1968-2006)

**NATALITY AND
MORTALITY BETWEEN
1968 & 2006**





OLD
DEPENDENCY
RATIO
39.3 %

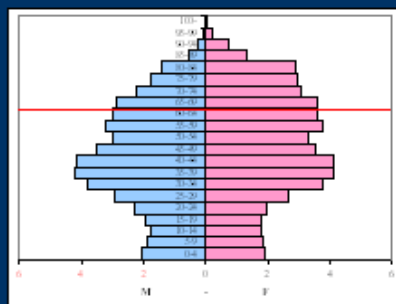
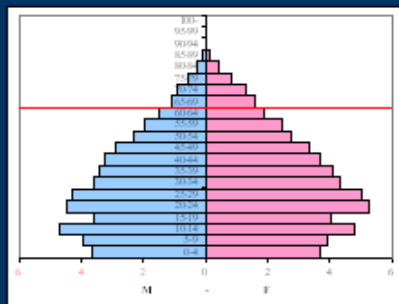
CITY
HEALTH
PROFILE

CITY HEALTH
DEVELOPMENT
PLAN

DEMOGRAPHY

PRIORITY
INTERVENTION AREA:
THE ELDERLY

STRUTTURA DELLA POPOLAZIONE DI UDINE (1936, 2001)



Fonti: Censimenti della popolazione 1936, 2001

A NEW APPROACH TO AGEING



**WHAT
HAS BEEN DONE?**

TO ANALYSE THE LOCAL CONTEST UDINE COMBINED DIFFERENT APPROACHES

1. **Completed** the Healthy Ageing Profile
2. **Mapped** the distribution of older people in Udine (using GIS) and **matched** with the provision of services
3. **Deployed** the Vancouver Protocol (Age Friendly Cities Project) to record the experiences, needs and priorities of older people

THE FIRST APPROACH: HAP

The first action was to follow the Sub-Network Guidance and draw up a **Healthy Ageing Profile** to obtain an overview of

(a) – who and where are older people

(b) – health and social care systems

(c) – older people in a developing city

Core theme Phase IV HEALTHY AGEING PROFILES (2004-2008)



UDINE
The health profile
of the elderly population



Table 1. List of indicators

Section A Population profile

1	Population structure
2	Small-area residence
3	Life expectancy
4	Population dynamics
5	Dependency ratio
6	Single household status
7	Mortality by cause, age and sex
8	Morbidity
9	Mental health
10	Functional impairment
11	Behaviour

Section B Access to health and social support services

12	Values
13	City delivery and social support system
14	Health and social care responsibility

Section C The socioeconomic portrait: vulnerabilities and strengths

<i>C1</i>	<i>Employment, income and social position</i>
15	Economic status
16	Income
17	Education
<i>C2</i>	<i>Housing and environment</i>
18	Housing ownership
19	Safety and security at home and in the neighbourhood
20	Access to transport
<i>C3</i>	<i>Participation and empowerment</i>
21	Participation in decision-making
22	Influence in the community

THE SECOND APPROACH: GIS METHODOLOGY

1. **Collect** demographic data regarding people aged over 50 and living in Udine and **analyse** the three age bands, young old, old-old and old-oldest;
2. **Collect** data regarding public health and social services offered to the community;
3. **Link** data to show the geography of service provision and to identify gaps in services.

CITY HEALTH MAPS

with

demand and provision

of

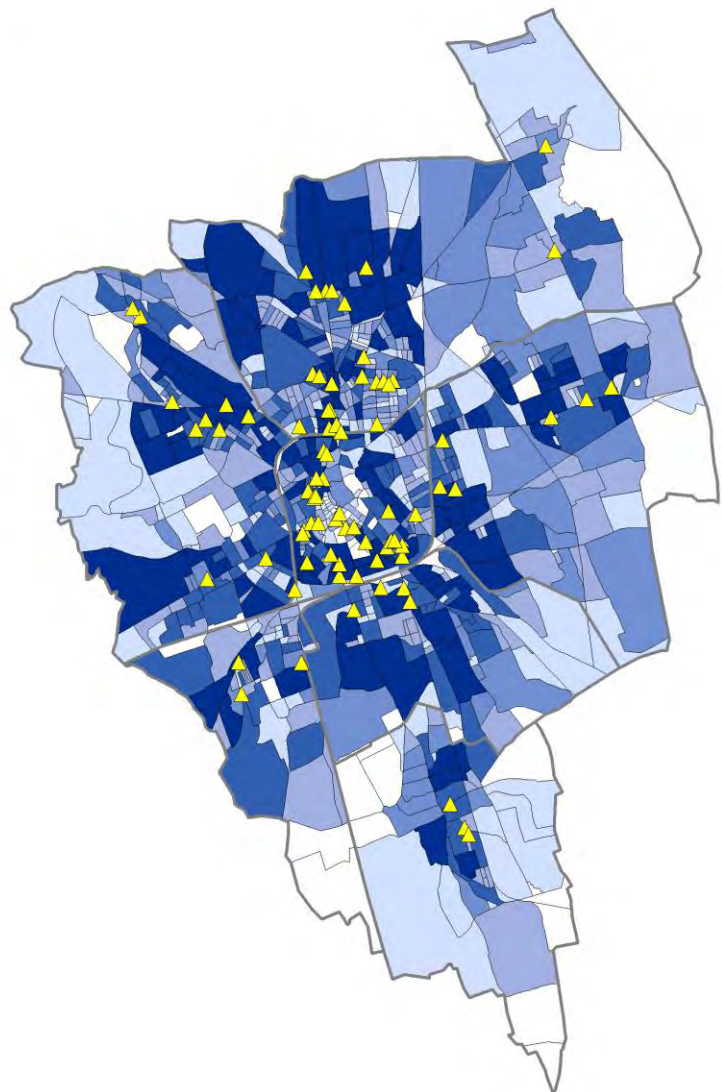
Health and Social Services

Among the services taken into consideration there were:

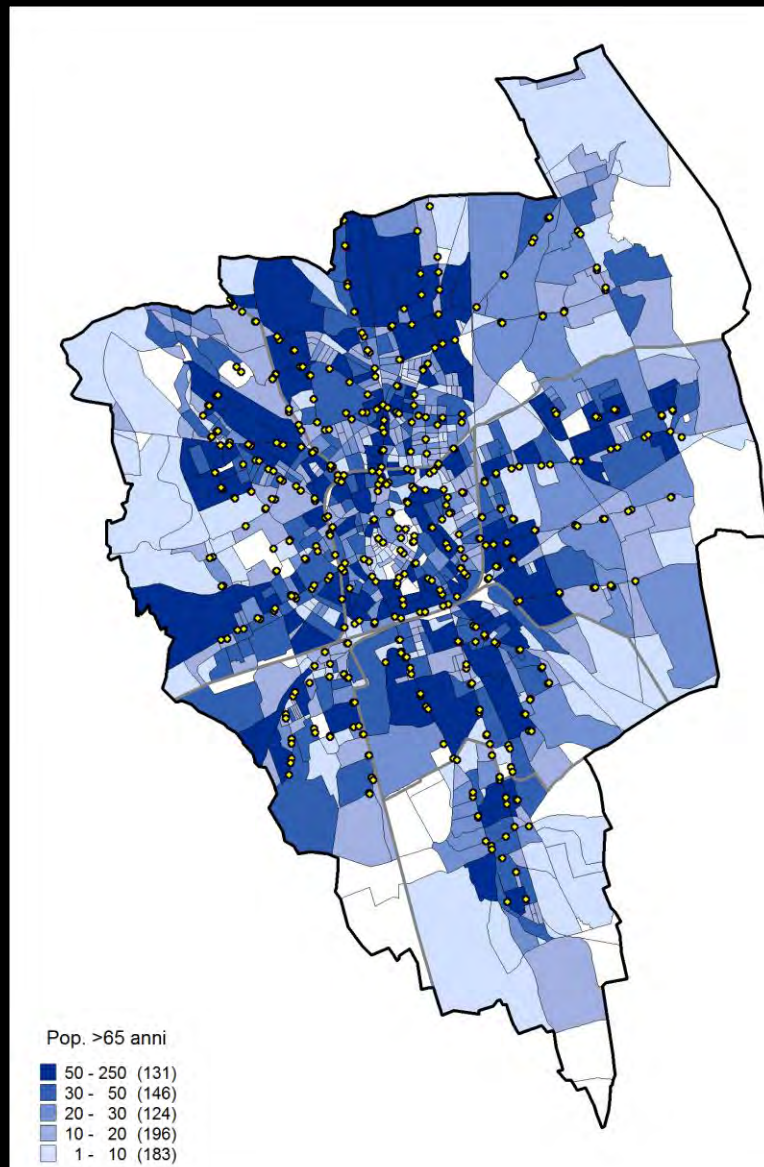
- **GPs**
- **CHEMISTS'**
- **NURSING HOMES**
- **BUS STOPS**
- **GREEN AREAS**
- **SUPERMARKETS**
- **MUSEUM & LEISURE ACTIVITIES**

A TOOL FOR HEALTHY URBAN PLANNING: HEALTH MAPS

**POPULATION
OVER 65 & GPs**

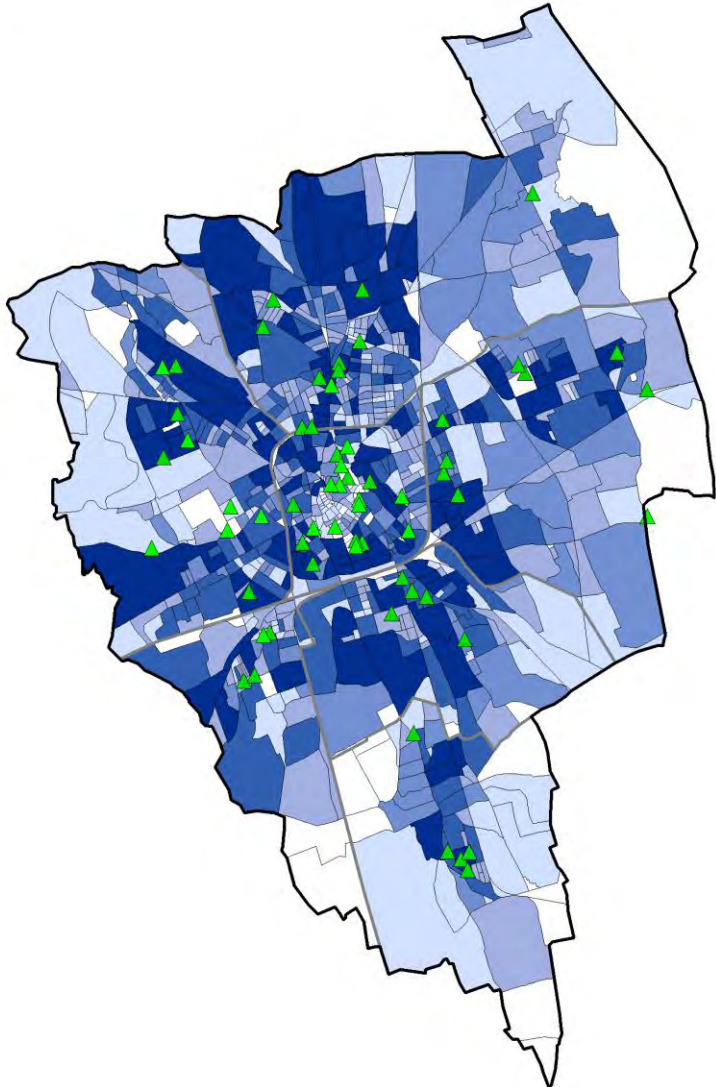


**POPULATION
OVER 65 & BUS STOPS**



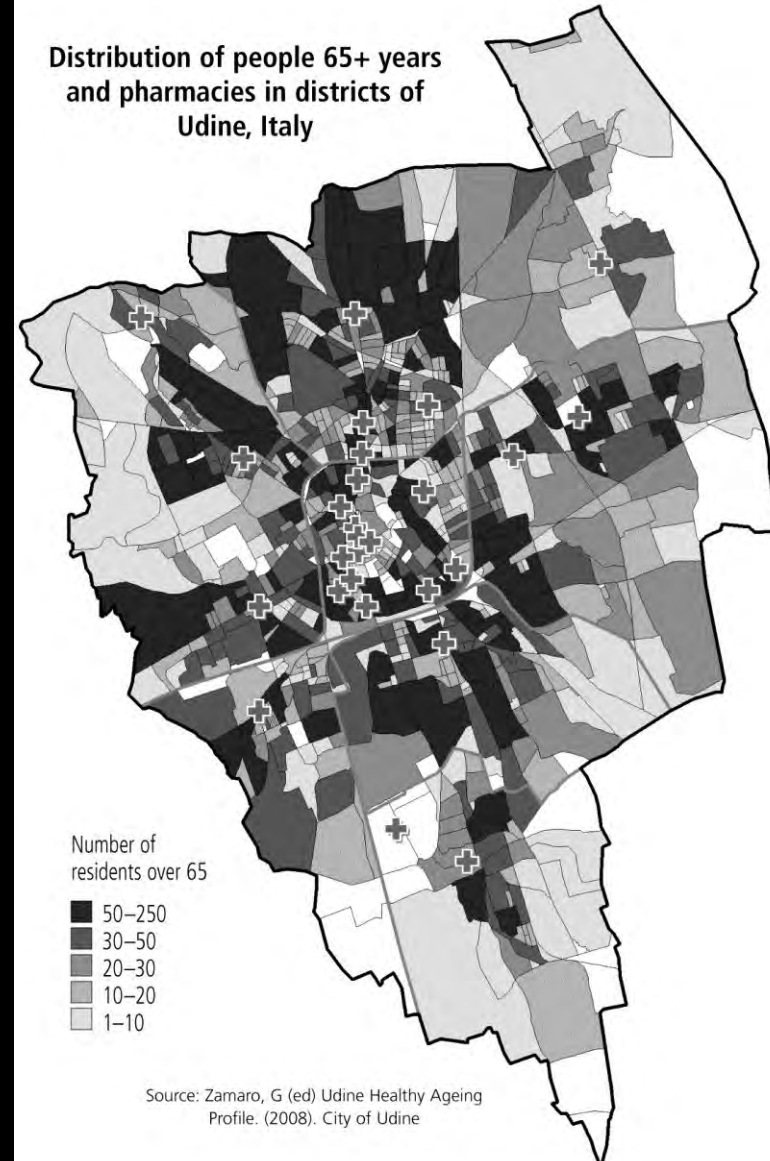
A TOOL FOR HEALTHY URBAN PLANNING: HEALTH MAPS

POPULATION OVER 65 & GREEN AREAS



POPULATION OVER 65 & PHARMACIES

Distribution of people 65+ years
and pharmacies in districts of
Udine, Italy



THE THIRD APPROACH was a
community assessment research,
which has been carried out by
following the
VANCOUVER PROTOCOL
of the WHO Age-friendly City Project

Age-Friendly Collaborating Cities



World Health
Organization

AMERICAS

Argentina, La Plata
Brazil, Rio de Janeiro
Canada, Halifax
Canada, Portage La Prairie
Canada, Saanich
Canada, Sherbrooke
Costa Rica, San Jose
Jamaica, Kingston
Jamaica, Montego Bay
Mexico, Cancun
Mexico, Mexico City
Puerto Rico, Mayaguez
Puerto Rico, Ponce
USA, New York
USA, Portland

EUROPE

Germany, Ruhr
Ireland, Dundalk
Italy, Udine
Russia, Moscow
Russia, Tuymazy
Switzerland, Geneva
Turkey, Istanbul
UK, Edinburgh
UK, London



AFRICA

Kenya, Nairobi

SOUTH-EAST ASIA

India, New Delhi
India, Udaipur

EASTERN MEDITERRANEAN

Jordan, Amman
Lebanon, Tripoli
Pakistan, Islamabad

WESTERN PACIFIC

Australia, Melbourne
Australia, Melville
China, Shanghai
Japan, Himeji
Japan, Tokyo

Credit: BC Ministry of Health

Age-friendliness community assessment



Americas

Argentina, La Plata
Brazil, Rio de Janeiro
Canada, Halifax
Canada, Portage la Prairie
Canada, Saanich
Canada, Sherbrooke
Costa Rica, San Jose
Jamaica, Kingston
Jamaica, Montego Bay
Mexico, Cancun
Mexico, Mexico City
Puerto Rico, Mayaguez
Puerto Rico, Ponce
USA, New York
USA, Portland

Africa

Kenya, Nairobi

Eastern Mediterranean

Jordan, Amman
Lebanon, Tripoli
Pakistan, Islamabad

Europe

Germany, Ruhr
Ireland, Dundalk
Italy, Udine
Russia, Moscow
Russia, Tuymazy
Switzerland, Geneva
Turkey, Istanbul

UK, Edinburgh
UK, London

South-east Asia

India, New Delhi
India, Udaipur

Western Pacific

Australia, Melbourne
Australia, Melville
China, Shanghai
Japan, Himeji
Japan, Tokyo

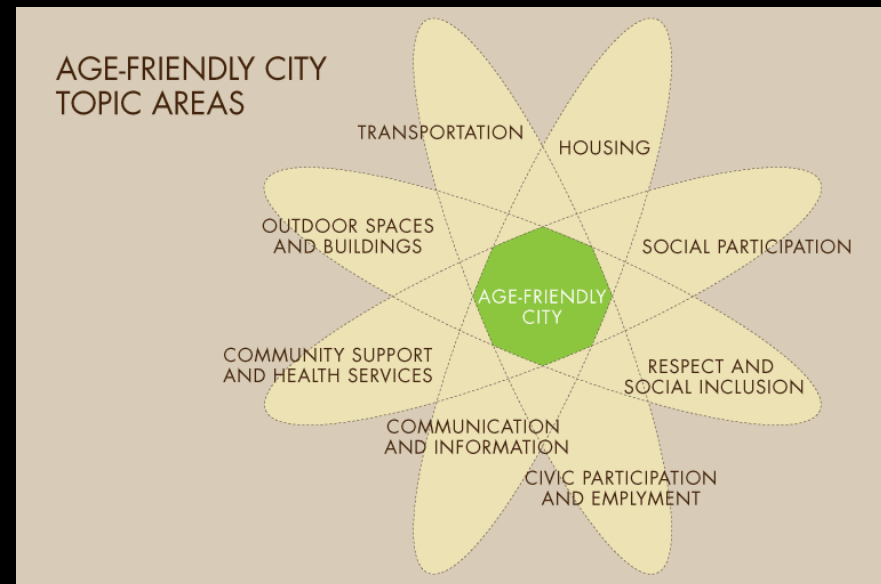
- Cities involved: 33 cities (22 countries)
- Objective: to identify age-friendliness features of the physical & social environment and elicit suggestions for improvement
- Results published in the

Global Age-friendly Cities:
A Guide



Age-friendliness community assessment applied to Udine

- Methodology adopted: [Vancouver Protocol](#)
- Period of assessment: January – December 2007
- Topics: What is it like to live in Udine as an older person?
- People involved: about 100 people
- 8 focus groups (10-12 people each group):
 - 4 with older people divided according to Age (2 groups aged 60-74 & 2 aged >75) & Income (2 groups with low income & 2 with high-middle income)
 - 1 with caregivers
 - 1 with voluntary sector
 - 1 with public sector
 - 1 with private sector



HEALTHY AGEING STRATEGIES

1. To actively involve older people in **INFLUENCING & MONITORING** city policies regarding health



2. To tackle **SOLITUDE & ISOLATION** by offering opportunities of socialization and participation in city life



3. To develop strategies that allow older people to remain **PHYSICALLY, MENTALLY & SOCIALLY ACTIVE** for as long as possible



Gruppi di Cammino

WALKING GROUPS (Promoting physical activity and active living)



- Regularly meet 1, 2 or 3 times a week to walk on urban or extra-urban tracks;
- Are guided by a walking leader previously trained which could be either an expert in physical activity or a person from the group who has accepted to play the leading role in the group;
- Could be made by 10-30 persons each;
- walk in a total of almost 1 hour of moderate intensity activity

WALKING GROUPS



- Encouraging healthy lifestyles in adult and old age, to prevent or delay the onset of physical disability

- Offering opportunities of socialization and tackling solitude
- Turning our environment into a more attractive place where to be physically active



GENTLE FITNESS



PHYSICAL ACTIVITY AT HOME

The aim is to stimulate the elderly towards a regular physical exercise and encourage them to participate to physical activity programmes



KEEPING PHYSICALLY AND MENTALLY MOVING

"Testa & Piedi in movimento"

"La lettura è per la mente quel che l'esercizio è per il corpo."
Joseph Addison



Venerdì 8 luglio

Biblioteca 2^ Circoscrizione,
via Joppi,
Partenza: ore 9.00 da Area
Verde "Panorama"

Lunedì 5 settembre

Biblioteca 4^ Circoscrizione,
via Pradamano,
Partenza: ore 17.00 da Scuola
"Alberti" (via Baldasseria)

Martedì 13 settembre

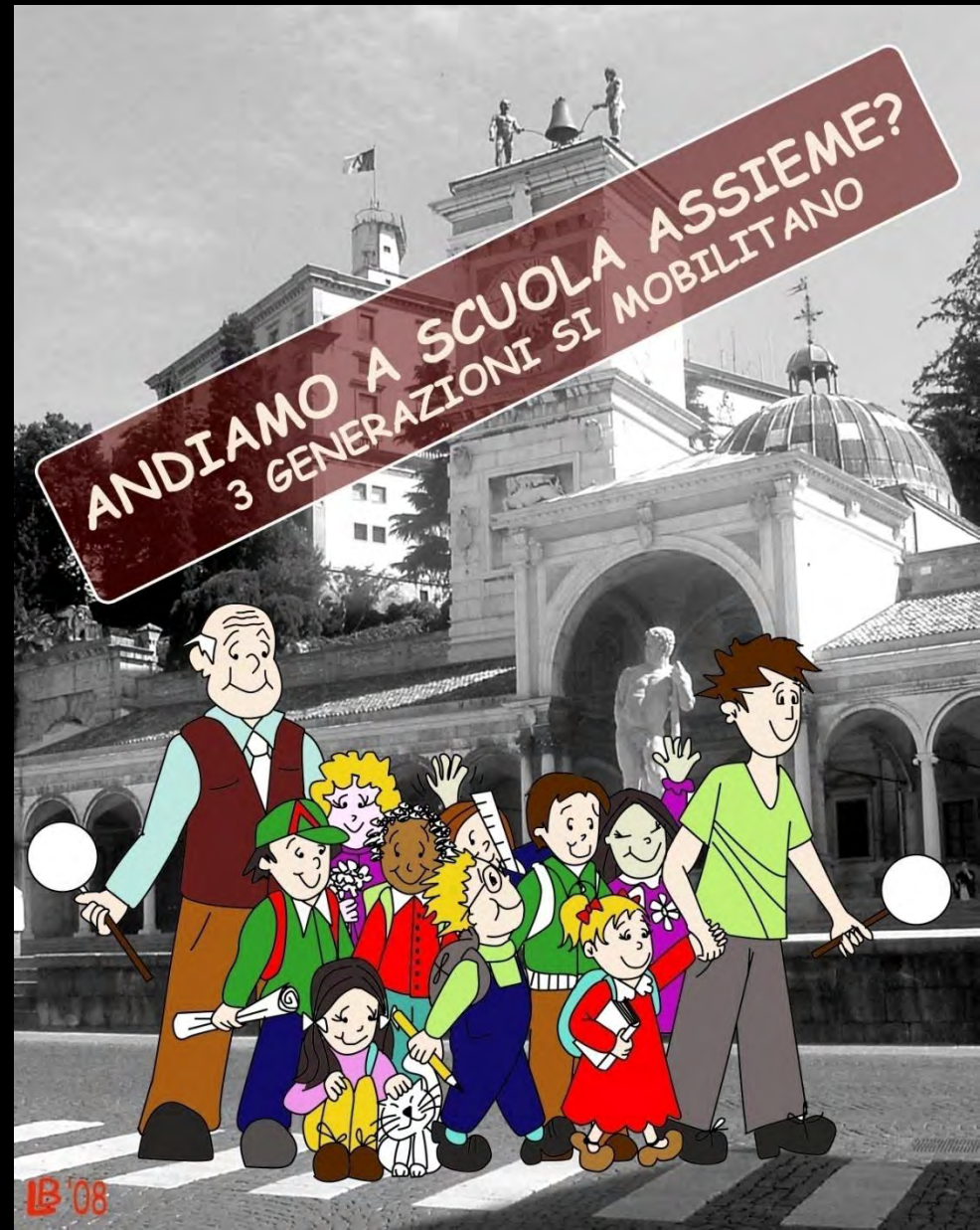
Biblioteca 3^ Circoscrizione di
via Forze Armate,
Partenza: ore 15.00 da Sala
Associazioni c/o Asilo M. Forte
(via R. di Giusto 82)

Walking together
up to the library
and then reading
a book and
having a healthy
snack



PEDIBUS

An
intergenerational
activity



**Not only for
CHILDREN...**



**...but also for ADULTS
AND OLDER PEOPLE**

CONTROL YOUR BREATHING:

Free tests of your respiratory functionality once a month at the Primary Health Care Department





Piramide della Salute



Scelte informate e consapevoli
per uno stile di vita salutare.

DESPAR



EUROSPAR



INTERSPAR



Social marketing and health info point in a supermarket, run by health professionals and voluntary associations

CONSUMERS AWARE OF THEIR CHOICES FOR
HEALTHIER LIFESTYLES

Blood pressure test



Glycemic index



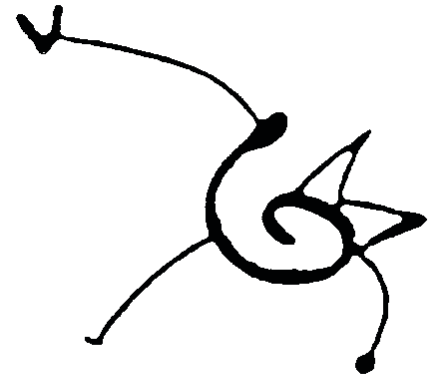
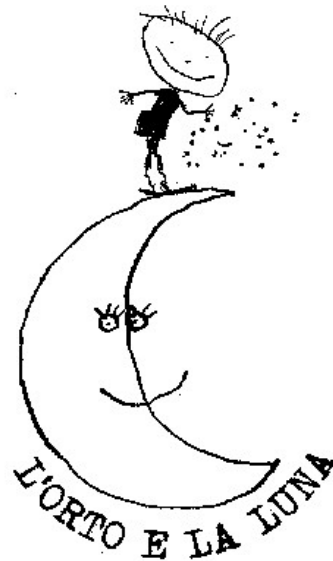
Heartbeat
measurement



BMI calculation



URBAN GARDENS





DEFINITION

Land plots owned by the Municipality and rented by citizens to grow vegetables and small plants

USERS

Families

- Seniors**
- Schools**
- Associations**

IN UDINE

- 3 areas (60 total land plots)**
- Surface: 30 sq. m each**
 - Several other areas planned**

OBJECTIVES

- Socialization
- Education
- Crop production
- Urban restoration
- Open-air therapy
- Healthy lifestyle





Urban gardens in Udine

- 4 areas, total 75 parcels
- Surface: 30 sq metres each parcel
- Annual fee: 48 Euros
- Concession lasts 3 years
- Other areas planned

MOVE YOUR MINDS...



- is an integral part of the comprehensive strategy aimed at improving the quality of life of older people in Udine
- provides opportunities for people to meet and share learning activities in a useful and entertaining way

MINDS ON THE MOVE

OBJECTIVES

- to facilitate the formation of local groups for older people where to offer new opportunities for learning;
- to provide new opportunities for people to meet and share the activities in a useful and entertaining way, making education for adults “fun” and more attractive;
- to contribute to scientific research by disseminating the findings of the project.

RESULTS ACHIEVED IN PAST MONTHS

List of training courses

- Music & music therapy
- Story telling
- Maths & logic games
- Memory games
- English words in common use
- Cards games
- Calligraphy
- Information on physical & mental health
- Intercultural laboratories
- Customs and traditions
- Local dialect poetry
- Integral well-being
- Walks and tours around the city



PEDIBUS

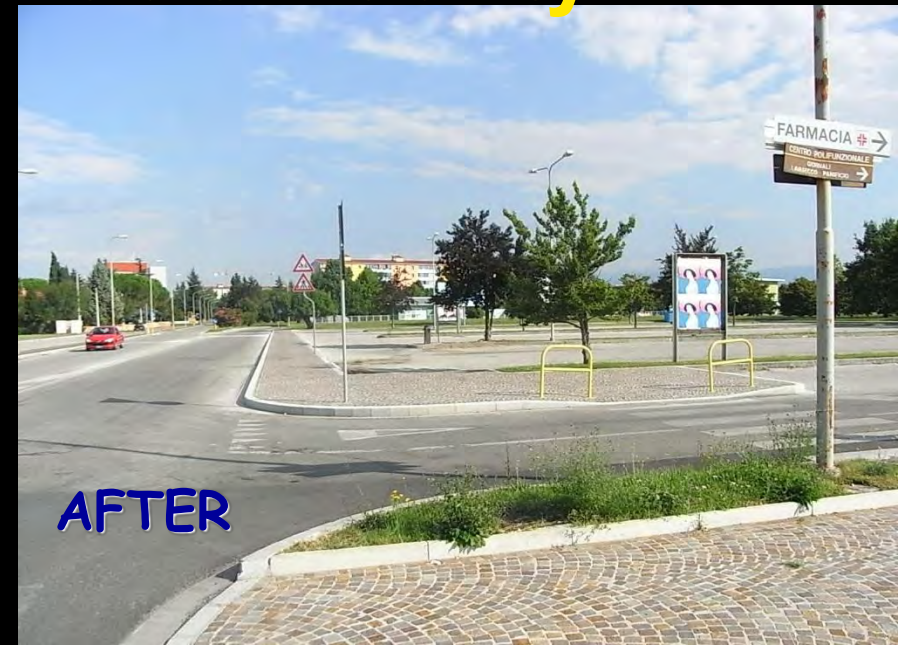
An intergenerational activity

“Which class of vehicles has the smallest carbon footprint: black cars or cars with flowers painted on?”





Urban planning: improve house-to-school routes – sustainable mobility



NO ALLA SOLIT'UDINE



**NO MORE LONELINESS WITH
SERVICES CLOSER TO THE CITIZENS**



Before...

&

Although, worldwide, care for frail elderly people, is provided by the family, changes in family structure and increasing participation of women in the paid work force are gradually

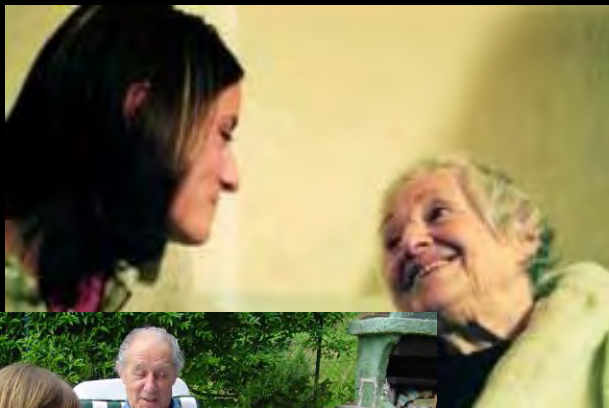
eroding the capacity of the family to provide care



Now

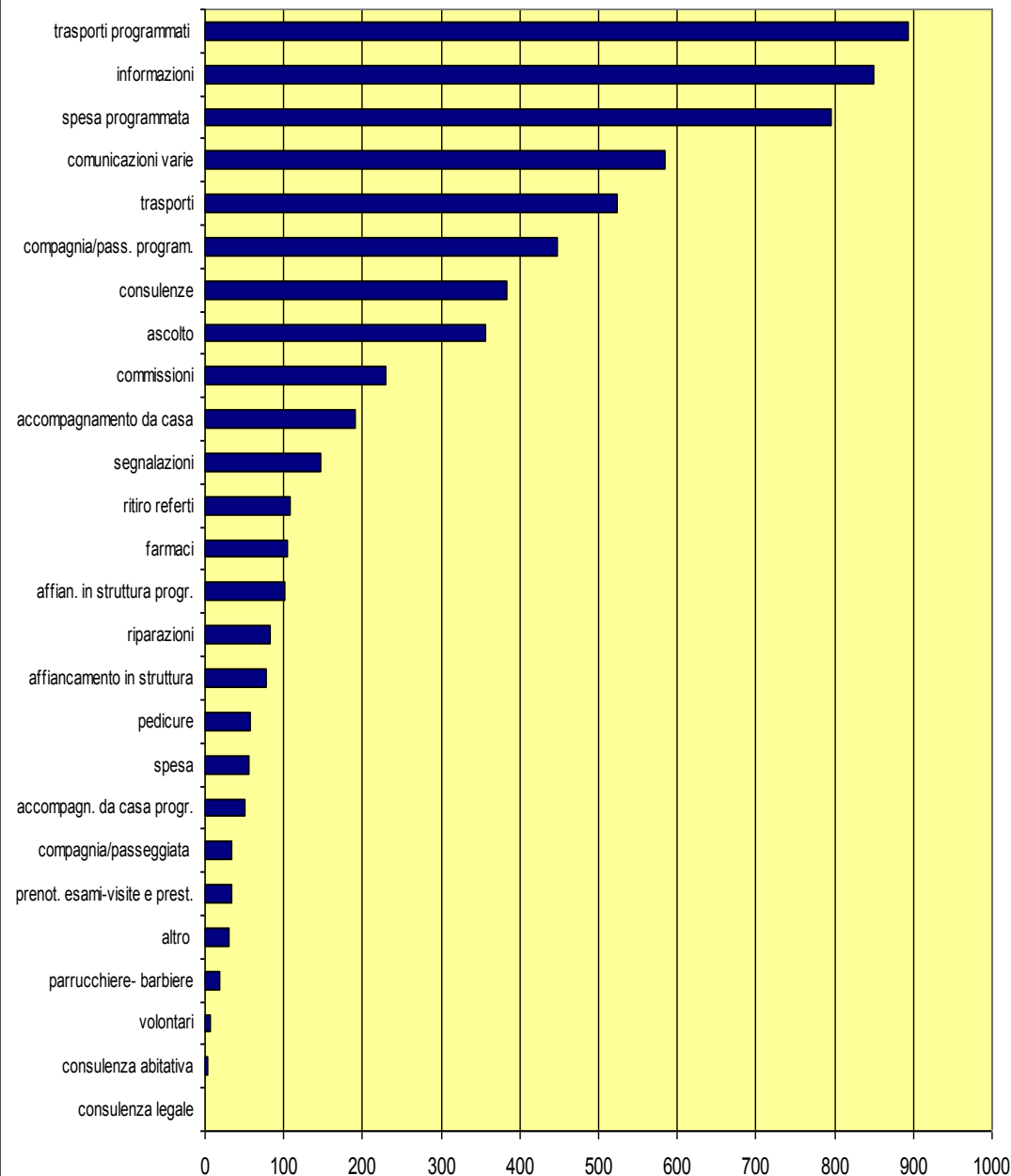
OBJECTIVES

Giving support to
older and frail people
in their everyday life,
especially those living
alone, with disabilities
or economic difficulties



Provision of services for the everyday life:

- Listening
- Commissions
- Support for visits in the hospital
- Company
- Advice
- Professional and legal advice
- Medicines
- Information
- Injections
- Doing the shopping
- Transportation
- Repairs
- Other





**THANK YOU FOR
YOUR ATTENTION!**

www.comune.udine.it