







# CREATIVE SOCIAL INCLUSION PROGRAMMES FOR OLDER PEOPLE IN UDINE

or how to turn a bunch of keywords into concrete practices

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# **UDINE**

joined the Healthy Cities movement

HEALTH ENLIGHTMENT

in 1995

Which future should I expect for my family?

What is happening to me?

Will I still be able to care for my family, work and think to my interests?

Which future should I expect for me?

Will I be able to stay at home, even if my house is small and inadequate?

Do my parents try to conceive something?

Will I increasingly depend on the others? Will I be a burden?

Where are my friends? Will they still come and visit me?

Where can I find help in case of need? How much will it cost to me?

Who will care for my economic difficulties?

How can I manage to move?



# Before...



Althought, 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







### 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

 Sustainibility is a responsible attitude, but the sabilization traingle needs to be split in more

reasonable wedges

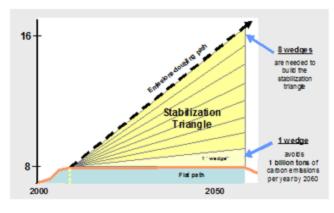


Figure 2





# PEDIBUS An intergenerational activity

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







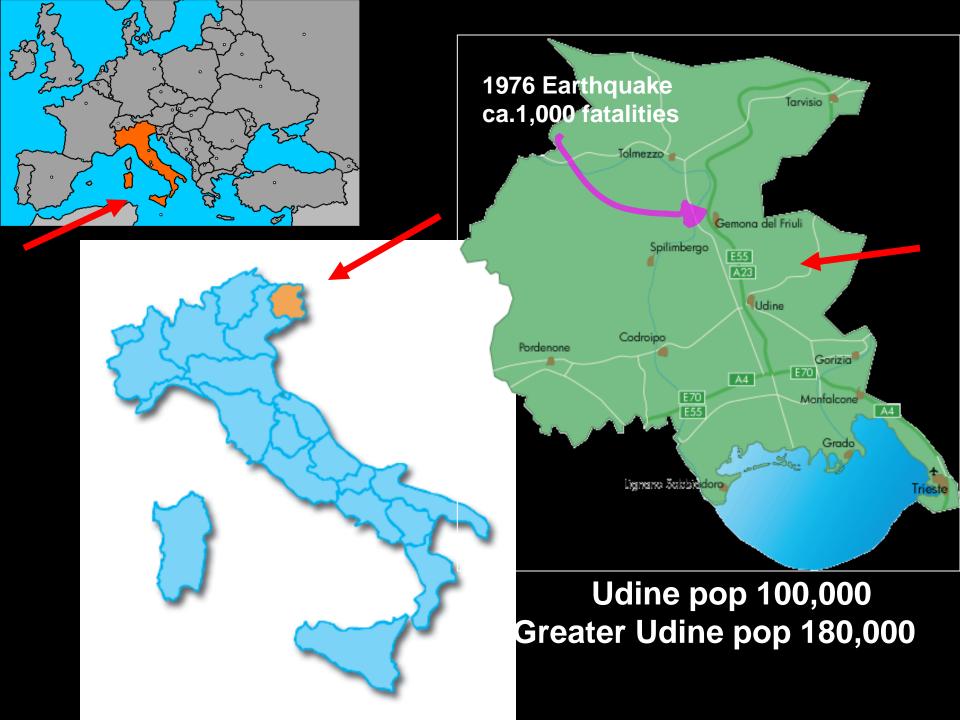


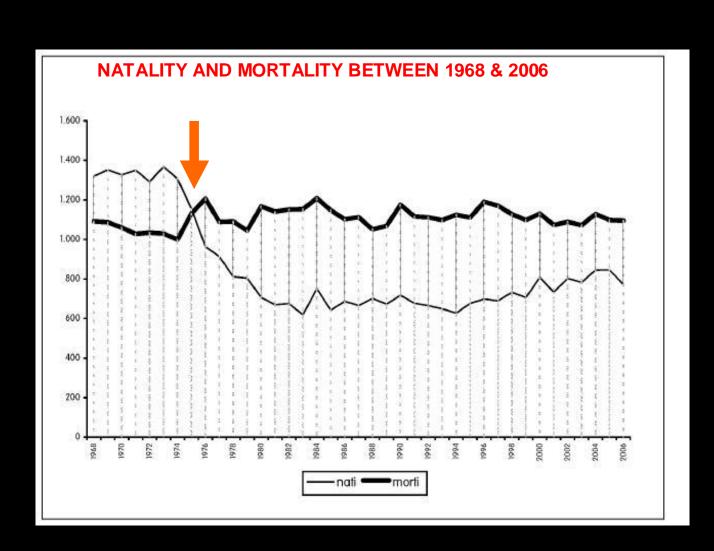


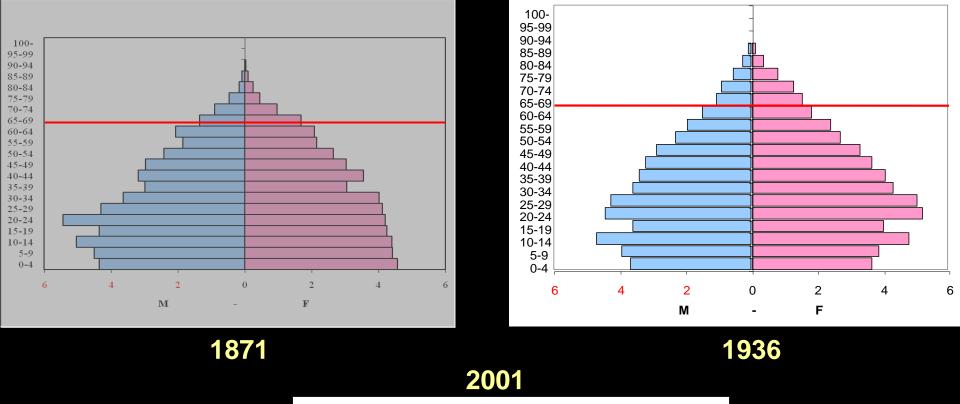


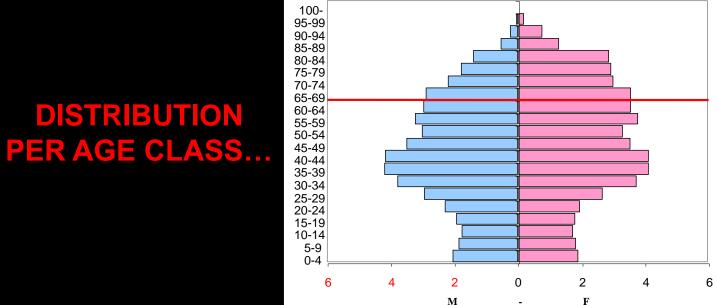






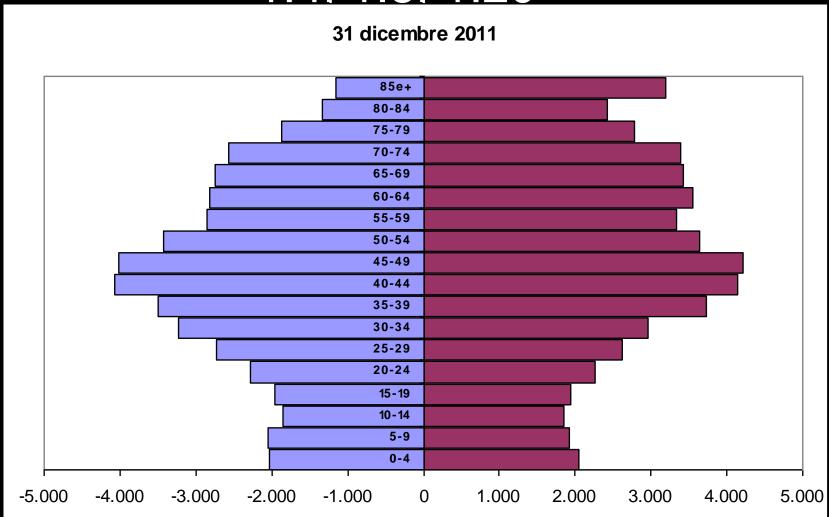






...ACCORDING
TO CENSUS

# Age class distribution in 2011 1:4, 1:8, 1:20



### **OLDER PEOPLE IN UDINE, ITALY & EUROPE**

		Udine (2011)	Italy (2011)	Europe (2010)
Average age		46	43	40.9
Older people percentage		24.9	20.3	17.4
Old age index	Population (65+)	211.7	144.5	111.5
	Population (0-14)	211.7		
Dependency ratio	Population [(0-14) + (65+)]	57.8	52.3	49.3
	Population (15-64)	37.0		
Old dependency ratio	Population (65+)	20.2	30.8	25.9
	Population (15-64)	39.3		
Exchange rate	Population (60-64)	162.4	130.3	-
	Population (15-19)	163.4		

#### PERCENTAGE OF OLDER PEOPLE LIVING ALONE

Age	Males	Females	Total
% over 65	21,2	52,1	39,6
% over 75	10,5	35,9	25,6
% over 85	3,8	15,6	10,8

























# Slogans

ADD LIFE TO YEARS NOT YEARS TO LIFE

What is good for older people is good for other people

YOU CAN'T HELP GETTING OLDER, BUT YOU DON'T HAVE TO GET OLD

But the hard truth is:
People with high income benefit more from
public funding than people with low income



## The context is critical

- We live in a very difficult time
- The recession is extremely virulent
  - It acts as a multiplicative factor mostly for the worst (2 cases 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, wellbeing, prevention) will change
- More holistic approach: whole-of-{ }

# Strategic standpoints

- High comittment
- Intersectoral action
- Provide objectives (meaning, sense, points) to citizens and motivation to workers
- Break up the stabilization triangle in a

number of wedges to reduc

- "best care at lower cost"
- "sometimes less is more"

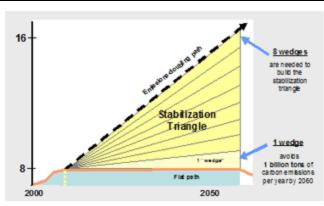


Figure 2

# **STRATEGIES**

- Avoid fragmentation of services
  - it leads to duplication
  - continuity and coordination costs
- Reduce waste of human, economic, and financal 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

# social capital as a common good

- Services of general interest
- Avoid Tragedy of Commons
- What is a citizen? Community welfare.
- Care should not be <u>category</u>—<u>specific</u>: 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), sustainibility, solidarity cohesion
- The "bus" effect The for-all movement e.g. sports for all
- 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 exisiting

# The European Dilemma: liberism or solidarity?

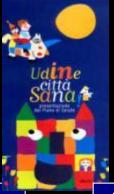
- efficiency -> market competitiveness
- freedom + transparency → liberism
- Trasymachus in Plato's Republic :
  - "justice is what suits the strongest best",
  - "power goes where power is",
  - "justice goes where power is",
  - "it rains always where it is wet already"
- Constitution → reduce the excess of power
- Human rights → Customers Rights,
- Sustainibility → the Rights of the Environment of
   →the Rights of Future Generations
- In Need of a European Constitution

# Cities movements

- Healthy cities
- Active cities
- Learning cities

Welfare → well-being → happiness





Healthy City
Milestone 1
CITY
HEALTH
PROFILE

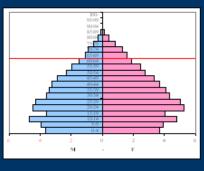
Healthy City
Milestone 2
CITY
HEALTH
PLAN

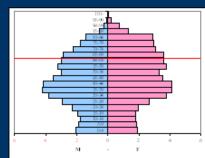
OLD DEPENDENCY RATIO 39.3 %

**DEMOGRAPHY** 

PRIORITY AREA: ELDERLY

#### STRUTTURA DELLA POPOLAZIONE DI UDINE (1936, 2001)



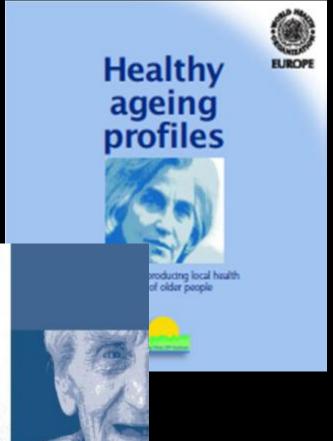


Fonti: Censimenti della popolazione 1936, 2001

# PROMOTE A PARADIGM SHIFT OF AGEING



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



# UDINE The health profile of the elderly population



#### Table 1. List of indicators

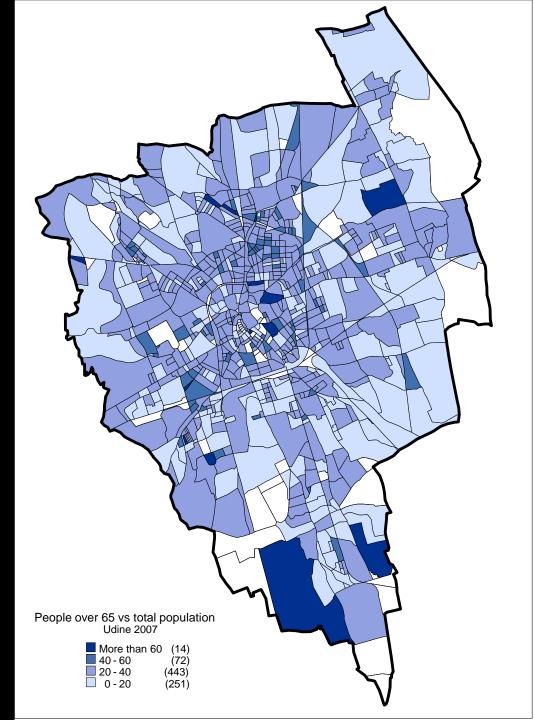
Table 1. List of Indicators		
Section A	Population profile	
1	Population structure	
2	Small-area residence	
3	Life expectancy	
4	Population dynamics	
5	Dependency ratio	
6	Single household status	
7	Mortality by cause, age and sex	
8	Morbidity	
9	Mental health	
10	Functional impairment	
11	Behaviour	
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		
C1	Employment, income and social position	
15	Economic status	
16	Income	
17	Education	
C2	Housing and environment	
18	Housing ownership	
19	Safety and security at home and in the neighbourhood	
20	Access to transport	
СЗ	Participation and empowerment	
21	Participation in decision-making	
22	Influence in the community	

#### **CITY HEALTH MAPS**

- Distribution of people aged over 65;
- Mapping of the provision of health, social and cultural services, such as:
  - GPs
  - CHEMISTS'
  - NURSING HOMES
  - BUS STOPS
  - SUPERMARKETS
  - GREEN AREAS
  - MUSEUM & LEISURE ACTIVITIES
- Analysis of gaps in services provision

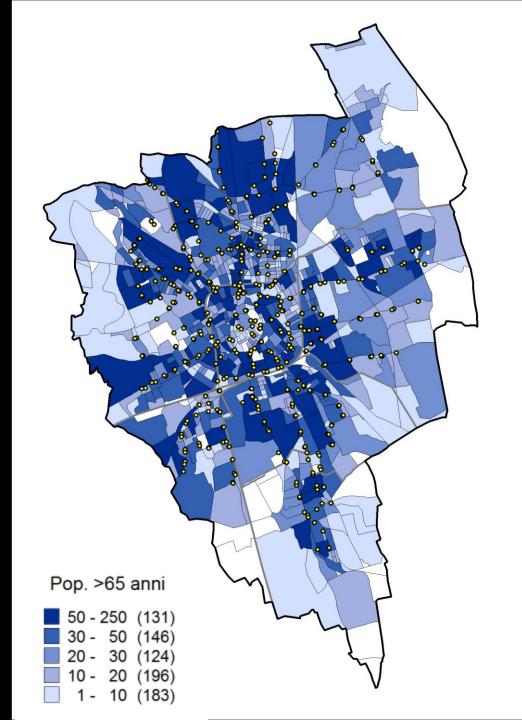
# POPULATION OVER 65

- Almost 1 citizen out of 4 in Udine is an older person
- Older people correspond to 24.6% of the total population
- They are quite uniformly distributed on the city territory although in the city surroundings we register the smallest percentages



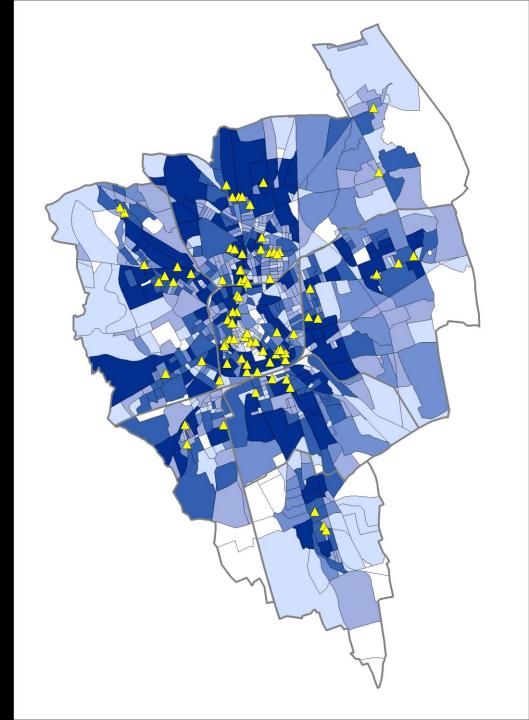
# POPULATION OVER 65 & BUS STOPS

- Different nuances of colour refer to the density of population aged over 65
- Yellow points identify the bus stops distributed throughout the city
- Local transport lines are much more developed in the city centre than in the surroundings



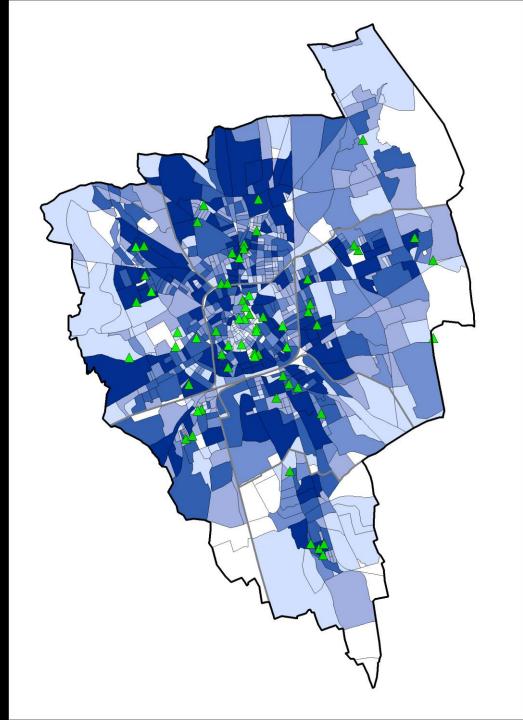
# POPULATION OVER 65 & GPS

- The map shows the distribution of GPs in the city
- Support and recommendations by GPs are fundamental to older people
- Also GPs are more concentrated in the city centre

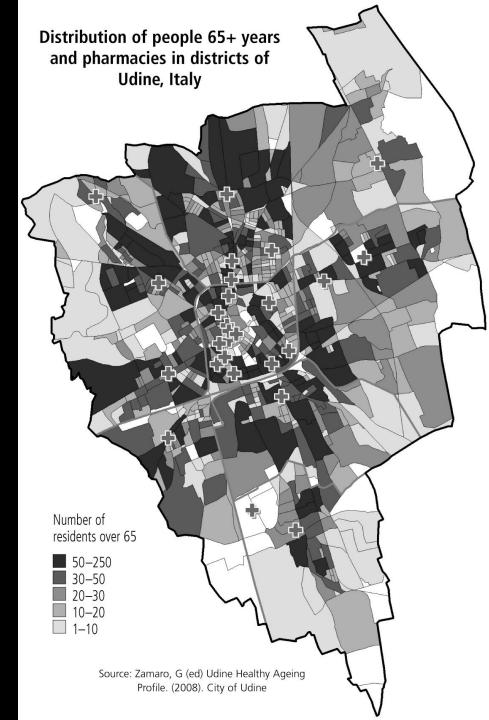


## POPULATION OVER 65 & GREEN AREAS

- The map shows the distribution of green areas in the city
- Many areas in the city can benefit from the presence of green areas or parks



# PHARMACIES IN UDINE



# 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

#### Africa

Kenya, Nairobi

#### Eastern Mediterranean

Jordan, Amman Lebanon, Tripoli Pakistan, Islamabad

#### Europe

Germany, Ruhr Ireland, Dundalk Italy, Udine Russia, Moscow Russia, Tuvmazv

Switzerland Geneva

UK, Edinburgh UK, London

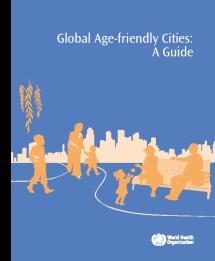
#### South-east Asia

India, New Delhi India, Udaipur

#### Western Pacific

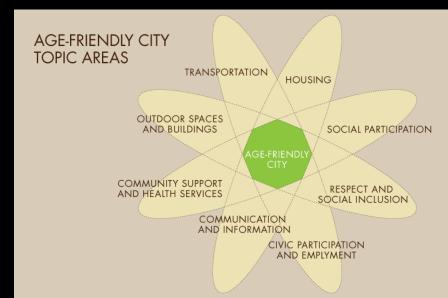
Australia, Melbourne Australia, Melville China, Shanghai Japan, Himeji Japan, Tokyo

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



# Age-friendliness community assessment applied to Udine

- Methodology adopted: <u>Vancouver Protocol</u>
- 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





# What is it like to live in Udine as an older person?

**Survey 8 topics** 

## **OUTDOOR SPACES & BUILDINGS**

Com'è per voi uscire di casa per fare una passeggiata, prendere una boccata d'aria fresca o fare delle commissioni?

#### **ADVANTAGES**

 Respondents feel secure enough from criminal victimization in the city



#### BARRIERS

 Older people find it difficult to attend some activities because they cannot reach the city centre or other places

# **EXAMPLE: TRANSPORTATION**

Age-friendly advantages	Age-friendly disadvantages	Suggestions for improvement
Use of bicycle:  - Many older people, especially men, go by bicycle as a habit.  - Bicycle is more used in the suburbs than to reach the city centre.  Walkways:  - Most of older persons in good health and without disability like walking around the city.  Public transport:  - New age-friendly buses have been introduced, with lower steps which enable access to older and disabled people.  - According to the interviewees' opinion, buses usually arrive on time.  Taxi transport:  - Some older persons can benefit from vouchers for taxi	<ul> <li>Local transport: <ul> <li>Lack of connecting lines of transport between the suburbs and the city centre, which forces older people to change many buses.</li> <li>Lack of bus stops in long streets.</li> <li>Old buses are not age-friendly and difficult to get on and off because of too high steps.</li> <li>Bus drivers do not pay enough care to older people when they get on and off.</li> <li>Older people feel not safe on buses because of bagsnatching.</li> <li>Bus tickets are too expensive.</li> <li>The time of validity of a bus ticket, that is one hour in weekday and four hours in Sundays, is not enough for older persons.</li> </ul> </li> <li>Safety and security: <ul> <li>Older people do not like taking the bus during the night, because they do not feel safe and the number of buses is however very limited.</li> <li>Older people feel not safe on houses because of bagsnatching.</li> </ul> </li> </ul>	<ul> <li>Make a deviation to some connecting lines of local transport to offer a more complete extended service.</li> <li>Buses should be more frequent.</li> <li>Introduce more bus stops in long streets.</li> <li>Introduce a shuttle bus for older people which helps them in reaching the city center.</li> <li>Solve the problem of too high steps on the bus, perhaps through a mobile footboard.</li> <li>Help older persons in need by transporting them where necessary, for example employing a pensioner who has the car.</li> <li>Reduce the cost of bus tickets.</li> <li>Increase the time of validity of a bus tickets.</li> </ul>
transport, issued by the municipal administration according to their income and level of disability.	<ul> <li><u>Careless drivers:</u></li> <li>Drivers pay not care enough to older people.</li> <li>In general, people do not drive with great attention, do not respect regulations and limits and do not use indicator lights.</li> <li>Police do not enforce regulations/law.</li> <li><u>Taxi transport:</u></li> </ul>	

Some associations offer transport by taxi for a fee.

## **TRANSPORT**

Descrivete la vostra esperienza nell'utilizzo dei mezzi pubblici, come autobus o treno. Com'è guidare in città?

#### **ADVANTAGES**

 Many older people still use a bicycle & go on foot, above all in the outskirts



#### BARRIERS

- Public transport is not much used by older people because of:
  - Difficulty in getting on and off from the bus;
  - Lack of connections



## HOUSING

Parlateci della casa o dell'appartamento in cui vivete. Se le vostre esigenze cambiassero, che scelte fareste rispetto all'abitazione.

#### **ADVANTAGES**

 Older people are emotionally tied to their houses: they have lived there for many years and established good neighbourhood relationships

#### BARRIERS

 Most houses present architectural barriers and have no lift



## **CIVIC PARTICIPATION & EMPLOYMENT**

Potreste parlarci del vostro servizio come volontari? Se siete al momento impegnati in attività remunerate o le state cercando, potreste dirci di cosa si tratti? Infine potreste parlarci della vostra partecipazione ad attività di interesse pubblico, come consigli comunali o associazioni varie?

#### **ADVANTAGES**

 The majority of respondents had been or were still engaged in voluntary
 work

#### BARRIERS

 Voluntary work does not always receive enough public recognition





# HEALTHY AGEING STRATEGIES

- 1. Healthy lifestyles
- 2. Active participation in the choices concerning city planning
- 3. Promote social opportunities and contrast solitude

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



# GENTLE FITNESS









1. Hands on the wall





3. Eyes closed & without you hands





- 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









# **KEEP PHYSICALLY & MENTALLY MOVING**

Walk together up to the library and then read a book and have a healthy snack

# "Testa & Piedi in movimento"



# Citizens on the move











#### **CONTROL YOUR BREATHING**

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



# Piramide della Salute









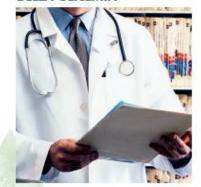
Scelte informate e consapevoli per uno stile di vita salutare.

DESPARA EUROSPARA INTERSPARA

#### MISURAZIONE DELLA PRESSIONE



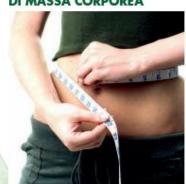
#### CONTROLLO DELLA GLICEMIA



RILEVAZIONE DEL BATTITO CARDIACO



#### CALCOLO DELL'INDICE DI MASSA CORPOREA



## **HEALTH PYRAMID**

**CONSUMERS AWARE OF** THEIR CHOICES FOR HEALTHIER LIFESTYLES

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













# **SILVER LIVING-ROOM Day Centre**





# 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







### OTHER ACTIVITIES









PROGRAMMA DI SVILUPPO RURALE DELLA REGIONE AUTONOMA FRIULI VENEZIA GIJLIA





















## MOVE YOUR MINDS...



MINDS ON THE MOVE

# CAMMINAMENTI

- is an integral part of the comprehensive strategy implemented by the local government in order to improve the quality of life of older people in Udine;
- is financed by the Udine Municipality with a special tax collected from citizens' donations (0.5% of their income devoted to their own Municipality) and then used for social needs;
- offers group meetings held in public places which are readily accessible and free to participants.

#### **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.

## STAKEHOLDERS INVOLVED:

The project is carried out in collaboration with many local stakeholders dealing with education and learning, both institutions such as the Local Health Agency, the University, and educational partners, such as the municipal libraries and the game library, and a dozen associations from the

third sector.



## **ACTIVITIES:**

- music
- maths & logic games
- memory games
- English words in common use
- cards games
- calligraphy
- information on physical & mental health





#### **EVALUATION & DISSEMINATION**

- The participants' perception regarding their mental abilities and their satisfaction with the training program will be
- FINALLY ASSESSED
- (including self assessment)



#### PLANS FOR THE FUTURE

The project is at an experimental phase now and in 2013 it will spread to other areas of the city and will be available as a constant offer in order to inspire the community to enhance memory and recall ability while engaged in a more active and healthy lifestyle





## PARCOUR PROJECT

Personalised services for Active ageing using netwoRked exerCise installatiOns in Urban enviRonments

Plans for the future include new actions both to encourage physical activity opportunities among older people and to promote their social inclusion by tackling their marginalization and isolation



- It is a cross-disciplinary project proposal for the 7<sup>th</sup> Framework Programme under the EU;
- It aims at developing personalized services for active ageing in city environments using existing urban infrastructure enhanced with smart sensor networks and adaptive training equipment;
- It is a sort of social platform for exercise to enable the elderly users in building ability, agility and trust in using their local urban landscape as an exercise environment;
- The third year would be dedicated to a real-life pilot implementation in Udine.





MALES	2002*	2050*
Age x	e <sub>x</sub>	e <sub>x</sub>
0-4	76,72	81,32
5-9	72,01	76,62
10-14	67,04	71,65
15-19	62,07	66,68
20-24	57,25	61,84
25-29	52,51	57,06
30-34	47,70	52,21
35-39	42,91	47,37
40-44	38,11	42,52
45-49	33,48	37,79
50-54	28,91	33,10
55-59	24,63	28,61
60-64	20,49	24,20
65-69	16,70	20,01
70-74	13,29	16,08
75-79	10,36	12,47
80-84	7,90	9,23
85-89	5,55	6,20
90-94	3,92	3,96
95-99	2,79	2,31
100-104	1,93	1,97
105-109	1,33	1,69

FEMALES	2002	2050
Age x	e <sub>x</sub>	e <sub>x</sub>
0-4	83,18	97,38
5-9	78,47	92,75
10-14	73,51	87,78
15-19	68,56	82,81
20-24	63,62	77,85
25-29	58,70	72,90
30-34	53,79	67,95
35-39	48,88	62,99
40-44	44,00	58,06
45-49	39,22	53,16
50-54	34,54	48,29
55-59	29,99	43,45
60-64	25,55	38,63
65-69	21,16	33,81
70-74	17,07	29,06
75-79	13,27	24,36
80-84	9,82	19,73
85-89	6,87	15,24
90-94	4,72	11,02
95-99	3,38	7,28
100-104	2,36	4,22
105-109	1,63	2,35

Life expectancy table shows an increasing longevity in population, due to more effective health measures:

Life expectancy in 2002

– Males 76.72

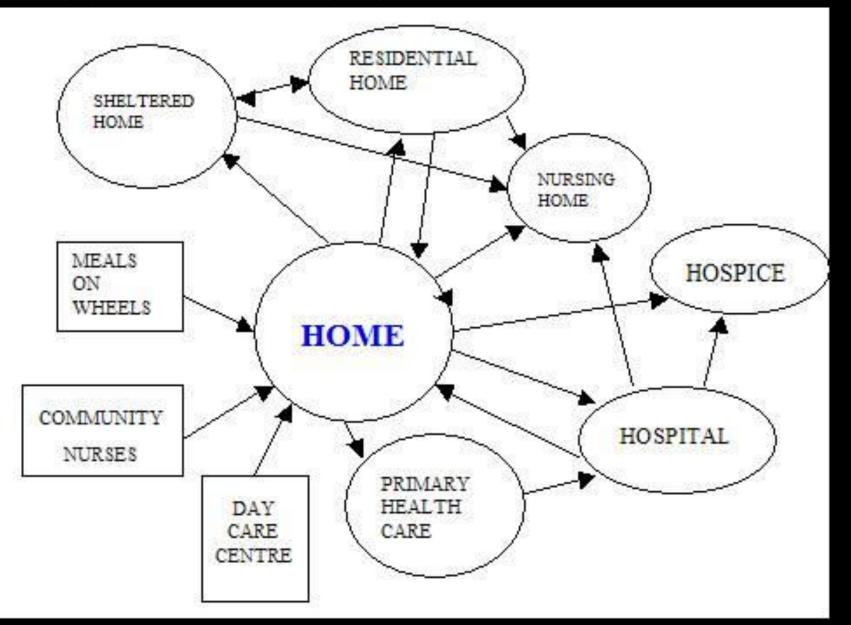
Females 83.18

Life expectancy in 2050

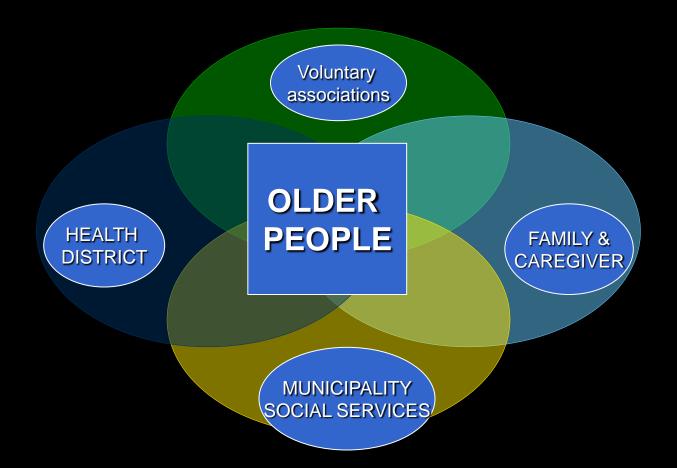
– Males 81.32

Females 95.41

#### SOCIAL SERVICES FOR OLDER PEOPLE



# INTEGRATION





# NO ALLA SOLIT'UDINE





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

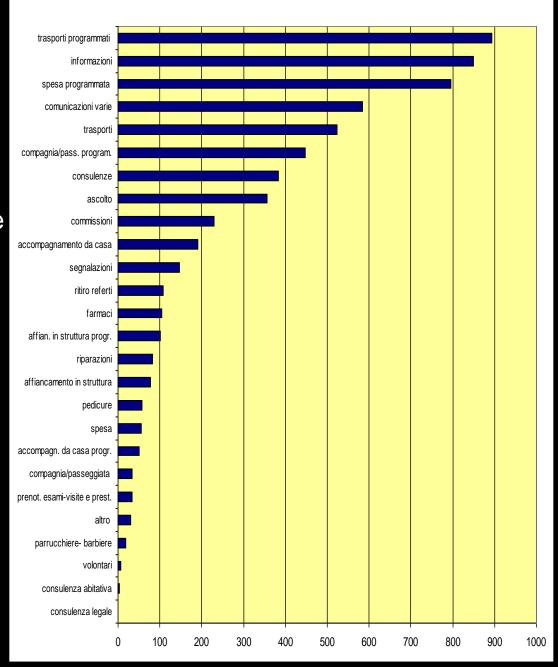




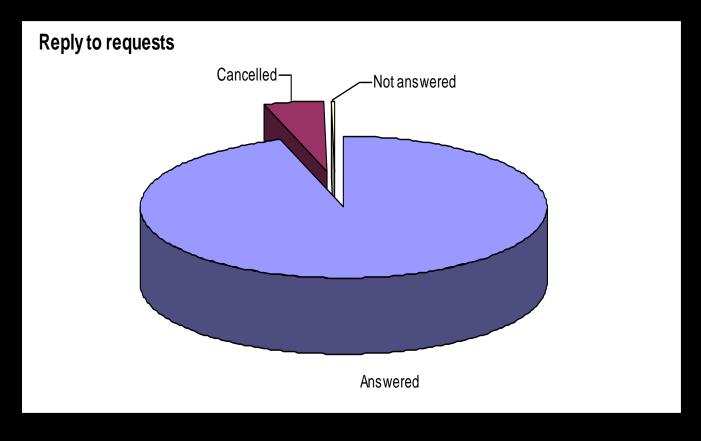
# Provision of services for the everyday life:

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

#### Richieste pervenute - anno 2011



# IN THE YEAR 2012 4637 REQUESTS were answered 175 REQUESTS were cancelled 85 REQUESTS were not answered



Which future should I expect for my family?

What is happening to me?

Will I still be able to care for my family, work and think to my interests?

Which future should I expect for me?

Will I be able to stay at home, even if my house is small and inadequate?

Do my parents try to conceive something?

Will I increasingly depend on the others? Will I be a burden?

Where are my friends? Will they still come and visit me?

Who will care for my economic difficulties?

Where can I find help in case of need? How much will it cost to me?

How can I manage to move?