

AGE PLATFORM

AGE welcomes the good practice examples enshrined in the text of the draft recommendation, which have a real potential in guiding policy change. This approach was inspired by the Accompanying guide of the European Charter on the Rights and Responsibilities for Older People in need of long-term care and assistance¹, which was presented by AGE in the first meeting of CDDH-AGE. AGE moreover suggests including reference in the European Charter and the European Quality Framework on long-term care in the text of the draft Recommendation. These two documents were developed by a large number of European stakeholders, are available in many European languages and are considered reference documents in the EU context. Making reference to these European documents will enhance the existing national examples by providing a common European perspective to the issues addressed in the draft recommendation, in particular in terms of quality of care, protection from abuse and respect for autonomy.

Moreover, to facilitate replication of the good practices the Council of Europe should reflect on how to disseminate these examples, also by providing links and contact information for each practice so that interested stakeholders can have access to further information.

In conclusion, AGE congratulates the CDDH-AGE for the progress made so far and we look forward to contributing to the finalization of the draft recommendation and its dissemination in order to improve the rights of older persons in Europe.

II Non-discrimination

Novartis Spain - GeneDiversity

GeneDiversity is a project enacted by Novartis Spain, part of the second largest pharmaceutical company worldwide, in order to encourage intergenerational solidarity in the workplace. The goals include increased communication to promote an eventual seamless transition for critical positions. This involves seminars, mentoring, and reciprocal learning between generational groups. An action plan for the initiative is being developed in order to promote a positive and generationally diverse workplace.

Voluntary Guidelines Supporting Age Diversity in Commerce

EuroCommerce and Uni-Europa are taking leading roles in promoting a more dynamic commerce industry by leveling employment opportunities for all ages. The two companies have released a set of guidelines that address aspects related to age in human resource management. Some of their guidelines include anti-age discrimination policies in the workplace, providing flexible retirement schemes, and developing new training systems that are tailored to age-specific needs. Such strategies are beneficial to both the companies and to the workers because the companies can gain from the experience of the elderly, and the elderly can continue to work and actively age.

Measures to Promote Senior Employment

In order to promote active aging in businesses and firms in France, Article 87 of the Financing of Social Security Law (2009) states that companies must have made agreements or action plans to promote the employment of older workers. As of 1 January, 2009, any company or group of companies of at least 50 employees that does not sign such an agreement or elaborate a plan to do so is subject to a financial penalty.

European Local Authorities' Competition "ELAC for migrant elders"

The first "ELAC for migrant elders" competition awarded innovative municipal initiatives on the quality of life of migrant elders. It was launched in 2010 by the Ministry for Health, Equalities, Care and Ageing of the State of North Rhine- Westphalia (Germany) and the Council of European Municipalities and Regions. It was organised by AKTIONCOURAGE e.V. The awarded initiatives

¹ http://www.age-platform.eu/images/stories/22495_EN_06.pdf

focused on mutual integration, active ageing and empowerment of migrant elders. Successful projects ranged from a support centre for ethnic minority carers (MECOPP in Edinburgh, UK), the special consideration of migrant elders' needs in a city's strategy for seniors (City of Gelsenkirchen, Germany) and an intergenerational cooperation between older migrant and students resulting in an art exhibition (Hoge-School Universiteit and Flemish Community Commission in Brussels, Belgium). For more information, please see the following link: <http://www.aamee-elac.eu/ELACinenglish>

FLEX-SENIORITY – A SHORTCUT TO ACTIVE AGEING Denmark

Senior Unity of Aarhus, an organisation based in the City of Aarhus, Denmark, seeks to implement on a local level Denmark's long-running campaign on age-friendly practices within the workplace. The City of Aarhus is committed to helping seniors find purpose and passion later in life and encouraging more seniors to stay longer on the job and improve their health habits. From their own evaluations, they have determined that pre-retirement courses are a shortcut to active ageing and the best answer to the demographic challenges in the EU. Through FLEX-SENIORITY, a new approach that complies with the seniors needs for FLEX-ibility as well as appreciating their valuable experiences of SENIORITY, they will work with local decision makers to organise workshops and courses for both managers and senior workers that will be implemented in public and private workplaces.

For more information, please see the following link:

<http://ec.europa.eu/social/ey2012main.jsp?catId=972&langId=en&initId=3>

II Autonomy and participation

INCLUSage – Debating Older People's Needs

The project sought to promote participatory debates at local and national level on the multiple aspects of poverty and social exclusion among older people. INCLUSage long-term goal was to set up in each partner country a durable consultation process/framework including older people's organizations, policy-makers and other relevant stakeholders at all levels.

See more at: <http://www.age-platform.eu/age-projects/previous-projects/1690-inclusage-debating-older-peoples-needs-2#sthash.JiZi3aNm.dpuf>

Guide on 'Old money' - Financial understanding for older adults learners (NIACE) to tackle financial abuse. This paper explores the policy and practice in relation to the need for better financial knowledge, understanding and skills, especially for older people. It looks at the relationship between older people and those who provide financial services, and the role adult education and guidance has in improving 'financial literacy'. The result explores the issues raised surrounding 'financial literacy', offers practical ways forward and makes recommendations for those in education and guidance as well as policy makers, practitioners, finance, welfare and utility service providers and older people.

Start: 2011 End: 2011 Website: <http://www.niace.org.uk/>

Intergenerational Program of the department of Older People, Torrejón de Ardoz

The intergenerational activities seek to enhance community participation of older people and advance the mutual knowledge between generations. Within the context of learning throughout life, it intends to show younger generations the importance of maintaining intellectual and physical activity.

Activities include games between the kids and the older people inside the classroom, as well as having both groups visit the exposition of works by the older people in the plaza.

For more information, please see:

http://www.redintergeneracional.es/index.php?option=com_content&view=article&id=1051:programa-intergeneracional-de-la-concejalía-de-mayores-torrejón-de-ardoza&catid=38:fichaspana&Itemid=73

The Center of Lifelong Learning in Prague represents a new model of an intergenerational, non-vocational education for all ages. It is bringing together programs that have successfully existed for more than 15-20 years as independent educational projects and offering new ways of activation as well. It is a source of mental, physical and social activity for thousands of its students in order to increase the quality of their lives.

The Campaign to End Loneliness - a UKwide initiative which aims to create connections in older age – was launched in early 2011 by four partners: Age UK Oxfordshire, Counsel and Care, Independent Age and WRVS. The Campaign will help people to maintain and create personal connections in their later life, draw on research and inspiration from across the UK to offer information and ideas both to individuals and those working with older people, and will deliver projects and campaigns with a range of other organisations. The role of government bodies is crucial too. Several key policy areas must be approached with loneliness in mind: improving pensioner incomes, housing policy, health and social care, the digital future and supporting people through life's changes such as retirement. For more information, please visit <http://www.campaigntoendloneliness.org.uk/index.php>

Retired and senior volunteer programme – Retire into Action

This UK programme was established in 1988 and encourages people aged 50+ to get involved in local concerns. This programme within Community Service Volunteers (CSV) uses the wide range of skills and experience of older people to benefit people in the community. Apart from a few permanent paid workers, it is staffed by volunteers who are provided with training and support. Projects operate in many sectors: health, environment, cultural heritage etc, in around 20 regions. More than 14,000 volunteers are involved. Activities include 'grandmentors' working with teenagers, a programme to help isolated retired seafarers, and organisation of meals for the homeless. For more information on the project, please see the following link: www.csv-rsvp.org.uk

LARA stands for Learning a Response to Ageing.

It is a Grundtvig multilateral project funded by the European Commission's Lifelong Learning programme. The project ran from December 2008 to November 2010. Its aim was to develop training for adult educators on the theme of ageing and learning. Interim milestones were: the conduct of research; the development and delivery of courses for adults of all ages and of a training programme; the publication of a training manual. The training manual, and the presentations from the closing symposium in Hamburg are all available from the LARA website: <http://www.laraproject.net/>

Sustainable Learning in the Community

The SLIC project, coordinated by the Austrian Red Cross, aimed to empower older people to become active citizens, encouraging the development of skills and competences through formal and informal learning opportunities and directly linking the concepts of lifelong learning and community involvement. A two-day competence workshop was developed and delivered involving older people from diverse backgrounds. Participants developed their personal skills profiles and actions plans for engagement in the community through learning and a SLIC handbook was developed for adult learning organisations.

For further details, please see the link below: www.slic-project.eu

Elderly Councils in France

Many French municipalities have senior consultative Council in which issues of interest to older citizens are debated and local policies or projects are discussed or proposed.

Their aims are to: Facilitate dialogue between decision-makers and seniors / Inform older citizens on community projects and allow them to express their view and comments / Improve older people's lives within the community and better respond to their needs [Link to Lille's Elderly Council](#)

The role of the ***Older People's Commissioner for Wales*** is to be an independent champion for older people across Wales. To make sure that those who are vulnerable and at risk are kept safe and to make sure that all older people have a voice that is heard, that they have choice and control, that they don't feel isolated or discriminated against and that they receive the support and services they need. We want Wales to be a good place to grow older, not just for some but for everyone, and our work is driven by what older people say matters to them

<http://www.olderpeoplewales.com/en/Home.aspx>

WHO - Age Friendly Cities Programme

In 2007 the World Health Organization (WHO) published guidelines to help cities become more age-friendly. Based on the principles of active ageing, the guide takes a holistic perspective to the physical and social experiences of older people in accessing - and negotiating barriers to accessing - the full range of places and services in cities and urban areas. It lists a number of requirements for age friendly outdoor spaces and buildings including the need for general cleanliness, seating both inside and outside, shelter from the elements, toilets, smooth nonslip surfaces, wheelchair access, ramps where needed, steps with rails and green spaces. For more details, please see the following link:

http://www.who.int/ageing/age_friendly_cities_network/en/index.html

Alzheimer Europe gives advices on advanced directives (summary)

Professional caregivers can support the patient in a written statement of values, but have always to ascertain the wishes of patients even if they have written an advance directive. It is especially important that people with dementia are given the opportunity to exercise their right to self-determination and it is of the opinion that advance statements and directives are an effective means of preserving the autonomy of people with dementia and reflecting their human dignity. This statement, to be valid, should respect minimum requirements such as that the person has the necessary and relevant capacity, is free from undue pressure, has not made a more recent version and has stated wishes that are applicable to the current situation/proposed treatment. If the person is fully competent, doctors should not follow instructions/wishes expressed in the advance directive. If the person is not fully competent and there appears to be a conflict between current and former wishes, the person's current wishes and feelings should be considered alongside those expressed in the advance directive as they represent the person's current mental and emotional state and attitudes.

Start: 2011 End: 2011 Website: <http://www.alzheimer-europe.org/>

IV. Protection from violence and abuse

The *Health Service Executive* developed a website providing a wealth of information on elder abuse. It is divided in 6 pages: what is elder abuse? - Recognize the signs – Protect yourself – Watch and Listen – Resources – Contact us. A DVD was made to disseminate this information, and an 'Elder abuse' film competition was launched. The website is supported by a hotline opened from Monday to Saturdays from 8 am to 8pm.

<http://www.wedo-partnership.eu./good-practice/awareness-raising-campaign-fight-elder-abuse>

Methodology for the prevention of the risks of elder abuse in home care services

This tool targets employers and carers and aims at helping them to develop an approach and to use relevant tools to develop an active prevention of at-risks situations for home care services. The objective is to reach of culture of protection of the wellbeing of older people.

Start: 2011 End: 2011 Website:

http://cides.chorum.fr/blobs/medias/1940912712257112659/guide_maltraitance_v3_bd-web.pdf

<http://www.wedo-partnership.eu./good-practice/methodology-prevention-risks-elder-abuse-home-care-services>

The Rotterdam Code of Conduct for detecting and reporting domestic violence

Rotterdam is investing considerable effort in addressing domestic violence and elder abuse. Elder abuse must be identified in time, and the violence must stop as soon as possible. The number of instances of abuse must be reduced, and the number of reports must increase. Assistance must be provided to the entire system, with the application of pressure and compulsion playing a central role. All forms of violence, including those occurring in the private realm, are unacceptable and punishable. The Rotterdam approach starts with adequate early detection by bystanders and professionals. One of the policy instruments involves raising public awareness concerning elder abuse, in order to bring the issues out of the prevailing taboo and to draw attention to the Domestic Violence Advice and Support Centre (ASHG) across as wide audience. Professionals in healthcare, services to the elderly, police, emergency services (including home healthcare) and other areas are trained to recognise elder abuse and to make it known through the reporting channels of the ASHG. Addressing domestic violence is a

complicated matter. Effective 10 December 2007, Rotterdam has followed a Code of Conduct for detecting and reporting domestic violence/elder abuse. This Reporting Code ensures that cases of elder abuse (as well as partner, child or sexual abuse and honour-related violence) are recognised and reported earlier. The Reporting Code is intended to promote the early reporting of signs and the elimination of barriers. Three major topics are central in this regard: 1) Detection: How can counsellors recognise the signs of domestic violence (and elder abuse) earlier and take action more quickly? What is needed in order to achieve this? 2) Action: Which conditions are necessary in order to make the use of the Rotterdam Reporting Code possible? 3) Cooperation: The ability to address elder abuse can benefit from a singular vision. How can this be achieved through intensive cooperation? Which steps can be taken in order to contribute to this goal? As a condition for receiving funding, subsidised institutions in Rotterdam are required to subscribe to this Reporting Code. To date, 200 institutions in Rotterdam, along with tens of thousands of employees, have subscribed to the Rotterdam Reporting Code, staff members have been trained and work processes have been set in place. Website: www.huiselijkgeweld.rotterdam.nl or www.ggd.rotterdam.nl.

An elder abuse hotline was established within the Rotterdam Rijnmond Public Health Service (GGD) in 2001. The hotline was staffed by a community psychiatric nurse, who processed the cases that were reported. The average number of incoming cases in the period 2001-2008 was 30 cases per year. Since 2005, Local Care Networks (LZN) have been active in Rotterdam, using a neighbourhood-based approach to offer effective assistance to people who are facing such complex problems. In 2006, the Rotterdam approach to domestic violence was launched, and the first Local Domestic Violence Teams (LTHG) were established. In order to enhance the systemic and multi-disciplinary integration of the approach to elder abuse within the approach to domestic violence, a pilot project was initiated in two Rotterdam districts in 2008. The pilot involved establishing two Local Elder-Abuse Teams (LTO) involving cooperation between various disciplines (senior services, nursing/care, social work, police, nursing services and public health services). The primary goal of the pilot was to increase the number of reports of elder abuse, thus expanding access to victims and offenders. Both quantitative and qualitative results were achieved. In 2008, a total of 84 reports (LTO + hotline) were processed in Rotterdam, increasing to 92 in 2009 and 110 in 2010. Following the LTO pilots, a specialised core team was established within the Domestic Violence Advice and Support Centre on 1 January 2010: the Municipal Elder-Abuse Team (STO). The STO is responsible for advice and consultation, expertise, complex cases and crises. This permanent core team consists of a project manager/coordinator, a nurse-social worker and two elder-abuse workers with experience in working with older people. In the STO meetings, this team is supplemented by representatives from the police, public mental-health services (GGZ) and offender services. The STO has two primary objectives: - Preventing and combating elder abuse in terms of severity, extent and frequency and ensuring that cases are handled (advice, consultation, joint home visits/multi-disciplinary consultation [MDO] and crisis intervention) - Increasing the level of knowledge regarding elder abuse (building and disseminating expertise, professional development, training and workshops)

Website: www.huiselijkgeweld.rotterdam.nl or www.ggd.rotterdam.nl

Brochure: Je ziet het pas als je het gelooft. (on the prevention of and actions against elder abuse) , LPBO, NIZW, Utrecht, 2005 and Elder abuse information and consultation desk in 90 % of the Dutch municipalities: <http://www.preventelderabuse.eu/elder-abuse> www.movisie.nl/ouderenmishandeling

V. Social protection and employment

German KfW grants particularly attractive loans to remodel and modernize houses barrier free and „age friendly“. Private owners can call for this money until an amount of 50.000€- not only for specific measures but also to remodel the house.

<http://www.wedo-partnership.eu/good-practice/grants-age-friendly-houses>

Care Allowance Scheme

The long-term care allowance is awarded according to the required care needs (and regardless of income and assets) at seven allowance levels. At the moment care allowances are paid by the provinces as well as by the federal government - tax-financed. Whole in one approximately 400.000

persons receive care allowance in Austria (Austria's population: appr. 8.400.000 persons). From the 1st of January 2012 the process of application and the payments will be centralised. The federal government will overtake the tasks of the provinces concerning this issue.

Website: <http://www.bmask.gv.at/cms/site/liste.html?channel=CH0061>

VI. Care

The Eustacea Project (A European Strategy to combat elder abuse) gathering 11 European partners has developed a European Charter on the rights and responsibilities of older people in need of long-term care and assistance building on existing national initiatives such as the “Charter of Rights of People with dependency” adopted in 2007 by the German Government and the French “Charter of Rights of People in Need of Long-Term Care and Assistance”. The European Charter, which is available in 13 languages, helped build consensus among a wide range of European stakeholders and is now used as a reference document at EU and national level, as various national governments, and local public authorities are interested to promote it and use it for their own work. For example the German national system for quality care services uses the Charter as a reference tool: <http://www.heimverzeichnis.de/> while the Charter was mentioned by the European Parliament during its hearing of the Hungarian Presidency. The project also gathered best practices, which are available here: <http://www.age-platform.eu/age-policy-work/quality-care-standards-and-elder-abuse/1077-good-practices>

The WeDO Project (A European Partnership for the Well-Being and the Dignity of Older People) has developed a European Quality Framework for long-term care, including quality principles and areas of action inspired by the Social Protection Committee Voluntary Quality Framework for Social Services. It also gathers recommendations and a methodology for its implementation as well as several good practices: <http://www.wedo-partnership.eu> The European Quality Framework is also becoming a reference document at EU level, for example it is mentioned in the OECD document 'A good life in old age', as well as the European Commission Staff Working Document on Long-term Care and has inspired action also at the national level, for example the Austrian Red cross has developed a checklist based on the EU quality framework targeted at service providers, to check whether their service complies with the quality principles and areas of action: <http://www.rotekreuz.at/pflege-betreuung/projekte/>

The CarICT Project - ICT based solutions for caregivers investigate the potential impact of information and communication technologies (ICTs) on informal carers of older people living in the community (e.g. relatives and friends) as well as on paid assistants employed by private households. One of the deliverable of the project is a mapping identifying 52 ICT-based initiatives in 12 European countries belonging to five distinctive care regimes models (Anglosaxon, Continental, Scandinavian, Mediterranean, and Eastern European ones). This mapping is available [here](#).

The act on support for informal carers

The Act on support for informal care (937/2005) came into effect on 2006. Support for informal care is a statutory social service, and the municipality answers for organising the support within the limits of its resources. Support for informal caregivers involves a care allowance, leave and any necessary services to support both the caregiver and the person being cared for. The caregiver is entitled to 3 days leave/month. It is paid by municipality/state. Support for informal care is statutory social service, average 416.25 e/month Country: [Finland](#)

Respite care efforts is both extensive and varied. The need for a good support for families has become increasingly apparent. From 1 July 2009, a legal aid for relatives. Almost all municipalities in the country offering respite care for families through short-term accommodation, day care and respite care in the home. There are important forms of support that enables families to have time to recover. But it is also important forms of support that is aimed directly at families. It may include private interviews or participating in a family circle to make contact with others in similar situations and gain more knowledge. The concept of support may include treatment, information, advice and home care. The provision that local authorities by providing support and respite care should make it easier for those

who care for relatives who are chronically ill, elderly or have disabilities existed before in the Social Services Act there. On 1 July 2009 introduced an amendment to the Social Services Act, which clarifies that the social welfare committee in the municipalities shall offer assistance.
Start: 2009 Website: <http://www.regeringen.se/sb/d/11537/a/121288> Country: [Sweden](#)

The research “*Caregivers for older people: situation before the Dependency Act and evaluation of programs for carers*”, is funded by the Spanish Ministry of Economy and Competitiveness (CSO2009-10290, VI Plan Nacional de I+D+i,2009-2013). The project has two objectives: 1) deepen and update about the current situation of caregivers of the elderly and, 2) evaluate the programs and support services for these carers. Our study relies on a methodology based on triangulation, combining quantitative and qualitative techniques.

<http://www.wedo-partnership.eu/good-practice/caregivers-older-people-situation-dependency-act-and-evaluation-programs-carers>

European Project "Improving Access to Community-based Services to Older People Living at Home"

More often than not, those who are in the greatest need and who are otherwise socially disadvantaged, are not informed about the services that are available, and when they are aware of them, they do not feel they want to use this provision. One main question this project aims to address is how to overcome these barriers and improve access to community based services, in particular care counselling services to older people who need them the most.

Website: http://epi.cm-uj.krakow.pl/progress_eng.html

Involve me is a free, easy to use online tool which allows organisations to record, reflect and report on the way that they involve people to improve end of life care. It provides a structured approach to planning and evaluating involvement activities, mapping them to the end of life care pathway and identifying areas of strength and where improvement is needed.

<http://www.wedo-partnership.eu/good-practice/involve-me-tool-involvement-palliative-care>

Integration of Palliative Care in Long-term Care

The Austrian umbrella association for organizations active in the field of hospice and palliative care is a powerful promotor of integration of the principles of palliative care into the standard longterm care services. Website: <http://www.hospiz.at/>

VII. Administration of Justice

Legal Assistance for Elderly

The project was funded in 2006 by Emilia Romagna Region, under a fund to promote the wellbeing and quality of life of elderly people. The objectives of the project were to raise awareness and prevent abuse against older people. It covered the rights and duties of older people in the city, savings and banks, and how to have access to the justice system. The objective was also to provide information and orientation with the creation of a data base based on FAQs (Frequently Asked Questions) providing information and advice on the most common legal issues related with older people.

Start: 2011 End: 2011 Website: www.anzianienonsolo.it

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See more at:

<http://www.age-platform.eu/good-practices/128-best-practices-employment>

<http://www.age-platform.eu/good-practices/142-independent-living-and-healthy-ageing/1455-rights-of-older-people-in-long-term-care-and-quality-standards#>