

MAINSTREAMING AGEING

Awareness-raising and supportive measures for ageing-related policies

Working Package 1

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Awareness-raising and supportive measures 5 major action fields

- **Mainstreaming ageing in all policy fields**
- **Lobbying for ageing issues in institutions**
- **Awareness raising in the public**
- **Involving older people in the policy making process**
- **Generation proof, age-sensitive, age-responsive Budgeting**

Mainstreaming ageing in all policy fields

- **Austria:** The Austrian Federal Plan for Senior Citizens “Ageing and the Future” 2012, 14 policy objectives
- **Canada:** Four primary policy objectives - access to affordable housing, income security, healthy ageing, social inclusion and engagement - along a macro level plan, 1982 Can. Constitution – right of non-discrimination of various grounds, incl. age
- **Ireland:** The National Positive Ageing Strategy (NPAS), The Healthy and Positive Ageing Initiative (HaPAI), Social Welfare and Pensions Act 2011 – 68 retirement age, Integrated Care Programme
- **Italy:** 2019 National Coordination Project on Active Ageing, not yet embedded in an overall ageing strategy
- **Moldova:** Based on the Action Plan, a set of concepts to boost active ageing programmes at local level and in private sector

Mainstreaming ageing in all policy fields (2)

- **Spain: 2012 White Book on Ageing**, released from State Council of Older Persons, common policy framework for national, regional and local Administrations
- **Slovakia: The Strategy for Active Ageing was created in 2013** within the implementation of **the National Programme for Active Ageing** in the Learning Centre of the Ministry of Labour, Social Affairs and Family of the Slovak Republic - labour market and the pension system.
- **Malta: The National Strategic Policy for Active Ageing, Malta 2014-2020**: 3 main pillars. A commissioner for older people, Gov. published for consultation a white paper titled the **“Elder Protection Act” Equality Act legislation** which covers equality in relation to access to employment, goods and services. **National Commission for the Promotion of Equality** was also set up to protect **against any form of discrimination**.

Mainstreaming ageing in all policy fields (3)

- **Bulgaria:** National Concept for Promotion of Active Ageing 2012, an important direction of the National Demographic Strategy of the Republic, 9 objectives
2019: Concept was developed into a National Strategy for Active Ageing 2019 – 2030
- **Turkey:** “The Situation of Elderly People in Turkey and National Plan of Action on Ageing” 2007, “Turkey Healthy Ageing Action Plan and Implementation Program (2015-2020)”
- **Czech Rep.** 4 national strategies and action plans since 2003, in combination with Government’s Council for Older Persons and Ageing of Society.
- **Ukraine:** National Strategy on Ageing and The Plan of Action 2018, Presidential decree „Old People Health“ Programme
- **Monaco:** 2019 National plan to support ageing and care for dependency

Lobbying for ageing issues in institutions

- **Austria: Unit on Ageing, Population and Volunteering Policies**, established in 1997, no cooperation with **Senior Citizens Advisory Board**, cooperation with health sector, science, technology, mobility, education, LLL, 5-years review of implementation of **MIPAA/RIS**, Federal Academy of Public Administration provides training courses on ageing-related issue, **Austrian Interdisciplinary High-Aged Study**, National Report on the State of Research on Ageing and Demographic Change in Austria
- **Canada: Gov. Canada's Seniors and Pension's Policy Secretariat**, Forum of national, provincial and territorial ministers resp for seniors since 1992, **Public Health Agency of Canada's (PHAC) Division of Aging, Seniors and Dementia**, Federal organization - **Indigenous Services Canada, National Housing Strategy: A Place call Home**, **Statistics Canada- Seniors' portal** on its web site, the **Canadian Institutes of Health Research (CIHR)**, creation of research evidence, **Canadian Longitudinal Study on Aging**, a 20-year study, **Canadas Dementia Strategy**

Lobbying for ageing issues in institutions (2)

- **Moldova**: At the local level, MHLSP, UNDESA and UNFPA - workshops to train civil servants
- **Spain**: summer courses in two International Summer Universities:
- **Germany**: Stakeholders consulted on ageing-related issues in the legislative process, 2008 -2013, the initiative together with the economic sector, media, commerce and business, scientists to promote and develop products and services for all generations.,
- **Slovakia**: Strategic Healthcare Framework for 2013-2030, National action plan for the transition from institutional to community-based care in the social services system 2016 – 2020, preparation of National Skills Strategy, ageing-related researches, Statistical Office several publications to the issue of active ageing.
- **Malta**: 2015 Active Ageing Unit, Parliamentary Secretariat for the Rights of Persons with Disability and Active Ageing (PSDAA), Active Ageing and Community Care (AACC), frequent training –Depart.of Gerontology and Geriatrics, school entities

Lobbying for ageing issues in institutions (3)

- **Ireland:** The annual National Positive Ageing Strategy Stakeholder Forum, Age Friendly Ireland Advisory Group meets every 2 months, courses on ageing issues available mainly managed through the NGO sectors
- **Bulgaria:** Inter-institutional working group on demographic issues, incomes and living standard, broad range of representatives of the responsible institutions on the implementation of the National Strategy for Active Ageing
- **Turkey:** National plan of action -identified the institutions responsible for the actions - inform the ministry at regular intervals about the actions taken, improve cooperation between public and NGO, Intergenerational Interaction Model for Active Life Project
- **Czech Rep.:** Government's Council for Older Persons and Ageing of Society – consulting body - representatives of the respective ministries, NGOs, academia, employers and unions, regional platforms in every of 14 regions of the Czechia -various stakeholders - measures helping mainstreaming ageing, Funds for various NGOs
- **Ukraine:** Stakeholders - consulted on the development of the Strategy and Action Plan, and also legislation on social protection and social services provision

Awareness raising in the public

- **Austria: Awards and information campaigns:** media reporting, **NestorGOLD** intergenerational age management in enterprises, **Programme FitzWork** for healthy working places, National **Quality Certification for Nursery Homes**, supporting many **NGO-projects** on ageing, volunteering and intergenerational cooperation, **image campaign** to include older persons 50+ (45+!) in **the labour-market, funding for employment 50+**
- **Canada:** Forum of Ministers responsible for seniors – soc. **Supplements against isolation for 3 specific groups:** immigrant and refugee seniors, LGBTQ2 seniors, indigenous elders, PHAC - **report on seniors aged 65+ the health, Elder Protocol Guide** - inclusion of Indigenous Elders and seniors in engagement activities that inform policy making, many **examples of information campaigns, proactive communications** about the wide range of government supports and services—including anti-fraud supports
- **Monaco:** Interministerial Delegation for the **Digital Transition**, organisation of **exhibitions** to a positive approach on ageing, "Empreinte de Vie" – carer and a person with dementia, **intergenerational project "Ça pousse"**, planting with children and older persons

Awareness raising in the public (2)

- **Ireland: Information Campaign Age Friendly Ireland;** partnership with Irish Life and the GAA - national public talk series the general public **How to Age Well;** The **Workplace Relations - Code of Practice on Longer Working,** and the Irish **Human Rights and Equality Commission (IHREC)** - guidance material **for employers** on the use of **fixed-term contracts beyond normal retirement age;** **Housing Options for our Ageing Population;** **Junior Cycle (ages of 12 -15)** short courses on Civic, Social and Political Education and Social, Personal and Health Education, **courses of NGOs**
- **Italy: National Prevention Plan 2014-2018** also promoting active ageing; **employers** responsible for assessing the **risks for the safety and health of workers,** provisions concerning **handling of loads,** **University of the Third Age,** **three main life-long learning channels** targeting adult population
- **Moldova: MHLSP, the Presidency and the Parliament organize conferences,** round tables, workshops, Ministry of Education **“Education for Human Rights” (2015) optional courses**

Awareness raising in the public (3)

- **Spain:** National Award for the Elders "For an active life at any age", Imsero's centres Seminars - teachers from primary schools of each city – booklets at school, Specialized Training for government officials,
- **Germany:** Awareness-raising training seminars for government officials, esp. for staff in transition to retirement, Population ageing and demographic change - in school curricula, since 2006 several competitions - images and cartoons – combating age-stereotypes
- **Slovakia:** The National Programme for Active Ageing for the years 2014 – 2020, Several conferences with NGOs and other cooperation partners, Academy of education - courses on ageing issues
- **Malta:** Several TV and radio slots are used, conference with employers - on active ageing on the place of work, study module on active ageing for media studies students - media clips on social media, A yearly award for active ageing- praise individuals as role model, on the way to the introduction of the topic of ageing into the school curricula.

Awareness raising in the public (4)

- **Bulgaria:** successful implementation of the **National Strategy for Active Ageing**
Interinstitutional working group on demographic issues, incomes and living standard -
constant working format for cooperation,
- **Turkey:** **1. Aging Council: February 2019 with international participation**, 6 objectives,
Active Aging, Maintenance Economics, Aged Care Services and Quality of Life, Age Friendly
Cities and Local Governments, Elderly Rights, Economics of Aging; **Digital Transformation
Symposium for the Disabled and the Elderly 2019, Elderly Welfare Seminars** raise
awareness at the regional level, activities on **special days and weeks**
- **Czech. Rep.:** **various campaigns by non-profit organisations, media also focus** more on
issues related to ageing (pension reform, social services, but also information literacy
among older persons recently due to **recent disinformation campaigns**).
- **Ukraine:** **mostly by NGOs**, but there are not that many of those focused particularly on
ageing

Involving older people in the policy making process

- **Austria: Senior Citizens' Advisory Council (1998)** under the Chair of Minister for Labour, Social Affairs, health and consumer Protection, **Representatives** of all federal ministries, social partners, provinces and senior citizens' organisations; **province and community level**, several **Advisory Councils**, Since 2000, the **Senior Citizens' Council - federation of all Senior Citizens' Organizations** and "**Federal Youth Representation**" - **status of social partners**, right to give their comments on every law concerning young or older persons.
- **Canada: National Seniors Council (2007)**, cultural role of indigenous elders, multi media campaign, **Ministerial Advisory Board on Dementia**, **FPT Ministers Responsible for Seniors consultations**, **National Housing Strategy consultations in 2016** and the **Human Rights-based Approach to Housing consultations in 2018**, **Financial Consumer Agency of Canada** identify banking challenges, **Several provinces and territories and municipalities** have **established committees**
- **Ireland: Age Friendly Ireland**; majority of significant policies, strategies and legislation - **public consultation**, **opportunity to put forward their opinion**.

Involving older people in the policy making process (2)

- **Moldova: Platform for active aging**, more than 20 NGOs of the elderly, Congress of Local Authorities in Moldova, UNFPA, Confederation of Trade Unions and Employers and other partners, **public consultations** - any normative act is elaborated, the **local level**: activity of Seniors Clubs; 2007, **HelpAge International global campaign "Age Demands Action"**
- **Spain: State Council of Older People**, official body with executive competences in the governmental policy on ageing.
- **Germany: Close cooperation with the umbrella organisation of more than 110 NGOs – the German National Association of Senior Citizens' Organisations (BAGSO). At local level, voluntary senior citizen councils**
- **Slovakia: 2014 Committee for Elderly People was transformed - Council of the Government of the Slovak Republic on the Rights of Elderly and the Adaptation of Public Policies to Population Ageing Process** (chaired by the minister of labour, social affairs and family). Regional level, cities and communities: **councils/boards of elders**

Involving older people in the policy making process (3)

- **Malta:** 1992 National Council for the Elderly (KNA), Stakeholders are included in policy development, mainly older persons themselves, customer care policy by the AACCC to ensure service users are given the opportunity to voice their opinions,
- **Bulgaria:**
- **Turkey:**
- **Czech Rep.:** Government's Council for Older Persons and Ageing of Society, on regional level and in some municipalities- consulting bodies of local older persons groups
- **Ukraine:** There are a few NGOs

Generation proof, age-sensitive, age-responsive Budgeting

- **Austria:** 2013 “Youth-check” (child and youth impact assessment of laws) has been institutionalized in implementation of the UN Convention on the Rights of the Child; **Austrian Commission on Pension Reforms** ensures responsible budgeting
- **Canada:** Budget 2019 – new focus on youth and intergenerational impacts
- **Ireland:** Department of Justice and Equality + DPER **commissioned OECD** to undertake a **Policy Scan of Equality Budgeting in Ireland**
- **Germany:** pension system – every change is scrutinized to determine whether it is age-sensitive and does not burden one generation at the expense of another.
- **Slovakia:** no specific methods/procedures for age-responsive budgeting. 2012 constitutional Act on budget responsibility limit for the general government debt – so called debt brake

Generation proof, age-sensitive, age-responsive Budgeting (2)

- Malta: no specific procedures in place for age-responsive budgeting
- Bulgaria:
- Turkey:
- Czech Rep.
- Ukraine:

Conclusions

- **Mainstreaming Ageing in all policy fields**
- Almost every country has a cross-cutting national action plan on (active) ageing, developed with diverse stakeholders and NGOs of older persons
- **Lobbying for Ageing in institutions**
- Stakeholder forums, inter-institutional working groups, forum of national, provincial and territorial ministers, stakeholder consultation in legislative process, cooperation between public and NGOs, MIPAA/RIS review
- Health Strategy, Housing Strategy, Dementia Strategy, statistics, Research Strategy, Longitudinal Studies, cooperation with geriatrics and gerontology,
- workshops and programmes/courses to train civil servants,
- national skills strategy, action plan for the transition from institutional to community-based care, active ageing and community care,
- products and services for all generations,
- school curricula on demographic change and older persons,

Conclusions (2)

- Awareness-raising in the public
- Awards, information and multi media camapaigns and proactive communications on: Age friendly Ireland, labourmarket participation of older people, intergenerational age-management in enterprises, quality certificates for nursery homes, „for an active life at any age“, national public talk series „How to Age Well“, competition combating age-stereotypes, TV and radio slots, award for active ageing - for role models, support for NGO projects, positive media reporting, exhibitions on positive image of ageing
- Welfare seminars, conferences, symposiums, expert meetings: including older persons in digitalisation devlopment, activitites on special days and weeks, information literacy (on disinformation campaigns), Reports on health 65+, high-aged studies, Digital Transition
- Elder Protocol Guide (indigenious people), supplements against isoltaion, Code of Practice on Longer Working, University of the 3rd Age, Life-Long-Learning Strategy, Teachers seminars and school booklets, study modules for media students and socil media

Conclusions (3)

- Involving older people in the policy making-process
- National Senior Citizens Advisory Councils in most countries, many also on the level of provinces and municipalities, Senior Citizens Council - Federation of senior citizens organisations – status of social partners,
- Advisory Bords: on Dementia, Housing Strategy, Health Strategy, Financial Consumer Agency – banking challenges, platform for active ageing, global campaigns (Age Demands Action), Public consultations in legislation process,
- Generation proof, age-sensitive, age-responsive Budgeting
- Only very few countries: Youth check (child and youth impact assessment of laws), commission on pension reforms, new focus on youth an intergenerational impact, OECD Policy Scan of Equality Budgeting in Ireland, scrutinize every law if it is age sensitive and doesn't burden one generation at the expense of another,

Discussion Group 1

- **1. Stock taking exercise – country reports:** exchange approach, challenges encountered, proposals to improve the questionnaire
- **2. Mainstreaming policy and practice:** exchange of approaches, country experiences, which measures and messages in other countries
- **3. Guidelines:** expectations on the outline/format of the guidelines
- Proposed modular approach
- Gaps to address
- Overall usefulness/intent

Thank you for your attention!