



Norwegian Ministry
of Health and Care Services

Towards an age-friendly Norway

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2016: A cross-sectoral strategy

- Population ageing concerns all sectors – involved all ministries
- Active ageing and age-friendly society; a benefit for older people's well-being and independence, as for future sustainability
- Shift: from burden to resource
- Older people should participate as they want – remove barriers: physical and invisible
- The strategy has contributed to a shift, but still a way to go

More Years – More Opportunities

The Norwegian Government's strategy for an age-friendly society



Some achievements

- Gradual changes in attitudes - 'active ageing' and 'age-friendly' are more common
- Longer working life, retirement age is 70-72
- A demographic and socio-economic projection until 2040 for every municipality. Next generation: more resources, but increasing inequalities. Ageing affects regions differently
- Tools for community planning:
 - Invite older people for a walk and talk to mark important places and less-accessible places in their community
 - A manual for architects in age-friendly local development



A full life – all your life.

A quality reform for older persons -"What is important for you?"

- Dialogue, in-puts and co-creation; users and patients, relatives, NGO's, health and care personell, reasearchers and local government
- Broaden the notion of care – to include also active care, social acitivites, meals, age-friendly environments
- A White paper with many local exemples. Share best practices – stimulate innovation in the the municipalites/health and care services
- A systematic implementation program over 5 years
- <https://www.regjeringen.no/en/dokumenter/meld.-st.-15-20172018/id2599850/>

A full life - all your life

A Quality Reform for Older Persons



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Age-friendly Norway

- Council. Partnership, co-creation and innovation. Awareness-rising, make changes (NGO, Ass. of Local Governments, The Confederation of Norwegian Enterprise (NHO), ICT-Norway, Housing Bank, Research and Education)
- National program for an age-friendly Norway
 - A campaign for plan for a better old age
 - A national network of age-friendly municipalities (WHO)
 - Listen to and involve older people - Age-friendly planning
 - A national partnership – get different actors involved
 - The Senior resource – pilot and promote new ways of participation in work and volunteering
- Center for Age-friendly Norway





Aldersvennlig Norge



Ombudsperson for the Elderly

- The Government Statement – January 2019: Establish an independent ombud to promote the interests and needs of older people in all areas, on the basis of The Ombudsperson for Children. (stakeholder, information, set agenda, not individual cases).
- The ombud will independently define its role and focus
- White paper and a law proposal - decision in Parliament in June 2020
- Prepare to establish the new ombud, opening in October 2020 in Ålesund



Minister for the Elderly and Public Health





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Thank you for your attention!