



UNECE

Item 5

Policy Briefs

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Policy Briefs on Ageing



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Policy brief

Innovative social services and supportive measures for independent living in advanced age UNECE Policy Brief on Ageing No. 20 November 2018

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Challenging context

The rapid increase in the oldest-old population aged 80 and over brings with it critical challenges for individuals, families, communities and policymakers. Finding innovative and sustainable solutions to help individuals of advanced old age to continue living at home independently is critical in the context of both demographic change and budgetary constraints. Reaching advanced old age takes a different form for different individuals, as their intrinsic capacity interacts with their living environment to affect their functional ability. Supporting such diversity in the experience of advanced old age requires smart, integrated and customized innovations, as well as result in resource efficiencies for the system of service provision.

Suggested strategies

Fostering innovation in areas which safeguard and promote the independence of oldest-old persons requires:

- strong coordination activities between a wide range of stakeholders in the community, including formal and informal actors;
- a customized, person-centred approach to the assessment of needs and mechanisms aimed at identifying need and abuse among oldest-old persons;
- greater use of community engagement and resources with 'bottom up' approaches, making the most of multi-disciplinary stakeholders and intergenerational exchange;
- the engagement of oldest-old persons and their families in designing their home environment, monitoring their well-being, as well as using technology to maintain communication with individuals outside the home.

Expected results

Enhanced ability of oldest-old persons to continue living at home in a manner which satisfies their diverse needs, and to engage with society outside their home.

With good practice examples from:

Belarus, Bulgaria, Canada, Croatia, Cyprus, Denmark, European Union, Finland, Germany, Ireland, Israel, Latvia, Malta, Netherlands, Republic of Moldova, Russian Federation, Slovenia, Spain, Sweden, Turkey, Ukraine, United Kingdom of Great Britain and Northern Ireland, United States of America, and Uzbekistan.

This policy brief addresses Commitments 1, 2, 7, 8, 9 and 10 of the Regional Implementation Strategy of the Madrid International Plan of Action on Ageing (RIS/MIPAA), Goals 1 "Recognizing the potential of older persons" and Goal 2 "Ensuring ageing with dignity" of the 2017 Lisbon Ministerial Declaration, as well as Sustainable Development Goals 3, 9, and 10.

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Policy Brief #20 – Innovative social services and supportive measures for independent living in advanced age

Policy Brief #21 – Ageism as a barrier to longer working life

Policy Brief #22 – Informal carers

Policy Brief #23 – Ageing in urban environments



The policy challenge

- Goal = Encourage longer working life and ability to work
- Ageism = barrier
 - Older persons are subject to age-based discrimination and negative stereotypes against older workers
 - Ageist attitudes bias employers against:
 - recruiting older job seekers
 - Selecting them for training
 - Low confidence among older workers



The problem

- Reduced well-being of older workers
- Cannot fully exercise human right to work
- Higher risk of long-term unemployment
- Early retirement
- Not adapting to changing demographics of the labour market
- Not recognizing nor realizing the potential of older workforce
- Social and economic costs, unsustainable



Defining ageism

- Ageism is defined as the stereotyping, prejudice and discrimination on the basis of age (WHO definition)
- Implicit, subconscious and unchallenged in our societies
- Cuts across life course, stems from perception that a person is too young or too old to do something
- Ageism is widespread and an everyday challenge ranging from stereotyping in the media to exclusion of older persons in communities to discrimination in the labour market.
- Found at individual/inter-personal, institutional & cultural level



Negative stereotypes about older workers:

- Lower ability, less motivated and less productive than younger workers
- Resistant to change, harder to train, less adaptable, less flexible
- Lower ability to learn, therefore less potential for development
- Shorter job tenure therefore will provide fewer years in which employer can reap benefit of training investments
- More costly due to higher wages, greater use of benefits, close to retirement
- Deteriorating health and/or cognitive ability, more sick days

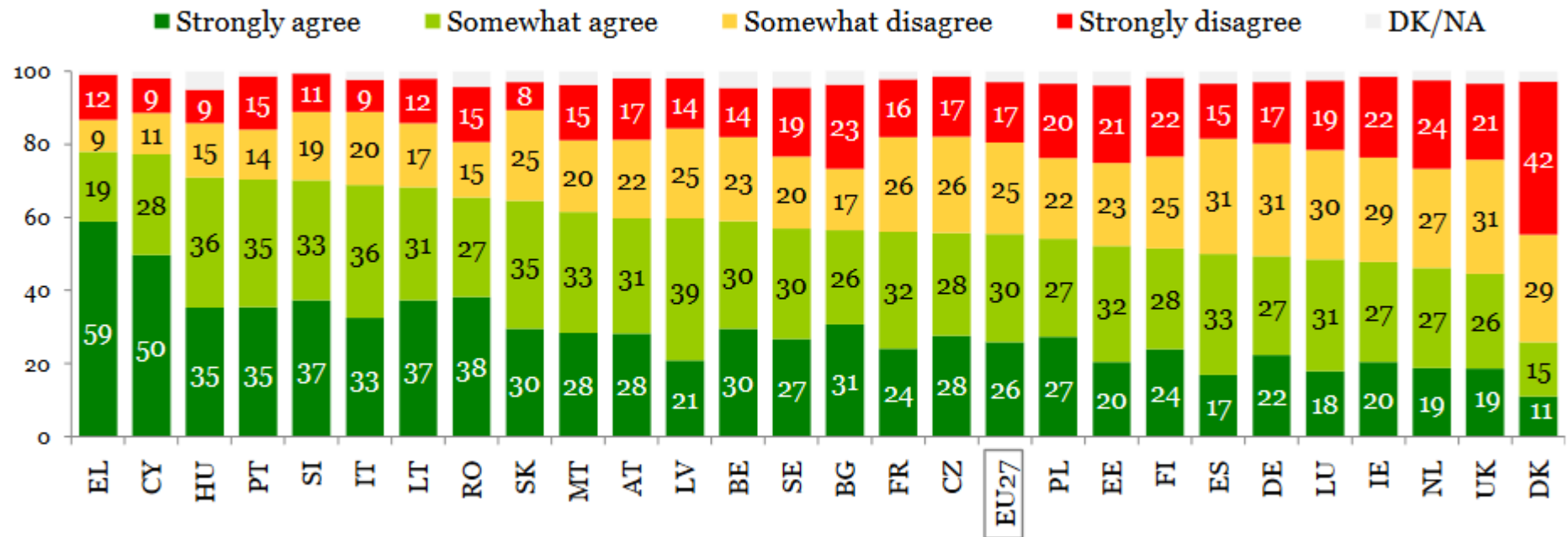
Source: Smeaton, Parry 2018; Age positive 2001

Policy Brief # 21

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As older people work until a later age, fewer jobs will be available for younger people



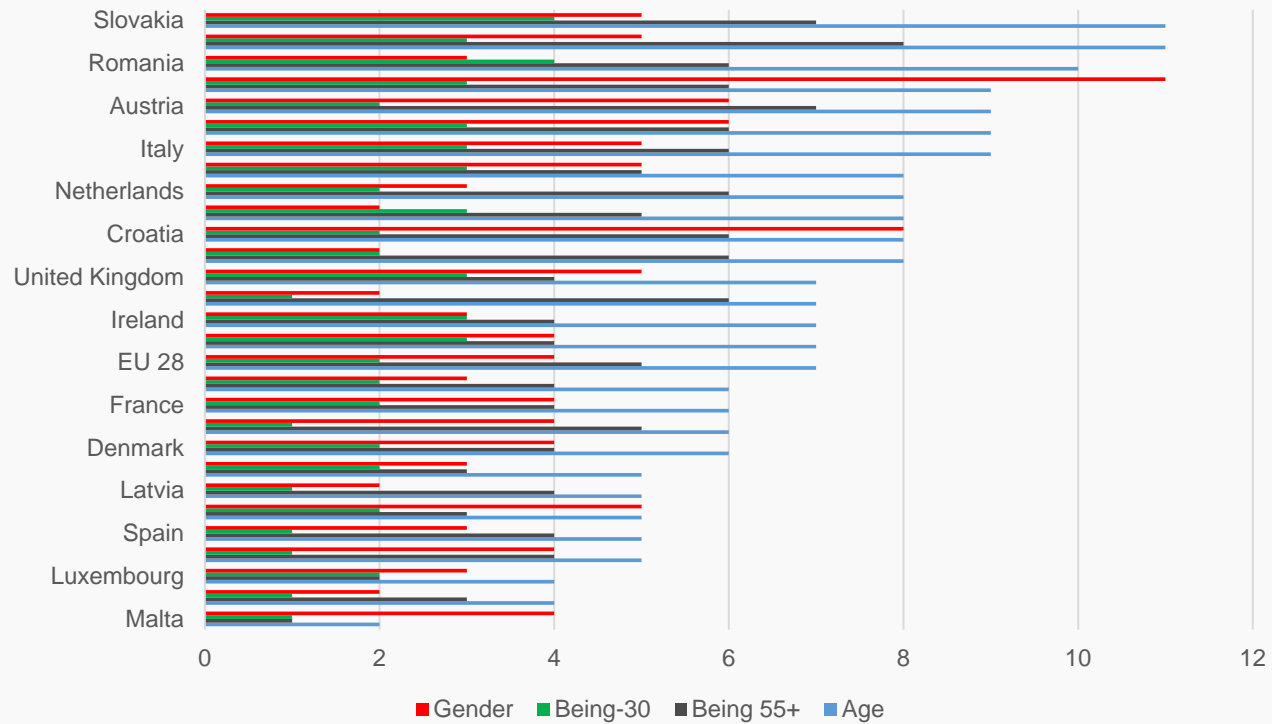
Q1. I am going to read out a number of statements about relations between younger and older people. For each one, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

Base: all respondents, % by country

Source: Flash Eurobarometer No 269 (2009)



Experienced discrimination



Source: Eurobarometer 2015



Suggested strategies

- Address age stereotypes and prejudices
- Address age discrimination
- Showcase positive practice



Address age stereotypes and prejudices

- Awareness raising campaigns
- Programmes to increase skills/employability
- Fight age segregation
- Prevent «self-fulfilling» prophecies, boost confidence and self-esteem of older workers



Address age-based discrimination

- Legislation
- Implementation partnerships
- Human resource strategies for age-friendly workplaces



Showcase positive practice

- Business case for age diversity
- Age management
- Flexible working practices



Timeline

- Good practices welcome until the end of November
- Finalization of policy brief by end of the year
- Publication in January

Thank you for your attention!