Norway – «Live safely at home», a comprehensive reform developed in cooperation

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A shift in policy design

• Ageing policies: from «care» to active ageing and universal/inclusive approach (mainstr).
• Public administration: Wicked problem – sustainability – well-being economy. From silos to cross-sectorial cooperation
• Involvement and co-creation for innovation
• Public Health: health promotion – potential of healthy life years and well-being
• Community development – inclusion, well-being for all: age-friendly, universal design, activity/mobility friendly
Facts and evidences

- The Institute of Public Health: A report on ageing and health: healthier life years + frailty for the oldest old
- Statistics/ health registers: a lower share in institutional care, but increases in numbers
- «The burden of health»: the costs of dementia and fall/accidents: the need for prevention
- The health personnel commission: Shortages of health personnel in the future: prevention, primary health care, smarter use of personnel
Evaluations of prior reforms

- Strengthening cross-governmental responsibilities on ageing. A more coordinated state across sector/policies
- Housing policies – not adapted to an ageing population. Challenge: Rural areas
- The programme of age-friendly Norway: The network of age-friendly municipalities (WHO-model) – a fast track for local implementation. Awareness rising, information, innovation
- Age-friendly society – a shared political goal.
Involvement

Formal involvement

• The government asks for written inputs and invites stakeholders to meetings
• The Council for Age-friendly Norway: recommendations
• Four meetings each year with NGO’s for pensioners and unions on retirement schemes and finance, and other issues.
• Mandated councils of senior inhabitants in the municipalities

Co-creation for innovation

• Four regional meetings with co-creative design:
  – Facts and inspiration
  – Challenge the audience: What is the problem- how to solve – smarter ways
  – What is important for you?

  Group discussions and ideas – mix different actors together
Some inputs:

- Social meeting places, intergenerational contact, digital training, safe environments
- "ageing in place", "lack of adapted apartments", "too expensive", elevators, a housing programme/finance
- Stability/teams among the carers. Skills, research, management
- Quality in care. Meaningful days, activities, food/nutrition. Rights and relief for family carers

The white paper:

- Inclusive and active communities
- Housing – adapting and planning
- Competent and empowered personnel
- Safety and support: users/patients and informal/family carers
An inclusive society

Programme for an Agefriendly Norway 2030

- Social meeting places
- Age-friendly transport
- Mobilise the senior power
- Co-creation and partnership
- Plan and prepare for your better ageing (campaign)
Lessons learnt?

- Focus on what is *smart to do* (innovate, sustainability, future gains) (not on *have to do* (legal), *can do* (economy, competence)
- Political leadership
- The role of the municipalities: autonomous bodies with comprehensive responsibilities
- Work with the municipalities in the implementation: The Programme for Age-friendly Norway - a key to involvement, innovation, results
- Training programme for the Municipal councils of senior inhabitants
- Do we have a common understanding of ageing, of challenges and opportunities, across ministries, local administration, inhabitants, NGO’s, research, personel?
Thank you!