







# **DETECTION STRATEGY**





# CROSSBORDER DISSEMENATION



# **COMMUNICATION & MEDIA**























# TRAINING TO DETECT LONELINESS

# STUDY & RESEARCH



- What is loneliness?
- How to recognise it?
- Useful actions and interventions?

# **DETECTION TRAINING**

loneliness

risk factors

signs

actions



social and emotional experience



character social position



fysical social behavioural psychological



enable discussion with person

link up with care services when needed



# CROSSBORDER DISSEMINATION

"Train the trainers"

Bruges january 2020 French partners: staff and volunteers

When	Where	Beneficiary	Name	Signature
21/01/20	Buges	CSE	Uasseur.	10000
20168	Bruges	CSEPAL DOODIGE	DEGINE	SE .
ll o l lois	Bruger	CSE Stoplin	GAUSST	甚
2) d 2020	Bauges	cs∈	DIALLO	4
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21101120	Bruger	Le noutills	Musckt	Thurles
21/01/20	Bruges	Le Wante Cus Boulogne	Deltour	- Juli
21/01/to	Bruger	MOP	Lepetre	h

# INTEGRATION AND USE IN FRANCE

training dissemination

integration in projects















# DIFFERENTIATION COMPASS

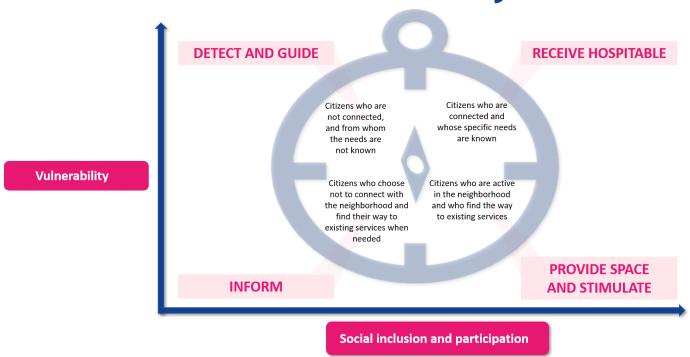
## WHO ARE THE ELDERLY?

- impact of their vulnerability?
- Impact of their participation level in neighbourhood?

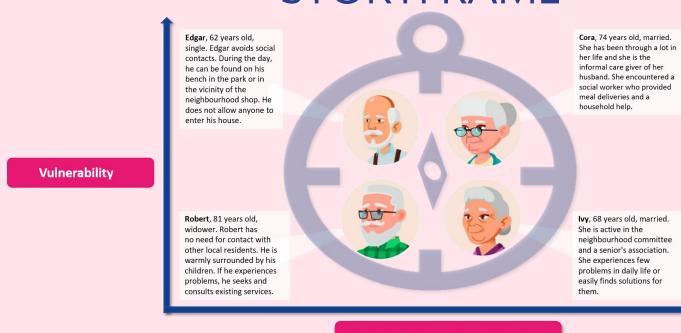
# INTERVIEWS ELDERLY AND CARETAKERS



# DIFFERENTIATION - ADJUSTED ACTION



### **STORYFRAME**



Social inclusion and participation





# MAPPING METHOD

# COLLECT AND REGISTER DATA

**GOOGLE MY MAPS ON LOCATION** INDICATE ON MAP









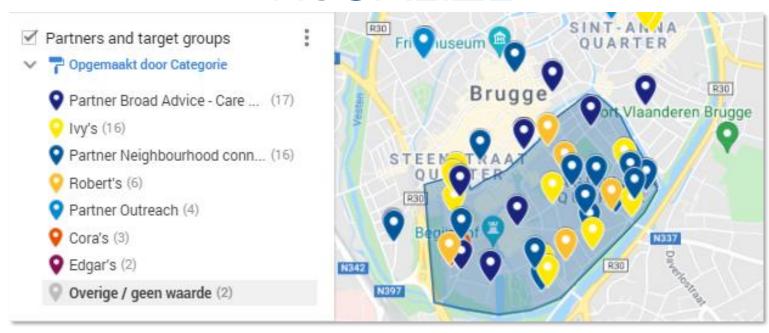


OR INDICATION ON MAP





# **VISUALIZE**



# ANALYSE AND ADJUST

- DISCOVER COVERAGE RATIO: social cohesion of the area and the scopes of your partners
- DISCOVER THE 'GAPS': lack of social cohesion or (partner) projects
- ADJUST NEW PROJECTS/ACTIVITIES/COOPERATIONS with your findings





# ROLE CLARIFICATION MODEL



RESEARCH AND STUDY:
NEIGBOURHOOD STRUCTURES



CONSULTATION PARTNERS: INNOVATION MANAGERS POLICY OFFICERS,...



### RESILIENT NEIGHBOURHOOD

All the available resources that enable the neighbourhood to respond to the growing elderly population



HOUSING

**ENVIRONMENT** 

**SECURITY** 

**PUBLIC DOMAIN** 

**MOBILITY** 

# THE CARING NEIGHBOURHOOD

**ECONOMY** 

BROAD ADVICE CARE AT HOME



Occupational therapist, nurses, ...

CREATING STRONG
NEIGHBOURHOOD
CONNECTIONS



Social centres, neighbourhood committees, projects and activities... DETECTION AND GUIDANCE



Outreachers



# THEORY OF CHANGE







(start - AGE 'IN)

### problem analysis

### actions

### short term results

### end results

### longterm impact

#### **BRANCHES – FRUITS**

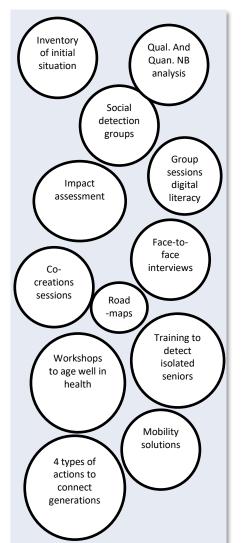
- Isolated people die and stay undiscovered for weeks
- Fragmentation and lack of coordination of actions in the neighbourhood
- Deconstruction of solidarity

#### **TRUNK**

isolated or "at risk" elderly

#### ROOTS

- Ageing population
- · Individualization of society
- Elderly don't participate on digital platforms
- Few encounters between generations
- Community care



- There is a strategy to detect lonely and isolated people at risk
- There is more awareness on health, mobility...
- Digital literacy has increased
- Intergenerational contacts has increased

- Lonely elderly are being detected
- There is a social network in the NB
- People remain at home as long as possible
- The NB is receptive to new digital innovations that support ageing in place

Warm and Social Neighborhoods (NB) that are age-friendly

### **STAKEHOLDERS**



### CONDITIONS

- We invest in eliminating thresholds (social, mobility, physical...)
- ...

### **CONDITIONS**

- Political goodwill
- ٠...

### **CONDITIONS**

Job security NB-connectors



# THEORY OF CHANGE







(mid – AGE 'IN)

### problem analysis

#### **BRANCHES – FRUITS**

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### actions

#### deliverables

Inventory of initial situation ✓ I +Impact assessment:

Theory of Change

Quantitative and qualitative analysis & face to face interviews:

- Differentiation Compass
  - Role clarification model

Training to detect isolated seniors:

- J Cross boarder "train-thetrainer" session
- Social detection groups: Mapping method

Enhancing digital social neighbourhoods:

✓ HOPLR integration (developed in a co-creation!)

Healthy aging, mobility solutions and actions to connect generations: to develop

Actions to increase digital

literacy: market analysis
WP1 on Care text WP1 on Care technology to aid aging in place

### short term results

Cross boarder developed + strategy to detect lonely

and isolated people at risk

Test project focusing on outreach with aging population

**HOPLR** actions in neigbourhoods:

- windowposters in Bruges citymagazine
- infosessions in the neigbourhoods wit LIGO
- Dental care actions for elderly
- care technology bought
- digital training tools about technology
- pop-up sessions in the neighborhoods

### end results

### longterm impact

#### **Cross border dissemination**

of strategy

Lonely elderly are being

detected and guided toward the available services

Increased participation and user numbers of elderly on the

HOPLR neighbourhood platform

Elderly in the neighbourhood are aware that technology is an assistive tool for aging in place and are receptive to test new digital innovations through the

**Occupational Therapist** at home service



Warm and social neighbourhoods that enable aging in place on different levels

### **STAKEHOLDERS**

Services and partners of the city of Bruges, Mintus and OCMW

The SAR & senior associations

Neighbourhood committees

#### **CONDITIONS**

- Need of cross border meeting on O7 to decide on a strategy, conditions and a reporting method.
- Book the pop-up dates in the neighbourhood centres
- Connecting with other outreach partners in the city

### **CONDITIONS**

- Posters and 'GrowCast' through AGE'IN website, social media and AGE'IN end
- Solidifying of collaboration with other outreach partners in the city
- Evaluation session with LIGO on the impact of the organized HOPLR sessions
- Developing/implementing a care technology evaluation tool

### **CONDITIONS**

