

differentiation compass

WHO ARE THE ELDERLY?



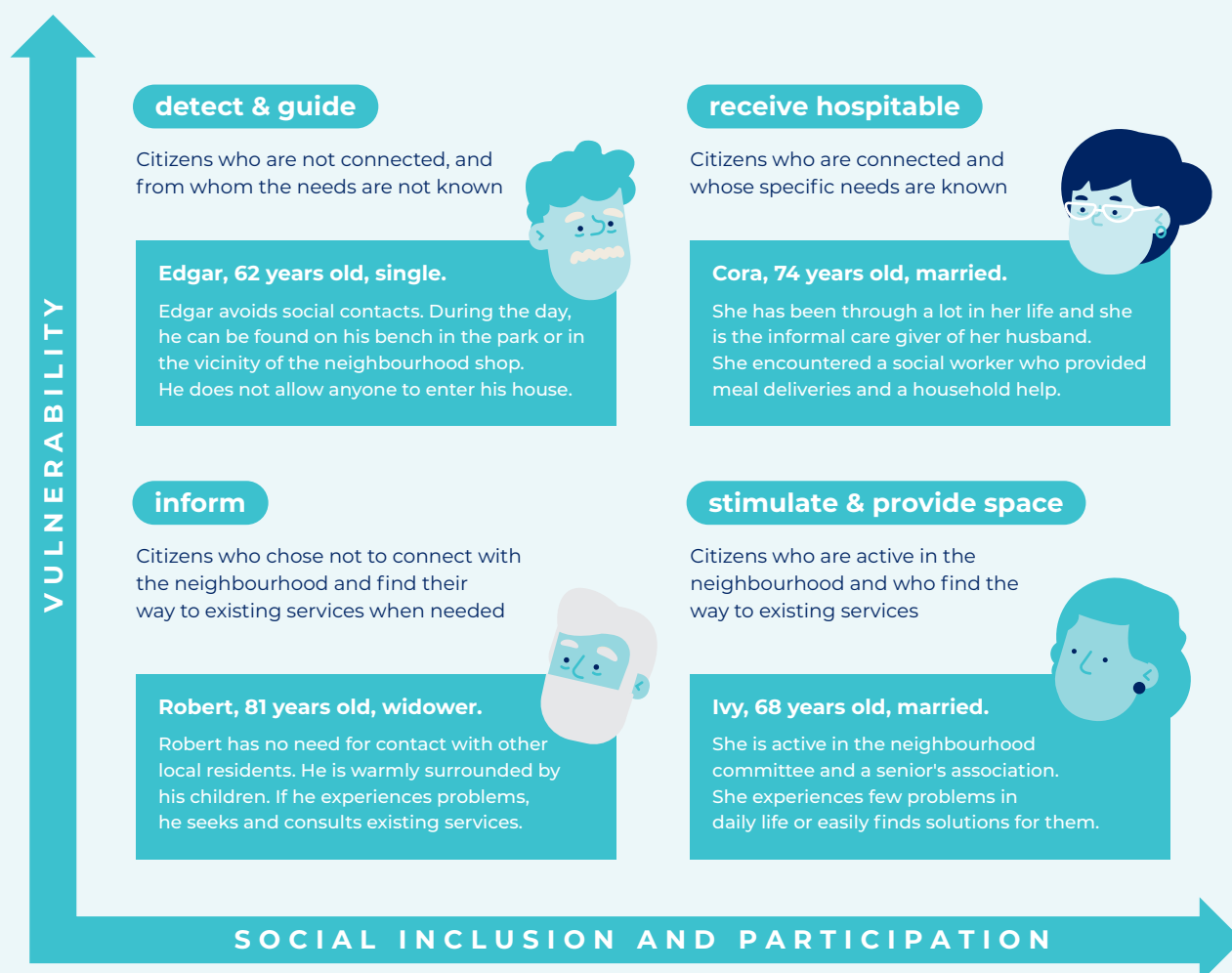
- Impact of their vulnerability?
- Impact of their participation level in neighbourhood?



INTERVIEWS ELDERLY & CARETAKERS



DIFFERENTIATION / ADJUSTED ACTION & STORYFRAME



DIFFERENTIATION COMPASS

Within the AGE'IN project, all project partners faced the same questions: who are the vulnerable elderly who are confronted with loneliness? What's the impact of their vulnerability, what's the impact of the level of participation in their neighbourhood? To find answers on these questions, we started with a qualitative and quantitative neighbourhood analysis. We gathered statistical data and we interviewed the elderly themselves as well as the care professionals. We discovered a reoccurring pattern in our collected data that enabled us to describe four subgroups in our elderly population. This enabled us to design the 'compass for differentiation'.

HOW TO USE IT?

The compass is based on two axes. The horizontal axis takes in account how well the elderly are socially connected and how they are participating within their communities. The vertical axis is based on the vulnerabilities they are confronted with ex. social, psychological, physiological, economical etc. ...

Using this compass, **four groups of elderly citizens** can be identified. Keeping in mind their attributes we were able to formulate recommendations for tailor made actions.

1. The first group is a group of well-connected elderly who actively participate in their communities. Their vulnerabilities have a low impact on their lives and they find their way easily to the available services. These are the people we need to stimulate and support by providing them their own space within the community.
2. The second group of elderly also experiences little impact of their vulnerabilities on their lives. They also find their way easily to the available services. However, this group has less need to participate with the community, they are comfortable with their personal networks. This is a group of citizens we just need to keep informed so they can participate if they choose to.
3. A third group are the elderly who's daily life is marked by different vulnerabilities, but they did already find the way to the available services. These are the people we need to support by welcoming them into the services or communities, providing them with care, empathy and compassion.
4. The last group of elderly living in our neighbourhoods are those who's daily life is marked by vulnerabilities but, unlike the previous group, they are not connected to any of the available services. For them we need a more outreaching approach: we need to detect and reach these elderly citizens, to eventually guide them to care services.

To make this compass more accessible, a matching story frame was developed. We created four 'personas', four symbolic persons with a name and specific characteristics. Each of them represents a target group. They represent the Roberts, Cora's, Ivy's or Edgars of the neighbourhood.

WHY USE IT?

Applying the compass results in a better understanding of the differences in needs and opportunities concerning the elderly. The compass offers a of mutual language for the cooperation with partners. The distinction between the target groups helps immediately point out which subgroup of elderly is talked about. This also helps to adjust the actions or projects for their specific needs.