

This presentation was presented in the AFCC Webinar 202, 2015

Welcome to AFCC Webinar 202
2 June, 2015 11:00 AM – 12:30 PM Eastern Time

Walking the Age-Friendly Talk – Case Studies

Panelists:

Ms. Amanda Gregg, Director, Denver Office on Aging
Ms. Elena del Barrio, Research Project Manager, Matia Institute
Dr. Rinat Ben Noon, Geographer and Social Planner, Holon Age-friendly
Ms. Arlene Groh, Elder Abuse and Restorative Justice Consultant, Waterloo
Dr. John Lewis, Associate Professor, School of Planning, University of Waterloo

Moderator:

Mr. Greg Shaw, International Federation on Ageing

Organizer:

International Federation on Ageing

Senior Citizen's Service Guide

A tool to expand
the circle of
service providers
for senior citizens
and improve their
access to
information



The Faculty for hobbies. By Zach Weinberg. The Israeli Museum of Caricature and Comics is in Holon 2014

The Social and demographic challenges

From Homogeneous treatment group to super heterogeneous abilities group.

- Diversity in personal and economic capabilities
- Gaps in culture and social participation habits
- Differences in aspirations for self-realization
- Differences in knowledge, ability and a desire to consume information

The guide should display different options regarding experience and participation.

From Holon Age Friendly City Vision

Expanding the range of services beyond the traditional services for the elderly

- Including Senior citizens in all existing general municipal services
- Increasing the data accessibility for existing services

AND

- Developing innovative services to address changing needs

The service challenge:

expanding the circle of service providers

- To acknowledge the capabilities and needs of SCs by all service providers.
- To Include SCs in all services offered.
- To develop further services aimed at SCs.
- To market all municipal services to SCs.

The guide should stimulate and motivates the general service providers to act on behalf of SCs

The Image Challenge

Changing the **stereotype of old people have about themselves** and their place in urban public services systems

- Encourage senior citizens to get out of their houses and participate in activities and organizations in the city.

Changing the stereotype of senior citizens **among service providers**

- Create innovative services that are adjusted to new and old needs
- Include senior citizens in their regular work plans just as other age groups

The guide as a tool to change Stereotypes

Principles - maximum of information

- **The principle of choice** – offer a variety of choices!
 - Allow the elderly to choose whether they want to participate in a place with people who are similar to themselves, or in multi-generational places
- **The inclusion principle** – All, or almost all, activities and events in the city are relevant to SCs
- **The encouragement principle**– Inform the elderly of possibilities that until now seemed "inappropriate for their age" and convince them to attend and participate.

The guide's message: Everything is appropriate and relevant for SCs

Establishment of multi-disciplinary steering committee

Every project on the subject of senior citizens is multi-disciplinary!

- The service guide production should be based on sharing other municipality roles.
- PR Department
- Representative of cultural and sport departments
- Representative of Social Welfare Department
- And others

The guide as an exercise in multi-disciplinary working processes •

Image and Graphic Design

- **A design clash** between the image of elderly with decline in health functioning needs and the desire to support young retirees in building their new lives.
- **Attractive decoration** with images and graphic design
- **Graphic Design for the elderly** include clear written, unloaded text (do not cut paragraphs and sentences for two different pages.)

Attractive design to encourage reading



Nine out of 10 doctors recommend volunteering for well being

Adi Tzildoklin

The NB Haifa School of Design.
The Department of Graphic Design
– Visual Communication 2014

9 מתוך 10 רופאים
ממליצים על התנדבות
לבריאות שלמה



מתנדבים בחולון

Feedback and Barriers

- **A Barrier:** Elders who do not want to know and participate.
- **A Feedback:**
 - **Senior citizens**: Satisfaction with the city's special attention
 - **Service providers**: Extensive use in the guide as a way to acknowledge other service providers, and use it as a textbook for transmitting information to senior citizens.

summary



Ronnie Gordon, The Israeli Museum of Caricature and Comics is in Holon 2014