

Abstract No.059
Plan of Active Ageing in the City of Brno

The city of Brno, as well as most cities in Europe, faces a challenge connected with the demographical population ageing. As part of the project Brno- Healthy City a great attention has been paid to the issue of active and healthy ageing. After carrying out partial activities aimed at senior citizens, we have proceeded to working out a strategy document that is dealing with the population ageing in Brno in complex. The document has been set up in cooperation of the Brno-Healthy City Office and the Strategy Office of the Brno Municipality.

In comparison with other big cities in the CR, Brno has the highest level of the age index - at the end of 2010 the value was 136,5. The number of people over 60 in 2011 represented 24,2% inhabitants of Brno. Although the number of newly born children has been increasing recently, the young generation is not very populous in comparison with older groups of inhabitants. Distinctive are the differences in the age structure of individual city parts, the percentage of seniors is between 14,9% and 35%. Differences are caused by the different character of the city parts, mainly by the differences in the types of houses and developments of the given area.

The plan of Active Ageing has been created as a part of the project “Developmental documents of the Strategy for Brno” and thus it directly extends the long-term strategical plan of the city of Brno - Strategy for Brno. By this direct link the city of Brno declares that active and healthy ageing is one of its important priorities. The aim of the document is to set the process of systematic steps towards creating and improving the conditions for healthy and active ageing in Brno.

The uniqueness of the process of processing the Plan of active ageing lies in the community approach. A wide range of more than 50 organizations and associations have been included into its creation. The fact that the issue of ageing in also embraced in complex in this document is also very important. The issues of city environment, barrier free approach, transport, housing, education, voluntary work, but also the area of health protection and health and social care are included. To ensure interconnection of the document on all levels - national, regional and local, a inter- sectional managing group has been set up for managing the process.

The document consists of two parts, analytical and proposal. Because of lack of statistical data on the local level necessary for the target aiming of the activities for seniors, a sociological research among Brno seniors has been conducted. Almost 800 people over 60 have been addressed. From the results of the research can be seen:

- Brno has become a more pleasant place for seniors to live during the last 4 years according to 53,3% of seniors.
- Three quarters of seniors have sufficient information on the health prevention but only a half takes part in preventive programmes.
- Almost one half of seniors uses public transport every day or almost every day but one third of seniors doesn't feel safe there.

- More than half of seniors experience loneliness. The intensity of the feeling is not connected with the age but with the situation - if the senior lives without any other members of family. Seniors with health problems and those without any sensible way of spending time or without the offer of activities feel more lonely than the others.
- From all the different types of events held in Brno, seniors participate mostly in cultural and social events. Most seniors don't participate at all and two thirds are not interested in events aimed specifically at seniors.
- From the point of view of the movement around the city, seniors mind the most a short interval of the green light on the traffic lights, extensive traffic and noise, danger of collision with cyclists and lack of benches for relaxation.

For completing the knowing about the opinions of the life of seniors, a poll has been carried out among people of the age 50-59, which has been participated in by 250 people. This poll has shown that people 50+ have bigger expectations and bigger demands regarding the provided services compared with older seniors.

The analytical part was finished by SWOT analysis which has become a starting point for the proposal part and where the results of the sociological research have been projected.

The proposal part contains priorities and measures towards carrying out the concept of active ageing in Brno. The intention is to have not only static document but a document which enables to react continuously to the changing conditions and complete specific activities within the given priorities.

The proposal part was created in cooperation with a range of partners - organizations which can influence the life of seniors positively. A series of discussion meetings have been held with the partners. Together with the partners, the priority areas have been identified. Consequently, the partners have proposed particular activities which can contribute to fulfilling the strategy.

One of the main outcomes of the document is establishing the Platform of cooperation of organizations. The aim of the platform is to coordinate the process of carrying out the Plan of Active Ageing and contribute to its fulfilling. The Platform of cooperation is framed as an open formation of organizations which are interested in the issue of seniors and covers three working sections. The working sections come out of the following priority areas: Activation of seniors, Complex care about seniors, City environment and Awareness and Education, while this priority is cross-sectional. This priority should contribute to a better awareness of seniors, to handing over information between organizations and to improvement of the image of seniors in media towards the public which would lead to change of the so far prevailing negative image of the issue of ageing among the public. The platform is designed to have a direct link to the political representation of the city which creates a presumption for transferring the topics connected with ageing into the decision-making processes in the city.

The objective of the priority Activation of seniors is to support an active life of seniors. So it is aimed at economic activities, leisure time and voluntary activities, participation in the public life of the city and development of intergenerational activities.

The aim of the priority “Complex care about seniors” is to ensure a fully-value life of the seniors by means of quality and accessible health and social services and higher awareness about the possibilities of their use. This priority includes the area of health and social care, support of health, care about families with seniors and prevention of violating seniors.

The aim of the priority “City environment” is to contribute to prolonging of active and fully-value life of seniors by creating suitable environment in the city. Special attention will be given to extending the barrier-free access of public places, public buildings, transport and increasing the accessibility of suitable types of housing for seniors.

The aim of the priority “Awareness and Education” is to improve understanding the complex conception of active ageing. Simultaneously it aims at increasing of the awareness of activities for seniors.

For the evaluation of benefits of the implementation of the Plan of Active Ageing it is important to follow values of selected statistical data. For this purpose an Indicators system has been designed that includes two types of indicators. Cross-sectional indicators show the total figures of the senior population in Brno (demographic data, sickness rate...) and indicators of individual priorities of the Plan of Active Ageing (number of barrier-free flats and public transport stops, seniors registered in city libraries, University of the third age graduates...) will show completing certain activities. The Indicators system is an open system which can be modified e.g. on updating priorities or according to activities which will be implemented by individual sections of the platform.

The Plan of Active Ageing is one of the first documents in the Czech Republic which covers the issue of ageing in complex and for its creation a community approach has been used. Therefore, we had to look for new procedures to ensure the whole process. The good result has been helped by the already made system of community cooperation within the project Brno - Healthy City. Not only organizations dealing with seniors, but also a lot of subjects dealing in other areas have been included into the creation of this Plan. By this cooperation, the Plan of Active Ageing got an assurance of a colourful inter-sectional cooperation for active and healthy ageing. Thanks to creation of this document a close cooperation on the national level has been established - the city of Brno has engaged into preparations of the National strategy of positive ageing in the Czech Republic for years 2013 – 2017.

The Plan of Active Ageing should be projected into the municipality structure as well. In the document there is also the position of the coordinator for active ageing designed which should contribute to implementing systematic steps towards improvement of the quality of life of seniors and fulfilment of the vision of the Plan of Active Ageing.