

## **POLICY BRIEF ON PARTICIPATION AND INTEGRATION OF OLDER PERSONS**

### **1/Title of project, measure or legal act**

Krakow alliance for seniors

### **2/Title of policy brief: participation and integration of older persons**

Madrid Action Plan. Commitment 2: Ensuring full participation of older persons in the society

### **3/Start and end date of the project**

Start: June 2008

### **4/Goal and brief explanation**

"Krakow alliance for seniors" is a programme aimed at the overall development, integration and activation of a group of seniors in Krakow. The programme's goal is to integrate, change the behavioral patterns and break stereotypes related to older people. It aims at the long-term improvement in the quality of life of seniors in Krakow based on a detailed sociological analysis of this group.

It is planned to carry out a sociological study of the group of people being 50+, which is to include the social and demographic characteristics of seniors in Krakow (e.g. age, education, income, residential conditions, health) as well as diagnosis of their attitudes and needs (e.g. behavioral patterns, lifestyles, knowledge on the society, access to information). The study will be prepared, carried out and its results will be elaborated by the Jagiellonian University. The multidimensional analysis of the group of seniors will enable undertaking adequate and effective measures which the city of Krakow addresses to seniors.

Measures will be undertaken in the following main areas:

- Culture (supporting the creativity and interests of seniors, theme events, development of local clubs for seniors),
- Health, prevention, rehabilitation (gymnastics, rehabilitation camps, medical care, support groups, occupational therapy, prevention programmes and vaccinations),
- Recreation (hiking, biking, incentive trips),
- Education, trainings (continuing education, University of the Third Age, computer courses, language courses etc.)
- Advice, consultations, information (points of health, legal and civil advice, exchange of skills among seniors – bank of hours, mediation in conflicts),
- Safety (self-defence courses, first aid courses, neighbourhood watch, assertiveness trainings).

It is envisaged to implement short-term projects, bringing rapidly visible results, supported by various groups in the society living in the city.

Participants in the alliance implementation will be: self-government of the city and districts, municipal institutions (schools, municipal guard, police, healthcare), parrishes, non-governmental organizations, business, media. Involvement of seniors in the programme implementation will be of essential importance for its success, information will be provided by means of media, information leaflets, district councils, municipal institutions, parrishes, during neighbours events.

The Municipality of Krakow supervises implementation of the programme, and it will prepare general programmes.

### **5/Degree of implementation**

Since the initiation of the programme in June 2008, the cooperation has been established, *inter alia*, with District Councils of the City of Krakow, non-governmental organizations and media. Several information meetings have been held, a database of contacts with various Krakow institutions and organizations dealing with issues of seniors has been created. As a result, after the preliminary recognition of the seniors' needs, work on developing a website "Krakow for a senior citizen" has been commenced, as part of the Municipal Internet Presentation entitled "Magical Krakow". It is planned to launch the website in April 2009. The [www.krakow.pl/dlaseniora](http://www.krakow.pl/dlaseniora) website will be, first of all, a theme information portal presenting, in an integrated way, both the offer addressed to seniors and the database of organizations and institutions acting in this area. Simultaneously, the portal's goal is to activate the circle of Krakow seniors both as recipients and co-authors of the portal.

### **6/Explanation why this is a good practice example**

The "Krakow alliance for seniors" programme is an example of measures initiated by the self-government and undertaken based on the cooperation of persons and organizations, which often, on a basis of voluntary service, undertake initiatives towards the improvement in the quality of life of seniors. The website for seniors will be for seniors a source of the up-to-date information with regard to, *inter alia*, culture, education, health, entertainment; it will encourage seniors to be more active as recipients and initiators of measures. The programme will be a basis for building the strategy of measures in favour of seniors with regard to the social policy in Krakow.