

DEMONSTRATING MODELS OF GOOD PRACTICE IN WORKING WITH OLDER PEOPLE BY IMPLEMENTING HEALTHY CITY & HEALTHY COUNTY PROJECTS



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Background

Ageing is one of the greatest social, economic and health challenges of the 21st century. The share of people older than 65 in Primorsko-goranska county (PGZ), according to the last census (2011) was to 17.7% of the total population; in 2018 it was 18,91%, while in the city of Rijeka amounts 19,74%. Therefore, the goal of the Rijeka-healthy city and healthy county projects is to promote active, healthy, productive aging, preserve functional ability, improve health behavior, prevent risk factors in the occurrence of diseases and injuries retain the elderly in their place of residence through one of their priorities and with their own family, improving care and creating a "family spirit" in care institutions.

Material & Methods

Primorsko-goranska county has been an active member of Croatian Healthy Cities Network since 2004, while the City of Rijeka has been a member since 1993. The City of Rijeka has also been recognized internationally through membership in the WHO European Healthy Cities Network since 1998, as well as the WHO Healthy Ageing Task Force and the Covenant of Demographic Change. Healthy ageing is a priority in all abovementioned networks and associations. Numerous activities have been carried out to improve the quality of life of the elderly and are presented here.

Results

Healthy county activities:

I. Health aspects:

- Health literacy program
- Cardiovascular disease prevention program for residents of PGZ

II. Social aspects:

- establishment of home communities
- introducing EQALIN quality system into nursing homes
- development of a guide for seniors PGZ-printed educational material
- extending non-institutional care to organized home help and care activities
- hello home care program for Kantrida nursery home
- the festival of sports and recreational sports, thanks to which the first Olympiad for seniors was held



City of Rijeka

- Creation and distribution of the Healthy Ageing Profile of Rijeka
- Operation of 16 Clubs for Older People
- Provision of poverty relief assistance measures aimed at older people through Rijeka's Social Programme
- Implementation of free exercise programs for older people (osteoporosis prevention, physical therapy, yoga and more)
- Implementation of lifelong learning programmes (University for the third age)
- Implementation of IT literacy programmes (A society in which I am learning and feeling good)
- Creation of the Working Group for Healthy Ageing consisting of experts, citizens and local government officials



Conclusion

Health care of the elderly is an indicator of progress, but also of the failure of health care for the population as a whole, the responsibility of society is important, with special emphasis on ensuring active, healthy ageing, so the both projects have initiated changes in perceptions of ageing, creating new conditions for new models of active healthy ageing, encouraging the participation of elderly in the community and in the workplace, improving and preserving the health, functional ability and quality of life of elderly with the ultimate goal of adding life to years, not years to life.