



Nasjonal konferanse:

# SAMMEN FOR ET ALDERSVENNNLIG NORGE 2024

# A global perspective on Age-friendly



**Thiago Hérick de Sá**

Leder Globalt nettverket av aldersvennlig byer og  
lokalsamfunn

Verdens helseorganisasjon (WHO)



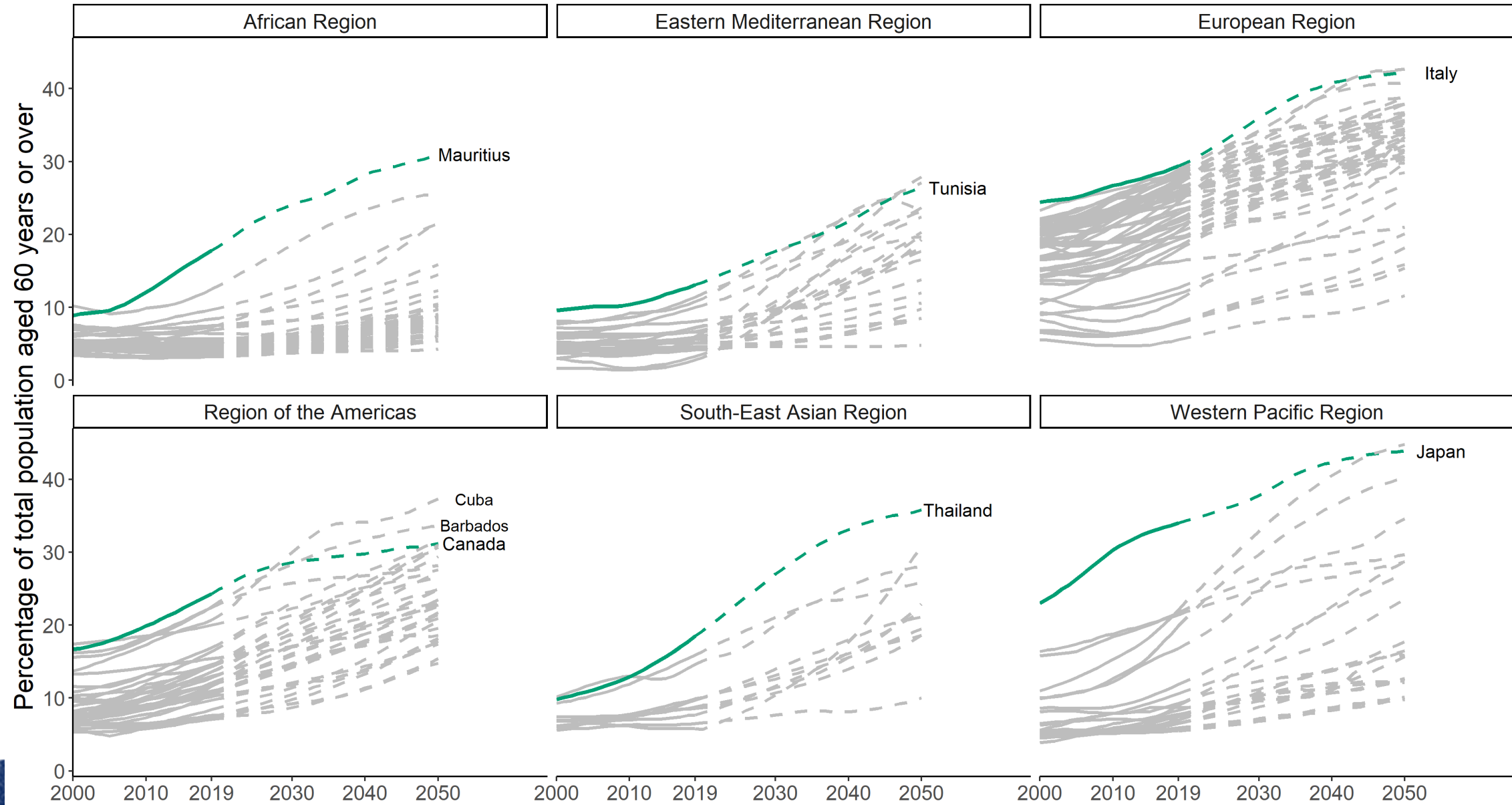
**SAMMEN FOR ET**  
ALDERSVENNLIG NORGE  
2024

# Age-friendly Environments and the WHO Global Network for Age-friendly Cities and Communities

Thiago Herick de Sa,  
Technical Officer – Age-friendly environments  
Demographic Change and Healthy Ageing  
World Health Organization



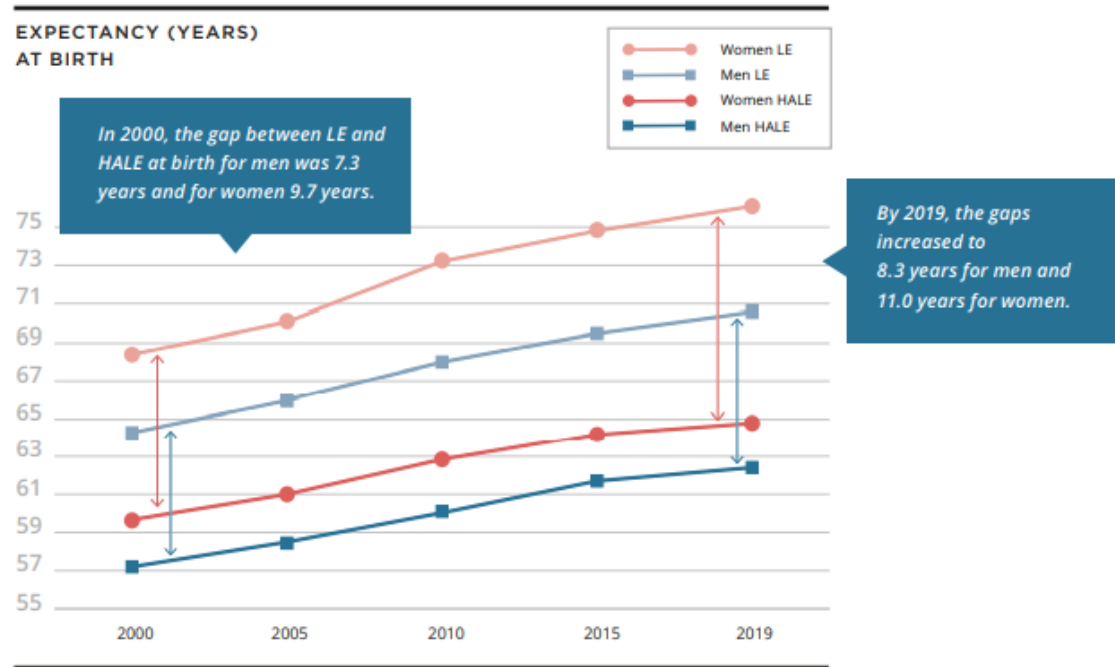
# We are living longer lives!



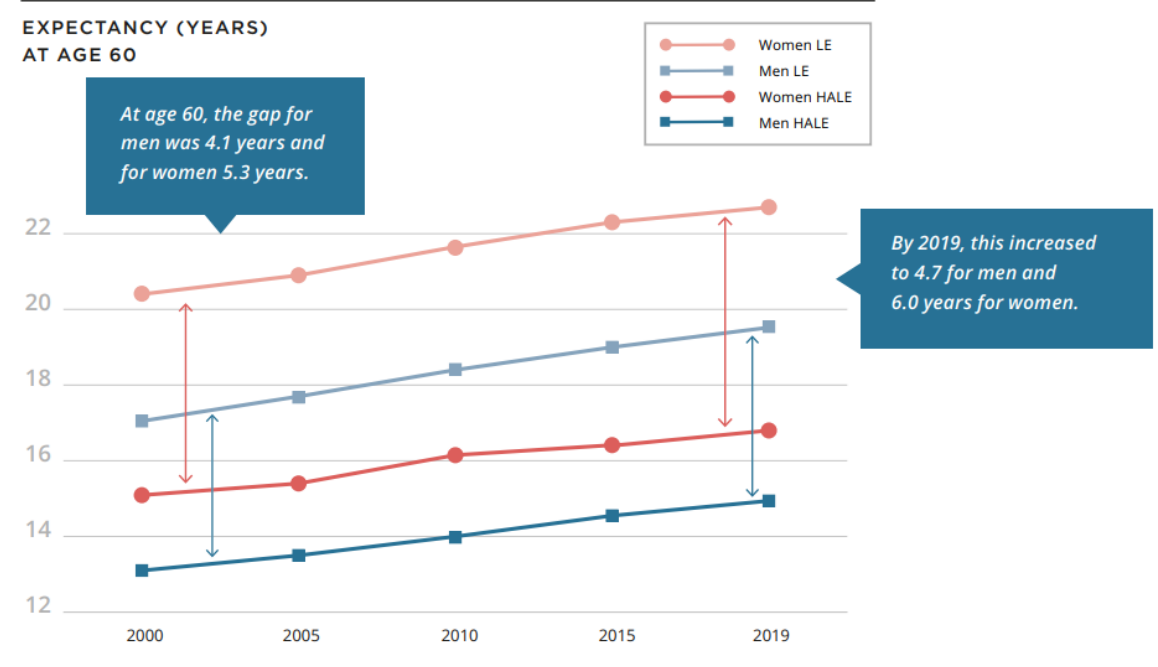


# We are living longer, but not (yet) healthier

Gap increases between life expectancy and healthy life expectancy at birth, 2000-2019<sup>147</sup>



Gap increases between life expectancy and healthy life expectancy at age 60, 2000-2019<sup>147</sup>



# Our environments are key to closing the gaps



Housing



Assistive  
technologies



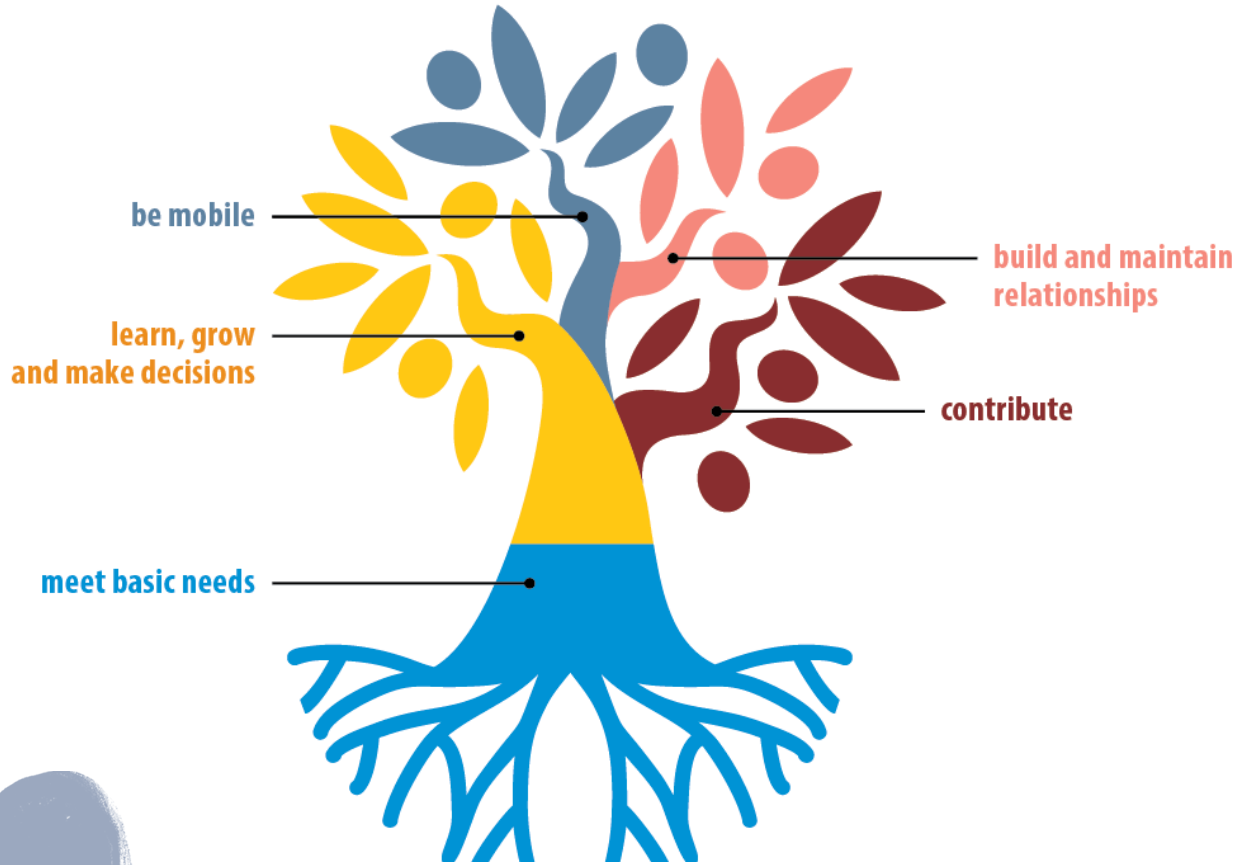
Transport



Social  
facilities

**Environments** comprise all the factors in the outside world that form the context of an individual's life.

These include home, communities, and the broader society. Within these environments are a range of factors, including the built environment, people and their relationships, attitudes and values, health and social policies, the systems that support them, and the services that they implement.



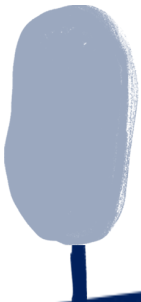
## Age-friendly environments enable all people to:

- ✓ age well in a place that is right for them
- ✓ continue to develop personally
- ✓ be included
- ✓ contribute to their communities
- ✓ enjoy independence and good health



**Age-friendly environments benefit all community members by removing physical and social barriers and fostering inclusiveness.**

**This not only benefits older people. It also improves accessibility, addresses gender inequities, and helps build the resilience of communities for emergencies.**





Developing age-friendly cities and communities is a proven way to create age-friendly environments.

Age-friendly cities and communities improve access to key services and enable people to be and do what they value through action across **eight domains**:

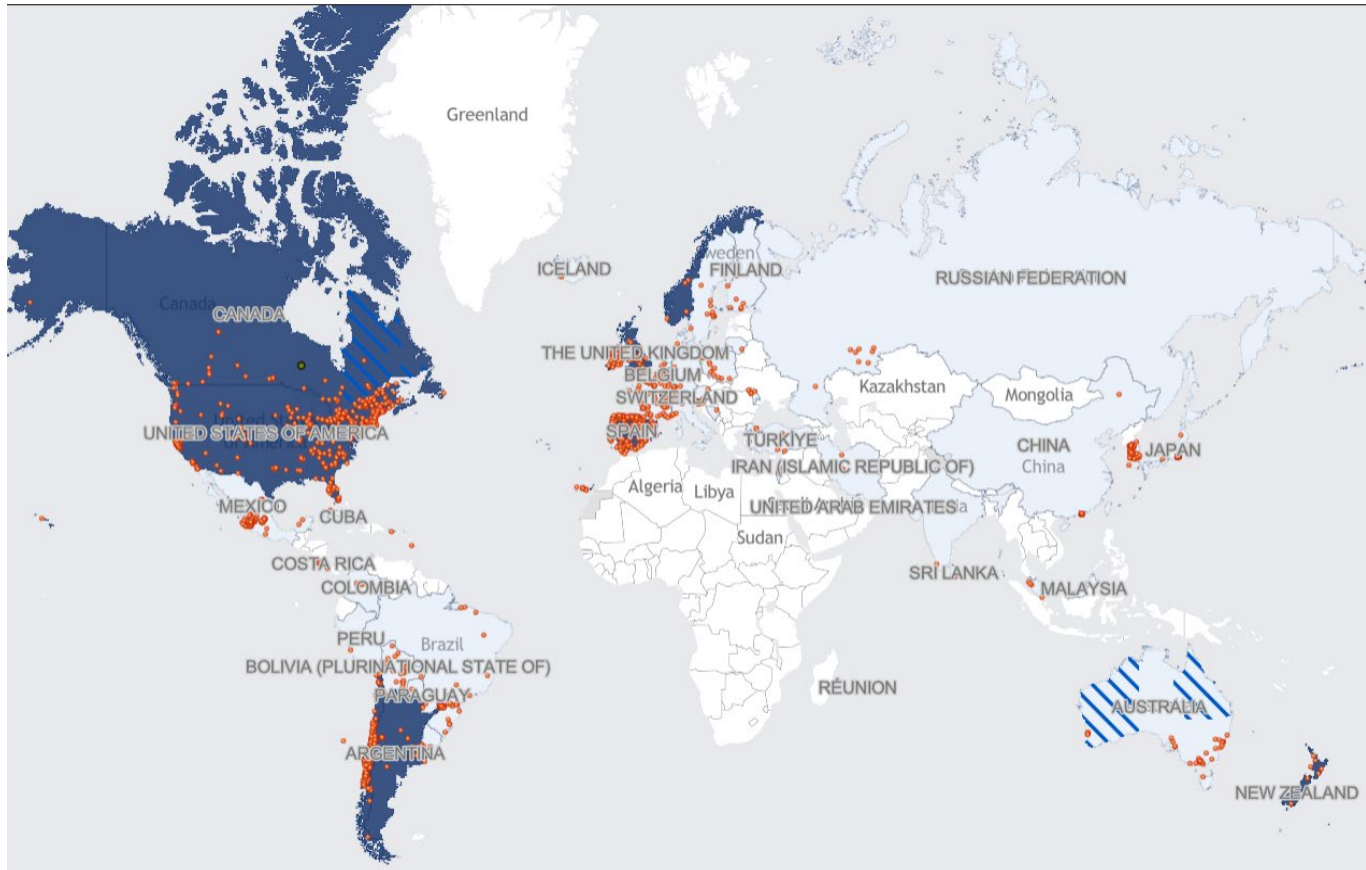




Age-friendly cities and communities follow a series of age-friendly cycles in their journey.



The benefits are demonstrated daily by the WHO Global Network for Age-friendly Cities and Communities, featuring over 1700 members across more than 53 countries all committed to becoming more age-friendly.



Learn more about the  
Global Network here:







Verdens helseorganisasjons  
globale nettverk  
for aldersvennlige byer og kommuner



WHO:n maailmanlaajuinen  
ikäystävällisten kaupunkien  
ja yhteiskuntien verkosto



WHO:s globala nätverk  
för åldersvänliga  
städer och samhällen

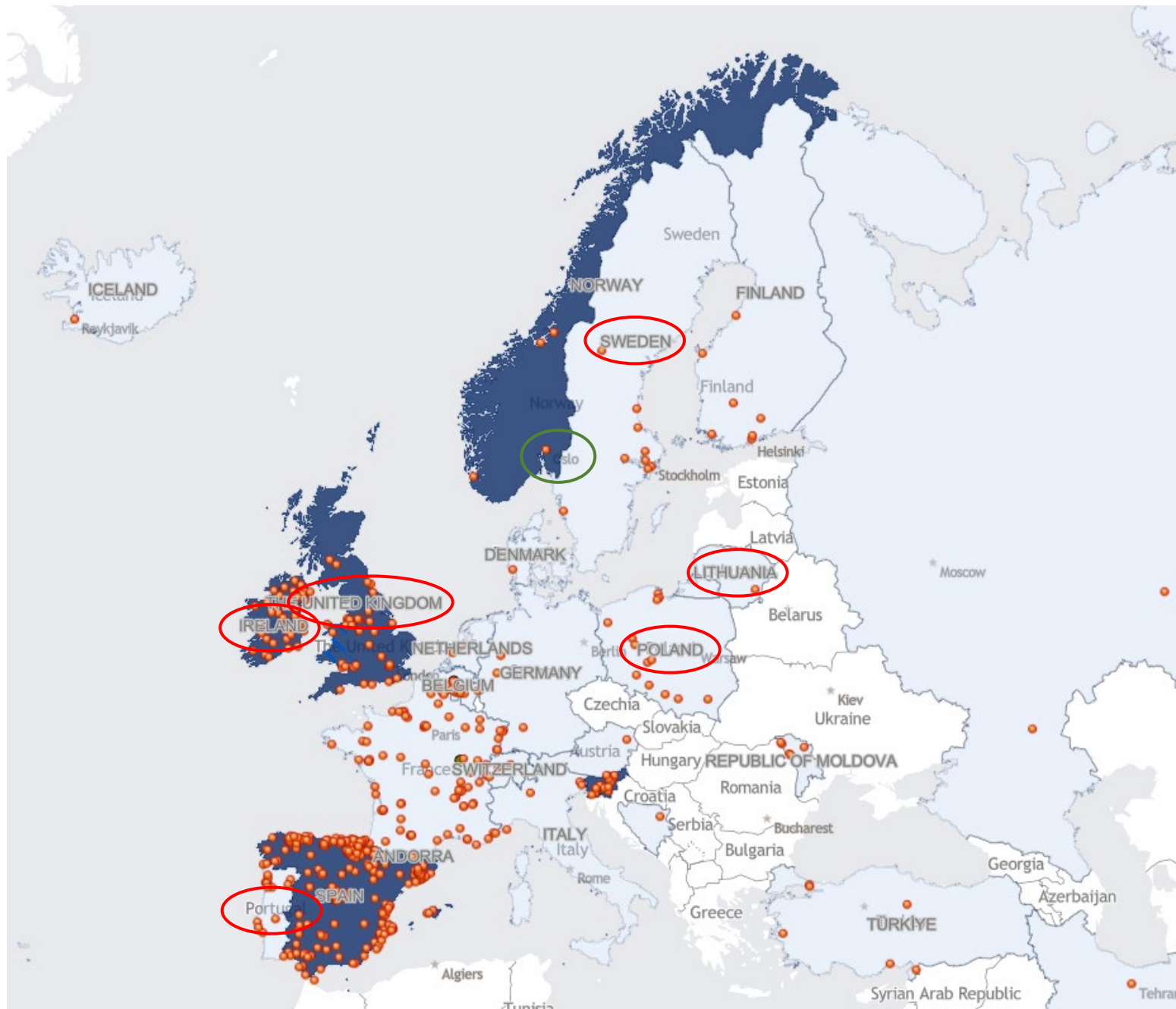


Alþjóðaheilbrigðismálastofnun  
samstarfsnet um aldursvænar  
borgir og samfélög

- ✓ Created in 2010, demand from cities involved in the Age-friendly Cities guide (2007)
- ✓ Common vision: to make communities a great place to grow older in
- ✓ Mission: connect; inspire; support
- ✓ Steady growth, large uptake in both high and low- and middle-income countries in the last five years







# Norway's journey in creating a national and global age-friendly community

Learn more about the Global Network here:



## Who can join the WHO Global Network for Age-friendly Cities and Communities?

- ❖ Any city, community or sub national level of government : WHO's 194 member state. Apply directly on Age-Friendly World (FR, SP, EN).
- ❖ <https://extranet.who.int/agefriendlyworld/application-form/>

## What does it take?

- ❖ Commitment from the highest political authority (e.g. Mayor)
- ❖ Use of a common methodology (engage, plan, implement and monitor)
- ❖ Sharing – including submission of one age-friendly practice annually




The Global Database of Age-friendly Practices features over 900 concrete activities implemented by Global Network members to make their communities better places to grow older.



# Age-friendly World

[Home](#)[About](#)[WHO Global Network](#)[Age-Friendly in Practice](#)[Resource Library](#)

## Search Results




### Housing advisory service

We launched a new housing advisory service in 2022, which has proved very successful. We assist approximately 300 clients annually. Housing advisors assist all Vaasa residents or newcomers in need of housing advice. Many clients face challenging situations such as homelessness, rent arrears, or eviction. In the future, housing advisors will focus more on advising...

[Read more](#)

**Started:** 2022  
**Location:** [Vaasa](#), Finland  
**Desired outcome for older people:** Meet their basic needs  
**Sectors:** Housing



### Mappings of the accessibility of the outdoor environment

☒ Evaluated

During both the summer of 2020 and 2021 extensive mappings of the accessibility of the outdoor environment were conducted on a large area in different parts of the city.

The focus of the mappings was specifically on streets and crosswalks, pedestrian and bicycle lanes, as well as entrances of crucial public buildings. The mapping of the...

[Read more](#)

**Started:** 2021  
**Location:** [Vaasa](#), Finland  
**Desired outcome for older people:** Be mobile  
**Sectors:** Health

### Search and Filter Age-friendly Practices

Search

☐ Practices which have been evaluated

Filter by country

Filter by city/community

Filter by year started  -

Population Size

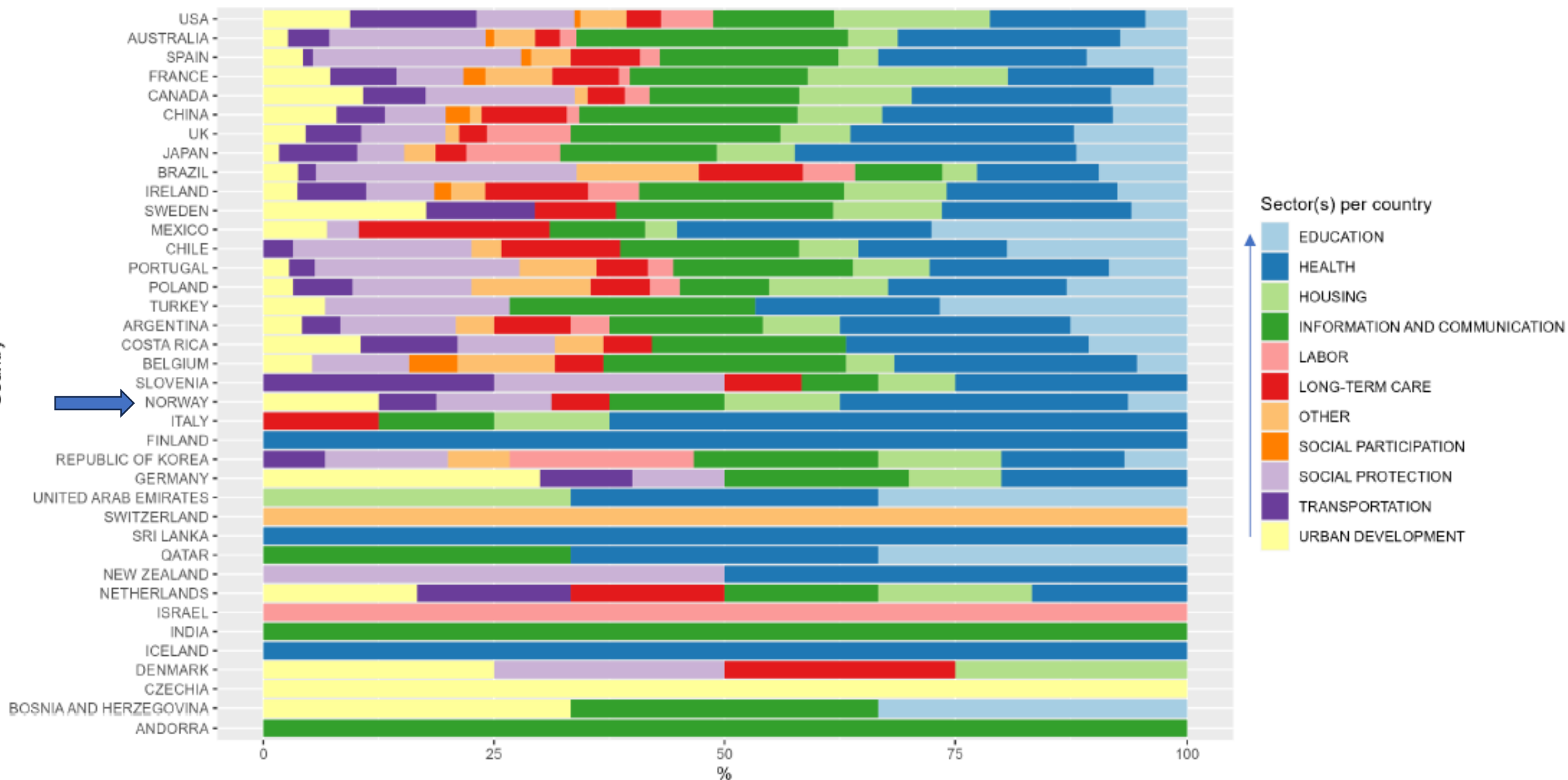
Filter by proportion of population 0% - 100%

Filter by sector

Filter by desired outcome for older people

Filter by issue

Filter by government level





GLOBAL CAMPAIGN TO COMBAT

# AGEISM

Toolkit

## Resources

- Global report on ageism – main report ([EN](#))
- Global report on ageism – executive summary ([EN](#), [SPA](#), [FR](#))
- Q&A on ageism ([EN](#), [SPA](#), [FR](#))
- Power point presentation on ageism ([EN](#), [SPA](#), [FR](#))
- Conversation guide ([EN](#), [SPA](#), [FR](#))
- All social media tiles ([EN](#), [SPA](#), [FR](#))
- Full film ([EN](#), [SPA](#), [FR](#))
- Short film ([EN](#), [SPA](#), [FR](#))
- Campaigning to tackle ageism: current practices and suggestions for moving forward ([EN](#))

# Project 60+ Connected to the Digital World, Veranopolis city (Brazil)



The project provides digital inclusion courses for older people and the dissemination of digital content to stimulate self-care and health education practices that promote their autonomy and independence.

Older people are taught to use smartphones and tablets, starting with basic features (access to Wifi, volume and font adjustments, use of google, whatsapp, among others) and applications and websites specifically aimed at older people.

Biggest challenge was to motivate older people to join, many were afraid and even a little ashamed to perform their registrations, because they believed that they would not learn to use the new technologies because they are old. This was overcome with the support of older people, that is, the most motivated and participatory were encouraging those who were most afraid.

The Project had the support of the Municipal Council of Older People, the Municipal Secretariat of Social Development, Housing and Longevity, and the Vivo Foundation.



## The Scenic Creations Workshop project, La Plata (Argentina)

The Scenic Creations Workshop project has been running continuously since 2015, involving older adults who have a desire to express themselves through theater.

Driven by the Community Engagement department of the municipality, the workshop aims to contribute to the recreation of older adults with an inclusive proposal that puts them in the spotlight. They hold weekly rehearsals to prepare theatrical plays that are performed live twice a year.

Additionally, they complement their activities with a Radio Theater program, which they perform on the radio at the Correntinos de La Plata Center, where they also hold their rehearsals.





# Age-friendly Practice 6 - Melville Age Friendly Accessible Business (MAFAB)



The City of Melville is working with local businesses to provide a supportive, inclusive environment for all shoppers.

MAFAB Network is a City of Melville initiative working with local businesses to implement age-friendly and accessible initiatives to support the older population, including those living with dementia and people with disabilities, a demographic who make up a significant part of the Melville community.

The network was created to support businesses to meet the needs of this important group and is part of a wider strategy to ensure Melville is an accessible, inclusive and age-friendly city.

MAFAB provides opportunities for local business to share and showcase some of their age friendly and accessible innovations, training for staff, receive regular communications on MAFAB and Accessible Inclusive information about up-to-date research and attend and participate in networking events.

MAFAB has already achieved:

- Dementia awareness training provided to members
- Participation at the City's Your Business Our Future Business Forum
- Reporting to Advocare on the potential for abuse of people in mobility devices at payment counters, as identified by a MAFAB member.



# Age-Friendly Employment - Age-Friendly Neighbourhoods Membership

A workshop held for employers across the West of England Combined Authority, to explain the pledges in WECA's Good Employment Charter in an age-friendly context.



Make yourself comfy! Starting soon...

## Being an Age-Friendly Employer



Image credit: Centre for Ageing Better

In February 2020, **Bristol – UK** launched their local Age-Friendly Neighbourhoods Network, which replicates the global network on a local scale. Similarly to the WHO network, this initiative offer community groups and organisations the chance to be recognised for their efforts towards becoming age-friendly and to share resources, action plans and practices with other members.

As candidates for this scheme are likely to have limited funding and resources, we simply ask that they complete a checklist that helps them to consider their neighbourhood's provision in the context of each domain, and an action plan with at least three objectives they are working towards to change their area.

Following submission of the membership pack, applicants receive a certificate to celebrate their membership of the network and the offer of one-to-one support to discuss their action plan.

# Social isolation and loneliness

Social isolation and loneliness  
among older people are widespread:



In some countries, up to  
**1 in 3 older people**  
are lonely.



Department of  
Economic and  
Social Affairs

Social isolation and loneliness  
among older people are harmful:



They **shorten**  
older people's lives



They **damage**  
their physical and  
mental health



They **reduce**  
their quality of life



Department of  
Economic and  
Social Affairs

# Martorell and the Good Neighborhood – Bon Veïnatge (GN-BV) project (Spain)



The Community Social Work Project (Good Neighborhood (Bon Veïnatge)) established in March 2018 and was incorporated into the Municipal Action Plan for older people.

The approach was to create a network of contact points with commercial shops, pharmacies, optical clinics, centers for older people, and other relevant associations that can support the provision of necessary services for older adults.

The two main objectives of the program are to 1) mobilize the community to reduce the number of people in isolation, or unwanted solitude, and 2) help older people who wish to stay at home as much as possible, by supporting improvements in their well-being.

The group also includes health social workers, mental health professionals, social services and other organizations.



World Health  
Organization



WHO Commission  
on Social Connection





A number of walkability audits were conducted with the Older Persons Council/ Wheelchair users and persons with limited abilities to assess the existing streetscape and access to services from a safety and accessibility perspective.

Arising from these audits a strategy and action plan were devised and several measures were introduced, including:

- enhanced shared surface public realm
- drop kerbs
- additional pedestrian crossings
- age-friendly seating and parking
- accessibility enhancements to recreational areas
- age-friendly business accreditation
- and physical activity programmes for older persons.

## Walkability audits at Ennis Age-Friendly Town, Ireland



The Manchester-based research project – Urban Villages – has tested the potential of the Village model, using participatory approaches working with groups of older people in two inner-city environments in Manchester, both with significant levels of economic deprivation.

Residents were supported to develop and test in total seven age-friendly projects, all aimed at reducing social isolation and supporting ageing in place. The research aimed to involve marginalised individuals and groups in the co-design, leadership and implementation of projects to better support the goal of ageing in place.

Ensuring an age-friendly infrastructure through access to public spaces, mentoring support and encouragement was key to successful project delivery.

## Community interventions to promote ageing in place through participatory approaches with older people, Manchester, UK



The University of Manchester





The Mataró City Council initiated the exchange before the pandemic, with sessions held in Montcada i Reixac (2019) and Sabadell (2023).

The program includes two working days, one in each city, where older adults meet to share experiences on promoting healthy aging. Each day begins with a coffee meet-and-greet, followed by an institutional presentation, group discussions moderated with a set of questions, a physical activity session, and a shared lunch. Afternoons are dedicated to recreational activities, fostering collaboration and a broader perspective.

Facilitators gather afterward to review popular ideas and initiatives, aiming to highlight effective practices and ensure alignment in aging-friendly strategies across both cities. The meetings, open to residents over 60 and interested organizations, help build friendships and allow cities to share and adopt valuable practices.

## Exchange meetings between age-friendly communities, Mataro, Spain









TUSEN TAKK!



# Age Without Limits - England's first ever anti-ageism campaign



**Kiran Ramchandani**  
Director of Policy and Communications  
Centre for Ageing Better



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2024



# Age Without Limits

Centre for Ageing Better

Kiran Ramchandani



# The harms of ageism

Ageism causes significant harm to us all - as individuals, to the economy, to society

**Work:** older workers are seen as having lower levels of performance, and less ability to learn.

**Housing:** with a reluctance on the part of developers in recent years to build higher levels of accessibility into new homes.

**Health and social care:** ageing seen as an inevitable process of increasingly bad health.

**Media and advertising:** Skills seemingly become invalid at a certain age, and over 50s absent from the marketing of everyday products.

## SEBASTIAN SHAKESPEARE: Anthea Turner, 59, empties her wardrobe of age-inappropriate clothes after fearing she looked like 'mutton dressed as lamb'

By SEBASTIAN SHAKESPEARE FOR THE DAILY MAIL  
PUBLISHED: 22:31, 24 July 2019 | UPDATED: 02:08, 25 July 2019



119  
View comments

TV presenter Anthea Turner has had a major cull of all her skimpy clothes.

'It's a frightening thought but you need to ask "Is this mutton dressed as lamb?" the 59-year-old says.

'I think the best thing you can do is do what I did recently and have an age clear-out of your wardrobe.



## What not to wear if you are a man over 50

When self-confessed fashion hoarder Adrian Clark hit 50, he knew the camouflage trousers and Converse had to go. He shares his age-appropriate style tips for men



*This is quite unlikely to occur this time around. **Not to put too fine a point on it, from an entirely disinterested economic perspective, the COVID-19 might even prove mildly beneficial in the long term by disproportionately culling elderly dependents.***

PROMOTION  
**OLAY**

"Join me in the battle against ageing!"

I feel very proud to be a part of the brand that has made millions of women feel younger. Olay total effects carries everything that you would need for your complete skin care regimen and puts to rest 7 signs of skin ageing such as open pores, fine lines and dark spots. From moisturizing to sun protection, Olay total effects has everything that will make your skin glow and give it a youthful appearance. So why not try Olay total effects and join me in the battle against ageing!

**7**

- Dark spots
- Dry skin
- Dull glow-less skin
- Uneven skin tone
- Fine lines and wrinkles
- Sagging skin
- Open pores
- Uneven skin tone

TRY  
Olay total effects

Visit [www.olay.in](http://www.olay.in) for a free sample.

Old people are an increasing burden, but must our young be the ones to shoulder it?

*Phillip Inman*

Incomes for retirees have risen by 60% in 12 years, but by just 36% for the rest. Maybe they should be made to share their good fortune

Guaranteed Acceptance

Provided you're aged 50-85

Call FREE on 0800 55 60 60 | [sunlife.co.uk/50plan](http://sunlife.co.uk/50plan)

SunLife

# Key facts and stats

- 1 in 5 employers believe that age discrimination occurs in their organisation.
- 1 in 5 older people live in poverty, yet the idea of the rich baby boomer remains common in the media.
- Just 1 in 4 TV ads feature characters aged 50 or older and 1 in 20 feature characters aged 70 or older.
- Older adults are the most likely to volunteer, vote and provide unpaid care.
- Just 2.5% of older people (aged 65 and over) live in care homes, yet the public thinks it's 25%.



# Effects of ageism

- 53% said interpersonal ageism made them feel “not valued”
- 47% said it made them feel “patronised”
- 45% said it made them feel “unimportant”
- 41% said it made them have “low self-confidence”
- 40% said it made them feel “angry”

*“In a supermarket, a staff member took my mobile from my hand to show me how to use a coupon. I already knew how to do it, their Wi-Fi wasn't working!” Female 60-69*

# Why a campaign to tackle ageism?



## Ageism affects everyone

Ageism is the most widespread form of discrimination – half of older people experience it



## Impact on later lives

It affects all ages and its damaging impact is felt profoundly as we get older



## Prevents people growing older with confidence

Ageism limits lives, health and wellbeing and leads to people being devalued and marginalised as they get older



## Consequences for wider society

It has damaging consequences for our economy and wider society – and ageing population brings urgency

**CAMPAIGN STATEMENT**

**ARE  
YOU  
AGEIST?**

**#AREYOUAGEIST**



# Anti-ageism campaign



ARE YOU AGEIST?



Silver Marketing Association  
Our member Centre for Ageing Better have just launched their latest new campaign 'Age Without Limits'. Their research shows:

At least a third of people hold ageist beliefs. Ageism is a prejudice hidden in plain sight, on our everyday media, on TV, at work and even in our own minds. It doesn't have to be this way.

Half of people aged over 50 in England experienced age discrimination in the last year.

This brand new campaign from Ageing Better aims to change the way we all think about ageing.

Check your own ageist beliefs here: <https://link.agenet.org>

Get involved and join the Age Without Limits movement: <https://link.agenet.org>

#AgeWithoutLimits #Ageism #Ageist



New anti-ageism campaign to tackle prejudice against those over 50s

Half of people aged over 50 say they have been treated with disrespect in the last year because of their age.



Ageism campaign: Sheffield woman tells of struggle to find work

17 January



Discrete Buchanan said she found it extremely difficult to find a job in her 50s



# Action day

## See and be seen

- Opportunity for everyone to take part and take ACTION
- Direct engagement of **over 2,850 people** and interaction with at least another 1,000
- Small microgrants programme (up to £500)
- We received 146 applications from 39 different communities and funded 46 grants in 27 communities
- 42% said they would not have participated in the Action Day had they not received a grant

24%

of adults 18+ saw at  
least one element of  
the campaign.



# 7 in 10 of those who recognised the campaign took action



48% of campaign recognisers agreed “it made me question whether I am ageist or not”



90% of people who took the 'Are you ageist?' quiz completed it (22,364 completions)



24% of campaign recognisers talked to friends, family and colleagues about ageism



Over 60 events marking our 'See and Be Seen' Action Day were hosted across the country

# What did we ask people to do?

## Four key actions



### Re-evaluate the way they think

48% of campaign recognisers agreed "it made me question whether I am ageist or not"



### Take part in our quiz

22,855 quiz completions



### Learn more about ageism

37,397 new visitors to the website



### Take wider action

71% of campaign recognisers took action  
5,310 Newsletter subscribers

# Evaluation

## Three-year objectives

1. **Increase public awareness and understanding of ageism** - 3% more people show awareness of ageism and its harms
2. **Public attitudes and behaviours towards ageing improves** - 3% fewer people agree with negative sentiments and stereotypes
3. **Public attitudes and behaviours towards older people improve** - 3% more people say they feel more respected; 3% fewer people experience discrimination in everyday settings such as the workplace
4. **Fewer older people engage in self-limiting behaviours due to internalised ageism** - 3% fewer people engage in self-limiting behaviours due to internalised ageism



**Let's change  
the way we  
think about  
ageing.**



Thank you

# Inkluderende design, medvirkning og brukersentrert innovasjon



**Knut Bang**  
Seniorrådgiver design  
Design og arkitektur Norge (DOGA)



**SAMMEN FOR ET**  
ALDERSVENNLIG NORGE  
2024





Design og arkitektur Norge

DOGA

Design og arkitektur Norge (DOGA)

# Inkluderende design, medvirkning og brukersentrert innovasjon

**Knut Bang**

Senior designrådgiver

Innovasjon for alle

[www.doga.no](http://www.doga.no)

[inclusivedesign.no](http://inclusivedesign.no)

[@doganorway](mailto:@doganorway)

D O G A

# HVA ER DESIGN?

D G  
O A





D G  
O A





D G  
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D G  
O A





**CONFIDENT  
WHEN IT  
MATTERS**

Helly Hansen: The choice of ocean racing professionals for staying dry, warm and protected in extreme conditions.

A sailor in a red Helly Hansen dry suit and a dark cap is operating a winch on a sailboat. The sailor is looking down at the winch. In the background, other crew members in similar gear are visible on the deck.

**HH**  
HELLY HANSEN

D G  
O A





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# NORRØNA



**Brand design / merkevarebygging** er en unik signatur og et sterkt visuelt konsept for å kommunisere alt merkevaren din skal står for. Summen av alle kontaktpunkter skaper en merkevareopplevelse som springer ut fra visjon og verdier til hvordan du ser ut, handler og snakker.

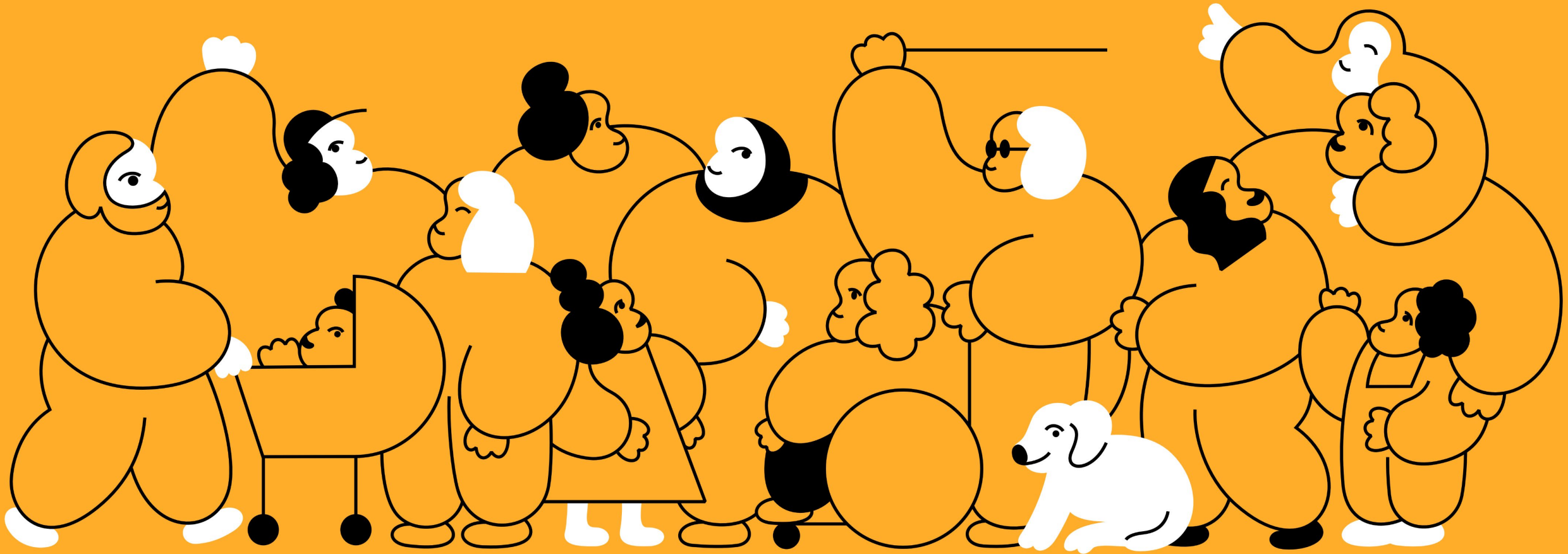
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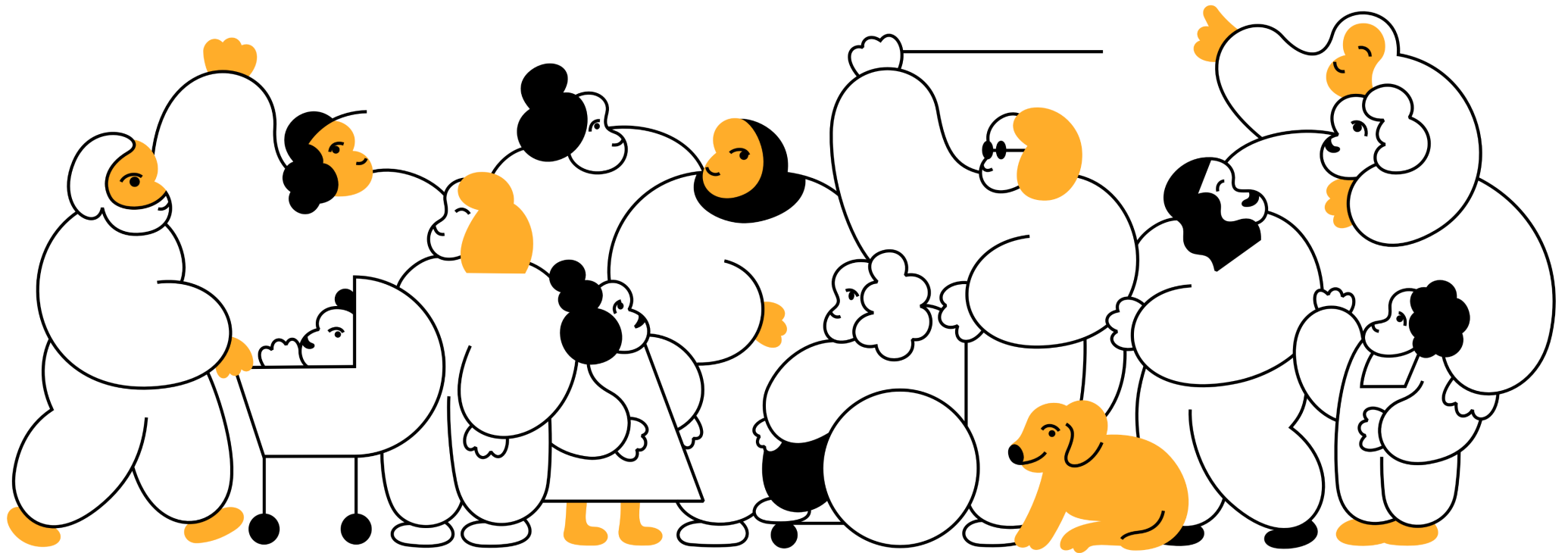
# INKLUDERENDE DESIGN

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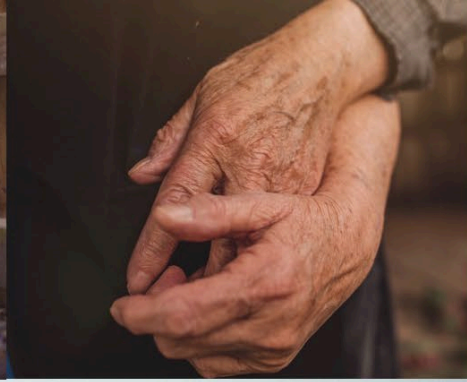
Enhver designbeslutning har potensiale til å inkludere eller ekskludere mennesker....



**Inkluderende design** er en empatisk og menneskesentrert prosess som gir verdi til enkeltindivider, virksomheter, merkevarer og samfunn.



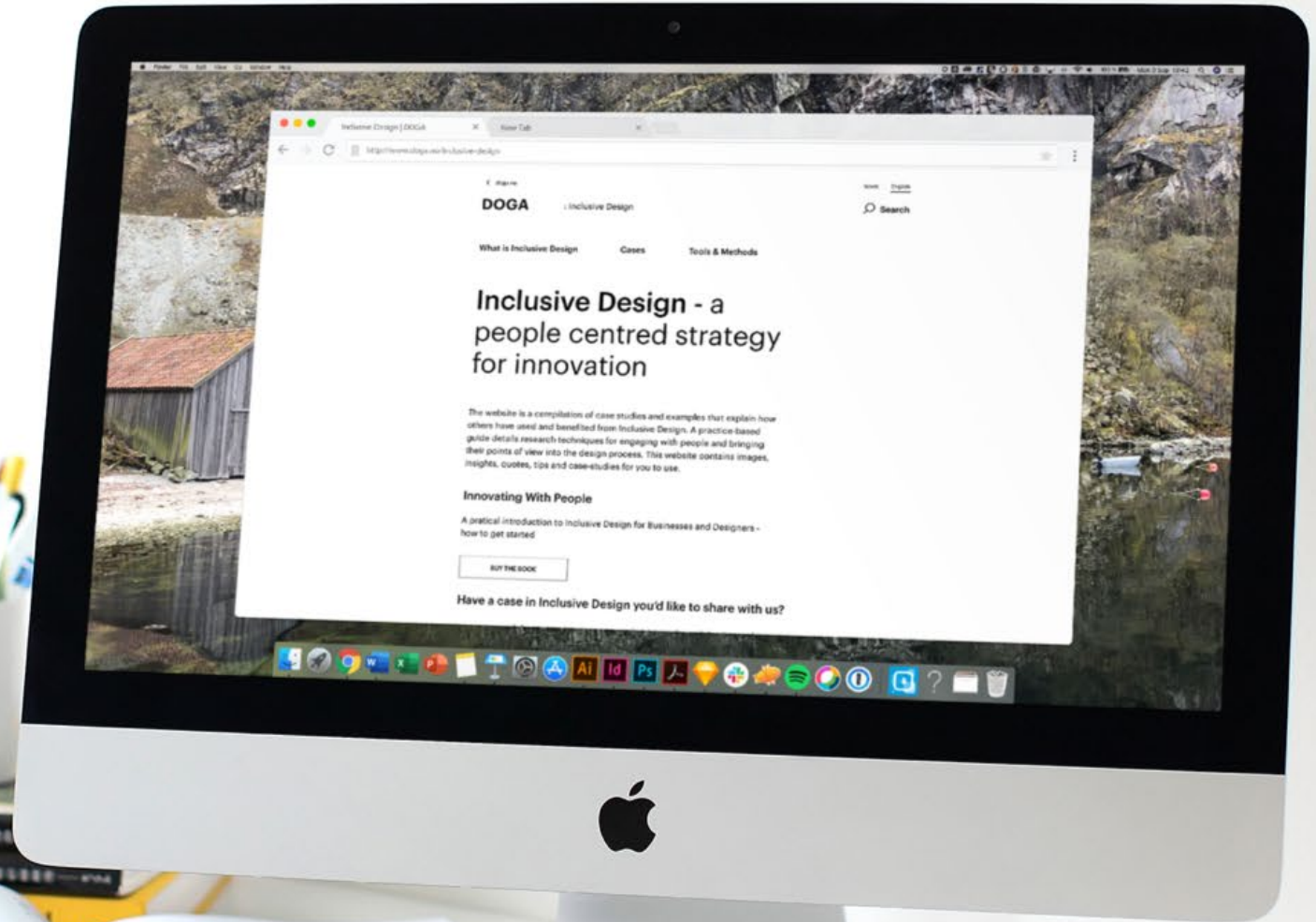








# Nettressurs – inkluderendedesign.no/inclusivedesign.no



DOGA



# Støtte til inkluderende design

DOGA deler ut økonomisk støtte til inkluderende design i næringslivet. Designstøtten gis til både innsiktsfase og utvikling av mer brukervennlige og inkluderende produkter, tjenester, digitale løsninger og bygde omgivelser for et større mangfold av mennesker. Søknadsfristen i 2024 var 27. september.



Disse fikk inkluderende designstøtte i 2022



Disse fikk inkluderende designstøtte i 2021



Disse fikk inkluderende designstøtte i 2020



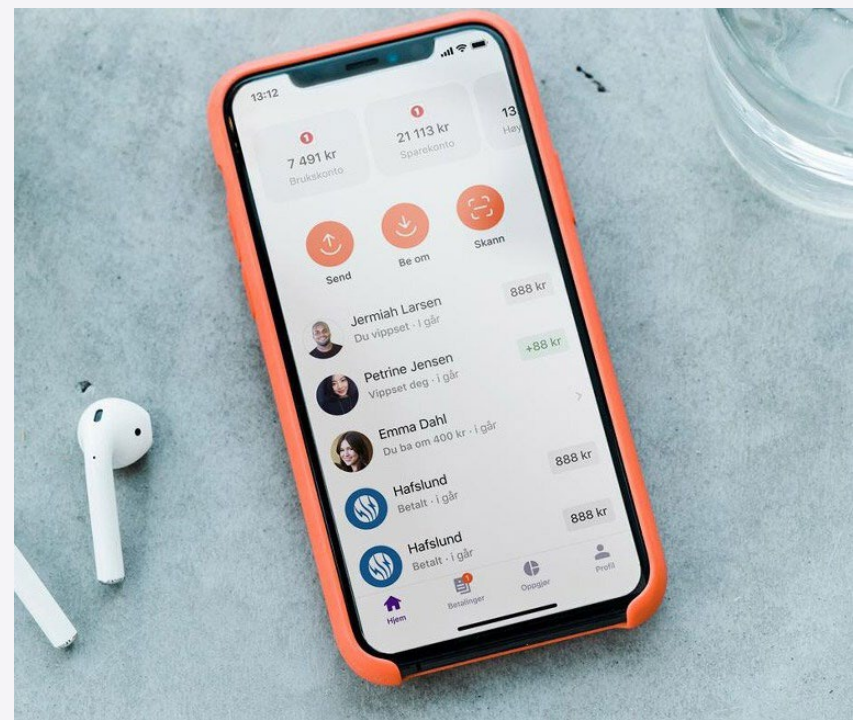
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# Innovasjonsprisen for inkluderende design

Innovasjonsprisen for inkluderende design hedrer virksomheter, designere og arkitekter for prosjekter som bidrar til et mer likestilt samfunn med fokus på mangfold, likeverd og universell utforming. Prisen deles ut hvert tredje år. Neste søknadsfrist er 2026.

Hvert tredje år	Mangfold av mennesker	Bærekraft	Privat og offentlig
Innovasjonsprisen for inkluderende design deles ut hvert tredje år. I 2023 ble prisen delt ut for femte gang.	Prisen fremhever innovative, inkluderende og brukervennlige løsninger som begeistrer og kan tas i bruk av et mangfold av mennesker.	Prisen hedrer produkter, tjenester, grafisk design, digitale løsninger og bygde omgivelser som bidrar til sosial, miljømessig og verdiskapende bærekraft.	Prisen kan tildeles både virksomheter, designere og arkitekter inkludert studenter og nyutdannede innen design og arkitektur.







<https://vimeo.com/905511498>



# Kommunikasjon eller informasjon?



**Stian Fantoft Alvestad**

Prosjektleder for aldersvennlig samfunn  
Stavanger kommune



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2024





Stavanger  
kommune

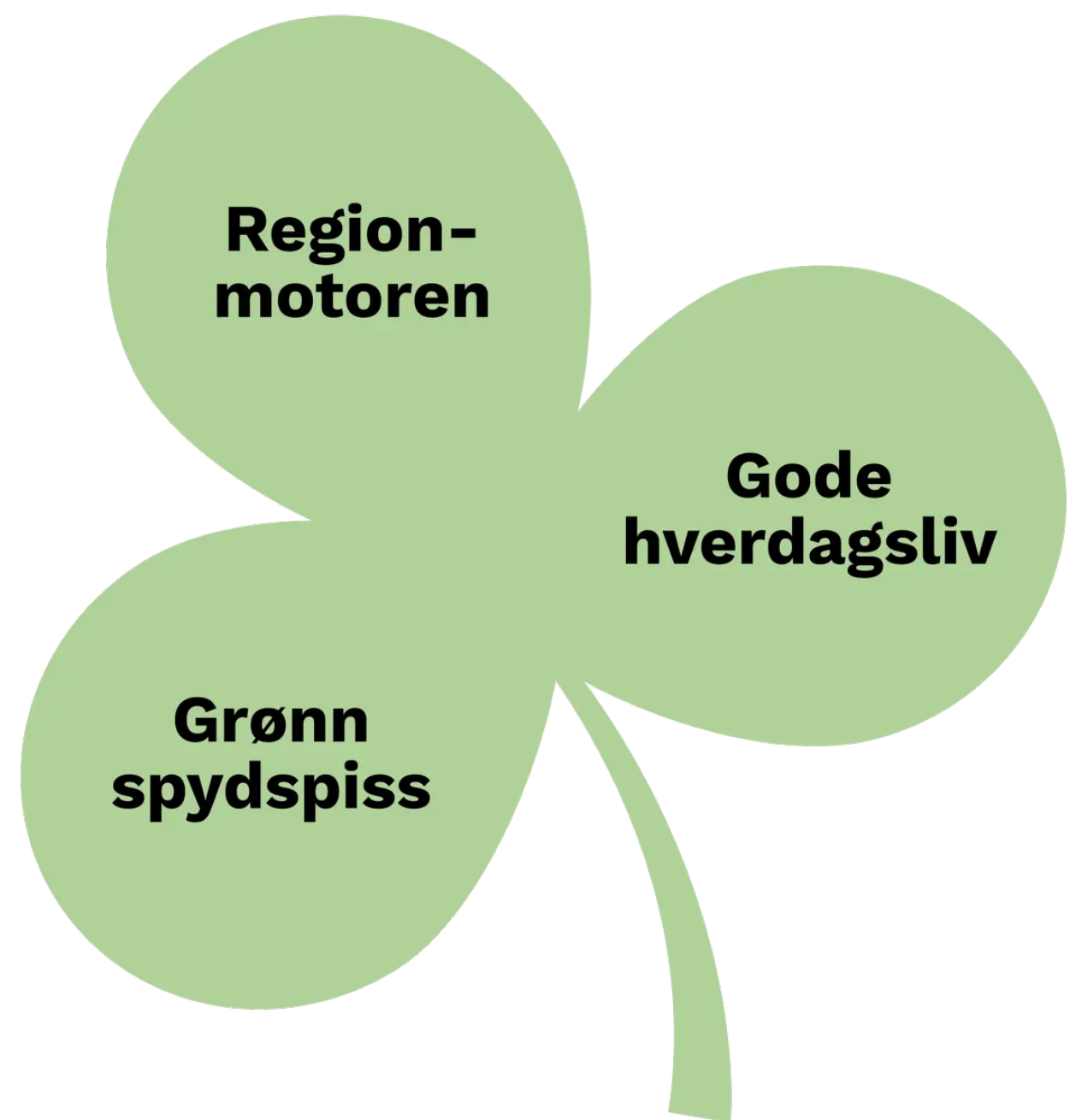
Sammen for et aldersvennlig Norge 2024

# Stavanger kommunes aldersvennlige reise

05. November 2024 // Stian Fantoft Alvestad, rådgiver

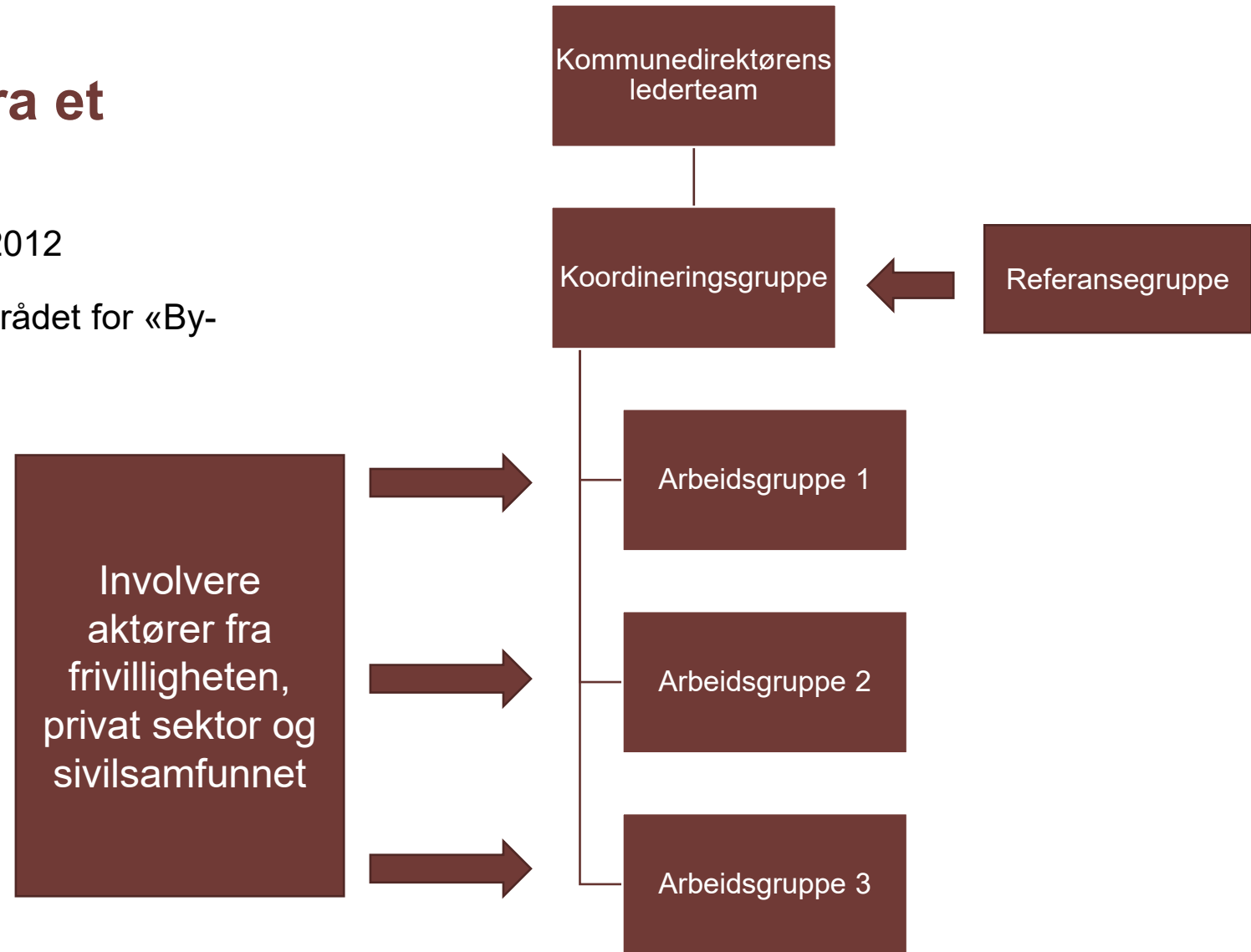
# Kort om Stavanger kommune

- Fakta
  - 150.000 innbyggere
  - 16% av befolkningen er 65 år eller eldre
  - Variert geografi og demografi
- Aldersvennlighet i planverket
  - Gode hverdagsliv (for alle, hele livet)
    - Stavanger kommune ønsker driftige lokalmiljø
    - Stavanger vil ha aktive innbyggere som klarer seg best mulig gjennom hele livet
  - Fra service-kommune til samskapingskommune



## Aldersvennlig Stavanger fra et fugleperspektiv

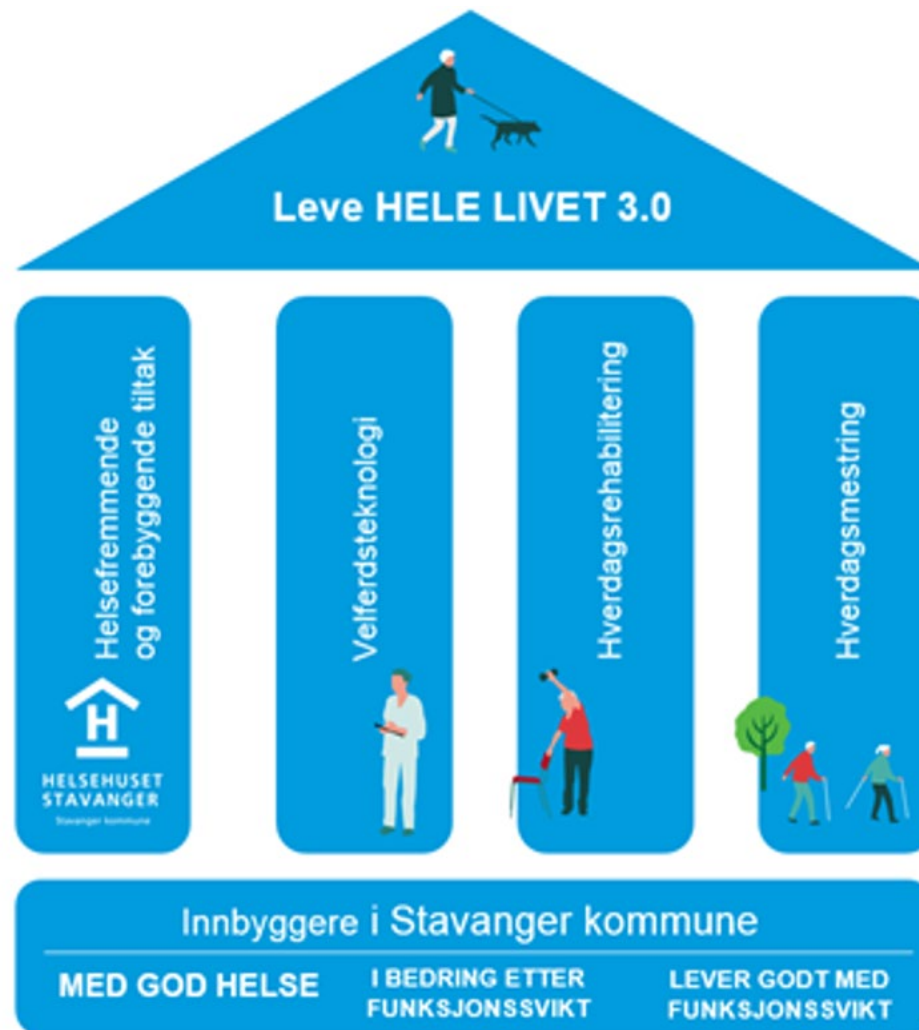
- Har vært jobbet med i kommunen siden 2012
- Koordineringsansvaret ligger i direktørområdet for «By- og samfunnsplanlegging»
- Medlem i fire nettverk:
  - Det globale
  - Det nordiske
  - Det nasjonale
  - Det regionale





# Den spede begynnelse

- Omstillingsprosjekt innen eldreomsorgen startet i 2012 kalt «leve hele livet»
  - Mål: Stavanger kommune har som mål at flest mulig har et aktivt liv og klarer seg selv lengt mulig
  - Opprinnelig rettet mot aldersgruppen 65+
- Ansvarer lå til daværende direktørområde: «levekår og helse»
- Nettverksarbeid lokalt og regionalt
- Eksplisitt fokus på aldersvennlig samfunn kom først i forbindelse med den nasjonale «leve hele livet»-reformen



# Organisering av arbeidet med «Leve hele livet»-reformen

- Valgte innsatsområder:
  - Aktivitet og felleskap
  - Mat og måltider
  - **Aldersvennlig samfunn**
- Arbeidet ble først forankret i det kommunale eldrerådet
- Deretter ble det opprettet to tverrfaglig arbeidsgrupper med representanter fra eldrerådet og funksjonshemmedes råd
- Mandat for medvirkningsarbeidet:
  - legge til rette for mest mulig innspill fra ulike grupper, fra de ulike kommunedelene
  - Rennesøy og Finnøy skulle ha egne innspillsamlinger



## Gjennomføring av medvirkningsprosessen

- Eldrerådet hadde regien gjennom hele prosessen
- 6 Kafébord-dialoger med innbyggerne i ulike deler av kommunen.
  - Gikk igjennom satsingsområde for satsingsområde
  - Fikk først presentert utfordringsbildet for å få likt kunnskapsgrunnlag
  - Dialog rundt bordet hvor det ble brukt gule lapper for å først identifisere utfordringer, så løsninger på utfordringene
- Det ble også bedt om innspill på kommunens hjemmesider





# Innspillene fra innbyggerne

- Innenfor satsingsområdet for aldersvennlig samfunn markerte disse behovene seg:
  - Mindre ensomhet og flere møteplasser
  - Bedre transportløsninger tilpasset eldre
  - Bedre digital kompetanse
  - Bedre informasjon om tjenester og tilbud
  - Bedre holdninger til eldre og deres muligheter til å påvirke
  - Flere boliger tilrettelagt for eldre med og uten behov for hjelp
- Basert på innspillene ble følgende innsatsområder innenfor aldersvennlig samfunn valgt:
  - Informasjon
  - Transport
  - Bolig
  - Medvirkning



# Hva har skjedd innenfor innsatsområdene

- Informasjon
  - Egen nettside for aldersvennlig samfunn i Stavanger
  - Informasjonstorg på biblioteket
  - Aktivitetsoversikt av frivillige, offentlige og private tilbud
  - Datahjelp i alle bydeler
  - Holdt stand og innlegg på ulike arrangementer
- Bolig
  - Arbeidsgruppe for flere aldersvennlige boliger med kommunal ledelse og utbyggere
  - Flere sniorboliger og omsorg+ boliger
  - Leder av koordineringsgruppen deltar i den kommunale boligrådgivingsgruppen



# Hva har skjedd innenfor innsatsområdene

- Transport
  - Utreder «rosa busser»/hent meg ordning
  - Forskningsprosjekt som undersøker mobilitetsbehov og preferanser for kommende eldre
- Medvirkning
  - Forskningsprosjekt som undersøker innbyggerpanel som medvirkningsarena for personer over 60 år
  - Representant for eldrerådet i koordineringsgruppen for et mer aldersvennlig samfunn





# Erfaringer og tilbakemeldinger

- Eldrerådet
  - likte å være en del av utviklingsarbeid på denne måten
  - opplevde å få bedre innsikt i kommunes arbeid
- Deltakerne
  - Generelt gode tilbakemeldinger
  - Noen opplevde medvirkningstretthet
- Egne erfaringer
  - Gjennomføringen og resultatene var bra
  - Alltid usikker på representativitet og om alle stemmene ble hørt
  - Deltakerne har ofte mye på hjertet de ønsker å ta opp kommunen. Viktig å sette av tid til dette.



# Veien videre

- Det skal lages en handlingsplan for et mer aldersvennlig Stavanger
  - Skal bygge på de fem nasjonale innsatsområdene for et mer aldersvennlig samfunn:
    - Bolig
    - Transport
    - Samfunnsdeltakelse
    - Medvirkning og kommunikasjon
    - Plan, uteområder og universell utforming
- Delta aktivt- og bidra inn i nettverkene
- Åpen for samarbeid med andre kommuner



**Takk for meg!**

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Stavanger  
kommune





Nasjonal konferanse:

# SAMMEN FOR ET ALDERSVENNNLIG NORGE 2024