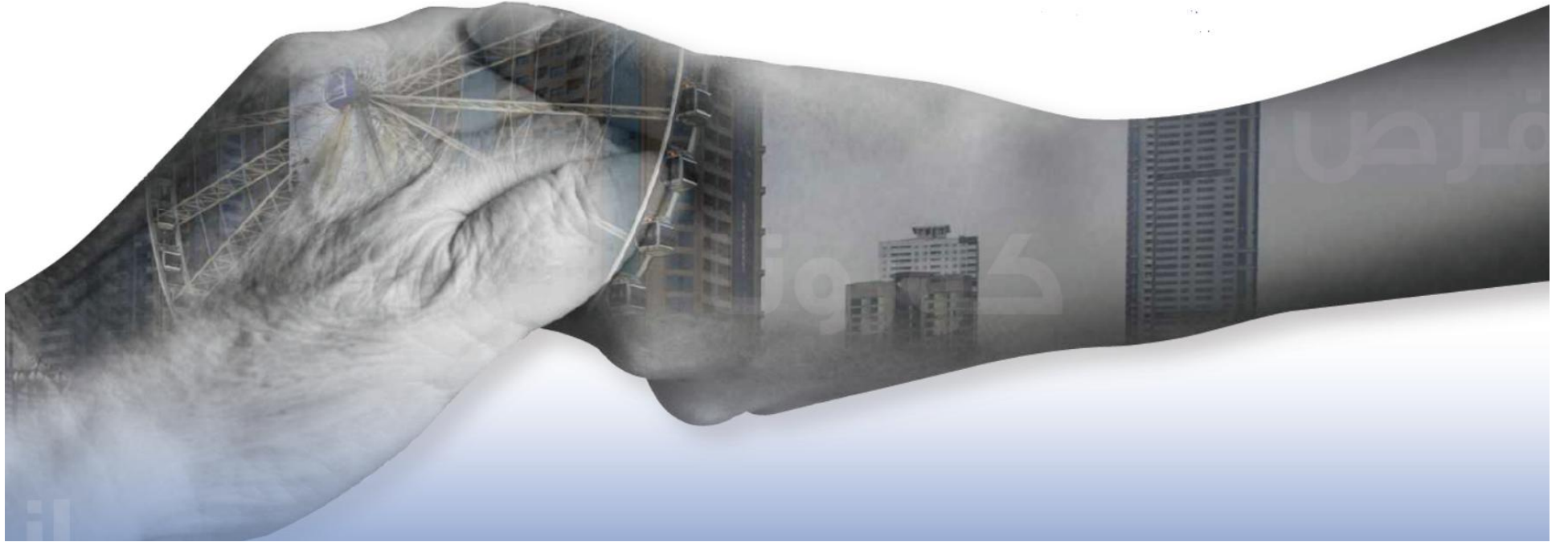


Sharjah

Age-Friendly City Office



The strategic plan for monitoring the membership of the Emirate of Sharjah in the global network for age-friendly cities

Contents

The Outcomes of the Strategic Plan 2017-2020

- The administrative Resolution No. 2 of 2017
- The strategic guidelines for the Strategic Plan 2017 -2020
- The strategic map
- Summary of the achievements of the strategic plan
- The outputs of the Strategic Plan 2017-2020

Developing the compliance with the standards of the age-friendly cities

Transfer of the practices

The next strategic plan 2021-2023

- The strategic plan resources
- The strategic guidelines of the strategic plan 2021-2023
- SWAT analysis
- The strategic goals and objectives of 2021-2023
- The strategic plan according to the axes of the age-friendly cities
- The expected outputs of the strategic plan 2021-2023

The administrative Resolution No. 2 of 2017 by His Highness Ruler of Sharjah on preparing Sharjah to join the global network for age-friendly cities

In The Name of Allah Most Gracious Most Merciful

Sultan Bin Mohamed Al-Qasimi
Supreme Board Member
Ruler of Sharjah

سلطان بن محمد القاسمي
عضو المجلس الأعلى للاتحاد
حاكم الشارقة

Administrative Resolution No. (2) of 2017

On

preparing the Emirate of Sharjah to join the global network for age-friendly cities

We, Sultan bin Muhammad Al Qasimi, the Ruler of the Emirate of Sharjah
After perusal of the Law No. 2 of 1999 on the establishment of the Sharjah Executive Council (SEC), its bylaws, as amended,
Emiri Decree No. 9 of 1995 on the establishment of the Department of Social Services in the Emirate of Sharjah,
The guide to global age-friendly cities issued by the World Health Organization in 2009, and
Based on the requirements of the public interest,

We have issued the following Resolution:

Article 1

In implementing the provisions of this Resolution, the following words and expressions shall have the meanings indicated next to each of them, unless the context requires otherwise:

Emirate: The Emirate of Sharjah

Governmental Entities: Includes the departments, agencies, institutions and all the public legal persons affiliated to the government of the emirate.

Network: The World Health Organization (WHO) Global Network for Age-friendly Cities.

Article 2

This Resolution aims to create a sustainable, comprehensive physical, health, social, economic and urban environment that allows the elderly residing in it to easily and conveniently benefit from its resources in order to achieve effective health for elderly, improve their quality of life, and share their experiences with others to contribute in community development.

The Strategic direction

The vision:

Sharjah is an age-friendly emirate and an ideal environment wherein people of all ages can live in luxury

The mission

Creating a comprehensive sustainable, physical, healthy, social, economic and civilized environment allowing the elderly residing in to easily and conveniently benefit from its resources in order to achieve effective health for the elderly, improve their quality of life and share their experiences with others contributing to the community development.

The foundations

- Sustainability** Offering continuous programs and activities.
- Equality** Dealing with the elderly based on the equality and justice principle.
- Advocacy** Working on endorsing and adopting the idea that Sharjah is an age-friendly city

The strategic plan in figures

Objectives 04

Goals 09

Initiatives 27

Activities 40

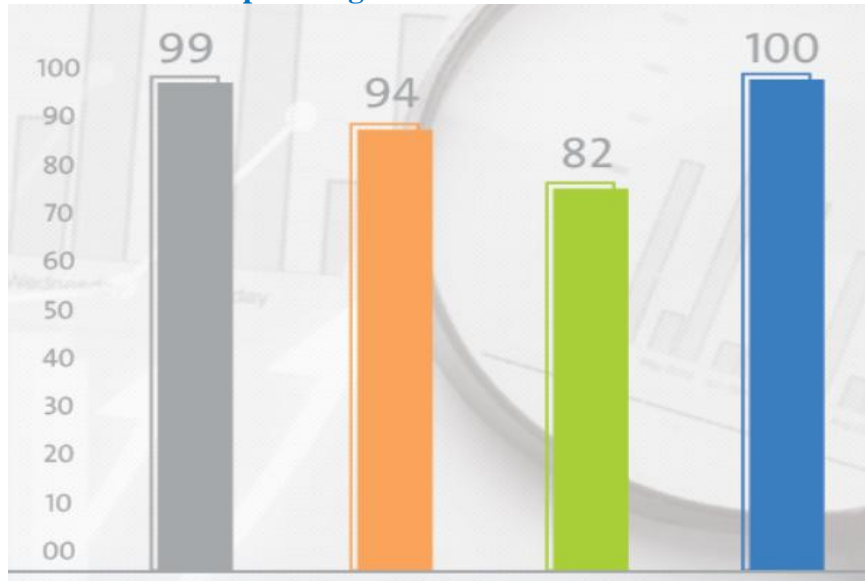
Entities 17

The Strategic map 2017-2020

| Goals | Developing services for the elderly in all sectors and ensuring their sustainability in the areas of outdoor spaces, buildings, transportation, housing, social contribution, respect, social inclusion, civic engagement, employment, communications, information, community support and health services. | | | Spreading community awareness to be prepared to face the inversion of the demographic pyramid in favor of the elderly due to the rapid aging of the population, the expansion of cities and the development of health care for the population | | Empowering the elderly to integrate into the community and share experiences by strengthening the legislative environment that supports and protects their rights | | Achieving the administrative excellence of the committee's work to ensure the implementation of initiatives to prepare the emirate as an age-friendly city | |
|---|--|---|--|---|---|---|---|--|---|
| Objectives | Improving the services provided to the elderly to maintain the emirate's membership in the network | Creating effective initiatives for the service and well-being of the elderly | Increasing the private sector contribution for offering services to the elderly to support government spending | Ensuring the adherence to international standards of age-friendly cities amid the institutions and entities operating in the emirate | Strengthening the societal culture on (an age-friendly community) | Strengthening the legislation guaranteeing the contribution and inclusion of the elderly in the community | Developing a policy to guarantee the rights of the elderly | Excellence in accomplishing the administrative work of the committee | Achieving the progress in the committee's strategic plan |
| Initiatives | Age-friendly city index initiative | An active and effective aging initiative to ensure the engagement of the elderly in the community | Community responsibility initiative | (commitment document to care the elderly) initiative in the institutions of the Emirate of Sharjah | Lecture (Be ready for the inversion of the pyramid) | Towards age discrimination free legislation initiative | A proposed local law to protect the rights of the elderly in the emirate | Regular media outreach to cover the committee's work and the initiatives implemented | Documenting the committee's work and initiatives by scientific publications |
| Elderly friendly public spaces initiative | Weekly TV program (They are the Goodness and Blessings) | | | | How to protect the elderly initiative | | Continuous production of periodic reports on the committee's work and the initiatives implemented | | |
| Age-friendly public transport initiative | Connecting (the Governmental telecommunication Services) Initiative | (Elderly friendly institutions) initiative | | Waqar initiative to establish the value of reverence for older | Expert councils initiative | Permanent and specific meetings of the Supreme Committee | Measuring the performance indicators for the progress in implementing initiatives | | |
| Age-friendly housing initiative | Health for elderly initiative | An effective and age-friendly social communication initiative | | The Righteous Son competition | An initiative for legal management of funds for the incompetent elderly people in Sharjah | Feeding the website with the latest initiatives and shares | Permanent coordination with the representatives of the entities concerned with implementing the initiatives | | |

Summary of the achievements of the strategic plan

Achievements as per the goals



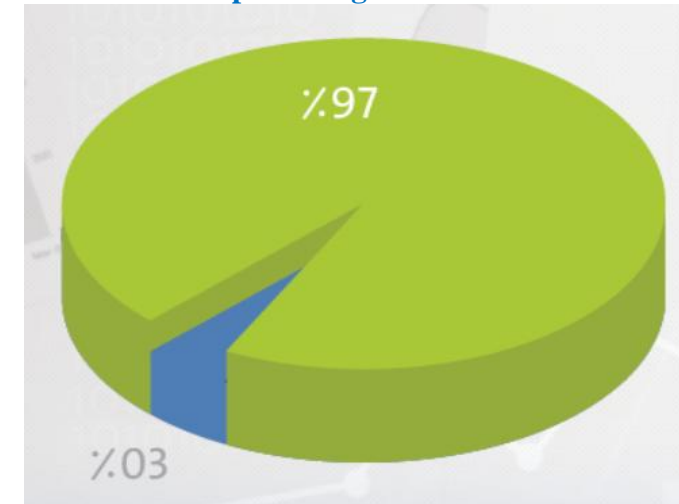
The first goal: developing the services for the elderly in all sectors and ensuring their sustainability for the axes of the age-friendly city

The second goal: spreading the community awareness to be prepared for the inversion of the demographic pyramid for the benefit of the elderly due to the rapid aging of the population, the expansion of cities and the development of health care

The third Goal: Enabling the elderly to be engaged into the community and share their experiences by strengthening the legislative environment that supports and protects their rights

The fourth Goal: achieving the administrative excellence for the work of the committee to ensure the implementation of the initiatives to prepare the emirate as an age-friendly city

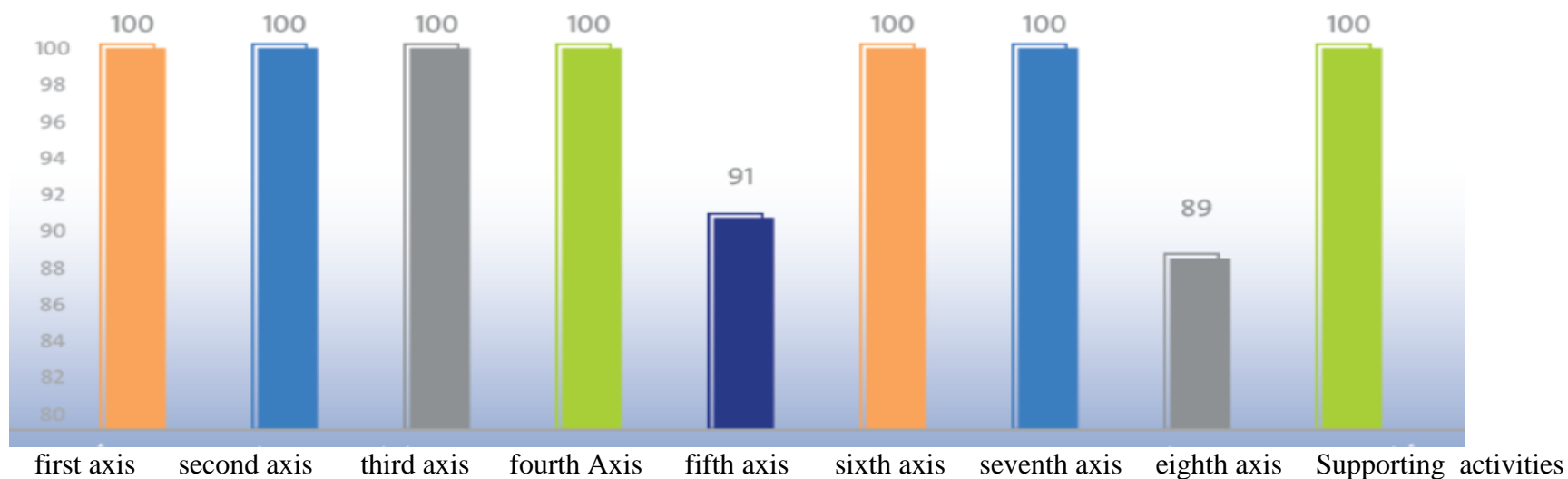
Achievements' percentage



■ achieved
■ Outstanding

The Axes of the age-friendly city

| Axle number | Axis title | Number of activities | Completion rate |
|-----------------------|---------------------------------------|----------------------|-----------------|
| The first axis | Outdoor spaces and buildings | 5 | 100% |
| The second axis | Transportation | 3 | 100% |
| The third axis | Housing | 1 | 100% |
| The fourth Axis | Community contribution | 5 | 100% |
| The fifth axis | Respect and social inclusion | 7 | 91% |
| The sixth axis | Civic engagement and employment | 2 | 100% |
| The seventh axis | Communication and information | 2 | 100% |
| The eighth axis | Community support and health services | 7 | 89% |
| Supporting activities | | 8 | 100% |



Partners involved in implementing the strategic plan

| Sharjah Police Headquarter | | Department of Municipalities, Agriculture and Livestock Affairs | | Sharjah age-friendly city office | |
|---|---|---|---|---|---|
| Number of activities responsible for | 1 | Number of activities responsible for | 1 | Number of activities responsible for | 8 |
| Number of joint activities with other parties | 1 | Number of joint activities with other parties | 1 | Sharjah Health Authority | |
| Advisory Board | | Department of Suburbs and Villages Affairs | | Number of activities responsible for | 1 |
| Number of activities responsible for | 1 | Number of activities responsible for | 1 | Sharjah Radio and Television Authority | |
| Number of joint activities with other parties | 1 | Number of joint activities with other parties | 1 | Number of activities responsible for | 2 |
| Sharjah Government Media Office | | Sharjah Sports Council | | Roads and Transport Authority | |
| Number of activities responsible for | 3 | Number of activities responsible for | 1 | Number of activities responsible for | 3 |
| Department of Statistics and Community Development | | Sharjah Urban Planning Council | | Number of joint activities with other parties | 1 |
| Number of activities responsible for | 1 | Number of activities responsible for | 1 | Sharjah Electricity and Gas Authority | |
| Department of e-government | | Sharjah Education Council | | Number of activities responsible for | 1 |
| The number of activities responsible for | 1 | The number of activities responsible for | 1 | | |
| Department of Social Services | | Sharjah Heritage Institute | | | |
| Number of activities responsible for | 9 | Number of activities responsible for | 1 | | |
| Number of joint activities with other parties | 1 | | | | |

The outputs of the strategic plan 2017-2020

| Objectives | Improving the services provided to the elderly to maintain the emirate's membership in the network | Creating effective initiatives for the service and well-being of the elderly | Increasing the private sector contribution for offering services to the elderly to support government spending | Ensuring the adherence to international standards of age-friendly cities amid the institutions and entities operating in the emirate | Strengthening the societal culture on (an age-friendly community) | Strengthening the legislation guaranteeing the contribution and inclusion of the elderly in the community | Developing a policy to guarantee the rights of the elderly | Excellence in accomplishing the administrative work of the committee | Achieving the progress in the committee's strategic plan |
|------------|--|--|---|---|--|---|--|---|--|
| Outputs | <p>8 reports on age-friendly city standards</p> <p>390 inspections and modifications of pedestrian paths. 1,061 seats in public venues. 275 mosques, the roads leading to them have been lighted 211 parking lots for the elderly</p> <p>Exempting the elderly from public transportation fees</p> <p>10,988 Cases benefit from the bedridden transfer initiative</p> <p>A guide for age-friendly housing design</p> | <p>221 volunteers in 66 programs from Al-Khair and Al-Baraka Team</p> <p>4 annual craft fairs</p> <p>7 new suburban councils</p> <p>30 sport activities for the elderly</p> <p>3151 elderly people participate in two Asallah clubs and the implementation of 22,264 activities</p> <p>4 trips outside the country</p> <p>8 e-services for the elderly and 7 workshops</p> <p>107 elderly benefit from home nursing service</p> <p>259 mobile clinic tours</p> <p>26 workshops to rehabilitate 510 elderly sitters</p> | <p>15 private medical establishments grant benefits and discounts for elderly</p> <p>355 chairs in 47 Gardens</p> | <p>112 entities committed to implement age-friendly city standards</p> <p>9 "Age-friendly institutions" were honored in the first cycle</p> | <p>123 Awareness lectures on aging and the inversion of the demographic pyramid</p> <p>1652 TV episodes on special themes directed to the elderly</p> <p>150 honored winners in the Righteous Son initiative</p> <p>1,158 posts and tweets on social media to enhance the positive image of elderly</p> <p>6 short films about elderly's reverence, 9,4403 views</p> | <p>A study confirms that Sharjah legislation is age discrimination free against the elderly</p> <p>5 meetings of elderly experts</p> <p>8 elderly people join suburban councils</p> | <p>Issuing the Federal Law No. 9 of 2019 on the rights of the senior citizens</p> <p>Preparing a guideline draft to support the elderly having no social care</p> <p>Issuing a law on social welfare in the Emirate of Sharjah</p> | <p>96 news stories prepared to cover the office's work and the initiatives, and 559 news stories were monitored</p> <p>8 periodic reports on the office's work and initiatives</p> <p>10 meetings of the Supreme Committee</p> <p>55 sharing posts to feed the membership website on the global network</p> | <p>10 scientific publications documenting the office's work and initiatives</p> <p>121 assessment meetings for the entities and 7 reports to measure the progress of the initiatives index</p> <p>97 meetings with the coordinators to discuss the standards of the age-friendly city services</p> |

Reasons for incompleting the achievement of the index by 100%

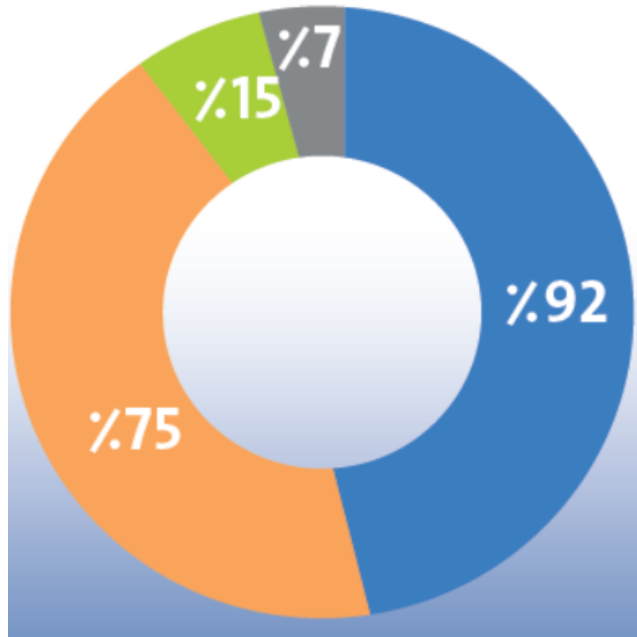
| Strategic activity | Responsible entity | Targeted index | Achieved | Achieved percentage | The reasons |
|--|---|--|---|---------------------|---|
| Producing a short film to instill the value of reverence of the elderly | Sharjah Radio and Television Authority. | Producing 4 short films having 200,000 views. | 6 short films, having 9,4403,000 views. | 84% | Difficulty to count number of views on television. |
| Formation of expert councils comprising of the retired persons for the institutions and suburban councils. | <u>Advisory Board</u> Department of Suburbs and Villages Affairs. | Implementing 7 expert meetings that included the elderly in 7 councils | Implementation of 5 expert meetings Engaging the elderly in 8 suburban councils | 86% | Due to the entry of the remote work period and the suspension of most of the work related to the main events, in addition to the target group is the elderly people |
| Issuance of a guide | Department of Social Services. | The first publication of the guide to support elderly people who are without social care. | Preparation of the draft guide and the final version is being finalized. | 25% | The guide has been completed and the amendment of the notes of the material Approval Committee of the Social Services Department is in progress. |
| Conducting lectures and workshops on aging and the inversion of the demographic pyramid and the importance to be prepared for such change. | <u>Sharjah Police Headquarter</u> Department of Social Services | Implementing 172 awareness-raising lectures on aging and the inversion of the demographic pyramid. | Implementation of 119 awareness-raising lectures on aging and the inversion of the demographic pyramid. | 65% | It was not possible to be achieved under the circumstances of the Corona pandemic, and the remaining index was postponed until the middle of the year. |

Developing the compliance with the standards of the age-friendly cities

Upon launching the program
July 31, 2017

| Available | Needs improvement | Not available | Not applicable |
|-----------|-------------------|---------------|----------------|
| 92 | 75 | 15 | 7 |

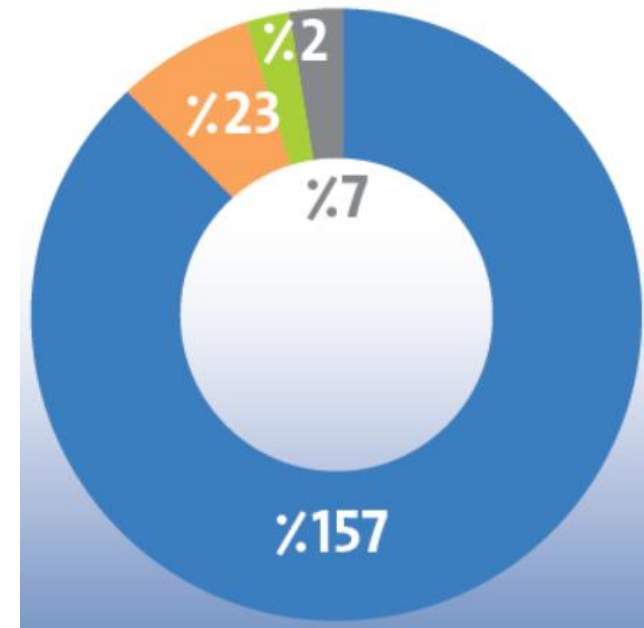
The level of availability of the standards of the age-friendly city in Sharjah 2017



After years of launching
31 December 2020

| Available | Needs improvement | Not available | Not applicable |
|-----------|-------------------|---------------|----------------|
| 157 | 23 | 2 | 7 |

The level of availability of the standards of the age-friendly city in Sharjah 2020



Transfer of practices

| The practices published on the WHO website | The practices that were extracted from the WHO website and transmitted to entities in the emirate |
|---|---|
| <p>55 practices and a variety of news stories on the developments of initiatives and standards, in addition to the most important news stories related to the elderly in the emirate.</p> | <ul style="list-style-type: none"> • The publication of “modules of Global Practices for Age-Friendly Cities” containing 17 practices. • The publication of “global practice modules for age-friendly cities 2019” containing 18 practices. • The publication of “global practice modules for age-friendly cities 2020” containing 24 practices. • Sending 24 practices in particular to the competent entities responsible for implementing some practices. • Monitoring of international competitions related to the elderly, conferences and important publications sent to all parties. An example: the housing competition, where the Office, in cooperation with the Sharjah Housing Department, participated in the Sharjah housing file in the World Health Organization and awarded an advanced positions in the competition. |



SHARJAH الشارقة
AGE FRIENDLY CITY مدينة مراعية للمسن

2021 – 2023

The strategic plan to follow up Sharjah's membership in the global network for age-friendly cities

The strategic direction of the strategic plan 2021-2023

The Sharjah Office has developed a realistic and ambitious strategic plan, in which all the capabilities are used to perform all the activities and services according to the available resources ensuring engagement of the elderly in the community, noting the importance of providing activities that serve the age-friendly city standards issued by the World Health Organization.

The strategic plan of the Sharjah age-friendly office, was prepared and developed by the joint efforts of the chairmen , directors and officials of the various governmental and private agencies in the emirate.

The major guidelines of the strategic plan

| | | | | | |
|--|-----------------------------------|---|---|--|---|
| Administrative Resolution No. 2 of 2017 | Senior Citizens Policy | Global Best Practices from the WHO website | Brainstorming sessions and workshops with partners | Age-friendly city standards | The needs of the elderly according to the survey and assessment of the satisfaction of the elderly |
|--|-----------------------------------|---|---|--|---|

SWAT analysis

Strengths

- The first Arab city to join the global network for age-friendly cities.
- Letter of commitment from His Highness the Ruler and the Administrative Resolution No. 2 of 2017.
- Full support from the government for the elderly and launching the Senior Citizens Policy.
- The willingness of the entities in the government of Sharjah to adopt the standards of age-friendly cities and the services that will be provided to the elderly.
- Providing infrastructure, services, and support programs for the elderly.
- The institutions accomplished more than 97% in the previous strategic plan 2017-2020 of the initiatives and activities offered for the elderly

Opportunities

- Providing full support and ongoing communication by WHO through consultations and references on issues of the elderly.
- Providing global references and practices on the Global Network for Age-Friendly Cities website.
- Accessing the experiences of members of the global network for age-friendly cities.
- Availability of the communication and coordination with the international agencies supporting the issues of the elderly.
- Availability of global platforms to be benefited from as global practices.
- Providing free periodicals and magazines on age-friendly cities.
- Availability of retired and senior citizens whose knowledge can be invested.

Weaknesses

- The need for media support for the elderly and community awareness to highlight the role of the elderly in the community.
- The programs and initiatives for the elderly are limited due to their large number and presented individually.
- The need to introduce the elderly services available in the emirate.
- Some public venues are not prepared for the elderly in terms of the infrastructure and services.
- Poor electronic skills of most of the elderly in the emirate.
- Unavailability of the professional specialties related to aging and advanced age.

Challenges

- Global economic obstacles and their impact on the economy and domestic support.
- The emergence of global epidemics that limit the implementation of activities and initiatives.
- Lack of an example for the Arab countries to be followed.
- Lack of keeping pace with the technical and digital acceleration.

The strategic guidelines of the strategic plan 2021-2023

The vision:

Sharjah is an age-friendly emirate and an ideal environment wherein people of all ages can live in luxury

The mission

Creating a comprehensive sustainable, physical, healthy, social, economic and civilized environment allowing the elderly residing in to easily and conveniently benefit from its resources in order to achieve effective health for elderly, improve their quality of life and share their experiences with others contributing to the community development.

The foundations

Sustainability

Offering continuous programs and activities.

Equality

Dealing with the elderly based on the equality and justice principle.

Advocacy

Working on endorsing and adopting the idea that Sharjah is an age-friendly city.

The axes of age-friendly cities

- Outdoor spaces and buildings.
- Transportation.
- Housing.
- Community contribution.
- Respect and social inclusion.
- Civic engagement and employment.
- Communication and information.
- Community support and health services.

The strategic plan is in figures

Goals 03

Objectives 06

Activities 46

Entities 29

The strategic goals and objectives 2021-2023

The Sharjah office has identified an age-friendly city with six strategic objectives emanating from three main goals serving the eight axes of the age-friendly cities issued by the World Health Organization.

Whereas the strategic activities were developed, distributed according to the axes of age-friendly cities, ensuring that the desired goals are fully achieved.

The strategic goals and objectives

| Goals | Quality services commensurate with the elderly, according to the global best practices. | An aware community ready for demographic change in favor of the elderly. | Empowered elderly people and the actively integrated into their community. | | | |
|------------|---|--|--|--|---|--|
| Objectives | Developing value-added, age-friendly initiatives and services. | Enhancing the responsibility of the private sector towards the elderly. | Spreading the standards of the culture of age-friendly city in Sharjah. | Raising community awareness about caring of elderly. | Enabling the elderly to share their experiences in the community. | Launching initiatives that contribute to the inclusion of the elderly. |

Strategic activities of the axes of the age-friendly cities 2021-2023

The first axis: External spaces and buildings

- Age-friendly hotel facilities.
- Fitness.
- House garden.
- Age-friendly public spaces.
- Protective shades.
- Age-friendly institutions.
- Safety standards at the nursing home.

The second axis: Transportation

- Priority in bus seats.
- Smart parking for the elderly.

The third axis: Housing

- The quality of the living environment in the elderly houses.
- Housing aids.
- Home security service.

The Fourth Axis: Community Contribution

- join us.
- Age-friendly agreements.
- Guardians of heritage.
- **Guests (Khuttar).**
- Guided tours for the elderly.
- Sports tournaments for the elderly.

The fifth axis: Respect and social inclusion

- Mobile government.
- Discounts for entertainment and educational venues.
- Trips outside the country.
- Discounts for retirees.
- Communication of generations.
- Lifelong learning.
- Heritage treasures.
- Hosting.
- Be prepared for the inversion of the demographic pyramid.
- Resolution to facilitate and prioritize the government services and information for the elderly.

The Sixth Axis: Civic Engagement and Employment

- Retirement Readiness Program.
- Tourism experts.
- Trainer experts.
- Competencies and experiences.
- Supporting projects for the elderly.

The Seventh Axis: Communications and Information

- The identity register of the elderly in the Emirate of Sharjah.
- E-services.
- Positive view on the elderly.
- Informational platform.

The eighth axis: Community support and health services

- Availability of a study to offer elective courses or diploma specialties in the field of the elderly.
- Mobile medical examinations.
- Evacuation exercises for the whereabouts of the elderly in case of crises and disasters.
- Living Lab.
- Expanding the services of the evening physiotherapy centers.
- Virtual clinics.
- Elderly health.
- A guide to protect the rights of the elderly.

The ninth axis: The common axis

- Benefit from the global best practices.

Expected outputs of the strategic plan 2021-2023

The first axis: External spaces and buildings

- 22 hotels suitable for the elderly.
- Sports equipment in 31 parks and suburban settings.
- 540 house gardens and 60 seedlings for old people's houses.
- 7 tools for developing age-friendly public spaces.
- 64 protective shades in 22 parks.
- 15 institutions are awarded as age-friendly.
- Issuance of standards guide, 2 application and review reports, and 5 inspection visits

The second axis: Transportation

- 928 seats reserved for the elderly in 116 buses.
- 7 smart parking lots for the elderly.

The third axis: Housing

- 100 tests for drinking water and 90 tests for the safety of the indoor environment in the elderly houses.
- 4 seminars on risks associated with wastewater.
- 40 rental assistance, maintenance and furnishing of 6 houses for the elderly.
- Home safety service for 30 elderly people and 12 lectures on home safety

Fourth Axis: Community Contribution

- 30 community entertainment events for 710 elderly people.
- 90 age-friendly agreements.
- 7 publications for narrators, 37 meetings, and visits for museum owners.
- Hosting 150 elderly people and involving 15 productive families.
- 6 tours for the elderly.
- 3 sports tournaments for the elderly.

The fifth axis: Respect and social inclusion

- 12 home government services for the elderly.
- 1020 free tickets and 50% discount for the elderly at entertainment and cultural venues.
- 18 travel tickets for the elderly.
- 900 discount cards for retirees in the Emirate of Sharjah.
- 39 intergenerational meetings.
- 2,100 elderly people get the opportunity to learn.
- 12 heritage programs for the elderly.
- 229 events for the elderly organized by Sharjah government entities
- 90 lectures on the inversion of the demographic pyramid and aging.
- The decision to facilitate and prioritize the governmental services and transactions for the elderly.

Sixth Axis: Civic Engagement and Employment

- 6 training programs for employees in preparation for retirement.
- 6 tour guide courses for the elderly.
- 30 training programs offered by the elderly.
- 9 expert elderly people and 42 meetings and workshops.
- Marketing 100 elderly people products and 9 educational courses on home and business licenses.

Seventh Axis: Communications and Information

- A comprehensive annually updated database of the elderly in the Emirate of Sharjah.
- 3 virtual exhibitions to highlight the services provided to the elderly.
- 3 e-services and 280 elderly people benefiting from 4 training courses.
- 144 publications, articles, and reports on 150 news stories about the elderly.

The eighth axis: Community support and health services

- Availability of a study to offer elective courses and specialties in the field of the elderly.
- 800 physical examinations in two services in the mobile clinic.
- 12 training courses in security and evacuation for the whereabouts of the elderly.
- 600 elderly people train in a living lab.
- 7 evening physiotherapy centers.
- 150 routine cases are treated in the virtual clinics.
- 27 health events and meetings and 6 sessions for presenting the elderly experiences.
- A guide to protect the rights of the elderly.
- Monitoring 36 global practices and disseminating them to the entities as well as implementing 6 meetings.

Thank you very much
