

AGE-FRIENDLY SAN SEBASTIÁN. DONOSTIA CITY PLAN



Summary

INTRODUCTION

The demographic paradigm of western societies is characterised by their progressive and distinct population ageing, encouraged, amongst other things, by increasing life expectancy, lower birth rates and later maternity. Donostia/San Sebastián is a good example of an ageing population, with 20.7% of its population (one in five locals) aged 65 or over (EUSTAT, *population census*, 2010).

These tendencies are dealt with from different angles and can be on the one hand: understood as a threat to the welfare system, as a problem, from a pessimistic viewpoint, encouraged by negative stereotypes of ageing and its process. Or, on the other hand, ageing can be viewed in a positive light as an opportunity to value experience and life's journey not only for the individual but for society as a whole.

This positive perspective encompasses aspects of active ageing such as: inclusion and participation of older people, i.e. active participation not only in social welfare and voluntary activities but also in all aspects of social life (political, cultural...), intergenerational relationships; older people as wealth creators and as clients, or the more technological aspects of research and development linked to ageing and the health of older people.

This working document brings together proposals from a wide range of older people, obtained through associations and related groups, permanent participation spaces linked to older people and local council staff, all of whom have contributed throughout the participatory process in the two stages of this city project. This has led to a series of challenges, goals, strategies and proposed actions which are to be developed in upcoming years and which constitute the **reference document** from which the *Age-friendly plan to develop San-Sebastian. Donosti city plan* has been developed.

This plan has not been developed as a closed plan but, rather as an **open, on-going plan** that has become enriched throughout this long process, incorporating new suggestions and improvements.

It is a tool that expresses the commitment of the city to older people and their quality of life and has been developed in accordance with the procedures laid out by the

World Health Organisation (WHO) in *Global Network of Age-friendly Cities and Communities* that are presented further on.

BACKGROUND

Donostia/San Sebastian is working towards a “people centred city for its citizens”, and has a special interest in very innovative social questions. In this context, when drawing up policies for all the different aspects of day-to-day life, particular emphasis is put on older people. In fact, active ageing is included within the city’s present and future policy strategies, tying in with both WHO guidelines and the goals and strategies of the European Union on active ageing.

Our *2010 Strategic Plan* already reflected the importance of older people as one of the city’s assets. This position is now strengthened with the new *E2020DSS Strategy*.

In 2008 Donostia/San Sebastián initiated its work within the WHO framework of *Age Friendly Cities*. It was one of 10 founding cities (together with, Brussels, Belgium; Geneva, Switzerland; Manchester, UK; London, Canada; Louth County, Ireland; Melville, Australia; New York City and Portland USA) which in 2010 formed the **Age Friendly Cities Network** and which in 2011 signed the **Dublin Declaration on Age friendly Cities and Communities in Europe**.

AGE FRIENDLY CITIES-AFC

The *Age Friendly Cities-AFC* project launched by the WHO, came about within the framework of the 18th IAGG World Congress on Gerontology and Geriatrics (Rio de Janeiro, 2005) and in the *Ageing and Life Course* programme, as a solution to two world population tendencies; the already-mentioned global ageing and urban population growth. The goal of this project is to assist cities in their analysis from an

older-person's perspective in identifying how to be more age-friendly. With this in mind the Vancouver protocol was drawn up and the *Global Guide for Age-Friendly Cities* was drafted.

To be able to take part in this network and be considered age-friendly according to WHO standards, cities must meet a set of formal requirements, such as an express commitment to the steps involved in an **evaluation and continuous improvement cycle**, in which the level of age-friendliness is the principal area of diagnosis (**Reference Document**) and the development and implementation of an **Action Plan**.

In its methodological guidelines the AFC project sets out an **older people's participation** process (people who contribute their perceptions and day-to-day experiences about their city from an ageing point of view) that includes voluntary organisations, service providers, civil servants, local business owners and carers of dependent people.

Qualitative techniques are used with focus groups and the following eight aspects are analysed: open air spaces and buildings, transport, housing, social interaction, respect and social inclusion, citizen involvement and employment, communication and information and social and health services. Local council policy-makers, who analyse and evaluate the city, should take decisions on improving the city's quality of life.

THE PROJECT

From the outset, Donostia/San Sebastian has considered this project for "Age-Friendly Cities" as a mainstream project, cutting across all areas and departments within the city council and other public and private sector entities, local and non-local, with particular emphasis put on its participatory nature. The goal is to improve the age-friendliness of the city and with this, the quality of life of older people as well as the rest of Donostia's citizens, generating a citizen participation process and utilising the potential of older people in city life.

In the **first stage** of this project, the work on focus groups resulted in a **diagnosis** of the level of age-friendliness of the city, together with proposed improvements, all of which are put together in the **reference document**. These proposed improvements are incorporated and developed in programmes of the local council's different departments.

In 2012, the *European Year for Active Ageing*, the groundwork for the **City Plan Donostia Lagunkoia. Hiri Plana** was carried out. Its starting point is the work undertaken so far and it represents a further step in the city's pledge to encourage citizen participation and the "empowerment" of older people and their associations in council initiatives.

In this, the second stage, whilst still keeping the main goal of "**Improving the friendliness of the city and with this, improving the quality of life of older people and the population at large**", the following specific goals are defined:

- **Empowerment of older people** and their associations to influence council policies through **public participation processes**, as both the drivers and executors of the project, utilizing their potential in city life.
- Stimulate the cooperation of different age groups (old and young) and city partners/ agents in the participation process, especially strengthening **intergenerational relationships** and **knowledge transmission**.
- Communication: **Make people aware** of the importance of active ageing and the value of older people in the community; view **ageing in a positive light**.
- Utilize the experience of **interdepartmental collaboration** and public participation processes to push forward in creating methodologies that contribute to fastening the implementation of projects, generating an environment of **commitment and action taking**.

In 2013 a successful public participation process was undertaken in which our **strategic approach** and the previous stage's **diagnosis** and **proposals** were enriched and updated.

The development of this whole process has been conducted in accordance with a series of guiding principles:

- Participation
- Empowerment



- Mainstreaming
- Commitment
- Transparency
- Gender perspective
- Friendliness perspective for all age groups.
- Sustainability
- Best practices

THE CITY PLAN - DSS LAGUNKOIA

Proposal analysis, their alignment with challenges and operational goals and technical comparisons all together produced a reference document from which a plan of action for the city was developed.

As you can see from this document, the plan comprises 8 points or areas, based on the 8 areas laid out in the WHO Vancouver protocol. These have been worked on by the group of people taking part in the process.

From the general vision of an age-friendly Donostia/San Sebastian a series of operational objectives emerge, coupled with the strategies (or lines of intervention) aimed at achieving them.

DSS LAGUNKOIA

8	AREAS
26	OPERATIONAL OBJECTIVES
22	LINES OF INTERVENTION
44	ACTIONS
134	ACTIVITIES



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To achieve these objectives, a series of measures of different importance and type have been proposed. Although it is not always easy to clearly differentiate between the areas, they can be basically structured around the following fields of action:

▪ Regulatory	10%
▪ Equipment and infrastructure	24%
▪ Organization and/or participation	30%
▪ Services and benefits	18%
▪ Awareness-raising and training.	18%

In up-coming years the ***Donostia Lagunkoia. Hiri Plana*** / **San Sebastián City Plan** will focus its policies on these areas.

I. AGE-FRIENDLY TOWN PLANNING, OPEN AIR SPACES, SQUARES, STREETS AND PUBLIC BUILDINGS

OBJETIVES

KEY CHALLENGES

Develop and plan the city in an inclusive way, overcoming social and territorial inequalities so that different sectors of the population can interact in public spaces that are safe, accessible and functional. Create supportive relations and social networks.

- 1.A. Pursue inclusive urban planning that includes age-friendly criteria from the outset.
- 1.B. Promote a safe, accessible city for older people in which they can lead independent lives.
- 1.C. Promote actions in public spaces to encourage the coming together of people and their surroundings.
- 1.D. Develop the *Donostia/San Sebastian Accessibility Plan*.

1.1. DESIGN MEASURES AND TOWN PLANNING.

1.1.1. INCLUDING AGE-FRIENDLY CRITERIA IN THE DEVELOPMENT OF TOWN PLANNING LAWS.

- 1.1.1.1. Development of a regulatory frame work to ensure age-friendly criteria.
- 1.1.1.2. Regulatory improvement regarding the use of public spaces by businesses, bars etc.
- 1.1.1.3. Older people's involvement in the process of regulatory reviews (as an advisory body).

1.1.2. AGE-FRIENDLY IMPROVEMENTS OF ALL ELEMENTS OF PUBLIC SPACES.

- 1.1.2.1. Exercise areas in public spaces or parks for older people.
- 1.1.2.2. Public drinking fountains.
- 1.1.2.3. Increasing of amenities such as benches on streets.
- 1.1.2.4. Increase the number of and improve public toilets (WC) in public spaces.
- 1.1.2.5. "Age-friendly public spaces" programme.



1.1.3. PROMOTE SAFE ENVIRONMENTS FOR OLDER PEOPLE.

1.1.3.1. Security measures in public spaces.

1.1.3.2. Development and implementation of measures to ensure public safety and its perception.

1.2. MEASURES TO ENCOURAGE HARMONIOUS COEXISTENCE AND INTERGENERATIONAL RELATIONSHIPS.

1.2.1. DESIGNING PUBLIC AREAS WITH CROSS-GENERATIONAL APPEAL.

1.2.1.1. Publics areas for intergenerational meetings.

1.2.1.2. Incentives to develop meeting points.

1.3. INCENTIVES FOR LOCAL AGE-FRIENDLY BUSINESSES IN DONOSTIA/SAN SEBASTIÁN.

1.3.1. INCREASING LOCAL BUSINESS/SHOPS

1.3.1.1. Council programme to encourage local business/shops.

1.3.2. CRITERIA FOR AGE-FRIENDLY LOCAL SERVICES.

1.3.2.1. Local businesses: regulation and outlines showing age-friendliness within licensing activities.

1.3.2.2. Improving accessibility to shops and indoor spaces.

1.3.2.3. "Age-friendly business" campaign.

II.- TRANSPORT AND MOBILITY

II

OBJETIVES

KEY CHALLENGES

A city that guarantees safe, independent accessibility and mobility for older people and promotes and facilitates the use of different modes of public transport..

- 2.A. Peaceful co-existence of different modes of transport for older people, especially pedestrians, cyclists and public transport users.
- 2.B Accessibility for older people to the whole of the city, especially the more outlying areas.
- 2.C. Develop the *Sustainable Urban Mobility Plan* and the *Accessibility Plan*.

2.1 USER-FRIENDLY PUBLIC TRANSPORT.

2.1.1. IMPROVING LOCAL BUS ROUTES AND TIMES

- 2.1.1.1. Promote implementation of the programmes in the *Donostia/San Sebastian Sustainable Urban Mobility Plan-DSUMP*.
- 2.1.1.2. Bus stop improvement, *Bus stop improvement plan*, DSUMP.
- 2.1.1.3. Study on location and possibility of improving bus stops as a complementary action.
- 2.1.2.4. Feasibility study on improving the frequency of some lines.
- 2.1.2.5. Bus driver training programme.

2.1.2. IMPROVEMENTS TO THE BASQUE RAIL NETWORK.

- 2.1.2.1. Encourage the reintroduction of toilet facilities removed from carriages (in the “topo” local train).
- 2.1.2.2. Improve accessibility to the RENFE national rail network.

2.2. IMPROVING THE MOBILITY OF OLDER PEOPLE.

2.2.1. ACCESSIBILITY IMPROVEMENT.

- 2.2.1.1. Kick-start the development of the *Urban Mobility Plan* DSUMP.
- 2.2.1.2. Develop the *Accessibility Plan*, DSUMP.

- 2.2.1.3. Improve traffic lights.
- 2.2.1.4. Action regarding the taxi service.
- 2.2.1.5. Launch the setting up of an innovative service for people with mobility difficulties (carts, tricycles, etc.).

2.2.2. IMPROVEMENTS TO THE AVAILABILITY AND OPERATION OF THE CITY'S PARKING AREAS.

- 2.2.2.1. Parking areas.
- 2.2.2.2. A network of pick-up and drop-off parking bays for older people.

2.2.3. IMPROVEMENTS TO PEDESTRIAN ROUTES.

- 2.2.3.1. Pedestrian routes and itineraries to link different neighbourhoods.
- 2.2.3.2. Launch and coordinate the “pedestrian friendly routes campaign”.

2.2.4. IMPROVEMENTS TO THE CYCLE LANE AND PATH NETWORK.

- 2.2.4.1. Gradual extending of the cycle lane network to cover all the city's neighbourhoods.
- 2.2.4.2. Action to improve black spots, difficult areas and their signposting.
- 2.2.4.3. Enforcement of the bye-law regulating cycle use and travel in the city.

2.3. SAFE MOBILITY FOR ALL.

2.3.1. TRAINING, AWARENESS-RAISING, CITIZENSHIP AND ROAD SAFETY ACTION PROGRAMMES.

- 2.3.1.1. Develop the DSUMP *Road Safety Programme*.
- 2.3.1.2. Tools to guarantee peaceful shared use of public space.
- 2.3.1.3. Encourage road safety programmes for all groups (children, youngsters, older people and pedestrians).
- 2.3.1.4. Educate older people about public transport.
- 2.3.1.5. Information, awareness-raising and accident prevention campaigns.

2.3.2. TRAFFIC-CALMING MEASURES.

- 2.3.2.1. Extend reduced (30km/hr.) and limited (10km/hr) speed areas in the city.
- 2.3.2.2. Study of measures for bus traffic calming.

III.- BUILDINGS, AMENITIES AND HOUSING.

III

OBJETIVES

KEY CHALLENGES

A city which meets the needs and requirements of older people when defining residential use and options and which encourages the elderly to stay voluntarily at their home/surroundings for as long as possible whilst enjoying optimum quality of life

- 3.A. Help older people stay in safe, accessible surroundings with sufficient neighbourhood services.
- 3.B. Promote access to suitable, accessible, safe housing for all older people.
- 3.C. Diversify residential accommodation to provide for different stages of the ageing process.

3.1 ADAPTING THE PUBLIC RESIDENTIAL SYSTEM TO THE NEEDS OF OLDER PEOPLE.

3.1.1. INTRODUCING NEW, ALTERNATIVE FORMS OF RESIDENCE.

- 3.1.1.1. A process of reflection on housing policy that considers the viewpoint of older people.
- 3.1.1.2. Support the creation of housing communities for older people that share basic services.
- 3.1.1.3. Preparation and proposal of new, innovative and participative housing models for older people.

3.2. FACILITATE HOUSING ACCESS AND ADAPTATION TO THE REQUIREMENTS OF OLDER PEOPLE.

3.2.1. INFORMATION, SUPPORT AND ADVICE TO OLDER PEOPLE ON HOUSING.

- 3.1.2.1. Create an inter-institutional one-stop-window for processing housing benefits.



- 3.2.1.2. Facilitate an information service via local neighbourhood associations.
- 3.2.1.3. Use other benchmark public services for older people to facilitate an information service.
- 3.2.1.4. Draw up a help guide with advice for older people on taking housing decisions.
- 3.2.1.5. Set up a housing advice service.

3.2.2. ADMINISTRATIVE AND FINANCIAL SUPPORT.

- 3.2.2.1. Analysis of ways to make bye-law application more flexible.
- 3.2.2.2. Drive the creation of a specific line of grants to adapt the houses of older people on low incomes.
- 3.2.2.2. Set up a local mediation service for neighbourhood associations.

3.3. PUBLIC FACILITIES ADAPTED TO THE NEEDS OF OLDER PEOPLE.

3.3.1. PROMOTE ADAPTATION OF PUBLIC FACILITIES.

- 3.3.1.1. Encourage public-private cooperation.
- 3.3.1.2. Adaptation of spaces for people with mobility and sensory difficulties.

IV.- NETWORKS AND SOCIAL SUPPORT

IV

OBJETIVES

KEY CHALLENGES

For our city to be a socially related community that is committed to supporting all older people, especially the most vulnerable.

- 4.A. Weave intergenerational formal and informal support networks in which associations and the general public participate.
- 4.B. For support networks to provide people with a safer, more accessible and more pleasant life.
- 4.C. Organize older people as active support agents.

4.1. DONOSTIA/SAN SEBASTIÁN, AN AGE-FRIENDLY CITY

4.1.1. CREATION OF THE “AGE-FRIENDLY CITY” CONCEPT.

- 4.1.1.1. Kick-start the creation of the figure of a “buddy” who helps older people deal with the red tape of the administration.
- 4.1.1.2. Strengthening actions for the city’s social and community fabric.
- 4.1.1.3. Educational and awareness-raising programmes at schools.

4.1.2. MAKE SOCIETY AWARE OF THE “AGE-FRIENDLY CITY” CONCEPT.

- 4.1.2.1. Activities promoting and disseminating the “age-friendly city” concept.
- 4.1.2.2. Disseminating the project and the philosophy behind age-friendly cities.

4.2. DRIVING AND STRENGTHENING SOCIAL NETWORKS

4.2.1. ASSOCIATIONS AS AN INFORMAL SUPPORT NETWORK

- 4.2.1.1. Update the census of associations and other bodies linked to the world of older people.
- 4.2.1.2. Measures aimed at designing a strategy to encourage collaboration between different senior citizen associations.

4.2.2. DESIGN A NEW ROLE FOR “SENIOR CITIZEN SOCIAL CLUBS”.

4.2.2.1. Reflection process on the role of senior citizen social clubs in San Sebastian and design of a strategy for their future.

4.2.3. PUBLIC FACILITIES IN DIFFERENT LOCATIONS AS A SUPPORT NETWORK.

4.2.3.1. A network of collaboration between different facilities to detect older people who are alone and isolated and may need support.

4.2.4. DEVELOP A NEIGHBOURHOOD SUPPORT NETWORK.

4.2.4.1. A “Good Neighbourliness” Programme as part of promoting community development.

4.2.4.2. Create the “neighbourliness day” to foster closer ties and contacts between neighbours.

4.2.5. CARING FOR CARERS.

4.2.5.1. Support programme for carers, to facilitate the way they manage their daily lives.

4.2.5.2. Support work-life balance measures to make caring possible:

4.2.5.3. Programmes for educating and advising carers and families with older people in their care.

4.2.5.4. Awareness-raising campaign aimed at older carers to foster their self-esteem and get across a message of empowerment.

4.2.6. LOCAL SHOPS AS A REPLY TO THE SOCIAL NEEDS OF OLDER PEOPLE.

4.2.6.1. Awareness-raising actions so that new shops value the age-friendly elements of traditional shops

4.2.6.2. Promoting shops as local support spaces and information points for older people.

V.- ACTIVE AGEING: PARTICIPATION, EMPLOYMENT AND LEARNING

V

OBJETIVES

KEY CHALLENGES

A city that promotes active ageing and independent living opportunities and recognises older people as political actors, encouraging their participation in all areas of society throughout their lives.

- 5.A. Make society in general aware of the value of active ageing and its different dimensions.
- 5.B. Mobilize the potential of ageing people both for their own benefit and for society as a whole.
- 5.C. Drive institutional commitment to respond to the right of older people to actively participate in society..

5.1. REINFORCE THE IDEA OF ACTIVE AGEING.

5.1.1. PUBLIC AWARENESS OF ACTIVE AGEING.

- 5.1.1.1. Programme to inform, raise awareness and support active ageing.

5.1.2. PROMOTION OF LEISURE ACTIVITIES FOR OLDER PEOPLE.

- 5.1.2.1. Increase and improve older people's access to the city's cultural and leisure activities.
- 5.1.2.2. Encourage older people to organize and participate in active cultural and leisure activities. Over 55s programme.

5.2. PARTICIPATION IN LOCAL POLICY BUILDING.

5.2.1. CITY COUNCIL-DRIVEN PUBLIC PARTICIPATION.

- 5.2.1.1. Support strategies for older people in participation spaces.
- 5.2.1.2. Feasibility study on numbers of older people in city council participation forums.

- 5.2.1.3. Incorporate the vision and viewpoint of older people into city council management.
- 5.2.1.4. Intergenerational perspective when designing and developing participatory processes and spaces.
- 5.2.1.5. Measures aimed at encouraging participatory town planning.
- 5.2.1.6. Participation seminars and workshops; spaces for exchanging participation experiences.

5.2.2. PARTICIPATION OF OLDER PEOPLE IN ALL AREAS OF PUBLIC LIFE. VOLUNTEERING.

- 5.2.2.1. Plan to encourage older people to become volunteers.
- 5.2.2.2. A platform that collects both requests for and offers of support and collaboration.

5.3. EDUCATION FOR OLDER PEOPLE.

5.3.1. LIFELONG LEARNING AND KNOWLEDGE EXCHANGE.

- 5.3.1.1. Encourage exchange of knowledge amongst older people and between older people and the rest of society.
- 5.3.1.2. Training events for older people.
- 5.3.1.3. Institutional backing for current training and cultural programmes.

5.3.2. OPPORTUNITIES TO LEARN BASQUE.

- 5.3.2.1. Encourage older people to participate in existing initiatives to practice Basque.
- 5.3.2.2. Cultural activities in Basque for older people.
- 5.3.2.3. Set up means to facilitate older people's learning of Basque.
- 5.3.2.4. Adapt Basque language teaching to the needs of older people.



5.4. OLDER PEOPLE AND EMPLOYMENT.

5.4.1. ENCOURAGE FORUMS FOR DEBATING, REFLECTING ON AND MAKING PROPOSALS REGARDING THE TRANSITION PERIOD FROM WORKING LIFE TO RETIREMENT.

5.4.1.1. Initiatives contributing to a positive perception of retirement.

5.4.1.2. Help older people who so wish, to stay on the labour market.

5.4.1.3. Training, guidance and advice programmes to facilitate preparation for the end of a person's working life.

VI.- RESPECT, RECOGNITION AND SOCIAL INCLUSION

VI

OBJETIVES

KEY CHALLENGES

A city respectful of all, whatever their age, that goes beyond stereotypes and social barriers and is especially sensitive towards the most vulnerable old people.

- 6.A. Promote a positive dignified image of older people and appreciate their value.
- 6.B. Prevent and avoid social risk and abuse (e.g. isolation, helplessness, vulnerability and ill-treatment) or any other violations of the rights of the elderly.

6.1. BUILDING A CULTURE OF RESPECT TOWARDS OLDER PEOPLE.

6.1.1. FOSTER RECOGNITION OF AND RESPECT TOWARDS OLDER PEOPLE, HELPING DO AWAY WITH THE NEGATIVE STEREOTYPES ASSOCIATED WITH THEM.

- 6.1.1.1. Collaboration agreement so that social -healthcare professionals train service providers in other fields.
- 6.1.1.2. Intergenerational collaboration programmes at schools and education centres.
- 6.1.1.3. Support initiatives developed by senior citizen associations to improve society's perception of ageing.
- 6.1.1.4. A leaflet with guidelines on how to treat older people in a polite and friendly way in all areas of daily life.
- 6.1.1.5. Specific training courses for professionals on behaviour towards older people

6.2. SOCIAL INCLUSION OF OLDER PEOPLE

6.2.1. STRENGTHEN MECHANISMS TO AVOID EXCLUSION OF OLDER PEOPLE.

- 6.2.1.1. Initiatives aimed at dignifying the income of older people with reduced spending power.



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6.2.1.2 Progressive local taxes that favour those on low incomes.

6.2.1.3. Activities that improve the older person's knowledge about their rights in given situations or areas.

VII.- INFORMATION AND COMMUNICATION

VII

OBJETIVES

KEY CHALLENGES

A city that supports information and communications systems with different, accessible, simple mechanisms adapted to the day to day needs of older people..

- 7.A. Follow accessibility and universality criteria when managing local council information.
- 7.B. Encourage other administrations and the private sector to follow accessibility and universality criteria.
- 7.C. Make it possible for older people to use and make the most of the potential of ICT tools.
- 7.D Encourage older people to communicate with each other by facilitating their social participation and self-management of the information they are directly interested in.

7.1. PROMOTE AGE-FRIENDLY INFORMATION CHANNELS AT LOCAL INSTITUTIONS.

7.1.1. ADAPTING THE WAY INFORMATION IS COMMUNICATED

- 7.1.1.1. Tools for disseminating local information which are age-adapted.
- 7.1.1.2. Utilise the most widely-used and accessible channels for older people.
- 7.1.1.3. Circulate information about resources for older persons, the disabled and the dependent
- 7.1.1.4. Training for council staff working at information and help points.

7.1.2. ADAPTING THE LANGUAGE USED IN THE ADMINISTRATION.

- 7.1.2.1. Produce an explanation “Manual for age-friendly treatment by administrations”.
- 7.1.2.2. Apply the rules from the age-friendly manual to all the information channels and content produced by the city council.

7.2. SUPPORT IN ADAPTING TO A CHANGING ENVIRONMENT

7.2.1. ENCOURAGE USE OF AND ACCESS TO INFORMATION AND COMMUNICATION TECHNOLOGIES (ICTS) AND SOCIAL NETWORKS.

- 7.2.1.1. Feasibility study on providing subsidies for older people to buy computers and access the internet.
- 7.2.1.2. Encourage the use of technological devices and other support products at home.
- 7.2.1.3. Improve the adaptation of public spaces providing access to new ICTs to meet the needs of older people.
- 7.2.1.4. Age-focused new ICT training programmes.

7.3. SETTING UP OF AGE-FRIENDLY COMMUNICATION CHANNELS WITH SOCIETY.

7.3.1. SPECIFIC WORK WITH THE MEDIA. AWARENESS-RAISING.

- 7.3.1.1. Working group on older people and information and communication.
- 7.3.1.2. Communication and social awareness-raising campaign within the framework of age-friendly DSS to improve the social perception of older people.

7.3.2. STRENGTHENING COMMUNICATION CHANNELS BETWEEN OLDER COLLECTIVES.

- 7.3.2.1. Support for making a television programme
- 7.3.2.2. Information and communication network on available resources and subjects in the city.
- 7.3.2.3. Encourage the creation of a network of age-related associations.

VIII.- SOCIAL AND HEALTH SERVICES

VIII

OBJETIVES

KEY CHALLENGES

A city with a network of social and healthcare services that assist those people with greatest difficulties and needs to independently develop their life plan, to have access to the necessary resources to guarantee they can do so.

- 8.A. Guarantee continuity in the care and coordination of social and health services.
- 8.B. Support the complementary nature of formal and informal support systems.
- 8.C. Provide different kinds of support to encourage older people to stay in their own homes/environment
- 8.D. Provide a system that facilitates access to social services.

8.1 IMPROVE SOCIAL HEALTHCARE RESOURCES AND INFORMATION.

8.1.1. PROMOTE EFFICIENT HEALTHCARE TEAMS.

- 8.1.1.1. Small-scale locally-based healthcare teams that follow protocols and focus on comprehensive support.
- 8.1.1.2. Measures to increase equipment and specialist staff.

8.1.2. FLEXIBILIZATION AND IMPROVEMENT OF HEALTH CARE SERVICES.

- 8.1.2.1. Promote companionship as a programme headed-up by public services.
- 8.1.2.2. Improve home care services so they are adapted to the personal needs of those who use them.
- 8.1.2.3. Medication management actions.
- 8.1.2.4. Detecting “cases” through social support networks. Recruit “reception/reference” figures at day centres for the elderly and define referral protocols.
- 8.1.2.5. Create an “Ombudsman for healthcare and social service users”
- 8.1.2.6. Encourage the implementation of the *Donostia-San Sebastián Local Plan to Support Carers*.
- 8.1.2.7. Guarantee welfare coverage to all the population and especially the elderly.
- 8.1.2.8. Greater flexibility of opening times in public services.

8.1.3. CREATE AND KICK-START HEALTH PROMOTION PROGRAMMES

- 8.1.3.1. Promote healthy habit programmes: food and sport.
- 8.1.3.2. Encourage the setting up of cognitive stimulation workshops. There should be more groups and these ought to be better dispersed around the city.
- 8.1.3.3. Therapy workshops for daily service users (home care, day centres, homes)
- 8.1.3.4. Develop more care services aimed at people who are on the verge of becoming dependent (fragile elderly people or those with mild cognitive impairment).

8.2. IMPROVE KNOWLEDGE AND TREATMENT OF VULNERABLE OLD PEOPLE

8.2.1. LOCAL INTERVENTION MODEL FOR OLDER PEOPLE LIVING ALONE OR WHO ARE ISOLATED FROM SOCIETY.

- 8.2.1.1. Design protocols and develop programmes to detect, deal with and monitor these situations.
- 8.2.1.2. Analyse the needs of older people who live alone.
- 8.2.1.2. Make it possible for neighbourhood council workers to work in a coordinated and comprehensive manner to make sure older people are informed and to detect situations of need.
- 8.2.1.4. A programme to detect, assess and eradicate elder abuse.



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