



Den Haag

Senior-friendly The Hague

Action programme 2020 - 2022



FOREWORD

Jos (80) received the City Pin from me a while back. Jos is committed to his neighbourhood like no other. He takes senior citizens to hospital in his own car, looks after pets when neighbours go on holiday and much more. Jos is thoroughly enjoying the third stage of his life and enables others to do the same.

People like Jos helped build The Hague and actually still do so. That makes him a great example for me. I, too, want to work on a city where people can continue to participate and where we look out for each other. That is also the starting point of The Hague as a senior-friendly city. Major steps have already been taken in this direction in recent years and we will continue to do so. By improving accessibility, the create opportunities to continue to participate and help prepare people for a different stage of life. What requirements must a home meet when you are less able to walk? What can you do with the time you have left after you retire? There is already a lot in The Hague, but not everyone is making use of them yet. That is why, with this action programme Senior Friendly The Hague 2020 - 2022, we want to ensure that senior citizens know how to find their way to suitable activities and facilities in the neighbourhood.

You can read exactly what we are going to do in this action programme Senior Friendly The Hague 2020 - 2022. The coronavirus and the associated measures have a major impact on society and certainly on the lives of seniors. This action programme therefore takes account of the new situation. The voice of the senior citizen remains the basis. Because just like all other people, seniors differ from each other.

Not only in terms of health, but also in background, wishes and lifestyle. In other words: there is no such thing as the senior citizen.

Proud of all the volunteers, informal carers, welfare workers and care workers in our city, I will, just like Jos, continue to work on The Hague as a senior-friendly city in the years to come. Because if it were up to me, one thing would always remain the same: The Hague is for all its residents, young and old.

Kavita Parbhudayal

Alderman for Care, Youth and Public Health



CONTE

	Foreword	2
	Contents	3
What is a senior-friendly	city?	4
How senior-friendly is The Hague	now?	6
How are we going to make The Hague more senior-friendly	?	8
Urban Older People Commission		11
1 Together we make a senior-friendly The	Hague	12
2 Participation and	enjoyment	13
3 Healthy and	resilient	16
Living comfortably in your	neighbourhood	20
Informed and	involved	24
Monitoring and	forecasting	26
Financial overview 2020 -	2022	27
Annex		128



WHAT IS A SENIOR-FRIENDLY CITY?

A senior-friendly The Hague

The number of senior citizens in The Hague will increase in the coming years. In 2020, almost 80,000 residents aged 65 and over will be living in our city. This number is expected to increase to 120,000 seniors in 2040.

This is 20% of The Hague's population and almost double the figure for 2010. (Figure 1) The vast majority of these seniors live at home, often according to their own wishes. (figure 2) Under the *Social Support Act*, the municipality has the task of supporting seniors in living independently at home for as long as possible.

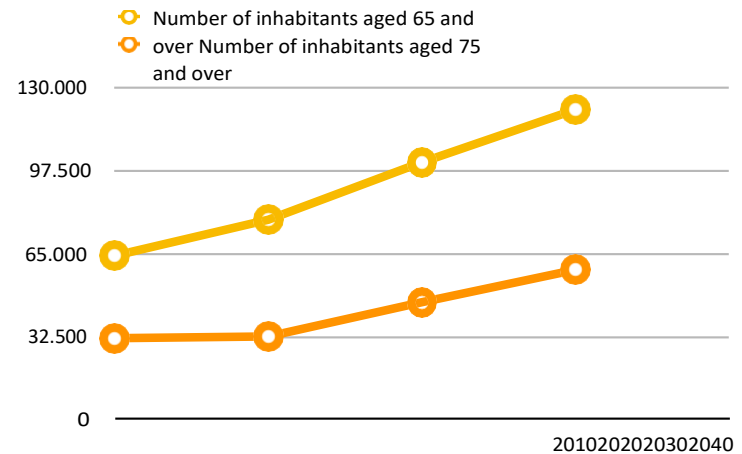
The municipality also has a task under the *Public Health Act* in the area of prevention when it comes to the health of senior citizens.

The increase in the proportion of seniors living independently means that the city is changing. That is why, since 2014, The Hague has been the first Dutch city to join the global network of senior-friendly cities. The World Health Organisation (WHO), together with seniors, has mapped out what a senior friendly city.

A senior-friendly city focuses on:

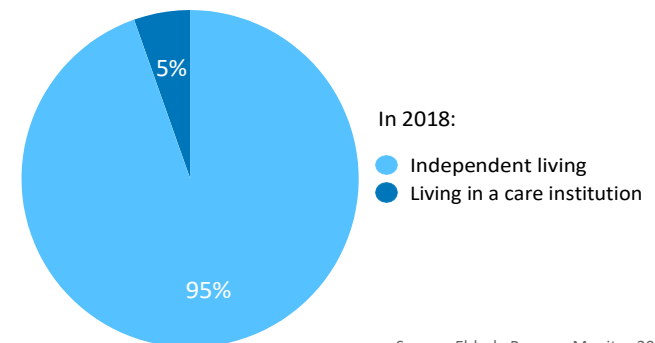
- A positive and realistic image of seniors and ageing
- Professional and voluntary support for requests for help
- Sufficiently accessible activities for seniors
- Comprehensible information that is available both online and offline
- Sufficient opportunities for (voluntary) work and participation
- An accessible public space and public facilities
- Accessible (public) transport
- Suitable housing and residential facilities for senior citizens

FIGURE 1



Source: The Hague in Figures

FIGURE 2



Source: Elderly Persons Monitor 2018

Together with residents and organisations, the municipality has been active for years in making The Hague a city where it is pleasant to grow old. There is a wide range of activities for seniors. For example, senior citizens in The Hague have set up a total of 286 senior citizens clubs. These clubs meet every two weeks to cook or walk, for example. There are also 37 'Haags Ontmoeten' locations spread throughout The Hague where seniors with control loss are welcome to participate in weekly activities. Residents, young and old, can go to one of the 17 Service points XL with all their questions. In addition, seniors aged 75 and over receive an invitation for a home visit every five years. About 2,000 home visits are made each year. Thanks to the home visit, seniors can ask all their questions in a timely manner about everything they need to age well in The Hague. In 2019, at the request of senior citizens, 54 benches were installed or adapted to make the city more accessible. This is just a small sample of what The Hague has to offer seniors.

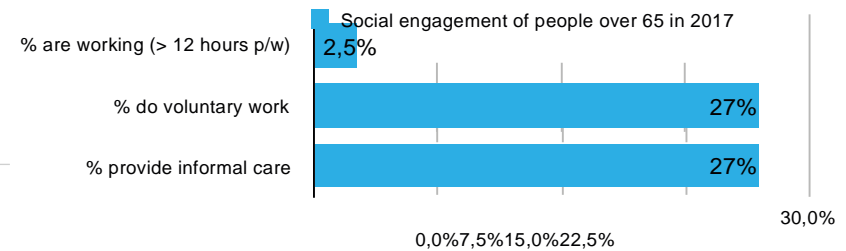
Realising the potential of the third stage of life

With this action programme, we want to focus mainly on the opportunities offered by the ageing population. The ageing of the population is causing an increase in the number of people in the so-called 'third stage of life'. The third stage of life begins at retirement age and often gradually moves into the fourth stage of life as frailty takes over. Residents in the third stage of life are often relatively healthy and active. They often do an incredible amount for society. This includes, for example, providing informal care and doing voluntary work (figure 3). This involvement not only has a positive effect on the city, but also on seniors themselves. It brings pleasure and a feeling of significance and belonging (figure 4). This is particularly important in these times.

That is why The Hague wants to make it possible for senior citizens to continue to participate in their own way and be of significance to the city. This is the basis for a pleasant old age in The Hague.

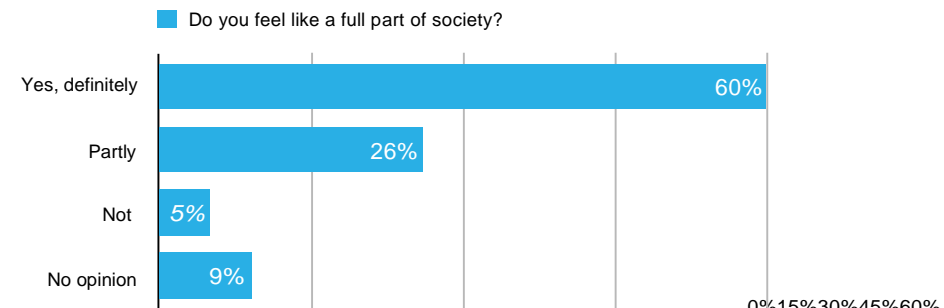
In this action programme, special attention is paid to seniors living independently and suffering from dementia. Dementia makes it more difficult to continue to participate in the things that are important to someone. Society's image of dementia is often negative and can be associated with stigmatisation. However, even with dementia, a lot is still possible. Both the perception of dementia and the right support at the right time are crucial.

FIGURE 3



Source: Elderly Persons Monitor 2018

FIGURE 4



Source: Elderly Panel The Hague Summer Round 2019: Theme connectedness

HOW SENIOR-FRIENDLY IS THE HAGUE NOW?

We are building a senior-friendly city together. Elderly counsellors remain indispensable professionals that seniors can turn to for advice and support. We also continue to stimulate care innovation. For example, seniors and their informal carers can try out over 90 different technological aids in the iZiervaar home.

A great deal of effort has also been put into preventing and combating loneliness, for example by training volunteers and professionals in recognising and dealing with loneliness.

Improving accessibility is also an important spearhead for the coming years, as shown in the 'Agenda for an Accessible Europe'.

The Hague 2020-2022'. As a city, we already have many facilities and activities for seniors.

A number of initiatives are explained here.

More exercise for the elderly

There are numerous sports activities for seniors in The Hague, which have been bundled in the Sports and Movement Guide 50+. The 'More exercise for the elderly' activities are given by specially trained teachers and are specifically adapted to the wishes and possibilities of senior citizens.

Neighbourhood restaurants

For senior citizens, who like to eat together or who have difficulty cooking, there are the neighbourhood restaurants where, for a small fee, they can enjoy a delicious meal with other neighbourhood residents.

Art and cultural activities

The Hague has a wide range of art and cultural activities on offer for people of all ages. Some art and cultural institutions have tailored their offerings to the specific needs of senior citizens, for example the guided tours for people suffering from dementia.

Buddy projects

Seniors who feel lonely or who need extra support can be matched with a buddy. A buddy can offer a listening ear or accompany them to appointments or activities.

Volunteer transport

When residents can no longer use public transport or their own transport, they can make use of volunteer transport such as the district bus and 'guide and drive'.

Residential groups

The Hague has a rich history when it comes to seniors living together in a commune. There are currently 43 residential groups and new locations are still being added.

Older people's clubs

Seniors with a common hobby set up their own societies and meet regularly to play bridge, walk, recite poetry or play boules, for example.

Computer courses

Digital skills open up a whole new world and make it easier to keep in touch, deal with administrative matters and find out what activities are taking place in the neighbourhood. Various organisations, such as the library, offer computer courses especially for senior citizens.

Telephone circles

The telephone circle is there for the daily chat. Seniors can offer each other a listening ear and look out for each other.

Meet The Hague

Seniors who suffer from loss of control (e.g. due to dementia) are welcome at the 37 Haags Ontmoeten locations in the city. At these locations, seniors and their informal carers can enjoy various activities in an easily accessible manner.

Service points XL

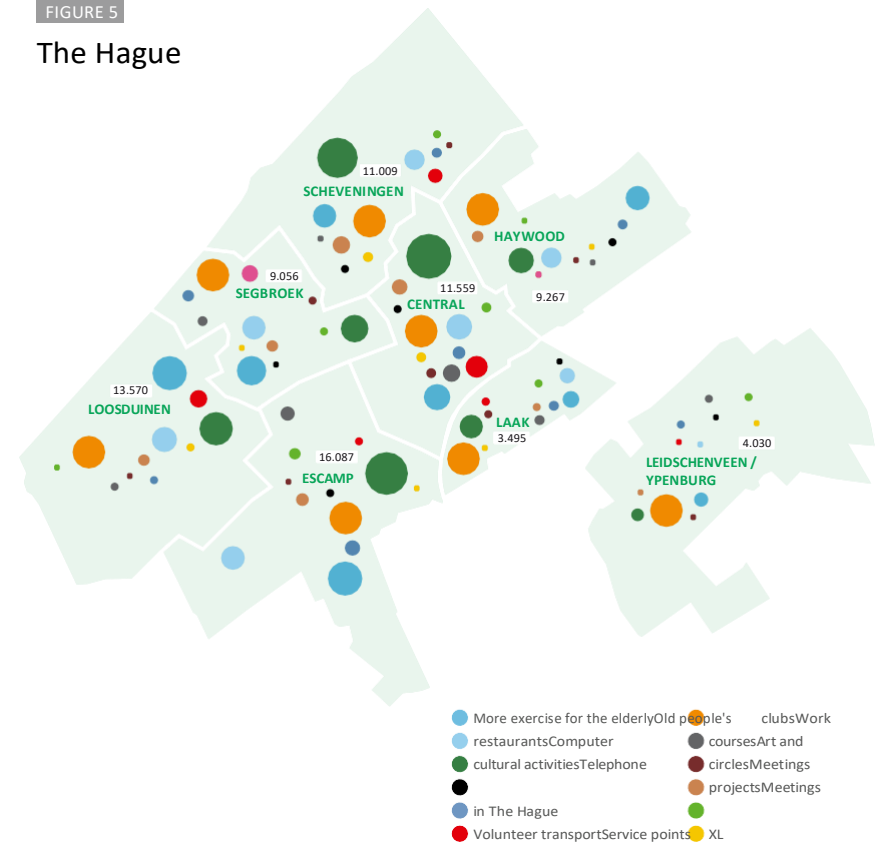
Residents with questions about income, care and welfare can drop in at one of the 17 Service points XL. Especially for seniors, there are elderly counsellors who provide information, advice and support.

Shopping assistance

There are several organisations in The Hague that help seniors do their shopping themselves or have it delivered.

FIGURE 5

The Hague



HOW ARE WE GOING TO MAKE THE HAGUE MORE SENIOR-FRIENDLY?

The Hague has already taken many steps in recent years to become a senior-friendly city. At the same time, the number of seniors continues to grow, their wishes and needs change and so does the environment. It is therefore necessary to continue to look, together with the seniors, at what The Hague needs as a city in which to grow old comfortably.

The focus of this action programme is mainly on prevention. Prevention here means preparing for the changes that come with ageing. Think, for example, of a new way of spending your day when you retire.

Or working on your health by staying active. Thinking in good time about your home and how suitable it is if you are less able to walk is also part of prevention. By focusing on prevention, a lot of suffering and unnecessary care can be avoided.

This approach is based on three ambitions:

1 Participation and enjoyment

Seniors actively participate in their own way in the The Hague society, allowing them to stay healthy longer with a good quality of life.

2 Healthy and resilient

Seniors feel healthy and resilient for as long as possible, so that they can continue to do the things that are valuable to them.

3 Living comfortably in your neighbourhood

Senior citizens live in a suitable home in a senior-friendly environment so that they can continue to live comfortably at home for as long as possible.

The foundation of these ambitions is being 'informed and involved'. Seniors are well informed about the possibilities that The Hague has to offer so that they can choose the facilities and activities that suit them.



These ambitions stem from:

The principles of the coalition agreement Together for the City, the policy plan Healthy & Resilient, the Social Impact Analysis Corona Crisis, the WHO and the Leyden Academy.

The most important thing in making the city senior-friendly is the voice of the seniors themselves. The Urban Elderly Committee plays a major role in this. In addition, 500 senior citizens have been interviewed about what it means to live a pleasant life in The Hague and a number of them have contributed ideas about the actions needed to achieve this. In addition, there were discussions with senior citizens' counsellors about the obstacles that senior citizens encounter in their daily lives.

In addition to the experiences of senior citizens, the 2018 Elderly Monitor has been important. The Elderly Monitor is a compilation of information from existing The Hague data and surveys focused on The Hague over-65s.

background by providing places for them.



Inclusion and cultural sensitivity

Everyone should be able to participate fully and equally in The Hague society. It is important to take into account someone's talents, wishes and possibilities.

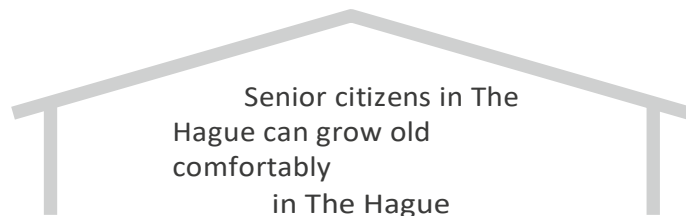
What works for one, may not suit another. The Hague society is becoming more and more diverse. In The Hague, 30% of the over-65s have a migrant background. Research and experience have shown that some of these seniors experience a barrier when making use of care and support. As a result, this care and support is left to family members, which can lead to the overburdening of informal carers. It is therefore essential to provide culturally sensitive customised services.

in the implementation of this action programme. For example, with the expansion of The Hague meeting places, we also want to appeal to more seniors with a migration



choose a place that is familiar to them, such as a temple. As people grow older, they may feel the need to talk about their past with people who know and share it. Group living can be a good solution for people who prefer to live in the company of others or who can no longer live alone. In welfare work, we are also looking at how we can use the expertise of intercultural elderly counsellors to ensure that welfare work is better attuned to The Hague's multicultural society. Finally, we are going to work with the project 'Superdivers Dementievriendelijk Den Haag', we talked to senior citizens with a migrant background and their carers to find out how they view dementia and what they need in order to cope with this disease.

FIGURE 6



Living comfortably in your

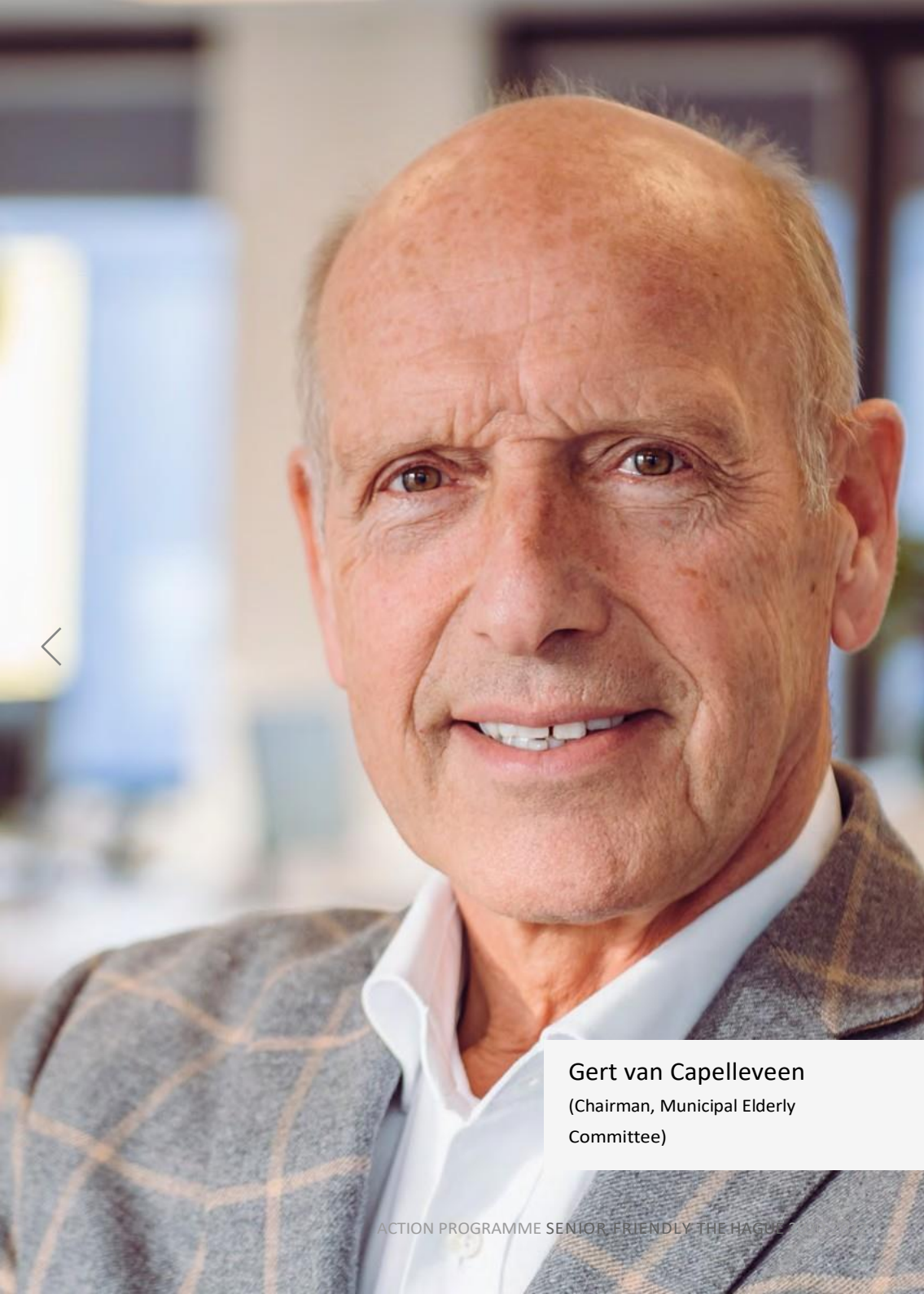
Informed and involved

Reading guide

The three ambitions all affect each other. Focusing on one ambition simultaneously has a positive effect on the realisation of the other ambitions. The three ambitions are supported by informing and involving senior citizens.

In line with figure 6, the ambitions and corresponding actions are explained. The colours in the figure correspond to the colours used in the description of the ambitions. Each ambition is introduced by an ambassador.





Interview

URBAN OLDER PEOPLE COMMITTEE

I had never heard of the SOC until a neighbour asked me if the position of Chairman of the Municipal Elderly Committee (SOC) would be something for me. I started to learn more about the SOC and their valuable role for seniors in the city and after a month I decided to apply. I have now been Chairman of this important body for three years and the SOC will be 30 years old in 2020.

Thirteen senior volunteer organisations are represented in the SOC. They provide us with input from their constituencies, and in addition there is an older people's panel with which we can question The Hague senior citizens through surveys. Both contribute to our primary task, giving solicited and unsolicited advice to our alderman for Care, Youth and Public Health. It is very useful that residents actively think along with us. For example, the alderman asked us to investigate where more benches should be placed so that senior citizens can rest more easily when they go for a walk. We placed the call in various neighbourhood newspapers and received dozens of responses, on the basis of which we wrote our advice and in the meantime all the benches have been placed.

The effects of what the SOC reports must be visible. This can include benches, but also pavements and public transport. With the thirteen organisations, we represent about 20% of The Hague's senior citizens. We do not yet reach 80%. It is our ambition for the coming years to reach these people as well, so that every senior citizen in The Hague feels heard!

Gert van Capelleveen
(Chairman, Municipal Elderly Committee)

TOGETHER WE MAKE A SENIOR-FRIENDLY THE HAGUE

We need each other to make The Hague senior-friendly. There are already many inhabitants and entrepreneurs who make The Hague more senior-friendly. We work together with residents, welfare organisations, entrepreneurs and professionals to carry out the actions described in the action programme. See the example of Dementievriendelijk Den Haag.

Dementia-friendly The Hague

In a dementia-friendly The Hague, people living with dementia can live their own lives as long as possible in a pleasant way. In order to become dementia-friendly, cooperation is essential. Together with different parties we work on projects in the field of:

1. Preventing dementia
2. Identifying dementia
3. Coping with dementia in everyday life

Care and welfare parties are very important in this, but neighbours, professionals and shop assistants can also make a difference.

FIGURE 7



ACTION PROGRAMME SENIOR FRIENDLY THE HAGUE 2020-202212



Interview

PARTICIPATION AND ENJOYMENT

Now that I am 82 years old, I still do the same as I did before. Of course, it is getting harder and I notice that I am getting older. I have been retired for many years, but a few years ago I was asked to tell children in Loosduinen my story about the time I spent in the Japanese camp with my mother and two brothers. I have done that in many schools with a lot of love and devotion. It took me back to another world.

At a get-together of the Loosduinen district council, I told them that I wanted to cook with other senior citizens. That little idea has now grown into a monthly dinner where we cook for about forty to fifty people with a few seniors. That makes me very happy.

Every day I have my worries. I like to do crafts from card making to knitting, play games and go to the gym once a week.

I always keep the weekends free for family and friends. I'm actually too busy during the week for that.

To stay healthy and fit, I try to walk everywhere as much as possible. If it is too far, I take the tram. My car is still in front of the door, but actually it has to go. It is no longer responsible for me to drive. If I cause a collision, people immediately say: 'Yes, the woman is 82', then I can say that I still have a good constitution, but yes, I am 82.

Janna Iddekinge

It is so simple: 'Do something together and the fun will come!'

1

PARTICIPATION AND ENJOYMENT

Why is this important?

Senior citizens in The Hague are active and involved. They do a lot for others and for the city. They are volunteers, babysitters and helpful neighbours. By taking part in social, cultural and/or sporting activities, they also add colour and character to the city.

Due to the arrival of the coronavirus and the associated measures, it is no longer possible to carry out the above activities without restrictions. However, it is important that seniors can continue to participate in activities that are important to them.

Participation" increases pleasure in life, makes people fitter, creates contact, reduces feelings of loneliness and even has a restraining effect on diseases such as dementia. If seniors can actively participate in The Hague society in their own way, this is a win-win situation. Seniors can use their knowledge and experience. Younger generations can learn valuable lessons from this, while seniors feel respected and significant. Every senior has different interests and wishes. It is important that the activities in the city match these. In addition, friendships are more easily made if you take part in an activity together. Both feeling meaningful and making meaningful contacts help to combat loneliness. Since the arrival of the coronavirus, we will all have to think of creative and flexible ways for seniors to actively participate in The Hague society.

ACTION PROGRAMME SENIOR FRIENDLY THE HAGUE 2020-202214



What do we focus on more?

There is a diverse range of activities and voluntary work in The Hague and many seniors are active in a way that suits their wishes and lifestyle. For example, there are the 268 senior citizens' clubs mentioned earlier, senior citizens can participate in over 250 art and cultural activities and there are telephone circles for senior citizens in every district. Also in the 18 libraries and 118 community centres organise activities for seniors. We will continue to support innovation and the development of initiatives from within the city for seniors, so that there will continue to be activities that suit the different wishes and needs of seniors.

Seniors, for example, say that they find it important not to be alone among contemporaries. Therefore, we are going to put extra effort into activities for young and old together.

It is also important that there are meaningful activities for seniors who need a little more guidance, for example in the case of dementia. Haags Ontmoeten offers activities for seniors with loss of control and their carers at some 37 locations throughout the city. These locations are easily accessible; you can drop in without an appointment or indication. Haags Ontmoeten already reaches some 3,000 seniors. We want to increase this reach even further.

In The Hague there are many activities aimed at preventing and combating loneliness. With the action plan 'Together we are not alone', The Hague takes up the fight against loneliness. Professionals and volunteers are trained to recognise loneliness and to help people who feel lonely. There are also workshops on friendship and dealing with loss. In this action programme, we want to make an extra effort to prevent and combat loneliness and exclusion of seniors on the basis of their sexual orientation or identity. It happens that seniors go back into the closet when they move to a care facility, out of fear of inappropriate

jokes and exclusion by fellow residents. Awareness and attention can make a big difference in increasing the feeling of safety for all seniors.

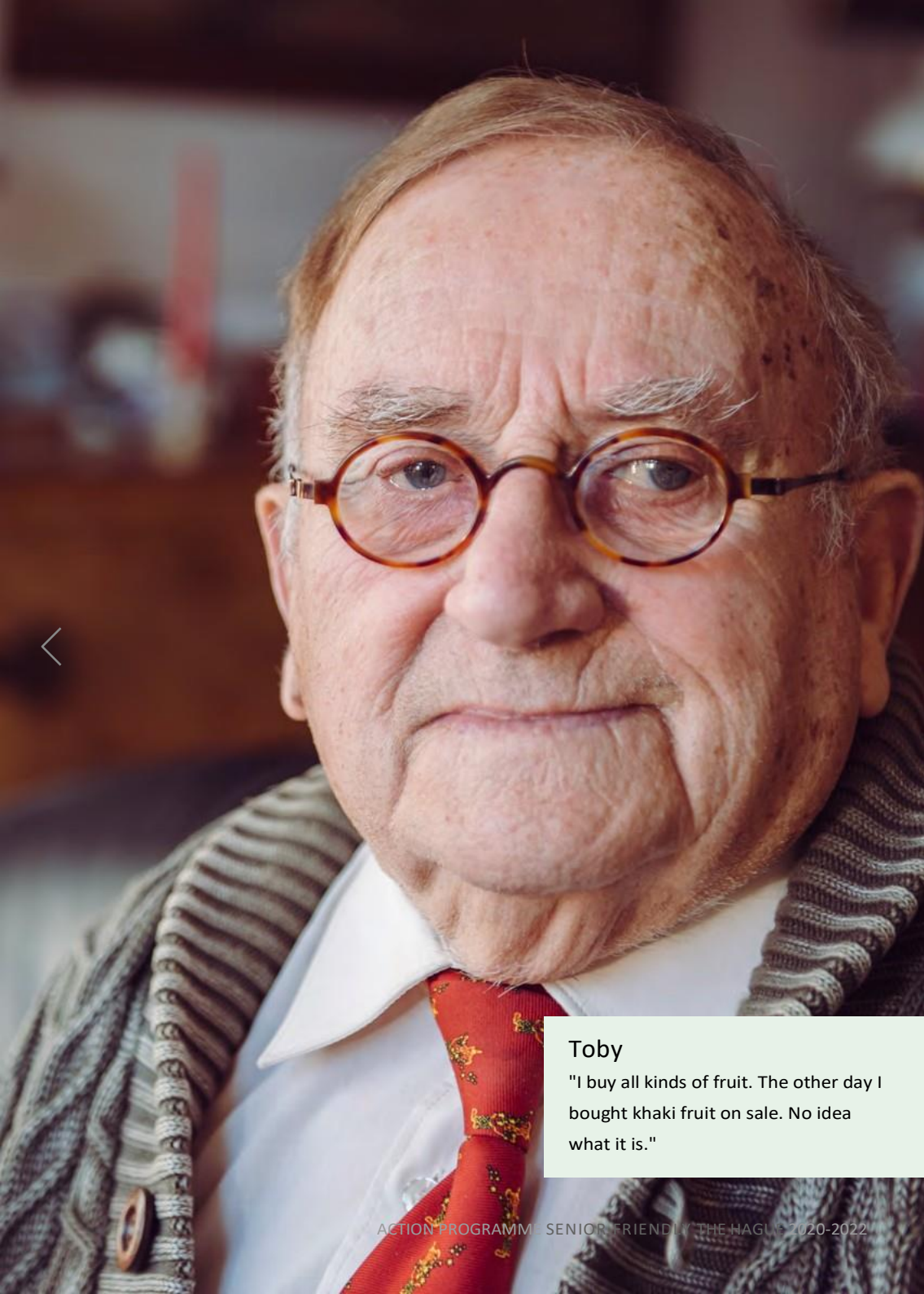
What is our goal?

More senior citizens, who experience a barrier to active participation, take part in activities that bring them joy in life.

What are we going to do?

- We encourage contact between young and old. For example, in cooperation with the library, we will organise 5 interactive lecture series given by students to senior citizens in 2021.
- In 2022, we will launch a subsidy scheme in which it will be possible for organisations to apply for subsidies to develop social, sporting and cultural activities for senior citizens.
- By 2022, we will have expanded The Hague Encounter to include at least four new locations. We will do this in cooperation with welfare organisations.
- We stimulate care facilities to achieve the Roze Loper mark by financing part of the costs of the programme. In 2022 we want at least 10 institutions to have obtained the Roze Loper certificate and to have taken action to create a safe environment for all elderly people, regardless of their sexual orientation or identity.





Interview

HEALTHY AND POWERFUL

I was born in Scheveningen over 90 years ago. Now that I am getting older, things become more and more difficult. I have a new hip, unfortunately walking is difficult. But I don't let others help me. I walk to the supermarket and to the tram. On the way, I regularly stop at fixed resting places. Then I stand against a wall for a while, until I am recharged and can walk again.

I live independently in a small three-room flat. I would love to move to a bigger house. My house is full of stuff that I have collected over the years. It is really too small.

The last time I tried to cook, it was wrong again.

The vegetables were on the fire. When the smell of burnt food spread through the room and I took the lid off the pan, I saw that I had forgotten to add water to the vegetables.

Since then, I only buy ready meals and often make them a bit tastier with tomato paste and a slice of cheese. I eat a lot of fruit for my daily vitamins.

I would like to do something for others again and, just like before my new hip, perform in care homes and tell stories about the old days. If I can make people happy with that, then I am happy again.

Toby

"I buy all kinds of fruit. The other day I bought khaki fruit on sale. No idea what it is."

2

HEALTHY AND POWERFUL

Why is it important?

Healthy ageing means that you can continue to do the daily things and activities that are important to you (independently) for as long as possible. Without limitations, it is easier to participate in everyday activities. In order to postpone restrictions for as long as possible, it is important to eat healthily and take sufficient exercise.

Growing older is accompanied by an increase in certain risks. The risk of falling, dehydration in extremely hot weather, overburdening one's caregiver and financial exploitation all increase with age. However, there are ways to arm yourself. It is important to know what you can do yourself or where you can turn if you have questions or notice unsafe things.

What do we focus on more?

In The Hague there are about 160 'more exercise for the elderly' activities. There is a special sports and exercise guide for the over-55s that describes all these activities. Not everyone needs to be a sports fanatic. Functional exercise, such as doing simple exercises at home, helps to keep reaching the top of the kitchen cabinet. We therefore want to focus on the small and achievable adjustments that can improve your health. Sufficient exercise also reduces the risk of falling. Currently, one third of the over-65s have an increased risk of falling.

We therefore want to increase the range and scope of fall prevention training.



Besides exercise, nutrition is also important for a healthy lifestyle. Both overweight and malnutrition are common among senior citizens. There are already over 100 neighbourhood restaurants where senior citizens can eat for a small fee. In addition to eating together, we are going to put extra effort into (learning to) cook together. Healthy teeth are also important in the fight against malnutrition and for general health. Together with the Municipal Health Service (GGD), we are going to focus on earlier identification and action in case of deteriorating oral health.

A healthy lifestyle is important to remain resilient. However, it is not the only thing that needs to be done. With this action programme, we are putting extra effort into combating overburdening informal care, good information in case of extreme heat and combating financial exploitation. Seniors not only often receive informal care, they also often provide informal care. In The Hague, there are special consultations for informal carers, Alzheimer's cafés and informal circles for contact with other informal carers. Haags Ontmoeten also offers respite care for informal carers, a few hours that the informal carer has for himself. We want to expand the function of The Hague Meeting even further by making it a place where informal carers can go with questions and to borrow tools.

We are experiencing more and more extremely hot days. Persistent heat can lead to serious health problems. Not everyone is well informed about the risks of extremely hot weather, for example about the effect that heat has on some medicines. We are going to make an extra effort to inform senior citizens living at home about the risks of hot weather and how to act in hot weather. Safety among seniors also deserves attention. The 2018 Elderly Monitor shows that most seniors generally feel safe. In The Hague, trainings are given to increase seniors' resilience so that seniors continue to feel safe. There is also special

attention was paid to financial exploitation and other forms of abuse of the elderly. The Public Health Service organised training courses for professionals to recognise financial exploitation.

With this action programme, we are going to make an extra effort to inform and educate senior citizens themselves about what they can do to prevent financial exploitation and other forms of abuse.

What is our goal?

More senior citizens are motivated to exercise and eat enough, and know what they can do to minimise the risks of falling, strain on informal care, overheating and financial exploitation.



What are we going to do?

- In 2021, in cooperation with the Transmural Care Foundation and the Municipal Health Service (GGD), we will start a dementia prevention campaign. 30% of dementia cases can be prevented by eating healthy, exercising enough and stimulating the brain. The campaign is based on the successful campaign in Limburg developed by researchers at the Alzheimer Centre Limburg of Maastricht UMC+.
- We will ensure that by 2022 there will be at least one fall prevention training course per district and we will entice a total of at least 500 seniors to participate in training courses.
- During the corona crisis, more than 100,000 meals were delivered to vulnerable residents of The Hague. We maintain this positive energy by organising a neighbourhood kitchen in each district. A neighbourhood kitchen is a place where local residents can cook for their elderly neighbours. We will start this in 2020. As soon as the situation allows it, senior citizens can also cook for themselves and each other and learn more about healthy nutrition at the same time.
- In 2021 we will start the project 'Don't forget the mouth' together with the GGD. 200 home care workers will be trained by the GGD to recognize and act on deteriorating oral health. This way, 3,000 seniors will be stimulated to take good care of their teeth and go to the dentist for check-ups and complaints.
- From 2021 onwards, we will be adding a dementia library to at least three of The Hague's meeting locations. This is a physical place where you can ask questions about dementia and borrow books and aids. A connection will also be made with the e-health lending service to make seniors more familiar with technological aids.
- In 2021, in collaboration with the Municipal Health Service (GGD), we will draw up a local heat plan. The plan contains agreements with social partners to better protect vulnerable residents when the national heat plan is in force.

- We inform senior citizens so that they themselves know what they can do to prevent financial exploitation and other forms of abuse. For this purpose, from 2021 onwards, we will use various channels such as the city newspaper, social media, radio and TV stations.



Interview

COMFORTABLE LIVING IN YOUR NEIGHBOURHOOD

I have lived in the Netherlands for 30 years. I love the Netherlands. When I came to live here, I immediately started to learn the Dutch language.

And because I started working in health care and my colleagues all speak Dutch, I quickly got the language.

I had to leave my house in the city centre because my legs no longer did what I asked of them and I could no longer climb stairs. Now I live on the third floor in an apartment for the elderly. I use my mobility scooter to travel all over the city. I like to visit the library, shops and drink a cup of coffee or tea at my favourite places.

I would love to work again, but I know that with my health that is almost impossible. That's why I now do voluntary work. A few times a week, I go to activities for senior citizens, where I help the attendant with all sorts of chores, from pouring coffee and tea to cleaning up.

In addition, I would like to be an example to other elderly migrants. Show them what The Hague has to offer. And that if you learn Dutch you are independent of someone who has to translate for you, that you can start a conversation with your neighbours and that active ageing is possible for everyone, whether you are a migrant or a Dutch senior.

Mina Karroumi

"Plenty of benches around make it easy to take a rest somewhere from time to time."

ACTION PROGRAMME SENIOR FRIENDLY THE HAGUE 2020-2022



3

COMFORTABLE LIVING IN YOUR NEIGHBOURHOOD

Why is it important?

A nice home base is a prerequisite for feeling safe and well and has a huge influence on your enjoyment of life. Most senior citizens prefer to stay in their own home and familiar neighbourhood for as long as possible.

As long as there are no physical defects, we usually do not think about the suitability of our home. However, it is important to think about this in time and to make preparations. By adapting the home in time or by moving,

A lot of inconvenience can be avoided.

A senior-friendly layout of the living environment is also important for being able to live independently for as long as possible. A bench on the route from home to the shop can ensure that someone can manage to do the shopping themselves. This is not only about the physical layout, but also about looking out for each other. A senior-friendly environment helps senior citizens to remain active and participate.

What do we focus on more?

It is not always easy to find clear information about home adaptations or moving to a suitable home. This can be a barrier to making the necessary adjustments to the home or looking for a more suitable home in time. Living in an unsuitable house can be very stressful and in the worst case even lead to a crisis admission.




The Hague is investing heavily in care innovation to ensure that senior citizens can continue to live comfortably in a suitable home for as long as possible. For example, the iZiervaar home has been developed in The Hague together with senior citizens. In this home, over 90 different (technological) home modifications and aids can be tried out. We are going to help senior citizens and their carers by being the first city in the Netherlands to bring together on a single website all information about the housing supply, moving house, (removal) regulations and housing and care facilities.

In The Hague, 43 living groups exist. Stichting Centrum Groepswonen gives advice to both new and existing commune groups. There is a great deal of interest in group living. However, the development of new locations is a challenge due to the shortage on the housing market. In the coming period, we will therefore put extra emphasis on experimenting with forms of group living in existing senior complexes. In this way, senior citizens can enjoy the benefits of group living, even without a new location.

The Hague considers accessibility of paramount importance. That is why the Agenda for an Accessible The Hague 2020-2022 lays down how we work together to make the city accessible to everyone. To make The Hague even more accessible for seniors, we are expanding the Public Spaces Manual with the new focus area 'accessibility'. This means that guidelines will be added to guarantee the accessibility of new building projects. In addition, we are putting extra effort into carrying out surveys together with senior citizens in order to make an inventory of what is needed to make living in the neighbourhood more pleasant. In 2019, after an inventory by the Urban Elderly Committee and advocate Voorall, the municipality installed 16 new benches and 38 existing benches received armrests. We will continue to take stock of the situation and place benches in places that are essential for

seniors.





In addition to physical limitations, forgetfulness and dementia can make it more difficult to go outside. Together, we can ensure that seniors can continue to go their separate ways for as long as possible by recognising dementia earlier and learning how to cope with it.

What is our goal?

More senior citizens are making use of the possibilities that they themselves can undertake in the area of home adaptations, accessible housing or alternative forms of living. This means that seniors will be able to carry on with their daily activities in the neighbourhood for longer, even if they are physically or mentally challenged.

What will we do?

- We increase awareness of the iZiervaar home among senior citizens in order to stimulate the use of technological (home) assistants by senior citizens. By 2022 all 37 The Hague Meeting locations will have been visited with presentations on technological aids.
- In 2020, we will start developing a website that contains all the information you need to move house or to make your home suitable. This will provide a single source for the supply of (social) rented accommodation, homes for sale, information about regulations and (technological) aids and care facilities. We do this in cooperation with the 'Langer Thuis' support programme of the Ministry of Health, Welfare and Sport (VWS) and the Rijksdienst voor Ondernemend Nederland (RVO).
- In 2021, we will start a pilot project entitled 'Collective Housing Convenience'. With this, we facilitate residents in making their (own) homes future-proof by providing them with good information using home scans. Collective living comfort' also makes it possible to buy home adaptations jointly, which means that the home adaptation can be provided more cheaply.
- We will start with a pilot in Escamp in 2021 to introduce new forms of group living in existing senior citizen complexes.
- We are developing the new focus area accessibility

for in the public space handbook. From 2021 onwards, together with senior citizens, we will carry out hearings to make an inventory of what is needed to make living in your neighbourhood even more pleasant. We will start in the four districts Centrum, Escamp, Loosduinen and Scheveningen. We will also continue to take stock of where banks are needed. By 2022, 20 extra benches will have been placed.

- In 2020, we will start a project to provide at least 200 professionals and volunteers, such as law enforcement officers, with information on identifying and dealing with dementia. We will do this by means of signposting cards and (online) training courses.





INFORMED AND INVOLVED

All the ambitions discussed above are necessary to grow old comfortably in The Hague. These ambitions can only be achieved if senior citizens are well informed and involved. Being informed and involved is thus the foundation of the other ambitions. The principles described below are essential in implementing all the actions in the action programme.

1. Optimising communication channels

In The Hague there are many ways to get information. For questions about work, care and welfare, residents can drop in at one of the 17 Service points XL. Answers to these questions can also be found online, for example via [DenHaag.nl](https://denhaag.nl) or via the social map. As shown in the 'Vision on digitisation and service provision 2020-2023' (RIS305093)

The municipality is committed to modern personal online service provision and also always offers the option of visiting a physical location. The municipality also pays attention to its own services for people who are less digitally literate. Every crown anniversary we send out invitations for a home visit to residents who are turning 75. During this visit, we take a broad look at everything a person needs to grow old comfortably in The Hague. It is important that the way in which information is provided suits the diverse ways in which seniors look for information. Not everyone is digitally literate or has an equally good command of the language. Some people get their information from the city or neighbourhood paper, others from the radio or TV. Information therefore needs to be disseminated through various channels.

Therefore, we intensify our communication through channels that are used by many senior citizens, such as Facebook, neighbourhood newspapers, networks of philosophical organisations and radio/TV channels that reach specific target groups.

2. Avoiding one-sided perception

There are different images of seniors as a group, both positive and negative. These images influence the way we talk about and with seniors. The danger of negative images is that they can also influence the image seniors have of themselves. It is important that the positive image of seniors is brought to the fore, so that seniors and their environment see the opportunities to use their talents for themselves, their loved ones and the city. A sentiment analysis in The Hague shows that seniors are often discussed on social media in terms of 'not counting', 'vulnerable' and 'lonely'. It is important not to lump all seniors together, the senior does not exist. The municipality The Hague should set a good example by avoiding (negative) stereotypes and one-sided image.



MONITORING AND FORECASTING

Monitors

This programme contains the actions that will be deployed over the next two years. It is important to know whether these actions will actually lead to the desired results in the long run and make a noticeable contribution to a senior-friendly city. Where possible we use actions based on scientific research. When these are not available, the range and effect will be measured. We learn continuously from the activities and adjust them where necessary. This requires a strong commitment to monitoring and research to see if our actions achieve the desired goal.

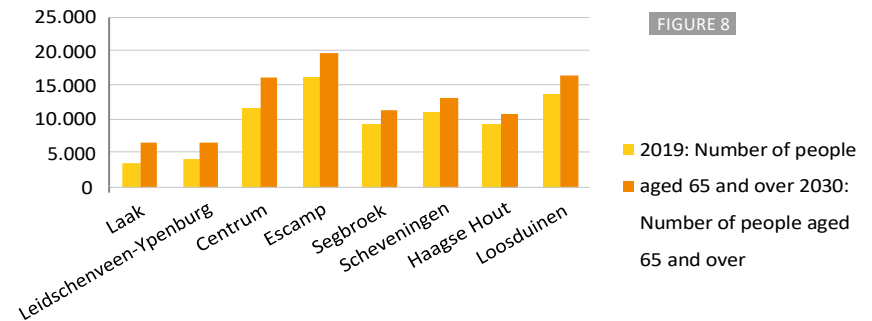
The Hague Senior Friendly Knowledge Platform
 The Hague Senior Friendly Knowledge Platform follows and researches the development of The Hague as a senior friendly city for several years. Research institutes, social entrepreneurs, the municipality and senior citizen organisations together form a platform that measures the state of affairs of senior citizen friendly The Hague. The knowledge platform uses quantitative and qualitative research to measure both
 The aim is to get the figures and the stories behind them out into the open. An annual report is prepared on the

We measure the effects of the actions of the programme through:

- City Surveys
- Conversation groups
- The elderly monitor (one issue every 2 years)

Predict

The changes taking place in the population structure and in society transcend the period covered by this Action Programme. The number of residents of The Hague in the third stage of life will also continue to grow after 2022. It is important not to lose sight of these developments at the district level (Figure 8). In addition to using the knowledge platform to test current activities, we will also use long-term trends and data. It is necessary to have the long term in mind in order to prepare The Hague for the changes that are taking place.



FINANCIAL OVERVIEW 2020 - 2022

Coverage for the Senior Friendly The Hague action programme comes from the annual budget for senior citizens policy (€ 2,155,000). This budget falls under the activity Participation and informal help in the programme Care, welfare, youth and public health.

Senior-friendly The Hague	2020	2021	2022
1. Implementation budget for action programme Senior friendly The Hague	€ 1.720.000	€ 2.085.000	€ 2.085.000
Elderly policy grants			
- Participation and enjoyment of life	€ 820.000	€ 925.000	€ 925.000
- Healthy and resilient	€ 385.000	€ 525.000	€ 525.000
- Living comfortably in your neighbourhood	€ 515.000	€ 635.000	€ 635.000
2. Elderly Club Subsidy Scheme The Hague	€ 55.000	€ 70.000	€ 70.000
Total annual	€ 1.775.000	€ 2.155.000	€ 2.155.000



ANNEX 1

Sources

- Municipality of The Hague - Together for the City Coalition Agreement 2019 2022

- Municipality of The Hague - Policy plan Care, Youth and Public Health: Healthy & Resilient 2019 2022

- Municipality of The Hague - Elderly monitor 2018

- Municipality of The Hague - Action plan and campaign loneliness 'Together not alone' 2019 2022

- Municipality of The Hague - Research report: Suitable housing for the over-75s and future housing supply (2019)

- Municipality of The Hague - Regional approach to domestic violence Haaglanden 20192022

- Municipality of The Hague & CultuurSchakel - Activity Guide The Hague Art & Culture (2017)

- Municipality of The Hague - Report: Needs assessment valuation and rewarding volunteers (2014)

- Municipality of The Hague - The social impact of COVID19 in The Hague (2020)

- Municipality of The Hague - Naturally accessible; agenda for an accessible The Hague 20202022

- Municipality of The Hague - Vision on digitisation and services 20202023

- GGD Haaglanden - Factsheet: Exercise, risk of falling and falling The Hague 65+ (2018)

- Committee on the future of care for the elderly living at home: Old and independent in 2030. A travel advice (2020)

- The Hague University & Erasmus School of Health Policy & Management Research: Collective housing for the elderly (2019)

- Leyden Academy - Report on the perception of older people (2019)

- Magazine: Gold Leaf (2018)

- Ministry of Health, Welfare and Sport - Programme 'Longer at home' (2018)

- Movisie: Guide: Loneliness among LGBT people: Facts, figures and

-
- Elderly Panel The Hague - Summer Round 2019: Connectedness theme
 - Council of the Elderly - Advice: Health promotion for the elderly (2019)
 - Health and Society Council - The third stage of life: the gift of the century (2020)
 - RIVM - Report: Healthy ageing in the Netherlands report healthy ageing (2011)
 - Implementation programme Rotterdam, Parent and Wiser (2019)
 - World Health Organisation Global Agefriendly Cities: A Guide (2007)
 - <https://www.voedingscentrum.nl/encyclopedie/ondervoeding.aspx>
 - <https://samendementievriendelijk.nl/>
 - <https://www.socialekaartdenhaag.nl/>
 - <https://www.leydenacademy.nl/speerpunten/>
 - <https://denhaag.incijfers.nl/jive>
 - <https://www.rodekruis.nl/persbericht/80procentouderennietbeawareofinfluenceofheatonmedicineoperation/>
 - <https://www.aanpakouderenmishandeling.nl/financieelmisbruik>
 - <https://www.zorgvoorbeter.nl/dementie/diagnose/verloop>
 - <https://www.ongehinderd.nl/>
 - <https://www.waardigouderworden.nl/>
 - <https://www.rozezorg.nl/>
 - <https://www.mijnbreincoach.eu/>
 - <https://www.nrc.nl/nieuws/2019/10/18/ikneemweleenboterham eating well is not a matter of course for older people a3977297>
 - <https://demondnietvergeten.nl/mondzorgenhuisartsenencasema nagers/allied/>