

City of Mendoza- Strategy or action plan

Keynotes

Considering that in 2015 Costa Rica, Chile, Brazil, Uruguay and Argentina signed the Inter-American Convention on Protecting the Human Rights of Older Persons, within the framework of the Assembly General of the Organization of American States, the Municipality of Mendoza decided to take action in the recognition of the rights of the elderly. Specifically, an institutional space was designed and created in order to embrace the different areas of community life through the Program for Older Adults.

The Inter-American Convention establishes specific measures that regulate those items that are related to healthy aging, such as protection of specific rights; access of the older persons to health treatments; information on treatments; palliative care and anti-discrimination or abuse. Considering these items, country members should design programs that protect and assure the rights for elderly adults to live in an environment free of violence or mistreatment.

After the creation of the day centers, 16 years ago, the Municipality of the City of Mendoza sought to generate spaces of integration and inclusion. The day centers were opened in La Favorita, Flores-Olivares, San Martin, Sixth and Fourth Sections East and West, and reaching out with recreational and cultural activities to the most vulnerable communities of our city. Moreover, through the literacy centers and the social workshops older adults enthusiastically participate in activities and tasks that develop their personal autonomy.

Today, one of the objectives is to reach out to the older adults of the city of Mendoza through the retirement centers and community groups where community strategies can be established and generate a sense of belonging with their communities.

The creation of the Program for Older Adults will allow the development of clear and specific measures against any type of abuse and discrimination and will also strengthen the participation of older adults in all areas such as cultural, economic and political.

Target population

The target of the population is all older adults over 60 years that live in the city of Mendoza.

Mission

The mission of this program is to work in a network with all public and private institutions and improve the quality of life of all older adults that live in the city of Mendoza by recognizing their rights and strengthening all opportunities for a healthy aging.

Objectives

- ❖ Promote the concept of healthy aging in the community.
- ❖ Generate awareness to the population regarding the rights of older adults.
- ❖ To promote respect and good treatment towards the older adults.
- ❖ Strengthen community ties and discourage all type of institutionalization.
- ❖ Sponsor trainings for health care of the elderly.
- ❖ Encourage the elaboration of community and institutional networks.

Activity planning

1) Communal activities

Diagnosis of resources: in the neighborhoods of La Favorita, Flores Sur-Olivares and San Martin identify the profiles of the various medical services required by the older adults, in order to avoid hospitalization in a geriatric institution. For example, home caregivers, community promoters for the transfer to health effectors that will allow extending the offer of socio-community supports, in accordance with the rights of older adults and the national laws of Mental Health and Disability.

Fonoamigo: through a system of telephone support, this project seeks to reduce the risks of loneliness that an older adult can experience if he or she is living alone or does not have any type of family support.

Workshops and Seminars to generate awareness on the rights of older adults: these workshops are aimed at older adults and to the general public as well, with the presence of Gerontology professionals and specialists.

Trainings for home caregivers: through the Program of Home Caregivers of the Older Adults Division what it is intended is to offer trainings to the neighbors of La Favorita, Flores Sur-Olivares and San Martin will be promoted. These trainings will commence on 2018.

Community Promoters: are responsible of giving assistance to the elderly (illiterate, without a family network) that have to carry out procedures related to health and/or social benefits.

Health promotion and reduction of health risks: in order to preserve the autonomy of the elderly and promote a healthy lifestyle, a program of information and dissemination of health habits for older adults will be coordinated with the Division of Primary Health Care.

Advisory for the elderly: from a legal, psychological and social perspective the preservation of the rights of the elderly is sought by providing advice and assistance when required (this situation includes: abandonment, physical, psychological, financial, institutional, food negation, isolation among others).

Global Network of Age-friendly Cities and Communities: in July 2016 the mayor of the city of Mendoza along with the majors of five other municipalities, signed with representatives of the National Institute of Social Services for Retirees and Pensioners –INSSJP-PAMI – of Argentina launched the Program “For friendly cities and communities with older adults”, in accordance with the visions and strategies of the Global Network of Age-friendly Cities and Communities promoted by the World Health Organization. Since August 2016, the city of Mendoza has been working on the development of this program. The working methodology prioritized the participation of the older adults and appraises all contributions for the optimization of public resources oriented to a healthy aging. The project has several stages: 1) diagnosis; 2) focus groups conformed by older adults and private providers; 3) summary of the contributions; 4) design and implementation of an action plan in order to create age-friendly environments.

Network with retirement centers and community centers: strengthen the network with the centers of retirees and with the older adults that participate in them, by offering tourism and cultural proposals as well as encouraging the participation in all the activities that the Municipality organizes.

2) Institutional

❖ Coordination of various actions with the different areas of the municipality (Health, Promotion of the Community, Housing) for the attention and supervision of situations that can put in danger the rights of the elderly (abandonment; abuse; lack of social or health benefits).

- ❖ Articulate with private and public institutions such as INSSJP-PAMI, Division of Social Services, Fundación Zaldivar among others, with the intention to improve the quality of life and protect the human rights of the older adults.