



Summary of the Action plan

This Action Plan is a series of more than 40 actions that the City will take to help prepare active and healthy lifestyles to engage more seniors. The action plan is based on the strategy and assessments we have conducted and is informed by four guiding principles which have been identified as opportunities:

- ✓ building local collaborations, networked communities and inter-organizational activities
- ✓ promoting meaningful daily activities by facilitating volunteer-led groups and champions
- ✓ developing innovative solutions using technology to disrupt ageing
- ✓ enhancing intergenerational relations and solidarity to raise awareness and strengthen community resilience

An action plan was designed in the following six domains:

✓ Active and Healthy living

The health of senior citizens is one of the major factors which determine their quality of life. If people are experiencing their advancing years in good health, their ability to do the things they value will increase.

Implemented actions already underway:

1. Manage six day centers for the elderly with functional and cognitive impairments.
The centers are joint projects with the Israeli Social Security long term nursing care and open each day between 8am to 3pm, and provide with them social and health activities.
2. Subsidize healthy meals to improve elderly healthy nutrition.

3. Subsidize physical activities and programming around the city in gyms and open spaces
4. Provide knowledge and lectures to all seniors regarding wellness, health and preventive actions at the social clubs.
5. Support seniors and their family carers in coping at times of emergency and crisis. The program aims to build a network of neighbors who in times of emergency will assist the elderly in their buildings.

Upcoming actions:

1. Integrating healthy lifestyle promotion programs in social clubs and advocating for the importance of physical activities and provision of more physical activities for seniors by the sea, at parks and in outdoor facilities.

✓ Dementia services

Implemented actions already underway:

1. Partner with *Eshel JDC* to established a dementia-friendly community to increase awareness and information about how to be of assistance to and access resources for households impacted by dementia. Community leaders served as ambassadors and educated people on improving their coping strategies. Since the opening of this program in 2017, more than 1,000 residents have participated in the education workshops.

Upcoming actions:

2. Expanding the dementia-friendly community for more residents.
3. Build two additional day care facilities for the elderly with cognitive impairments.

✓ Employment

Retirement is a critical juncture in the aging process, however, due to a longer life expectancy the elderly should have the opportunity to be reemployed.

Upcoming actions:

1. Partner with *Eshel JDC* to develop a post-retirement employment center to advise and guide groups and individuals on managing the post-retirement period. The center will support and train senior citizens interested in re-employment and will also work with employers to developed tracks for graduated retirement and identify relevant sectoral needs as employment opportunities for older adults.

✓ Housing

Affordable and available housing is one of the main concerns of the elderly. Housing is very expensive and there is a limited quota of available public housing, sheltered and nursing homes (currently, there are 26 residential and 25 nursing homes). Additionally, cost of living can affect familial support and the family network because the young generation often choose to leave the city in search of more affordable housing outside the city while the elderly remain in the city, living alone. Another concern for the elderly is their physical and economic inability to maintain their own homes. It is important to note that the city was the first in Israel to launch and manage an affordable housing project, bike and car sharing (*Tel-o-Fun* and *AutoTel*) for the benefit of all age residents.

During the focus groups, we learned that the common preference is to be cared-for and age at home. All the participants agreed that housing must be within the community so the elderly are not excluded from family and neighborhood life. There is one group that gathered to develop community-based housing projects based on a co-housing modal.

Upcoming actions:

1. Based on the needs assessment, this coming year we would like to design a "home-for-life" guide with smart solutions for building or renovating comfortable, safe and accessible homes for all ages. The guide will assist people to stay in the home they love by turning it into a "lifelong home" suitable for themselves and everyone in their households. The guide will offer solutions that range from simple do-it-yourself fixes to improvements that require skilled expertise. We plan to publish the guide on the municipal website to encourage resident and building constructor usage.
2. Review and assess the need for co-housing modals around the city to encourage affordable housing and community-based programs.

✓ **Outdoor spaces and the built environment**

Consideration of the built environment is particularly pertinent for older people: as they age, they are likely to spend more time in their home and community environments. Declining health and functional status can make them more susceptible to barriers in the built environment.

Implemented actions already underway

1. Maintain social and intergenerational activities in community gardens. Currently, there are 3 community gardens around the city.
2. Maintain social activities in town halls and the open spaces with free and accessible activities.
3. Maintain and improve streets and sidewalks to increase accessibility, prevent falls and provide mechanisms to report unsafe sidewalks.

Upcoming actions:

1. Assessing the Walkability around the neighborhoods by elderly volunteers aged 60 and over. With the help of a tablet and an app the volunteers assess and report problems in their neighborhoods to make public paths barrier-free and walkable. The city partnered with *Eshel JDC* and is choosing 4 neighborhoods to launch the project in 2019.
2. Review transportation infrastructure in areas where seniors live.
3. Give consideration to Age-Friendly amenities in future community planning.

✓ **Social inclusion, voluntary activities and community support**

The action plan in this section aims to create a livable community and local networks with more activities and projects to bring together both young and old residents to enrich intergenerational connections and promote a sustainable healthy society with resilience for all ages. The following activities promote volunteering opportunities for older people to contribute to the community and for their own health and well-being.

Implemented actions already underway

1. Manage 11 social clubs and hubs around Tel Aviv-Yafo neighborhoods and another 5 social clubs in Yafo for Arab residents, offering social and physical

activities between 08:30am and 2:00pm. Each center provides a comprehensive array of unique services and programs related to culture, fitness, food and nutrition, health, and education.

2. Operate and subsidize 18 self-managed peer-groups called "warm homes". Each group is established and managed by the elderly themselves according to their needs and preferences. For example, a group of older LGBT who comprise a network of friends to support each other as carers; social groups of Jewish migrant seniors from Russia or Ethiopia; and, a group of elderly woman who were domestically abused and found trust and support as a community with shared life experiences. Usually, group meetings are hosted by the elderly in their homes on rotation with the assistance and presence of municipal social workers. This program is already used by 450 elderly.
3. Manage 9 Supportive Community programs with the aim to build a support network of senior citizens and volunteers within their neighborhoods and complement basic services. The Supportive Community program allows senior citizens to continue living independently in their own homes while addressing their specific needs, such as house maintenance, social activities, 24-hour medical care accessibility and emergency care using distress buttons. Currently, there are 2,349 participants in the program.
4. Advocate Welfare rights for the aged including rights actualization for the elderly and especially among Holocaust survivors who are now the city's older adults (currently there are more than 10,000 survivors with an average age of 80).
5. Increase the numbers of elderly volunteers visiting and assisting older adults, such as Holocaust survivors, isolated and the bedridden elderly. The volunteers visit the elderly in their homes and at social clubs and assist them with rights advocacy, and social and outdoor related physical activities. Currently, there are 100 volunteers.
6. Add more activities on weekends and holidays to alleviate loneliness and build up community resilience.
7. Communicate with isolated elderly persons through weekly phone calls of 70 elderly volunteers. The conversations alleviate loneliness and support elderly healthcare while contributing to the sense of community.
8. Build up an intergenerational and resilient community of elderly volunteers and disabled children aged 6-10 years. The elderly visit the children and their families

on a regular basis and during holidays and summer vacations to support and assist with their needs. This is a unique group and program in the country.

9. Build up an intergenerational and resilient community of elderly women volunteers and single mothers during pregnancy and maternity leave. The elderly women assist and support the mothers.
10. Build up an intergenerational and resilient community of elderly volunteers in kindergartens. Once a week the volunteers visit the assigned kindergartens and participate in the activities as part of the team.
11. Provide library services and book exchanges to the homes of bedridden elderly through a team of teenage volunteers. This program provides social visits to elderly homes while encouraging books reading among both generations.

Upcoming actions:

1. Produce a unique *DigiTel* resident card for the elderly to deliver personalized information and live updates about events and services around the city. The card will provide special rates and discounts at the city's parking lots, beaches, pools, community centers and cultural facilities.
2. Implement new TV technology called *UniperCare* to connect between the bedridden elderly (especially Holocaust survivors) and the social club.
3. Develop cultural events for older people in art and culture institutes around the city including museums and theater venues.
4. Build and renovate another five major social clubs
5. Open new and innovative clubs in outdoor spaces and in the homes of seniors
6. Establish a seniors' council and leaders to consult with about future needs and preferences to empower seniors in civil society, in self-expression and in the realization of their plans.