

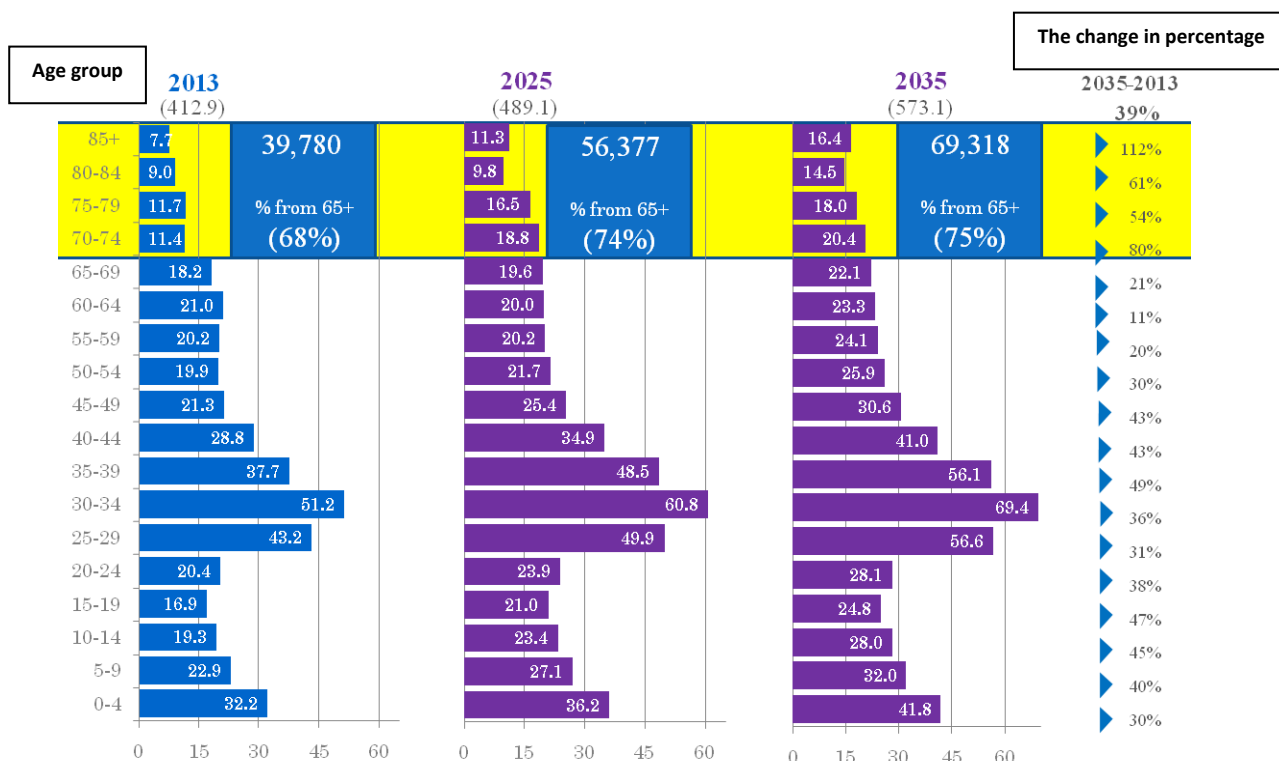


Age-friendly assessment and strategic plan of *Tel Aviv-Yafo*

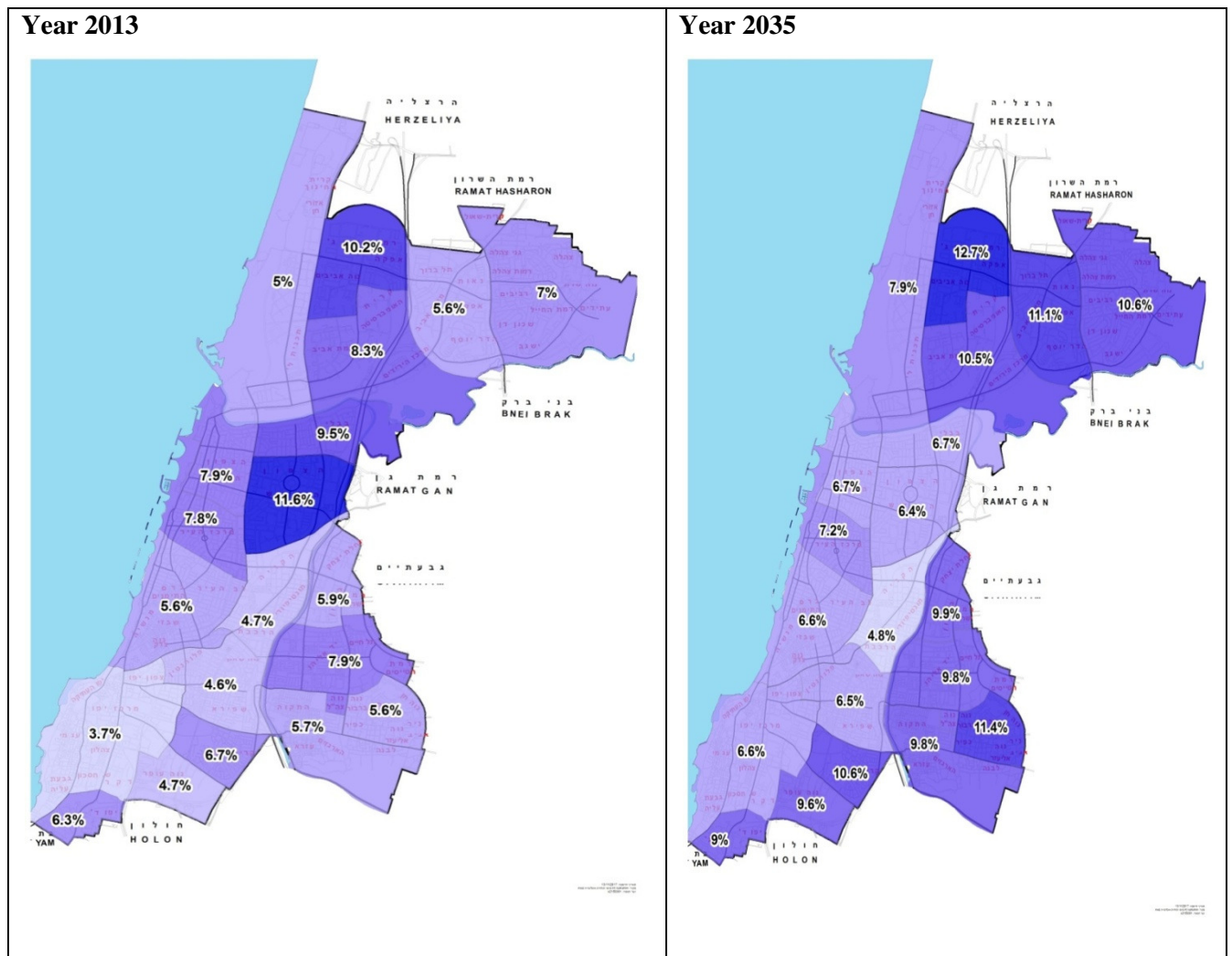
The age-friendly assessment and strategic plan of the city was based on a framework which considers interrelations between the physical and social environment as determinants of health and wellbeing.

Since 2000, there has been an over 13% percent increase in the city's aging population. In 2017, there were 67,900 people over the age of 65 living in the city, making up 15% of the total population of the city (well over the national average of 11%). It is estimated that by 2035 this number will increase to 91,000 people over the age of 65 (16% of the total population).

The following figure illustrates the change in the percentage of each age group between the years 2013, 2025 and 2035. It is estimated that during these years the total population will increase by 39% percent. The age groups of 70 and over and 0-14 will see almost 80% growth.



The following maps illustrate the comparison between the percentage of elderly aged 75 and over around the city neighbourhoods in the years 2013 and 2035. The maps show an increasing percentage especially in southern and eastern neighborhoods.



The strategic plan of the need assessment and community advisory board was to initiate an integrated social network of members active in community based services and projects.

During the assessment process, we used a collaborative approach in which we involved senior citizens, community members, municipal workers from different divisions, non-profit community organizations, governmental, and private and social stakeholders to enable and promote a holistic approach to the elderly community's health and social systems, programs and policies.

Initiating an integrated social network was an ongoing process based on mapping the services and the needs of the senior population.

The assessment process was based on mixed-methodology as follows:

1. **In-depth open-ended interviews** with community leaders and the municipality workers. Interviewees were asked to respond to open-ended questions on the definition of an elder-friendly community and their perceptions of the most important characteristics in a community that would be considered age-friendly.
2. **Focus groups and round-table discussions** to engage older adults about their daily lives and use their ideas and suggestions to shape positive change.
3. **Public participation conference** the city's residents aged 55 and above were invited to attend a public forum where they had the opportunity to engage in round tables to discuss and suggest how to improve Tel-Aviv-Yafo's age-friendliness. In the conference, we set up ten tables with instructors leading group discussion. Participants were first asked to join a round table discussion and were asked to characterize their specific needs and desires and then to rank these characteristics in an effort to develop a concise set of community priorities. The conference was attended by approximately 150 participants aged 55 and older. The ideation process was filmed and is available at this link: <https://vimeo.com/261810791>
4. **Two targeted focus groups regarding housing** the municipal urban planning and engineering department conducted two focus groups with 12 participants aged 55 and older in each group in order to obtain information and ideas about housing issues and needs that affect their daily living.
5. **Hack Aging Hackathon** In July 2018, we conducted a *Hackathon* event which brought together multidisciplinary teams including, computer programmers, designers, social workers, entrepreneurs and senior citizens with the aim to create innovative solutions to improve the quality of life of the elderly, their families and communities. The 48-hour Hackathon brought together multidisciplinary teams to create innovative solutions in the areas of social isolation, voluntary and physical activity and intergenerational activities. As part of the event, more than 100 clinicians, software developers, hardware engineers, designers, business minds and consumers worked directly with senior citizens. The winning solution will be presented at the international conference for smart cities in Barcelona. The five winning solutions were:
 - **Aeldox** developed a solution that will enable elderly people to connect with each other through the TV platform.
 - **Dog-sitter** developed a solution that will enable elderly people to work as dog-sitters

- **Wewatch** developed a sensor-based solution that will alert the elderly on any changes in public paths to prevent them falls in public spaces
- **Help On the Way** developed an app solution that enables elderly people to ask registered volunteers for assistance in their homes or outdoors
- **Want A ride** developed a solution that will alert bus drivers in advance to wait for disabled and frail elderly people who want to ride the bus

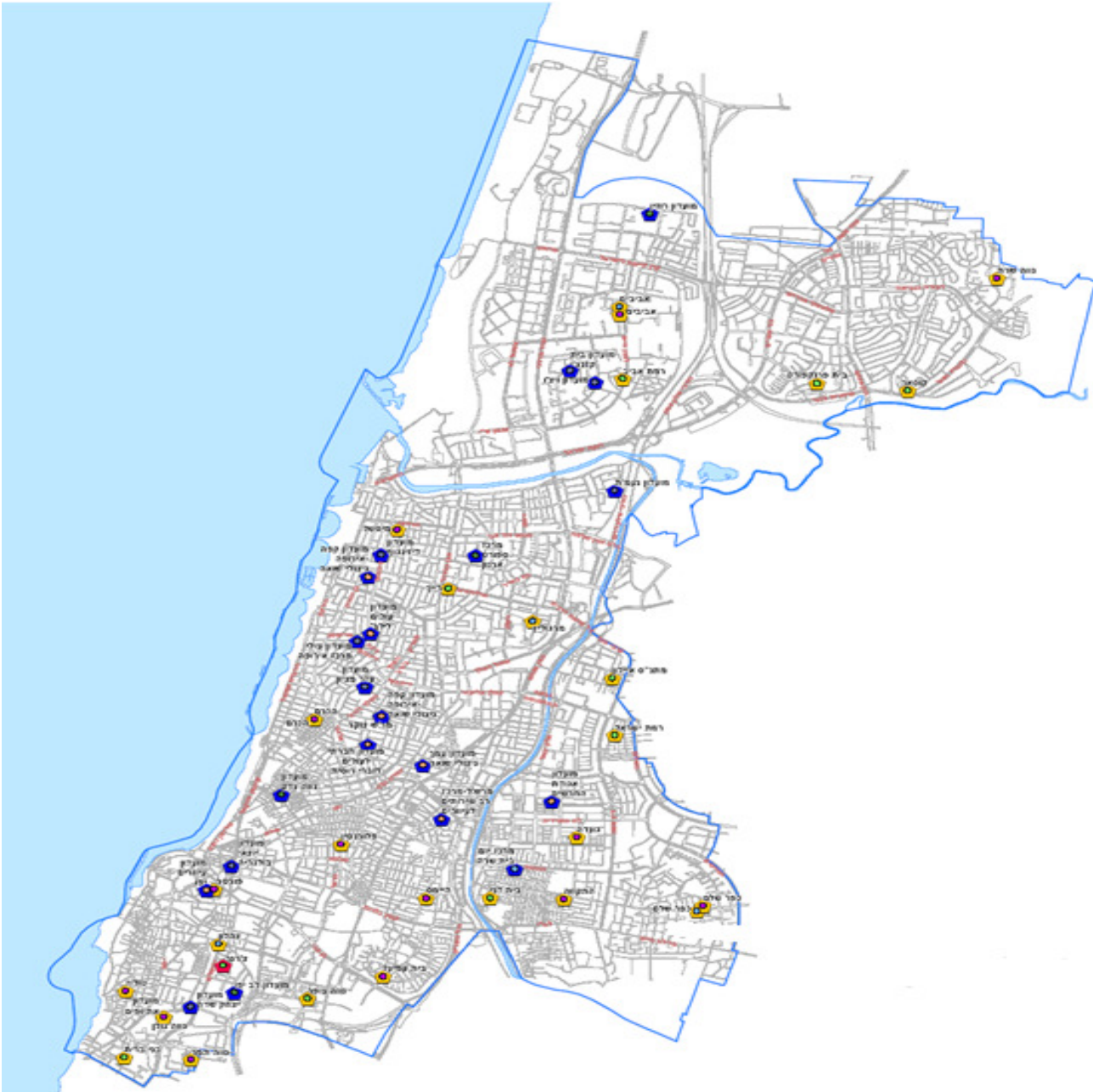
Eventually, the app **Help on the Way** won the competition. This program was initiated and managed by '*Dor Le'Dor*' (means 'Generation to Generation'), a social organization aimed to minimize feelings of loneliness among elderly people by creating a cross-generational community. The app will bring together volunteers from all age groups seeking to do good and elderly people who need specific assistance (e.g. replacing a light bulb, using the computer, escort for a medical procedure). The app call-center receives requests all day long and around the clock from elderly people and from social welfare centers, and distributes them to hundreds of registered volunteers according to their geographical locations. The volunteers view the requests and reply in real time. This service will be free of charge for the city residents.

More about the app can be found in this link:

<https://www.youtube.com/watch?reload=9&v=pXggifRuXWc>

Throughout this 12-month-long process, we were able to map the existing services within neighbourhoods as well as gather information about the perceived needs and barriers to healthy aging with a special emphasis on those who are ageing at home: ageing-in-place.

The following GIS map illustrates the location of all the elderly services around the city such as social clubs and day care.



Based on the assessment, we identified **Ageing-in-place** as the main focus of direction of the strategic plan. The majority of older people prefer to remain living in their own homes and neighborhoods. The potential for older residents to age in place means growing old comfortably and safely in their own homes, neighborhoods, and communities while carrying out daily tasks and participate in community life. This policy is generally dependent on environmental modification, community and social support, affordable activities and subsidised services.

Based on the data collected, we identified six main themes of concern for the action plan:

- 1) Active and healthy living
- 2) Dementia services
- 3) Employment
- 4) Housing
- 5) Outdoor spaces and built environment
- 6) Social inclusion, voluntary activities and community