
Baseline Assessment

1. Survey Overview

- In order to identify the necessary factors for the development of Naju as an aging-friendly city, we would like to derive the necessary factors based on the implementation plan indicators and conduct an expert AHP (Analytic Hierarchy Process) survey by forming an analysis frame suitable for Naju City
- The survey targets Naju city officials and welfare institution workers who are most aware of the situation of Naju City, and based on the results of the survey, priority is derived between factors necessary for the development of an aging-friendly city
- The ultimate purpose of the survey is to present policy priorities and implications for the development of the elderly-friendly city of Naju based on the weights and priority results derived from expert Analytic Hierarchy Process (AHP) analysis
- A total of 8 top factors and 37 bottom factors were derived from the researchers' review of the field tasks to be initiated by Naju City to measure what is needed first to develop as an aging-friendly city
- Based on the WHO checklist, the top factors consist of Civic participation and employment(support for elderly resources and jobs), Social participation, communication and information, Community support and health services, Outdoor spaces and buildings(safety and elderly-friendly facilities), transportation, housing, Respect and social inclusion

2. Analysis of the importance of necessary factors

1) The results of the analysis of the importance of measurement indicators

- The relative importance and priority of the measurement indicators, such as Civic participation and employment(support for elderly resources and jobs), Social participation, communication and information, Community support and health services, Outdoor spaces and buildings(safety and elderly-friendly facilities), transportation, housing, Respect and social inclusion, were analyzed.
 - The top four factors of relatively high importance were social respect and inclusion, safety and elderly-friendly facilities, local welfare and health, and transportation convenience environment.
- Results of priority and importance by 8 metrics
 - Respect and social inclusion, Outdoor spaces and buildings(safety and elderly-friendly facilities), Social participation, transportation, Social participation, communication and information, and Civic participation and employment. In other words, it was studied that the factor of “Respect and social inclusion” is relatively the most important for the development of Naju in an elderly-friendly city.

2) Criticality Analysis Results of Measurement Items

- Measurement items refer to eight metrics: eCivic participation and employment, Social participation, communication and information, Community support and health services, Outdoor spaces and buildings(safety and elderly-friendly facilities), transportation, housing, Respect and social inclusion.
- As a result of measuring the relative importance and priority of the <Civic participation and employment> measurement, the activation of jobs for the elderly was the highest, followed by resolving discrimination

among elderly workers, promotion of start-ups for the elderly, and volunteer participation. In other words, it appears that 'activation of jobs for the elderly' related to elderly resources and job support is relatively important

- As a result of measuring the relative importance and priority of <Social participation>, exchange between generations was the highest, followed by senior citizen center operation, ease and cost of social participation, operation of Hangeul University, and number of events or activities. In other words, 'intergenerational exchange' related to the field of participation in community activities appears to be relatively important
- As a result of measuring the relative importance and priority of <communication and information> measurement items, civic information education was the highest, followed by information/program transmission for the elderly, cyber culture center operation, communication system distribution, and civic policy discussion. In other words, 'citizen informatization education' appears to be relatively important in the field of communication and information provision
- As a result of measuring the relative importance and priority of <Community support and health services>, the provision of medical/health/welfare services was the highest, followed by emergency response education promotion, convenience of welfare facilities, and promotion of local welfare activities. In other words, 'providing medical/health/welfare services' related to the local welfare and health sectors was found to be relatively important
- As a result of measuring the relative importance and priority of <Outdoor spaces and buildings: Safety and Elderly-Friendly Facilities>, the barrier-free of the building was the highest, followed by outdoor rest areas, civic sports facilities, road maintenance, and parks. In other words, 'barrier-free' of buildings related to safety and age-friendly facilities appears to be relatively important

-
- As a result of measuring the relative importance and priority of <Transportation>, information provision and convenience such as route/schedule were the highest, followed by reliability and frequency, convenience of taxi use, appropriate fare price, and safe driving culture education. In other words, 'information provision and convenience such as route/schedule' related to the environmental field of transportation is relatively important
 - As a result of measuring the relative importance and priority of the <Housing>, the provision and service of housing for the elderly were the highest, followed by safety and convenient environment of buildings, maintenance of rental houses, and price. In other words, the provision and service of housing for the elderly related to the environment of housing convenience is relatively important
 - As a result of measuring the relative importance and priority of the <Respect and social inclusion> measurement items, the negative image of the elderly and resolving discrimination were the highest, followed by services and products for the elderly and opinions for the elderly. In other words, "the resolution of negative image and discrimination against the elderly" associated with social respect and inclusion is relatively important.

3) Overall weight and priority of measurement items

- According to the analysis, the top 10 measurement items with high importance ranking are negative image and discrimination against the elderly, service and product for the elderly, collection of opinions, provision of medical/health/welfare services, promotion of employment for the elderly, Barrier-free building, provision and service of housing for the elderly, outdoor rest area, intergenerational exchange, safety and convenient environment of the building

3. Policy orientation using AHP analysis

- Naju City needs to systematically establish a mid- to long-term plan for the next five years because it needs to continuously manage and improve the contents of the ACTION PLAN performance evaluation process in this WHO aging-friendly network. Therefore, in order to establish a five-year mid- to long-term plan and develop into an aging-friendly city, strategic plans must be established by grasping the areas to be strengthened and maintained among the existing policies
- Expert AHP empirical analysis results are easy to select policy priorities for relatively important areas for each factor and to enable more systematic management
- As a result of analyzing the relative importance and priority of measurement indicators, the top four factors with relatively high importance were found to be 'Respect and social inclusion, 'Outdoor spaces and buildings(safety and elderly-friendly facilities), 'Community support and health services, and 'transportation.
- The top factors that showed high relative importance and priority of all measurement items were held in the order of 'services and products for the elderly', 'collecting opinions of the elderly', 'relieving negative image and discrimination of medical/health/welfare services', and 'relieving discrimination of elderly people'.
- In conclusion, the key policy keywords that should be dealt with most in Naju-si according to metrics, items, and results of total weight are discrimination against the elderly, improvement of awareness, social respect, consideration, and inclusion

-
- In order for Naju City to develop as an aging-friendly city, the areas where policies should be strengthened by upper-level areas are as follows:
 - First, it seems that social respect for the elderly and intergenerational engagement policies should be strengthened
 - It should be provided to expand services and products for the elderly, collect opinions from the elderly, and a specific intergenerational integration device should be prepared to resolve negative image and discrimination against the elderly
 - Second, it seems necessary to expand the age-friendly facilities for the elderly to lead a safe life
 - As a result of the priority of measurement items by area, it is necessary to improve and continuously promote the barrier-free project of buildings for the safety of the elderly and the project to secure outdoor rest areas
 - In particular, it is necessary to improve and expand the outdoor rest area that can be used by the elderly with confidence, given that the outdoor rest area has a high priority within the area and that the overall weight result is relatively important
 - Third, it seems necessary to strengthen welfare and health support for the elderly
 - As a result of the priority of measurement items by area, the provision of medical/health/welfare services and the promotion of emergency response education were found to be relatively important, suggesting that services and education should be provided to the elderly to respond appropriately to emergencies as well as well as welfare and health services

-
- As a result of the comprehensive weight, the details of the project that should be improved first in Naju City and expanded execution are as follows
 - It is necessary to review the overall projects of respect and inclusive policies for the elderly, and to prepare policies to harmonize between the elderly and the generation
 - It is necessary to continue measures to relieve health and inconvenience for the elderly by providing medical/health/welfare services and supporting local welfare activities. In the case of medical/health/welfare services, a lot of support is still being applied, but it can be seen as a policy that needs to be pursued continuously
 - As a way to resolve discrimination against elderly personnel, it is necessary to educate and support the elderly to work in areas where they can demonstrate their individual abilities so that they can place them in the right place.
 - Rental accommodation should be maintained at all times to avoid inconvenience to the elderly and to provide convenient services.
 - It seems necessary to improve inconvenient roads for the elderly and the disabled, adjust housing prices for the poor elderly, and to expand security CCTVs in outdoor rest areas, maintain public toilets, and create a clean environment for the elderly to use with confidence.
 - In addition, it is necessary to improve the perception of the elderly as a society where they are together by holding a 'generation empathy event' for harmony between the elderly and the generation.