A strategy or action plan to make Sejong city more age-friendly

Table of contents

1. Sejong City’s Age-Friendly City Vision and Strategy
2. Age-Friendly City Guidelines
3. Promotion Strategy and Strategic Tasks for 8 Major Areas
4. Investment amount of 8 Major Areas

1. Sejong City’s Age-Friendly City Vision and Strategy

The characteristics of the Sejong Metropolitan Autonomous City are as follows: First, the Metropolitan Autonomous City under direct jurisdiction of the government established according to Article 6 of the Special Act on the Establishment of the Sejong Metropolitan Autonomous City, Second, administrative capital of the country, Third, deepening the aging rates gap between urban and rural areas, Fourth, the only Korean city where continuous population inflow is expected.

Therefore, the core values of the city’s vision should include universal values of mutual-benefit and coexistence of people living together without discrimination or inconvenience against the elderly, children, women, the disabled, multicultural families, foreigners and so on:

- Happiness in life that provides satisfaction of life together with satisfaction with residence
- Human-centeredness that puts human values and dignity first
- Easy communication with citizens based on cooperation and mutual respect
- Strong trust with citizens through fair and transparent administrative services and integrity ethics

The Sejong City set “Happy Sejong, the City of 100-Year Longevity That Citizens Dream of Together” as the vision for building an age-friendly city; and as the vision directs, the City set the goal of “Making a Happy Sympathy Community” and included three fields to implement the Sejong-style age-friendly city as follows: First, ‘leisure and social activities’, ‘social respect and integration’, and ‘communication and information’ areas to make ‘a city of mutual benefit’. Second, ‘external environment and
facilities’, ‘stability of housing environment’, and ‘transportation convenience’ areas to make ‘a city with safe and enriched environment’. Third, ‘social participation and jobs’, ‘health and local community care’ areas to make ‘a vibrant and sustainable healthy city’.

### Figure 1-1: Vision and Goals

**Goals**

- **Making a Happy Sympathy Community**
  - A City of Coexistence to Live Together
  - A City with Safe and Convenient Environment
  - A Vibrant and Sustainable Healthy City

**Promotion strategy**

<table>
<thead>
<tr>
<th>Integration &amp; Harmony (Together)</th>
<th>Pleasant and Safe Living Environment (Beautiful)</th>
<th>Health and Vibrant Old Age (My Life)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area 1. Leisure and Social Activities</td>
<td>Area 4. External Environment and Facilities</td>
<td>Area 7. Social Participation and Jobs</td>
</tr>
<tr>
<td>Area 2. Social Respect and Integration</td>
<td>Area 5. Stability of Housing Environment</td>
<td>Area 8. Health and Local Community Care</td>
</tr>
<tr>
<td>Area 3. Communication and Information</td>
<td>Area 6. Transportation Convenience</td>
<td></td>
</tr>
</tbody>
</table>
## 2. Age-Friendly City Guidelines

<table>
<thead>
<tr>
<th>Major Area</th>
<th>Goals</th>
<th>Basic Direction</th>
</tr>
</thead>
</table>
| **Social Respect and Integration** | • To strengthen intergenerational solidarity within local community  
• To expand respect for the elderly and positive image of the elderly  
• To build an environment for local community | • Volunteering activities, class assistance, invitation of the elderly to educational and school events (elementary and middle schools)  
• Sharing and providing knowledge and experiences with younger generations  
• Developing various contents to enhance positive image of the elderly and using publicizing media (Internet, SNS, etc.)  
• Implementing various policies that reflect the needs and preferences of the elderly and operating regular communication channels |
| **Communication and Information** | • To build an age-friendly information providing system  
• To enhance social activities and human relations through strengthening access to information | • Preparing policies to systematically provide everyday information on the aged life  
• Providing everyday information on the aged life through various on- and offline media tools such as the Internet, SNS, etc.  
• Installing kiosks in public facilities, placing receptionists to help the elderly who experience difficulty in using the Internet  
• Providing information education opportunities and places (Administrative Support Center) |
| **Leisure and Social Activities** | • Events and space for intergenerational harmony and resolving intergenerational conflicts  
• To enhance social solidarity through building an administration information provision system | • Providing various publicizing channels and information on education, events, etc.  
• Expanding policies for multi-generation meetings, events, programs, etc.  
• Providing space and facilities to resolve intergenerational conflicts by using public and civilian resources |
| **External Environment and Facilities** | • Safe walking and urban infrastructure's stability, convenience, and accessibility | • Strengthening structural functionality of the facilities for the elderly  
• Strengthening autonomous security activities such as CCTV installation and safe return home  
• Expanding the comprehensive safety response service to cope with critical situations |
| **Housing Environment Stability** | • To provide age-friendly houses  
• Age-friendly housing structure and design  
• To provide age-friendly housing environment and service | • Implementing pilot project for professional renovation of senior housing  
• Providing senior housing (Elderly rental housing)  
• Strengthening the publicizing and information provision on post-retirement housing  
• Introducing Senior Housing Service Support Center and providing counseling support service |
| **Transportation Convenience** | • Age-friendly public transportation  
• Care for senior safe driving | • Expanded provision of low-floor buses for transportationally weakened people and expanded provision of special transportation such as free shuttle service, volunteer service vehicles, etc.  
• Safe driving education policy for public transportation drivers for citizens safety  
• Promoting the preventive activities for traffic accidents of the elderly such as attaching "silver mark" on the rear bumper (voluntary return of driver’s license) |
| **Social Participation and Jobs** | • Human resources development to respond to the needs of the elderly  
• Elderly employment environment without discriminating  
• Vocational education service for elderly jobs  
• Elderly job information and encouragement to participate in citizens’ participation | • Policies to expand senior job opportunities  
• Building environment for the elderly with no discrimination  
• Strengthening on-the-job education and entrepreneurship education with consideration of the aptitude of the elderly  
• Institutional supplementation for elderly jobs (Education and workshops for information exchange and capacity building)  
• Introducing and operating second life opportunity support center (budgetary support, reemployment arrangement and counseling, follow-up management) |
| **Health and Local Community Care** | • To provide customized health service  
• To expand local community care service  
• To enhance the health and independence of the elderly | • Simplifying medical and public health facilities procedures and expanding social support service provision  
• Strengthening elderly care service and finitoid service visitations  
• Expanding free rehabilitation treatment facilities (base-type rehabilitation treatment facilities)  
• Practicing elderly evacuation training and preventive education of countermeasures (in case of natural disasters or fires) |
## 3. Promotion Strategy and Strategic Tasks for 8 Major Areas

<table>
<thead>
<tr>
<th>Promotion Strategy</th>
<th>3 Major Areas</th>
<th>Strategic Tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building a Social Integration Platform for Life Together (Together)</td>
<td>Area 1: Leisure and social activities</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Area 2: Social respect and integration</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Area 3: Communication and information</td>
<td>7</td>
</tr>
<tr>
<td>Creating a Safe and Convenient Living Environment (Beautiful)</td>
<td>Area 4: External environment and facilities</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Area 5: Stability of Housing Environment</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Area 6: Transportation convenience</td>
<td>5</td>
</tr>
<tr>
<td>Building a Healthy and Vibrant Community (My life)</td>
<td>Area 7: Social participation and jobs</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Area 8: Health and local community care</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>SUM</td>
<td>52</td>
</tr>
</tbody>
</table>

### 3.1 Building a Social Integration Platform for Life Together

#### 3.1.1 Leisure and Social Activities

- Supporting the operation of elderly culture centers
  - Supporting elderly culture centers (Free use of table tennis, billiard, pocket ball facilities and various physical and cultural programs tailored to the elderly) so that the elderly can enjoy various leisure such as physical fitness, culture, education, etc. within accessible distance in the era of longevity

- Operating elderly colleges
  - Supporting the budget for operation and lecturers of the 6 elderly colleges in the jurisdiction to guarantee the elderly people’s vibrant leisure life, in order to enhance the emotional stability of the elderly people in smaller communities (eups and myongs) by providing learning places

- Citizens full of energy by learning in the era of 100–year longevity
  - Supporting the operation of excellent lifelong learning programs throughout all stages of life as the significance of lifelong learning increases with the increase of life expectancy (supporting lifelong learning consulting, operating lifelong learning centers, operating citizens’ college Jiphyeonjeon, and operation of cyber lifelong learning center)

- Expanding physical fitness facilities for the era of 100–year longevity
  - Expanding small–scale physical fitness facilities (Full inspection and maintenance and management of elderly physical fitness facilities, expanding fitness equipment) at places frequently used by the elderly (parks and community centers)
Supporting healthy old age and sports activities for the elderly
- Supporting physical activities to facilitate elderly physical fitness and to help enjoy healthy old age (dispatching daily fitness instructors to 25 places including elderly culture center)

Healthy Village Forming Project
- Health care service is needed to manage chronic diseases in myon communities where the proportion of the elderly aged 65 and older is high. the elderly rates of 65 and up are high. Creating healthy walking paths for each village and producing health-leaders to achieve the goal of resident-led healthy villages

3.1.2 Social Respect and Integration

Establishing a senior citizen center legal dispute mediation committee and offering legal advice
- Organizing and establishing a conflict mediation committee and offering legal advice to autonomously resolve conflicts and disputes in senior citizens centers among themselves through talks, concessions, and mediation and to strengthen social integration

Organizing sisterhood relationships between senior citizens centers and secondary schools within the same jurisdiction
- Enhancing cross-generation communication and harmony and expanding the culture of respecting the elderly and supporting parents through sisterhood relationships between middle or high schools and senior citizens center within the jurisdiction

Cross-generation sympathy programs for intergenerational harmony
- As the elderly living alone increase, the family structure changes. There arises the increasing necessity for stronger cross-generation exchanges and solidarity. For this purpose, the city hosts various events such as all family walk around the lake park, public competition of slogans or drawings on the subject of generation harmony.

Elderly meal support
- Enhancing elderly health by supporting meals to the elderly who might miss meals because of poverty or other indispensable reasons (delivering meals to the low-income elderly aged 60 or above, or supporting through free restaurant for the elderly)
- Operating quick response taskforce for everyday civil complaints
  - Building a convenient and pleasant living environment through prompt responses to civil complaints by a quick response taskforce in case there are complaints from socially vulnerable people like elderly living alone or the disabled, or from community centers and senior citizens centers

- Beautiful Story-telling Grandma Project
  - Training and dispatching elderly women story-tellers to kindergartens to help emotional growth of children through the Korean traditional stories and to enhance the life quality of elderly women population.

### 3.1.3 Communication and Information

- Operating support center for senior citizens centers
  - Operating senior citizens center support center the systematically and professionally support senior citizens center for the variation of its functions (connecting with and implementing senior citizens center programs, guidance and inspection of senior citizens center operation, training of senior citizens center managers, use of local community resources, event support, etc.)

- Constructing and maintaining senior citizens centers
  - Eliminating inconveniences of the elderly by renovating outdated senior citizens centers and providing places for leisure activities by constructing senior citizens centers where there is none (outdated senior citizens centers in eups and myongs, except for those received support for renovation within the past 3 years)

- Strengthening project for Sejong-style senior citizens centers
  - Promoting the vitalization of senior citizens centers by providing various programs such as health care, exercise, education, and leisure for the elderly (surveying senior citizens center demand, supporting program operation, etc.)

- Welfare resources platform building project for welfare portal
  - Narrowing the gap of access to welfare information by building a welfare portal as a welfare resources platform so that everyone can easily and conveniently obtain welfare resources information (use of information through public and private resources database construction, linking welfare facilities and related organizations' homepages, etc.)
Supporting elderly welfare centers
- Operating welfare centers for the elderly to respond to complicated welfare needs of the elderly such as leisure and health, jobs, voluntary activities, social participation within accessible distance (promoting elderly employment support, jobs for the elderly project, operating elderly colleges, supporting elderly counseling, volunteering, etc.)

Expanding support for village communities
- Developing community-strengthening policies and supporting closely on-site by utilizing civilians’ field experiences and expertise to promote village community through residents’ self-government and communication (site monitoring, network formation by activity divisions, results sharing events, etc.)

Forming well-dying culture for beautiful life closure
- Educating citizens to improve awareness in order to create a well-dying culture to protect human dignity and values (promoting a policy academy, education of well-dying for the elderly, circulation of books and resources on well-dying, etc.)

3.2 Creating a Safe and Convenient Living Environment

3.2.1 External Environment and Facilities

Pleasant Breath UP! by reducing fine dust
- Fine dust recently impacts citizens’ and elderly’s health quite significantly, so it is necessary to establish a fine dust reduction plan and to implement various reduction attempts to enhance citizens’ safety (designating places to limit idle run of vehicle engines, investing illegal activities resulting in fine dust generation, and publicizing citizens’ reactions when fine dust occurs)

Project to create elderly-safe villages
- Constructing community councils to remove local hazards to build village-level safety infrastructure (installing speed bumps, non-slip pavement, hose-reel integrated hydrants, automatic defibrillators, speed cameras, and CCTVs)

Buying and supporting elderly-safe insurance policies
- Supporting all citizens buying citizens safety insurance to compensate for losses due to disasters and/or accidents (compensation for six occasions including natural disasters, fires, collapses, deaths due to public transportation, post-accident disability, etc.)
Creating an environment for well-illuminated and safe road at night
- Creating a well-illuminated and safe traffic environment by installing LED street lights and security lights so that Sejong citizens, including the elderly, are not bothered by inconveniences at night.

Making urban parks to revitalize life
- Creating a user-centered park to enhance the efficient access and to promote convenience of the entire Sejong City’s (both new and old towns) city parks (organizing a residents’ promotion council, creating a deck entry road reflecting residents’ opinions, maintain walking trails, planting trees, etc.)

Sejong circumference road and forest road management
- Creating the representative circumference road of 159km by connecting eups and myons in the Sejong City and opening the 22km-long forest walk in Obong Mountain and Unju Mountain in order to promote the physical and emotional health of citizens

Designating and operating open toilets
- Providing citizens' convenience by designating and operating toilets in private facilities in areas with a large floating population as open toilets

3.2.2 Stability of Housing Environment

Supporting the operation of common housings for the elderly living alone
- Supporting budget to build a common residence for the elderly people living alone so that they can live together safely (Supporting the installation and operation of common residence at senior citizens center or community center)

Creating Sejong-style dementia-safe villages
- Creating infrastructure, awareness education, and publicizing in order to build up a dementia-friendly village to expand the correct understanding of dementia in local community

Supporting elderly welfare housing
- Supporting health management and customized programs for elderly tenants to spend a healthy and happy retirement by operating the Milmaru Welfare Village, an elderly welfare housing for the housing stability of the elderly with low-income
Building elderly welfare housing and providing welfare programs
- Providing rental housing for housing stability for low-income seniors aged 65 or older in Sejong City and operating welfare programs for the elderly

Project for timer cork installation
- Preventing gas leakage or fire by supporting installation of gas safety device, timer corks, at vulnerable households including the elderly living alone.

### 3.2.3 Transportation Convenience

Promoting mobility convenience for transportationally weaken people
- Providing transportation mobility to those who have difficult access to public transportation by operating special transportation vehicles to expand mobility and to promote social participation of those with limited public transportation access

Expanded operation of village taxis
- Operating demand-response village taxi service by providing high-quality transportation services to residents of transportationally underprivileged areas experiencing inconveniences because of no bus service or less frequent services

Introducing low-floor buses for mobility convenience of the elderly
- Enhancing mobility convenience by introducing low-floor buses so that elderly, disabled, and pregnant women can easily get on and off the bus

Incentive support for returning elderly people’s driver’s license
- Protecting citizens’ property and life by minimizing social and economic losses by preventing traffic accidents of elderly drivers and creating a safe traffic environment

Designating and improving project for safety zones for the elderly
- Designating and managing safety zones for transportationally weakened people including elderly people, and thus installing traffic safety facilities to prevent traffic accidents of transportationally weakened people

### 3.3 Building a Healthy and Vibrant Community

#### 3.3.1 Social Participation and Jobs

Operating policy monitoring group for age-friendly city building
- Investigating and examining age-friendly projects of the Sejong City, and identifying
the inconveniences of the elderly in daily life and their improvements for the age-friendly city

- Project to create career occupations for the new middle aged people
  - Offering opportunities for new middle aged people to strengthen their roles in local community and to compensate for their income by employing their career to provide needed services to local communities (Making jobs for those who are experienced and professional in social services that local communities need)

- Supporting culture and art clubs, Everything Art
  - Laying foundation of a cultural city by strengthening the capacity of art clubs, strengthening public contributions such as community revitalization and contribution to local communities

- Supporting voluntary activities of retirees
  - Operating voluntary service center programs, fostering retiree volunteers, and creating civilian network to promote participation in volunteer activities for talent sharing for retirees 65 and older

- Elderly Talent Sharing Expo
  - Holding elderly talent sharing expo, service activities experience booth, retirees’ cultural performances, etc. to meet the needs of retiree volunteers with diverse knowledge and talents in the local community, and to promote community solidarity through cross—generation communication with talents sharing.

- Expanding elderly jobs and social activities support
  - Supporting various job projects for the elderly to lead a vibrant and healthy life after retirement (developing and providing suitable job for the elderly such as public interest type, market type, social service type, and personnel dispatch type)

- Supporting social contribution activities
  - Provide jobs for professional retirees aged 50 and older to make social contributions in social enterprises, NGOs, etc.

3.3.2 Health and Local Community Care

- Promoting customized care service for the elderly
  - As the numbers of elderly people living alone and elderly couples are increasing, various customized services are needed to help the elderly live their daily lives. The
city can identify the needs of the elderly and provide various services such as safety check, social participation, life education, everyday living support, etc.

- Operating emergency alarm service for the elderly living alone
  - Supporting emergency alarm service to enable elderly people living alone in the blind spot of safety to recognize and respond to emergency situations in case of a fire or gas accident (Installing fire sensor, gas sensor, motion sensor, and emergency caller, etc. to monitor and quickly respond to situation in cooperation with 119)

- Supporting expansion of long-term home care institutions
  - Supporting visit care, bathing visits, nursing visits, welfare equipment, and day care services by expanding long-term home care institutions to provide sufficient services to the elderly needing nursing care services due to deteriorating physical function and senile diseases

- Strengthening emergency medical service for citizens' life protection including the elderly
  - Protecting citizens' lives by supporting emergency medical institutions, facilities and operation expenses in response to the lack of emergency medical infrastructure compared to population and demand

- Staying in form for vibrant 7080’s
  - Guaranteeing the vibrant and healthy life in the old age through exercises for strength building and everyday life capability (Relieving musculoskeletal pain and improving daily living ability through strength training and stretching for the weak elderly in their 70s and 80s)

- Project for early diagnosis and prevention of dementia
  - Promoting projects to early diagnosis and preventive management of dementia through the operation of dementia-safe center (supporting dementia patients and families by operating dementia patients shelter, family support project, public sponsor project, awareness improvement project, etc.)

- Creating a dementia all-care network
  - Creating a collaborative dementia care system by organizing a council among local medical, welfare, and public health resources that will take the responsibility of dementia patients from diagnosis to management
- Constructing and operation of dementia care institution
  - Offering professional care by professionally trained caregivers to maintain and strengthen the cognitive functions of dementia patients at the facility and environment of dementia care institution which will take care of ever increasing dementia patients professionally and systematically.

- Expanding support for medical insurance for the elderly
  - Promoting citizens’ health by supporting health insurance of low-income elderly people (Supporting medical insurance fees not exceeding 10,000 won/mth for the elderly who have low-income but are not the beneficiaries of free medical service)

4. Investment amount of 8 Major Areas

<table>
<thead>
<tr>
<th>Promotion Strategy</th>
<th>8 Major Areas</th>
<th>Investment amount by years 2020-2023 (Unit: $)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SUM</td>
<td>2020</td>
</tr>
<tr>
<td>Building a Social Integration Platform for Life Together (Together)</td>
<td>Area 1: Leisure and social activities</td>
<td>5,624,814</td>
</tr>
<tr>
<td></td>
<td>Area 2: Social respect and integration</td>
<td>1,305,270</td>
</tr>
<tr>
<td></td>
<td>Area 3: Communication and information</td>
<td>4,619,582</td>
</tr>
<tr>
<td>Creating a Safe and Convenient Living Environment (Beautiful)</td>
<td>Area 4: External environment and facilities</td>
<td>17,298,045</td>
</tr>
<tr>
<td></td>
<td>Area 5: Stability of Housing Environment</td>
<td>2,001,630</td>
</tr>
<tr>
<td></td>
<td>Area 6: Transportation convenience</td>
<td>1,344,817</td>
</tr>
<tr>
<td>Building a Healthy and Vibrant Community (My life)</td>
<td>Area 7: Social participation and jobs</td>
<td>31,318,281</td>
</tr>
<tr>
<td></td>
<td>Area 8: Health and local community care</td>
<td>11,883,248</td>
</tr>
<tr>
<td>SUM</td>
<td>80,366,543</td>
<td>24,535,781</td>
</tr>
</tbody>
</table>