

Strategy and Action Plan

Proposing the direction for the second five-year plan



Section 1

The 2nd WHO Global Network Procedure for Age-Friendly Cities

- WHO has established and encouraged participation in the age-friendliness network to expand the age-friendly cities and promote connections with each city
- Participating cities in the WHO's Global Network for Age-Friendly Cities carry out the planning, implementation, and evaluation stages
 - Assess progress and performance, identify successful cases and tasks to be undertaken, which improve plans regularly by referring to the results of the assessment
 - Activity planning series is carried out on a five-year cycle, and the promotion of creating an elderly-friendly city is continuously carried out
 - The promotion of the successful development of an elderly-friendly city is conducted by participating in the AFC website to monitor the progress and performance of each participating city

Section 2

Direction of the Establishment of the Second Action Plan

- After completing the WHO elderly-friendly city network ACTION PLAN implementation evaluation, Seocho-gu should establish a detailed second five-year plan (2023-2027) to continuously manage it as an elderly-friendly city. Accordingly, it is intended to present several directions to be considered when establishing a five-year mid- to long-term master plan based on the current review of the operation status of elderly-friendly cities implemented by Seocho-gu

1. Action Plan for the 2nd Age-Friendly City

1) Overview

- Based on the age-friendly city plan established in 2019, Seocho-gu will promote the project from 2020 to 2022 and conduct a project evaluation in 2023
- Based on the implementation plan evaluation implemented in 2023, the second implementation plan should be established, continuous elderly-friendly projects should be promoted for five years, and policies for the true elderly should be promoted through self-evaluation and improvement periodically

2) Ensuring alignment between policies

- The implementation plan shall be the corrective goal of Seocho-gu. It should be linked to the previous plan, and it needs to be promoted by promoting consistency with the 5th Seocho-gu Community Security Plan

(2023-2026)

- Seocho-gu's 5th Community Security Plan is based on the vision of "Seocho, a happy welfare city that accompanies together," and includes a senior lounge, complex welfare town, resident convenience facilities, and smart life infrastructure
- According to the 5th Seocho-gu Community Security Plan, a comprehensive analysis of Seocho-gu's major policies and needs shows that various social security services are required overall for care, education, employment, culture and leisure, health, protection, and safety
- Based on the goals and tasks of the 5th Community Security Plan, detailed elderly-friendly city goals and implementation tasks are carried out to eliminate welfare blind spots and provide welfare policies for all generations and the elderly

2. Implementation of the 2nd Implementation Plan

- Seocho-gu systematically establishes a five-year mid- to long-term plan in the future because it needs to continuously manage and improve the contents of the WHO's elderly-friendly network even if the ACTION PLAN implementation evaluation process is carried out
- Seocho-gu has established a periodic evaluation system to review the appropriateness of the project and to ensure the continuity of the project, It has been confirmed that it is operating well, including the establishment of an integrated management system for elderly-friendly city projects and the operation of the Elderly-friendly City Creation Committee
- However, by systematically establishing and operating an elderly-friendly city monitoring (ring) group policy, it is expected to achieve better results if the elderly more actively discover inconveniences and necessary policies in their daily lives and develop policies

1) Seocho-gu Establishment of Elderly-Friendly City Monitoring Group

- The elderly-friendly city monitoring group monitors the inconveniences experienced by the elderly in their daily lives and leads to policy proposals
 - The monitoring team of the elderly-friendly city shall be appropriately organized by the Seocho-gu and commissioned by the head of the Seocho-gu from among the residents in the Seocho-gu, and its main role shall be to regularly investigate and inspect projects for promoting the elderly-friendly city
- The elderly-friendly city monitoring group should allow all young people, middle-aged people, and senior citizens living in the region to participate so that various classes can continuously monitor the overall inconvenience of daily life from the perspective of the elderly
- Measures for activating and supporting the monitoring team can be presented as follows
 - First, it is necessary to provide a separate venue for spreading the elderly-friendly atmosphere and forming a consensus for information exchange
 - Second, publicity at the old level should be made, and compensation for activities (material or non-material) should be continued
 - Third, it is necessary to support activities to discover various policies for the elderly
 - Fourth, the person in charge should continuously manage the activities of the monitoring team and actively review the contents of the request for improvement from the perspective of the elderly
 - Fifth, requests for improvement should lead to the provision of administrative services and policy execution
- The evaluation contents of the monitoring team are shared with the Elderly-Friendly City Creation Committee and further review is conducted on whether they can be reflected in practical policies

- The improvement needs to be proposed by the monitoring team should lead to the improvement of practical elderly-friendly projects, provision of administrative services, and policy implementation, and resolve the inconvenience of the actual elderly

2) Establishing a cooperative system between project promotion departments and expanding elderly-friendly projects through public-private cooperation

- To effectively promote detailed projects in eight areas for the elderly, cooperation and a public-private cooperation system between departments in the district must be established
 - There are some limitations to promoting projects that can meet the various needs of the elderly by investing a certain budget at the department level in charge of the elderly-friendly projects
 - Therefore, it provides various services and programs to the elderly through organic cooperation with the private sector in the actual field
- In operating senior-friendly projects, various public-private cooperation such as the Korean Senior Citizens' Association and the Senior Citizens' Center can provide better welfare services and programs to the elderly

3. Policy direction setting using AHP analysis

- To establish a five-year mid- to long-term plan and develop into an elderly-friendly city, it is necessary to establish a strategic plan by carefully identifying the areas to be strengthened and maintained among the existing policies
- In particular, based on the results of the operation of the first three years of the elderly-friendly project, it is necessary to promote strategic policies on projects and tasks necessary for the elderly to create an

elderly-friendly city

- Expert AHP empirical analysis results facilitate policy priorities for relatively important areas for each factor and enable more systematic management
- A comparative analysis of the areas of interest in the first Seocho-gu elderly-friendly city and the areas where the second Seocho-gu was relatively important as an elderly-friendly city was conducted
- Medical care and community care were the top eight areas of priority in the first Seocho-gu seniority-friendly city action plan, followed by the external environment, facility, residential environment stability, communication, and information
 - 1st Age-Friendly Areas of Interest: Medical Care and Regional Care > External Environment and facilities > stability of residential environment > communication and information > respect and social integration > convenience of transportation > leisure and social activities > utilization of human resources
- On the other hand, among the eight areas of the second Seocho-gu seniority-friendly city implementation plan, areas of relative importance through stratification analysis (AHP) are medical and community care, residential environment stability, respect and social integration, communication and information
 - Results of the 2nd expert AHP analysis : medical and community care > residential environment stability > respect and social integration > communication and information > convenience of transportation > utilization of human resources > leisure and social activities > external environment and facilities
- As a result of the survey, policy demands for 8 areas (medical care and local care) were recognized the highest. In addition, policy demands for areas 3 (residential environment stability) and 7 (communication and information) are still high

- However, if there is a difference through the implementation of an elderly-friendly city over the past three years, it has been confirmed that policy demands in the first area (outdoor spaces and buildings) have decreased and policy demands in the fifth area (respect and social integration) have increased
- These results can be seen as still necessary to expand and strengthen policies on medical and community care, stability of the residential environment, and communication and information. In the case of external environments and facilities(outdoor spaces and buildings), it can be suggested that relative priorities have been derived as lower level because they have been well done in an age-friendly form for three years, and policy expansion and reinforcement are necessary in the case of respect and social integration
- Based on the results of the empirical analysis, we would like to present the following directions for each field
 - In the case of the external environment and facilities, transportation convenience, leisure and social activities, the current policies should be maintained, and the areas of medical and community care, communication and information, and utilization of human resources need to be expanded in quality
 - In the areas of stability, respect, and social integration in the residential environment, the proportion of detailed projects is low compared to the high importance of policies, so it is considered that not only qualitative but also quantitative expansion is needed
 - In the case of residential environment stability, the relative importance was high in the AHP analysis, but the detailed policy is somewhat insufficient compared to that of other areas, suggesting that it is necessary to prepare appropriate policies for the elderly
 - In the case of respect and social integration, it is pointed out that the number of quantitative projects was small compared to other areas

- To develop Seocho-gu as an elderly-friendly city, focus on each top field shown through expert AHP analysis. Policies need to be strengthened include
 - First, the relative importance of medical, welfare, health services, and accessibility is the highest in the medical and regional care sectors, so efforts such as linking transportation facilities to identify the housing status of the elderly and improve access to welfare facilities are needed.
 - Second, the relative importance of building safety and a convenient environment is the highest in the field of residential environment stability, so it is necessary to expand visiting services to prepare a residential environment where the elderly can live safely. In addition, it is necessary to secure a residential zone for the elderly by expanding the provision of housing for the elderly and providing housing for the elderly in consideration of access to hospitals and welfare facilities.
 - Third, efforts should be made to spread a positive social atmosphere, such as collecting information on economically disadvantaged senior citizens and providing minimum supplies and meals to resolve economic difficulties, spreading a culture of respect linked to education, and sharing respect cases.
 - Fourth, in the field of communication and information, the transmission of various information/programs for the elderly. The relative importance is the highest, so it is necessary to expand the role of the companion center to provide an environment where the elderly can acquire the necessary information and use policies, and to provide customized civil service places for the elderly.
 - Fifth, the relative importance of convenience of users of transportation facilities is the highest in the field of convenience of transportation, so policies should be continuously implemented to improve safety through periodic inspections of traffic signal systems (visual and audible signals, etc.). In addition, to provide information on routes/schedules and secure

convenience, policies are required to guide the elderly on how to check real-time bus operation information and to provide accurate bus operation information by resolving errors and inaccuracies in the real-time traffic information system

- Sixth, the relative importance of revitalizing jobs for the elderly is the highest in the field of human resource utilization, expanding opportunities such as job creation linked to welfare facilities, private companies, certificate acquisition education, and technology education
- Seventh, the operation of various leisure programs is of the highest importance in the field of leisure and social activities, so it is necessary to further expand support and environment for the elderly to experience various activities by utilizing related institutions such as welfare institutions, senior citizen centers, and senior citizens' associations
- Eighth, efforts should be made to create an environment where the elderly can live safely day and night by expanding security activities and installing streetlights, and barrier-free buildings should be realized by removing obstacles to facilities inaccessible to the disabled
- The contents of the high-priority policy through the overall weight are as follows
 - Based on the evaluation results, the contents of the 10 measurement items with high priority include ① strengthening access to medical, welfare, and health services, ② establishing emergency systems, promoting education, ③ securing convenience of welfare facilities, ④ Policies to support the elderly underprivileged, ⑤ active community welfare activities, ⑥ building safety and convenient environment for the elderly and the disabled, ⑦ specific policies to revitalize jobs for the elderly, ⑧ efforts to send various information/programs for the elderly, ⑨ securing a housing zone for the elderly, and ⑩ supporting the operation of various leisure programs

Section 3

Evaluation of implementation tasks

1. Maintaining organic cooperation between the department in charge of construction and the project promotion department for an Age-friendly city

- To establish a continuous management system in an elderly-friendly city, it is necessary to maintain an organic cooperation system with other departments and to continuously share information on changes in the contents of the project
 - Accordingly, it is necessary to give appropriate authority of the old-level to each department to submit project details to the Senior Happiness Division, which is the department in charge
- Currently, other departments in charge of projects for each detailed indicator in eight areas of the elderly-friendly city, focusing on the Senior Happiness Division, which is the department in charge of the elderly-friendly city, must submit results every year to maintain the cooperation system
 - The main departments are health care, health policy, park green, education and sports, transportation administration, climate change, road, urban planning, water management, welfare policy, children's youth, safety city, senior happiness, women's childcare, medical support, job economy, autonomous administration, parking administration, cleaning administration, and public relations officer

2. Seocho-gu Committee for the Development of Age-Friendly Cities

- According to the Seocho-gu Seoul Metropolitan Government Framework Ordinance on the Promotion of Welfare for the Elderly and the Creation of an Age-Friendly City, the function of the Elderly-Friendly City Creation Committee is to establish and implement an implementation plan.
- It is necessary for the Seocho-gu Committee to continuously collect policy opinions and report on the status of implementation of the two-year-old-friendly project every year
- major activities
 - Improvement of the promotion project maintenance, Advisory roles, such as management of goals for each project
 - Evaluation plan for the first implementation plan and the role of advisory for the establishment of a five-year plan
 - Review of the current status of detailed projects in the elderly-friendly city and the role of advisory on development plans

3. Operation of the Age-Friendly Monitoring Group

- The elderly-friendly monitoring group is composed of policy planners and evaluators for the elderly in the process of policy establishment and implementation to strengthen the capabilities of the elderly and to plan and implement policies that satisfy the elderly. The purpose is to discover policy ideas for the elderly, represent the needs and opinions of the elderly, and perform monitoring functions on policy implementation
- The monitoring team should be able to play a role in connecting the “elderly” with the “Seocho-gu” as it includes activities to identify inconveniences experienced by the elderly
- It should also be possible to constantly monitor whether various elderly-friendly city policies implemented by the district meet the needs of the elderly

- Based on eight areas of the elderly-friendly city, Seocho-gu residents gather citizens' opinions on the elderly and discover inconveniences in daily life from the perspective of the elderly, which propose improvement plans
- Monitoring team for Seocho-gu's elderly-friendly city is necessary to continuously identify elderly needs and collect opinions for the elderly policy development as a senior policy monitoring project

4. Establishment of a Community-led Organic Cooperation System

- For the elderly-friendly project to become more active, it is necessary to establish an organic cooperation system with various institutions in the community
- Cooperation between various departments and private cooperation overcomes business limitations due to limited budgets, various welfare services, and benefits can be provided
- Accordingly, the need to maintain organic relations and communication with private welfare institutions to improve welfare access to the elderly and provide various life stabilization services in connection with related organizations such as the Seocho-gu Branch of the Korean Senior Citizens' Association, Administrative Welfare Center, and Welfare Institutions

5. Establishment of an Evaluation System for the Action Plan

- It is necessary to conduct an individual evaluation of whether the elderly-friendly city project meets the needs of the elderly and whether the programs provided to the elderly are appropriate
- In the case of Seocho-gu, it is confirmed that the evaluation criteria for each implementation task are divided into normal (target performance is achieved by 80-100%), revision promotion (target performance is adjusted and modified), and insufficient (target performance is less than 50%) projects

- Efforts are required to improve the quality of the project, including a clear setting of performance indicators for each project, a survey on the satisfaction of the elderly, and a review of the direction of program improvement through hearing opinions