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| AGE-FRIENDLY STRATEGY  OF TUZLA CITY  2020 - 2026 |
| With an Action Plan for the Period 2020 – 2023  September 2020 |

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*City of Tuzla Age-Friendly Strategy results from joint work of the City of Tuzla, public institutions, Tuzla Red Cross, and other organisations that support and protect the interests of the older people, with the support of the Swiss Red Cross in Bosnia and Herzegovina. The Strategy represents an additional effort of the City of Tuzla to provide adequate support to senior citizens, continuing the excellent practice in some areas.*

*It is important to note that the Strategy includes many activities that are not under the direct competence of the City of Tuzla. Still, the City of Tuzla intends to initiate them, encourage relevant institutions and stakeholders to move in the direction defined by this Strategy, and promote all modern approaches that correspond to the spirit of this document by implementing their principles and implementation mechanisms. Therefore, in the action plans for the periods 2020-2023; 2024 - 2026, each planned activity will have designated the activity holder (institution, organisation or the City of Tuzla) and associates in the process. By developing and adopting the Age-Friendly Strategy, the City of Tuzla becomes the first city in Bosnia and Herzegovina to have such a policy.*

“Even if I were a hundred years old, the most beautiful day for me would always be tomorrow.

1. **Introduction**

Tuzla is the first city in Bosnia and Herzegovina to develop a local Age-Friendly Strategy, with the vision that by 2026 Tuzla will be recognised as the first city in Bosnia and Herzegovina with a friendly environment for dignified ageing and the possibility of lifelong progress and social participation for all generations. Also, in cooperation with the Swiss Red Cross, we are applying for the status of the age-friendly community, according to the guidelines of the World Health Organization, recognising that a city that creates a healthy and stimulating environment for the older people is a city tailored to all generations who live or choose to live in this city.

The Active Ageing Network initiated the strategic planning process, a local group organised in 17 local communities in Tuzla, with the support of the Swiss Red Cross, which previously supported the establishment and empowerment of senior groups in the Network. The areas covered by the strategy are: social inclusion and dignified ageing, access to the support available in the community, strengthened social and health care, movement through the city and the use of transport, and the protection and safety of senior citizens. The City of Tuzla has also initiated encouraging active cooperation with institutions and private and non-governmental sectors, including the planned development of guidelines for the dignified ageing of people with dementia.

Activities aimed at improving the quality of life of people with dementia include drafting guidelines for recognising dementia and empowering families, working in the community, opening a daycare centre, and specialised institutions for people with dementia who cannot live and work independently.

When defining strategic goals and measures, the following priorities are taken into account:

* Providing support for maximum independent functionality of each individual, but also strengthening the necessary capacity for an adequate alternative type of support
* Establishing an environment and partnership according to the recommendations for the Decade of Healthy Aging 2020 - 2030 at the global level
* The position of the older people in Bosnia and Herzegovina and Tuzla[[1]](#footnote-2)

Many different categories of the population and the great need for social care, combined with changes in the traditional concept of living in the last two decades, are often indirect reasons why older people are less visible in the social context. The great migrations that began in the early 1990s, as a result of the war and aggression against Bosnia and Herzegovina, have continued more or less intensively to this day, for various reasons - striving for economic prosperity, feelings of despair and helplessness, as well as a lack of ability to visualise prosperous futures in this region.

Different categories of problems affect older people in Bosnia and Herzegovina, starting with their property status and income, place of residence, health, family care, support from the local community, and various other factors. Yet one thing seems to affect them all, and that is the growing lack of empathy and understanding of society that an increasing number of senior citizens need and can take on a more substantial, more visible role in social life, as well as their common need for their facilitated access to social protection and health services.

In society's attitude towards older people, a condescending tone is often used when talking about older people in public discourse, presentations and the media. Avoiding mentioning the term "older," or "old," also reflects a hidden perception that ageing is sad, almost something to be ashamed of. Older people living on the edge of poverty and in need of social protection, people with health problems, are a priority group that needs all kinds of help and assistance from all institutional levels. Older people living in rural areas, without children, who often live in isolated, often returnee settlements, are more severely affected.

There are a number of aggravating circumstances that further complicate the categories of these senior citizens: older people without pensions and income, displaced persons/refugees without permanent accommodation, people with dementia who usually do not have access to institutional care and older victims of domestic violence.

Older people without income who meet the criteria for access to certain forms of social protection have certain rights from the range of these services, but this does not provide them with even a minimum standard of living.

Displaced persons and refugees without permanent accommodation were often rejected in reconstruction assistance programmes based on their age - priority was given to families with children and young adults, assuming that this would be a mechanism to ensure the sustainability of the return and revival of deserted communities.

Older people with dementia do not have the services of specialised centres or receive adequate care - they are often left in the care of social welfare centres, which support them to the extent their mandate allows, but this is not an acceptable form of care. Older people from minority groups are often exposed to discriminatory behaviour that is only occasionally reported in the form of an incident, as there has been no prior continuing interest in investigating systemic discrimination.

Finally, older people who are victims of domestic violence, most often committed by children or close relatives, feel stigma and are unwilling to report or even talk about the violence. Violence against older people occurs in various forms of violent behaviour: from physical, psychological, and most common - financial violence when older people are deprived of the right to control their income or the pension they receive. The most common perpetrators of violence are children, younger relatives or spouses.

Social isolation, manipulative behaviour of relatives when it comes to income and property of the older people, lack of access to information that is adapted to the perception of the older people, and above all - lack willingness of society to recognise these forms of behaviour and respond, combined with poverty, limited health care and very limited forms of home care and assistance, illustrates the dark picture of ageing in Bosnia and Herzegovina. Different crises bring additional challenges and create particularly difficult circumstances for older people.

On the other hand, the State has adopted all modern international policies and documents related to older people's rights; official policies support all forms of care but lack financial support and more vital political determination to set priorities and design strategic approaches to address them. It is crucial to note that social protection structures are doing their best to respond to these needs within their mandate, developing appropriate strategies to involve older people and providing different services to make their living much easier. However, it has to be noted that not all problems affecting senior citizens are necessarily problems that fall within the competence of the social protection system. THere is a lot of room for improvement of the media perception of older people, starting with stopping the stigma about older adults as ill, powerless persons in social need, citizens who drain state funds at all levels, and it is necessary to stop mentioning older people only in the context of humanitarian actions, tragic stories or field reports. One of the most striking examples of the patronising relationship between the media and the public is reporting from the beginning of the COVID-19 pandemic, from the interpretation of adopted protection measures and restrictions on movement to almost public minimisation of the importance of older people's lives. (Examples: "All persons who have passed away are older", "Older people have died", "Old woman died", and many other similar examples). This way of "comforting" the public by emphasising the older age of the dead brings with it an additional and long-lasting consequence of creating a social perception of the lower social value of the older people in all social relations and paves the way for further isolation and lack of empathy.

More vigorous promotion of positive examples, positive approaches to involving older people in the business sector, in line with their abilities and skills, developing a positive image and role of older people in society and restoring respect for individuality are just some of the possible approaches to improving senior citizens' living conditions in the future. This approach includes all initiatives for healthy ageing that already exist in our country and that need to be further developed and promoted.

It is important to note that ageing is a global challenge and issue, as recognised by the UN Agenda 2030.

The Decade for Healthy Aging 2020-2030 describes the key principles on which all actions concerning older people should be based: human rights, equality, non-discrimination, gender equality and intergenerational solidarity.

Following these basic principles, the City of Tuzla initiated a dialogue with all relevant stakeholders during the preparation of this Strategy, promoting such approaches and opening topics that will respect and further promote these principles of action.

The Age-Friendly Strategy of the City of Tuzla has been developed following the ten priorities of the Decade for Healthy Aging 2020 - 2030 of the World Health Organization, which should be considered and integrated into all policies and initiatives concerning older people in BH, namely:

1) Build a platform for innovation and change,

2) Support planning and action within countries,

3) Collect better global data on healthy ageing,

4) Promote research related to the needs of older people,

5) Harmonise health systems with the needs of older people,

6) Lay the foundations for a long-term care system in each country,

7) Provide the human resources needed for integrated care,

8) Undertake a global campaign to combat age discrimination,

9) Develop economic models for investing in healthy ageing,

10) Develop a global network for age-friendly cities and communities.

* **Share of people over 65 in the total population of Tuzla**

In the area of Tuzla in 2017, the number of inhabitants was 110,379, which is 16.1% less than the number according to the 1991 census (131,513).

The natural growth rate per thousand inhabitants in 2017 is -3.39, which indicates a significant increase in the negative momentum of the natural growth rate of the population compared to 2012 when it was -0.46, which also affected the negative change in age population structure, which is shown in the table. Therefore, the most significant challenges are stopping the further increase of negative natural growth and migration, which results in a decrease in the total population and its unfavourable age structure, which requires improving citizens' quality and standard of living.

The age structure of the population

The continuous decrease in the number of inhabitants in Tuzla in the previous period of implementation of the Strategy, as well as in relation to the number of inhabitants in 1991, was reflected in the age structure, where the share of the old population decreased by 5.16% compared to 2012 then the working-age population by 17.8%, as well as the share of children by 20.68%.

Table 1. Change in the structure of the population in the city of Tuzla

|  |  |  |  |
| --- | --- | --- | --- |
| Age structure | 1991 | 2012 | 2017 |
| 0 – 14 | No available information | 18.388 | 14.586 |
| 16 – 64 | No available information | 92.963 | 76.420 |
| >65 | No available information | 20.427 | 19.373 |
| Total | 131.513 | 131.778 | 110,379 |

The current estimate is that over 20,000 people over 65 live in Tuzla, considering the growing trend of older people in an ageing population in Bosnia and Herzegovina.

According to the Federal Pension and Disability Insurance Institute from July 2019[[2]](#footnote-3), in Tuzla, 25,009 pensions are paid every month. A certain percentage refers to recipients of survivors' pensions, i.e. they are not persons who are senior citizens from 65 years onwards and part to users of disability pensions who also do not belong to this age group.

1. **Vision:**

**Tuzla is recognised as the first city in Bosnia and Herzegovina with a friendly environment for dignified ageing and the possibility of lifelong progress and social participation for all generations.**

1. **Strategy period:**

The period covered by this strategy is 2020 - 2026. Along with the strategy, it is necessary to develop two action plans: Action Plan I immediately after adopting the strategy for the period 2020 - 2023, Action Plan II for the period 2024 - 2026, and the final review and performance audit strategy during 2026.

1. **Principles**

* Tuzla City Age-Friendly Strategy is harmonised with the Tuzla City Development Strategy, Strategic goal 2: Improve public infrastructure and quality of social life of citizens while increasing social inclusion, and Sector goal 2.1. "Increase social inclusion and protection of citizens".
* Older people are equal participants in the community's life, and the Strategy was developed in consultation with more senior people gathered in the Healthy Aging Network.
* All measures and activities of this strategy apply to senior women and men, citizens of Tuzla, in no way distinguishing them based on gender, ethnic, religious, political and/or sexual identity, family and property and/or health circumstances and/or status. With this Strategy, Tuzla wants to strengthen and further develop sensitivity towards particularly vulnerable categories of older people.
* The strategy is based on respect for individuality, the right to choose. It is based on practical and feasible measures, with the idea that, through developing action plans, think about sources of funding and potential partners and donors.
* The measures envisage activities, not in the exclusive or sole competence of the City of Tuzla or institutions from the local community level. The strategy envisages and implies intensive cooperation with other levels of government, in partnership, not implying commitments from the mandate of other institutions but nurturing a proactive approach and support of the local community in implementing these measures.

1. **Strategic goals**

**Strategic goal 1: Provide a supportive and stimulating social environment for the active involvement of older people**

Sector goal 1.1.: Improve, strengthen and multiply active ageing groups

1.1.1. Establishing new groups in local communities where they are not yet active or do not have sufficient capacity

The Active Aging Network brings together seventeen branches from 17 local communities, with different capacities and numbers of members. The Active Aging Network will encourage the establishment of branches in local communities where there are no active groups yet, and will also work on strengthening and expanding existing branches of the Active Aging Network, with the idea that Active Ageing groups cover all local communities in Tuzla.

1.1.2. Expanding and strengthening the capacity of existing groups and building the capacity of the Network to raise funds for work

The capacity of existing groups within the Active Aging Network to organise activities, increase their membership and ensure stronger visibility at the local community level includes work on strengthening the capacity to write, prepare and implement projects; different types of training in access to funds and fundraising skills, and other different training, learning and skills acquisition programs to strengthen the sustainability of established groups.

1.1.3. Promotion of the activities of the Network of Active Aging in Tuzla and activities aimed at sensitisation of society

The Active Aging Network will, with the help of the current donor - the Swiss Red Cross in BH and the City of Tuzla - develop a communication plan with local media and other relevant actors in the process of promoting the Network's activities, i.e. active ageing groups. As part of its promotional activities, the Network will integrate segments of activities described under other strategic objectives within this Strategy, striving to provide direct and timely information to its users during promotional activities in the City.

1.1.4. Priority areas for funding of non-profit organisations' projects will focus on topics from the Age-Friendly Strategy

As part of its annual support to non-profit organisations, the City of Tuzla will include issues related to the older people as priority areas for funding, taking into account the visible participation of older people in the implementation of projects. Priority areas for funding from this grant line will be adjusted to specific priorities and harmonised with the dynamics of the implementation of the Strategy within each action plan developed based on this Strategy.

1.1.5. Develop volunteering programs for older people

One of the important factors for the inclusion of senior citizens in social events at the local community level recognised by developed countries and included in the age-friendly guidelines of the World Health Organization is the volunteering program for older people. Possible volunteer involvement in civil society organisations, the Active Aging Network, the Red Cross, educational or other institutions will be publicly promoted and praised through various media and public appearances, to recognise the role and importance of integrating older people through these types of engagements. (See Sector goal 1.3.)

**Sector goal 1.3.: Ongoing campaign to raise awareness of the local community and older people about dignified ageing and the value of the social contribution of older people**

1.3.1. Design and implementation of a campaign to create a favourable environment for dignified ageing through the programs of civil society organisations;

1.3.2. Empowerment programs for older people in self-assessment and capacity building for self-inclusion, i.e. motivational programs for strengthening self-confidence and a sense of belonging and inclusion in the local community;

1.3.3. Lifelong learning programs involving older people, with a focus on IT literacy and encouraging the development of dedicated support programs for senior citizens in this area;

1.3.4. Designing and conducting campaigns aimed at sensitising society to the needs of older people on the one hand and empowering older people on the other hand (visual features of the campaign, posters/stickers / billboards in public places; promotion through social networks);

At the very beginning of the implementation of the Strategy, a visual identity will be developed that will accompany the implementation of the strategic approach of the City of Tuzla, to improve the quality of life of the older people throughout its duration. Adequate material - billboards, stickers, active publishing on social networks and portals, and through available local media, will send key messages of this Strategy, which include: active ageing, the right to dignified ageing and individual choices, the right to community support and openness towards the inclusion of senior citizens in social activities, and the right to support, assistance and sensitive access to those who need it for any reason. This strategy segment is particularly important in possible crisis situations, including the current COVID-19 global pandemic, which has particularly isolated older people as potential high-risk patients and thus socially isolated them.

1.3.5. Establishing a dialogue with the business sector on the need to profile themselves as age-friendly business entities when providing their services

As part of the first information campaign, the City of Tuzla will announce the implementation of this Strategy, and business entities active in the City of Tuzla will be invited to consultative sessions. After presenting the strategic approach of the City of Tuzla to improving the quality of life of senior citizens, representatives of the business sector will be invited to get involved in the process by developing their own age-friendly procedures, which would multiply the effects of the Strategy. Any business entity that expresses readiness to profile itself in any way as an age-friendly or socially responsible company will be included in the city list of age-friendly companies and will have a uniform visual identity and marked signs confirming this. In this way, business entities will have the opportunity to contribute more strongly to the development of the local community, to present themselves to their clients in a certain way through a simple form of social marketing, which will ultimately result in improved service provided to citizens.[[3]](#footnote-4)

Age-friendly companies can come from any field, and priority contacts will be established with banks, healthcare facilities (public and private), laboratories, shopping malls and other frequent contact points with older people.

As part of the implementation of measures from this Strategy, the City of Tuzla will develop a mini-crisis coordination plan with economic entities to mitigate the consequences of various types of crises for older people (such as the current crisis caused by the COVID-19 pandemic).

**Strategic goal II: Improve the sensitised approach of city services and institutions from the City of Tuzla in providing services to older people.**

**Sector goal 2.1.: Facilitate access for older people to exercise their rights and opportunities through city services**

2.1.1. Establish normative acts that enable beneficiaries to exercise extended rights in such a way that the only criterion is not the exercise of the right to a pension, but the age criterion - adjustment of existing regulations and acts;

The City of Tuzla will harmonise its normative acts, regulations, and criteria used in various work segments in such a way that priority or the right to apply and participate is given not only to pensioners (as is the case now) but to pensioners and all persons over 65. This simple intervention has a vital significance in the field of socio-economic rights. It represents a step forward and modernisation in the approach to local government by seeking equal access to the rights of potentially discriminated social categories, especially women over 65 who have not been entitled to a pension, which directly prevents their secondary discrimination in access to certain rights or services. This intervention is an important segment for the promotion of the Strategy and determination of the City of Tuzla in Bosnia and Herzegovina and developing an application for the age-friendly community for the World Health Organization.

2.1.2. Create job systematisation in the Rulebook on Internal Organization and Systematization of Work Posts, or include in the description of an existing job and jobs that would strictly address the topics of inclusion of older people – to improve their status;

The City of Tuzla will revise the existing systematisation in the description of the current job or opening a new job based on the estimated scope of work, including responsibilities related to coordination with senior citizens and all topics related to the implementation of this Strategy.

2.1.3. In the Citizen Service Centre of Tuzla City, open a counter or info desk for older people where they would have faster and easier access to information;

As part of implementing this measure, the City of Tuzla will conduct training for employees of the Centre for Citizen Services and ensure that in an empathetic manner and with respect provide additional support to older people who need help.

2.1.4. Develop a plan for local community services to citizens in remote local communities together with public utility companies founded by the City;

During the first two-year period of implementation of the Strategy, the City of Tuzla and public utility companies will jointly analyse the needs of older people living in more remote local communities, and develop a plan for direct contact in the field, according to a pre-known and announced schedule, to provide all citizens of Tuzla with equal rights to access a particular type of services in the locality where they live (it is about paying overheads without commission, the possibility of direct proposals and complaints about utility services).

2.1.5. Introduce an internet connection in the premises of local communities where active ageing groups work;

2.1.6. Assess possible requests for amendments to regulations within the competence of the City of Tuzla to provide conditions for the implementation of activities that would demonstrate Tuzla's commitment to programs to create a better, friendly environment for older people

**Sector goal 2.2.: Preparation of an application for the community with friendly programs for older people (for the World Health Organization), monitoring and monitoring the implementation of the Strategy**

2.2.1. Development of documentation, applications and monitoring of the process of joining the global network of communities with friendly programs for older people (World Health Organization);

2.2.2. Development of a monitoring plan for the implementation of strategic measures and activities;

2.2.3. Development of Action Plans within the implementation of the Age-Friendly Strategy, coordination with the City Council, and involvement of older people in verifying the relevance of planned strategic measures.

**Sector goal 2.3.: Develop a plan for financing and raising external funds for financing programs under this strategy, as well as a plan for the promotion of age-friendly Tuzla**

2.3.1. Map potential donors and external sources of funds for the implementation of activities identified by the Strategy;

2.3.2. Develop key project components according to each of the set strategic goals, in cooperation with civil society organisations;

2.3.3. At the multi-annual level, provide budget funds for any requested contribution for participation in donor projects.

**Strategic goal III: Strengthen capacities for providing social protection services, health care and various programs of supported stay in one's own home and institutional care for vulnerable categories of older people.**

**Sector goal 3.1.: Strengthen non-institutional and institutional forms of care and foster care for older people in need**

3.1.1. Develop a sustainable home help and care program for older people in need

* Estimate the potential number of beneficiaries for the next two years (repeating activities at the level of each Action Plan related to the implementation of this strategy), providing adequate information on sources of funds and available amounts to finance this activity (for the first Action Plan: Tuzla City and the Swiss Red Cross, given that the City of Tuzla has already committed to funding the program from 2020);
* Design protocols and agree on a reporting system related to providing home help and care services through agreed standards of cooperation with the Red Cross.

This activity includes the formalisation of the engagement of the Red Cross / Cross in Tuzla concerning the standards and scope of providing home care and assistance for senior citizens of Tuzla, citizens who need such a service.

3.1.2. Expand the existing capacity of the Retirement Home to accommodate older people; rehabilitate and adapt the existing facility

* Given the great need and long waiting time for accommodation in the Retirement Home as an institutional form of care for the older people in need, the City of Tuzla will initiate activities to expand the existing capacity of the Retirement Home for an additional 30 people (currently accommodating about 215 people), since there is an excellent justification for such a move, primarily social, and then social reason. Based on the need for adaptation, the building needs to be renovated (energy-efficient heating of the building, facade, carpentry and roof changes on the building and essential interior works) to respond to the needs of existing 215 users adequately and to accommodate 30 people.

3.1.3. Pilot and promote the concept of accommodation for older people in need in foster families

* The possibility provided by law for older people's accommodation in foster families will be additionally promoted. Activities related to this type of accommodation and care for older people include analysis of a potential number of users of this type of service, training for foster families, and foster care promotion program for older people through the Active Aging Network, to reach older people in need and other people in the surrounding environment.

3.1.4. Support activities that include visits and social integration of less mobile older people, which activists will carry out gathered around the Active Aging Network

* Activists of the Active Aging Network strive to establish and maintain contact with less mobile or socially isolated older people from their local communities. Such activities, which represent an additional form of extra-institutional care and social inclusion, will be further promoted and supported, through available donor and budget funds, through the support program to civil society organisations in the segment of care for the older people. Within this measure, additional support measures will be implemented to protect vulnerable categories of the population during crises, such as the current COVID-19 crisis and the distribution of support packages to economically impoverished and vulnerable categories of users.

**Sector goal 3.2.: Establishment of a referral mechanism for cooperation between institutions involved in the provision of services to older people**

3.2.1. Formalisation of the partnership relationship between the participating subjects of protection through the development of protocols and guidelines on cooperation in providing services to older people.

* At the local community level, there is good cooperation between institutions and institutions that provide services to older people in their field, especially in the strong collaboration between the Centre for Social Welfare, Tuzla Health Centre, and Retirement Home. By signing protocols and drafting guidelines on institutional cooperation in the field of care for the older people, Tuzla would become the first local community in Bosnia and Herzegovina with a developed referral mechanism for care for the older people and open opportunities for further upgrading various types of local care programs for senior citizens.

3.2.2. Training and improving the skills of the staff of the participating institutions to provide a sensitised service to older people

* The Referral Mechanism for Support of Older Citizens also envisages the development of a program to sensitise employees of institutions to work with older people with different types of needs. Sensitisation programs will be particularly targeted at health and banking institutions employees, given their frequent interaction with older people (see also Strategic Measure 3.5). An appeal will be made to develop crisis protocols for coordination with older people in crises and circumstances of limited direct access to services.[[4]](#footnote-5)

**Sector goal 3.3.: Continuously inform older people about available social protection services and other rights and benefits they can enjoy at the local community level**

3.3.1. Development of a guide on available social protection services and other rights at the local community level

* The guide on available social protection services, access to health care and care, available social inclusion programs, home care and help, and legal certainty for older people aims to: a) provide comprehensive information to the older people, b) promote the Age-Friendly Strategy and local community efforts to grow into an age-friendly community; and c) stimulate the public and private sectors, including civil society organisations, to develop their own approaches and provide information on programs and activities they offer or can offer to improve the quality of life of older people. The guide on available and age-friendly services available at the local community level will be updated biannually. It will contain current and accurate information and be distributed through the Active Aging Network, the Association of Pensioners / Pensioners of Tuzla, other civil society organisations, and through direct contact.

3.3.2. Design a guest program on local TV and radio stations through dialogue shows on available services for older people.

* The strategy implementation team, as well as representatives of institutions gathered in the referral mechanism for older people, will envisage the development of a communication plan in the first two-year Action Plan that will organise the topics and intensity of a number of shows on local TV stations or radio stations and articles with informative content that will be promoted in radio and TV programs, and on portals that publish relevant local content.

**Sector goal 3.4.: Developing support, integration and care programs for people with dementia**

3.4.1. Implementing a program to sensitise citizens, families and providers of the most common services to older people on the problems of people with dementia and recommended ways of communication

* The strategy envisages support for the development and implementation of programs to introduce families and citizens in general to the most common forms and manifestations of dementia, the problems faced by people with dementia, and the proposed ways of communication and support. In cooperation with the Centre for Mental Health, the Red Cross and civil society organisations, the Centre for Social Work will develop a curriculum program that would be implemented during the period of implementation of the Strategy.

3.4.2. Establishing a dementia centre in Tuzla

* Based on the identified needs of Tuzla residents and the recognised economic potential of this type of service for users from other cities and municipalities, the City of Tuzla will initiate the process of opening a dementia centre in Tuzla, and during the process, it will analyse the necessary steps, the form of registration, possible location, capacity and necessary human resources for the establishment of such a centre. During the process of analysing the needs and available human resources, the possibility of establishing two forms of support for people with dementia will be explored: 1) institutional care for people with dementia who are unable to live independently or within their families and 2) daily care for people with dementia, their social integration and support to their stay in the family. A day centre for people with dementia would enable a member or family member caring for people with dementia to perform their daily work activities. During that period, their dementia relatives to be cared for by professional and empathetic staff in a friendly environment. The Retirement Home has initiated the preparation of an expert study to open such a centre. It plans to prepare a cost-effectiveness study, using internal human resources, relying on experience in providing this type of service.

**Sector goal 3.5.: Improve the health care system in the segment of diversified types of services and sensitisation in the approach of older people**

3.5.1. Sensitise medical staff to work with patients older and improve the quality of service and relationships.

* The City of Tuzla, the Health Centre and the Centre for Social Work, in cooperation with the Faculty of Medicine in Tuzla, would develop a proposal for recommendations for access to treatment of older people through mandatory workshops for medical, technical and administrative staff that are in frequent communication with older people.

3.5.2. Provide a palliative care system for patients at the Tuzla Health Centre

* Tuzla Health Centre cannot provide palliative care, for which there is a huge need in the senior citizens' community. The team for the implementation of the strategy will work in cooperation with the management of the Health Centre to identify an adequate location (space), assess the costs of adaptation and equipment, and the necessary human resources to open a palliative care department at the Tuzla Health Centre, with ten beds capacity.

**Strategic goal IV: Facilitate travel and connect older people in traffic and mobility**

**Sector goal 4.1.: Introduce measures in the urban transport system that would enable and facilitate the safe movement of older people**

4.1.1. Install benches for rest and sitting at bus stops and increase the number of benches in pedestrian zones.

4.1.2. Provide a more extended period for crossing the pedestrian crossing in critical locations identified by older people; include this as a topic in focus group work.

4.1.3. Set up signposts, light and contour warning signs for senior citizens and visually impaired people - participants in traffic.

4.1.4. Enable outdoor exercise equipment in city parks and within recreational areas between apartment blocks.

**Sector goal 4.2.: Open a dialogue with private transport companies to sensitise the provision of transport services to older people, and introduce a discount on the total price of transport for senior citizens over 65**

**Strategic goal V: Improve the security and protection of older people from physical, psychological and financial violence and marginalisation.**

**Sector goal 5.1.: Inform older people of their rights and available forms of protection**

* To combine with activities from the Strategic action 3.3.

**Sector goal 5.2.: Work on sensitising the population about the rights and dignity of older people**

5.2.1. School curriculum adapted to developing a sense of intergenerational solidarity;

5.2.2. Tailored programs for senior citizens to learn about their rights and access to services.

**Sector goal 5.3.: Open a permanent dialogue with representatives of the private sector who are in frequent contact with older people to develop internal systems of protection and reduction of possible abuses**

5.3.1. Initiate and hold regular meetings with private sector representatives on the topic of profiling the services they provide, tailored to the needs of older people

This activity is aimed at stimulating the private sector to get involved in local community programs for older people;

5.3.2. Joint private sector sensitisation programs (focusing on banks) in doing business with older people.

**Sector goal 5.4.: Support programs that protect older people from domestic and/or immediate violence**

5.4.1. Regular exchange of information with the Ministry of the Interior and the Centre for Social Welfare on the manifestations of violence against the older people

5.4.2. Extensive media campaign against the violence against older people;

5.4.3. Support to civil society organisations in the segment of projects aimed at preventing and combating violence against older people;

5.4.4. Ensure funds to accommodate older people, victims of domestic violence, in safe houses and/or adequate foster care.

###### V Principles and approaches to be met through each of the topics covered in the strategy

**Gender equality**

In designing programs related to support and better integration of older people into the life of the local community, the City of Tuzla took into account the results of discussions conducted with focus groups within the Active Aging Network, which indicate specific forms social-economic discrimination of senior citizens women. The World Health Organization also points to the even more difficult position of older women than men, especially in poverty and exposure to violence.

During the strategy's implementation and all relations established with partner organisations and institutions, the City of Tuzla will promote the need to develop a unique social sensibility towards senior women, taking into account the specific economic and social constraints that affect them. In all promotional activities related to the implementation of the Strategy, the City of Tuzla will encourage the participation of women and men, striving to promote equal access to the rights and opportunities provided by this Strategy for the benefit of all citizens Tuzla.

**Intergenerational solidarity**

An essential principle on which the Strategy for the Citizens of the Third Age of Tuzla is based is the principle of intergenerational solidarity as a precondition for successful implementation of the Strategy on the one hand and as a mechanism for implementing activities planned by the Strategy on the other. The only way to combat older people's loneliness and social isolation is through intergenerational interaction and communication. The ongoing commitment of the local community to work on further developing urban policies that recognise and integrate the needs of different generational groups is the foundation of the development and growth of the age-friendly community. The essential recognition of the age-friendly approach that this Strategy advocate is that, recognising the need for additional social incentives to strengthen the position of the older people, Tuzla becomes a city with a favourable and stimulating environment for all generations.

**Individuality and dignity**

The activities and measures defined by this Strategy are based on recommendations and an approach that respects the right of every person to individual choices and dignity in each segment of life, especially in the field of lifestyle and home choices. Following this principle, the Strategy favours the approach of supporting and prolonging the period of independence of older people in organising their own lives and choosing a home and housing through programs of help and care at home, support in social integration and programs to empower older people for independent living as long as possible. On the other hand, the City of Tuzla is building institutional and infrastructural capacities to respond to a growing number of older people who need this type of support. In approaching the implementation of activities, the City gives priority to programs of empowerment, sensitisation and home care, but at the same time develops its own capacity and infrastructure to provide all necessary forms of support to older people.

In interaction with citizens, the City Administration will nurture age-sensitive language, introducing terminology that de-stigmatises ageing and indicates the need to restore respect, appreciation and full affirmation of older people in all walks of life.

1. **Legal framework**

The ageing population and the challenges it brings are recognised internationally in Madrid Action Plan on Aging (MIPAA) with the Implementation Strategy (RIS) (United Nations, 2002) - MIPAA is a key international document on global ageing policy, which provides recommendations for action in areas of the consequences of the ageing population, as well as the active participation and well-being of older people.

The three priorities identified in this document are:

* Older people and development,
* Improving health and well-being in senior citizens and
* Creating an environment that supports and encourages the development of older people.

States Parties have an obligation to report every five years on the implementation of MIPAA and RIS and the measures that need to be taken to improve the situation.

WHO Strategic Framework on Active Aging (World Health Organization, 2002) - This paper introduces active ageing as a priority way of looking at older people and defines six key determinants of active ageing: economic, behavioural, personal, social, health, social determinants, and physical surroundings. In addition to these two most important documents in recent years, the importance of population ageing and well-being of older people has been recognised in the following international documents:

The World Health Organization's Guide to Global Cities for Aging (2007), adopted by the World Health Organization in 2007, identifies eight key areas where change is needed to make cities adapted to senior citizens: housing, social participation, respect and social inclusion, civic participation and employment, transport, open spaces and the built environment, community support and health services, and communications and information.

The Dublin Declaration on European Cities and Communities Adapted to Aging (Dublin, 2013) is one of the essential recent documents for the European Union itself. It was initially developed at the first International Conference of Cities Adapted to the Aging Process, held in Dublin in September 2011. The signatories of the Dublin Declaration are committed to implementing activities that will improve the quality of life of older people, strengthen systems and services within all sectors and promote a culture of innovation so that communities are more adapted to older people. In doing so, this declaration respects the principles of active ageing and the eight priority areas adopted by the World Health Organization and the United Nations principles for older people (i.e. independence, self-fulfilment, participation, care and dignity). So far, 60 European cities and municipalities have signed the Dublin Declaration. Finally, in 2015, the Alliance for Demographic Change was formed, bringing together European authorities at local, regional and national levels and advocating for the development of communities adapted to older people.

Strategic Framework Calling for Global Action on Health for Older People (World Health Organization, 2015) - As health is one of the most important aspects that senior citizens' policies must focus on, and the ageing of the population has significant implications precisely on public health, in 2015 the World Health Organization adopted a strategic framework focused on the health of the older people. It provides recommendations for the reorganisation of health systems and a new public health improvement strategy that supports older people and provides an adequate response to the issues of population ageing.

The EU Pillar of Social Rights is an important policy framework containing 20 principles that should strengthen the EU's social dimension. Principle 15 applies to income and pensions for senior citizens. It includes two important guidelines: (1) retired workers and the self-employed are entitled to a pension following contributions and a guaranteed adequate income; women and men should have equal opportunities in pension rights; (2) Every person in the senior citizens' age has the right to resources that enable a dignified life. In addition, other principles relevant to ensuring a quality life in senior citizens, such as health care, the inclusion of persons with disabilities, long-term care, housing support, access to basic services and other relevant areas, have been identified.

The basis for the adoption of the strategy is the International Action Plan on Aging, the so-called Madrid International Plan of Action on Aging (MIPAA) (2002) as well as the revised European Social Charter, which commits states to respect the rights of older persons with a particular focus on their social and health care in a broad sense, and which Bosnia and Herzegovina ratified in September 2008.

Also, the revised European Social Charter in Article 23 (relating to special protection of the older people) emphasises that to ensure the effective exercise of the rights of older persons to social security, signatory countries commit to adopt or encourage directly or in cooperation with public or appropriate private organisations, measures so that the older people remain full members of society, live independently in a family environment and institutions of appropriate support with respect for privacy and participation in the decision making process.

1. **Action plan (Annex I)**

1. Part of the text adapted from the "Basic Study on the Position of the Older people in Bosnia and Herzegovina" conducted as part of the Hilfswerk International project in BH "Action Against Ageism" by Aida Dolic and Emina Pasic. [↑](#footnote-ref-2)
2. The latest available in published statistics of the Federal PDI Institute- [↑](#footnote-ref-3)
3. Age-friendly companies can come from any field, and priority contacts will be established with banks, healthcare facilities (public and private), laboratories, shopping malls, etc. [↑](#footnote-ref-4)
4. Like the restriction of movement for senior citizens over 65 during the first wave of COVID-19 in March-May 2020. [↑](#footnote-ref-5)