

Strategy and Action Plan

1. Basic Direction of Action Plan

1) Establishment of an elderly-friendly city in Jung-gu that promotes consistency with the 5th Community Security Plan.

- The implementation plan for the establishment of an elderly-friendly city needs to be managed according to the WHO senior-friendly city business cycle while promoting consistency with policies such as the Jung-gu Community Security Plan
- From 2023 to 2026, the Jung-gu Community Security Plan and the WHO Action Plan for Elderly-Friendly Cities will be implemented in the same cycle.
- The 5th Community Security Plan in Jung-gu, Busan, selected Jung-gu, a happy city where residents are owned, as its top goal, and made efforts to prioritize senior citizens' policies due to the high proportion of the elderly population and single-person households. The main objective is to maintain, enhance, and enhance detailed projects and strategies that are related to elderly care, care for the disabled, and maintenance of basic living.
- The 5th Community Security Plan is primarily composed of a social security project strategy system and a regional social security development strategy system. The social security project strategy system is related to the elderly-friendly city project
- The social security project strategic system consists of four strategic systems: "Together Care City," "A Tight and Safe Health City," "An Education and Culture City Enjoyed Together," and "A Vital Economy City with Laughter."
- Many of the promotion plans include policies for the elderly and are expected to have synergy effects in establishing an elderly-friendly city.
- The 5th Community Security Plan in Jung-gu has been confirmed to be

primarily focused on policies for the elderly, which is closely related to leisure and social activities, health and community care, employment, and social participation in elderly-friendly cities

Strategy I

<An intensive promotion>

- New Jung-gu Senior Citizens' Hall
- Creation of Danuri Welfare Center
- Busan-type Integrated Care Project
- Smart Plug Safety Support Project

<Details of promotion>

- Establish a pleasant and safe welfare infrastructure for the elderly to meet the growing demand for welfare for the elderly by constructing the Jung-gu Senior Citizens' Hall
- Securing space suitable for various welfare policies, such as securing space for the disabled, and providing customized welfare services at the current Danuri Welfare Center
- Expansion of care services for the elderly who have difficulty accessing the area
- Implementation of welfare policies for the elderly to actively participate in society and improve the quality of life of the elderly
- Strengthen the social safety net and contribute to the prevention of lonely deaths through smart plug safety projects using IoT
- Stabilizing the lives of families with disabilities

Strategy II

<An intensive promotion>

- Happiness 24 Activates Our Neighborhood Sheriff
- Operation of Village Health Center
- A project to prevent lonely deaths
- Support for self-payment and rent for elderly care

<Details of promotion>

- Establish a tight human safety net to quickly discover and support households in crisis by training local welfare guards
- Improve the health and quality of life of residents
- Contribute to supporting the socially vulnerable and resolving blind spots by linking and supporting customized services to residents with various needs
- Implementation of a social activity program to relieve chronic loss of motivation and depression caused by the social isolation of the lone generation

Strategy III

<An intensive promotion>

- Activating the operation of senior citizen centers
- Activating lifelong learning

<Details of promotion>

- Expanding opportunities for senior citizens to participate in leisure culture and society
- Provides lifelong education programs that anyone can learn at the age of 100

Strategy IV

<An intensive promotion>

- New job integration support center in Jung-gu
- Operation of Senior Consulting Center
- Self-Support Project Activation
- Customized Job Creation Support Project

<Details of promotion>

- Active reflection of job needs and promoting regional employment stability
- Strengthening the comprehensive support system for the welfare of senior people
- Employment interviews, job information provision, and job support services are provided for the vulnerable

2) Development of a model suitable for Jung-gu District

- The WHO provides certain guidelines for creating an elderly-friendly city, but it is recommended to develop a model suitable for the situation of each city as a reference guide rather than a fixed model. The elderly-friendly city model in Jung-gu, Busan was developed by checking its elderly-friendliness during the planning of the implementation plan
- Jung-gu is the city with the most splendid history and the best cultural and tourist area in Busan, and most of the area is commercial. Due to the geographical characteristics, administrative districts with many residents, such as Bosu-dong and Yeongju-dong, have strong characteristics of preserving oldness rather than the feeling of a city lined with apartments
- On the other hand, the areas of Jungang-dong and Gwangbok-dong have many new buildings such as officetels and apartments, so you can see conflicting residential facilities in the area

- It has been assessed that the reason for the large number of older people is that the influx of young people is low because of the inconvenient educational conditions, and the lack of apartments in large complexes
- Jung-gu is a convenient location for public transportation due to its proximity to urban railroads and city buses, and there are many traditional markets and cultural streets so that older people can enjoy an active retirement

3) Establishment of an Actionable Aged-Friendly Business Plan.

- The main purpose of Jung-gu, Busan, joining the WHO elderly-friendly city is to establish an urban environment where the elderly can live in response to the super-aged society
- Therefore, the first implementation plan consists of detailed indicators of the current elderly-friendly project considering the feasibility

4) Efforts to develop policies for the elderly that can be reflected in the plan for establishing the second elderly-friendly city

- It is necessary to continuously devise projects to be added and supplemented when establishing the second elderly-friendly city during the first three years of the implementation period of the first elderly-friendly city, and to secure a budget and discuss business planning. This process can begin by identifying the needs of the elderly through the activities of the Elderly-Friendly City Creation Committee and the Elderly-Friendly City Monitoring Group
- Based on the analysis of the 1st Jung-gu District Elderly-Friendly Inspection and the contents of the 5th Jung-gu District Community Security Plan, it is necessary to devise projects necessary for the development of Jung-gu District's Elderly-Friendly City and check whether they are applied
- The main contents focus on active activities of the elderly and support from the local community. The main areas are presented with a focus on the

convenience of transportation, the safety of the residential environment, respect and social integration, employment and social participation, excluding leisure and social activities, health and community care, which are currently focused in Jung-gu

Age-Friendly City Area-Business name

(1) Transportation Convenience

■ Jung-gu Car Project for the Elderly

- Convenience of movement is provided for the elderly living in highlands and the elderly who are unable to move
- Seeking ways to promote public relations and revitalize operations in connection with welfare institutions
- A taxi of 100 won for the elderly

(2) Residential environment Safety

■ Home remodeling business for the elderly

- Maintenance and repair work for residential vulnerable groups such as the disabled and the elderly who need care
- Review of expanding the role of the existing village guard office to all senior citizens in Jung-gu
- If it is necessary to improve the residential environment where the elderly live due to the risk of falls and the aging of the house, visit to install and repair safety devices (ex. installation of lights, toilet safety handles, wallpaper, etc.)

(3) Respect and social integration

■ Project to improve awareness of the elderly

- Expansion of awareness improvement projects in connection with educational institutions in the district to integrate society and improve the positive

image of the elderly

- Support for activities such as painting, writing poems, writing letters, etc.

(4) employment and social participation

■ 50+ Volunteer Group Support Project

- Contribute to the active and independent activities of the elderly by supporting volunteer activities of the new middle-aged as well as the elderly
- A plan to link employment with the monitoring group of elderly-friendly cities is also considered

■ Support for education in the design of senior citizens

- Support for various educational programs linked to employment, such as education for obtaining certificates for senior citizens' retirement design, start-up education, and lifelong education
- Provide an opportunity to learn the necessary knowledge and link employment

5) Establishing an action plan from a macro perspective in consideration of the WHO elderly-friendly city network promotion schedule in Jung-gu

- The implementation plan was established in consideration of the WHO elderly-friendly city network promotion schedule in Jung-gu, Busan, and the elderly-friendly city design was implemented from a macro perspective
- Implementation Process of the International Network for Age-Friendly Cities
 - Step 1: Establishing the first elderly-friendly city plan and joining the WHO International Network
 - Step 2: WHO International Network Jung-gu Elderly-Friendly City Plan Implemented
 - Step 3: Assess and Improve Action Plans

2. Vision and Implementation Strategies

- The Jung-gu District Elderly-Friendly City Action Plan aims to design a city for the elderly by actively reflecting the main values of the WHO's elderly-friendly city, "Active Aging, Healthy Aging, and Aging in Place" from the perspective of establishing an urban environment where the elderly can enjoy and live a vibrant old life
 - Aging in Place (AIP) refers to "aging in a familiar place" and "aging in a familiar home," which means that in addition to the physical and mental health of the elderly individual, communities such as the space, social environment, and neighborhood environment where the elderly life can affect healthy and happy aging
- From this point of view, the vision of the Jung-gu elderly-friendly city action plan is to create a city where the elderly can enjoy a healthy and active old age by selecting "Nice Jung-gu" so that the elderly can enjoy a happy old age
 - Promotion strategy 1: Establishing a safe infrastructure for the elderly (Related areas: Area 1, Area 2, Area 3)
 - The goal is to create a city where activities are convenient by establishing a living infrastructure where the elderly can live safely and conveniently
 - Promotion strategy 2: Establishing a happy city where the elderly are happy (Related areas: Area 4, Area 5, Area 6)
 - The goal is to support the active and energetic old life of the elderly and to create a city where they want to grow old with the people they have grown attached to
 - Promotion strategy 3: Establishing a Community for Healthy Old Age (Related Areas: Area 7, Area 8)
 - The goal is to establish a healthy living environment for the elderly and to create a city that guarantees a warm old age

- The following are the basic policies for the eight areas of the elderly-friendly cities in Jung-gu, Busan
- 8 areas of Jeung-gu, Busan's elderly-friendly cities: (Area 1) external environment and facilities, (Area 2) convenience of transportation, (Area 3) residential environment safety, (Area 4) leisure and social activities, (Area 5) respect and social integration, (Area 6) employment and social participation, (Area 7) communication and information, (Area 8) health and community care
- Based on the analysis of policy directions necessary for the establishment of an elderly-friendly city through the social survey analysis of Jung-gu, the goals for each area necessary for the establishment of the elderly-friendly city in Jung-gu are presented
- The detailed goals of each of the eight areas of the first Jung-gu District of Jung-gu District are adjusted to suit the situation in Jung-gu District, Busan, based on the WHO Guide to the Elderly-Friendly City. Jung-gu, Busan shall be able to implement policies for the creation of the first Jung-gu age-friendly city based on the following detailed goals
- Detailed goals for each of the eight areas of Jung-gu's elderly-friendly cities

1) External Environment and Facilities (outdoor spaces & buildings)

- Improving the safety, convenience, and accessibility of urban infrastructure
- Creating an age-friendly outdoor rest area

2) Convenience of Transportation (transportation)

- Convenience of transportation and expansion of safety facilities
- Ensuring the safety of the vulnerable

3) Residential Environment Safety (residence)

- Creating a residential environment where the elderly can live safely through housing maintenance, etc. of old houses
- Realization of visiting residential environment management

4) Leisure and Social Activities (leisure & social activities)

- Strengthening accessibility to leisure and social activities for the elderly
- Operation of social activity institutions by the administrative district

5) Respect and Social Integration (respect & social inclusion)

- Improving negative perceptions of the elderly
- Establishing a place for social integration and expanding recognition of merit
- Increasing the sense of social belonging of the elderly

6) Employment and Social Participation (civic participation & employment)

- Development of jobs that meet the characteristics and needs of the elderly
- Support for active retirement design
- Expansion of senior citizens' opinions as policy participants

7) Communication and information (communication & information)

- Establishment of an age-friendly information system considering the characteristics of the elderly
- Expansion of information service education for the digital underprivileged

8) Health and Community Care (community support & health services)

- Strengthening the health service and community care system

- Strengthening accessibility to community services
- Expansion of visiting local care system

3 Elderly-Friendly City Tasks in Jung-gu

- Based on the basic policy of Jung-gu's elderly-friendly city, we would like to present detailed tasks that Jung-gu should continue to promote as an elderly-friendly city by presenting a checklist of eight areas for self-diagnosis of the city
- To establish a city that is elderly-friendly, it is crucial to verify if it has an elderly-friendly foundation that considers the elderly's convenience. It is necessary to take into consideration the content of the checklist for each area presented in planning and operating the project adapted to the elderly.

1) External environment and facilities

Key Checklists

- ① Public toilets are always kept clean.
- ② External facilities (welfare facilities, subways, parks, etc.) mostly used by elderly people are always managed cleanly and safely.
- ③ There are sufficient outdoor rest areas for the elderly, benches to rest, etc., and security is thorough and comfortable, ensuring they can feel safe.
- ④ There are urban parks that can be easily accessed and used by not only the elderly but also all residents, and they are safely and cleanly managed.
- ⑤ The interior and exterior are well decorated, including signs that care for the elderly, sufficient chairs and toilets in the building, handles and stairs, and non-slip floors.
- ⑥ Visual and audible signals are provided for the use of crosswalks.
- ⑦ Walkways are maintained safely without obstacles and are not slippery and wide

enough to allow wheelchair access.

- ⑧ For the safety of the vulnerable, sufficient CCTVs are installed in outdoor spaces and buildings, and there are few blind spots.
- ⑨ Facilities such as streetlights and installations on the road are regularly managed and operated, making it safe.
- ⑩ The interior and exterior of the building are built in the form of barriers with minimal physical obstacles.

2) Convenience of transportation

Key Checklists

- ① The fare for public transportation is appropriate for the elderly.
- ② Transportation means (taxies, buses, etc.) for the elderly and the disabled are in operation.
- ③ Public transportation (including bus stops, inside the subway, etc.) maintains a pleasant environment and is safe and comfortable.
- ④ Parking facilities that are easy for the elderly to use are secure, and the cost of using them is appropriate.
- ⑤ Roads are well maintained for elderly drivers, and roads are well managed to ensure easy driving even in the evening and on rainy days.
- ⑥ Traffic information, such as information on routes that are easy for seniors to understand, and operating schedules are well provided when using transportation.
- ⑦ Drivers are keeping the driving culture of caring for the elderly, such as starting after the elderly sit down.
- ⑧ Public transportation (bus stops, subways, etc.) is designed with good accessibility and elderly-friendly stop designs (lamps, platforms, escalators, information boards, etc.).
- ⑨ Retraining for elderly drivers is provided, and guidance on driver education and renewal procedures is provided.

- ⑩ It has a smooth transportation network between nearby cities and cities, and the connection of service routes is well developed.

3) Residential environment safety

Key Checklists

- ① Housing maintenance costs (management costs, etc.) for the elderly are appropriate, and housing management costs support services are provided for the elderly.
- ② The house where the elderly live is a safe structure that has been well-repaired and maintained.
- ③ Public housing is clean, safe, and well-maintained.
- ④ It is equipped with residential facilities exclusively for the elderly (including temporary residential facilities), and it is comfortable for the elderly to live, and is safely and well managed with security personnel at all times.
- ⑤ Improvement and subsidy support for old houses where the elderly live are well equipped.
- ⑥ Medical facilities and welfare facilities are well equipped in front of residential facilities for the elderly.
- ⑦ Housing for seniors and people with disabilities is sufficiently provided for community accessibility and appropriate pricing.
- ⑧ A security system for living facilities for the elderly living alone is set up for the elderly living alone.

4) Leisure and social activities

Key Checklists

- ① Places for community events and leisure activities are located in a convenient location to use public transportation.
- ② When using leisure programs, etc., it is provided at an appropriate price to the

elderly, and there is no additional cost other than the stated cost.

- ③ Program information on events and leisure activities for the elderly is provided in detail.
- ④ Events and leisure activities are considered for the elderly.
There is sufficient infrastructure for the elderly to engage in self-improvement and hobby activities.
- ⑥ There is sufficient manpower for instructors promoting leisure programs.
- ⑦ By revitalizing the operation of senior citizen centers, exchanges and intimacy between elderly residents are promoted.
- ⑧ Opportunities for the elderly to receive education are being provided, such as Hangeul University for the elderly and classes for the elderly.

5) Respect and social integration

Key Checklists.

- ① School education and media are being used to improve the image of the elderly.
- ② There is a place for regular communication to gather the needs and opinions of the elderly.
- ③ Service providers targeting the elderly are polite and cooperative.
- ④ In the mass media, it contains a positive image of the elderly and is described as a subjective and realistic being.
- ⑤ The elderly are recognized for their contributions and social contributions in the community.
- ⑥ Photography and painting contests are being held to capture the warm gaze of the elderly from the younger generation.

6) Employment and social participation

Key Checklists

- ① Various volunteer opportunities are provided, and various information including volunteer education, training, and actual expenses support is provided to the elderly.
- ② The elderly participate in planning various welfare policies and welfare programs.
The elderly can obtain employment opportunities and provide sufficient employment information.
- ④ Customized employment policies are being implemented to demonstrate the individual abilities of the elderly, and reemployment education is being conducted in connection with the second life design.
- ⑤ Community efforts to find employment for the elderly are accompanied.
- ⑥ Age discrimination against the elderly is prohibited in the labor market.
- ⑦ The elderly are provided with opportunities to start a business and operate their businesses.
- ⑧ Programs and infrastructure are being established to revitalize volunteer activities for the elderly.

7) Communication and information

Key Checklists

- ① Electronic systems provided by public institutions (e.g., electronic civil complaint issuance system), phrases for facilities used by the elderly, and documents provided to the elderly use type that considers the elderly, such as large letters and bold letters.
- ② Community centers, libraries, and public institutions offer computers and the Internet to the elderly at a minimum cost or for free.
- ③ Public institutions provide intimate face-to-face counseling services for the

elderly.

- ④ One-on-one customized information is provided to the elderly at high risk of social isolation.
- ⑤ When providing a telephone response service, a clear explanation is provided slowly to help the elderly understand, and a repetitive listening service is provided.

Public institutions provide information through one-stop services.

- ⑦ When providing information to the elderly, information is provided verbally.
- ⑧ Information service education tailored to the elderly is being promoted.
- ⑨ Newspapers and brochures that provide necessary information to the elderly are being distributed.

8) Health and community care

Key Checklists

- ① It has a good level of community health and medical services.
- ② Hospitals, pharmacies, and health centers are located in places with high-traffic accessibility.
- ③ Welfare facilities and nursing facilities used by the elderly are sufficiently equipped and accessible to the elderly.
- ④ Information on health care services and welfare services for the elderly is being delivered.
- ⑤ The emergency medical system is well equipped for the elderly who are exposed to emergency matters.
- ⑥ The local volunteer workforce is sufficiently maintained, and volunteers respect the elderly and use friendly language.
- ⑦ It provides elderly-friendly administrative services, and those in charge of responding to civil complaints for the elderly are well-trained.
- ⑧ It provides health services that visit not only the isolated elderly but also the elderly with mobility difficulties.

- ⑨ Public and private sectors in the region are working together to provide various and customized welfare services to the elderly.

4. Policy Directions

1) Establishment and reinforcement of an integrated management system for senior citizens

- It is necessary to establish an integrated management system for projects that are derived from the implementation plan for the first elderly-friendly city development project
- Through the ACTION PLAN evaluation stage after the three-year implementation stage, integrated management of the operation plan and performance of each project must be carried out every year, and an organic cooperation system must be established with the detailed project operation department
- For the ACTION PLAN evaluation stage, which will take effect three years later, the department in charge of the elderly-friendly city shall collect and store the results of each department's elderly-friendly project, including quantitative and qualitative results, every year
- If there is a change, such as a change in indicators or the addition of new businesses, it must be recorded and managed so that the change can be determined
- Therefore, it is necessary to expand the authority for the project to the Family Happiness Division, the department in charge of the elderly-friendly city in Jung-gu, Busan, and secure manpower to systematically handle it
- To become a city that is age-friendly, it is necessary to have strong administrative leadership to promote it. Each office and bureau shall maintain cooperation with each other while utilizing their expertise and shall be able to actively promote and participate in elderly-friendly cities for residents

2) Establishment of the Jung-gu District Elderly-Friendly City Development Committee

- Jung-gu enacted Busan Jung-gu Ordinance No. 1408 in 2016 and established a legal basis for “a city with systematic and substantial policies and infrastructure services for the elderly to be happy.”
- According to Article 17 of the same Ordinance, Jung-gu establishes and operates an advisory committee for the Happy City for the Elderly. First, the relevant advisory committee concerns the establishment of an implementation plan for the Happy City for the Elderly. Second, matters concerning the adjustment and evaluation of the policy of the Happy City for the Elderly. Third, matters related to the promotion of a happy city for the elderly. Fourth, it is specified as an organization that advises or deliberates on other matters deemed necessary by the Chairperson
- The main role of the Elderly-Friendly City Creation Committee in the Ordinance on the Creation of an Elderly-Friendly City is to establish and implement plans for the creation of an aged-friendly city, manpower training and infrastructure, policies, and projects
- The role of the Elderly-Friendly City Creation Committee in Korea is similar to that of the Advisory Committee under Article 17 of the Framework Ordinance on Elderly Welfare for the Realization of a Happy City for the Elderly in Jung-gu, Busan.
- For the development of an elderly-friendly city, Jung-gu needs to expand and revitalize the role of the relevant advisory committee to additionally perform the role of evaluation and consultation of elderly-friendly city projects
- In detail, the Elderly-Friendly City Development Committee shall play an advisory role on projects to be maintained or expanded, projects to be supplemented or removed from indicators due to low effectiveness, and projects to be added

3) Jung-gu District Elderly-Friendly City Monitoring Group

- The elderly-friendly city monitoring group can be seen as an elderly-friendly activity in that citizens directly monitor the inconveniences experienced in their daily lives and lead to policy proposals
- The monitoring team of the elderly-friendly city shall be commissioned by the head of the Jung-gu from among the residents in the jurisdiction, and its main role shall be to investigate and inspect the 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
- Monitoring activation and support measures 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 should be made, and compensation for activities 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 improvement request from the perspective of the elderly
 - Fifth, requests for improvement should lead to the provision of administrative services and policy execution
- The important point of the monitoring team's activities is that the improvement needs to lead to the improvement of practical elderly-friendly projects, provision of administrative services, and policy implementation, and the inconvenience of the actual elderly should be resolved

4) Establishment of an Evaluation System for Age-Friendly Cities

- Each year, after the completion of the elderly-friendly city project, the department in charge shall collect performance reports through the department in charge of the elderly-friendly project for each department and keep them until the three-year evaluation stage
- Performance reports need to include project goals, project budgets, quantitative and qualitative performance, and the presence or absence of collaboration with other departments and related organizations.
- Based on the annual performance reports, the department in charge and the Elderly-Friendly City Development Committee should conduct an overall evaluation of the elderly-friendly project to assess whether the project is properly operated

5) Operation of the Elderly-Friendly City Project

(1) Ensuring Business Continuity

- Since the WHO elderly-friendly city network is largely made up of a cycle of “plan → execution → evaluation → improvement, it is necessary to secure continuity of the project for regular evaluation. There is a need to organize long-term projects as detailed indicators rather than as short-term projects.

(2) Requires a top-down & bottom-up approach

- In Jung-gu, Busan, the bottom-up approach and top-down political involvement and resource supply should be harmonized to create an age-friendly community.
- The construction of an age-friendly community requires cooperation and coordination with a variety of stakeholders. One of the essential conditions for developing an age-friendly community is the involvement of the elderly through a series of processes. In other words, when setting up tasks and preparing,

implementing, and evaluating elderly-friendly policies. It must be understood that the elderly are not only beneficiaries but also important forces that bring about change.

- Efforts are required to create an elderly-friendly community, focusing on a life-course approach that promotes relationships, connections, and mutual support between generations
- (3) Establishment of a public-private cooperation system and cooperation between project promotion departments
- To effectively promote detailed projects in eight areas for the elderly, 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, providing various services and programs to the elderly through organic cooperation with the private sector in the actual field can be a more effective way
 - Within the framework of projects suitable for the elderly, it is possible to ensure budgetary and political synergy through cooperation between the different departments and public-private cooperation, which is to provide better welfare services and programs to the elderly
 - For example, it is necessary to consider ways to provide customized services to the elderly in various forms, such as providing senior universities, leisure programs, senior job projects linked to Jung-gu Senior Club, and improving welfare functions linked to hospitals, health welfare centers, and health centers

5. Action Plan by Area

1) Selection of implementation indicators

- The vision of the old-age-friendly city project in Jung-gu, Busan was selected as “Nice Jung-gu with the vibrant old age of the elderly” and consisted of eight areas of the three major strategies
- 8 areas by 3 strategies for Jung-gu District

<Building a Secure Infrastructure for the Elderly>

- Area 1: External environment and facilities
- Area 2: Convenience of transportation
- Area 3: Residential environment safety

<Building a Happy City for the Elderly>

- Area 4: Leisure and social activities
- Area 5: Respect and social integration
- Area 6: Employment and social participation

<Building a Community for a Healthy Old Age>

- Area 7: Communication and information
- Area 8: Health and community care

- In addition, based on the elderly-friendly inspection in Jung-gu, Busan, 50 indicators were selected for each inspection item by considering the feasibility of the elderly-friendly project as the top priority
- The implementation indicators were selected as projects that meet the age-friendly conditions among the business plans of all departments in Jung-gu, Busan

- the eight major areas & the number of indicators
 1. External environment and facilities (8 indicators)
 2. Convenience of transportation (5 indicators)
 3. Residential environment safety (4 indicators)
 4. Leisure and social activities (9 indicators)
 5. Respect and social integration (5 indicators)
 6. Employment and social participation (4 indicators)
 7. Communication and information (5 indicators)
 8. Health and community care (10 indicators)

2) Age-Friendly Indicators in Jung-gu District

(1) Area 1: External Environment and Facilities

- In the first area, a total of nine indicators were selected to enhance the safety, convenience, and accessibility of urban facilities and create an elderly-friendly outdoor rest area
- Indicators include the maintenance of clean outdoor joint facilities for the elderly, the establishment of urban infrastructure, and the creation of safe living and urban environments
- Detailed projects and departments in charge of the first area
 - 1-1 Installation of CCTV magnification for crime prevention
the general affairs department
 - 1-2 Safe and clean public (open) toilet care
Resource Circulation Division
 - 1-3 Responding to the climate crisis by spreading practical low-carbon living culture
Department of Environmental Hygiene
 - 1-4 Improving the air environment to reduce fine dust
Department of Environmental Hygiene

1-5 the maintenance of illegal outdoor advertisements

Safe City Division

1-6 Improvement of road lighting facilities

Safe City Division

1-7 Creating a Green City with Four Seasons of Green Blooming

Safe City Division

1-8 Improving the Walking Environment in the Highlands of Yeongju-dong

Department of Regeneration and Architecture

(2) Area Two: Convenience of Transportation

○ In the second area, a total of five indicators were selected to ensure the convenience of transportation use, the expansion of safety facilities, and the safety of the transportation vulnerable

○ Indicators include the provision of convenience facilities for public transportation users and the transportation vulnerable, designation of elderly protection zones, and expansion of parking facilities to prevent road hazards

○ Detailed projects and departments in charge of the second area

2-1 Installation of Smart Shade to Reduce Heat Wave

Safe City Division

2-2 Designation and Management of Elderly Protection Areas

Transportation Administration Division

2-3 Expansion of Parking Facilities to Resolve Parking Difficulties

Transportation Administration Division

2-4 Operation of traffic safety classes for the weak

Transportation Administration Division

2-5 Providing convenience for public transportation users

Transportation Administration Division

(3) Area 3: Residential Environment Safety

- In the third area, a total of four indicators were selected to create a residential environment where the elderly can live safely through housing maintenance, etc., and realize visiting housing management
- Indicators include the expansion of safe elderly residential facilities through the repair and management of old and defective houses and the preparation of public housing for the elderly
- Detailed projects and departments in charge of the third area
 - 3-1 The operation of the report system
the general affairs department
 - 3-2 Operation of the village keeper's office
Department of Regeneration and Architecture
 - 3-3 Public Rental Housing Project
Department of Regeneration and Architecture
 - 3-4 Management Support Project for Aged Apartment Housing
Department of Regeneration and Architecture

(4) Area 4: Leisure and Social Activities

- In the fourth area, a total of nine indicators were selected to strengthen access to leisure and social activities for the elderly and operate balanced social activity institutions by the administrative district
- Indicators include the operation of health (sports) universities and welfare facilities to promote leisure activities for the elderly, as well as lifelong learning support, etc
- Detailed projects and departments in charge of the fourth area
 - 4-1 a sports competition for the elderly
the general affairs department
 - 4-2 Operation of Sports University
the general affairs department

- 4-3 Creating a Culture and Arts City to Enjoy Four Seasons
Culture and Tourism Division
- 4-4 Operation of a customized lifelong learning center
Department of Public Relations Education
- 4-5 Support for revitalizing the operation of the Jung-gu Branch of the
Korean Senior Citizens' Association
Family happiness department
- 4-6 Supporting the revitalization of the management of the Senate's operations
Family happiness department
- 4-7 Operation of leisure welfare facilities for the elderly (welfare center for
the elderly)
Family happiness department
- 4-8 New Jung-gu Senior Citizens' Center
Family happiness department
- 4-9 New Senior House in Villa Village, Yeongju-dong
Family happiness department

(5) Area 5: Respect and Social Integration

- In the fifth area, a total of five indicators were selected to improve negative perceptions of the elderly, establish a place for social integration and expand recognition of merit, and increase the sense of social belonging of the elderly
- Indicators include the holding of senior citizens' day events and the improvement of senior citizens' human rights
- Detailed projects and departments in charge of Area 5
 - 5-1 Selected as a native of Jung-gu District
Planning and Audit Office
 - 5-2 100 Years Old Silver Festival to Celebrate Senior Citizens' Day
Family happiness department
 - 5-3 a care service tailored to the elderly

Family happiness department

5-4 Support for health insurance premiums for low-income elderly people

Family happiness department

5-5 Basic pension support

Family happiness department

(6) Area 6: Employment and Social Participation

○ In the sixth area, a total of four indicators were selected to develop jobs tailored to the characteristics and needs of the elderly, supporting active retirement design, and expanding the collection of opinions of the elderly as policy participants

○ Indicators include contents to improve the quality of life of the elderly by supporting various jobs and social activities so that the elderly can lead a vibrant and healthy retirement life

○ Detailed projects and departments in charge of the 6th area

6-1 New Job Integration Support Center

Department of Employment Economy

6-2 holding a job fair

Department of Employment Economy

6-3 Promotion of jobs for the elderly

Family happiness department

6-4 Operation of Senior Consulting Center

Family happiness department

(7) Area 7: Communication and Information

○ The seventh area established a total of four indicators to establish an elderly-friendly information system in consideration of the characteristics of the elderly and expanding information service education for the digital underprivileged

- Indicators include the use of media for senior citizens to easily and quickly access news from Jung-gu District, publication of newsletters, and education on strengthening digital capabilities for social adaptation
- Detailed projects and departments in charge of the 7th area
 - 7-1 Publication of “Nice Jung-gu“, a resident-centered newsletter
Department of Public Relations Education
 - 7-2 Promotion of Lunar New Year’s Day through diversification of media use
Department of Public Relations Education
 - 7-3 Operation of Happy Learning Path Center
Department of Public Relations Education
 - 7-4 Digital Capacity Building Education
the finance department
 - 7-5. Operation of the happiness consideration window for the socially vulnerable
Civil Service Division

(8) Area 8: Health and Community Care

- In the 8th area, a total of 10 indicators were established to strengthen the health service and local care system, strengthen access to local community services, and expand the visiting local care system
- Indicators include emergency safety services and prevention of lonely deaths for the elderly living alone and include health prevention projects for healthy living, care projects, and visiting health services
- Detailed projects and departments in charge of the 8th area
 - 8-1 Emergency safety and safety service for the elderly living alone
Family happiness
 - 8-2 Visiting Health and Welfare Services
Welfare Policy Division
 - 8-3 Prevention and Management of Solitary Death

Welfare Policy Division

8-4 Busan-type Integrated Care Project

Welfare Policy Division

8-5 Pneumococcal vaccination for the elderly

Department of Health

8-6 Influenza vaccination for the elderly

Department of Health

8-7 Visiting Health Management Project for the Health Vulnerable

Department of Health

8-8 Brain Health 100 Years Old, Customized Dementia Management Project

Department of Health

8-9 Cardiovascular disease prevention and Management for chronic patients

Department of Health

8-10 AI and IOT-based healthcare projects for the elderly

Department of Health

6. Detailed Action Plan

1) External environment and facilities

1-1. Install CCTV for crime prevention

Business Overview

- Business period: June to September 2023
- Location: The crime area in Jung-gu District
- Total project cost: KRW(Korean Won) 42,000
- Project contents: Expansion of about 20 CCTVs in the crime area in the jurisdiction

Implementation plan

- June 2023. : Consultation on the selection of a target site for CCTV installation for crime prevention (Jungbu Police Station Living Safety Division)
- July 2023: Written deliberation by the CCTV Steering Committee
- August 2023. : Administrative notice and CCTV installation
- September 2023: CCTV installation completed and integrated control center linked

Expected effect

- Improvement of crime prevention effects and accident response capabilities by expanding CCTVs in crime areas in the jurisdiction

1-2. Safe and clean public (open) toilet management

Business Overview

- Public Toilet Management
 - Arrange public work cleaning personnel and keep convenience goods such as toilet paper

- Immediate maintenance of damaged or broken facilities through regular (frequent) inspections
- Operation of emergency bells for safe public toilets and regular inspection of illegal cameras
 - ※ Status of installation of emergency bells in public toilets (2 locations, 15 units)
- Support for convenience products for open toilets- Subject to support: Private open toilets
 - Support items: Management items such as toilet paper and standard garbage bags
 - ※ Keep convenience supplies and check cleanliness through frequent inspections
- Promotion status
 - January to December 2023: Arrangement of dedicated management personnel for public toilets
 - March to April 2023: Support for convenience products in 35 private open toilets
- Implementation plan
 - July to September 2023: Support for convenience products in 37 private open toilets

1-3. Responding to the climate crisis by spreading a practical low-carbon living culture

- Business Overview
 - Business name: Consulting on greenhouse gas diagnosis in non-industrial sectors (households, shopping malls, etc.)
 - Business period: June 2023 to December 2023
 - Business Purpose: Practice Carbon-Neutral Life by Reducing Greenhouse Gas
 - Project budget: KRW 8,600,000
 - Business contents: Analysis of energy usage and reduction consulting by a consultant visiting individual homes

Implementation plan

- 2023. 6: Establishing and promoting a consulting plan for greenhouse gas diagnosis in non-industrial sectors
- 2023. 6-12: Promotion of diagnosis and reduction of greenhouse gases during face-to-face visits

1-4. Improving the air environment by reducing fine dust

Business Overview

- Business name: Support project for installation (replacement) of low-Lox boilers for home use
- Business period: February 2023 to December 2023.
- Project budget: KRW 53,300,000
 - KRW 100,000/large × 413 units = KRW 41,300,000 for General households
 - KRW 600,000/large × 20 units = KRW 12,000 for low-income families
- Expected effect: Reducing air pollutants such as nitrogen oxides and improving air quality such as fine dust

Promotion status

- March 24, 2023: First subsidy payment - KRW 2,400,000
- April 14, 2023: 2nd subsidy payment - KRW 5,700,000
- April 28, 2023: 3rd subsidy payment - KRW 8,300,000

Implementation plan

- Payment of subsidies after receiving and reviewing applications (frequently)
- 2023. 8-10: Encourage the installation of low-Lox boilers for home use through promotion

1-5. Maintenance of illegal outdoor advertisements

Business Overview

- Business period: Year-round
- Location: Jung-gu District
- Project details: Ensuring the safety of elderly pedestrians and creating a

pleasant urban environment by maintaining illegal outdoor advertisements in places where vehicles and pedestrians frequently pass

Promotion status

- Operation of a regular crackdown and maintenance team on illegal advertisements by one public official and one fixed-term employee
- Designation and operation of a clean area for illegal advertisements: Daecheong-ro (Modern and Contemporary History Museum ~ Former Bank of Korea)

Implementation plan

- April to July 2023: Unowner-free dangerous and old sign removal project
- June 2023: Safety inspection of specific management target facilities (rooftop signboards)
- June to August 2023: Safety inspection of outdoor advertisements and posting facilities in preparation for storm and flood damage

1-6. Improvement of road lighting facilities

Business Overview

- Basis for Implementation: Regulations on the Installation and Management of Road Electrical Equipment in Busan City & Busan Metropolitan Government Ordinance on Promotion of the Supply of LED Lighting
- Project Purpose: Securing Pedestrian Safety, Crime Prevention, and Urban Environment Improvement (Energy Reduction)
- Business expenses: KRW 183 million
- Project Contents: Replacement of High Efficiency (LED) Lighting in Road Lighting Facilities

Promotion status

- 2023. 1~2: Improvement of road lighting facilities in Jungang-daero
- 2023. 3~4: Improvement of streetlight illumination in 2rd and 3rd Street, Bosu-dong

○ March to April 2023: Arirang Street Landscape Lighting Maintenance

Implementation plan

○ Improvement of illumination of road lighting facilities and replacement of old facilities

1-7. Creating a green city that blooms in four seasons

Business Overview

○ Business period: January 2023 to December 2023.

○ Location: Jung-gu District

○ Business Purpose

▶ Creating a green Jung-gu District by planting trees such as street trees, street flower beds, and shelters

▶ Providing a pleasant living environment through maintenance of green areas, parks, etc., and seasonal flowering plants

○ Total project cost: KRW 332 million

Implementation plan

○ Rest area and flower bed maintenance: Maintenance of convenience facilities, sports facilities, packaging, flower beds, etc.

○ Tree maintenance, such as public land

○ Open drainage weeding

○ Dangerous tree maintenance in the living area

○ Seasonal flowering plants

○ Installation of flower decorations in Busan Tunnel

1-8. Improving the Walking Environment in the Highlands of Yeongju-dong

Business Overview

○ Project Name: Yeongju-dong Highland Walking Environment Improvement Project (Urban Core Project)

○ Business period: May 2020 to August 2023.

- Location: Mountain 1-1 in Yeongju-dong
- Business details
 - Section A: Installation of 2 vertical E/V and 2 connected sidewalk bridges
 - Section B: 1 inclined E/V and view deck construction
- Project cost: KRW 4,894 million
- Promotion status
 - 2020. 5: Initiation of basic and implementation design services
 - 2021.2 to 2021.12: Land appraisal, survey, basic and implementation design completed
 - 2021.12.12-2022.06: Signing a business site sales contract and completing the contract review
 - 2022.8 to 2023.3: Construction commencement and construction of section B
- Implementation plan
 - 2023.12: Completion of the entire construction

2) Convenience of transportation

2-1. Installation of Smart Shade to Reduce Heat Wave

- Business Overview
 - Business period: May 2023 to June 2023.
 - Location: In front of the crosswalk in the jurisdiction
 - Total project cost: KRW 25,500,000
 - Calculation base: KRW 25,500,000 (KRW 8,500,000 × 3 locations)
 - Business contents: Installation of 3 smart shades to reduce heatwave
- Implementation plan
 - May 2023: Installation of Smart Shade
 - June 2023: Maintaining and managing smart shadows

2-2. Designation and management of elderly protection zones

- grounds for promotion
 - Article 12-2 of the Road Traffic Act (Designation and Management of Protection Areas for the Elderly and Disabled)
 - Rules on the Designation and Management of Protection Areas for Children, the Elderly, and Persons with Disabilities
- Restrictions and Prohibitions in Elderly Protection Areas
 - a speed limit of less than 30 kilometers per hour
 - a ban on parking
- Expected effect
 - Prevention of traffic accidents and strengthening of pedestrian safety for the elderly
- Future management plan
 - Implementation of occasional maintenance in case of demand for maintenance of elderly protection zones

2-3. Expansion of parking facilities to resolve parking difficulties

- Construction of a public parking lot on the road in front of the Jagal Dimension Cooperative
 - Location: 37-3 Nampo-dong 4-ga, Jung-gu
 - Size: On-road parking lots
 - Project cost: KRW 230,000
- Promotion status
 - March to April 2023: Administrative notice of the establishment of a public parking lot on the road in front of the Jagal Dimension Association
- Implementation plan
 - May 2023: Implementation of design and parking lot construction work

2-4. Operation of traffic safety classes for the transportation vulnerable

- Business Overview
 - Period: March to November 2023
 - Target: Elementary schools, kindergartens, daycare centers, etc. in the jurisdiction
 - Methods: Visiting traffic safety classes where instructors visit the institution themselves
 - Contents: Safety walking for the transportation vulnerable, education for preventing traffic accidents, etc.
 - Budget required: KRW 2,000,000
- Promotion status
 - March 2023: Establishing a plan to operate traffic safety classes for the transportation vulnerable
 - March to November 2023: Operation of Visiting Traffic Safety Class

2-5. Convenience for public transportation users

Business Overview

- Project Purpose: Safety of pedestrians in the jurisdiction, prevention of traffic accidents, and convenience for public transportation users
- Business Period: Annual Implementation in 2023
- Total project cost: KRW 320,000
- Business details
 - Maintenance of the installation of signs, reflectors, and bollards
 - Repair and maintenance of lane painting
 - Maintenance and replacement of lane separators
 - Repair of anti-slip facilities

Reason for promotion

- Ensuring pedestrian safety and preventing traffic accidents through the installation and maintenance of traffic safety facilities in the jurisdiction

Implementation plan

- If there is a demand for the installation and maintenance of traffic safety facilities throughout 2023, it will be implemented from time to time

3) Residential Environment Safety

3-1. Operation of the Survey Report System

- Business Overview
 - Business period: Year-round
 - Location: All areas within the jurisdiction
 - Project contents: Quickly resolve inconveniences of residents and obstacles to urban beauty
- Promotion status
 - Establishing an operation plan for the 2023 Survey Report System (January 9, 23)
 - Request for rapid processing in 9 areas (road, cleaning, etc.) throughout the year
 - As of the end of April 2023, 147 cases were received, 79 cases were completed
 - Repair broken sidewalk blocks, handle stairs and road moss
 - Safety Measures for Dangerous Buildings and Signs
- Expected effect
 - Create a clean and pleasant urban environment by quickly discovering and processing inconveniences for residents and obstacles to urban beauty

3-2. Operation of the village keeper's

- Business Overview
 - Office location: 21, Yeongju-ro, Jung-gu (3rd floor of Sanri Village Hall)
 - Operating period: March to October every year (8 months)
 - Operating hours: Weekdays (Monday to Friday), 09:00-18:00
 - Target area: 9 buildings in Jung-gu District
 - Project budget: KRW 58,538,000

Business details

Housing maintenance services

- Emergency services: Freezing waves, clogging of pipes, etc.
- Replacement repair: Door window accessories, wiring and distribution accessories, bathroom equipment replacement, etc.

Free tool rental service: All simple home repair tools

Other administrative convenience services: Print and copy printers, etc.

3-3. Public rental housing project

Business Overview

Location: 1-200 San, Yeongju-dong (citizen apartment)

Existing status: 16,507m², 4 buildings, 33 lots, 208 households

Project details: Apartment rental housing (7 buildings)

Project implementation: Korea Land and Housing Corporation (LH)

Promotion status

2018.08.31: 2018 Urban Regeneration New Deal Contest Project Selection (Ministry of Land, Infrastructure and Transport)

2021.04.21: Designation of maintenance plan and maintenance area

2022.05.09: Designation of Project Operator (LH)

2023.03: Start of re-establishment service under the basic plan (LH)

Implementation plan

2023: Review of housing construction plan establishment (management investment review)

2023: Public offering and selection of private participation projects (LH → private business operator)

2024.12: a project implementation plan

2025.03: Start of compensation

2026.06: Construction of construction ※ Completed' 2029.12.

3-4. Support Project for Management of Old Apartment Housing

Business Overview

○ Business period: January 2023 to December 2023.

○ total project cost

- Multi-family housing management support project: KRW 30 million

- Small-scale multi-family housing management support project: KRW 20 million

- Residential safety support project for old apartment houses: KRW 15 million

○ Business details

- Multi-family housing management support project

- Apartment houses (20 households or more) with project approval for at least 10 years (20 households or more)

- Small-scale Apartment Management Support Project

- Waterproof work on the common part of the rooftop, painting work on the outer wall, etc

- Housing Safety Support Project for Aged Apartment Housing

- Repair and reinforcement of safely vulnerable areas such as columns, slabs, retaining walls, etc.

4) Leisure and Social Activities

4-1. Senior Sports Festival

Business Overview

- Location: Sajik Sports Complex, etc.
- Total project cost: KRW 2,000,000
- Project contents: To prepare for the age of 100 and to promote the health and achievement of the elderly, participation in a sports competition for the elderly

Promotion status

- Twenty-nine people participated in three events (gate ball, table tennis, badminton) at the 2022 Senior Sports Festival
- Four events of the 2023 Senior Sports Festival (Korean Studies, Gateball, Table Tennis, Badminton)

Implementation plan

- Reviewing the grant of subsidies for the operation of the 18th Senior Sports Festival in 2023

4-2. Operation of Jangsu Sports University

Business Overview

- Business period: Year-round
- Location: Jung-gu District
- Total project cost: KRW 9,500,000
- Project contents: To improve the basic physical strength of the elderly and to create lively living conditions for their old age, the provision of a sports-for-all program

Promotion status

- Operation of the 3rd annual program
- Operation of the first Jangsu Sports University in 2023

- diet gymnastics, swimming, gateball
- Implementation plan
 - Second (May-June) and third (September-October) operations in 2023

4-3. Creating a culture and art city that enjoys four seasons

- Business Overview
 - Business period: 2023
 - Location: Yongdusan Park, Gwangbok-ro, BIFF Square, Yurari Square, etc.
 - Total project cost: about 400 million won
 - Project Contents: Enjoying various cultural programs, festivals, and events that capture the characteristics of Jung-gu
- Promotion status
 - Watching cultural performances for the underprivileged and holding the 2023 Yonggol Dance Festal
 - Preparation for the Joseon News Agency Festival and the Gwangbok-ro Lantern Cultural Festival
- Implementation plan
 - Spring: Chosun News Agency Festival and Gwangbok-ro Yeondeung Cultural Festival
 - Summer: Yongdusan Trot King, Children and Youth Film Festival, Sanbok Road Concert, Comedy Festival
 - Autumn: Regular presentation of the district choir, Busan International Film Festival eve, Jagalchi Festival
 - Winter: Year-end concert, Sanbok Sky Light Street, Christmas Tree Culture Festival

4-4. Operation of a customized lifelong learning center

Business Overview

- Purpose: Providing various education to ensure the quality of lifelong learning rights for self-realization of Gu residents, improve adaptability to changing society, and develop potential skills

- Business period: 2023.

- Location: Jung-gu Lifelong Learning Center

- Total project cost: KRW 83,000

- Business contents: Operation of customized lifelong education programs

Promotion status

- Operation of short-term lifelong education programs at the Special Vacation Lecture Lifelong Learning Center in 2023

- Location: Jung-gu Lifelong Learning Center

- Contents: Two courses

- Budget required: KRW 1,100,000

- Operation of lifelong education programs at the Learning Ferry of the Lifelong Learning Center for the Spring Semester

- Location: Jung-gu Lifelong Learning Center

- Contents: 25 courses

- Budget required: KRW 30,500,000

- Lifelong Learning Center Lifelong Education Program

4-5. Support for revitalizing the operation of the Jung-gu Branch of the Korean Senior Citizens' Association

Business Overview

- Business period: January 2023 to December 2023.

- Location: 22, Daecheong-ro 99beon-gil, Jung-gu

- Business Purpose

- Contribute to social development by enhancing the rights and interests of the

elderly, promoting welfare, and supporting participation in social activities

○ Total project cost: KRW 89.9 million

Promotion status

○ Promote the rights and welfare of the elderly by holding and participating in various events of the Korean Senior Citizens' Association

- Sports competitions for the elderly, presentations on best practices for exemplary senior citizens, advanced knowledge, evaluation report meetings for senior citizens, etc.

○ Creating a healthy leisure culture through the operation of welfare programs for the elderly

- Operation of programs for senior citizens, rhythm classes, music classes, fitness centers, and community-linked programs

○ Provision of learning programs by newly operating an affiliated senior university

- Healthy Silver Dance, Culture and Arts Lectures, Digital Learning Center, etc.

○ Support for stable retirement life by supporting participation in social activities for the elderly

- Support for public facilities, Nice Silver Patrol, Senior Citizen Center Manager Project, etc.

- Consultation and employment linkage for senior job seekers, participation in job fairs, and operation of job training programs

○ Provide opportunities for positive self-realization by conducting volunteer activities

- Volunteer activities to support side dishes, volunteer activities to cultivate villages, etc.

4-6. Support for revitalizing the operation of the senior's house

- Business Purpose
 - Converting the senior's house into an "open space" in the local community and promoting the use of it
- the status of the House of Lords
 - 33 senior houses, 1,218 members
- Implementation plan
 - Promoting the use of senior citizens' homes through the dissemination of leisure activities programs for the elderly
 - Operation of activation programs for senior citizen centers (31) and specialized programs (3)
 - Active utilization of other community-linked programs
 - Improve program operations with support for the deployment of roving program managers
 - Conducting projects, such as programs to revitalize senior citizen centers, conducting demand surveys, and checking satisfaction
 - Administrative support, such as accounting for subsidies, settlement of accounts, and inspection of safety matters, etc.
 - Operation of a stable senior citizen's house through support for essential operating expenses
 - Support for operating expenses for senior citizen centers
 - Support for cooling and heating expenses for senior citizen centers
 - Providing a pleasant environment by improving the facilities of the senior citizen's house
 - Small-scale maintenance of facilities, indoor and outdoor remodeling, and replacement of old furniture and home appliances
 - Support for the Management of Senior Citizens' Houses
 - Training for the chairperson, listening to users' inconveniences and opinions, and inspecting facilities from time to time

4-7. Operation of leisure welfare facilities for the elderly (welfare center for the elderly)

Business Overview

- Users: About 9,700 residents aged 60 or older
- Business expenses: KRW 1,223,238,000
- Major projects: lifelong education, hobby leisure, health life support, counseling and information provision, care services, etc.

Promotion status

- 2023. 1: Establishing an operation support plan

4-8. New Jung-gu Senior Center

Background of promotion

- The current Senior Citizens' Hall building, built in 1971, is seriously aging and has a small space
- Urgent reconstruction of a safe and pleasant senior center due to the increase in demand for welfare for the elderly
- Establishing a sustainable welfare infrastructure for the elderly by expanding leisure, culture, and educational spaces for the elderly

Business Overview

- Location: 1-8 Daecheong-dong 2-ga, Jung-gu, and 5 lots (Jung-gu Senior Citizens' Hall)
- Project size: Site area 612.3m², total floor area 1,568m², 5th floor
- Facility composition: Senior citizen center, community facilities, cafes, offices, healthcare zones, multipurpose halls, etc.
- Business period: July 2022 to December 2024.
- Total project cost: KRW 8,114,000

4-9. The construction of the senior's house in the villa village in Yeongju-dong

Business Overview

- Location: 145 Yeongju-dong, Jung-gu
- Business period: April 2023 to May 2024.
- Total project cost: approximately KRW 476 million

5) Respect and Social Integration

5-1. Selected as a native of Jung-gu District

Business Overview

- Business period: July 2023 to September 2023.
- Total project cost: approximately KRW 661.5,000
- Project details: Finding native residents of Jung-gu District every year and awarding certificates and nameplates

※ A native definition

- A person who has been living in Jung-gu since 1945
- A person who has been living in Jung-gu for at least three generations

Promotion status

- New Native Selection For 2022: three elderly citizens
- Investigate quarterly native variations
- As of the end of March 2023, the status of native residents in Jung-gu District: A total of 51 people

5-2. 100-year-old silver festival to commemorate Senior Citizens' Day

Event Overview

- Basis: Article 6 of the Elderly Welfare Act and Article 11 of the Enforcement Decree of the same Act
- Name of the event: The 11th Happy Life 100-Year-Old Silver Festival

- Time: October 2, 2023
- Place: Minju Park Jung Theater
- Attendance: 400 elderly people
- Contents of the event: Part 1 pre-ceremony performance and commemorative ceremony (exemplary senior award, commemorative speech, etc.), Part 2 Celebration Performance (Invitation Singer, etc.)
- Organized and organized: Jung-gu, Busan / Jung-gu Senior Welfare Center, Jung-gu Branch of the Korean Senior Citizens' Association
- Business expenses: KRW 12,465,000
- Implementation plan
 - October 2023: Establishing a hosting plan and holding the event

5-3. Personalized care services for the elderly

- Business Purpose
 - By providing appropriate care services to vulnerable elderly people who have difficulty in daily life
 - Ensuring stable retirement life, maintaining the function and health of the elderly, and preventing deterioration
- Service target and promotion status
 - Person to be served
 - National basic living recipients aged 65 or older, second-highest class, and basic pension recipients
 - Elderly persons who do not fall under overlapping projects and need care, such as households living alone, grandchildren, elderly couples, etc.
 - Promotion status
 - 876 people in the general care group, 105 people in the intensive care group, and 50 people eligible for specialized services (as of March 2023)
- Implementation plan
 - Receipt of applications for customized care services for the elderly and

finding new targets

- Management and supervision of institutions performing customized care services for the elderly
- Selection of persons eligible for service and approval of service provision plan, etc.

5-4. Support for health insurance premiums for low-income senior citizens

Business Purpose

- Promote the improvement of the health and welfare of residents by providing national health insurance premiums and long-term care insurance premiums to low-income elderly households who are suffering from old age, etc.

※ Excluding elderly households who are beneficiaries of livelihood and medical benefits

5-5. Basic pension support

Business Purpose

- By providing a stable income base by paying basic pensions to the elderly
- Supporting the stability of the elderly's lives and promoting welfare

Basic pension payment status and payment targets

- Payment status: 9,012 elderly people aged 65 or older in Jung-gu, an average of KRW 296,000 per person per month

○ Payment target

- ▶ Households whose income recognition amount calculated according to the income and property level of the elderly 65 years of age or older and their spouses is below the basic pension selection standard

6) Employment and Social Participation

6-1. Establishment of a job integration

Business Overview

- Basis for Promotion: Article 7 of the Jung-gu Busan Metropolitan Government Ordinance on Support for Job Creation

- Business Purpose

- To strengthen the accessibility of residents and to provide customized jobs centered on residents, the relocation to the fourth floor of the Danuri Welfare Center was expanded and established

Promotion status

- February 2023: Expanding the Job Integration Support Center in Jung-gu and establishing an operation plan

- March 2023: Consultation with the remodeling life security department of the Danuri Welfare Center in Jung-gu

Implementation plan

- Application for budget for required expenses following the expansion of the Job Integration Support Center on May 2023

- Starting and completing the remodeling work of the Danuri Welfare Center from June to September 2023

- The relocation and operation of the Job Integration Support Center in Jung-gu on October 2023

6-2. Holding a job fair

Business Overview

- Basis for Promotion: Ordinance on Support for Job Creation in Jung-gu Busan Metropolitan Government

- Business purpose: To provide job information and employment opportunities by providing a meeting place for job seekers and job seekers

- Budget required: KRW 10,000
- Reason for promotion
 - Provide interviews and job opportunities for the elderly
 - Find job seekers and provide job opportunities, considering the regional characteristics of our district
- Implementation plan
 - July 2023: Establishing a plan to promote the job fair
 - August 2023: Recruitment of job seekers and promotion of job participation
 - September 2023: Job Fair Held

6-3. Promotion of jobs for the elderly

- Business Overview
 - Business period: January to December 2023
 - Project target: Principle of participation of basic pension recipients aged 65 or older
 - Project cost: 7,223,838,000 KRW
 - Implementing institutions: 3 places (Jung-gu Senior Club, Jung-gu Branch of the Korean Senior Citizens' Association, Jung-gu Senior Welfare Center)
 - Project details: 1,763 people participated in 51 business groups of 3 types (public interest, social service, and market type)
- Promotion status
 - December 2022: Selection of project execution institutions and conclusion of consignment agreements (three places), approval of examination for each project, recruitment and selection of participants
 - 2023. 1 ~: Establishing and implementing a business plan
 - 2023. 2: The integrated launching ceremony will be held
- Implementation plan
 - Around the middle of 2023: Guidance and inspection of institutions carrying out job projects for the elderly

- December 2023: Completion of the project in 2023, evaluation of participants' satisfaction, etc.

6-4. Operation of Senior Consulting Center

Business Overview

- Business period: January to December 2023
- Location: 19, Mangyang-ro 383beon-gil, Jung-gu
- Size: 741m² of land area and 98.03m² of total floor area
- Operating corporation: Social welfare corporation Happy Today (Jung-gu Senior Club)
- Entrustment period: January 1, 2023, to December 31, 2025 (3 years)
- Major projects: the development and implementation of middle-aged and elderly job programs, job linkage and employment support, etc.
- Project cost: KRW 63,430,000

Promotion status

- 2023. 1: Establishing a support plan for the operation of the center and starting the operation

7) Communication and Information

7-1. Publication of "Nice Jung-gu," a resident-centered newsletter

Business Overview

- Period and frequency: 30,000 copies produced once a month from January to December (25th of each month)
- Production direction: Providing useful information for the elderly centered on Gu residents, and providing administrative and cultural contents
- Publication of a comprehensive information magazine
- Budget: KRW 102,600,000

Promotion status

- Nice Jung-gu: January to April (25th every month), published four times (120,000 copies produced)

Implementation plan

- Nice Jung-gu: May to December (25th every month), published 8 times (240,000 copies produced)
- Improving readability by editing type size and visual focus for the elderly
- Providing various information such as dementia relief centers, health programs, and jobs for the elderly

7-2. Promotion of the Lunar New Year through diversification of media use

Business Overview

- Business period: Year-round 2023
- Total project cost: KRW 115,800,000
- Business details: the old SNS, the Gu website, the Gu's promotion bulletin board, the indoor promotion bulletin board,

Promotion status

- Operation of the former official SNS (six): YouTube, Instagram, KakaoTalk channel, blog, band, Facebook

- Promotion of advertisements on pages such as public relations and major events through the publication of articles in leading local daily newspapers
- Implementation plan
 - Provides strategic promotion methods and content development tailored to SNS users
 - Publishing articles using local daily newspapers and advertising pages at major events

7-3. Operation of Happy Learning Path Center

- Business Overview
 - Purpose: Spread the culture of lifelong learning by operating lifelong education programs that visit the gathering place of the elderly
 - Business period: February 2023 to 12.
 - Place: Senior's House in the jurisdiction
 - Total project cost: KRW 10,000
 - Project contents: Operation of a lifelong education program for senior citizens
- Promotion status
 - Operation of Happy Learning Path in the first half of the year
 - Venue: 10 places, including the house of elders in Jungang-dong
 - Contents: 10 courses including gymnastics
 - Budget required: KRW 5,120,000
 - Happiness Learning Path Center to be operated in the second half of the year

7-4. Digital Capacity Building Education

Business Overview

- Business period: 2023
- Business purpose: Operation of digital customized education to strengthen the digital capabilities of Jung-gu residents
- Business contents: Smartphone and computer basics, real-life digital literacy education
- Business expenses: KRW 17.4 million

Promotion status

- Securing digital learning centers and conducting digital capacity-building education

7-5. Operation of the happiness consideration window for the socially vulnerable

Promotion status

- Operation of a dedicated civil service counter
 - Establishment of a window that prioritizes the socially vulnerable, such as the elderly and the weak, in the General Civil Service Office (Window 3)
 - An unmanned issuing machine and an assist bell will be installed at the building's entrance
 - Consulting and supporting public service guidance workers when the assistance bell is activated, such as the handicapped and the elderly
 - Operation of customer convenience facilities
 - Separately prepared space is provided for convenience facilities for residents, such as blood pressure gauges and wheelchairs
- Office zone operated exclusively for civil complaints (Government 24, Internet access PC, printer, fax machine)
- Expanding accessibility to civil service
 - Operation of the free passport delivery system: Providing a free passport delivery service to the desired place to resolve the inconvenience of socially

vulnerable groups such as the elderly aged 75 or older visiting twice to issue a passport

- Expanded operation of the oral essay civil service: To reduce the burden of applications for visiting civil petitions for the elderly with disabilities, etc., applications are made only with signatures after dictation
- Production of promotional videos for next-generation electronic passports

8) Health and Community Care

8-1. Emergency safety and safety services for the elderly living alone

Business Purpose

- Establishment of a support system in which the elderly living alone and the disabled in the blind spot of safety recognize emergencies and respond quickly to emergencies, such as 119 reports, in the event of emergencies such as fire or disease

8-2. Visiting health and welfare services

Business Overview

- Foundation for Promotion: Finding welfare blind spots and strengthening the support system
- Purpose: Finding and supporting welfare blind spots and providing health and welfare services closely related to residents' lives
- Project details: comprehensive counseling, discovery, and support of households in crisis, case management, etc.

2022 Results

- Visiting health and welfare counseling: 15,129 cases, including initial counseling and monitor counseling
- Implementation of Integrated Case Management: Case Meetings (107 times), Finding and Supporting Target Participants (88 households)

- Finding and supporting households in crisis (2,362 cases), a survey of socially isolated households (5,338 people)
- Composition and operation of human safety nets: 407 persons, including honorary social welfare officials
- Promotion of Solitary Death Prevention Project: 116 people, supporting the formation of a social network for socially isolated households
- Promotion Plan for 2023
 - Placement of nursing public officials, strengthening the function of “welfare + health“
 - Preemptive discovery and support of welfare crisis households and rapid and thick support for crisis households
 - Linkage and cooperation with related agencies in the local community

8-3. Prevention and management of lonely deaths

- Business Overview
 - Business period: January 1, 2023 to December 31, 2023
 - Total project cost: KRW 40,600,000
 - Business details
 - “Always with AI Malbot“ care robot support project
 - Clean Day, Healthy Life, Bath Service Support Project
- Implementation status and plan
 1. “Always with AI Malbot“ care robot support project
 - Target: 21 single-person households with a high sense of depression and social isolation at risk of dying alone
 - Content: Support for AI care robots and a 1:1 relationship with honorary social welfare officials
 - Key initiatives and plans
 - Emotional support and safety confirmation thoroughly through occasional monitoring of subjects

- Establishment of a regular care system
- 2. Clean Day, Healthy Life, Bath Service Support Project
 - Target: 150 households with social isolation among the vulnerable housing groups
 - Contents: Provided with a bath pass twice a month for one person
 - Key initiatives and plans: Support a pleasant and healthy life by continuing to support bathing services

8-4. Busan-type Integrated Care Project

- Business Overview
 - Target: Elderly in need of local care
 - Implementation method: Establishment of a public-private cooperation network, operation of an integrated care meeting, etc
 - Project details: Providing integrated services such as daily life support, care, and housing so that residents in need of care can lead a healthy life in the place where they lived
- Promotion status
 - 2021: 149 people supported 7 projects in the residential, nursing, and care sectors
 - 2022: One-stop integrated care personnel (3 people), 152 support for 7 projects
 - 2023: Operation of one-stop integrated care windows (10 locations)
- Implementation plan
 - 2023. 3: Establishment of Busan-type Integrated Care Project Promotion Plan
 - 2023. 3~12: Promotion of integrated care projects and operation of one-stop integrated care windows
 - 2023.11~12: Project monitoring, such as a survey of satisfaction of performing institutions and participants

8-5. Pneumococcal vaccination for the elderly

Business Overview

- Period: Year-round
- Project target: Senior citizens aged 65 or older who do not have a history of PPSV23 vaccination (born before December 31, 1958)
- Support Content: 23-valent polysaccharide vaccine (PPSV23), one free inoculation
- Place of inoculation: Public health centers and entrusted medical institutions
- Project budget: KRW 27,700,000

Implementation plan

- Payment of vaccination expenses following the provisions on the entrustment of vaccination work

8-6. Influenza vaccination for the elderly

Business Overview

- Period: October to December 2023
- Subject to support: Senior citizens aged 65 or older (born before December 31, 1958)
- Support contents: Full support for influenza vaccination expenses
- Place of inoculation: consigned medical institution
- Budget required: KRW 306,980,000

Implementation plan

- 2023. 9
 - Establishment of an influenza vaccination business plan
 - Signing a new contract for a consigned medical institution
 - Providing a safe vaccination environment through inspection by a consigned medical institution
- 2023. 10-12
 - INFLUENZA Vaccination Project Starts

- Payment of vaccination costs for consigned medical institutions

8-7. Visiting healthcare projects for the vulnerable

Business Overview

- Business period: Year-round 2023
- Target: Residents of the health-vulnerable class who have difficulty using healthcare services
 - ※ Elderly households aged 65 or older living alone, and elderly couples aged 75 or older registered first
- Location: 4th floor of Jung-gu Complex Health Center
- Budget required: KRW 285,060
- Business details
 - Nurses visit their homes for health counseling and management
 - Improvement of health behavior and management of chronic diseases

Promotion status

- 2,108 households with registration management, providing 3,345 visiting health care services (In-person visit services, one-stop health care through in-house visits to complex health centers and health centers)

Implementation plan

- 2023. Year-round: Discovery and new registration of vulnerable groups, continuous provision of health care services, etc.

8-8. Brain Health 100-year-old, customized dementia management project

Business Overview

- Business period: Year-round
- Location: 48, Heukgyo-ro, Jung-gu, Jung-gu Dementia Relief Center (2nd floor of Jung-gu Complex Health Center)
- Total project cost: KRW 538,231,000
- Project details: Senior citizens aged 60 or older, dementia patients living in

the area, and their families

- Early screening for dementia
- Patient Registration Management
- Dementia program operation

Promotion performance

- Early screening for dementia: 1,296 dementia screening tests, 75 diagnostic and discrimination tests
- Patient registration management: 504 registration management, 202 dementia treatment management expenses, 126 cases of provision of goods, 164 customized case management
- Dementia program: 20 dementia prevention classes and 22 rest areas for dementia patients
- Awareness improvement and promotion: 11 campaigns and 40 dementia prevention education

Implementation plan

- Dementia Management Project Operation Plan
- Dementia Relief Center and branch office operation (patient registration management, program operation, etc.)
- Early examination of dementia visiting, customized case management, improvement of awareness and promotion, etc.

8-9. Cardiovascular disease prevention and management for chronic patients

Business Overview

- Business period: Year-round
- Total project cost: KRW 18,600,000
- Business details
 - High blood pressure, diabetes, dyslipidemia registration and management, blood pressure, and blood sugar rentals
 - Community education and public relations projects, and early detection of

patients

- AI-based fundus examination project at public health centers

Promotion status

○ Registration status of chronically ill patients

- Total 808 people (338 hypertension, 199 diabetes, 271 hyperlipidemia, as of 2022)

Implementation plan

○ Jung-gu Senior Welfare Center-linked health counseling campaign (community education and promotion) is held once a month

○ Installation of AI fundus inspection equipment and business commencement

8-10. AI and IoT-based healthcare projects for the elderly

Business Overview

○ Business period: 2023

○ Target: 300 senior citizens aged 65 or older in the jurisdiction

○ Location: 4th floor of Jung-gu Complex Health Center

○ Personnel: 2 nurses, 1 exercise professional (a part-time worker)

○ Total project cost: KRW 104,208,000

○ Business details

- Bluetooth-based health meter (activity meter, weight meter, blood pressure meter, blood glucose meter) support

- Providing customized health care services for the elderly

- Providing non-face-to-face health care services through 1:1 matching of experts such as nurses and nutritionists

Promotion status

○ Recruitment of AI and IoT Senior Health Care Project Specialists (Term Workers)

○ Recruitment and registration of new targets for AI and IoT senior healthcare projects

Implementation plan

Providing health care services using AI and IoT devices