

## Strategy and Action Plan

### I. Establishment of 2nd Action Plan

#### 1. Basic Direction of Second Action Plan

- To establish the 3rd senior-friendly city, it is necessary to increase the implementation power by promoting consistency with the higher plan, and to prepare a developmental policy establishment system by establishing a sustainable and long-term plan
- The Baseline Assessment in Jung-gu, Busan, shows that urban transformation strategies are needed to realize healthy aging amid structural problems such as "super-aging, population reduction, and old downtown." Therefore, the policy for the elderly-friendly city over the next five years needs to focus on the following four core goals
  - Create a safe and accessible living environment
  - Expansion of social participation and economic activities
  - Realize digital inclusion and generational integration
  - Strengthen integrated care in local communities
- This direction is also consistent with "Aging in Place," a key value of the WHO's senior-friendly city international network

#### 2. 2nd Vision and Implementation Strategy

- According to the mid- to long-term vision and implementation plan presented by Jung-gu, Busan, at the time of joining the WHO's senior-friendly city international network, the development strategy for the next five years will focus on detailed projects in eight areas, with the vision of Jung-gu, Busan, which is accompanied by the elderly

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- Vision: "Jung-gu, Busan, accompanying the elderly."
  - Emphasize the value and willingness of Jung-gu to respect the elderly and walk all paths together
  - Principles of implementation: Creating a city that is easier for the elderly to live in, ensuring healthy retirement, expanding social participation, realizing generational integration, and strengthening community-centered care
  - Under the WHO Age-Friendly City model, the policy is driven by eight areas: external environment and facilities, convenience of transportation, residential environment safety, leisure and social activities, respect and social integration, employment and social participation, communication and information, health and local care.
  - The objectives were divided into 'physical areas', 'social and economic areas', and 'health and community support areas', and strategies were established. The 'physical areas' include areas 1, 2, and 3, the 'social and economic areas' include areas 4, 5, and 6, and the 'health and community support areas' include areas 7 and 8
  - Target of implementation and Establishment of safe infrastructure for senior citizens (related areas: area 1, area 2, area 3)
  - Key Strategies: Implementation of a master plan in which the elderly live safely in the original city center without barriers
  - Goal of Promotion ② Building a happy city for the elderly (Related areas: 4 areas, 5 areas, 6 areas)
  - Key strategies: Recognize the elderly as social actors and realize economic independence and generational integration of the elderly
  - Goal of Promotion ③ Establishing a community for healthy old age (related areas: 7 areas, 8 areas)
  - Major strategies: Realizing a healthy retirement in the region through the elimination of information alienation and a tight care and health care system

- In addition, eight initiatives and major plans for the construction of the second senior-friendly city are as follows.
  - First, to create a safe and convenient living environment, establish a barrier-free environment in which the elderly do not feel uncomfortable with movement and living
    - Expected Effect: Decreased fall accidents, improved mobility rights, and increased community activities
    - Major Plan
      - Short term (1-2 years): Maintenance of old sidewalks, expansion of ramp and handle installation, improvement of crosswalk safety facilities, and inspection of accessibility to public facilities
      - Medium-term (3-4 years): Building a barrier-free walking network, creating an age-friendly park, expanding shelters and benches
      - Long-term (5 years): Completion of the elderly-friendly walking environment system throughout Jung-gu District
  - Second, establishing a disease prevention-oriented health management system to extend healthy life expectancy
    - Expected Effect: Extending healthy life expectancy, reducing medical expenses, and maintaining independent living
    - Major Plan
      - Health care: Expand chronic disease management programs, improve health examination rates, and strengthen visiting health care
      - Response to dementia: Expansion of early screening for dementia, strengthening ties to dementia safety centers, and supporting family care
      - Mental health: Depression prevention programs, suicide prevention projects, emotional support services
  - Third, to establish integrated care for the community, an environment in which old age can be lived in the community, not in facilities
    - Expected Effect: Contributes to the prevention of lonely deaths, reduction of caring blind spots, and improvement of community settlement

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- Major Plan
    - Care services: Strengthen safety confirmation for the elderly living alone, expand emergency safety and safety services, and strengthen support for life support providers
    - Housing support: Support for renovation of houses for the elderly, installation of safety handles, and distribution of fire prevention facilities
    - Welfare linkage: Integrated case management for health and welfare and establishment of a public-private cooperation network
  - Fourth, developing active and productive policies and programs to expand social participation
    - Expected Effect: Contributes to reducing social isolation, improving life satisfaction, and expanding intergenerational exchanges
    - Major Plan
      - Culture and leisure: Expansion of lifelong learning, operation of cultural and artistic programs, and activation of physical education activities
      - Volunteering: Talent donation projects for the elderly, volunteer activities for generational empathy, and expansion of community participation
      - Community activities: Fostering elderly clubs and supporting participation in village communities
  - Fifth, ensuring opportunities to participate in economic activities to expand senior-friendly jobs
    - Expected Effect: alleviating poverty among the elderly, expanding participation in economic activities, and maintaining social roles
    - Major Plan
      - Senior Citizens' Jobs: Expansion of public-interest jobs, development of social-service jobs, and fostering market-type business groups
      - Support for reemployment: Providing job training, strengthening job counseling, and expanding connections with private companies
      - Social contribution activities: Career-based jobs, support for social participation of professional personnel
  - Sixth, to develop policies and programs to close the digital gap to realize a digital-inclusive city

- Expected Effect: Reducing the information gap, improving digital independence, and promoting convenience in life
- Major Plan
  - Digital Education: Smartphone Education, Mobile Financial Education
  - AI and smart services: Digital learning center operation, online civil service education, and non-face-to-face health care support
  - Access to information: Providing customized information for the elderly, establishing easy administrative information services
- Seventh, implementing a city where all generations come together to create a culture of generational integration and social respect
  - Expected Effect: Mitigating generational conflicts, strengthening social integration, and establishing a culture of respect
  - Major Plan
    - Generation integration projects: Operation of generational empathy programs, school-linked projects, and expansion of family-participating events
    - Improvement of awareness: Education on human rights for the elderly, a campaign to prevent age discrimination, and the spread of awareness of the elderly
- Eighth, establishing a sustainable policy implementation system to establish governance in an aging-friendly city
  - Expected Effect: Securing continuity of policies, improving residents' satisfaction, and laying the foundation for WHO recertification
  - Major Plan
    - Participation system: Operation of monitor groups for elderly-friendly cities, expansion of participation in policies for the elderly, and regular collection of residents' opinions
    - Evaluation system: management of performance indicators; implementation of annual evaluation; continuous management of WHO standards
    - Cooperation system: cooperation with public institutions; cooperation with private organizations; connection with universities and specialized institutions
- The basic policy for the eight areas of the elderly-friendly city in Jung-gu, Busan, shall be based on the composition system of the first elderly-friendly city, but shall be established based on the results of the current status survey

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and social survey analysis for the establishment of the second implementation plan.

- The project shall be carried out by referring to the relevant basic policy and shall be used as a reference for the discovery of projects for the realization of the elderly-friendly city, while promoting the second detailed project for the elderly-friendly city.

### **3. Action plan for each area of the 2nd period**

#### **1) 3.1 Set Performance Indicators**

##### **3.1.1. Eight areas by target**

- The WHO recommends establishing an age-friendly city model suitable for the city's conditions and circumstances, and promoting an age-friendly policy based on it.
- It is time for Jung-gu to implement the experience-based elderly-friendly project based on the experience of carrying out the first senior-friendly city planning stage.
  - The vision of 'Busan Jung-gu with the elderly.'
    - "Building Safe Infrastructure for the Elderly" is part 1: external environment and facilities, part 2: convenience of transportation, part 3: safety of residential environment.
    - Building a Happy City for the Elderly has four areas: leisure and social activities, five areas: respect and social integration, six areas: employment and social participation
    - "Building a Community for Healthy Old Age of the Elderly" is in 7 areas: communication and information, and 8 areas: health and community care

##### **3.1.2 Number of execution indicators by area**

- The implementation indicators include senior-friendly projects that are continuously maintained through the first senior-friendly city implementation

plan, excluding sunset projects, and deriving additional projects to select a total of 75 detailed indicators.

- 8 external environments and facilities, 7 transportation institutions and environments, 7 residential environment safety, 10 leisure and social integration, 9 respect and social integration, 7 employment and social participation, 8 communication and information, 19 health and local care
- o The first stage of the elderly-friendly city planning consisted of 50 detailed indicators, but the second stage of the elderly-friendly city implementation plan expanded to a total of 75 detailed indicators, and expanded detailed indicators for each area

## 2) 3.2 2nd Busan Jung-gu district elderly friendly indicators

### 3.2.1. Area 1: External environment and facilities

- o In the first area, a health park with senior-specific exercise equipment and gentle trails will be completed in the Bokbyeongsan area, a shelter in the original city, and eight detailed indicators will be set by the basic policy of maintaining stairs, non-slip pavement, and expanding the installation of walking assistance lighting (notification lighting, etc.) for night walking safety in consideration of the characteristics of Jung-gu District, which has many ramps.
- o The indicators include the expansion of CCTV for crime prevention, the improvement of road lighting facilities, the creation of a green city in four seasons, the creation of a 100-year-old health park in Bokbyeongsan Mountain, the creation of a cooling shelter for filial piety, and the operation of Bokbyeongsan Red Clay Road
- Relevant departments: General Affairs Division, Resource Circulation Division, Safe City Division

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### 3.2.2 Area 2: Transportation convenience

- The second area sets seven detailed indicators based on the basic policy of expanding the designation of "elderly protection zones" around traditional markets, hospitals, and public transportation bases, expanding vehicle speed limits and crackdown cameras, supporting the introduction of low-floor buses, and continuing work to improve the visibility of bus information guidance terminals (BITs) tailored to the elderly.
- Indicators include the installation of smart shades to reduce heat waves, designation and management of senior protection zones, operation of traffic safety classes for the vulnerable, provision of convenience for public transportation users, and improvement of the environment of public parking lots
- Relevant departments: Safety and Urban Affairs Division, Transportation Administration Division

### 3.2.3. Area 3: Residential environment safety

- The third area sets seven detailed indicators based on the basic policy of removing thresholds, installing safety handles, and supporting housing benefits and home repairs, such as fire detectors for five years, and strengthening the maintenance of risk factors in high-rise residential areas.
- The indicators include the operation of the reporting system of the gate, the operation of the village guard office, the construction of a rear road refurbishment in high-rise residential areas, and the improvement of infrastructure in Daecheong-dong
- Relevant departments: General Affairs Division, Renewable Architecture Division, Construction Division

### 3.2.4. Area 4 Leisure and social activities

- The fourth area sets 10 detailed indicators based on the basic policy of expanding and maintaining infrastructure, such as senior centers, leisure welfare facilities, and sports facilities, expanding leisure sports facilities that all generations can experience in their daily lives, and continuing to provide lifelong learning opportunities.
- Indicators include sports competitions for the elderly, operation of customized lifelong learning centers, support for the revitalization of the operation of senior citizens' homes, construction of a Jung-gu Senior Center, and operation of sports facilities in the neighborhood
- Relevant departments: General Affairs Division, Public Relations Education Division, Family Happiness Division

### 3.2.5. Area 5: Respect and social integration

- The fifth area shall set nine detailed indicators with the basic policy of continuing the establishment of an integrated field where the first to third generations harmonize with each other by regularizing the Jung-gu filial culture festival, silver festival, and leisure fair, and strengthening education on human rights protection for the elderly
- Indicators include selecting a native of Jung-gu, a 100-year-old silver festival commemorating Senior Citizens' Day, basic pension support, Muuitak holiday consolation money, a long-life celebration product support project, and the designation and operation of a restaurant to practice love for filial piety (孝)
- Related departments: Planning and Audit Office, Family Happiness Division, Environmental Hygiene Division

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### 3.2.6. Area 6: Employment and social engagement

- Beyond public-oriented public-interest jobs, the 6th area sets seven detailed indicators based on the diversification of market-type and social service-type jobs, such as "senior professional helpers (cultural commentators)" and "local small business collaboration markets" linked to tourism resources (jagalchi, international markets, and walking tours in the original city center)
- Indicators include operating a job support center, holding a job fair, promoting job projects for the elderly, creating an ESG center in our neighborhood, and operating an advisory committee for the Happy City for the elderly
- Related departments: Job Economy Division, Family Happiness Division

### 3.2.7. Area 7: Communication and information

- The 7th area sets eight detailed indicators based on the basic policy of resolving alienation due to digital gaps, such as expanding kiosk experience spaces and smart devices in senior centers and welfare centers, and promoting close informatization education by training senior digital instructors.
- The indicators include the publication of Nice Jung-gu, the promotion of the district administration by diversifying the use of media, free legal counseling in Jung-gu, operation of senior tax classes, preferential civil service for senior citizens, promotion of daily learning of AI, and education to strengthen AI digital capabilities.
- Related departments: Public relations education department, planning audit office, tax department, civil service department

### 3.2.8. Area 8: Health and community care

- The 8th area establishes a smart care system that combines the Jung-gu District Integrated Community Care (Community Care) model and continuously supports the elderly in the government-supported blind spot with practical dental

(implant/dentee) medical expenses to extend their healthy life, establish a smart care system that combines power usage, care dolls, and IoT (Internet of Things) sensors to set up eight detailed indicators based on real-time monitoring of households at risk of the elderly living alone.

- Indicators include emergency safety services for the elderly and disabled living alone, prevention and management of lonely deaths, visiting health care projects for the vulnerable, AI/IoT-based health care projects for the elderly, customized care services for the elderly, and out-of-pocket support for implants for the vulnerable
- Relevant departments: Family Happiness Division, Welfare Policy Division, Health Division, Health Center

## 4. A five-year plan for each performance indicator

### Area 1: External environment and facilities

- ◆ 1.1 Installation of CCTV for crime prevention and replacement (General Affairs Division)
  - Project Objectives - Creating an environment in which residents can live safely by expanding the city's safety net of CCTV and upgrading the integrated control center
  - Project Promotion Strategy - Expansion of CCTV Urban Safety Net and Stable Operation
  - Expected Effect
    - Crime prevention and rapid response systems are established by installing CCTV cameras for crime prevention and security in crime-prone areas, and CCTV controls blind spots
    - Contribute to reducing the number of crimes and improving the arrest rate

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through the replacement of old CCTV cameras

◆ **1.2 Safe and clean public (open) toilet management (Resource Circulation Division)**

- Project Objectives - Contributing to the improvement of quality of life by maintaining safety when using toilets and providing convenience goods such as toilet paper
- Project Promotion Strategy - Toilet safety and convenience goods in public (open) use are eliminated by periodic inspection
- Expected Effect - Contributing to the improvement of the quality of life by providing safety and convenience according to the use of public (open) toilets by the elderly

◆ **1.3 Maintenance of illegal outdoor advertisements (Safety City Division)**

- Project Objectives - Secure Walking Safety for the Elderly and Create a Pleasant Urban Environment
- Project Promotion Strategy - Continuous Maintenance and Control of Illegal Advertisements
- Expected Effect - Improving the Walking Environment for the Elderly aged 65 or older

◆ **1.4 Improvement of road lighting facilities (Safety Urban Division)**

- Project Objectives - Ensuring pedestrian safety, crime prevention, and urban environment improvement (energy saving)
- Project Promotion Strategy - Replacing High-Efficiency (LED) Lighting in Road Lighting Facilities
- Expected Effect - Preventing pedestrian traffic accidents and creating a safe way home

- ◆ **1.5 Creating a green city that is green and blooming in four seasons (Safety City Division)**
  - Project Objectives - Creating a green and beautiful flower city in Jung-gu through the planting of flowers and trees such as street trees, parks, flower beds, and shelters
  - Project Promotion Strategy - Creation and Maintenance of Green Space, such as Flower Planting Materials for the Four Seasons
  - Expected Effects - Improvement of urban aesthetics and provision of a pleasant and beautiful living environment to residents
  
- ◆ **1-6 Creation of a 100-year-old health park in Bokbyeongsan mountain (Safety City Division)**
  - Project Objectives - Expansion of welfare services in the living area to improve the quality of life, such as leisure activities, stress relief, and health promotion by re-creating a space where all generations communicate and harmonize health and culture
  - Project Promotion Strategy - Creating a Health Park for 100 Years in Bokbyeongsan Mountain
  - Expected Effect - Creating a life-friendly space where all residents can conveniently use and enjoy various activities in their daily lives by supporting customized programs and community activities for each generation
  
- ◆ **1-7 Development of Hyohaeng cooling shelter (Safety Urban Division)**
  - Project Objectives - Contribute to the protection of health and improvement of the quality of life, such as preventing heat stroke in the vulnerable by creating a shelter that serves as an existing love room as a space for the elderly to rest coolly
  - Project Promotion Strategy - Installation of air curtains and windshields in the

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shelter in the jurisdiction

- Expected Effect
  - Securing the safety of residents and vulnerable groups in preparation for record heat waves (disasters)
  - Expansion of open heat wave prevention shelter space using existing shelter
- ◆ **1-8 Operation of Bokbyeongsan Red Clay Road (Safety City Division)**
  - Project Objectives - Operation of Bokbyeongsan Mountain barefoot loess road that residents are looking for to improve their health, such as decomposition of waste products in the body and antibacterial action
  - Project Promotion Strategy - Operation and Management of Red Clay Road
  - Expected Effect - Promote a healthy resting place where everyone can communicate with their neighbors

## Area 2: Transportation Convenience

- ◆ **2-1 Heat wave reduction smart shade installation**
  - Project Objectives - Installation of Smart Shade for Heat Wave Reduction (Safety City Division)
  - Project Promotion Strategy - Smart Shade Installation
  - Expected Effects - Improvement of urban aesthetics and provision of a pleasant and beautiful living environment to residents
- ◆ **2-2 Designation and management of senior protection zones (Transportation Administration Division)**
  - Project Objectives - Designation and Management of Elderly Protection Zones
  - Project Promotion Strategy - Frequent maintenance in the event of demand for maintenance of elderly protection zones (annual unit price contract)
  - Expected Effect - Protecting the elderly who are vulnerable to traffic from the

risk of traffic accidents and securing the right to move for the elderly

◆ **2-3 Operation of traffic safety classes for vulnerable persons (Transportation Administration Division)**

- Project Objectives - Traffic Safety Training for Older Drivers
- Project Promotion Strategy - Korea Road Traffic Authority Professional Instructor Visits Welfare Center for Senior Citizens
- Expected Effect - Creating a safe traffic environment by preventing traffic accidents and creating an atmosphere of social consideration by preparing safety devices for the driving of elderly drivers

◆ **2-4 Providing convenience for public transportation users (Transportation Administration Division)**

- Project Objectives - Prevention of pedestrian safety and traffic accidents in the jurisdiction, and provision of convenience for public transportation users
- Project Promotion Strategy - Occasional implementation when demand for installation and maintenance of traffic safety facilities occurs throughout the year
- Expected Effects - Preventing Traffic Safety Accidents and Creating a Pleasant Traffic Environment

◆ **2-5 Convenience support for public transportation users (Transportation Administration Division)**

- Project Objectives - Installation of heated chairs and air curtains on bus platforms to provide convenience to public transportation users
- Project Promotion Strategy - Installation of new target sites sequentially around stations with many users
- Expected Effects - Creating a Convenient and Pleasant Environment for Public Transportation Users

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◆ **2-6 Improvement of the environment of public parking lots (Transportation Administration Division)**

- Project Objectives - Maintenance, repair, and maintenance of old facilities in public parking lots
- Project Promotion Strategy - Promotion of Public Parking Lot Facilities 20 times a year
- Expected Effect - Prevention of safety accidents and provision of convenience to users through maintenance, repair, and maintenance of old facilities in public parking lots

◆ **2-7 Support for an incentive to return driver's license for elderly drivers (Transportation Administration Division)**

- Project Objectives - Creating a safe traffic environment and protecting the lives of elderly drivers and Gu residents through voluntary return of driver's licenses for senior citizens
- Project Promotion Strategy - Support for monthly public transportation expenses for those returning their driver's license
- Expected Effect - Reducing Traffic Accidents and Creating a Safe Walking Environment by Returning Elderly Drivers' Licenses

### **Area 3: Residential Environmental Safety**

◆ **3-1 Operation of an inquiry report system (General Affairs Division)**

- Project Objectives - Quickly resolve inconveniences close to residents' lives, such as roads, cleaning, and transportation
- Project Promotion Strategy - Request for expedited processing of 9 areas (road, cleaning, etc.) by the department throughout the year
- Expected Effect - Create a clean and pleasant urban environment by promptly

dealing with inconveniences and obstacles to urban aesthetics

◆ **3-2 Operation of the Village Guard Office (Regenerative Architecture Division)**

- Project Objectives - Providing various housing management living services free of charge or at the expense of actual expenses to residents of ordinary housing
- Project Promotion Strategy - Production and distribution of promotional materials, request for cooperation in departments and Dong community centers, etc
- Expected Effect
  - Resolving welfare blind spots and revitalizing communities for the vulnerable and the elderly
  - Improvement of residential environment and satisfaction with residents' service

◆ **3-3 Public Rental Housing Project (Regenerative Architecture Division)**

- Project Objectives - Promotion and Completion of Yeongju 2 Residential Environment Improvement Project
- Project Promotion Strategy - To induce rapid project promotion through active administrative support
- Expected Effect - Improvement of Residential Environment in Yeongju-dong by Creating Public Rental Housing and SOC Facilities

◆ **3-4 Aged apartment management support project (regenerative architecture department)**

- Project Objectives - Improvement of Residential Environment due to Management Support for Old Apartment Houses
- Project Promotion Strategy - Support for the management of old apartment houses through active public relations
- Expected Effect - Part of the expenses required for the management of apartment houses shall be supported to stabilize the residential life of residents

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and create a pleasant residential environment

◆ **3-5 Project to Support Cool Loop for Vulnerable Classes (Environmental Hygiene Division)**

- Project Objectives - A light (white) special paint with solar reflection and solar blocking effects is constructed on the rooftop floor to prevent heat waves and reduce greenhouse gases by reducing heat
- Project Promotion Strategy - Implementation of multi-faceted promotion through website, Nice Jung-gu, and SNS
- Expected effect - Prevention of heat wave damage, reduction of cooling energy, and reduction of carbon dioxide emissions by reducing rooftop surface temperature and indoor temperature

◆ **3-6 Backside road refurbishment work in high-rise residential areas (Construction Division)**

- Project Objectives - Improve the living environment of residents by preventing pedestrian safety accidents and enhancing the aesthetics by maintaining the back roads of high-rise residential areas within the jurisdiction
- Project Promotion Strategy - Maintenance of Back Roads
- Expected Effects - Prevention of Safety Accidents and Improvement of Aesthetics through Maintenance of Back Roads in the Building

◆ **3-7 Infrastructure Improvement Project in Daecheong-dong (Regenerative Architecture Division)**

- Project Objectives - Improvement of the walking environment for residents in the highlands in Daecheong-dong, and improvement of accessibility between the lowlands and highlands
- Project Promotion Strategy - Establishment of a vertical and horizontal walking network from the mountainous road to the lower urban area by securing

connectivity with the already established vertical base mobile facilities in the repair-dong and Yeongju-dong

- Expected Effect
  - Improvement of Walking and Residential Environment of Highland Residents in Daecheong-dong
  - Establishment of a circular walking system and contribution to the vitalization of tourism resources by securing connectivity between existing vertical base mobile facilities

## Area 4: Leisure and social activities

### ◆ 4-1 Senior Sports Festival (General Affairs Division)

- Project Objectives - Establishment of a foundation for continuous participation in sports for the elderly and support for a healthy retirement life
- Project Promotion Strategy - Continuous participation and support of sports competitions for senior citizens
- Expected Effect
  - Revitalizing exchanges between the elderly in the community and preventing social isolation
  - Creating a vibrant old environment by revitalizing sports for all

### ◆ 4-2 Operation of Jangsu Sports University (General Affairs Division)

- Project Objectives - Continuing to increase the participation rate of the elderly in sports and strengthening the foundation for a healthy retirement life
- Project Promotion Strategy
  - Maintaining the foundation for participation through the regular operation of Jangsu Sports University
  - Diversification of events and qualitative advancement of programs

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- Expected Effect
    - Improve the health of the elderly and improve the quality of life through continuous physical activity
    - Revitalizing exchanges between the elderly in the community and preventing social isolation
  - ◆ **4-3 Operation of Customized Lifelong Learning Center (Public Relations Education Division)**
    - Project Objectives - Providing new channels and growth opportunities to open the second act of life through lifelong education
    - Project Promotion Strategy
      - Program operations in a wide range of areas
        - Culture and arts education / Humanities liberal arts education / Career exploration education in preparation for employment and start-ups / Regional understanding learning / AI education
    - Expected Effect
      - Self-directed growth: Increase self-esteem and improve quality of life by acquiring skills and knowledge that individuals need throughout their lives
      - Improved adaptability to transition: Get the capabilities you need on time, including reemployment, retirement preparation, and digital literacy in a rapidly changing social environment
      - Reduce social costs: Reduce welfare and social conflict costs in the long term by providing health care, retirement preparation, and civic awareness through lifelong learning
      - Social integration and expansion of opportunities for the underprivileged: Mitigate social gaps and guarantee equal learning rights by providing customized programs to the underprivileged in education, such as the low-educated elderly

- ◆ **4-4 Support for revitalizing the operation of the Jung-gu branch of the Korean Senior Citizens' Association (Family Happiness Division)**
  - Project Objectives - Contribute to social development by promoting the rights and interests of the elderly, promoting welfare, and supporting participation in social activities
  - Project Promotion Strategy - Operation of various senior citizen center programs and attendance of senior citizens' events, etc
  - Expected Effect - Promoting leisure welfare for the elderly and increasing participation in social activities
  
- ◆ **4-5 Support for the revitalization of the operation of homes for senior citizens (Family Happiness Division)**
  - Project Objectives - Promote the operation and utilization of the senior citizens' house as an open space in the community
  - Project Promotion Strategy - Support for operating expenses, heating and cooling expenses, operating goods, facility maintenance, etc., for senior citizens
  - Expected Effect - Promoting leisure welfare for the elderly and increasing participation in social activities
  
- ◆ **4-6 Operation of leisure welfare facilities for the elderly (elderly welfare centers and branches) (Family Happiness Division)**
  - Project Objectives - Support for retirement life and enhancement of rights and interests through the operation of the regional welfare infrastructure
  - Project Promotion Strategy - Diversification of lifelong education and leisure programs tailored to consumers
  - Expected Effect - Resolving the sense of isolation by expanding the social participation of the elderly and establishing a tight old-age care system centered on the local community

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◆ **4-7 New Jung-gu Senior Citizens Hall (Family Happiness Division)**

- Project Objectives - Establishment of a safe and pleasant elderly welfare infrastructure to meet the various needs of elderly welfare
- Project Promotion Strategy - New Center for the Elderly in Jung-gu
- expected effect
  - Expansion of various elderly welfare content spaces considering regional characteristics
  - Establishment of sustainable welfare infrastructure for the elderly by creating complex cultural facilities for the elderly

◆ **4-8 Operation of local sports facilities (General Affairs Division)**

- Project Objectives - Continuing the creation of a pleasant sports environment for the promotion of Gu residents' health and sound use of leisure time
- Project Promotion Strategy - Frequent inspection of local sports facilities and reflection of complaints
- Expected Effect - Live a healthy life suitable for the era of long life through the expansion of the base of daily sports and steady exercise

◆ **4-9 Adult Literacy Education (Public Relations Education Division)**

- Project Objectives - Support for Korean language literacy education and guarantee of basic learning rights for adults with non-interpretation and low education
- Project Promotion Strategy - Operation of literacy education in the first phase of elementary school in connection with the public offering selection project of state funds
- Expected Effect - Improving the basic literacy of adult learners and expanding the foundation for social participation

## ◆ 4-10 Operation of community service staff (Family Happiness Division)

- Project Objectives - Contribute to social development by promoting the rights and interests of the elderly, promoting welfare, and supporting participation in social activities
- Project Promotion Strategy - Operation of various senior citizen center programs and attendance of senior citizens' events, etc
- Expected effect - Promoting leisure welfare for the elderly and increasing participation in social activities

## Area 5: Respect and social integration

### ◆ 5-1 Selection of natives of Jung-gu District (Planning Audit Office)

- Project Objectives - Promoting self-esteem as a Jung-gu citizen by selecting a native of Jung-gu
- Project Promotion Strategy - Finding and Selection of Native Residents in Jung-gu District
- Expected Effect - Promoting self-esteem as a Jung-gu citizen by discovering and selecting native Jung-gu residents

### ◆ 5-2 100-year-old Silver Festival to celebrate Elderly Day

- Project Objectives - Express gratitude to senior citizens who have devoted themselves to regional development and promote filial piety
- Project Promotion Strategy - Awarding commendations to meritorious persons and celebratory performances, etc
- Expected Effect - Promoting the Leisure Welfare of the Elderly and Promoting the Ideas of Good Pathways

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◆ **5-3 Support for health insurance premiums for low-income elderly generations (Family Happiness Division)**

- Project Objectives - To promote the health and welfare of Gu residents by providing national health insurance premiums and long-term care insurance premiums to low-income elderly generations who have difficulty living due to old age, etc
- Project Promotion Strategy - Support for health insurance premiums and long-term care insurance premiums for low-income elderly generations every month
- Expected Effect - Health and Welfare Improvement for Low-Income Seniors

◆ **5-4 Basic pension support (Family Happiness Division)**

- Project Objectives - Providing a stable income base by paying basic pensions to senior citizens aged 65 or older
- Project Promotion Strategy - Monthly basic pension payment
- Expected Effect - Support for the stabilization of living and the promotion of welfare for the elderly aged 65

◆ **5-5 Support for the House of the Elderly on Holidays (Family Happiness Division)**

- Project Goals - Promoting the welfare of the elderly and revitalizing the domestic economy during holidays
- Project Promotion Strategy - Delivering consolation items such as fruits to the elderly in the elderly's house for the holidays
- Expected Effect - Contributing to the promotion of welfare for senior citizens and the revitalization of the domestic economy by purchasing local products

- ◆ **5-6 Support for the maintenance of dignity for the elderly (Family Happiness Division)**
  - Project Objectives - Support for senior citizens living in Jung-gu, Busan Metropolitan City, for the maintenance of the dignity of senior citizens, to promote welfare for senior citizens, and to revitalize the local economy
  - Project Promotion Strategy - Support for senior citizens' dignity maintenance expenses quarterly
  - Expected Effect - Promoting Welfare for the Elderly and Revitalizing the Local Economy
  
- ◆ **5-7 Support for elderly people's holiday consolation money (Family Happiness Division)**
  - Project Goals - Support the stable life of low-income, vulnerable elderly people living alone, and create a warm and welcoming holiday atmosphere
  - Project Promotion Strategy - KRW 50,000 per person for each holiday (New Year's Day and Chuseok)
  - Expected Effect - Support for Living Stability and Welfare of the Elderly Living Alone with Low Income
  
- ◆ **5-8 Longevity Celebration Goods Support Project (Family Happiness Division)**
  - Project Objectives - Creating a filial piety culture through respect for senior citizens and supporting goods
  - Project Promotion Strategy - Support for items to celebrate the longevity of the elderly over 100 years of age
  - Expected Effect - Contributing to the promotion of welfare for the elderly and creating a culture of filial piety for the elderly

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◆ 5-9 Hyosung (孝) Love Practice Restaurant Designation and Operation  
(Environmental Hygiene Division)

- Project Objectives - Contributing to the vitalization of food culture by designating and operating restaurants for discounted food prices for senior citizens aged 70 or older
- Project Promotion Strategy - Promotion of SNS such as the Gu website, Nice Jung-gu, etc
- Expected Effect
  - Create a warm community atmosphere through the spread of filial piety culture
  - Contribute to expanding opportunities to eat out for senior citizens in the region and revitalizing local commercial districts

## Area 6: Employment and Social Engagement

◆ 6-1 Operation of Job Support Center (Job Economy Division)

- Project Objectives - Expand employment opportunities for residents by providing access to job information and employment services for residents, and promote the local economy
- Project Promotion Strategy - Providing customized jobs and one-stop job search services centered on residents
- Expected Effect - Expanding employment opportunities for residents and promoting the local economy

◆ 6-2 Job fair held (Job Economy Division)

- Project Objectives - Providing on-site interviews and employment opportunities for vulnerable groups of employment, such as youth, middle-aged, career-interrupted women, and senior citizens
- Project Promotion Strategy - Providing opportunities to find and hire

job-seeking companies focused on practical, employable industries, in consideration of the regional characteristics of our Jung-gu district

- Expected Effect - Provide a wide range of job opportunities to job seekers and opportunities to recruit talented people to companies to contribute to resolving the imbalance of job openings and job search

### ◆ 6-3 Promotion of employment projects for the elderly (Family Happiness Division)

- Project Objectives - Support for the elderly to lead an active and productive retirement life through jobs and social activities
- Project Promotion Strategy - Providing jobs for the elderly in three types (public interest type, capacity utilization type, and community type)
- Expected Effect - Expanding the participation of the elderly in social activities and providing a stable source of income

### ◆ 6-4 Senior Consulting Center Operation (Family Happiness Division)

- Project Objectives - Establishment of a job linkage system that encompasses the elderly and the middle-aged to make a leap forward for the middle-aged (50-65 years old) and promote welfare in old age
- Project Promotion Strategy - Holding a job-linked training program
- Expected Effect
  - Provides opportunities for middle-aged and post-retirement career transformation
  - Expanding social contribution activities of the middle-aged and elderly population and supporting customized employment-linked programs

### ◆ 6-5 Jung-gu Employment Academy (Job Economy Division)

- Project Objectives - Job Creation through Customized Employment Capacity Enhancement Training for Jung-gu District Residents

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- Project Promotion Strategy - Conducting semi-annual (expense training) and quarterly (mechanical parking lot manager training) employment competency training
  - Expected Effect - Contributing to Job Creation for Jung-gu District Residents through Reemployment Education Program
  - ◆ **6-6 Creating a Jung-gu District ESG Center in our neighborhood (Family Happiness Division)**
    - Project Objectives - Creating a sustainable job base for the elderly based on resource circulation
    - Project Promotion Strategy - Expansion of opportunities for senior citizens to participate in society through the rapid completion of facilities
    - Expected Effect - Improving the quality of life in old age, such as guaranteeing the elderly's income and self-realization by creating decent jobs for the elderly
  - ◆ **6-7 Operation of the City Advisory Committee for Elderly Happiness (Family Happiness Division)**
    - Project Objectives - Realizing a healthy and safe city of happiness for the elderly through the discovery of policies, consultation, and deliberation felt by the elderly
    - Project Promotion Strategy - Discovery and Improvement of Welfare Promotion Policies for the Elderly based on field opinions and professional advice
    - Expected Effect - Finding and improving effective projects in various fields such as welfare, health, and leisure for the elderly

## Area 7: Communication and Information

- ◆ **7-1 Publication of Nice Jung-gu District, a newsletter centered on residents (Public Relations Education Division)**
  - Project Objectives - Publication of Newsletter on Communication and Happiness of Residents
  - Project Promotion Strategy - 30,000 copies of Nice Jung-gu are published every month
  - Expected Effect - Providing beneficial information, administrative and cultural contents centered on Gu residents, and satisfying the right to know
- ◆ **7-2 Promotion of the Gu administration through diversification of media use (Public Relations Education Division)**
  - Project Objectives - Promoting the life-oriented Gu administration by communicating with the elderly
  - Project Promotion Strategy - Publicity of the Gu administration through the operation of local daily newspapers and official SNS, etc
  - Expected Effect - Enhancement of policy understanding and participation through various public relations of the Gu administration
- ◆ **7-3 Operation of Happiness Learning Center (Public Relations Education Division)**
  - Project Objectives - Realization of Educational Welfare by Resolving the Learning Underprivileged and Spreading Lifelong Learning Culture
  - Project Promotion Strategy - Operation of a lifelong education program to visit the gathering place of the elderly
  - Expected Effect
    - Promote the vitality of the homes of senior citizens in the jurisdiction and

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expand learning opportunities for senior citizens who have little participation in education

- Expansion of beneficiary senior homes through the operation of visiting programs for senior citizens with low educational benefits

◆ **7-4 Free legal counseling in Jung-gu District (Planning Audit Office)**

- Project Objectives - Providing legal counseling services to residents who experience various legal problems in their daily lives
- Project Promotion Strategy - Consultation is provided once a month after receiving consultation
- Expected Effect - Resolving Legal Problems and Prevention of Legal Disputes in Residents' Lives

◆ **7-5 Senior Tax Class Operation (Tax Division)**

- Project Objectives - Improving the Tax Understanding of the Elderly and Creating a Stable Taxation Environment
- Project Promotion Strategy-Expanding Visiting Senior Tax Classroom
- Expected Effect
  - Improved access to tax information for the elderly
  - Prevent tax-related complaints and improve reliability
  - Strengthen administrative services for the elderly and create a healthy tax payment culture

◆ **7-6 Preferential Civil Service for Senior Citizens (Civil Service Division)**

- Project Objectives - Improve satisfaction with civil complaints by operating an integrated certificate window for preferential treatment for senior citizens aged 70 or older
- Project Promotion Strategy - Priority Processing of Integrated Certificates without waiting at the counter when issuing integrated certificates

- Expected Effect - Preferential treatment for the elderly over 70 years of age through priority processing of integrated certificates
- ◆ **7-7 Promotion of AI Daily Learning (Public Relations Education Division)**
  - Project Objectives - Increasing digital acceptance of Jung-gu residents and establishing a lifelong AI learning system tailored to them
  - Project Promotion Strategy - Promotion of introductory AI education, regular lectures, and specialized lectures in three stages: basic, growth, and leap
  - Expected Effect - Resolving the digital gap, spreading AI's generalization, and strengthening regional-based digital acceptance
- ◆ **7-8 AI Digital Capacity Building Training (Finance Division)**
  - Project Objectives - Improvement of AI utilization capabilities and digital gaps in line with the era of artificial intelligence (AI) dailyization
  - Project Promotion Strategy - Providing AI and digital education tailored to all citizens
  - Expected Effect - Cultivating the capacity to utilize artificial intelligence (AI) centered on real life for the whole nation

## Area 8: Health and community care

- ◆ **8-1 Emergency Safety and Security Service for the Disabled (Family Happiness Division) for the Elderly Living Alone**
  - Project Objectives - Installation of monitoring equipment and detectors for the elderly and disabled living alone to check safety at all times and respond to emergencies through 119 connection
  - Project Promotion Strategy - Installation and Management of Monitoring Equipment and Sensors in the Home
  - Expected Effect - Support for the stabilization of living and the promotion of

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welfare for the elderly aged 65

◆ **8-2 Visiting Health and Welfare Services (Welfare Policy Division)**

- Project Objectives - Provision of health and welfare services felt by the public through preemptive capture of crisis households and prompt and close support
- Project Promotion Strategy - Case Management of Crisis Households and Linkage of Public-Private Welfare Services
- Expected Effect - Providing health and welfare services felt by the public through prompt and close support

◆ **8-3 Prevention and Management of Solitary Deaths (Welfare Policy Division)**

- Project Objectives - Resolving feelings of isolation and preventing lonely deaths by providing support for the discovery, prevention, and management of single-person households
- Project Promotion Strategy
  - Construction of Excavation System
  - Resolving the sense of isolation by checking the safety of lonely and isolated generations and supporting projects in various ways
- Expected Effect
  - Establishment of Solitary and Isolated Generation Discovery System for Single-person Households in the Region
  - Solving the problem of isolation of single-person households in cooperation with various welfare resources in the community

◆ **8-4 Integrated Care Project (Welfare Policy Division)**

- Project Objectives - Adjustment of communities that are good for living through integrated medical and care support
- Project Promotion Strategy
  - Promotion of medical and nursing care services for the elderly in accordance

with regional characteristics

- Support and connection of care services that meet the complex needs of the subject

- o Expected Effect

- Provide necessary home care services to the elderly, etc., to continue living in the community and improve the quality of daily life

#### ◆ 8-5 Senior pneumococcal vaccination (Health Department)

- o Project Objectives - Prevention of infectious diseases through support for pneumococcal vaccination for senior citizens aged 65 or older

- o Project Promotion Strategy - Support for pneumococcal vaccination for senior citizens aged 65 or older

- o Expected Effect - Reducing disease burden and extending healthy life expectancy by preventing pneumococcal infectious diseases among senior citizens aged 65 or older

#### ◆ 8-6 Senior Influenza Vaccination (Health Department)

- o Project Objectives - Senior Influenza Vaccination (Health Department)

- o Project Promotion Strategy - Support for influenza vaccination for senior citizens aged 65 or older

- o Expected Effect - Reducing disease burden and extending healthy life expectancy by preventing influenza infectious diseases among senior citizens aged 65 or older

#### ◆ 8-7 Visiting Health Care Project for Health Vulnerable Groups (Health Department)

- o Project Objectives - Providing health counseling to vulnerable residents who have difficulty using health care services

- o Project Promotion Strategy - Nurses visit homes, etc., to provide health

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counseling and management

- Expected Effect
  - Eliminate blind spots by providing health care for the vulnerable
  - Prevent complications and improve health levels through early detection and continuous management of chronic diseases
  - Strengthen self-health management skills through personalized health counseling and education for subjects
- ◆ **8-8 Brain Health 100-year-old, Customized Dementia Management Project (Health Department)**
  - Project Objectives - Improvement of the quality of life of dementia patients and their families, and reducing social costs by providing integrated management services for dementia patients and their families
  - Project Promotion Strategy - Screening and follow-up management of cognitive health conditions through various channels, such as reporting and visiting dementia safety centers
  - Expected Effect
    - Cognitive health care and early intervention of residents through screening tests for dementia
    - Reducing the burden of dementia treatment and family care by supporting dementia treatment management expenses and providing supportive goods, etc
    - Preventing and strengthening dementia by operating various programs for residents' cognitive health
- ◆ **8-9 Prevention and Management of Cardio-cerebrovascular Disease in Chronic Patients (Health Department)**
  - Project Objectives - Desires to reduce deaths and complications caused by cardio-cerebrovascular disease and extend healthy life expectancy
  - Project Promotion Strategy - Patient registration and management, education,

and public relations (using campaigns, public relations booths, and various media)

- Expected Effect - Prevention of Cardio-cerebrovascular disease and promotion of the health of the elderly over 65 years of age
- ◆ **8-10 AI/IoT-based health care project for senior citizens (health department)**
  - Project Objectives - Providing non-face-to-face health care services using digital technology to senior citizens aged 65 or older
  - Project Promotion Strategy - Providing non-face-to-face health care services through 1:1 matching of dedicated personnel (nurses)
  - Expected Effect
    - Strengthen accessibility of residents in blind spots of health services through non-face-to-face health care services
    - Improve health level and life satisfaction by strengthening self-management capabilities for chronic diseases in the elderly
- ◆ **8-11 Customized Care Services for the Elderly (Family Happiness Division)**
  - Project Objectives - Providing appropriate care services to vulnerable elderly people who have difficulty in their daily lives to ensure a stable retirement life, maintaining their functions and health, and preventing deterioration
  - Project Promotion Strategy - At least three times a week for safety confirmation, life education, and social participation programs
  - Expected Effect - Ensuring a stable retirement life for the elderly in need of care
- ◆ **8-12 Operation of a laundromat in my neighborhood (Welfare Policy Division)**
  - Project Objectives - Improve the living hygiene environment by providing laundry support for low-income vulnerable people with blankets and sneakers
  - Project Promotion Strategy - Provide twice a month per generation (3 blankets per session, 3 pairs of sneakers)

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- Expected Effect - Improving the Living Sanitation Environment for Low-Income Vulnerable Groups
  - ◆ **8-13 Support for medical expenses for elderly cancer patients from low-income families (health centers)**
    - Project Objectives - Reducing the burden of cancer medical expenses for elderly cancer patients in low-income families
    - Project Promotion Strategy - Up to KRW 1.5 million per person will be provided to those aged 65 or older and residents of Jung-gu who received cancer (gastric cancer, liver cancer, colon cancer, breast cancer, cervical cancer) with a median income of less than 120% as of the relevant year
    - Expected Effect - Improving cancer mortality by reducing the burden of cancer medical expenses and inducing timely treatment for elderly cancer patients in low-income families
  - ◆ **8-14 Support for out-of-pocket expenses for elderly implants for the vulnerable (health center)**
    - Project Objectives - Easing the economic burden and improving the authoring function by paying out-of-pocket expenses for implant procedures for senior citizens aged 65 or older
    - Project Promotion Strategy - Payment of implant procedure fees for medical institutions in the jurisdiction according to the cost of implants in 2026
    - Expected Effect - Improving the authoring function and quality of life of the vulnerable elderly aged 65 or older
  - ◆ **8-15 Visiting tuberculosis screening project for vulnerable groups (health department)**
    - Project Objectives - Early detection of tuberculosis and prevention of community transmission by conducting tuberculosis screening for the elderly

over 65 years of age

- Project Promotion Strategy - Conducting tuberculosis screening for vulnerable groups, such as the elderly aged 65 or older
- Expected effect - Prevention of community transmission by early detection of new and latent tuberculosis patients

◆ **8-16 Integrated Health Promotion Project (Physical Activity) (Health Department)**

- Project Objectives - Expanding opportunities to practice physical activities for residents and strengthening health care capabilities
- Project Promotion Strategy - Providing physical activity programs and services for promoting individual physical activity
- Expected Effect
  - Activating the practice of regular physical activities in the daily life of residents
  - Improvement of health risk factors and prevention of chronic diseases

◆ **8-17 Support for operation of welfare facilities for the elderly at home (Family Happiness Division)**

- Project Objectives - Support for facilities providing support services for the elderly at home to the elderly who are unable to live their daily lives alone
- Project Promotion Strategy - Quarterly grant of subsidies and settlement management
- Expected Effect - Support for the stabilization of living and the promotion of the welfare of the elderly who have difficulty living alone

◆ **8-18 Support for the dead of the unemployed and low-income families (Family Happiness Division)**

- Project Objectives - Maintaining the last dignity of the deceased and realizing the community value of mutual support through funeral and funeral support and

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follow-up management for the elderly and low-income families

- Project Promotion Strategy - Disposal and follow-up management of funeral procedures for persons with no connections, and support for public funeral services for persons with no connections and low-income families
- Expected Effect - Maintaining the Last Dignity of the Deaths of Unrelated and Low-Income Classes

◆ **8-19 Support for free meals for the elderly (Family Happiness Division)**

- Project Objectives - To eliminate blind spots in welfare and promote the welfare of the elderly by providing meals for basic nutrition security to the elderly who are likely to skip meals due to unavoidable circumstances, such as economic difficulties or mobility difficulties
- Project Promotion Strategy - Support for free meals, meals, and side dishes
- Expected Effect - Resolving blind spots in welfare and promoting welfare for the elderly

## II. The Conception of Strategy and Action Plan

### 1. Concept of Strategy and Action Plan

#### 1) The Concept of Age-Friendly City in Jung-gu, Busan, and the Background of the Promotion of Age-Friendly City

- Jung-gu, Busan, is a super-aged area (2nd out of 16 districts and counties in Busan) with a ratio of the elderly population of about 32.6% of the total population, and it is necessary to shift the welfare paradigm for the elderly from simple "care" to "active participation and creation of a safe residential environment."
- The elderly-friendly city policy in Jung-gu, Busan, is not just a welfare project for the elderly, but a comprehensive urban policy that creates an urban environment where not only the elderly but also all generations can live safely and healthily.
- Age-friendly cities are policies promoted by the World Health Organization (WHO), which aims to create an urban environment so that people can live healthy and participate in social activities without discomfort, even when they get older, and the WHO presents the following eight areas as key criteria
  - Outdoor space and buildings
  - Transportation
  - residence
  - social participation
  - respect and social integration
  - Citizen Participation and Jobs
  - communication and information
  - community support and health services
- Under the vision of "NICE Jung-gu District with the vibrant old age of the

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- elderly," Jung-gu is pursuing policies based on three major strategies
- Building a Safe Infrastructure for Seniors
  - Building a Happy City for the Elderly
  - Building a Community for Healthy Old Age
- Busan is one of the fastest-growing regions in the country, and Jung-gu also has a very high proportion of the elderly population. To realize "NICE Jung-gu with the vibrant old age of the elderly", an action plan has been established to promote detailed projects in eight areas

## **2) Main Contents of the Policy of Aged-Friendly City in Jung-gu, Busan**

### **(1) Building a Safe Infrastructure for Seniors**

- It is a project to create an environment convenient for the elderly to move and live
- The main contents are improvement of pedestrian environment, expansion of barrier-free facilities, establishment of safe roads and transportation systems, improvement of access to public facilities, and creation of an elderly-friendly residential environment

### **(2) Building a Happy City for the Elderly**

- It is a policy to expand social participation and leisure activities, and is characterized by supporting the elderly to act as members of the community, not just beneficiaries of welfare
- The main contents are expansion of welfare center programs for the elderly, supporting cultural, artistic, and sports activities, operation of lifelong education programs, operation of integrated generation programs, and expansion of participation in community volunteering

### (3) Building a Community for Healthy Old Age

- It is a policy to strengthen care and health care
- The main contents are expansion of health care services, integrated community care, medical and welfare linkage, dementia prevention programs, mental health centers, and support for the elderly living alone

### (4) civic engagement and job expansion

- Support to continue economic activities and social participation after retirement is a policy direction to utilize the elderly as human resources for regional development, not as a social burden
- The main contents are expansion of job programs for the elderly, provision of public jobs, operation of social service jobs, and support for local community activities

### (5) bridging the digital divide

- It is also promoting projects to cope with digital transformation, and recently, Jung-gu has operated AI and digital learning centers and experience spaces to support the improvement of the elderly's digital utilization ability
- The main contents are smartphone education, digital learning center operation, and information accessibility improvement

## 3) Policy Initiative

- Jung-gu District Office has established a comprehensive policy system that encompasses housing, transportation, safety, health, leisure, social participation, jobs, and information, and is expanding its policy direction from "a city where the elderly can live" to "a city where all generations can live" by reorganizing related ordinances, laying the foundation for the elderly-friendly city policies, and expanding social participation in preparation for a

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super-aged society.

- The policy of the elderly-friendly city in Jung-gu, Busan, is a comprehensive policy that promotes detailed projects with the vision of "NICE Jung-gu District with the vibrant old age of the elderly", and intends to establish a Jung-gu-style elderly-friendly city model that responds to the super-aged society
  - Creating a Safe Living Environment
  - Strengthen health care and care
  - Expansion of social participation and jobs
  - Revitalizing leisure and culture
  - Closing the Digital Gap
- Jung-gu intends to discover and implement detailed projects such as housing, transportation, leisure, and participation in accordance with the global guidelines presented by the WHO

#### **(1) Improvement of age-friendly infrastructure and environment:**

- Bokbyeongsan Mountain's "100-year-old health park" will be created: A budget of about 2 billion won will be invested to create a senior-specialized park where seniors can walk and exercise safely
- Enhancement of barrier-free walking environment and convenience of transportation: Expanding and designating elderly protection zones in sections where elderly people move frequently, maintaining ramps, and strengthening pedestrian safety facilities

#### **(2) Health, Medical, and Care Safety Net:**

- Affordable implant costs: seeking to provide practical healthcare benefits to vulnerable seniors who are burdened with dental care
- Close community care: Expanding customized care services for the elderly living alone and operating a monitoring system for the prevention of lonely deaths,

incorporating smart technology (IoT devices, etc.)

### (3) Cultural, Leisure and Generational Integration (Promotion of the City of filial piety):

- Declaring Jung-gu as a "city of filial piety (孝)", Jung-gu Hyo Cultural Festival, Silver Festival, and Leisure Fair are held at Yongdusan Park every year to attract the elderly's good use of leisure and generational sympathy
- Support education using smartphones and kiosks to close the digital gap, centering on senior centers and welfare centers for the elderly
- Promoting the vitality of the local culture: Establishing large-scale senior-centered festivals such as filial piety cultural festivals and fairs to position the elderly as subjects and vitality of the local culture, not just beneficiaries of welfare

## 4) SWOT Analysis

- Strengths: Good access to healthcare, convenient public transportation, community-based presence
- Weaknesses: Deepening super-aging, denser old homes, and more senior citizens living alone
- Opportunities: Utilizing WHO networks, developing smart care technologies, and expanding support for Busan City
- Threats: Accelerating population decline, increasing welfare and finance burdens, and surging demand for care

## 5) Key Priorities

- Priority 1: Strengthen health and integrated care
- Priority 2: Building an Age-Friendly Walking Environment
- Priority 3: Improving residential safety

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- Priority 4: Expanding social participation
  - Priority 5: Securing Digital Inclusion
  - Priority 6: Generational integration and community recovery

## **6) policy conclusion**

- The Baseline Assessment in Jung-gu, Busan, shows that urban transformation strategies are needed to realize healthy aging amid structural problems such as "super-aging, population reduction, and old downtown aging." Therefore, the policy for the elderly-friendly city over the next five years needs to focus on the following four key goals
  - Strengthen integrated care in local communities
  - Create a safe and accessible living environment
  - Expansion of social participation and economic activities
  - Realize digital inclusion and generational integration
- This direction is also consistent with "Aging in Place," a key value of the WHO's senior-friendly city international network

## **2. Details of the Strategy and Action Plan**

- According to the mid- to long-term vision and implementation plan presented by Jung-gu, Busan, when it joined the WHO's senior-friendly city international network, the development strategy for the next five years is to focus on detailed projects in eight areas with the vision of NICE Jung-gu, which shares the vibrant old age of the elderly.

## **1) Vision and Propulsion System**

- Vision: "NICE Jung-gu District to share the vibrant old age of the elderly."
- Principles of implementation: Creating a city that is easier for the elderly to live in, ensuring healthy retirement, expanding social participation, realizing

generational integration, and strengthening community-centered care

- - According to the WHO age-friendly city model, the policy is implemented in eight areas (outdoor spaces and buildings, transportation, housing, social participation, respect and social integration, civic participation and employment, communication and information, local care and health services)

## 2) Strategic Goals

### ◆ Strategy 1. Creating a safe and convenient living environment

- Goal: Establish a barrier-free environment in which the elderly do not feel uncomfortable with movement and living
- Major Action Plan
  - Short term (1-2 years): Maintenance of old sidewalks, expansion of ramps and handle installation, improvement of crosswalk safety facilities, and inspection of accessibility to public facilities
  - Medium-term (3-4 years): Building a barrier-free walking network, creating an age-friendly park, expanding shelters and benches
  - Long-term (5 years): Completion of the elderly-friendly walking environment system throughout the Jung-gu District
- Expected effects: Less fall accidents, better mobility, and more community activities

### ◆ ■ Strategy 2. Extending Healthy Life Expectancy

- Goal: Establish a disease prevention-oriented health care system
- a major action plan
  - Health care: Expand chronic disease management programs, improve health examination rates, and strengthen visiting health care
  - Response to dementia: Expansion of early screening for dementia, strengthening ties to dementia safety centers, and supporting family care

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- Mental health: Depression prevention programs, suicide prevention projects, emotional support services
  - o Expected effects: Increased healthy life expectancy, reduced medical costs, and maintaining independent living

◆ **Strategy 3. Establishment of Integrated Community Care**

- o Goal: Can live in old age in a community other than a facility
- o a major action plan
- Care services: Strengthen safety confirmation for the elderly living alone, expand emergency safety and safety services, and strengthen support for life support providers
- Housing support: Support for renovation of houses for the elderly, installation of safety handles, and distribution of fire prevention facilities
- Welfare linkage: Integrated case management for health and welfare and establishment of a public-private cooperation network
- o Expected effects: Prevention of loneliness, reduction of caring blind spots, and improvement of community settlement

◆ **Strategy 4. Expansion of social participation**

- o Goal: Active and productive old age implementation
- o a major action plan
- Culture and leisure: Expansion of lifelong learning, operation of cultural and artistic programs, and activation of physical education activities
- Volunteering: Talent donation projects for the elderly, volunteer activities for generational empathy, and expansion of community participation
- Community activities: Fostering elderly clubs and supporting participation in village communities
- o Expected effects: Reduce social isolation, improve life satisfaction, and expand intergenerational exchanges

## ◆ Strategy 5. Expanding Age-Friendly Jobs

- Goal: Ensuring opportunities to participate in economic activities
- a major action plan
  - Senior Citizens' Jobs: Expansion of public-interest jobs, development of social-service jobs, and fostering market-type business groups
  - Support for reemployment: Providing job training, strengthening job counseling, and expanding connections with private companies
  - Social contribution activities: Career-based jobs, support for the social participation of professional personnel
- Expected effects: alleviating poverty among the elderly, expanding participation in economic activities, and maintaining social roles

## ◆ ■ Strategy 6. Implementing a Digital Inclusion City

- Goal: Closing the Digital Gap
- a major action plan
  - Digital Education: Smartphone Education, Mobile Financial Education
  - AI and smart services: Digital learning center operation, online civil service education, and non-face-to-face health care support
  - Access to information: Providing customized information for the elderly, establishing easy administrative information services
- Expected Effects: Reducing the digital divide, improving digital independence, and improving the convenience of life

## ◆ Strategy 7. Creating a culture of generational integration and social respect

- Goal: City implementation with all generations
- a major action plan
  - Generation integration projects: Operation of generational empathy programs, school-linked projects, and expansion of family-participating events

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- Improvement of awareness: Education on human rights for the elderly, a campaign to prevent age discrimination, and the spread of awareness of the elderly
  - Expected effects: Mitigating generational conflicts, strengthening social integration, and establishing a culture of respect

◆ **Strategy 8. Building Aging-Friendly City Governance**

- Goal: Establish a sustainable policy implementation system
- a major action plan
- Participation system: Operation of monitor groups for elderly-friendly cities, expansion of participation in policies for the elderly, and regular collection of residents' opinions
- Evaluation system; management of performance indicators; implementation of annual evaluation; continuous management of WHO standards
- Cooperation system; cooperation with public institutions; cooperation with private organizations; connection with universities and specialized institutions
- Expected Effects: Securing Policy Continuity, Improving Residents' Satisfaction, and Laying the Foundation for WHO Re-Certification

“Overall, Jung-gu, Busan's next five-year senior-friendly city strategy is not just to expand welfare for the elderly, but to respond to the super-aged society with a focus on "health, safety, participation, care, and digital inclusion.”

“The key is to comprehensively promote the improvement of the living environment, integrated care, social participation, jobs, and digital capabilities by applying the eight areas of the WHO's senior-friendly city to regional characteristics.”

## 3) Strategic System Chart

- Over the next five years (mid- to long-term plan), a specific strategy and action plan tailored to the population characteristics of the district consists of three major strategies and action tasks that re-establish the WHO's eight area guidelines to suit the original downtown environment of Jung-gu under the vision of "NICE Jung-gu District with the vibrant old age of the elderly."
- [Vision: NICE Jung-gu District is sharing the elderly's lively old age]
- Strategy 1: Safety Infrastructure
  - External Environment and Facilities
  - Stability of Residential Environment
  - Convenience of transportation
- Strategy 2: Happy City
  - Leisure and social activities
  - social respect and integration
  - Social participation and jobs
- Strategy 3: Healthy Communities
  - Health and community care
  - an age-friendly industry/smart care

## 4) Action Plan by Strategy

- ◆ Strategy ① Building a safe infrastructure for the elderly (improving the environment)
  - Implement a master plan that eliminates physical barriers and overcomes steep terrain unique to the original city center, so that the elderly can move and live safely.
  - Action Plan 1-1 (External Environment and Facilities): Advancement of the "Hokbyeongsan 100-Year-Old Health Park" and maintenance of pedestrian paths
  - A health park equipped with senior-specific exercise equipment and gentle trails will be completed in the area of Bokbyeongsan Mountain, an original

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downtown shelter, and step-by-step sports programs will be linked

- Expand the installation of walking assistance lighting (notification lighting, etc.) for stair maintenance, non-slip pavement, and night walking safety, in consideration of the characteristics of the Jung-gu District, which has many ramps
- Action Plan 1-2 (Convenience of transportation): Linkage of barrier-free walking environment and elderly protection zones
- Expand the designation of an 'elderly protection zone (silver zone) around traditional markets, hospitals, and public transportation bases, and expand vehicle speed limits and crackdown cameras
- Support for the expansion of the introduction of low-floor buses and improvement of the visibility of the bus information guide terminal (BIT) customized for the elderly continues
- Action Plan 1-3 (residential stability): Elderly-friendly and secure housing
- Centering on elderly households living alone, housing benefits and home repair support projects, such as removing thresholds, installing safety handles, and fire detectors, will be gradually expanded for five years
- ◆ **Strategy ② Building a happy city for the elderly (social participation and respect)**
  - Recognize the elderly as subjects of society, not just beneficiaries, and induce economic independence and generational integration of the elderly.
  - Action Plan 2-1 (Social Participation and Senior Citizens' Jobs): Creating a Jung-gu-style customized job ecosystem
  - Beyond public-interest jobs, market-type and social service-type jobs such as "senior professional helpers (cultural commentators)" and "local small business collaboration markets" linked to tourism resources in the original city center (jagalchi, international markets, and walking tours in the original city center) are diversified
  - Action Plan 2-2 (Social Respect and Integration): Branding 'Hyo (孝) Culture.'

- By regularizing the Jung-gu filial piety cultural festival, silver festival, and leisure fair, a venue for integration in which the first to third generations harmonize together continues to be established
- We will strengthen education on rewards for senior welfare contributors and human rights guarantees for senior citizens.
- ◆ **Strategy ③ Building communities for healthy old age (health and care welfare)**
  - Completion of a tight health care system that can prevent loneliness and lead a healthy retirement in the region
    - Action Plan 3-1 (Health and Care): Expand support for implants and medical expenses for low-income and vulnerable groups
  - Provide substantial dental (implant/denture) medical expenses for vulnerable seniors in government-funded blind spots to extend healthy life expectancy
  - Action Plan 3-2 (Smart Care): Prevention of Solitary Deaths tailored to the original city center and Integrated Care for the Community
    - Real-time monitoring of elderly households at risk of living alone by establishing a smart care system that combines power usage, caring dolls, and IoT (Internet of Things) sensors
    - Establish a Jung-gu-style 'integrated community care' model that provides integrated housing, medical care, and care by linking general social welfare centers, health centers, and community centers in the region
  - Action Plan 3-3 (communication and information): Smart Jung-gu District with no digital gap
  - Promote close informatization education by distributing kiosk experience spaces and smart devices to senior digital instructors and training senior digital instructors

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## 5) Expected Effects and Future Planning

- Revitalizing the original city center: By revitalizing senior jobs and festivals, it will be a role model to revitalize the original city center, which can be subsidized by super-aging
- Realizing Aging in Place: Elderly people will be able to spend their old age safely and independently in the familiar Jung-gu district, where they have lived their entire lives without moving to nursing homes.