

## Note

### **Integral View of the Elderly** *Healthy and happy old in Tilburg*

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### 1. Inclusive City, also for the elderly

Tilburg wants to be an inclusive city, in which everyone can participate and feel they belong. With healthy and happy inhabitants. That is what we strive for as a municipality, but at the same time we know that life cannot be engineered; Being healthy and happy is not always a choice. The longed-for 'own strength' is also too ambitious for many. Nevertheless, as a municipality we can do a lot, namely create the right conditions to strengthen the social resilience, health and livelihood security of Tilburg residents.

Since 2015, the municipality of Tilburg has been given greater responsibilities within the social domain by the introduction of the Participation Act, Youth Act, the renewed Social Support Act and the Appropriate Education Act. We have gained several insights in recent years; one very clear insight is that, without a good foundation, it is impossible for Tilburgers to develop and participate further, and in such cases that support has little or no effect.

From the Vitality Photo that was made of our city in 2016, we know which trends and developments require our special attention: social resilience is under pressure, the increasing division, the relatively vulnerable youth in Tilburg, the relatively poor health, the mismatch in the labor market and the shortage of cheap and diversity in our homes.

We are dealing with increasing individualization and division. For a number of people, today's society is complex and asking for help is not in our nature. Moreover, informal help is not infinite; The pressure on informal caregivers and volunteers is increasing.

This analysis was followed by more than 200 city discussions with residents, young people, entrepreneurs, professionals from social institutions, care and education, and many other parties involved. Together we named what really matters in life and how we can make a difference together. And came to these four values to focus on: **Good Start, Optimal opportunities, Space to live, In a World that sees me.**

The Integral View of the Elderly mainly touches on the tasks **In a world that sees me** and **space to live**. We see the elderly not only as a group that needs support, but also as a group that still has a lot to offer and deserves appreciation for it. If that doesn't work, we will see it in time and provide the necessary support. The immediate living environment becomes increasingly important as the radius of action decreases. Consider, for example, the presence and accessibility of facilities and information. But also, a public space that invites people to relax, meet and exercise keeps the elderly vital and connected to the neighbourhood. This gives the elderly the opportunity to continue to participate in our society. Tilburg wants to be an inclusive city where you can grow old in good health and happiness.

### 2. Towards an integrated approach for the elderly

More and more residents of Tilburg belong to the group of elderly people. And on average, they are also getting older. Often people are still vital and active until that older age. But this is not obvious for all our residents. In the Administrative Agreement, we have agreed to develop an *'Integral View of the Elderly, in which we lay down how we facilitate and support older people so that they can continue to participate in a safe environment, without feeling lonely, but remain valuable, can use their talents, and receive appropriate support when needed'*.

In chapter 3 of this note, we discuss where we stand; What stands out in trends, policy and in conversations with our residents and partners. The different quotes in this note come from the reply cards we received from individual elderly people. We also use that input to gain insight into what matters.

*What is going well? 'That there is finally attention for the elderly.'* (woman, 66 years old)

#### Program Healthy and happy old in Tilburg

Based on this, we adopt an integral, programmatic approach called 'Program Healthy and Happy Old in Tilburg' (chapter 4). Municipal policy has numerous components in which the elderly form a target group, including in housing, welfare and care policy. The increase in the number of older people and the number of people who continue to live at home (longer) requires more knowledge of and attention for this group and therefore a coherent policy. In chapter 4, we describe five sub-areas in which we see eight tasks. By bringing more coherence and focus to everything we do on the topics that are important to the elderly themselves, we create added value. For some topics, we allocate additional capacity and resources. This is necessary to meet the changes and trends we see. Additionally, a number of measures are not only aimed at the elderly, but benefit all residents of Tilburg.

Over the next three years, we will invest in a programmatic approach to the taskings and actions (see also Appendix 4). The advantage of this is that we can achieve acceleration and deepening on top of the existing policy and can better secure measures. We want to connect our new efforts with what we are already doing (see Appendix 5), so that we achieve more effectiveness.

With the Healthy and Happy Old in Tilburg Program, we invest in an environment in which one can age *in the middle of society*, where you as an older person belong, are seen, and matter.

### 3. How are we doing?

#### 3.a The figures: trends and developments in the target group

How old you are and how old you feel does not always match. Most people feel younger than they are according to their calendar age. They are 'young at heart'. We see an increase in the group of older people in number and as a percentage of the population. This applies to the whole of the Netherlands and also to Tilburg.

#### (Double) aging

Table 1 Aging Tilburg 2017-2040<sup>1</sup>

Age	2017	2040	Increase absolutely	Increase in %
0-54	154.000	155.000	1.000	+ 0,6%
55-64	25.000	25.000		
65-74	20.000	25.000	5.000	+ 25%
75+	14.500	27.000	12.500	+ 86%
<b>Total</b>	213.500	232.000	18.500	+ 12%

There is a larger group of older Tilburg residents whose life expectancy is also increasing. From the Vitality Photo of our municipality (June 2016) we note that around 2020 there will be a historic turnaround and the number of elderly people (>65) will be greater than the number of young people (<20). The percentage of 65+ in Tilburg is increasing, which means that the gray pressure (the number of 65+ people compared to the middle group of 20-65 year olds) increases from 25% to 40%. The green pressure remains almost the same at 35%. There is also

a double aging population. This means that within the group of 65+ people, the share of 80+ people is also increasing.

#### Diverse group

There is no such thing as 'the elderly'. Older people, like the rest of our residents, are very different, they are vital or vulnerable, alone or together, have a low or high socio-economic status, et cetera. The elderly who will reach the age of 65 to 75 in the coming years will be better educated and more vital than their predecessors. The group is characterized by a lot of free time, knowledge and skills that they use for themselves (holidays and talent development) and for others (volunteer work, informal care).

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<sup>1</sup> BRP Tilburg

Table 2 Social participation 65+<sup>2</sup>

Age	Has provided informal care in the past year %	Volunteer %	Member of a (sports) association or club %
65+	23	26	54 <sup>3</sup>

What are you missing? *'Actually nothing, I have a lot of social contacts and I am a member of various associations. Fortunately, I'm still healthy.'* (woman, 83 years old)

In the coming years, we will see this reservoir of active older people slowly stabilize and decrease. After that, this group exchanges the time of *active ageing* for a more vulnerable phase in which they themselves make greater use of support and care. Even here, not all older people are the same in the way they seek that support.

The Netherlands Environmental Assessment Agency and the SCP note that there are currently 15 potential informal caregivers for every 85+ person, but that this will decrease to 6 by 2040. In the Netherlands, most informal caregivers are between 50 and 75 years old and elderly people who need informal care are often 85+.

Another characteristic of the group of older people of today and in the future is that there are more and more singles. Not only due to the loss of a partner due to death, but an increasing group of older people have a divorce history and/or no descendants. The network of these elderly people is often smaller. This also means fewer informal caregivers.

Table 2 Number of divorced age 50+ people Tilburg<sup>4</sup>

Age	50-	50+
2000	6.286	5.717
2018	5.206	11.546

Due to more complex family and household relationships, the care for and by others that is currently taken for granted will likely be increasingly replaced by a reliance on formal care. The number of households 55+ consists of 17,500 single people (of which 11,000 are single women). The share of women in the group of older people is relatively large. After reaching the age of 60, we see more

women than men and after that the number of women per man increases rapidly. Of the 94+ people in Tilburg, 80% were women in 2018.

<sup>2</sup> Elderly Monitor 2016 GGD Hart voor Brabant, Tilburg

<sup>3</sup> Significant increase compared to 2012: 46%, still significantly lower than the GGD HvB region (63%)

<sup>4</sup> CBS statline

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Table 3 Vulnerability 65+ <sup>5</sup>

Age	Vulnerable	Physically vulnerable	Socially vulnerable	Psychologically vulnerable
65+	32%	21%	21%	29%

The percentage of vulnerable elderly people in Tilburg is significantly higher than the percentage of vulnerable elderly people in the GGD region Hart

voor Brabant (26%). On other health indicators, the Tilburg elderly also compare significantly (not based on coincidence) negatively with the elderly in the region.

The conclusion is that the group of older people is not only growing in number, but also in diversity.

### 3.b The policy: living at home longer

The time when the elderly moved to the retirement home at a relatively young age, as we see it now, is behind us. The starting point of policy and the trend is that older people continue to live at home longer. The nursing home is therefore a thing of the past for many elderly people, while the need for proximity to care and living together is still there.

This change in policy means that we are organising support and care for the elderly in the home situation more often. In practice, we also see more and more providers providing (hospital/nursing home) care at home. The need for this will increase rather than decrease in the future. The question is to what extent this care will remain available and taken for granted, given the financial pressure and the tightness in the labor market (fewer care workers). Developments in e-health and other technological possibilities are already responding to this. Both from healthcare providers and from companies that see opportunities or a market in this. Think of the techno case from De Wever's Memory Shop. ContourdeTwern trains volunteers to give demonstrations. There is also a pilot to create awareness about dementia through virtual reality glasses.

### 3.c The city: talking to residents and partners

In addition to demographic developments, trends and policy, we also base the Integral View of the Elderly on the topics that our residents and partners consider important. We talked to them about the following questions: what is going well in Tilburg, what do you miss and what is important for the future when we look at aging in Tilburg?

#### Yield of discussion tables partners

In February 2019, about a hundred professionals, volunteers and elderly organizations participated in discussions on various topics (results in Appendix 1).

We can draw a number of conclusions from the conversations. First of all, a lot is going well. For example, there are many meeting activities, there is appreciation for the preventive home visits and the information about adapting the home in order to be able to live independently at home for longer. The campaign 'Getting started with your house' has potential.

Furthermore, this also creates awareness. Older people are becoming aware of the fact that they have to get started with their next phase of life. That means something for their housing, their health, talents and their future (support) questions. A lot is going well in the cooperation between all

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<sup>5</sup> Elderly Monitor 2016 GGD Hart voor Brabant, Tilburg

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parties in the support of the elderly (professionals, informal caregivers, volunteers). All these positive elements can serve as building blocks for future policy and implementation.

There is also a lot to be gained; The professionals and older people are also clear about that. For example, there is a need for small new housing concepts such as a 'Knarrenhof' where the elderly can live independently and together. There are gains to be made in the living environment, which must be safer and more attractive. Tips for this: give priority to the slow road user (more crossing time, wide sidewalks, etc.), bring history back to the neighbourhood, organize activities and make meeting each other possible. Another topic of discussion was reflecting on and (the lack of) appreciation for the personal commitment of the elderly and informal caregivers.

### Reponse yield from reply cards in De Draad

*De Draad (The Thread)* is delivered several times a year to people aged 55 and older and is available to read in many locations. Through a reply card in this magazine, we also asked our residents to indicate what they think is going well, what they miss and what they think is important for their future. More than 170 elderly people took the pen and sent us their answers. A very valuable addition to, and confirmation of, the topics discussed in the discussion tables. Appendix 2 lists the top 5 per topic. For example, many older people want to (continue to) actively participate in all kinds of activities such as socializing, experiencing or making culture, being sporty and active. Many elderly people are concerned about their living situation now and in the future: are there enough and qualitatively suitable homes? Support, care and attention from relatives and professionals is certainly also essential for the elderly and that is how they call it.

### Conclusion

The first line that emerges from the cards and the discussion tables is that many topics play a role in both a positive and a negative sense. Some elderly people are active, surrounded by a network and still have all kinds of resolutions. Other older people have difficulty participating in society because they experience all kinds of obstacles, both financially and health-wise and because of the lack of a support network.

The second line that emerges and is partly in line with this is that there is a need for a better balance between scaling up and small-scale, innovation and delay. Innovation is important, for example new technology that eases care (including for informal caregivers of elderly people with dementia). But proximity to information (on paper and in person) in the district and neighbourhood is also high on the agenda. In the design of that immediate living environment, there must be room for the slow road user and for small-scale social interaction.

#### 4. Healthy and happy old in Tilburg programme – eight tasks in five sub-areas

In short: the number of elderly people is growing and there is no such thing as 'the older person'. The elderly continue to live at home longer, because they have to or because they want to. Many older people are vital and participate fully in society. In order to be able to continue to do so, the supply and accessibility (in all its forms) of facilities is important. Others see little perspective and need support to remain an active part of Tilburg society. The necessary care and support must be provided as much as possible in the home situation, which must therefore lend itself to it.

The integrated approach for the elderly therefore focuses on a living environment in which more Tilburg residents can experience their old age in a healthy and happy way.

Ambition: We create an environment in which you can grow old *in the middle of society*, where you as an older person belong, are seen and matter.

In this approach, we take into account the diversity in the target group of the elderly at the moment and also in the future. The time in which you were born, the country where you were born, the social environment where you feel at home, it is all important for how you fill in your old age and what support you ask for. Future generations will have different wishes, but the aging wave is taking place now and in the coming years and we are now going to work for these elderly people. For structural adjustment of the outdoor space, we always take the needs of the future residents into account.

**Generation:**

Today's older people mainly belong to the 'silent' generation (born between 1931 and 1945), the generation of 'baby boomers' (born between 1946 and 1954) and in the near future to the 'lost' generation (born between 1955 and 1970).

**Social environment:**

Motivaction's Mentality model distinguishes approximately eight social environments, each with their own worldview. *'The Mentality model is somewhat of a generational model and that is why we see that the groups with a traditional value orientation (1950s) are becoming smaller and the groups with a postmodern value orientation are increasing in size ...* This means that towards the values of 'owning and keeping' there will be more room for 'enjoyment'. Especially in the lifestyle circles 'New Conservatives' and 'Traditional Bourgeoisie', today's elderly are often represented. <sup>6</sup>

**Persona's:**

Muzus developed six personas as part of the Longer Home Program Rotterdam. <sup>7</sup>

**Migration background:**

Of the 65+ people in Tilburg, 960 elderly people were born in Indonesia, 395 in Morocco, 389 in Turkey and 247 in Suriname (reference date 1-1-2018).<sup>8</sup>

<sup>6</sup> Motivaction

<sup>7</sup> [https://www.rotterdam.nl/wonen-leven/langer-thuis-professional/#gen\\_id\\_1113-0](https://www.rotterdam.nl/wonen-leven/langer-thuis-professional/#gen_id_1113-0)

<sup>8</sup> BRP Tilburg

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We start from five sub-areas in which we will work on eight substantive tasks:

1. Vital elderly people:
  - Task 1: Older people are vital for as long as possible
  - Task 2: Older people feel connected and have fun
2. Vulnerable elderly people:
  - Task 3: Vulnerability of the elderly is identified in time
  - Task 4: Signals are followed up and vulnerable elderly people are offered perspective
3. Living: Old and at home in your home
  - Task 5: There are more homes that are perceived as pleasant and safe by the elderly
  - Exercise 6: There is a more varied range of housing types
4. Living environment: Old and at home in your neighbourhood or village
  - Problem 7: Elderly people live in a living environment that they experience as pleasant and safe
5. Control
  - Exercise 8: The elderly person is in control

The tasks come from the city and can only be tackled with our residents and partners. There is no task in which we as a municipality can make progress alone. We don't want that either. From vulnerable elderly to professional partners, everyone has a role, and we will hold them accountable for it. Just as we expect them to address us when things are not going well or could be improved.



### 4.a Vital elderly

Staying socially, physically and mentally active gives the best chance of a vital old age. Many older people also still participate in the labor market. We do see that they do not benefit proportionally from the growth of jobs. Regionally, we are working on a program in which we focus on the participation of the over-45s in the labour market. The next step is to translate this into an approach for our municipality. Finding meaning, being able to use your craftsmanship, and developing talents remain important. Many older people give substance to this by being active as volunteers and informal caregivers (see table 2), other older people pick up old hobbies again. Even without being a volunteer or caregiver, but just as neighbors of each other, the elderly are active to help each other and others.

Life expectancy is rising, but the period to come will not last the same amount of time for all older people and is not rosy for everyone. What does apply to every older person is that it is important to think about this next phase of life in time. To become aware of the importance of a suitable home and living environment, but also of the network they can call on and how they themselves remain vital. How do you stay in control and prepare for (possible) limitations? How do you give substance to meaning?

#### ***What we want to achieve: elderly people who remain vital for as long as possible***

A healthy lifestyle is important at any age. In the case of the elderly and dementia, lifestyle is also an important risk or protective factor. By quitting smoking, being physically active and keeping the brain active (also through social contacts), the risk of developing dementia,<sup>9</sup> a condition that affects one in five people, decreases. For women, this is even one in three. That chance increases with age; Over the age of 90, 40% of people have some form of dementia.

The elderly who sent in the card remarkably often expressed wishes related to exercise and sports. In addition to availability, this often concerned the costs of the exercise activities. Swimming and art activities were especially often mentioned.

*What do you think is important for the future? 'Swimming subscription, for aqua jogging etc. More days available, more swimming. Cheaper subscription.' (woman, 63 years old)*

The policy of older people living at home longer in combination with the ageing population also entails risks. Fall accidents are increasing nationally and this is also reflected in the elderly monitor of the GGD Hart voor Brabant 2016 (8% of people over 65 have been injured by a fall in the past three months). The impact of a fall is great, not only for the need for care and loss of health, but also, for example, for the fear of going out.

More exercise in general works preventively against falls in the elderly. That is why there is also an offer specifically for the elderly in sports and exercise, known as *More Exercise for the Elderly* (MBvO). In addition, specific fall prevention programs are available. A fall prevention pilot is part of our collaboration with health insurers. Research has shown that this prevents a lot of suffering and reduces a lot of costs for the health insurers, but also for the municipality (Wmo).

#### ***What we will do:***

- As soon as the regional program are ready, we will further develop the focus on the labour market position of the over-45s for the municipality.
- In the Sport & Exercise vision, we also note that the need for care and support decreases if we use sport as a tool. We want to make it possible for every citizen of Tilburg to be able to

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<sup>9</sup> Bron: [www.alzheimer-nederland.nl](http://www.alzheimer-nederland.nl)

exercise and exercise close to home (outside). We do this, among other things, by creating attractive play and exercise areas that are life-cycle proof. In the pillar 'Room for sport and exercise', we will give further substance to this in the coming years. In the other pillars, too, we always pay attention to the elderly as a target group where relevant.

- In the implementation program of the Positive Health vision, we also pay attention to activities aimed at the target group of the elderly within the various tasks.
- In our collaboration with the health insurers, we continue to draw attention to the fall prevention pilot.

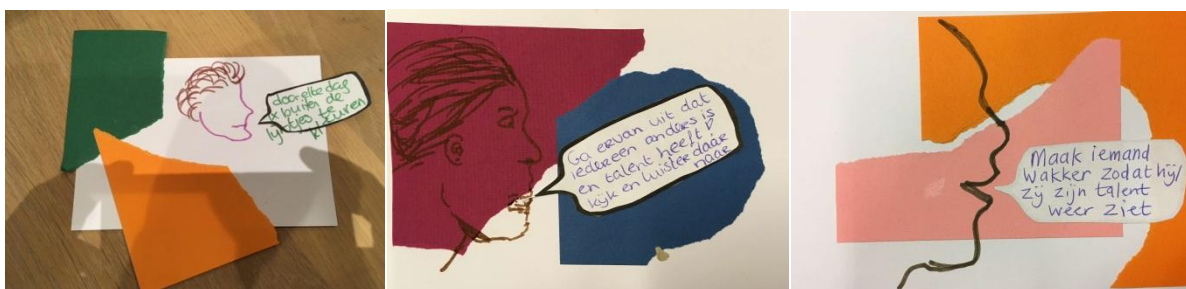
Exercise, sports, cultural activities, they are all ways to stay vital and to be connected to others. The importance of these activities in relation to care is taking more and more shape and content, also in Tilburg.

[Box]

**Innovative connections sports-care-culture-meeting**

For example, Willem II-Involved organizes 'Football Memories' in which sport is a means to stimulate the memory of elderly people with (early) dementia by retrieving old memories and to combat loneliness. From a cultural policy perspective, we support the Creative Movement Centre that sets up dance activities for the elderly in a new form. Again, a direct relationship with elderly people with dementia or elderly people with a need for support. The Stoute Schoenen foundation organizes activating vitalizing art and culture programs for people over 60 in the form of workshops and has been assessed by the province as a Strong Brand in the context of Social Resilience. All these activities not only have an exercise or cultural element in them, but they also lead to encounters and contacts and probably also to a relief of care or a lower demand for care. Footballmemories has already proven itself in the UK and the activities of the Creative Movement Centre are of interest to research.

During the discussion tables in February, Stoute Schoenen challenged the participants to visually indicate how we could make more use of the talents of the elderly. With the commitment to the above initiatives in Tilburg, we color outside the lines of standard care provision and invest in innovative approaches.



## Note

### Meaning, volunteer work and informal care

Finding meaning is of great importance to grow old vitally. In our municipality, 18% of the elderly indicate that they are unable to give meaning to life<sup>10</sup>, among adults this percentage is 10%. There are also many elderly people who do volunteer work and get a lot of satisfaction from it. In the conversations with the professionals and in the answer cards, the elderly themselves also indicate that it is important to receive recognition and appreciation for what they do and who they are. As caregivers and volunteers, they are committed to their loved ones and society. They do this from a specific expertise. This is not the same as that of the professional, but it is equally valuable.

We support informal caregivers and volunteers and thus appreciate and recognize the value and knowledge they represent. Caregivers and volunteers receive a thank you for their efforts every year and we choose the volunteer of the year every year. To support them in the important work they do, there are tailor-made training courses, contact moments to talk to like-minded people and they can receive individual support if needed. We provide this support on a tailor-made basis. Respite care by volunteers or professionals can be part of this.

In concrete terms, ContourdeTwern and Expertise Center Family Care have the task of identifying informal caregivers in a timely manner and supporting them where necessary. ContourdeTwern has placed its informal care consultants in the district teams in order to make the workers in the neighborhood aware of the presence of informal caregivers and to support and inform them where necessary.

We see the importance and power of informal care, but also its vulnerability. With two recent initiatives such as the Care Reliever and the Informal Care Line, we want to further strengthen support by making it accessible.

[Box]

#### **The Care Reliever**

*Together with CZ and with the support of the Ministry of Health, Welfare and Sport, we are working on a digital tool for appropriate support for informal caregivers. This digital tool supports in finding, receiving and organizing support and care. The Care Reliever gives informal caregivers insight into their personal situation so that their shyness to ask decreases.*

#### **The Informal Care Line**

*The number of informal caregivers is increasing and with it the demand and need for information. Fortunately, there is a lot of information to be found. Sometimes so much so that informal caregivers, but also professionals, lose sight of the bigger picture. That is why ContourdeTwern and Exfam launched the Tilburg informal care line in March 2019. This line can be reached daily by phone and e-mail.*

*The aim of the informal care line is to make informal care a topic of discussion in an accessible way and to offer support to informal caregivers and professionals in finding their way to the right agencies and support.*

**What we want to achieve: older people who feel connected and have fun**

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<sup>10</sup> Elderly Monitor 2016 GGD Hart voor Brabant, Tilburg

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In Tilburg there are many activities aimed at meeting, relaxation, meaning and fun. Also for the elderly. This was also confirmed in the conversation with the city, but it was also found that the offer and the target group do not always find each other or match. Comments on the reply cards in de Draad also confirm this.

*What are you missing? 'Daytime activities! Many people don't want to leave the house in the evening.' (woman, 69 years old)*

*What are you missing? 'For daytime meeting places for foreign people Moroccans as well. [...] for drinking coffee.' (man, 74 years old)*

Table 4 Loneliness among older people in Tilburg<sup>11</sup>

	General %	Non-western immigrant %	Education low %	Income low %	Living alone %
Lonely:	54	54	59	56	65
(very) seriously lonely	14	15	17	18	22
emotionally lonely	38	44	47	46	58
social lonely	52	54	51	52	55

Undertaking activities together with others and meeting each other already gives meaning and pleasure to life. More is needed to prevent and solve loneliness. It also involves skills such as dealing with loss, forming friendships and adjusting expectations. After and in addition to identifying loneliness, this sometimes also requires a professional approach. If loneliness is not prevented or addressed, it can lead to loss of health and a greater demand for care. For example, there is a link between loneliness and depression, which also increases the risk of dementia. Both conditions have a large burden of disease and high healthcare costs.

Loneliness has therefore had the attention of the municipality for years. For example, by subsidizing meetings, a 'widow and widower offer' and numerous volunteer organizations such as KBO and De Zonnebloem, we also try to offer relief and distraction from the feeling of loneliness for the elderly. We participate in the national program *One against loneliness* and color it in a way that has an effect for all our residents, regardless of their age.

We are also building a *Tilburg* coalition against loneliness. As a municipality, we facilitate this by bringing together all interested partners (residents, volunteers and organizations). To fill the agenda against loneliness, we use our resources for the social basis to steer towards effective interventions and a varied (neighbourhood-oriented) offer. With more variety, we also enable the elderly to take action against their feeling of loneliness.

<sup>11</sup> Elderly Monitor GGD Hart voor Brabant 2016, Tilburg

[boxes]

### **Grip a Shine**

*In the spring of 2019, we took advantage of the national offer to train free Grip and Glans trainers. The Grip and Shine course is an effective approach aimed at strengthening self-management skills (grip) and well-being (shine) for the target group of the elderly. An employee of both the ContourdeTwern Foundation and Exfam is participating in a train-the-trainer course with the aim of spreading this like wildfire throughout the city.*

### **ANWB AutoMaatje (AutoBuddy)**

*Mobility is an important topic of concern for the elderly. Their age, health problems and lack of resources limit the opportunities to go outside, which can cause them to become isolated from the outside world. With ANWB AutoMaatje, the elderly can participate again - for a small fee to cover expenses. Volunteers use their own car to transport less mobile people, for example to be able to go to the doctor or physiotherapist or to visit friends or family. Another initiative that also gives the volunteer meaning and a daily routine.*

### **What we will do:**

- We facilitate the coalition against loneliness by bringing partners together and shaping the approach to loneliness together.
- In our subsidy, we focus on a varied range of activities against loneliness from the social base.
- In the contract with ContourdeTwern and Exfam, we include a further distribution of the Grip and Glans course from 2020 onwards.
- We are investigating what is needed to ensure that the AutoMaatje continues to contribute to the mobility and connectedness of the elderly in the future. We are also looking at other options to support the mobility of the elderly.

## Note

### 4.b Vulnerable elderly

There are key moments in the life of almost every elderly person when he or she is or becomes vulnerable and when resilience is needed. Sometimes the person can do it themselves, sometimes help is needed for a short time or permanently.

#### **What we want to achieve: identify the vulnerability of the elderly in a timely manner**

If an older person cannot independently find the right information and act on it, the challenge is to identify this at the right time – before heavier support or help is needed. There are many parties that visit the elderly at home, but sometimes no one comes (yet). Supported by ContourdeTwern, 15 volunteers make about 400 home visits to 75- and 78-year-olds every year. Incidentally, this is a double-edged sword: a purpose for the volunteer and attention and support for the older resident. In addition, there are numerous (elderly) organizations that make home visits. Think of the volunteer elderly advisors of the KBOs that are active in Berkel-Enschot and Udenhout and volunteers on behalf of the De Blaak district council.

Visiting all the elderly, or when reaching a certain age, will no longer be possible with the growth of the group of elderly. We will have to be more and more specific in the actions we take. That is why we are going to investigate with our partners how we can adapt the preventive home visits to the changing and growing target group. An alternative is, for example, to apply more focus: at which key moments is a home visit most effective? Below are a number of relevant key moments to be alert to, both for the elderly themselves and for the informal caregiver, volunteer or professional. Attention will also have to be paid to the elderly with a migration background, how can we also reach them?



<sup>12</sup> (too big of a home; house needs maintenance; dissatisfied with neighborhood; health of an acquaintance deteriorates; health of a partner deteriorates; care for partner becomes too intensive; own health deteriorates; Partner is no longer there; informal care is no longer there; dementia acts up)

Just as people already receive a home visit after the death of their partner, this can also be valuable when the partner is admitted or comes home from a nursing home or hospital, or, for example, when moving. The many professionals (for example domestic helpers) who come to the home for a specific subject often see other things as well, but do not always know where to put such a signal. There is potential there. We should also not underestimate the value of pedicures and hairdressers in identifying loneliness and other issues.

A better connection of the preventive home visits with a project such as 'Getting started with your house' (see also 4.c) and with the Toegang (Access) certainly has added value.

#### **What we will do:**

We are commissioning ContourdeTwern to develop an action plan together with the parties involved (such as KBO, SOT, care parties, corporations) to give preventive home visits a qualitative and

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<sup>12</sup> Source: Program Langer Thuis Rotterdam

quantitative boost and to set it up in such a way that the right target group is and remains reached, even among a growing group of elderly people.

### ***What we want to achieve: following up signals and offering vulnerable elderly people perspective***

#### Financial vulnerability

In the evaluation study of our municipality's approach to poverty, Panteia concludes that elderly people with a small income are frugal, therefore have no debts, but also isolate themselves more quickly. We also saw this reflected in the cards.

*What do you think is important for the future? 'Don't always be so short-sighted and make sure that the unnecessary fines for arrears go away. Help the poor because they too cannot always be blamed for their poverty.' (man, 66 years old)*

We are currently giving a new interpretation to the social security policy. Identification and prevention are also central to this. The starting point is to offer perspective. Older people are also an important target group in the social security policy. For them, reintegration into work and thus the prospect of more income is less relevant, but the use of income-supporting schemes, a sense of purpose, preventing isolation, and access to care are all the more important. In the identification of vulnerability of older people at key moments, we will also draw attention to the minimum income schemes from the perspective of social security. There are five of them and the Meedoen (participating) scheme in particular is very positively appreciated by many older people; for example, it gives them access to transport and all kinds of activities. In the future, we will lower the income limit to provide more tailor-made support.

*[box]*

#### ***Alliance against financial elder abuse***

*We continue to draw attention to combating elder abuse in general and have also been participating in the local alliance against the financial abuse of the elderly since the beginning of this year.*

*[box]*

#### ***Collaboration ElisabethTweeStedenHospital and De Toegang***

*From the Toegang, we work together with the ETZ to ensure that vulnerable elderly people can return home faster and safely after being admitted to hospital. The geriatrics case manager of the ETZ advises which facilities are needed and the Toegang ensures that this advice is dealt with quickly. If necessary, coordination will take place with the general practitioner involved and the district nurse. This means that the vulnerable elderly can (continue to) live safely at home in their own home and familiar social environment and with sufficient facilities. This can also relieve the informal caregivers.*

#### ***What we will do:***

- In the pilot with the Social Insurance Bank (SVB), we support elderly people with financial problems as part of the 'debt offensive'. In the event of a positive final evaluation, we look at how we can include this in policy.
- Social security is an explicit theme in the policy for the elderly.

### 4.c Living: Old and at home in your home

Living at home longer requires a suitable home where people can also receive care and support. Fitting will mainly have to be done in existing homes. After all, new construction options are limited and the willingness to move is low.

#### **What we want to achieve: more homes that are perceived as pleasant and safe by the elderly**

The starting point is a home where you are rooted. An adaptation of that home can then be the solution to continue living there. Sometimes a move is desirable or unavoidable, but the elderly dread 'the hassle'. Then it is important that information is available about what is involved in finding a suitable new home, moving and other additional matters. We can offer this information in a (digital) folder or on the T-Helpt site. Volunteers can also contribute to guiding the elderly in the search for a new home and what it involves. Another option is to relax the rules in order to be able to move to a suitable home with priority. We are going to explore this together with the corporations and Loket Z. In this way, we may also contribute to the prevention of falls as a result of a home that is no longer suitable.

What is going well? *'Basically everything'.*

What are you missing? *'That I can exchange my oversized house for an affordable flat that is age-resistant.'*

What do you think is important for the future? *'Sufficient adapted housing and care.'* (Woman, 67 years old)

In the pilot project 'Getting started with your house' in Udenhout, in addition to sustainability and safety, the theme of *Longer Home* (home scan) is also on the agenda. How can you adapt your home to avoid falls and be prepared for a life with possible limitations in mobility? Is that possible in the current home or is a move more obvious?

[box]

#### **Stimulation Leaning**

*At the moment, it is already possible to apply for an Incentive Loan.<sup>13</sup> Financing constructions are complicated and older people experience it that way too. Unfortunately, that cannot be remedied. However, we do experience from the home scans offered by Thebe Extra<sup>14</sup> that people can often make their home more suitable with small adjustments. Interventions such as adapting the bathroom are drastic and financing construction can lower the threshold.*

The corporations are actively updating their transfer policy in general and for the elderly in particular. They also want the elderly to live appropriately. The supply of the corporations is quantitatively sufficient for the demand. As the earlier quote shows, many older people do not experience this that way.

Another hurdle is the moving itself. Because many elderly people do not take the step to make use of the offer independently, WonenBreburch has a senior broker. A network is important for help with a move (both from private and social housing). If that network is not there or if they do not want to

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<sup>13</sup> The Stayer Loan has been merged into the Incentive Loan, which also includes sustainability measures and a cash-in loan.

<sup>14</sup> The housing scan is offered by Thebe Extra to members and was also offered in the pilot 'getting started with your house' in Udenhout.

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burden it, then volunteers or affordable services are also available, such as the Better Projects in a number of neighborhoods.

### **What we will do:**

- Thebe Extra will also continue to offer the housing scan in the follow-up approach of the *Getting started with your home* in Udenhout campaign. We will then evaluate this approach with Thebe Extra and determine whether we can also offer the housing scan in other neighbourhoods/districts.
- Together with Thebe Extra and ContourdeTwern, we are exploring whether we can also bring the home scan to the attention of the elderly in a different way. We also aim for a more intensive connection with the (voluntary) elderly advisors, preventive home visits from ContourdeTwern and other partners.
- With ContourdeTwern, we are exploring the possibilities of unburdening the elderly in the event of a possible move (for example in relation to the Beterprojecten).
- We provide good information for the elderly about adapting the home and the possibilities of finding a more suitable home.

### **What we want to achieve: a more diverse range of housing options**

The housing needs of the elderly are related to the diversity in this target group (more singles, longer housing career), policy (living at home longer, solving more problems in the network) and new developments in the housing market. The desire to have care and a social network nearby, to live smaller and to remain independent, is also reflected in the need for new housing concepts. For example, older (highly educated) women still have a whole housing career ahead of them, because they are more likely to have a high life expectancy and the means to make a switch. They are more often attracted to concepts such as courtyards with like-minded people.

[box]

### **Variation in housing types**

Like the Knarrenhof, as a modern courtyard. But one can also think of kangaroo homes, multi-generation homes, communal living.

*What do you think is important for the future? 'Living space and care for the elderly, there is almost nothing now. For example, living space with a social point in the middle that you can still live independently and that you don't have to go that far for your social contacts.'* (woman, 66 years old)

In practice, initiators of non-traditional forms of housing appear to experience all kinds of obstacles such as financing, acquiring a location, regulations, etc.<sup>15</sup> Because there is a building task, especially qualitatively, in this area, we are investigating the possibilities to better facilitate residents' initiatives in realizing their ambitions. It is important to realize that the municipality has hardly any land holdings. So we have to take advantage of opportunities within regular housing developments. It is expected that older people who use the rental sector will increasingly have less to spend. These elderly people depend on the supply of the housing corporations to translate the innovation that the elderly in the private sector are taking up themselves into their stock. We therefore think it is important that housing associations also focus on these new forms of cohabitation. This can be done within current complexes or by developing new initiatives. Together with the corporations, we make agreements about the quality of the current offer and the possible

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<sup>15</sup> The PON I Making way for non-traditional forms of housing

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improvements in it. We will include these agreements with the corporations in the housing covenant to be drawn up (early 2020).

### ***What are we going to do?***

- We encourage initiators, including the corporations, to develop suitable homes and new forms of housing for the elderly.
- We make agreements with relevant partners, corporations and project developers to offer more space to residents' initiatives in larger housing plans.
- We make agreements with the corporations about the quality of the current offer for the elderly and the possible improvements in this.
- Together with welfare partners, care partners and corporations, we are investigating the possibility of realizing encounters where many elderly people live, also in current residential locations or in the vicinity of them.

We explicitly include the last two action points in the district/village agendas where we opt for this approach (see 4.d).

### 4.d Living environment: Old and at home in your neighborhood or village

For many older people, the neighbourhood and the district become increasingly important as they get older and have to deal with (mobility) limitations. We know that the living environment, and especially social cohesion, is more strongly related to life satisfaction than the home itself.<sup>16</sup>

Investing in the home alone is therefore insufficient. As mentioned, the supply of zero-step homes (rental and purchase) seems to be quantitatively in order. At the same time, we see that the elderly experience a shortage of suitable housing. Is the quality of the offer not appropriate, is the offer not affordable or are there other reasons? We will try to gain more insight into this at the district level in the coming period.

The cards we received from the elderly also contained many comments about that living environment. Both about, for example, the accessibility of that environment, safety, facilities and experience.

*What are you missing? 'Living space for the elderly. A place where you can just walk in for coffee or to practice a hobby. Contact with others.' (woman 66 years old)*

#### **What we want to achieve: a living environment that the elderly experience as pleasant and safe**

A physical living environment that makes meeting, relaxation and exercise possible is also important for the elderly. This target group does have some specific points of interest. Traffic lights that stay green longer, resting points on important walking routes, toilet facilities, accessible facilities and a design that facilitates spontaneous encounters (liveliness in the neighborhood). Here too, the need for slowing down is evident, creating more space for the slower road users (pedestrians and cyclists). In addition to the physical furnishings, older people also mention the presence of important facilities such as a mailbox, a general practice, a bus stop, meeting places and an information point as important conditions for a pleasant living environment.

*What is going well? 'Bicycle paths, bicycle cellars, bus transport'.*

*What are you missing? 'For the elderly, benches in the Reeshof to rest while walking/regularly emptying clothing containers. Too little now.'*

*What do you think is important for the future? 'More greenery and maintenance everywhere. More police in the neighborhood. Cameras at the glass container and containers in connection with antisocial dumping of waste. Pieter Vreedeplein bicycle-free'. (man, 66 years old)*

#### Dementia-friendly

As mentioned earlier, more and more 'forgetful' elderly people will live in the neighborhoods in the coming years. Many of them live alone. This requires a lot of accessibility to everyday facilities. The danger is that people with dementia and their caregivers become increasingly locked up in their homes and no longer participate in social life, because they feel hindered by their limitations. Commercial parties also provide this. For example, the 'Slow-down-checkout' of the AH in the South-East region fits in with this. In Tilburg, the Heyhoef shopping center wants to become the first dementia-friendly shopping center in the Netherlands. Our ambition is higher, we will invest in the dementia-friendliness of all shopping centers in Tilburg in the coming years.

And not only the shopping centers are important to focus on. The entire neighborhood should be given a boost to 'dementia-friendly'. This means that not only the behaviour and attitude of shop

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<sup>16</sup> Statistical Trends, Housing and living environment related to life satisfaction, J. van Beuningen January 2018

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staff is changing, but that all partners and residents of the neighbourhood are aware of forgetful and demented elderly people in the neighbourhood.

The design of public space also supports the participation in the social life of (forgetful) elderly people. In doing so, we also use our resources, which we have available for public space, where this can give an extra boost. In order to achieve as much impact as possible, the concrete layout of these locations in the public space will be determined in consultation with the district. The aim of these measures is to improve the physical accessibility of the facilities in public spaces for the elderly.

### Neighbourhood agenda

We see the importance of that immediate living environment for the elderly and want to invest in it. We do this in all kinds of neighborhoods, but we put an extra focus on areas where this has extra priority and opportunities. For example, because many elderly people live there<sup>17</sup> or the aging population is high. For almost all areas, an ageing of the population will occur to a greater or lesser extent. The areas where the population will age the most in percentage terms (more people over 65) are De Blaak/Zorgvlied, Groenewoud/Stappegoor/Het Laar, Gesworen Hoek/Huibeven, Heyhoef/Campenhoef/Dongewijk, Heerevelden/De Kievit and Witbrant.<sup>18</sup>

Based on the demographic development (especially the percentage growth of 65-74 and 75+ by ≥ 50%), the biggest challenge lies in Centrum/Binnenstad, Oud-Zuid Oost, Groenewoud/Stappegoor/Het Laar and Reeshof. The housing market areas of De Blaak/Zorgvlied and Udenhout also require attention.

In addition to this demographic information (see appendix 3), we also want to connect with developments and initiatives of our partners. We need them to work with us to make that living environment pleasant and attractive for the elderly. Areas where care and welfare parties are active or want to become active, where restructuring is taking place, whether corporations have a lot of housing for the elderly or are building are included in the choice. For example organizations like ContourdeTwern, Thebe, Thebe Extra and Wonen Breburg have already found each other and a number of *Fijn Thuis (Nice at Home)* projects have been started. Here too, there are opportunities to make a quick start.

An orientation round in the city among our partners (housing, care, welfare and advocates of the elderly) shows support for developing such an approach.

### **What we will do:**

- Together with our partners, we choose two neighborhoods and a village. To this end, we draw up an action plan containing at least these action points; Together with the neighborhood/village partners and residents:
  - o we make an inventory of the current situation in these areas and make it visually transparent: what is the status of the distribution of homes suitable for the elderly,

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<sup>17</sup> See Appendix 3 for an example of the distribution of older people across the neighbourhoods and villages in Tilburg

<sup>18</sup> Population forecast 2017-2030, Municipality of Tilburg / Team Information & Knowledge Centre, July 2017

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the presence of facilities, meeting opportunities and the physical layout of the neighbourhood

- We prioritise actions: on housing, welfare, care and public space (in any case, we prioritise the dementia-friendliness of the neighbourhood and any shopping centers). We pay particular attention to the connections between the domains because we can certainly make gains there.
- We include the actions in the district/village agenda of the relevant district/village and start implementing them. In principle, we use regular budgets and measures for this. Where additional resources are needed, we submit them separately to the budget.
- We evaluate and monitor progress and ensure the transfer of effective actions and knowledge to other relevant areas.



### **4.e Control**

A vital, connected and resilient elderly person who lives in a nice home where he receives and also finds the necessary support in the vicinity. In the previous chapters, we mainly indicated what we can do as a municipality and partners to support the elderly. That is exactly what we want; support in self-management and create conditions for an environment where that self-management can also be taken on. What matters to the elderly themselves will always have to be central.

The general observation in the conversations we had was that awareness is definitely starting to grow. Older people are increasingly aware of the fact that it is up to them to take action to enjoy their old age vitally and prepared. But awareness can and must be improved. This also means a well-informed older person who can invest in a 'good old age' on that basis and can make choices when it is relevant to him or her.

In the social domain, we work with one director and one plan. We think from the strength of the elderly themselves and their own network. Sometimes taking control also requires support. With more single elderly people and less network, this will be a problem in the future.

#### ***What we want to achieve: older people in control***

We are constantly reviewing the way we communicate with the elderly. Are we reaching them enough? Do they have sufficient access to information? We can include physically accessible information near the elderly in the neighbourhood approach, in the identification and in the preventive home visits. To what extent is our information and that of our partners accessible? There is much unknown and invisible to the elderly because they do not know how to find their way. More and more people are digitally skilled, but personal contact and information on paper remains important. The appreciation of the home visits, the ideas for a housing coach and the like indicate that just making information available via sites and apps is not enough at the moment.

*What are you missing? 'I would like to see that every article mentions phone number and address, not just e-mail address.' (woman 71 years old).*

*What do you think is important for the future? 'That the municipality also remains accessible on paper and by telephone. Not everyone is equally digitally skilled and with age they lose even more skills.' (man, 63 years old)*

Keeping control over life is an important part of a good old age. (Being able to) make your own choices and not be dependent on others for information, care, money or other things. That is a challenge for some throughout life. For others, this comes their way later in life due to, for example, the loss of the network, rapid changes in society or the deterioration of health.

*What are you missing? Easier parking for seniors. Not everyone has a smartphone and/or can use it. P-automatic P[...]pas gives problems. My sports buddy can hardly go to the old physio-fit. P1 is hopeless. (woman 73 years old)*



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### 3. ....

Getting older, being old... living will eventually kill you. In the last phase, too, older people often opt for the home situation (if there is a choice at all). You don't transplant an old tree. Increasingly, the home situation will also be the place where the elderly person receives care and guidance in that last phase of life. If it does not work there, residents of Tilburg can use hospice De Sporen. Demand for such a facility is also growing. A second initiative is currently looking for a place in the Tilburg city center. In this phase, too, the elderly (and other users) live in the middle of society and not hidden on the outskirts of the city.

### 5. Follow-up, evaluation and monitoring

The city council now consults twice a year with a number of senior citizens' organizations. We propose to include the *Healthy and Happy Old in Tilburg Program*, once a year as a subject for an evaluation and state of affairs of the implementation and effects of the measures.

We also invite the corporations, ContourdeTwern and other organizations involved.

As a guideline for the success of the programme we use the indicators listed in Appendix 6. We are not conducting new research for this, but are in line with what we are already monitoring (such as the Elderly Monitor GGD and the Social Domain Monitor).