



GEMEENTE TILBURG



# *Implementation program*

**Healthy and Happy old in Tilburg 2024**

**- 2026**



# Foreword

Healthy and Happy Aging in Tilburg. As far as I'm concerned, that is about what we can do to add life to the days instead of days to life. Living a meaningful life, with people around you who are important to you in an environment that facilitates you to get the most out of your life, does not always happen by itself.

Many residents who belong to that older age are still vital and active. But getting older sometimes also causes limitations. Sometimes very unexpectedly. That is why it requires action now. When it comes to awareness. From involved organizations but also from residents. But also, when it comes to staff shortages in healthcare or sufficient and suitable housing.

We know that the pressure on healthcare is great, that there is a housing shortage and that in the coming years many more people will be aged 65+ than below that in the coming years. We know that the pressure on healthcare is high, that there is a housing shortage, and that in the coming years, the number of people aged 65 and older will increase at a rapid pace compared to those younger than that.

In all our districts and neighborhoods live people who are getting older. We think it is important that we ensure that we facilitate and support them so that they (can) continue to participate in a safe environment, are not or do not become lonely, can use their talents and receive appropriate support when they need it.

I am proud that we have already taken the necessary steps together in the implementation. The fact that since this spring we can call ourselves a dementia-friendly municipality, that we are very consciously working on cultural sensitivity among organizations involved in aging and that the elderly are now a natural part of major programs such as the residential care vision, the Integral Care Agreement and the Healthy and Active Living agreement says that progress has been made. More is needed to be able to continue to take steps. And not just in nice words or ideas. It requires implementation. That is what this implementation plan is about.

That doesn't mean it's easy, though. It demands something from all of us. I am happy that we work with so many partners and that there are so many people who feel involved in making this a success. This is also necessary because only by working together in all areas can 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.

Marcelle Hendrickx

Alderman for Health, Care & Support and the Elderly

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# 1. Introduction

In Tilburg we go for healthy and happy elderly people. At the end of 2019, the municipal council adopted the policy memorandum *Integral view of the elderly*. Subsequently, the Municipal Executive has adopted the implementation program 'Healthy and Happy old in Tilburg' (GGoud) for the implementation of the integrated approach to the elderly. This started in 2020 for an initial 3 years. The elderly approach is one of the 7 themes and policy fields within the framework document 'Strengthening social and resilient Tilburg' 2020-2023. The Administrative Agreement 'More for Each Other' (2022 – 2026) states that it is important to continue GGoud. The agreement focuses on implementation and enrichment, broadening and acceleration of the course that has been set, in a neighbourhood-oriented manner with the participation of the residents. This fits in well with GGoud's approach since 2020. But the issue of the (double) aging population is getting bigger and so is the urgency.

More and more residents of Tilburg belong to the group of elderly people. And on average, they are also getting older (double aging). Often people are still vital and active until that older age. But this is not a given for all residents. In the previous Administrative Agreement, we agreed to develop an "Integral view of the elderly, in which we lay down how we facilitate and support the elderly so that they can continue to participate in a safe environment, are not lonely, but remain of value, can use their talents and receive appropriate support when they need it". We will continue this line in the current term of office (2022-2026).

We do this through the GGoud program. With the Healthy and Happy Old in Tilburg program, we pursue the ambition to create conditions together with the elderly, now and in the future, for a pleasant and enjoyable (living) environment to grow old happily in Tilburg in their own way.

In front of you is the GGoud 2024–2026 implementation program. It describes the further realization of the memorandum '*An integral View of the Elderly*' and the research memorandum '*Healthy and happy old in Tilburg, also in 2030/2040*'. The year 2023 has been a year of development. In that year, a new program team was put together, the accelerations from the GGoud 2022-2026 cooperation agenda were worked out, taken up further and connections were made with other policy themes. A final evaluation was also carried out in 2023 and conclusions and recommendations were made. The cooperation agenda of the sixteen partners<sup>1</sup> of GGoud is an important basis for the GGoud implementation program 2024-2026. The focus is on the four accelerations from the aforementioned cooperation agenda, of which the municipality is the leader. These accelerations will be implemented in full and are further elaborated in this document in terms of both objectives and intended results in 2026.

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<sup>1</sup> The 16 partners of the Collaborative Agenda GGoud 2022-2026 are: SeniorenRaad Tilburg, KBO Kring Tilburg, De Zonnebloem, Het Laar, Thebe, Thebe Extra, De Wever, VGZ, CZ, ContourdeTwern, WonenBreburch, Tiwos, TBV Wonen, Alzheimer NL Midden-Brabant, PrimaCura and the municipality of Tilburg

## 2. A social and resilient Tilburg

Healthy and Happy Old in Tilburg is one of the themes that contribute to strengthening a social and resilient Tilburg. We strive for Tilburg residents to have the ability to fill in their lives independently and in harmony with their environment in a happy and healthy way, and that they can deal with changes (impact). To support this, the municipality of Tilburg is focusing more on prevention and strengthening the resilience of Tilburg residents and their immediate living environment (neighborhoods).

This commitment pursues 5 goals:

- Tilburg residents feel physically, emotionally and socially healthy
- Tilburg residents feel connected to each other and their environment
- Tilburg residents experience livelihood security
- Tilburg residents have people around them they can rely on
- Tilburg residents are active

We give substance to the task of 'strengthening a social and resilient Tilburg' based on seven themes. In conjunction, but from different angles. These are the themes: livelihood security, positive health, social basis, integrated approach to the elderly, integrated youth approach, diversity work agenda (inclusion) and sport and exercise.

This implementation program is about the activities and measures to grow old healthily and happily in Tilburg. The starting point is to contribute to the intended impact and goals.

### 2.1. Final evaluation

In 2023, a final evaluation of the GGoud 2020-2022 implementation program took place. The results of this evaluation have been included in the Final Report of the Implementation program GGoud 2020-2022. The evaluation showed that through extra attention and commitment, GGoud has put the theme of the elderly on the agenda in various sub-areas and has achieved concrete results. This extra effort has ensured that GGoud has become a valued program in Tilburg. The elderly, volunteers, and professionals know GGoud and see the results of the program.



## 3. Principles of the Healthy and Happy Old in Tilburg (GGoud) program

### 3.1. Background

In 2019, the council adopted the policy memorandum 'Integral View of the Elderly'. This arose from agreements in the administrative agreement of the municipality of Tilburg from 2018. With this memorandum it became clear that the absolute and relative increase in the number of elderly people and the number of people who continue to live at home (longer) is becoming so great that it requires an extra effort from the entire Tilburg society. Given this rapid growth, a sense of urgency has arisen. The 2020 budget has structurally made extra resources available. In addition, an integral, programmatic approach has been started called 'Healthy and Happy Old in Tilburg Program' (GGoud) with a duration from 2020 to 2026.

Since 2020, GGoud has been carried out from five sub-areas with associated tasks: **vulnerable elderly, vital elderly, housing, living environment and control.**



(Photo: Willem II)

Central to the program were a number of core projects. These were financed from the available program budget for GGoud and have ensured an intensification of the integrated approach to the elderly. The GGoud program team also sought to connect with existing policies, programs, projects and activities. This resulted in more coherence, focus and mutual connection. In a motion by the council in 2020, the college of Mayor and Alderman was asked to provide further insight into future developments among the elderly in Tilburg (Research memorandum 'Healthy and happy old in Tilburg 2030/2040'). This research shows that the number of older people will grow strongly in the coming years, and in

particular the group of 'older older people'. Within this, the proportion of elderly people with dementia is increasing rapidly, the group of elderly people will be very diverse and the supply of informal caregivers will also shrink. This double aging population and the multitude and diversity of issues that arise from it means that the urgency for accelerating the approach is great. That is why the municipality, together with the partners, has chosen to accelerate the entire approach. This is laid down in the Cooperation Agenda 2022-2026 where 9 accelerations have been identified.

### 3.2. Urgency and future prospects

A larger group of older Tilburg residents is emerging whose life expectancy is increasing. From the Vitality Photo of the municipality of Tilburg (June 2016) we found that a historic turnaround has taken place and that the number of older people (>65) has been greater than the number of young people (<20) since 2020. The percentage of 65+ in Tilburg is increasing, which means that the 'grey' pressure (the number of 65+ people compared to the middle group of 20-65 year olds) increases from 25% to 40%. There is also a double aging population. This means that within the group of 65+ people, the share of 80+ people is also increasing. The increasing diversity of the target group also requires urgency in approach.

In the long term, the result of the double aging of the population is noticeable because older people are becoming more vulnerable (physically and mentally) and there are more elderly people with dementia. This means an increasing demand for support and care. Nationally, RIVM estimates that healthcare expenditure will grow by an average of 3.4% per year (until 2060). The number of informal caregivers who are now committed will also decrease. This means that there is a great urgency to pay appropriate attention to this target group and to emphasize the quality of life within health policy.



(Photo Angeline Swinkels)

At the same time, there is also a group of elderly people who remain vital and healthy. These elderly people indicate that they are still 'fit' or 'working'. They want and can do more. They are more likely to continue working after the age of 65, are socially active, take care of the grandchildren, and provide informal care. It is important to shift the automatic association of older people from older people with illness to the resilience of older people. These elderly people are a huge reservoir that society can benefit from much more than it does now: on the labor market, in care and within voluntary work. There is therefore a need to reflect on these two groups, to listen to their needs and to develop an integrated approach to them.

The diagram below gives a picture of the growth and also the urgency for an approach that is subsequently presented.

Age	2017	2040	Absolute increase	% increase
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>	<b>213.500</b>	<b>232.000</b>	<b>18.500</b>	<b>+ 12%</b>

### 3.3 Cooperation and alignment with developments and programs

GGoud was created through the input of residents, volunteers and social organizations. The implementation of the program takes place in collaboration with all these groups involved. In line with this, GGoud has developed partnerships at both administrative and executive level to realize the implementation of (parts of) the program. This becomes clear in the Cooperation Agenda 2022-2026 with the assignment of 9 accelerations. The GGoud team implements 4 accelerations and ensures a good connection between all 9 accelerations.

We also seek to connect with existing developments and programs. A lot is already happening in the city and the role of GGoud is to organize an extra acceleration where necessary. This is done by offering support, organizing new connections or strengthening connections.

The Midden-Brabant region has three regional programs where the elderly are an important target group: IZA, GALA and Woonzorgvisie. But the regional Housing Deal also pays attention to the elderly. GGoud seeks to connect with these programs and provides input with regard to the elderly. But also through national and global programs, connections are sought with networks such as the Arts for Health Centre to learn from other projects and the WHO's Global Network of Age Friendly Cities and Communities that support cities to become senior-friendly. This focuses on 8 domains such as housing, outdoor space and buildings, transport and social participation and inclusion.

The **residential care vision** focuses on appropriate housing and care for the elderly, among others. The vision gives direction to forms of housing tailored to vitality and care needs. Think of information and awareness with practical examples appropriate to your stage of life. And on the development of housing/care concepts in close cooperation between different parties such as care providers, care office, housing corporations, project developers. As a municipality, we set frameworks for project development that, for example, look at a package of requirements and wishes for both a home and the public space and facilities in the nearby living environment. Furthermore, from the Social Support Act, we focus on innovations and help older people to lead their own lives, with self-management and by continuing to invest in their own resilience, such as reablement.

The local section of the Tilburg Residential Care Vision is expected to be submitted to the city council for decision-making in September 2024.

In March 2023, the Minister for Housing and Spatial Planning, the province of North Brabant and municipalities and corporations within the Breda-Tilburg Urban Region signed the **regional SRBT Housing Deal**. With the signing of the Housing Deal, the parties are committed to tackling the housing challenge in this region for the long term. This housing deal focuses on the construction of affordable housing, with attention to bottlenecks that affect housing construction, such as shortages in space, care and informal caregivers. For the elderly, for example, this concerns homes with 0 steps, clustered housing types and care homes (with 'modular' or 'full package at home', the same care you would receive in a care institution but at home).

In the **Regional Plan IZA Midden-Brabant** (adopted on 13 December 2023), the (vulnerable) elderly, now and in the future, have been identified as one of the five tasks. In this project, a collaboration of partners from the social, medical, welfare and care domains is working on the movement from care and illness to welfare, health and prevention. One goal of the 'elderly' task is that older people are self-reliant with their network, so that they live independently at home for as long as possible and remain in control of their lives. Based on close cooperation between professionals from the care domain and the social domain, older people receive appropriate support and care based on the principle of 'self unless, at home unless and digitally unless'. We are currently working on an application for transformation funds to strengthen Caring and healthy neighborhoods. With this, we want to strengthen the social basis, support and connection together with residents and partners and make the connection with support for those who need it.

### 3.4 Programmatic and integral

The program "Healthy and Happy Old in Tilburg" (GGoud), as described in this implementation program, has an integral, programmatic approach. Integrated means focused on multiple policy areas and programmatic means that goals must be achieved with several related activities/projects in a certain period of time. The municipal policy already has many components in which the elderly form a target group. Think of housing, welfare and care. But new connections have also been made, such as the inclusion of the theme of the elderly in cultural policy. This requires knowledge and attention to achieve this properly. GGoud supports this.

The total task of the elderly is broader than just the GGoud program. This requires a task-oriented approach. Think, for example, of housing aimed at the elderly. This theme covers all the policy fields involved, including connections with regional and national development tables. The GGoud program is part of this, but does not cover the entire task.

### 3.5 Data-driven

GGoud uses available data about the elderly: facts and figures such as the number of elderly people per neighbourhood, age categories, socio-economic situation, cultural background, the number of elderly people with dementia, etc. This data is analyzed and interpreted together with those involved so that the most complete picture possible of the situation of the elderly in the various neighborhoods in Tilburg is created. Based on this, choices are made for neighborhoods where acceleration is needed and extra effort is needed.

### Number of inhabitants 55+ municipality of Tilburg, by origin and age group

M +V	55 - 59	60 – 69	70 - 79	80 - 89	90 - 99	Total
Indonesia	577	944	491	178	29	2219
Morocco	308	323	225	103	2	961
(Vml) Down. Antilles/Aruba	286	383	153	33	4	859
Suriname	245	422	151	38	6	862
Turkey	537	401	216	88	4	1246
Somalia	72	47	28	1	0	148

Per 1 jan. 2022, Source: BRP Tilburg.

Older people with a migration background is a specific target group that we will pay extra attention to in the coming years. Data shows that the number of elderly people is the largest within the Turkish, Moroccan, Surinamese, Indonesian and Antillean communities in particular.

### 3.6 Neighborhood-oriented

Based on the neighborhood analyses, we are developing a neighborhood-oriented and integrated approach together with the partners, residents and the area team. We connect with existing structures, and these are strengthened where necessary. An example of a neighborhood-oriented approach is the approach "the neighbourhood as an ecosystem". But work is also being done on a broader district-oriented approach "Caring and healthy neighborhood" (under development), as also described in the IZA Regional Plan.

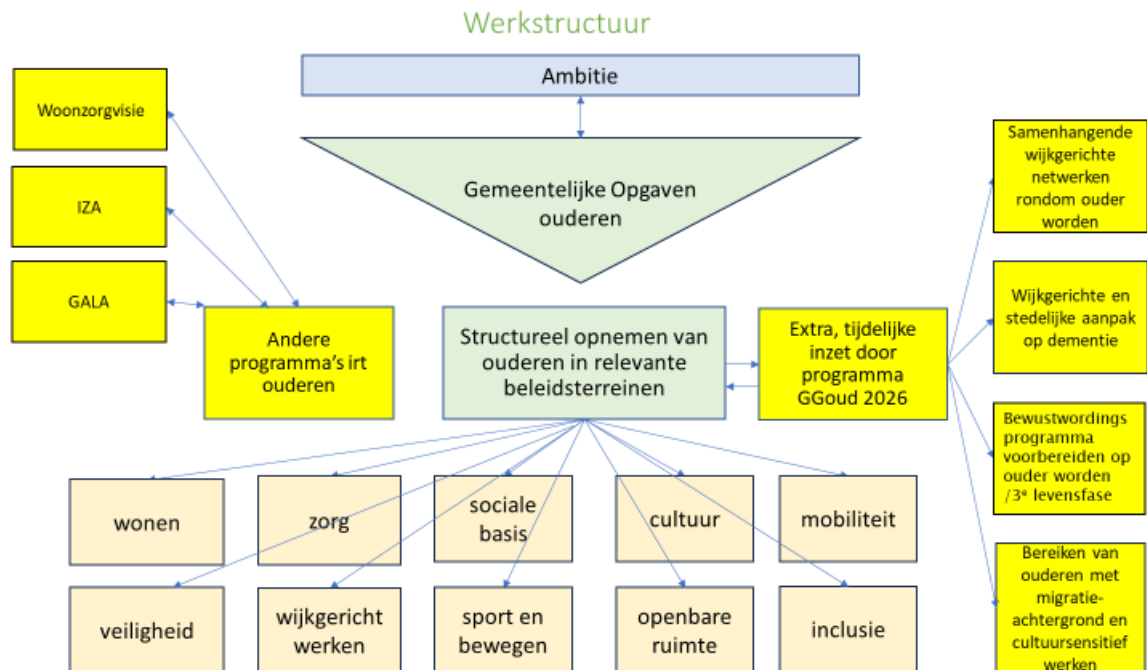
In addition, attention is paid to making connections between the different neighborhoods and urban developments.

### 3.7. Urban approach

An innovative approach is being developed at the district level, which in turn is interesting for the other neighborhoods in Tilburg. To achieve this, we organize initiatives at the city level that contribute to networking, exchange, deepening, implementation, lessons learned. Think of the urban working group where representatives of housing, care and welfare organizations together ensure the implementation of a residential complex-related approach or the urban networking for the benefit of migrant elderly.

Learning and exchanging should be done by doing, close to the practice where it happens. And there too: as integrated as possible and therefore not setting up an urban network on a theme every time.

### 3.8. Positioning of the GGoud programme



Translation:

## Work Structure

**Ambition:**

## Municipal Goals for the Elderly

- **Structurally Integrating Elderly Needs into Relevant Policy Areas**
  - Housing
  - Care
  - Social Foundation
  - Culture
  - Mobility
  - Safety
  - Neighborhood-focused Work
  - Sports and Exercise
  - Public Space
  - Inclusion
- **Other Programs Related to the Elderly**
  - Housing and Care Vision (Woonzorgvisie)
  - Integrated Care Agreement (IZA)
  - National Prevention Agreement (GALA)
- **Additional, Temporary Efforts through the GGoud 2026 Program**
  - Cohesive Neighborhood Networks for Aging
  - Neighborhood and City Approaches to Dementia
  - Awareness Program for Preparing for Aging / Third Phase of Life
  - Reaching Elderly People with Migrant Backgrounds and Working in a Culturally Sensitive Manner

### 3.9. GGoud working method

- GGoud collects data, developments and insights and makes them available
- GGoud puts the theme of the elderly on the agenda within different or more policy areas
- GGoud initiates desired activities itself when they do not fall under existing policy
- GGoud does all this in collaboration with organizations, professionals, volunteers and society and its own municipal departments
- GGoud evaluates, stimulates or develops desired activities and/or commitment

## 4. Implementation program GGoud 2024-2026

In the GGoud 2022-2026 cooperation agenda, 9 accelerations have been laid down together with the 16 partners<sup>2</sup>.

Until 2026, GGoud will focus on the implementation of 4 accelerations from the Cooperation Agenda 2024-2026:

1. Neighborhood-oriented and urban approach dementia-friendly Tilburg
2. Awareness program preparing for aging/cashing in on the 3rd phase of life
3. Reaching older people with a migration background and working in a culturally sensitive way
4. Coherent neighborhood-oriented networks around ageing

In addition, the team supports the municipal task for the elderly and organizes internal and external connections (see diagram Work structure), which also includes the accelerations of the partners. This implementation program is further elaborated in actions related to the 4 accelerations.

The implementation program is a dynamic document, which means that interim adjustments can take place. For 2024, the actions can be indicated more concretely than in 2025/2026. The use of the actions in those years is linked to the results of actions in 2024.

### 4.1. Neighborhood-oriented and urban approach to dementia-friendliness Tilburg

The Dutch and therefore also Tilburg's population is aging. The number of elderly people with one or more chronic conditions, such as dementia, is increasing. In 2023, 3200 people with dementia lived in Tilburg. In 2040, there will be 5400, an increase of 69%. From the point of view of quality of life and continuing to participate in society, people with dementia continue to live at home for as long as possible and receive tailor-made care there. There is now a staff shortage in healthcare. All this demands more from the elderly, but also from their informal caregivers. The biggest task therefore lies in the neighborhoods and villages, in people's homes, where at least 70% of people with dementia live.

This task applies to all people with dementia. However, the number of migrant elderly people with dementia is rising three times as fast as the number of native Dutch elderly people with dementia. Furthermore, it often turns out to be a relatively unknown condition, for which people do not go to the doctor and do not seek help. For example, because they see the complaints as "normal" age-related complaints. Social workers also do not always recognize symptoms of dementia in older migrants. In addition, this task requires a different way of working. Older people with a migration background and their informal caregivers do not always ask the (right care) question.

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1. Preparing an awareness campaign for aging/capitalizing on the 3rd phase of life
2. Housing corporation transfer policy
3. Moving expenses subsidy
4. Plan of attack for healthcare technology and home automation: Accelerate the introduction to healthcare technology in the home situation
5. Labour market projects aimed at shortages of care staff: Thinking differently about the deployment of staff and competencies in elderly care.
6. Coherent neighbourhood-oriented networks around ageing
7. Integral cross-domain home support (e.g. community Care)
8. Neighbourhood-oriented and urban approach to dementia-friendliness
9. Reaching older people with a migration background and cultural sensitivity.



(Photo Beeldveld Photography – photographer Wilfried Scholtes)

	Prognosis							
	2021	2022	2023	2025	2030	2035	2040	2050
<b>Number of inhabitants aged 60 and over in Tilburg</b>	50.607 (BRP)	51.580 (BRP)	52.542	54.810	60.173	64.243	x	x
<b>Number of residents aged 60 yrs and older with a migration background in Tilburg</b>	7.682 (BRP)	7.974 (BRP)	8.119	8.470	9.266	9.803	x	x
<b>Number of people with dementia in Tilburg</b>	3.026	3.200	x	3.535	4.143	4.850	5.455	6.664

The table above shows that Tilburg is aging rapidly, there is an increase in the number of elderly people with dementia who want to live at home for as long as possible. In particular, the number of migrant elderly people with dementia will increase.

ACCELERATION: Neighbourhood-oriented and urban approach to dementia-friendliness	
<b>Purpose</b>	The municipality of Tilburg is a dementia-friendly municipality
<b>Impact</b>	People with dementia and their loved ones are part of society/neighbourhood/district and can participate (or feel part of the neighbourhood)
<b>Objectives</b>	<ol style="list-style-type: none"> <li>1. People with memory problems and dementia can continue to live at home for as long as possible, wherever home is.</li> <li>2. People with dementia and their informal caregivers receive tailor-made support and guidance and there are facilities that they can make optimal use of.</li> </ol>

	3. The local community is committed to allowing people with dementia to participate and function respectfully.
Target audience	All residents of the municipality of Tilburg with early memory problems and dementia and their loved ones/caregivers.
Intended result	There is a structured urban and neighborhood-oriented Tilburg dementia-friendliness network, so that people with dementia and their caregivers remain part of the local community in all Tilburg neighborhoods, continue to participate and respond to the increase in the number of people with dementia who (want to) live safely and pleasantly at home.
Approach	<p>Based on a neighbourhood analysis, a neighbourhood-oriented and integrated approach is developed together with the partners in which specific attention is paid to elderly people with (early) dementia and their loved ones. Attention is paid to making connections between neighbourhoods and urban developments.</p> <p>By working in a neighborhood-oriented way, there is more knowledge, awareness and understanding for people with dementia and their loved ones, so that there is less taboo on this subject and the environment gets tools in dealing with people with dementia. At the urban level, knowledge is shared and exchanged in order to learn from each other and make use of the expertise gained in the neighbourhoods.</p> <p>The approach pays specific attention to older people with a migration background and their informal caregivers. Partners and representatives of the target group are facilitated to reach the target group.</p>
Substantiation	<ul style="list-style-type: none"> <li>• In Tilburg, the number of people with dementia will increase sharply: in 2023, there were 3200 people with dementia. In 2040, there will be 5400, an increase of 69%.</li> <li>• In the target group of elderly people with a migration background, the number of elderly people with dementia is increasing enormously (2 times as many) and the risk of dementia in this target group is 3 to 4 times higher.</li> <li>• People continue to live at home longer and (want to) continue to participate in society, which is not straightforward because of the taboo that exists on dementia.</li> <li>• Only with a high indication from the Long-Term Care Act can people go to a residential care centre.</li> <li>• There is now a major staff shortage in healthcare, which means that more is being asked of the environment. All this demands more from the elderly, but also from their caregivers and they cannot do that alone.</li> <li>• The biggest task therefore lies in the neighborhoods and villages, in people's homes, where at least 70% of people with dementia live.</li> <li>• By remaining socially active (through meeting others and remaining part of the neighborhood), the risk of dementia is reduced.</li> </ul>
Planning	2024 to 2026
Partners involved	De Wever, Alzheimer NL, Thebe, Primacura, ContourdeTwern, elderly organizations, community centers, sports clubs
Funds	2024 € 226,071 2025 € 226,071 2026 € 226,071

## Overall overview of the actions

Objective 1	2024	2025	2026
<b>People with memory problems and dementia can continue to live at home for as long as possible, wherever home is.</b>			
Creating awareness about numbers of people with dementia and communicating the need to act to local residents (urgency) with accessible information and articles in neighborhood magazines (ongoing activity)	x	x	x
The existing Tilburg dementia-friendly networks draw attention to the subject of dementia in their neighborhood and provide information about dementia to the neighborhood residents (creating awareness)	x	x	x
Organising annual activities by the dementia-friendly networks around World Alzheimer's Day: (21 September) at urban and neighbourhood level	x	x	x
Entrepreneurs and shopkeepers are structurally trained on how to deal with people with dementia (continuous activity and focus on dementia networks)			x
Technological tools are used to let the environment experience what dementia is; e.g. use of Virtual Reality Glasses		x	x
In several neighbourhoods, such as in the Noordhoek district, there are exercise routes for people with dementia		x	x
Twice a year, the Tilburg ambassadors meet for coordination and knowledge exchange and knowledge sharing	x	x	x
ROC Tilburg is the first dementia-friendly school in the region. September 5 is the kick-off. Elaboration follows with two spearheads: exercise and nutrition/eating	x	x	x
On November 18, 2024, the annual <b>learning and networking meeting</b> in the context of Dementia Friendly Tilburg will take place, in which all dementia-friendly networks participate	x	x	x
The dementia-friendly networks create their own program to work on raising awareness and breaking taboos and receive a starting budget for this	x	x	x
The dementia-friendly networks organize an official contact and discussion moment at least twice a year with people with dementia, informal caregivers and residents from their area for an interim and final evaluation		x	x

Objective 2	2024	2025	2026
<b>People with dementia and their informal caregivers receive tailor-made support and guidance and there are facilities that they can make optimal use of.</b>			
Dementia consultants provide structural information to which people with dementia and informal caregivers can go with questions about dementia.	x	x	x
In dementia-friendly neighbourhoods, tailor-made activities for people with dementia have been organized, such as memory fitness, cooking clubs and low-threshold meetings.	x	x	x
Associations are supported to allow participants with dementia to participate for as long as possible, e.g. with training, practical tips, etc. and with the help of VR. E.g. Billiard clubs, choirs and other users of community centers		x	x
Young people with dementia can choose to volunteer in addition to regular day care using the Buddy Project. This is actively promoted,	x	x	x
Informal care courses are organized annually specifically for informal caregivers of people with dementia	x	x	x
On the Day of the Caregiver, there is an activity specifically for caregivers of people with dementia	x	x	x
The Tilburg civil servants are trained internally with the GOED training; The first training on September 10 is already fully booked and a second is planned	x	x	x
The dementia-friendly networks are organizing a program around the day of the caregiver on November 10, in connection with each other and the informal care consultants of ContourdeTwern.	x	x	x

A dementia-friendly network has been started in both Tilburg South-East and Tilburg South-West.	x		
<b>Objective 3</b> The local community is committed to allowing people with dementia to participate and function respectfully.	<b>2024</b>	<b>2025</b>	<b>2026</b>
Low-threshold meeting activities (coffee moments, for example) are organized for people with and without dementia		x	x
Sports clubs are actively trained on knowledge about dementia with the aim of keeping members with early dementia involved in the club and with the help of VR		x	x
At the urban level, there are 2 learning meetings for dementia-friendly networks on a theme		x	x
A meeting is organized 1 x a year for the networks	x	x	x

#### 4.2. Preparing an awareness program for aging/capitalizing on the 3rd phase of life

With the increase in life expectancy, a third phase of life is added. This phase starts when people retire and ends when vulnerability and care needs become dominant. Every investment in the third phase of life has consequences for the fourth phase of life and also has consequences for other generations. The elderly in this phase of life sometimes still work or do business, partly still provide informal care to parents or partners, but also take care of grandchildren and are active as volunteers. Making use of this 3rd phase of life is of great importance for the elderly themselves and socially. Preparing the elderly for this 3rd phase of life is important so that older people can continue to use their talents (55+).

**Kun jij thuis  
fijn oud  
worden?**

**Doe nu de gratis  
online woontest**

**vandaag  
voor later .nl**

The image shows an elderly woman with glasses sitting on a couch, reading a magazine. A dog is lying on the floor next to her. The background is a simple living room setting.

(Image Campaign Today for Later – photographer Angeline Swinkels)

## Social participation 65+ Tilburg 2016

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

### ACCELERATION: Preparing an awareness program for aging/ capitalizing on the 3rd phase of life

<b>Purpose</b>	Preparing for aging in time and capitalizing on the 3rd phase of life for the elderly themselves and society.
<b>Impact</b>	The residents of Tilburg are prepared for aging in time, in which they continue to participate, stay with it, are seen and matter.
<b>Objective</b>	Creating awareness and offering action perspectives so that older people take control themselves to grow old healthily and happily.
<b>Target audience</b>	<p>Target group is 55-67 years old and lives in the municipality of Tilburg (is age group before the 3rd phase of life), whereby a split can be made into 2 groups:</p> <ul style="list-style-type: none"> <li>• 55-63 years old is still in the middle of working life</li> <li>• 63-67 is working towards retirement</li> </ul> <p>Both target groups have different needs</p>
<b>Intended result</b>	<ol style="list-style-type: none"> <li>1. Utilizing the potential of older people for themselves and society. -</li> <li>2. Strengthening the self-management of the elderly with regard to aging.</li> <li>3. Living at home for as long as possible.</li> <li>4. Contributing to neighborhood-Focused Caring Communities</li> <li>5. Awareness and realistic image of elderly care in the future.</li> <li>6. Interaction of paid employees and volunteers is ready for the new generation of older people.</li> <li>7. Preventing and/or delaying (long-term intensive) care and support.</li> </ol>
<b>Approach</b>	<p><u>Urban:</u> Broad public campaign with themes linked to concrete action perspectives. The themes that will be highlighted at the launch are:</p> <ol style="list-style-type: none"> <li>1) Suitable living</li> <li>2) Informal care</li> <li>3) Grip/Control of your own life</li> <li>4) Financially healthy</li> </ol> <p>Throughout the duration, the campaign is enriched with other themes based on the needs of the target group.</p> <p><u>Neighborhood/area:</u> In order to make the campaign even more in line with the needs of the target group, meetings and activities are organized or linked to existing meetings. The needs are also collected from the GGoud partners and the other partners who are in contact with people aged 55+ in the neighborhoods. Each district/area can be given a different interpretation.</p> <p>It connects with the national and regional means of communication to convey one message, language, communication to residents</p>

<b>Substantiation</b>	Awareness of the urgency of the ageing population and the bottlenecks in care, housing and the deployment of volunteers and informal caregivers must be increased. The opportunities and talents of the growing group of older people in the 3rd phase of life are also underexposed.
<b>Monitoring</b>	<p>We evaluate the current campaign annually and see if we are achieving the desired impact.</p> <p>In the in-depth phase of the campaign, we want to focus on reaching vulnerable groups of people aged 55+, so that they too get the right tools to prepare for healthy and happy aging.</p> <p>Note: See the communication plan for established KPIs, indicators and baseline measurement.</p>
<b>Planning</b>	2024-2026
<b>Partners involved</b>	<p><u>Content partners:</u> GGoud partners (cooperation agenda), Midden-Brabant Library, WonenOpMaat, De ZorgHeeren</p> <p><u>Reach out to partners</u> (to further spread the message and action perspective): Relevant GGoud partners and other stakeholders in the municipality of Tilburg such as libraries, theaters, sports clubs, general practitioners, physiotherapists, community centers, notaries, banks, home furnishing stores, etc. Determine which stakeholders are relevant for reaching the target group for each theme.</p>
<b>Funds</b>	<p>2024 € 113,739</p> <p>2025 € 113,739</p> <p>2026 € 113,739</p>

## Overall overview of the actions

Objective 1	2024	2025	2026
Creating awareness and offering action perspectives so that older people take control themselves to grow old healthily and happily.			
Developing a website Today for Later	X		
Developing campaign resources Today for Later <ul style="list-style-type: none"> <li>• Theme Suitable living</li> <li>• Theme (Informal) care</li> <li>• Theme Grip, control over your own life</li> <li>• Theme Financially healthy</li> </ul>	X		
Expanding themes and developing campaign resources per theme		X	X
Drawing up a media plan and further development	X	X	X
Kick-off public campaign Today for Later (June 2024)	X		
Establish and monitor indicators by theme, KPIs	X	X	X
Setting up the panel/sounding board group	X		
Annual review	x	x	X
Neighborhood and area meetings/activities in 2 neighborhoods	X		
Neighborhood area meetings/activities in 4 neighborhoods		X	
Neighborhood and area meetings/activities in 3 neighborhoods			X

### 4.3. Reaching older people with a migration background and cultural sensitivity

The number of elderly people with a migration background in Tilburg will increase rapidly in the next 20 years. There are a number of challenges and opportunities that we will focus on, as the elderly themselves and providers of welfare, care and support are not prepared for this.

Prognosis	2021	2022	2023	2025	2030	2035
Number of inhabitants aged 60 and over in Tilburg	50.607 (BRP)	51.580 (BRP)	52.542	54.810	60.173	64.243
Number of residents aged 60 yrs and older with a migration background in Tilburg	7,682 (BRP)	7,974 (BRP)	8.119	8.470	9.266	9.803

ACCELERATION: Reaching older people with a migration background and cultural sensitivity (OMMA)	
Purpose	Older people with a migration background and/or their informal caregivers have access to culturally sensitive care, support, guidance and information and can apply this in their daily practice.
Impact	Older people with a migration background can grow old in the middle of society, continue to participate, belong, are seen and matter.
Objectives	<ol style="list-style-type: none"> <li>1. Elderly people with a migration background and/or their informal caregivers are strengthened in skills to grow old healthily and happily in Tilburg and are able to find their way to information and support.</li> <li>2. Volunteers, professionals and organizations that are committed to the elderly in the neighborhoods in Tilburg work in a culturally sensitive way and have a culturally sensitive offer.</li> </ol>
Target audience	Older people with a migration background and their informal caregivers Professionals and volunteers
Intended result	<ol style="list-style-type: none"> <li>1. Elderly people with a migration background and their informal caregivers are in the picture of district professionals/volunteers and partner organizations and have access to culturally sensitive care</li> <li>2. Partner organisations have a supported culturally sensitive care offer</li> <li>3. Work is done in a neighborhood-oriented way and, where necessary, also per community of migration background</li> <li>4. There is an active, learning, culturally sensitive urban network consisting of older people with a migration background and/or their representatives, volunteers and professionals</li> </ol>
Approach	Based on a neighbourhood analysis, a neighbourhood-oriented and integrated approach is developed together with the partners and possibly for each migrant group, with specific attention to older people with a migration background. Attention is paid to making connections between neighbourhoods and urban developments. We work together with national organizations to make use of their knowledge, skills and expertise. In doing so, we are inspired by other similar national 'OMMA' initiatives and where possible we apply their successes in Tilburg.
Substantiation	In Tilburg, the number of 'elderly people with a migration background' will increase rapidly in the next 20 years. There are a number of opportunities and challenges: <ol style="list-style-type: none"> <li>1. The target group (and their environment) is difficult to reach and cooperation on this is in its infancy</li> <li>2. Increase in the percentage of elderly people with dementia is twice as high in this group</li> <li>3. The risk of dementia is 3 to 4 times higher in this group</li> </ol>

	<p>4. There are more hours of informal care per elderly person, this is not seen as such by these informal caregivers and these informal caregivers are difficult to reach</p> <p>5. The providers of (medical) care, welfare and others are not well prepared for the increasing demand for care from this group</p> <p>6. The provision of care and welfare for the elderly is sometimes insufficiently culturally sensitive</p> <p>7. Underrepresentation of employees with a migration background, especially in the higher positions</p> <p>8. In recent years, various projects have been started and, in many cases, stopped. There seems to be little continuity.</p> <p>9. After the abolition of the target group policy, this group has often disappeared from the municipality's sight.</p> <p>10. It has been decided to focus on four target groups within OMMA, because these are the largest groups of elderly people with a migration background living in Tilburg; Turkish elderly, Moroccan elderly, Surinamese, Caribbean and Antillean elderly, Indonesian and Moluccan elderly</p> <p>11. During the project, there is room to take a sidestep to other target groups if practice and/or approach requires it.</p>
<b>Planning</b>	2024 2026
<b>Partners involved</b>	<ul style="list-style-type: none"> <li>- All GGoud partners (formerly Working Group on Culturally Sensitive Working)</li> <li>- The following partners are not official GGoud partners, they are close to and/or represent the OMMA working group "Reaching older people with a migration background": <ul style="list-style-type: none"> <li>• National Foundation for Moluccan Elderly (LSMO)</li> <li>• Pelita Foundation</li> <li>• 2Gether Foundation, Surinamese elderly</li> <li>• Caribbean Elderly Foundation</li> <li>• Ladies Only Tilburg Noord</li> </ul> </li> </ul>
<b>Funds</b>	<p>2024 € 188,275</p> <p>2025 € 188,275</p> <p>2026 € 188,275</p>



(Photo Beeldveld Photography - photographer Wilfried Scholtes)

### Overall overview of the actions

Objective 1 All care and welfare institutions have culturally sensitive working as a standard	2024	2025	2026
Diversity Day annually on 3 October	x	x	x
Plan meeting and daytime activities OMMA		x	x
Tackling loneliness in OMMA (min. Vna VWA)	x		
Kick-off Learning Network for Culturally Sensitive Working	x		
Strengthening and further developing a learning network	x		
Meetings of collaborative networks		x	x
Training key persons included in curriculum ROC Tilburg	x		
OMMA included in World Alzheimer's Day program	x	x	x
OMMA included in program around caregiver's day	x	x	x
Drawing up a communication plan		x	x
Monitoring communication plan		x	x
Participation in the national network OMMA, sharing knowledge and experience with other municipalities	x	x	x
Participation in national Promise survey on loneliness among the elderly	x	x	x

Objective 2	2024	2025	2026
Older people with a migration background have been strengthened in skills to grow old healthily and happily in Tilburg and are able to find their way to information and support.			
Key Person Implementation: <ul style="list-style-type: none"> <li>North</li> <li>Groenewoud</li> <li>3-West</li> </ul> Based on neighbourhood analyses, deployment in other neighbourhoods is determined	X X	X X	X
Positive health information meetings for informal caregivers with different migration backgrounds <ul style="list-style-type: none"> <li>Number of basic courses: 30</li> <li>Number of follow-up courses: 24</li> </ul>	X X	X	X
Tackling loneliness at OMMA (Ministry of Health, Welfare and Sport). Volunteers and self-organizations are working on a plan against loneliness	X		
Culturally sensitive internship ROC. Students of the School for Welfare and Care learn to work in a culturally sensitive way	X	X	X
Plan of action for the Indonesian and Moluccan elderly in response to the recommendations of Pelita and implementation	X	X	X
Per migration background (OMMA target groups) event that is informative and relaxed. Accessible information retrieval and sharing	X	X	X



(Photo Beeldveld Fotografie – photographer Wilfried Scholtes)

#### 4.4. Coherent neighbourhood-oriented networks around ageing

For the elderly, the immediate living environment is of great importance. The aging population is high in some neighborhoods in Tilburg. The elderly need a living environment where they can relax, develop and, if they are vulnerable, find the support that is needed. That is why it is important that networks around the elderly are developed and strengthened at the neighbourhood level.

ACCELERATION: Coherent neighbourhood-oriented networks around ageing	
Purpose	<p>Together (learning to) build a <i>social foundation*</i> for older people</p> <p><i>"freely accessible formal and informal activities and facilities aimed at meeting and supporting each other, developing and relaxing ensuring that people can live together and participate."</i></p>
Impact	<p>Being able to grow old healthily and happily in your own neighbourhood</p> <p>Older people feel at home and part of their neighbourhood</p>
Objectives	<ul style="list-style-type: none"> <li>• Healthy and happy old is part of an integrated area-based approach,</li> <li>• Realisation of a (city-wide) residential complex-related approach in collaboration with housing-care-welfare partners (continuation of the fine home community)</li> <li>• Urban network of professionals, volunteers and elderly organizations to share the lessons learned from a neighborhood-oriented approach with each other, deepen them and further expand them where necessary</li> </ul>
Target audience	<ul style="list-style-type: none"> <li>• The aging population of Tilburg and their environment</li> <li>• Cooperation partners in the neighborhood and of the GGoud program</li> <li>• Other partners in the neighbourhood</li> </ul>
Intended result	<ul style="list-style-type: none"> <li>➤ Healthy and happy ageing is an integral part of the area plans/neighbourhood agendas. The GGoud programme team supports the preparation of area plans and helps implement them where necessary. We do this, for example, from "the neighborhood as an ecosystem" in Groenewoud, in which we work closely from the neighborhood with residents and partners</li> <li>➤ An urban working group has been set up. This includes representatives of residential, care and welfare organizations that together ensure the implementation of a residential complex-related approach. In 4 residential complexes, a residential-care-welfare approach has been developed and implemented together with the residents</li> </ul> <p>The elderly experience their neighborhood as a nice place/environment, where the elderly can meet each other, develop and relax. Even where support is nearby when vulnerability increases. The cooperation between residents and professionals (on the theme) has been strengthened.</p>
Approach	<p>We participate in the "<b>neighbourhood as ecosystem</b>" approach, which is part of the national transformation plan (IZA).</p> <p>Groenewoud will be one of the 100 neighborhoods in the country. The four accelerations that we as a municipality are working on are reflected in this integrated neighborhood-oriented approach.</p>

	<p>2. Based on a neighbourhood analysis, a neighbourhood-oriented and integrated approach is developed together with the partners, residents and area team. Attention is paid to making connections between the neighbourhoods and urban developments. We do this in the first instance by making a quantitative analysis (number of elderly people, age categories, SES background, attendance at facilities, etc.). This analysis is the basis for the choice of the neighbourhoods/areas where we will work. We know that the 4 accelerations in each area need attention, but the degree and shape may differ. Where possible, we work in a neighborhood-oriented and integrated way, we encourage cooperation on the issue where necessary. Where necessary, we also put topics on the agenda of other departments of the municipality of Tilburg.</p> <p>We draw on the experiences from previous approaches (Bouwmeesterbuurt, Oerle, Reeshof-Dalem, Groenewoud, Kruidenbuurt, Udenhout and Berkel-Enschot)</p> <p>In the Bouwmeesterbuurt, we encourage cooperation between residents and professionals and offer training/education and process guidance. The Social Resilience research group supports us in this.</p> <p>3. We are realising an urban working group on a residential complex-related approach. Thebe, Wever, WonenBreburg, Tiwos, TBV ContourdeTwern and the Municipality will jointly develop a vision and approach for existing residential complexes where many elderly people live. We do this based on the vision that closer cooperation from one approach contributes to: smarter collaboration, better support and more social connection in complexes. This approach is included in the local section of the residential care vision</p>
<b>Substantiation</b>	<p>The municipality's ambition is to make the elderly an integral part of all relevant policy areas. And the municipality of Tilburg wants to work even more area- and neighborhood-oriented where possible. That is why it is important that healthy and happy ageing is included as a theme in all area plans. In addition, it is necessary to start with a concrete approach and to help drive it. We do this as team GGoud.</p> <p>There are many residential complexes in Tilburg where mainly elderly people live. The social connection in these complexes differs enormously. In some complexes we see that residents know each other and look out for each other, while in other complexes people hardly know each other. Some complexes have tenants' commissions, others have an informal club and some have neither. This also applies to the presence of a meeting space. In addition, there is a shortage in healthcare, yet we see several cars stop every morning in front of these complexes with various care providers. Several great examples and approaches have been developed locally and nationally that can be used. We want to scale up this knowledge and approaches to more complexes. There is no joint vision or approach now.</p>
<b>Planning</b>	2024-2026
<b>Partners involved</b>	GGoud-partners
<b>Funds</b>	2024 € 161,775 2025 € 161,775 2026 € 161,775



(Photo Beeldveld Photography – photographer Wilfried Scholtes)

### Overall overview of the actions

Objective 1	2024	2025	2026
Healthy and happy ageing is part of an integrated area-based approach, we are driving this in areas with various concrete approaches			
Determining the approach to the "Groenewoud" ecosystem	x		
Realising the approach to the Groenewoud ecosystem		x	x
Realisation of the approach to ageing together in the Bouwmeesterbuurt	x	x	x
Kick-off approach in one new neighbourhood	x		
Realizing an approach in the chosen neighborhood		x	x
Kick-off approach in two new neighborhoods		x	
Realisation in these two districts			x
Support area managers in drawing up an integrated area-specific approach for the elderly for all neighbourhoods	x	x	x
Objective 2	2024	2025	2026
Realisation of a (city-wide) residential complex-related approach in collaboration with housing-care-welfare partners (continuation of the fine home community)			
Setting up an urban working group with partners	x		
Determining vision and plan of action	x		
Realization of the approach in 4 residential complex		x	x

Objective 3	2024	2025	2026
Urban network of professionals, volunteers and elderly organizations to share the lessons learned from a neighborhood-oriented approach with each other, deepen them and further expand them where necessary			
Urban network has been launched	x		
2 meetings per year for exchange, learning from experience		x	x