



Den Haag

Action line Age-friendly The Hague 2025 - 2030



May 2025

FOREWORD



The Hague can call itself a Age-friendly City for ten years now. A milestone to be proud of!
As part of the global network of age-friendly cities of the World Health

Organization, we dedicate ourselves to a city in which older people can participate fully and remain significant, even as old age increases. A city where everyone feels at home, where we look after each other and where it is pleasant to age.

This anniversary is a great time to back as well as forward.

I am proud of the many Hague residents who work every day for an age-friendly city. Volunteers, informal carers and professionals contribute in many ways to a society in which older people can continue to participate actively. Just think of the 62 Haags Ontmoeten locations, where senior citizens can meet each other and undertake activities together. Think of walking groups, local residents having coffee together, volunteers on the neighbourhood buses, senior citizens' workers who go that extra mile. These are the people and initiatives that make The Hague a warm, caring city.

In recent years, we have a lot together. For instance, numerous fall prevention trainings have been organised and dangerous pavements have been tackled thanks to the Urban Older People's Committee's trip notification point. Dining initiatives throughout the city ensure that older adults can enjoy an affordable, healthy meal in good company. We are also increasingly listening to older people themselves: with a biannual questionnaire, we gauge how age-friendly the city is perceived. This action line is therefore firmly committed to participation and participation, especially of those with a weaker voice.

But we cannot sit back. The challenges are great. The sustainability of care is under pressure and the differences between residents in their ability to age comfortably, are considerable. If The Hague is to remain age-friendly in the future, cooperation is crucial.

We also see the great diversity among older people: in age, health and chances of enjoying old age. For example, people with a lower income have fewer healthy years of life, than people with higher income. Therefore, this line focuses extra on older adults who have a harder life. We are committed to better information, more outreach and accessible facilities for all.

I want to thank everyone who works for an age-friendly The Hague, day after day. Together, we make The Hague a place where our residents can age with confidence.

*Mariëlle Vavrie,
Alderman for Poverty, Inclusion, Care and International Affairs*

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1 INTRODUCTION

Pleasant ageing means something different to everyone. Yet many seniors share the same wishes: staying healthy, spending time with loved ones, and staying active. Seniors want to follow their passions, feel useful and be meaningful. As old-age complaints increase, good care and a safe, pleasant home become increasingly important - a place that not only safe, but above all feels like a real home. This action line helps Hagenaars to age well in The Hague.

The Hague: city for all

An age-friendly city ensures that seniors can continue to participate, even when age-related problems increase. Such a city not only offers seniors a dignified and pleasant old age, but makes life better for all inhabitants. It is a city where people can easily meet and ask for help. A city where you can keep participating, even if you are less mobile. Where you can get support and care if needed, and where you can use your talents to your advantage, and where you can continue to use them. This is why The Hague has been committed to being and remaining an age-friendly city for more than a decade.

Challenges for care and living

The growing number of Hague seniors and the shortage of care staff are demanding more and more from seniors and their networks. Pressure on care continues to increase, and shortages of care staff and housing are becoming more visible. By 2030, a shortage of 5,000 care professionals is expected in the Haaglanden region. In addition, 20,000 more suitable homes for seniors are needed in our city before 2040. These challenges are significant and bring uncertainty for seniors and their networks, especially when old-age symptoms increase.

Continuing to build an age-friendly The Hague together

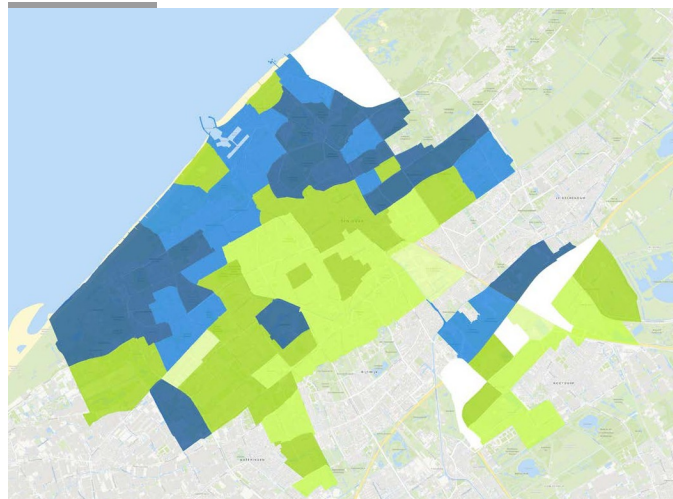
In this action line, the municipal ambitions for an age-friendly The Hague are divided into four chapters. They follow the themes that are important for seniors themselves and where municipal policy has an important role. The major challenges of an ageing population require a joint approach. We therefore present new policies and show their coherence with existing policies. This has resulted in a broad approach on prevention, housing, under-support and cooperation with care. Indeed, for seniors, these themes are closely linked in everyday life.

1.1 Hague situation

1.1.1 Hague's ageing population in figures

Increase in seniors

The number of seniors in The Hague is growing, making it increasingly important to invest in an age-friendly city. In 2024, The Hague will have over 85,000 residents aged 65 and over, representing 15% of The Hague's population. This number is expected to rise to over 100,000 in 2030. Until 2023, the group of 65-74-year-olds in particular grew. group of older people aged 75 and over, is expected to grow faster than the group of 65-74-year-olds in the coming years. This development is known as double ageing.



Percent (%) ■ < 6 ■ 6 < 12 ■ 12 < 18 ■ 18 < 24 ■ ≥ 24

Source: CBS/Health Meter

Increase in dementia

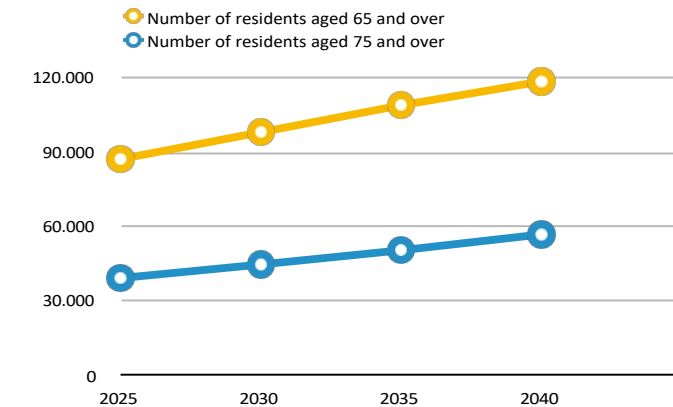
The number of Hague residents with dementia will also increase.

In 2023, there were 6,900 Hagenaars with dementia, and this number is expected to almost double by 2040. Thereby, we see that the number of people with dementia increases relatively faster among people with a migration background¹. Seniors with dementia need specific care and support in certain aspects to continue participating in society. This makes tackling dementia an important task in this action line.

Independent living

The municipality has the legal responsibility to support seniors to live independently for as long as possible (see Annex 1 for municipal responsibilities). Only a small proportion of Hague's over-65s, 4.5%, live in a care facility. This number is slowly decreasing further due to national policies to encourage independent living.

INCREASE IN CITIZENS



Source: DHIC/Municipality of The Hague/Dienst Stedelijke Ontwikkeling/SEPO

1 Alzheimer's Netherlands: Dementia in people from migrant backgrounds, 2023.

1.1.2 Hague situation - different experiences

"In 2020, the Age-Friendly Cities Questionnaire was developed in The Hague. This scientifically measures how seniors perceive the 'senior-friendliness' of this city according to World Health Organisation criteria. The questionnaire was administered to a representative number of senior citizens in The Hague in 2020 and 2022. On average, The Hague receives an ample rating, but differences can be seen in how satisfied Hague seniors are with the . Four groups of seniors can be distinguished in this. There is an affluent group of seniors in good health who rate the city as very positive. Especially when the financial situation is worse, the appreciation becomes less positive and health problems more often. Having a mobility problem or a chronic illness also often leads to lower appreciation.

In addition, there is a large intermediate group that positive on average. These outcomes provide direction. It emphasises seniors with low socio-economic status and mobility problems or chronic illness. It also calls for preventive measures for the middle group so that they continue to experience the city positively for as long as possible. The questionnaire survey shows that seniors are a very diverse group in our city and that it is important to be mindful of the differences between them." - Joost van Hoof. Lecturer Urban Ageing at The Hague University of Applied Sciences

The above quote shows that Hague seniors experience the city differently depending on their personal situation. Whether someone can pay for care costs, has enough money to move to a pleasant flat, has a command of the language and is digitally literate makes a big difference in how Hague seniors experience the city. The diversity among Hague seniors is great, and this calls for actions that take this into account. One approach for all does not exist.





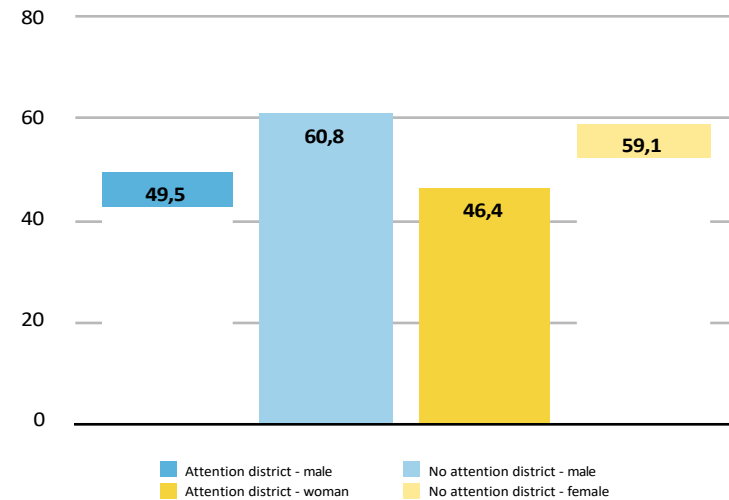
Cultural diversity among seniors

Part of this diversity is the cultural background of seniors. In 2024, more than a third of Hague seniors will have a migration background, and this percentage will be around 40 per cent by 2030².

Income and poverty

In addition, income plays a major role. Some 15.5% Hague seniors live on a low income (an income up to 110% of the legal social minimum). The increase in the disposable household income of Hague seniors is rising less rapidly than the average for Hague residents of all age groups. In addition, seniors are more likely to live in poverty for long periods of time because they can no longer supplement their income with paid work.

HEALTHY LIFE EXPECTANCY AT IN



DHIC/GGD Haaglanden 2022

Health and mobility

Health is another determining factor. Not everyone grows old in good health, and mobility problems make participation in society more difficult. In focus areas, seniors can experience health problems due to old age 12 years earlier than in other areas³. With this action point, we want to contribute to reducing these health inequalities⁴.

² Municipality of The Hague, DSO, The Hague in Figures 2023 - forecast 2022.

³ Segregation monitor - 6. Health, care and well-being - The Hague.

⁴ We align this ambition with the Hague Prevention Approach RIS316587).

1.2 How age-friendly is The Hague now

The Hague has been an age-friendly city for 10 years, but it certainly cannot do this alone. The Hague has many organisations and initiatives that ensure seniors can meet each other, participate in activities and continue to develop. The overview below gives an idea of the initiatives there are in The . But, the wealth of great and small initiatives is many times bigger. This rich social basis, where people look out for each other and where appropriate facilities and activities are available, forms the cement of an age-friendly The Hague.

Meeting The Hague

There are 62 Haags Ontmoeten locations spread throughout the city. Seniors who suffer from loss of control, for instance due to incipient dementia, are welcome weekly for activities and encounters. Informal carers can also go there for activities and advice.

Service points XL

Seniors can visit the 17 Service Points XL for free advice and information if they have questions. The Hague gerontological social workers are often there to support as well.

Cultural activities

There are many things to do for seniors who want to stay active or get better at a hobby. The Cultural Map provides an overview of cultural activities in The Hague.



There are as many as 266 activities that welcome seniors⁵. There are all kinds of things to do: play in a band, participate in drama or take dance classes. Taking part in such activities is a great way to learn new things and meet other people.

Fall prevention training and exercise activities

Fall prevention training sessions are held in all districts of the city. During a fall prevention training, participants engage in activities such as learning more about fall risks and train their balance and muscle strength. There are also plenty of exercise activities in The Hague. The Hague Social Map has more than 400 exercise activities for seniors⁶.

Older people societies

Seniors with a shared hobby organise plenty of activities on their own. They meet regularly to, for example playing bridge, walking or painting. For this, they receive a small appreciation from the municipality⁷.

Residential groups

The Hague has a rich history of living groups for seniors. There are currently 48 residential groups where seniors meet and look after each other.

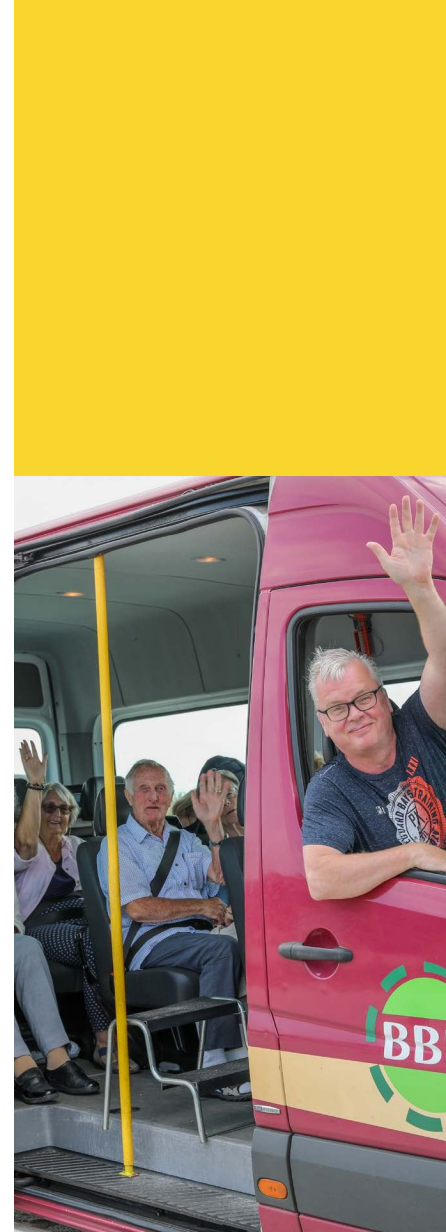
Eat and meet

For seniors, who enjoy eating together or have difficulty cooking, there are many places where one can enjoy a delicious meal with other neighbourhood residents for a small fee.

⁵ Overview of workshops, classes and activities in The Hague - CultuurSchakel

⁶ Sports and exercise - Social Map The Hague.

⁷ Subsidy activities for and by over-55s - The Hague.



EYES AND EARS OF HAGUE SENIORS

The Urban Older people Commission (SOC) represents the interests of senior citizens in The Hague. The SOC gives the municipality solicited and unsolicited advice. How does chairman Gert van Capelleveen (74) view ageing in The Hague? And what should the municipality pay attention to?

What was founded almost 40 years ago by, as Gert jokingly says, "ladies in flower dresses", has since become a regular talking partner in The Hague. "It is valuable to talk with us instead of about us," he says.

Getting involved makes sense. For instance, the SOC started a hotline for loose pavement tiles, the tripping hotline. Now its approach is standard. The desire for more city benches has also been taken up.

When squares and streets are redesigned, accessibility is taken into account.

Opportunities and concerns

Growing old in The Hague offers both opportunities and concerns, says Gert. "Older people are sometimes put away as a pathetic group waiting for the end. This is unjustified! Seniors are often very active in society and do above-average volunteer work. They are an engaged and valuable group."

There are also concerns, for instance about the increasing ageing population. By 2040, The Hague is expected to have 122,000 senior citizens. "Facilities, such as Haags Ontmoeten and senior citizen consultants, unfortunately cannot be taken for granted. We have to keep calling attention to that, so that these facilities continue to exist," says Gert.

Housing

Gert also cites finances as a concern, with 8% of seniors unable to make ends meet on AOW and pension. Adequate housing is also a concern. "50% of Hague seniors have a purchase house that has become too big. When they move out, they leave good housing for the next generation. The only problem is that they cannot find other affordable housing."

Gert also points to health inequalities. "All seniors in our city should be able to grow old pleasantly. Whereas in Benoordenhout couples in their 90s still live at home, seniors in other neighbourhoods have more complaints about their health. Everyone should know that there are facilities and what facilities there are."

For senior citizens to continue living independently, it is important that facilities such as a doctor, pharmacy and supermarket are within walking distance. "For those who can live at home for longer, the doctor, pharmacy or supermarket should be within walking distance, with enough benches along the way to take a rest," Gert said.

Thinking about the future

The SOC asks Hague seniors to think about their future in time. "Don't get surprised and think in time about what to expect. Become resilient and get people to you. Invite a neighbour for a cup of sometime. Take initiative to do things together with others. Don't wait and see."

1.3 Establishment of action line

This action line builds on the *Action Line Age-friendly The Hague 2020-2022* (RIS307178). In this section, we describe how the new policy came about.

1.3.1 Summer tour 2024

In the summer of 2024, we had plenty of conversations with seniors with a migration background and low-literacy seniors. We asked them to talk about their daily lives and what they need to grow old pleasantly in The . For this line of action, we wanted to speak to seniors we do not reach as well through advocacy and research. Through a special 'summer tour', we were able to speak to many seniors.

We worked with Fatoş Ipek, an experience expert. Working with an experience expert ensured that the needs of seniors were always considered during the participation process. As a result, we were able to reach many seniors and they found it valuable to . Fatoş talks more about her experiences with the summer tour in an interview at the end of this chapter.

We spent six weeks interviewing seniors. We spoke to seniors from different cultural backgrounds in many different places. For instance, we visited several Haags Ontmoeten locations and different foundations and philosophical organisations, but addressed seniors on the street with the Buurtbakke or at ice cream parlour Florencia. We met with a number of seniors in their homes. We share some of these stories in this action line.

The summer tour was an important step in developing a culturally sensitive and inclusive approach (see chapter 1.5).

The summer tour has given us more insight into the needs of seniors with a migration background and this has led to concrete actions to policy more inclusive. These include increasing our commitment to culture-specific offerings and actively working on increasing the information position of seniors.

The participation of seniors will also be strengthened. We are setting up an experience council where we ask seniors with a migration background and low-literacy seniors to share their experiences on issues surrounding ageing. This will keep us as a municipality in dialogue with low-literate seniors and seniors with migration backgrounds to make our policies more inclusive.

1.3.2 Review in research, practice and advocacy

Seniors with expertise and professionals from the field reviewed and sharpened the new plans for an age-friendly The Hague.

Collaboration with experts professionals

In reviewing the plans, we worked with the following experts and professionals:

- Urban older people Commission and Social Domain Client Council Ambitions and goals were shared.
- Wmo neighbourhood teams and older people workers from Wijkz Insights and various actions were tested.
- The Hague University of Applied Sciences - Urban Ageing Lectureship We collaborate with The Hague University of Applied Sciences to analyse insights from surveys.

Studies and sources

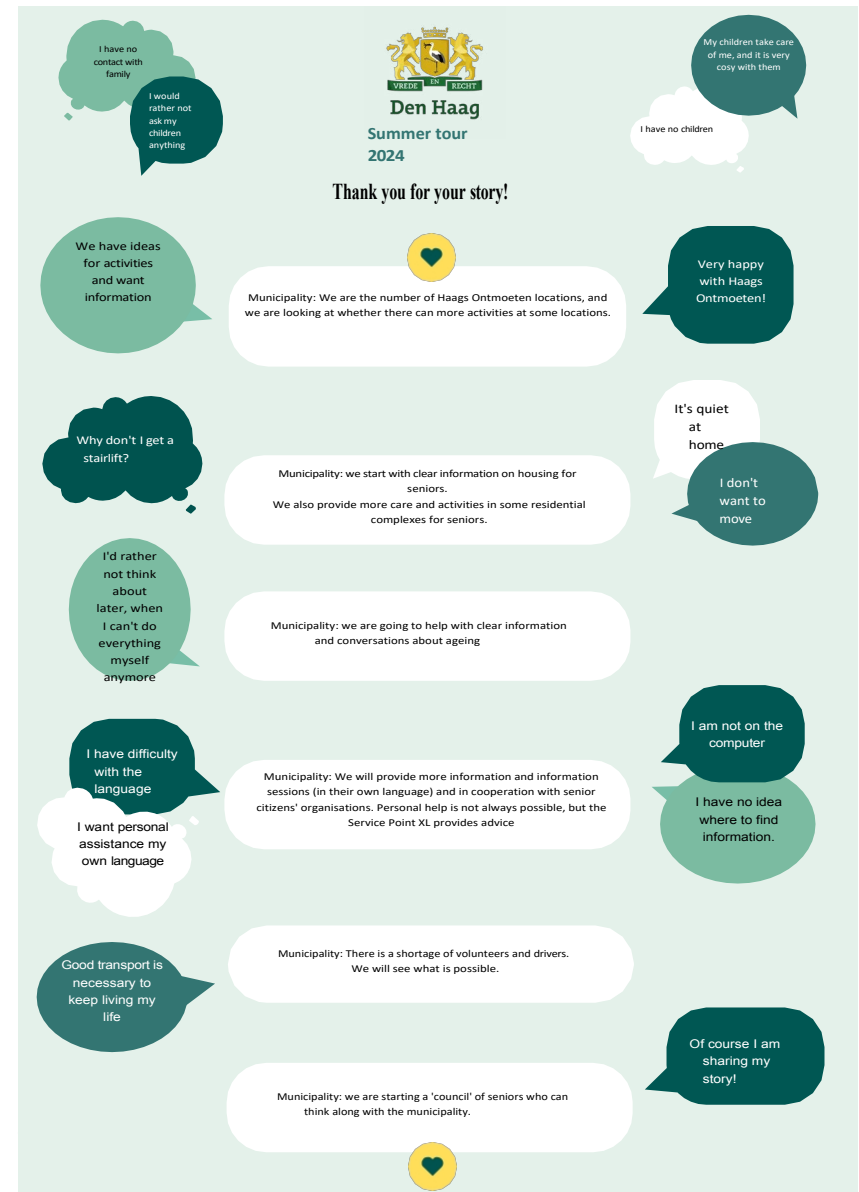
To draw up this line of action, we used various studies and sources:

- *Older people monitor 2023*
- *Dementia Scan 2024 and Dementia Monitor 2024 Haaglanden*
- *Age-Friendly Cities and Communities Questionnaire 2022*
- Various student projects from The Hague University of Applied Sciences.

A great example of a student project at The Hague University of Applied Sciences are the portraits made by students from the Social Work programme of seniors participating in Haags Ontmoeten. The portraits depict which activities are important in the lives of the seniors. Some of these portraits, made by students, can be seen in this action line.

1.3.3 Participation report and evaluation

In the participation report in the annex, we describe in detail the insights we have gained and the actions. We have also included the evaluation of the previous action programme as an appendix.





INTERVIEW FATOS

INTERVIEWS WITH SENIORS FROM MIGRANT BACKGROUNDS

By 2024, over one-third of older people in The Hague will have a migration background. Yet their voices are not always heard. That's why advisor Fatoş Ipek and policy staff from the municipality of The Hague went into conversation with seniors with a migration background in the summer of 2024. What insights did they come back with? And how to keep these seniors involved in the future?

Experience council should give seniors with migration background a permanent voice

The terrace of ice cream shop Florencia, the Turkish mosque in the Schilderswijk, the Hague market and Haags Ontmoeten locations. A selection of some of the places in the city where Fatoş Ipek, adviser on inclusion and diversity, and the creators of the policy for an age-friendly The Hague, spoke to older people from migrant backgrounds about housing, income, care and welfare.

Unique and special

Fatoş calls the talks "unique and special". "We wanted to speak to people who until now are not or hardly heard in surveys and advocacy. We went looking for seniors with a migration background in places in the city where they like to visit. Often we had to

an hour was not enough. The older people wanted to tell so much and felt heard."

According to Fatoş, it is also very special because "the municipality said out loud that the senior citizens' policy is not yet diverse, inclusive and equal enough". "In doing so, it is making itself vulnerable and open and that is clever. Because how do you improve that? It is super cool that The Hague asks: help me with this, so we can make culturally sensitive senior citizens' policy."

Discomfort

Fatoş has been working in the 'social ' for 30 years, is founder of the older Migrants Aan zet foundation and, as the daughter of Turkish parents, is an expert by experience. Her *drive stems* from the 'uneasiness' she experienced with her parents. She interpreted and translated for them and her father to his third care home. "There are a lot of assumptions, like 'their children will take care of them'. But sometimes those children , or are not . There are (language) barriers and misunderstanding, which means these older people do not always get the right care," Fatoş said.

Unknown to offer

A proportion of seniors from migrant backgrounds have difficulty in reading and writing and may experience old-age problems by the age of 55 due to the hard life they have had. "Not all seniors know where to find information or are unsure what support and facilities - like the older people counsellors - are there. They are not digitally literate and sometimes have some distrust towards the government. They sometimes don't open the mail," Fatoş says.

At the same time, she is positively surprised by the strength of older people from migrant backgrounds. "They don't give up and make something it," says. They are open meeting other people and are enthusiastic about Haags Ontmoeten. At 62 places in the city, older people can meet, participate in activities and have a cup of coffee.

"These Haags Ontmoeten locations are easily accessible, free and with so many locations always close to home. Many older people with a migration background were very happy that these kinds of meeting places . They would like more variety in activities. They also indicate that they would like to do something for another person. That's nice to ."

Experience Council

According to Fatoş, it is important to keep migrants and people who have difficulty reading and writing involved in the policies by the municipality. That is why there will be an Experience Council of older people with a migrant background and people who have difficulties in reading and writing. "They will go think along with municipal policies so that they better reflect their wants and needs. We cannot let this group off the hook. That is why we remain in constant dialogue so that everyone in the city is listened to," Fatoş concludes.

1.4 The approach

1.4.1 Reading guide

The above insights lead to a new approach⁸. The approach is described in four chapters. Each chapter contains an overview with goals and actions. An important starting point for all actions is that we work towards an age-friendly city for all.

The action line consists of the following chapters:

Chapter 2: Healthy and growing old together

Prevention and a strong social network are crucial for healthy and active ageing. This chapter describes the goals and actions that contribute to the health and social network of seniors.

Chapter 3: Future-proofing support and care

To age well, maintaining care and support is an important precondition. Chapter 3 describes the goals and actions that contribute to this. **Chapter 4: Living in an age-friendly neighbourhood**

A safe and suitable home is important for ageing comfortably. This chapter describes the goals and actions that contribute to appropriate housing in an age-friendly environment.

Chapter 5: Prepared for the future

Not all seniors can manage matters themselves. Good information provision helps seniors prepare for ageing. This chapter describes the goals and actions to make information accessible to all seniors.

Besides these chapters, the approach focuses on two important pillars to work towards an age-friendly city for all: a culture-sensitive approach and a dementia-friendly approach.

1.4.2 An age-friendly city for all

Much is expected of seniors and their networks as they age. A large number of Hague residents are fit and have a large network when they reach retirement age. They take it for granted to take care of things themselves and have the means to do so.

For other seniors, it is more difficult. This is because, for example, they have difficulty with the Dutch language, are low-literate, have no network, are chronically ill, have financial concerns, or do not know what help they can expect from the government or their own network.

To be an age-friendly city for everyone, we need to go the extra mile for some seniors to reach them better or to make our actions more responsive to their needs.

The importance of a culture-sensitive approach Ageing well means something different to everyone, especially in a culturally diverse city like The Hague. Many good steps have already been taken. For instance, we work together with philosophical organisations and migrant organisations to offer activities and support. We also encourage inclusive working through grant and procurement conditions. In addition, training

⁸ The approach to an age-friendly Hague is linked to other Hague approaches and policies. Chapter 2: Social Basic Framework, Hague Prevention Approach, Action Line Informal Care. Chapter 3: Haaglanden Healthier, Welfare Policy and Technology for the Home. Chapter 4: Residential Care Vision and The Hague Accessible City.

on culture-sensitive working mandatory for Wmo case managers, for example.

More efforts needed

Yet this is not enough. More is needed to give everyone the right support. We will tackle this in three ways:

1. Improve participation

We establish an experience council of seniors by 2025. We invite low-literate seniors, seniors with migration backgrounds or seniors with low socio-economic status to it. Seniors who are less heard through advocacy advocates and surveys. A number of seniors we spoke to this summer are already keen to participate. Together with them, we will look at how they, based on their own experiences, want to think along with the municipality. They have a direct influence on municipal policy through this council.

2. Improving supply

For some seniors from migrant backgrounds, it is important to meet like-minded people with whom they can share their language and culture. This requires culture-specific meeting places, support and residential care forms. We facilitate such meeting places through Haags Ontmoeten and the Samen Sociaal en Vitaal scheme. We also bring this need to the attention of housing associations and healthcare organisations.

For activities and support that are not culture-specific, we encourage appropriate training provision on cultural sensitivity.

3. Improving coverage

We will reduce the information gap among low-literate seniors and seniors with a migration background. We do this through a network of key figures and targeted information sessions. Here, we follow the needs of seniors themselves. If this ensures a wider reach, we offer important information in several languages.

The importance of a dementia-friendly approach

The number of people with dementia will double between now and 2040. Dementia makes it harder to continue participating in activities that are important to someone. Yet a lot is still possible even with dementia. An age-friendly city therefore sometimes requires extra or adapted support for people with dementia⁹. This is why we will work on:

1. Improving supply

We focus on nice meeting places in the neighbourhood for people with dementia¹⁰. Activities match what someone with dementia is able to do while also offering sufficient stimulation. We also work to improve the support offer, such as meal facilities and lodging care.

2. Making the environment more dementia-friendly

We focus on raising awareness about dementia. With (small) adjustments, people with

⁹ The actions are in part on the advice from the Dementia Scan The Hague 2024, conducted by Alzheimer Haaglanden.

¹⁰ This aligns us with the National Dementia Strategy 2021-2030.

dementia longer do the activities that give them pleasure, from playing football to continuing to do their own shopping¹¹. We discuss this with organisations and offer training on dementia to professionals. We also encourage when building homes that they are pleasant to live in for people with dementia, so that people with dementia can age in a safe home. With the construction of 'forget-me-not-paths', we provide safe walking routes with clear signage, which also raise awareness about dementia.

3. Improving information about dementia

Everyone has their own preference for how you want to receive and use information. Some people want to be able to quickly look something up on the internet, while others want to have the information on paper. We work to provide clear information for people with dementia and their informal carers. One way we do this is with a (digital) information guide but also with a course week.



Actions in this action line focused on dementia are indicated by the forget-me-not symbol.

11 In the Haaglanden Dementia Monitor 2024, informal carers indicated that there is not always for their loved one with dementia from association members or people on the street.

2 HEALTHY AND COOPERATIVE AGEING



2.1 Healthy ageing

**Every Tuesday morning, a group of Chinese seniors meet in the centre of The Hague, where a foundation educates them and provides a pleasant morning. Here we meet Haping. Despite her retirement, she has a full weekly schedule. She plays sports several times a week, actively seeks out information sessions and sits on the board of her Chinese living group. Currently, she would like computer lessons.*

Haping was keen to be interviewed for this policy plan. Not to tell her own story, but to draw attention to older Chinese seniors who cannot keep up as easily. She takes us to her 90-year-old upstairs neighbour. As the upstairs neighbour does not speak Dutch, Haping helps with translation. Hanging in her neighbour's flat are briefcases in both Dutch and Chinese, left behind by her children as home help. On the desk is a stationary tablet so she can easily access programmes in her language. She often watches Chinese operas with it.

The upstairs neighbour's children, like Haping's, live far away. Yet she remains healthy thanks to the support of her community. "At one point this lady ate mostly bread cooking for herself was very difficult and she didn't want to bother her children. Fortunately, her family jumped in. Her daughter-in-law cooked for a few days and put the food in the freezer," says Haping. Haping herself checks in every day and then regularly brings a meal.*

2.1.1 Why is this important?

Many Hague residents say: 'As long as I'm healthy' in response to the question of how they want to age. Healthy ageing means that seniors can continue to do the daily activities that are important to them for as long as possible. Preferably independently, but if that is not possible, with appropriate support. Important factors here are healthy eating and exercise. This reduces the risk of illnesses and falls. Money worries can also affect your health. If you are stressed about money, there is less room in your head to cook healthy meals and exercise enough. In addition, someone may also want to eat healthier or exercise, but find it difficult or impossible to afford it. Therefore, it is important not only to have affordable offers, but also to make seniors aware

make use of available financial support. This will create more space to make healthy choices.

In recent years, the municipality of The Hague has put a lot of effort into activities and support that help seniors stay healthy remain. The focus here is on physical and mental health as well as social security¹². What works well, we want to continue and expand.

2.1.2 Goals

- More seniors participate in exercise programmes, fall prevention training and meal initiatives.
- More seniors are familiar with, and take advantage of, available financial support.

¹² See the Hague Prevention Approach RIS 316587). With this line of action, we further flesh out the 55+ life stage.



Context dementia

There is growing evidence that a healthy lifestyle helps to reduce the risk of dementia or delay its development. Research shows that this can prevent or delay almost half of dementia cases worldwide.

Source: Dementia prevention, intervention and care: 2024 report of the Lancet standing Commission.

FALLS PREVENTION

Every year, 33% of over-65s and 60% of over-85s fall. An estimated 30,000 over-65s in The Hague have an increased risk of falling. Falling causes a lot of personal suffering and high (healthcare) costs.

The national Healthy Active Living Agreement of 2023 sets targets for the fall prevention approach. Every year, 14% of all seniors living independently are assessed at risk of falling. 3% of seniors diagnosed with an increased risk of falling attend fall prevention training.

To achieve these goals, the core team on fall prevention has been set up in The Hague. We have a joint approach with GPs, physio-therapists, exercise providers, pharmacists, district nurses and geriatric counsellors, to ensure that as many seniors as possible know whether they are at risk of falling and receive the right support to reduce the risk of falling.

The municipality is therefore committed to an extensive range of fall prevention training and exercise activities. In order to refer seniors properly after following a fall prevention training course, the sports and exercise guide 50+ is being developed further, for example, and there are community sports coaches and vitality coaches to guide seniors to the right offer. We also actively inform seniors on how they can prevent falling.

The living environment of seniors is also a focus within the approach. The home environment and outdoor space can be safer to prevent falls. Innovation also has a place in the Fall Prevention Chain. For instance, we are looking at technological tools that reduce the risk of falling at home. We also use Smartfloors, which assess the risk of falling in seniors. After which professionals can give appropriate advice.

2.1.3 Actions per target

GOAL	ACTION	YEARLY
More seniors participating in exercise, fall prevention training and meal initiatives	The fall prevention trainings have received many positive reactions from participants. Seniors felt more confident after the training, noticed their muscles getting stronger and reported falling less often. We will therefore continue to organise fall prevention trainings. Seniors with a high risk of falling can participate in fall prevention trainings. In each district of the city, we organise these trainings for a total of 600 participants, and we continue to expand this offer. We ensure that a variety of training courses are offered, so seniors can choose the one that best suits their needs and abilities. We refer seniors with a low risk of falling to exercise activities. We also guide seniors who have taken the fall prevention training to exercise activities in their neighbourhood. In addition, we provide practical information to reduce the risk of falling at home. To properly assess fall risk in seniors, we actively cooperate with GPs, physiotherapists and other organisations. We also deploy technological tools, such as the Smart Floor.	Annual
	Seniors would like to take part in certain exercise activities that are not yet always sufficiently available. Examples are martial arts, OldStars ball sports and dancing. To meet this need, we will train exercise coaches who can carry out these exercise activities.	2025 - 2030
	Some seniors want to exercise, but are unable or unwilling to do so outdoors. Therefore, together with the older people Fund, we start the pilot Beweegvisite. In this pilot, volunteers visit over-75s every week to exercise together in and around the house.	2025
	There are many activities and support options that can positively affect the vitality of Hague seniors. Yet these opportunities are not known to everyone. In addition, some seniors experience a high threshold to participate in them. That is why we vitality coaches throughout The Hague. They help seniors and their informal carers to participate in these activities or to make use of specific (informal care) support. The vitality coaches mainly target seniors from migrant backgrounds, seniors with low literacy levels, seniors in social isolation and seniors with small wallets.	2025 - 2030 Review in 2027
	We organise a vitality day in each district of the city. During this day, seniors can have their health measured and discover what sports, social and educational activities are available in their neighbourhood.	Annual
	Conversations in the city revealed how important it is for seniors to be able to eat together. Eating together leads to healthier eating. That is why, starting in 2025, we will give an extra impulse to meal initiatives for seniors through the Food and Encounter subsidy scheme. With this subsidy scheme, we encourage meal initiatives where senior citizens can eat a healthy meal together.	2025 - 2030
More seniors are familiar with and available financial support	We raise awareness among seniors of the financial help on offer, such as Money Matters Helpdesk. We do this in cooperation with neighbourhood partners, such as Haags Ontmoeten locations, mosques, temples and by linking up with activities in the city. We also pay to the transition from work or benefits to retirement, as this may involve changes in benefits or income levels.	2025 - 2030

2.2 Growing older together

**We meet Sarita at a Haags Ontmoeten location, where she has a weekly lunch and participates in activities. She comes up to us enthusiastically and invites us to drop by the senior group she has set up herself. Sarita is an active 60-something who likes to organise things.*

She has a feisty past and does not always feel at home in groups. So she has set up her own meeting group, where everyone is allowed to be themselves.

She asks if we want to visit. We meet a very diverse group of seniors, varying in age, education level and ethnicity. One of them is Anna, a 55-year-old woman of Eastern European origin. Anna is still relatively young but feels at home here because everyone can themselves. She needs people her, but would not like to be in a group with only Eastern European Hageñaars; it is precisely the diversity that appeals to her. She thinks Sarita has created a cosy atmosphere.

*For Sarita, it is important that this group is around the corner from her, so she easily attend. Unlike Sarita, Anna does not mind at all that she has to travel halfway across the city to participate in this.**

2.2.1 Why is this important?

Senior citizens say that being together regularly at, for example, Haags Ontmoeten locations is very important to them.

It reduces stress and gives meaning and rhythm to the day to have a nice group of people around you.

Especially now that seniors are living alone for longer and longer, it is important to places like Haags Ontmoeten nearby. Here, seniors can meet others and spend the day together. Besides Haags Ontmoeten, there are many other cultural activities, sporting activities and meeting activities organised by seniors themselves, civil society organisations and libraries. Thus, there is something suitable for almost everyone. Many of these meeting places would not exist without the efforts of volunteers, many of whom are senior citizens. In doing so, the volunteers say how much satisfaction volunteering brings them.

2.2.2 Goals

- Haags Ontmoeten is, and will remain, a central place in the neighbourhood for seniors and carers.
- There is an extensive and diverse range of activities for seniors.
- It is possible for more seniors to .



Context dementia

With dementia, some extra support with activities is sometimes needed. It becomes increasingly difficult to be able to keep doing what you used to do, but the right support and a nice environment helps here though. Society's image of dementia can be stigmatising. However, a lot is still possible even with dementia.

2.2.3 Actions per target

GOAL	ACTION	YEARLY
Haags Ontmoeten is, and will remain, a central place in the neighbourhood for seniors and informal carers	There are currently 63 Haags Ontmoeten locations in The Hague. These are the places in the neighbourhood where independently living seniors with loss of control and their informal carers can meet each other weekly. We expand the number of Haags Ontmoeten locations by two to three a year. For new locations, we look carefully at their distribution across the city. Over the next three years, the focus will be on locations in Laak, Loosduinen and Leidschenveen-Ypenburg. We are also looking at whether the offer is a good match for the cultural diversity of the resident population.	Investing in new sites: 2025 - 2027
	In recent years, efforts have already been made to spread the locations of Hague Meetings well. Still, some seniors find it difficult to reach the locations due to transport problems. We are looking into the possibilities of organising transport to Haags Ontmoeten locations for people who otherwise experience too great a barrier to participate.	Exploration in 2025 and 2026 Implementation in 2026 and 2027
	To ensure that there is also a nice meeting place in the neighbourhood for people with (incipient) dementia, we are working towards all Haags Ontmoeten locations having the dementia-friendly hallmark or a similar plan of action. 🌸	2025 - 2030
	Three times a year, cultural sensitivity training is offered to coordinators of Haags Ontmoeten locations.	Annual
	Discussions at The Hague Meeting locations revealed a desire for more stimulating activities and information. Therefore, we stimulate activities at The Hague Meeting locations that focus on learning and development. This includes projects with students, information sessions and trying out new hobbies. We do this together with The Hague University of Applied Sciences and health and welfare organisations.	2026
There is an extensive and diverse range of activities for seniors	We continue to provide grants to civil society organisations working for seniors through the <i>Together Social and Vital</i> grant scheme and the <i>Activities for and by 55-plussers</i> grant scheme (<i>older people Societies Scheme</i>).	Continuous
	We organise lifelong learning and cultural participation activities for seniors at the libraries.	Annual
It is possible for more seniors to do volunteer work	Interviews with senior citizens show that many would like to use their talents and volunteer. Yet, for various reasons, they are sometimes reluctant to take this step. To improve this, we are engaging with voluntary organisations on their success methods for enthusing and guiding seniors towards volunteering that suits their needs and talents. Based on this, we will determine whether we can further develop or deploy specific success methods.	2027 calls 2028 - 2030 implementation
	We support Hague residents with incipient dementia to continue using their talents through volunteering, possibly through a partnership with the DemenTalent Foundation. 🌸	Implementation 2026

ENJOYING SINGING, SOCIALISING AND DRIVING

Portrait created by Elizabeth Engelbarts

2023

Ms Gonnies is a 77-year-old woman, born and raised in The Hague. She is a singer and performs regularly, mainly together with a partner as a duo. Her passion for music is an important aspect of her life and her performances bring her great pleasure and satisfaction. She actively participates to her community, mainly as a volunteer. She is involved in activities in her residential area and enjoys social interactions with others. She also appears to be independent and still drives a car, which shows how determined and independent she is.

Madam told me she would like to be drawn. It was an honour to create a portrait for her, where I did my best capture her beauty. Italy with stones and hearts: her husband, who passed away in 2018, was from Italy. To represent and him and the love you have for him, I created Italy with stones and put hearts around it as well. Ms D' Angelie also mentioned that since his passing, she spends a lot of time outdoors to herself. Microphone with stones: her passion for singing is central to her life. This microphone symbolises her involvement in voluntary work, which involves singing, as well as her performances at parties and weddings. It also symbolises her way of finding comfort and distraction after the death of husband. Participation in The Voice Senior: Ms has participated in The Voice Senior twice. I incorporated this aspect of her life into the drawing with the musical notes and the microphone to her artistic journey.

Car: her independence and determination are also reflected in her ability to drive independently. Therefore, I added a car made of pebbles to the drawing as a symbol of her independence.

3 CARE AND SUPPORT - CARING FOR TOMORROW TOGETHER



3.1 Support from the municipality - caring for tomorrow together

**Amina mischievously asks what we are all going to do the stories anyway. She has too big a story to share at the community centre and, with a smile, invites us to her home. She lives in the centre of The Hague in a soberly furnished flat. The cheerfulness disappears as she begins to her life story. She has six children whom she never actually sees. One daughter sometimes calls and drops by with her grandson. Amina has been through a lot in her life. She has been abused and her divorce and migration were traumatic. Amina finds it difficult to maintain contacts and feels lonely. She used to enjoy going to the mosque regularly, is a safe haven. She explains that this is no longer possible because her bicycle has been stolen. She would like someone to help her get a second-hand bicycle and she asks for this in various places. Amina regularly calls the gerontological social worker and visits the GP. They then help her briefly, but actually she needs more support. Not only for her health, but also in terms of transport and money matters, or if she needs new curtains, for example. 'I think I will die alone at home if it ever comes to that, I am afraid that, but it is no different'*.*

3.1.1 Why is this important?

Nationwide studies warn that the availability, affordability and quality of care will deteriorate in the future¹³. To keep care available to everyone who needs it, more is being asked of municipal support and welfare services. This is already visible now. For example, welfare workers at the Service Points XL see that the number of requests for help from seniors is increasing and that seniors are more likely to have more severe age-related complaints.

Municipal support

The municipality has the responsibility to support seniors in living independently through the Social Support Act 2015 (Wmo). We do this through general facilities that everyone can use (such as Haags Ontmoeten) and individual customised facilities for which you must first get a personal indication (such as a stairlift). These facilities are important to enable people to at home for longer.

Support from welfare work

Welfare also plays an important role in supporting seniors. For instance, seniors can go to the 17 Service Points XL in the for all their questions. The older people workers specialise in providing short-term support to seniors.

Support for carers

The municipality also supports informal carers in their, sometimes tough, task of caring for their loved ones¹⁴. Of Hague's over-65s, 33% say they are informal carers and 16% receive informal care.

¹³ IBO Eldercare - doing nothing is not an option.

¹⁴ The approach to this is set out in the Informal Care Action Line (RIS317703).

Care technology to at home for longer

Technological tools can help seniors live comfortably at home for longer. Actions in the field of care and innovation can be found in the programme 'Technology for Home 2024- 2026' (RIS319220). A starting point is that technological aids match the needs of seniors and their informal carers. Through the iZi home and the various lending points in the city, seniors can experience the support technology can provide. The arrival of the Care Innovation Hub will accelerate developments in the city in this area.

Care innovation hu

The Care Innovation Hub is a unique location on Leyweg in The Hague Zuidwest where Hagenaars work together on future-proof care. The hub is the centre where care technology is developed, tested and disseminated. It collaborates with educational institutions, entrepreneurs and healthcare organisations, among others. The building will house an innovative GP centre, space for companies developing technological aids and a lending point where local residents can try out technological aids.

A new demonstration home is also being built. In this 'experience house', many smart aids have been placed in a test home so that seniors and their informal carers can experience for themselves which smart aids make daily life easier.

3.1.2 Goals

- Seniors can continue to rely on welfare work for advice and short-term support. Welfare work reaches the seniors who need it.
- Municipal support for seniors has been improved and strengthened in a number of areas.



Context dementia

People with dementia need specific care and support while living at home for longer. This is because dementia is associated with memory loss, impaired cognitive functions and behavioural changes, making daily functioning difficult. Appropriate care and support services are essential to help people with dementia maintain their independence for as long as possible. It is also important for informal carers to be able to hand over the care from time to time to sufficient energy for caring.

3.1.3 Actions per target

GOAL	ACTION	YEARLY
Seniors can continue to rely on welfare work for advice and short-term support. Welfare work reaches seniors who are need it.	Together with welfare work, we will work in the coming years to ensure that seniors who need it can continue to get the right support. To anticipate the growing support needs of seniors, we are expanding the capacity of senior citizens' work by about 6 FTEs.	Start 2024
	We agree with the professional welfare organisations that there a recurrent focus on inclusive working within the training offer for staff.	2026 - 2030
	The Servicepunt XL is a place in the neighbourhood where seniors can go with questions. The Servicepunt XL is well visited, but at the same time there are signs that seniors do not always know the Servicepunt XL as a place to ask questions about ageing. As the municipality of The Hague, we are committed to making support more findable. This involves both the Servicepunt XL and other municipal services for people with a request for help. Among other things, we are talking to senior citizens' organisations to get a better idea of how we can improve this.	Start 2025
	Informal carers have specific needs for information on support and care. In 2023, we started a pilot in four city districts to deploy staff with specific knowledge about informal care support at Servicepunt XL. From 2026, we will also extend this support to the other four city districts.	Start of expansion in 2026
Municipal support for seniors has been improved and strengthened in a number of areas.	Seniors are increasingly being asked to turn to their own network for help. Some seniors struggle with this. We are engaging senior organisations, Wmo case managers and welfare workers to determine how we can help seniors get started with identifying their network and asking for help. Consider providing group training or training volunteer network coaches who can work with the person to map the network. A culture-sensitive approach is very important here, because asking for help is not the same for everyone.	Starts implementation talks in 2027 2028 - 2030
	Good transport is an important prerequisite for continued participation. Shortages of volunteers and professionals put pressure on district buses and AV070. We are already working hard on improvements. We will investigate what else we can do to reduce the pressure on transport. Think of new ways to recruit volunteers for volunteer transport, coaches to help learn how to travel by public or smart collaborations between different organisations.	Start exploration in 2025
	A good meal is important for everyone. However, some residents need support in preparing, consuming or not forgetting meals. It is important that these residents can also continue to eat enough healthy meals. Based on a number of signals, we will investigate whether improvements are needed to the current meal facilities. To this end, we will enter into dialogue with professionals such as dementia case managers, senior advisers, district nurses, GPs and senior citizens. 🌸	Start exploration in 2026
	Respite care allows informal carers to catch their breath even at night. Since 2024, in addition to the indicated customised facilities, there is respite care at home. We also cooperate with 'Logeerhuis de Buren' in Rotterdam. Together with 'Vereniging Transmurale Zorg' and the regional municipalities, we check whether this care is sufficient and well-suited to what people need or whether something extra is needed. 🌸	Start 2025

3.2 Strengthening care and support through collaboration

** We join a group of older men at a Turkish mosque in The Hague who have limited . They have many questions for the municipality. For example, they had read a Facebook post about energy allowance from the municipality and wanted to know how to apply for it. They also had little information about care and support. They would like to get information from someone who speaks Turkish. The GP turns out to be an important source of information, often their GP speaks Turkish. We also hear a few personal stories. Yusuf's story stood out. Yusuf is an older man who came to the Netherlands from Turkey in the 1960s. More than 20 years ago, he decided to remigrate to Turkey. Recently, he decided he would rather age in the Netherlands after all, but it is . He finds that people are colder towards each other now and he still cannot find his way in healthcare. Yusuf is a heart patient and medication. He finds health insurance expensive; he lives off his children's income. He currently has medicines flown over from Turkey. He is not sure where to . He needs to meet and , to have a nice GP and someone to look over his finances.**

3.2.1 Why is this important?

Not only is the pressure on municipal support and welfare services increasing, but the pressure on GPs and other care organisations is also rising. By 2030, a shortage of at least 5,100 care professionals is expected in the Haaglanden region¹⁵. This creates uncertainty for seniors whether they will still be able to get the care they need in the future.

Complex care

It can be unclear for seniors where to ask their questions about care and their health due to the wide variety of care and welfare organisations. Seniors may have to re-tell their story at different counters before they get to the right place, or have to apply for help in different places. For seniors in emergencies, sometimes a lot has to be arranged in a short time, this can very complex. Smart cooperation is badly needed to ensure that care for seniors is, and remains, good. Consider collaborations between GPs and older people-

workers so that older people work can be called in when seniors come to the GP with loneliness problems. Wmo case managers also actively seek links with GPs, welfare work and hospitals by providing information give about municipal facilities.



¹⁵ Haaglanden Regional Plan 2024-2030.

Haaglander Healthier!

The 'Haaglanden Healthier!' plan focuses on cooperation¹⁶. This ambitious plan was drawn up by health insurers, GPs, care and welfare organisations and municipalities with the aim of reducing the care shortage by working together. The partners are committed to strengthening health prevention and using care capacity more efficiently. As a municipality, we are an important cooperation partner, but not all actions have a municipal component. In the next few years, for instance, the care organisations will work together on a one-stop shop enabling seniors in crisis situations or advanced dementia to be helped more quickly. This is called the older people Referral Point¹⁷. Medical care for seniors in the neighbourhood will also be improved as doctors with specialist knowledge about older people (Medical Specialist for older people) will more often see the GP. Hospitals in the region are working together to make this possible.

3.2.2 Goals

More seniors get the right help through smart neighbourhood collaborations



Context dementia

Collaboration in strengthening care and support in the neighbourhood can help to better meet the needs of people with dementia, allowing them to stay in their familiar environment for longer. It is also important that a person with dementia is diagnosed early so that support can be put in place in time. It often takes a long time before dementia is recognised. 66% of informal carers report that it took longer than 1 year to be diagnosed. Through smart cooperation, we aim to speed up this process.



¹⁶ Home - Haaglanden Healthier! is the concretisation of the Haaglanden Regional Plan 2024-2030

¹⁷ VPO Haaglanden.

3.2.3 Actions per target

GOAL	ACTION	YEARLY
More seniors getting the right help through smart collaborations in the neighbourhood	Many seniors see the GP as the first and most trusted point of contact for questions of help. Short lines of communication between GPs and welfare work have been established in recent years. This aims to ensure that seniors with welfare-related questions, for instance around loneliness, get the right support. A well-known method used for this is 'Welfare on Prescription'. We are looking with welfare organisations and GPs at how to further improve cooperation.	2025 - 2030
	Several broader neighbourhood partnerships have been set up between GPs pharmacists, physiotherapists, older people work, municipality, district nursing and welfare work. The aim of these is to ensure that residents with complex problems get the right care and support quickly. We to shaping and strengthening these neighbourhood partnerships. We also participate in them.	2025 - 2030
	Older people workers provide short-term support to seniors. They indicate that seniors increasingly need a more long-term form of counselling and otherwise often come back into the picture of elder work. We will therefore explore with the Wmo neighbourhood teams and welfare work how appropriate support can be provided to seniors who need light long-term counselling.	Exploration in 2025
	All Wmo case managers receive training on how to recognise dementia and start the conversation with the resident with dementia or their carer to make proper referrals for timely diagnosis. 🌸	Annual
	After hospitalisation, people sometimes need extra information or temporary help. Seniors indicate that hospitals, municipalities and welfare organisations can cooperate better in this regard. That is why we will engage with hospitals to discuss how seniors can be helped faster and better by the municipality or welfare organisations after admission.	Start in 2027



INTERVIEW COUNSELLORS ROOS AND MARGO

"IT'S TIME TO JOIN FORCES TO BUILD"

Older people counsellors Roos Peltenburg and Margo van der Salm are 2 of the 26 older people counsellors of Wijkz in The . They offer support to senior citizens in the Escamp district.

"It is time to join forces. We need to be more mindful and caring for each other in the neighbourhood."

No two days are the same. Roos and Margo receive the most varied questions. Like a lady who was swindled by someone she met on the internet. A gentleman who wants to apply for a parking permit and doesn't know how. A lady with dementia with rent arrears who turns out to be living in a dirty house. Or an older man who does not know how to get on as a widower.

Staying independent

Margo and Roos help seniors in Escamp to live independently at home for as long as possible. They get many questions about housing: "Now that there are no more care homes, it is the gap between home and nursing home is wide. We talk about the options for care and support to enable people to live at home for as long as possible. If necessary, we support in finding a more suitable home," says Margo.

Resilience

Every district has challenges. In Escamp, Roos and Margo see a lot of loneliness and notice that people struggle with language and digital resources. "But on the other hand, people very resilient. Many residents have had to fight hard throughout their lives and have not had much to live on. Research shows that the connection in Escamp is low, but we also see that neighbours are there for each other. They help each other with an errand or walking the dog," says Roos.

Joining forces

About the increasing ageing population, older people advisers have concerns. The number of requests for help is rising, waiting lists are growing and the care and welfare sector has to do more with fewer people. At the same time, it also offers opportunities. "We need to join forces for living, welfare and care even more. We need to look even more closely at each other's expertise. So where can we complement and strengthen each other further?", says Margo.

According to the pair, it is 'time to join forces'. Not only between professionals, but also with and between neighbourhood residents. "If it were up to us, we would increasingly look at mutual involvement. What people in a neighbourhood can do for each other. In the future, we need to be there for each other more. Then we can meet the challenges."

MAKING THE MOST OF YOUR LIFE

Portrait created by Amani

2023

Sir is a person who will definitely stay with me. His strong opinions, clear standards, detailed anecdotes and his outlook on life have made quite an impression on me. It turns out that Sir is not at all satisfied with his quality of life at the moment,

However, he tries to maintain a relatively positive outlook on life.

It almost seems like he is hiding behind his shield, or optimism. He makes the best of it.

In the shield, I drew an eye. The brightly coloured iris should subtly represent a sunflower and, in this case, is a metaphor for positivity, passion for life, strength, flexibility and self-confidence.

The eye is large and keeps a close eye on everything, symbolising the gentleman's active attentiveness. The eye looks through the sunflower, as it were, referring to his positive outlook on life.

The shield represents his tough, self-reliant and, above all, strong exterior. Finally, I chose to depict the shield and the eyelid in black and white. By depicting only the iris and the white of the eye in colour, I hope to put extra emphasis on this.

Indeed, the main element of my portrait is the reflection of Mr K.'s positive outlook on life.

4 LIVING IN AN AGE-FRIENDLY NEIGHBOURHOOD



4.1 Comfortable living

** We spoke to Conny at a Haags Ontmoeten group. Conny is 90 years old, and has lived on the same square in the Rivierenbuurt neighbourhood for 75 years. She lived in a single-family house with her husband and children, and they had their own business there. Now alone, she lives in a smaller, nice house on that same square. She never wants to leave here, but there is a problem: she lives in an upstairs flat with a long staircase. We gently ask if this staircase doesn't cause problems for her, but Conny doesn't see it that way. The stairs are Conny's main motivation to her exercise exercises every day. As long as she keeps her exercises, she expects to be fit enough to up and down the stairs. She doesn't want to go any further than this looking forward, but she does notice that things are starting to be more difficult. She finds it increasingly exciting to go out for alone, as she sometimes gets dizzy while walking. **

4.1.1 Why is this important?

A safe and pleasant home as a foundation

A safe and pleasant home is an important prerequisite for ageing well. Many seniors enjoy living in their homes¹⁸. The prospect of moving, especially with increasing old-age symptoms, can be stressful. Having to leave a familiar neighbourhood and network is a fear for some seniors. When a home is no longer suitable, it often leads to unexpected emergency moves. It is therefore extra important for seniors to find suitable housing.

Changes in national policy

Over the past decades, national policy has changed. Several nursing homes have closed and the focus is now on independent living with care and support at home. There is a big task to ensure that seniors can live in homes where support and care is close by. Many seniors report being unsure what to do if independent living is no longer possible. This highlights the importance of clear information on available housing options and good guidance and support.

Various types of housing

There are different types of housing that seniors need:

- There is a need for a sufficient number of barrier-free (zero access) homes.
- There is a need for housing with additional facilities, such as meeting spaces, and housing close to care facilities (residential care forms).

Many seniors want to live in a home where they can easily meet others. The Group Living Centre offers help by informing seniors about the possibilities of living in a residential group. They also help residents and professionals develop new housing groups. Association Group Living for older people also plays a role in this. They support member housing groups with information and advice.

Residential care vision 2025-2040

In spring 2025, The Hague will present the draft residential care vision. This sets out ambitions for suitable housing for people with residential care needs.

The vision focuses on several target groups. Senior citizens form

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by number, the largest target group. Until 2040, there is an increasing demand of about 20,000 residential spaces for seniors.

We create these living spaces through:

- Construction of new housing.
- Retrofitting existing homes.
- Developing innovative (collective) residential care concepts
- Improving flow

Ongoing actions

Because of the urgency, several solutions are already being worked on in anticipation of the publication of the residential care vision. In this plan, we name the actions we (will) work on, which will be further elaborated in the housing care vision and implementation plans.

To this end, we work together with housing corporations, care and welfare organisations and interest groups. A Housing and Care steering group is joining forces to implement the residential care vision. The progress of these actions is monitored via the residential care vision¹⁹.

4.1.2 Goals

- There are enough suitable homes for seniors.
- There are new residential care concepts for seniors.
- Meeting spaces in senior flats are better utilised.
- Seniors looking to move to suitable housing have information and support.



Context dementia

People with dementia are also living independently at home for longer. Therefore, when building new homes and adapting existing ones, consideration should also be given to what is needed for people with dementia. A dementia-friendly home can help seniors with dementia get their bearings better and remain self-reliant. Often, a home is equipped with care technology and aids. Dementia-friendly homes also promote meeting and activities. There should also be enough housing where proper care is provided for seniors who can no longer live independently.



¹⁹ The vision for residential care also includes the implementation of the initiative proposal 'Municipality take control, now a task force for housing for the older people' (RIS317560). An annex to the residential care vision explains which parts of the initiative proposal can be found where in the residential care vision.

4.1.3 Actions per target

GOAL	ACTION	YEARLY
There are enough suitable homes for seniors	The construction challenge is great. We encourage the construction of housing for seniors in existing and new buildings.	2025 - 2040
	Care organisations with their own properties have indicated that they see opportunities to build residential care concepts around their existing locations. We will explore with these care organisations whether and how we can accelerate this process. 🌸	2025 start
	We will work with housing associations to improve the accessibility of communal areas of senior living complexes in the social housing sector. This is not always in order now, while the homes themselves are accessible. As a municipality, one way we will do this is by funding safe mobility scooter parking facilities. This will prevent mobility scooters from being a fall hazard in communal areas.	2025 start
	When building seniors' complexes, we pay attention to what is needed for people with dementia in the home and in the neighbourhood 🌸	2026 start
	We support civic initiatives seeking collective living through the Group Living Centre.	Continuous
	The demand for informal care homes is expected to increase. We ensure that it is clear to Hague residents what the rules are for an informal care home. For instance, in some cases, it is possible to build a home without a permit. We start by publishing this knowledge on Hague pages on housing and informal care.	2025 start
There are new residential care concepts for seniors.	Opportunities for new construction are limited. Therefore, we also focus on making existing senior complexes more age-friendly. We will start developing 10 senior complexes into Hague 'plus' flats. These are flats where living, care, welfare and technology are organised in conjunction. The connection between residents will be increased and we will focus on activities that contribute to a healthy lifestyle. Here, we also pay attention to culture-specific residential care concepts.	2025 - 2027
Meeting spaces in senior flats are better utilised	The Hague has 48 residential groups, which have communal areas where activities are organised. How these communal areas are used varies. Besides stimulating new groups, Het Centrum Groepswonen is exploring how to make better use of communal spaces in existing housing groups.	2025
	In 2023 and 2024, Stichting Woonservicewijken carried out the 'Samen kracht' project in a senior housing complex on Lozerlaan. Together with residents, we looked at how to make it more pleasant to age in this complex. Based on this, improvements were made. We will continue this working method in other senior housing complexes in The . For this purpose, we will also approach complexes where (mainly) senior citizens with a migration background live.	2025 start
Seniors looking to move to a suitable home have information and support	Moving to a suitable home can be a lot of work. As a result, seniors sometimes move too late to a home that is safer and more appropriate for their new stage of life. We are working on a 'toolbox' of resources that can be tailored to help seniors in the moving process. Think good information about available housing, help with moving or the possibility of getting personal advice when needed. We are working housing associations on this and are also looking at support for middle- and upper-income seniors.	Start of development in 2025

4.2 The age-friendly neighbourhood

Cedric we meet on a bench close to the Haagse Markt. He lives nearby and he considers this bench his community centre. 'I always sit here and chat with other Caribbean older people'. Cedric says they are annoyed that there no free public toilet in the neighbourhood, also some benches have been taken away without consultation. 'Can't you arrange for us to our own space?' Cedric sees something in having our own space with a pool table and a place to play cards. We point out the library and the community centre , but he is more interested in a place he can make his own. He himself wouldn't really know where this should either. 'I'm comfortable here and I'm happy '.

4.2.1 Why is this important?

An age-friendly neighbourhood is one that invites people to stay healthy and participate. It starts with the public space, think safe pavements without fall hazards, enough benches to rest on and meet each other, safe traffic situations and accessible public transport. Basic facilities such as the supermarket and GP should also be nearby. This means a broad commitment from the municipality where we work towards a pleasant, safe and healthy neighbourhood for everyone.

An age-friendly neighbourhood is also one with support and care close by, by neighbours, volunteers and by professionals when needed; a so-called 'caring neighbourhood'. The many Love and Suffering streets in The Hague are a good example of how people are enthused to look after each other.

Improving accessibility

Accessibility is the most visible manifestation of an age-friendly city. Every four years, an inclusion agenda is drawn up that sets out how the municipality is working towards an accessible city for all. A new addition to this is the accessibility coordinator who monitors that accessibility is taken into account in developments in the city. Complementing this, this action line includes a number of specific actions to make the neighbourhood even more age-friendly. These include increasing the number of open

toilets in the city and making the neighbourhood more dementia-friendly.

Safety as a focal point

Besides a caring neighbourhood, neighbourhood safety is an important aspect. Senior citizens are relatively frequent victims of doorstep scams and clever forms of scams. Good educating seniors is important to recognise signs of scams.

4.2.2 Goals

Seniors can use public more pleasantly and safely.



Context dementia

Dementia makes people slowly get lost in the world they used to know so well. Safe

Walking routes, clear signage and accessible public spaces are examples of neighbourhood adaptations that help people with dementia find their way for as long as possible. In addition, it helps if people in the neighbourhood know what dementia is and how to help someone with dementia in a calm way when needed.

4.2.3 Actions per target

GOAL	ACTION	YEARLY
Seniors can use public spaces more pleasantly and safely.	A lack of sufficient public toilets should not be a reason not to dare to go out. Therefore, together with entrepreneurs and civil society organisations, we are increasing the number of open toilets in the city.	2026
	(Online) theft or scams via babble tricks happen faster than you think and it is important that seniors are well informed about the latest developments. To increase the online and offline safety of seniors, we organise information sessions on (digital) insecurity and babble tricks.	2025 - 2026
	For residents who find it exciting to travel by public transport, we OV coaches. They help people feel more confident travelling by public transport.	2025 - 2028
	Through an awareness campaign, we ask Hague residents to contribute to a more accessible public space in the city. Small things that everyone can pay attention to make a big difference. Think about keeping the pavement clear for a walker or wheelchair when parking your bike.	2025
	We work in different ways to raise awareness about dementia. One way we do this is by building 'forget-me-not paths', engaging with community organisations on what they need to make their activities suitable for participants with dementia and offering training to professionals dealing with people with dementia. 🌸 In 2025, we will start building the first 'forget-me-not-paths'. When constructing a path, we will also immediately look at how to improve the accessibility of the area.	Construction of first forget-not path in 2025

Elder abus

Within the municipal approach to domestic violence, special attention will be paid to elder abuse in the coming years. Elder abuse can occur when seniors become more dependent on people around them for care or arranging financial or digital , for example. Elder abuse occurs when a senior experiences physical, psychological or financial harm from someone in their environment. Elder abuse is often invisible, because those involved are afraid to talk about it or because people around them do not recognise the signs.

The aim is to prevent elder abuse, recognise it earlier and develop appropriate actions. An important way to do this is through the Local Alliance The Hague, established in 2024. This Alliance focuses on preventing, identifying and addressing financial abuse of seniors. The Local Alliance includes banks, care organisations, the municipality, senior citizens' organisations, home care and notaries. The network around the Local Alliance is still growing.

Furthermore, the municipality works to raise awareness and educate professionals and citizens about the different forms of elder abuse, how to spot it and what one can do to counter it.

FAMILY, FRIENDS AND SCHEVENINGEN

Portrait created by Rashell Oman

2023

For Ms Leny's portrait, I applied a creative concept. During the interview, it became clear that Scheveningen has had a profound influence on Leny's life. She was born in Scheveningen, which means she has much of her life there. During our conversation, I could notice how her face lit up as she shared this part of her story. Leny also mentioned that cycling is also something she really enjoys and likes to walk on the beach with her friend Anneke.

Her love for cycling is so great that she sometimes depends on the size of her shopping when she can, she cycles to the shop, but sometimes she also walks. I used different materials, including sand, pebbles and watercolour, to capture her story in a portrait. I painted Leny's interests using some symbols, which includes the following. Aeroplane: this reflects Leny's passion for adventure and discovery. Board games: this represents not only Leny's appreciation for social activities, but also the memories and feelings of nostalgia it evokes of the time she played board games with her daughters.

Heart: Leny's strong family bond is represented by the heart with the number 10. Plate: the plate represents Leny's pleasure in sharing food with her friends and family, which is an important way for her to spend quality time. The two smiley emojis: symbolise not only her two friends she met at WZH Waterhof. The coffee: symbolises her love of drinking coffee but also how she creates a social connection with the other visitors at WZH Waterhof. The person on bicycle with her arms wide open: symbolising Leny's appreciation of all the essential aspects of her life that make her happy.



5 PREPARED FOR THE FUTURE



5.1 Prepared for the future

**We meet Mustafa, 80, in a community room around his corner. Together with other neighbourhood residents, he lunch; he is the only man among the ladies. Mustafa makes a well-groomed but also fragile impression and he has bad teeth. He wears a neat shirt and goes for a walk every day, but when he walks down a flight of stairs we can see that this takes effort. He would like to participate in an interview and contribute to new policies, because: 'we have to help each other'. We at his home, a small and soberly furnished flat in the South-West. Mustafa moved on his own from the east of the country to The Hague a few ago because of at home. He found the house with the help of a "nice Dutch man" and furnished it himself with second-hand items. The living room and bedroom are separated via a self-sewn curtain. He has no family or friends living nearby. He sometimes finds it quiet at home, but he looks for occupations himself. He does not find these via the internet, as he does not have a computer. Mustafa finds this information about activities in the neighbourhood because he likes chatting with neighbours and walks a lot in the neighbourhood. Through a neighbour, he sometimes receives invitations to activities and in the neighbourhood room there is a calendar with activities of the month.*

Mustafa does not consider himself needy and he says he gets angry when this is unsolicited. He sees no reason to seek help and he does not think about getting older. Things go as they go. Mustafa lost his parents at a young age and is used to doing housework and taking care of himself. Mustafa runs his own household.*

5.2 Why is it important?

Good information on the supply of activities, support and care is very important. Tools such as the Social Map and the senior citizens' guides from welfare work provide plenty of information. However, the range of services on offer is often so extensive and the world of support and care so complex that it is difficult to find the right information.

is to an overview. It is important that seniors can find their way through all the information out there so that they can find the right activities and support. The Hague *living* webpage *for seniors* is an example of a step to better bundle information around housing and care questions. An important ambition is that everyone can receive this information, including seniors who low-literate and less digitally literate.

In addition, it is important for seniors to think about a future in which age-related problems may increase. After all, this can help prevent problems in the future.

In this day and age, not all seniors, nor their networks, know when they are eligible for support or care. Also, reaching retirement age brings financial changes. There is a lot to think about.

Can I continue to live in my home when I am older? Do I have my financial affairs in order?

5.2.1 Goals

- Seniors experience information on ageing as good and clear.
- More seniors are thinking about how to age pleasantly.
- More seniors are taking advantage of training courses to enhance their digital skills.





Context dementia

There is a lot of information available on dementia. For those affected, clear and well-organised information is important. Together with Association Transmural Care, we are working on clear information.

We also organise special 'learning weeks' for family carers and their partners with dementia.

5.2.2 Actions per target

GOAL	ACTION	YEARLY
Seniors experience information on ageing as good and clear	As part of 'Preparing for the future', we are clarifying information on what seniors can arrange themselves to age comfortably. We will do this in cooperation with care and welfare organisations. We make sure this information is easy to find and accessible, so that more seniors are reached.	2025 - 2026 information summary
	Residents of The Hague will receive a letter every crown year starting from their 75th birthday, explaining the support from welfare work. We will conduct a pilot with sending a similar letter earlier to pensioners inviting them to become active as volunteers and to get acquainted with the services of welfare work. We are also exploring the possibility of sending information in the event of specific life events, such as discharge from hospital or the death of a partner.	Start pilot in 2026.
	In collaboration with the Transmural Care Association, we are working to provide clear information for people with dementia and their informal carers 	2024 - 2025
	There are seniors who experience a great distance to the information offer and know little of what The Hague has to offer, or what needs to be arranged. We strengthen cooperation with migrant and philosophical organisations to jointly provide information to seniors. By doing so, we expect to reach seniors who are not reached through current channels.	2025 - 2026
	We are betting on the 'Better at home with dementia' programme where informal carers and their partners with dementia learn all about living with dementia in one week. 	annual
	The Wmo provides information to residents on what Wmo help is and when you can apply for it. To do so, they join consultation hours of GP practices or service points XL, among others.	Continuous
More seniors thinking about how to age comfortably	We see that seniors prefer not to look too far ahead. We want to enthuse seniors to think about how they want to age happily and what is needed to do so. Together with key figures, senior organisations and Haags Ontmoeten, we organise discussion groups on ageing and what this means for people themselves. Here, seniors can share and collect information, get inspiration and, if necessary, be referred to the right support.	2026 - 2028
More seniors are using training to improve their digital skills increase	Digital skills help seniors continue to find their way in society independently, but also stay in touch with others. We map the supply of digital skills training and enter into dialogue with seniors about whether this supply meets their needs. Where necessary, we add offerings.	Start in 2025



THE HARDEST CHOICE OF YOUR LIFE

Portrait created by Jasmijn Dijkmans

2024

Mrs is at a crossroads ... it's a difficult choice... The portrait symbolises the choice between going back to the past to her deceased siblings or moving on to the present and future to her sisters who are still alive. She tells us that older people often struggle with how different everything is today compared to the past... choosing the past (left) is shorter and seems finer, but going back to the past won't get you further in life. If you choose the future it might be a longer road but then there are higher mountains that more effort to climb but in the end you will have a better view and have achieved more

Marie is very fond of cycling and often cycles to visit her sisters who are still alive, as well as the cemetery of her deceased siblings ...

With the portrait, I want to say that even though a certain choice may seem slightly more obvious than the , it does not always mean that it also a better outcome. Dare to take the step of choosing a longer path and eventually you will get further in .

6 PICKING UP THE VOICE OF SENIORS AND MONITORING THE LINE

General measurement Age-Friendly The Hague

We will keep an eye on how trends develop. We will do this by administering the Age-Friendly Cities questionnaire to a representative number of senior citizens every other year.

Through this questionnaire, we ask how seniors rate the different domains of an age-friendly city.

We are replacing the older people monitor with a digital dashboard. In this dashboard, we present current data relevant to seniors. We also keep talking to seniors and implementing organisations such as subsidy relationships and advocacy groups to find out what is going on among seniors.

Testing specific actions

We determine prior to the implementation of each action what is needed to measure impact and satisfaction. Actions whose impact is still unknown because they are new or innovative, we monitor extensively. We do this with the help of the Knowledge Platform Age-friendly The Hague.

Knowledge platform Age-friendly The Hague

The knowledge platform consists of regional and Hague research institutions, practitioner organisations and the municipality. Its aim of the Knowledge Platform is threefold: (1) conduct research into the experiences of senior citizens in The Hague, (2) monitor municipal policy and (3) strengthen cooperation between research, practice and policy. The Knowledge Platform also conducts the Age-Friendly Cities questionnaire.

Picking up the voice of seniors

From conversations with seniors in the run-up to this action line, it became clear that seniors like to participate in the implementation of the policy. This is important, as it ensures that the approach fits their experiences. That is why we will put extra effort into this. We will do this by, among other things, maintaining good contact with the Urban Committee for the older people and setting up an Experience Council.

The Urban older people Commission

The Urban older people Commission (SOC) represents the of seniors in formal advisory bodies and with the municipality. The Urban older people Commission (SOC) consists of seniors who have a lot of knowledge on specific topics and actively collect this knowledge from city residents. They give the municipality solicited and unsolicited advice on how to age well in this .

Seniors' experience council

We do not reach some seniors as well through current research and advocacy structures. This must and can be improved. With the establishment of a Seniors' Experience Council, we aim to reach this group of seniors more actively.

Here, we focus on seniors who are low-literate, less digitally literate, have an immigrant background and/or low income.

7 BUDGET ACTION LINE

The total budget of this action line is €7.5 million. The structural budget is €5.4 million per year. In addition, we get for 2025 and 2026 €2.1 million from the State. The central government intends to continue funding after 2026. If less funding will be available from central government, other sources of funding will first be explored to carry out these actions. If this is not possible, prioritisation will take place based on the available funding.

Structural funds Age-friendly The Hague

Within the structural budget for the Social Basis, €5.4 million has been reserved for an age-friendly The Hague. This budget is part of the budget for the activity

Participation and informal help in the Care, Welfare, Youth and Public Health programme. A large part of the budget is used to encourage the many initiative in the city. This is done through the grant schemes:

- Hague meet: € 3.3 million
- Eating and meeting: € 815,000
- older people societies: € 72,000
- Advocacy for carers and seniors: € 85,000²⁰

The above subsidy schemes are specifically aimed at the target group seniors. In addition, we provide budget subsidies to Group Living Centre Foundation (€300,000) and Shopping Guidance Service Foundation (€445,000). The remaining budget the various projects in this action line.



Incidental funds Age-friendly The Hague

Part of the ambitions in this action line are funded by resources we have received from the state to promote the health of residents. We receive these funds for a specific period and purpose, so-called SPUK funds. Through these funds, the fall prevention approach is financed, among other things. For this, we receive €1.5 million annually. In addition, additional capacity for older people work is financed with €630,000 a year from the SPUK money for strengthening the social basis.

Financial consistency with other municipal policies

The action line Age-friendly The Hague 2025-2030 brings together inputs from various municipal approaches and policies. As a result, some of the actions funded from other policies. These include actions and funds from the Subsidy Scheme Together Social and Vital, Action Line Informal Care (RIS317703), the draft residential care vision, and the Policy Agenda 'Everyone Participates Unlimited' (RIS318989).

²⁰ This amount is reserved for senior citizens. The total amount of the , including the target group of informal carers, is €145,000.

ANNEXES

1 National context and municipal responsibility

For seniors, it does not matter who is responsible for providing support or care. However, it is good to describe this so that it is clear what residents can and should expect from the municipality.

National policy

The national government, together with health insurers, is responsible for most care. This includes nursing home care, hospital care, district nursing and GP care.

To keep this care available in the future, the national government has drawn up the national Programme on Housing, Support and Care for the older people (WOZO). The starting point is 'by yourself if you can, at home if you can and digitally if you can'. The programme addresses national ageing trends, growing care shortages and lack of suitable housing for seniors.

It focuses on increasing seniors' own strengths and networks, as well as the availability of support, care and housing when needed. Two other national programmes have important links to the WOZO programme. These are the Integrated Care Agreement (IZA) and the Healthy and Active Living Agreement (GALA). The IZA focuses on cooperation across healthcare laws and the GALA strengthens the commitment to health prevention including an emphasis on fall prevention for seniors. The current government will come up with a number of changes and new programmes. Areas of focus in this include continuing the building task for seniors-

housing, reduce the labour shortage, make access to welfare and care more equal and simplify care laws.

Municipal responsibility

Under the Social Support Act 2015, the municipality has a legal duty to support seniors to live independently for as long as possible. The municipality also has the task of supporting carers and volunteers and working towards an accessible city for people with disabilities.

Under the Public Health Act, the municipality has the task of supporting seniors in maintaining good health. In concrete terms, this means that it is the municipality's turn when it comes to preventive actions and support, which ensure that senior citizens of The Hague enjoy a pleasant and healthy life for as long as possible. This is an important responsibility as fewer people are working in care and the number of places in care institutions is decreasing. The council therefore sets ambitious goals for an age-friendly The Hague.

Municipal policy

The Hague Agreement 2023-2026 and various municipal policy programmes describe the importance of an age-friendly city. The Hague Agreement mentions the importance of a Housing, Support and Care programme for the older people that allows seniors to continue living comfortably independently. It focuses on the importance of a strong social base and combating loneliness among seniors.

It also stresses the importance of culturally and queersensitive care. The task is big, which is why different approaches are being used to work towards a city where it is pleasant

ageing is. From the Haaglanden Regional Plan (RIS317308), the municipality is working on improved cooperation for older people care, across care laws. From the Hague Prevention Approach (RIS316587), the municipality is committed to health prevention and increasing livelihoods with the aim of reducing health disparities in the city. Other important policy plans that contribute to an age-friendly The Hague are the draft Residential Care Vision expected in spring 2025, the Action Line Informal Care 2024-2026 (RIS 317703), Policy Plan Professional Welfare 2021- 2024 (RIS310647), Technology for home 2024-2026 (RIS319220), In The Hague everyone participates without restrictions 2024-2026 (RIS318989) and the policy framework Social Basis expected in 2025. Several actions and goals from these policy plans are also reflected in this action line for an age-friendly The Hague to show how the various approaches are linked.

2 Participation report Action Line Senior-friendly The Hague 2025-2030

In this participation report, we give an overview of the conversations we had and what influence the conversations had on the actions in the action line. At the heart of the participation process is the 2024 'summer tour'. The insights from these conversations were deepened through discussions with professionals with practical knowledge. Initial versions were tested with interest representatives and signals were collected. Naturally, the insights from the discussions that regularly take place with civil society organisations were also included.

2.1 Summer tour 2024

Focus of summer tour

We conducted interviews with seniors who are low-literate and/or from migrant backgrounds. There are several reasons why we chose to speak to these seniors. The biennial survey of seniors on the city's senior-friendliness reveals that there a group of seniors, relatively often from low-income and migration backgrounds, who perceive the city as less age-friendly. These are seniors we speak to least often through research and advocacy. These are also often seniors who feel a distance from the municipality and its support offerings. Finally, the municipal council requested that we develop a culture-sensitive approach. Involving seniors with a migration background in the creation of this action line was an important step to this end.

We worked with consultant Fatoş Ipek to this participatory process a success. Fatoş is herself an experience expert on this topic, from her experience of caring for her father and the knowledge she about this topic afterwards. Thanks to this collaboration, the method of the participation track fitted well with the needs of the seniors we wanted to speak to.

Target

We asked seniors open-ended questions about ageing and the things they experience. In this, we did not want to direct too much. The aim was to get a good understanding of what issues are important to seniors and to gain insight into their daily lives. With this insight, we wanted to test the broad outlines of the plan but, more importantly, arrive at concrete actions that have impact.

Process

For six weeks, we spoke to seniors, in summer 2024. We wanted to speak to seniors from different cultural backgrounds, and we wanted to speak to both seniors who use meeting and support services and seniors who do not.

We visited six Haags Ontmoeten locations where many seniors with a migration background come, such as the Burcht and WZH Transvaal. In addition, we visited other meeting places visited such as Tien Yan Foundation and the Southwest Care Room. We also visited more natural meeting places.

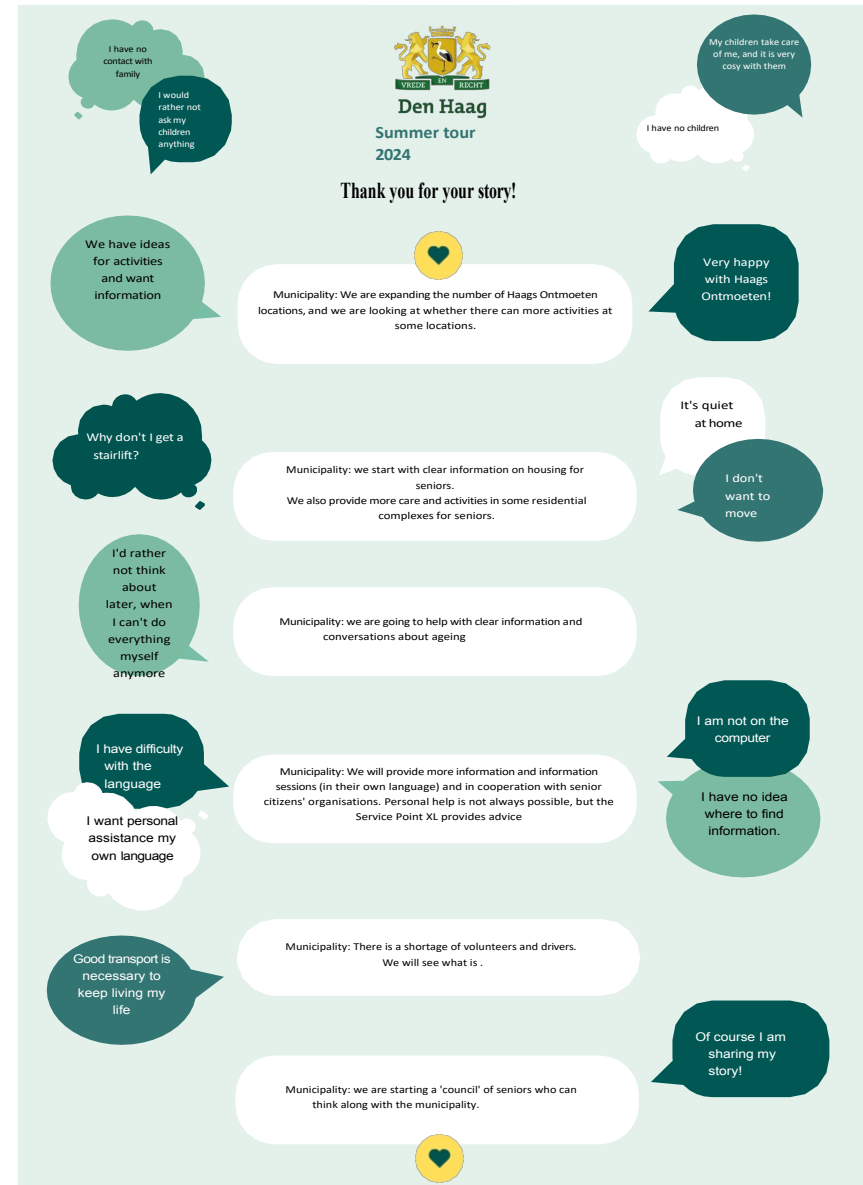
We spoke to seniors in libraries, ice cream parlour Florencia and a mosque. We also went to different places with the Neighbourhood Bakkie to address seniors.

Follow-up interviews were held with four seniors at their homes to receive more in-depth information.

Output of the talks

Seniors were happy to share their experiences. The summer tour led to both broader insights and concrete results. Broader insights we gained include the importance of being seen and personal advice, the importance of being able to keep participating, the big differences in self-reliance and attitudes to care and the big differences in access to information on ageing. The summer tour confirms the importance of a culturally sensitive approach.

Some of the actions that resulted from the summer tour can be read in the flyer we created for those who participated. We went back to locations wherever possible to informing participants of the outcomes.



The actions and insights from the summer tour are a combination of actions that apply to seniors regardless of their background or level of literacy, and actions that specifically target the increasing the inclusiveness of the action line. Below, we explain for some of the actions how they stem from the summer tour:

- *Establishing an experience council*

Speaking to seniors from migrant or low-literacy backgrounds is a prerequisite for inclusive senior policies. It is important to remain actively engaged with these seniors to ensure that they are well heard down the line. We saw that seniors like talking to the municipality through sharing their experiences. To maintain this, we therefore set up an 'experience council' on of low-literate seniors and seniors from migrant backgrounds. Through the discussion of experiences, collective experiential knowledge is created that we can use to continue to sharpen policy implementation.

- *Providing information to seniors from migrant backgrounds*

There is a big difference in self-reliance and access to information among seniors. In some locations, information needs were high. Therefore, we will provide targeted information to seniors with a migration background. and low-literacy seniors on topics they need. Finance is one of the topics where there are many concerns and questions.

- *Focus on transport*

Transport often came back as an essential way to remain self-reliant and participate equally. Even though there is already a lot of municipal attention on this, we will take a broad look at the possibilities to improve transport for seniors even further.

- *Haags Ontmoeten continues to expand and develop*

Many seniors expressed the importance of Haags Ontmoeten. It gives pleasure, a nice day out and reduces stress. We will therefore continue to expand the number of locations, including a focus on reaching seniors with a migration background. We also saw that some seniors want to be more challenged. We will talk to locations about this.

- *Starting the conversation about the future is important and be done carefully*

It is difficult to talk about the phase when old age symptoms take over. We have seen little

That seniors are preparing for this next phase.

The participation process has demonstrated the importance of starting these conversations about the future and provided guidance on how to shape them.

- *Creating culture-specific offerings where needed*

A broader action from the summer tour is to engage in culture-specific offerings. For some seniors, it is essential to receive offers and information that fit in with their daily lives and the places they already visit.

One example, mentioned above, is specifically offering information sessions at locations where seniors with a migration background already meet. Other examples include stimulating culture-specific Hague Meeting locations, culture-specific digital skills training, stimulating culture-specific residential care concepts and meal initiatives. This requires intensive cooperation with (self-)organisations.

2.2 Review and complement by professionals with practical knowledge

We tested the insights from the summer tour with professionals with practical knowledge. In this way, we were able to broaden and deepen the insights. During a discussion with a number of Wmo case managers, the importance of good cooperation between general facilities and tailor-made facilities in particular came to the fore. A number of possibilities for improvement were mentioned. These are further elaborated in a number of actions aimed at improving municipal support.

We presented the insights from the summer tour to a number of older people workers from Wijkz, including intercultural older people workers. Part of the talk was about the support that older people's workers provide and how it is changing in a time when the number of seniors living independently with age-related problems is increasing. Actions arising from these conversations include strengthening elder work and focusing on more long-term support for seniors. Substantive actions sharpened following this conversation are an emphasis on the importance of culture-specific forms of residential care and an action that deals with strengthening seniors' networks.

2.3 Advocacy and knowledge institutes

The following describes how the insights of advocates and researchers have been incorporated.

Urban older people Commission

The Urban older people Commission (SOC) is an important interlocutor for us. In its formation, previously written opinions were taken into account, including on the topic of

live. We discussed a first version with the SOC. The SOC agreed with the broad outlines of the piece.

We discussed the importance of empowering language. The SOC drew our attention to some statements that they saw as negative framing. In consultation, we formulated the objective of this action line as 'ageing well'. In addition, the 'prepared for the future' section is based on advice from the . A later version of the action line was also shared with the SOC.

Client council - sub-council Wmo

On 1 November 2024, the action line was discussed with the client council social domain, sub-council Wmo. The aim was to test the big line and up signals and insights. The big line was positively, in addition 16 recommendations were shared. We were able to adopt a large number of recommendations. See the response to the recommendations on the website of the Hague Client Council Social Domain.

Alzheimer Haaglanden Foundation

The actions focused on dementia were tested at the Alzheimer Haaglanden Foundation. The actions were received positively, some minor adjustments we were able to adopt.

Lectureship Urban Ageing The Hague University of Applied Sciences

The provisional action line was presented in the Knowledge Platform Age-friendly The Hague. In addition, a first full version of the action line was shared with the lector Urban Ageing of The Hague University of Applied Sciences with the request to test it against his knowledge from previous studies. We received a positive response focused on the breadth of the themes that recur in the action line and the focus placed.

3 Evaluation action programme Age-friendly The Hague 2020-2022

The action line Age-friendly The Hague 2025-2030 builds on the action programme Age-friendly The Hague 2020-2022. The approach adapted from the current national and local situation and based on lessons learned from the past four years. We discuss the main adjustments below.

Longer duration and broader scope

The ageing of the population involves tasks that long-term solutions. That is why a longer term has been chosen for this action point than for the previous action programme. We also see that the challenges require a broader perspective. With the themes 'Participation and enjoyment of life', 'Healthy and resilient', 'Pleasant living in your neighbourhood' and 'Informed and involved', the previous action programme offered a broader view.

a good basis for the current action line. At the same time, national developments in housing and care have led to a broader scope of the new action line. We decided in this action line to combine several approaches together bring, with first and foremost the experiences of seniors themselves. Thus, a new chapter 'Care and support - taking care of tomorrow together' has been added to the action line and efforts are being intensified on the (sub)themes 'Comfortable living' and 'Prepared for the '. By broadening the , the action line is more in line with the experiences of seniors themselves, as we present the most important themes for seniors as a whole. In addition, this allows us to contribute more effectively to the tasks around the sustainability of care and the demand for suitable housing for seniors.

Stronger commitment to seniors in a vulnerable position

Inequality among seniors is high. This picture is confirmed from the Age-Friendly Cities questionnaire, segregation monitor, conversations in the city and signals from Council. Seniors in a poor financial position, with a migration background or mobility problems generally have more difficulty in growing old healthily and enjoyably. Targeted, additional and intensive efforts are needed to reach all Hague seniors. The current channels for research, advocacy and general information provision do not sufficiently meet the diverse needs of Hague seniors, especially those in a vulnerable . Still too often, we have heard from seniors that they do not know where find information. Therefore, in this action line, we are putting a firmer focus on connecting with seniors in a vulnerable position.

Continuing and strengthening successful activities New is not always better. Therefore, we have looked at which activities from the previous action programme are important for our residents. We will continue with the activities that have demonstrably produced positive results in the city. For example, we will continue to focus on:

- Hague Meeting. The impact of Hague Meeting was evaluated in 2022 by an external research agency. The results were positive. Haags Ontmoeten was highly by participants (8.5) and the agency concluded that Haags Ontmoeten is a valuable facility with, presumably, a preventive effect. From the study recommendations for further development. This led to more attention to the distribution of Haags Ontmoeten locations in the city, a multi-year funding system and a better offer of expertise promotion for providers of Haags Ontmoeten. In the new action line, we will continue to deploy

on a solid supply of venues, both in the distribution across city districts, and in culture-specific offerings.

- Fall prevention trainings. The fall prevention trainings were evaluated by an external research firm in 2023 and 2024. The survey shows that participants are positive about the training sessions, 88% of the participants spoken to give the training an 8 or higher and all respondents would recommend the training to others. Seniors felt after the training, noticed that their muscles became stronger and reported falling less often. Even one year after participating in the training, the vast majority of former participants said they felt more confident (85%). Based on these results, we will expand the number of training sessions so that more seniors can participate.
- Diverse activity offerings. We support organisations and senior citizens to realise a diverse range of activities. We do this (among others) through the subsidy scheme *Together socially and vitally* and the subsidy scheme *Activities for and by people over 55*. With the subsidies from *Samen sociaal en Vitaal (Together Socially and Vitally)*, over 38,500 residents of The Hague will have been reached by 2024, with 42 annual subsidies awarded to organisations that organise activities for senior citizens. With the subsidies from *Activities for and by people over 55*, almost 200 senior citizens' clubs received an appreciation. Interviews with organisations and senior citizens show that the activities provide, among other things, more encounters, knowledge (about facilities, for example) and enjoyment of life.



Colophon

This is a publication of
Municipality of The Hague

Design and production
Business Service May 2025