

<p>- <i>TampereSenior PROGRAMME – AGEING SOCIETY AS A POSSIBILITY</i></p> <p>-</p>	
<u>Organisation / Country:</u>	City of Tampere and Tampere Region / Finland
<u>Website:</u>	Here
<u>Contact this email for further information:</u>	policy@esn-eu.org
<u>Summary:</u>	<p>The City of Tampere has been committed to developing a strong vision enabling its senior citizens to feel safe and happy as well as to stay longer at home. TampereSenior – Ageing Society as a Possibility is a strategic programme running from 2012 until 2020 that aims to:</p> <ul style="list-style-type: none"> • seek new approaches which empower older people to be active members of society and participants in policy-making processes, • coordinate different research initiatives and structural changes implemented in collaboration with the city, • disseminate good practice examples, • foster the development of new business and technologies that address ageing issues through customer-oriented services for older people, • gather data on the challenges and opportunities of an ageing society. <p>The programme brings together local authorities, NGOs, third sector, companies, senior citizens and universities to start innovative collaboration in order to make the city a good place to live at all ages. The steering committee of the programme called the Future Group is chaired by the Deputy Mayor for Senior Citizens' Services.</p> <p>Four working priorities have been identified:</p> <ol style="list-style-type: none"> 1. Strengthening the civil society, 2. Supporting employment for older people, 3. Building a barrier-free city and create environments for independent living, 4. Gathering scientific knowledge on ageing. <p>Policy Frameworks from the national and local level <u>At the national level – the Finnish national innovation programme (INKA 2014-2020):</u> This legislation give local authorities the opportunity to develop technology based solutions together with other partners. The</p>

	<p>Municipality of Tampere is taking the lead on the Smart City and the Renewing Industry subprogrammes.</p> <p><u>At the local level – the Tampere City Strategy 2025:</u> The strategy includes a focus on new solutions for older people’s care at home to make older people stay longer in their home¹. This may include telehealth or personal and household services.</p> <p>2014 Active & Healthy Ageing Working Group at the local level This Working Group involves stakeholders and experts, namely the City of Tampere, Tampere University of Applied Sciences, FinnMedi Ltd (life science cluster organization), Tredea Ltd (regional business development agency), the Baltic Institute of Finland (EU project facilitator), consultants and companies. Its main objective is to locally prepare and develop EU cooperation opportunities (especially on active and health ageing) within the 2014-2020 funding programmes as well as experiment with new services and products. The City of Tampere is part of the WHO-Europe Healthy Cities Network and AFE-INNOVNET project.</p> <p>TampereSenior also sets concrete targets for developing services for older people such as the “IPU” project (from hospital to home) between 2013– 2016 which aims to reduce the number of days spent in hospitals through home-based care. In the short term, the focus is on developing personal and household services and preventive services to offer the opportunity for people to stay at home.</p>
<p><u>Issues:</u></p>	<p>A remaining issue are external perceptions on older people. It continues to be a struggle to move away from stereotypes:</p> <ul style="list-style-type: none"> • ensure that older people are directly involved and represented within the programme. • ensure that the targets and working environment remain relevant along the 6-year running programme; if needed, adapt the programme to potential changes.
<p><u>Resources:</u></p>	<p>Annual budget: EUR 250,000 (financed by the City of Tampere). Some parts of the projects are funded by other organisations such as ministries, private businesses and associations.</p>

¹ See also practice example on the Service integrator Kotitori (Kotitori – palveluintegraattori)

<p><u>Objectives:</u></p>	<ul style="list-style-type: none"> • Changing external perceptions on older people, involving them in the society and supporting more positive approaches • Promoting wellbeing and health, active inclusion, empowerment and living at home 						
	<ul style="list-style-type: none"> • Responding more effectively to the complex social and health-related needs of older people 						
<p><u>Outcomes:</u></p>	<ul style="list-style-type: none"> • Strengthening of the geriatric polyclinic in order to have a specialisation on older people's care, • Decrease in the need of institutional care through home care services • Investment in preventative services and voluntary work. Services and guidance are provided face-to-face in one-stop shops. • Involvement of informal carers and of families of service users, • Development of technologies for the provision of personal and household services. E-services are also made available. • Support through user-oriented home care and client guidance, • Offer of more options of living, e.g., life cycle block in Tesoma • Decrease in the number of older people staying in hospital and an accelerated shift of the hospital-based care system towards a more home-based care system. The guiding idea is to avoid a prolonged stay in institutional care by enrolling service users in 24-hours housing services. <p>Percentage (%) of people over 75 years old living in Tampere: <i>in 24h housing</i> <i>in institutional</i></p> <table border="1" data-bbox="504 1301 1447 1406"> <tr> <td>31.12.2014</td> <td>7,2</td> <td>2,6</td> </tr> <tr> <td>31.12.2012</td> <td>4,7</td> <td>4,7</td> </tr> </table> <p style="text-align: center;">care</p>	31.12.2014	7,2	2,6	31.12.2012	4,7	4,7
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<p><u>Evaluation:</u></p>	<p>Since the programme started in 2012, there is no evidence on outcomes available yet. This programme is managed by the City of Tampere's Purchasing, Promotion of Senior Citizens' Welfare Department, which produces and analyses data. Many indicators on older people's living health and wellbeing are provided also through other services such as the Kotitori service level agreement or client satisfaction or Outcomes Star. Outcomes Star is an evidence-based tool for supporting and measuring change in home care and day-centre care for older people.</p>						