



For the Wellbeing and Dignity of Older people



Guide to the WeDO Partnership

Last update: April 2013



The WeDO partnership in a nutshell

1. What is the WeDO partnership?

The WeDO partnership is an informal network of individuals and organisations committed to:

- promote the European Quality framework for long-term care services developed in the WeDO project; see: <http://www.wedo-partnership.eu/european-quality-framework-long-term-care-services>
- work on the improvement of the quality of long-term care services;
- share experiences and good practices with other Partnership members.

The partnership involves at the moment 16 EU countries. See the list at the following link: <http://www.wedo-partnership.eu/partner-list>

'WeDO' stands for Wellbeing and Dignity of Older people.

2. Who can be involved?

Any organisation willing to promote and disseminate the EU quality framework for long-term care and work on the improvement of quality long-term care can be involved.

3. How can you get involved?

■ As a member

- By registering to the mailing list wedo-partnership@age-platform.eu at http://www.age-platform.eu/CRM/index.php?option=com_civCRM&task=civCRM/profile/create&gid=30&reset=1
- By entering the LinkedIn group 'WeDO partnership'

■ As a leader

- By sending an email to maude.luherne@age-platform.eu.

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Introduction

This guide is the result of the experiences and the evaluations of the WeDO project. It aims to help anyone who works or would like to work on the topic of care, long-term care services, fight against elder abuse and participation of older people in need of care in society.

I. Background: what was the WeDO project?

In the last few years, the issue of abuse and negligence against vulnerable older people has gained importance at European and national levels. Public authorities, policy makers, care providers and end users' organisations are now aware that elder abuse can no longer be tolerated and measures must be put in place to ensure that all older persons who become depend on others for care and assistance are adequately protected and can enjoy a dignified old age.

The **WeDO (Wellbeing and Dignity of Older people)** project was launched on December 2010 for two years and was coordinated by AGE Platform Europe. The project gathered 18 partners from 12 countries, and involved more than 250 representatives from public authorities, long-term care insurance funds, care providers, bodies responsible for the supervision of care institutions and care services, older people and LTC users organisations in the **WeDO 'national coalitions'**. It built on previous EU projects in the field of long-term care (LTC) and elder abuse, and is based on the voluntary EU quality framework for social services developed by the SPC and on the EU Charter of the rights and responsibilities of older people in need of long-term care developed in the EUSTACEA project (<http://www.age-platform.eu/en/component/content/article/78-previous-projects/659-daphne>).

Together the project partners developed the **European Quality Framework for Long-term care services**, which includes a common vision and proposes a set of 11 quality principles and 7 areas of action where quality of long-term care services can be improved. The framework also includes guidelines for the implementation of the Quality Framework with recommendations for policy makers, service providers, professional carers, and older people's and informal carers' organisations and a methodology on how to develop a participatory approach.

The national coalitions actively contributed to the development of the European Quality Framework, identified good practices, reflected on the gaps in their long-term care systems and agreed national strategies. At the end of the project, the **WeDO partnership** was open to new partners. This virtual platform has been set up to support exchange of knowledge and experiences on long-term care services between a wide range of organisations active at all levels (policy makers, service providers, older people's and informal carers' organisations). All WeDO coalitions have committed to continue to remain active in the WeDO partnership and to implement their national strategies. More information, including a set of 231 good practices, is available online: www.wedo-partnership.eu.

The EU quality framework is available in 11 language versions (links to the documents are included in each language):

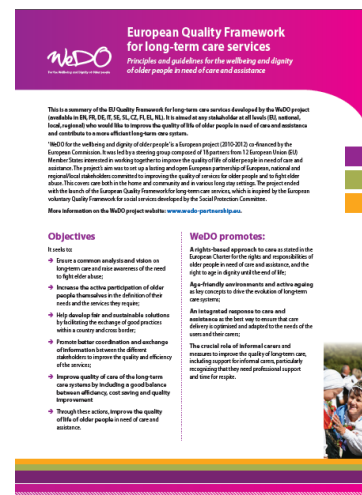
4. Long version

- [English / English \(Version for Ireland\)](#)
- [French](#)
- [German](#)
- [Italian](#)
- [Dutch \(Version for Netherlands\)/ Dutch \(Version for Belgium\)](#)
- [Swedish](#)
- [Finnish](#)
- [Slovene](#)
- [Czech](#)
- [Greek](#)
- [Spanish \(translation and edition on a volunteering basis by FATEC\)](#)



5. Short version (4 pages)

- [English](#)
- [French](#)
- [German](#)
- [Italian](#)
- [Dutch](#)
- [Swedish](#)
- [Finnish](#)
- [Slovene](#)
- [Czech](#)
- [Greek](#)
- [Spanish \(translation on a voluntary basis by Mercè Mas Quintana, FATEC\)](#)
- [Catalan \(translation on a voluntary basis by Mercè Mas Quintana, FATEC\)](#)



You can also find them on: <http://www.wedo-partnership.eu/european-quality-framework-long-term-care-services>.

6. The leaflet 'Join the WeDO partnership'!

- English
- French
- German
- Italian
- Dutch
- Swedish
- Finnish
- Slovene
- Greek
- Czech



Join our EU-wide partnership and benefit from a community committed to **improving the wellbeing and dignity of older people in need of care and assistance**

We can DO a lot starting by making small changes.

The WeDO partnership is aimed at any stakeholder who would like to improve the quality of life of older people in need of care and assistance, through the implementation of the EU quality framework for long-term care services.

The WeDO Partnership is an excellent opportunity to **share your experiences, get access to innovative ideas.**

So get involved!



II. The WeDO Partnership : description and tools

The WeDO partnership is one of the main results of the WeDO project. Its main aim is to disseminate and promote the EU quality framework for long-term care services.

1. The WeDO partnership for beginners

■ What is the WeDO partnership?

The WeDO partnership is an informal network of individuals and organisations committed to:

- promote the European Quality framework for long-term care services developed in the WeDO project;
- work on the improvement of the quality of long-term care services;
- share experiences and good practices with other Partnership members.

The network is voluntary-based. It has no limit regarding the number or the kind of organisations and the countries involved.

It is facilitated by AGE Platform Europe¹ and active thanks to ‘partnership leaders’ in each country. Its activities are visible through an online information platform: www.wedo-partnership.eu.

By the promotion of the EU quality framework for long-term care services, the WeDO partnership uses two main approaches:

- A **multi-stakeholder approach**: the partnership involves a wide range of organisations such as service providers, older people’s and informal carers’ organisations, universities and research centers, policy makers, etc. These organisations work together in the coalitions at local, regional or national level.
- A **participatory approach**: the partnership builds on a methodology for a participatory approach used to set up and facilitate local, regional and national coalitions of stakeholders. The coalitions are involved in the development, agreement, implementation and evaluation of the WeDO partnership activities. The methodology is explained in the Part 2 of the EU quality framework for long-term care services.

■ Why to join the partnership?

The WeDO partnership:

- enables the mobilization of a variety of stakeholders with a direct link with civil society;
- allows access to good practices, experiences and innovative ideas on long-term care services;

¹ www.age-platform.eu

- gives access to information on activities of the European Union in the field of long-term care and the possibility to provide inputs on the current processes taking place at EU level;
- using a rights-based approach, it offers a community of values and a common vision for long-term care in Europe and beyond;
- does not imply any legal obligation or official involvement; it is a voluntary-based and learning process.

■ How to join/ how to become member?

Joining the partnership is easy.

You can register online. After reading the WeDO partnership statement², you can register online to the following link:

http://www.age-platform.eu/CRM/index.php?option=com_civicrm&task=civicrm/profile/create&gid=30&reset=1



This registration will add your email to the general **mailing list** of the partnership. In the 'tools' part on of this guide we explain you more how it works.

Registration is free of charge. Your involvement depends on your time and effort capacities. Every year, we will ask you to answer a survey on your involvement in the partnership.

You can also **participate or set up a coalition** of stakeholders:

- If you are based in one of the countries involved in the WeDO partnership, contact your coalition coordinator and take part in their work. You can contact them here: <http://www.wedo-partnership.eu/partner-list>
- If your country is not yet involved in the WeDO partnership, contact AGE Platform Europe (info@age-platform.eu). We will provide you with information and support to help you join the partnership and set up a coalition of stakeholders in your country. You can get a first set of ideas in the EU quality framework Part 2 – methodology for a participatory approach.

■ Where can you get more information? Who to contact?

The website of the WeDO partnership is: www.wedo-partnership.eu.

You can contact the coalition leaders here: <http://www.wedo-partnership.eu/partner-list>

You can also contact AGE secretariat if you need information: info@age-platform.eu and Maude Luherne, WeDO project coordinator, at maude.luherne@age-platform.eu.

² <http://wedo.ttp.eu/system/files/joint%20statement%20web.pdf>



You can find a summary of all this information above in the **WeDO partnership leaflet**, translated into 10 languages. http://www.wedo-partnership.eu/node?qt-home_tabs=1#qt-home_tabs. Feel free to disseminate it!

2. WeDO partnership : being a member

There are two options to become member of the WeDO partnership. One is to be a partnership member, the most basic 'level'. Your role is to receive and share information with the wider partnership. The other option is to be more active as 'partnership leader'.



■ Partnership leaders

The partnership leaders are the most active individuals members in the partnership. They are expected to provide specific inputs to the partnership activities. They include the coalition leaders and all other organisations wishing to play an active role in the partnership.

Their role is to:

- Lead or participate actively in their coalition; inform the other members on the coalition's activities (more information in the 'tools' section)
- Be the 'WeDO' contact person in their country/region/locality; concretely, they will be the contact person on the coalition's webpage on the partnership website (<http://www.wedo-partnership.eu/partner-list>).
- Update the WeDO website by providing regularly news, good practices, events, resources to the website and by updating their coalition's webpage. Partnership leaders will have specific rights to update directly the website.
- Contribute to transnational activities, mainly participating to the bi-yearly skype meetings organized by AGE to monitor the partnership activities, exchange experiences and ideas and if relevant, organise coordinated actions.



Becoming a partnership leader gives a great visibility to your organisation. It represents a good learning opportunity in European policies in long-term care, European funding opportunities and in project management. It is also a good opportunity to widen your contacts in that field and cooperate with organisations you never worked with. The 'EU' basis of the partnership is an asset.

The WeDO partnership is a learning and flexible process. Partnership leaders can change overtime, according to the strategies decided in the coalition and the availability of the coalition members. A rotating partnership leader can be foreseen in each coalition as a sustainable option, for ex. Changing every year.

■ Partnership members

The partnership members are all the individuals and organisations who agree to promote and disseminate the EU quality framework for long-term care services.

The members are a wide range of organisations at different levels (EU, national, regional, local) and acting in health, social or human rights domains; they can be older people and informal carers' organisations, universities and research centers, policy makers, service providers, etc.

Their role is:

- To promote the EU quality framework for long-term care services and spread the word on WeDO whenever possible.
- To share information and good practices with the other Partnership members on quality long-term care. They can do it using the WeDO partnership mailing list ([wedopartnership@age-platform.eu](mailto:wedo-partnership@age-platform.eu)), the WeDO LinkedIn group or by contacting their coalition leader.
- If possible, to participate in a coalition in their country/region/local community. This can be done in an informal way (expression of interest) or in a more formal way (recognition as a formal member of the coalition).



One of the main objectives of the WeDO partnership is to include more and more members and countries.

3. WeDO partnership: tools

There are a number of tools for the partnership to be able to function. The three main tools are: the information portal (the WeDO website), the virtual community (the mailing list and the LinkedIn group), and the coalitions at national, regional and local level.

■ Looking for information

The website is the main information tool. It is an 'information portal' where you will find:

- The EU quality framework for long-term care services, long and short versions, in all languages
- The WeDO partnership leaflet "Join the partnership!" in all languages
- Contact details of the leaders of the WeDO national coalitions
- Examples of quality tools
- A comprehensive database of good practices

The address is www.wedo-partnership.eu.

The WeDO partnership leaders have also access to the private part of the website which includes:

- An online methodology for a participatory approach with more detailed tips and ideas on how to set up a coalition

- A summary of the experiences of WeDO national coalitions
- More precise promotional material: relevant power point presentations, articles, etc. on the WeDO partnership.

The Twitter and Facebook accounts are complementary tools to the website, either to disseminate website updates or to share other relevant information that would not be relevant to publish on the website (like external events, newspaper articles, campaigns or videos).

The Twitter account is <http://twitter.com/#!/WeDOcoordinator>.

You are not obliged to register to twitter: you can simply open the WeDOcoordinator twitter page to see all the WeDO ‘tweets’ but also all the important ‘tweets’ we selected from other accounts. If you have a Twitter account, you can ‘follow’ the WeDO partnership twitter account; so each time the WeDO account is updated it appears automatically on your follow up page.

The Facebook account is <http://www.facebook.com/pages/WeDO-partnership/101984413250743>.

You are not obliged to register to facebook to see this page: you can simply open the WeDO facebook page to see information. If you have a facebook account, you can ‘like’ the page and follow the updates we make.

The accounts are managed by AGE, based on information received from different sources.

■ Sharing information

Sharing information is a key activity in the WeDO partnership. Several tools can be used for that:

The mailing list can be used by all members of the partnership by sending emails at [wedо.partnership@age-platform.eu](mailto:wedo.partnership@age-platform.eu). When sending an email to this address, it sends the message to the whole mailing list.

- To register for the mailing list: http://www.age-platform.eu/CRM/index.php?option=com_civcrm&task=civcrm/profile/create&gid=30&reset=1.
- To unsubscribe to the mailing list: [unsubscribe from the mailing](#) list

The mailing list aims at spreading news, events, interesting publications, good practices, and to inform the members on how the WeDO quality framework is implemented in your country/region/local authority. You can also use it for calls of interest to take part to some projects and initiatives you want to launch. The mailing list has to be used by all partnership members.

This mailing list cannot be used for any commercial purpose.

The LinkedIn group ‘WeDO partnership’ can be used by any individual who has a LinkedIn account³. Entering the group is free and without any pre-authorization. The group acts just

³ If you don’t have a LinkedIn account and you would like to create one, please see in Annexes.

like a mailing list. When you post a message, your message goes to all members of the group. You can 'like' and post comments to a message posted by others.

To register the group: you enter the LinkedIn website (<https://www.linkedin.com/>) and you look for the search engine at the top left of the main page. You enter in it WeDO partnership, and then you just need to join the group.

The partnership leaders have other tools to share information, like updating directly the website and participating to Skype meetings. The 'Guide for partnership leaders' details how to use these two supplementary tools.

■ **Contributing to a coalition work**

The coalitions are local, regional or national working groups aiming to promote and contribute to the implementation of the EU quality framework. It is also a good opportunity to better know local good practices, experiences and widen contacts in the field of long-term care services.

Coalitions are free to organize the way they prefer. They can work on an informal basis, through exchange of information by email combined with some physical meetings. They can also work on a more formal basis, with clear terms of references and a publicly available list of members. Coalitions are usually led by a 'partnership leader' who moderates/facilitates the coalition work.

The **activities** of the coalitions can be:

- Identify good practices and exchanging information on them
- Identify the main issues and gaps in long-term care services at local/regional/national level and discuss on solutions on how to overcome them
- Set up/implement an action plan based on the EU quality framework for long-term care services and plan some specific actions and events– together as a coalition or separately in each organisation.

The methodology for a participatory approach included in Part 2 of the EU quality framework for long-term care services is a **methodology on how to set up and manage a coalition**. A coalition starts usually with a first informative meeting aiming to explain the WeDO partnership and quality framework and gather feedbacks, practices, experiences on that topic.



Contributing to a coalition work is a great benefit for you: contacts, information, experiences and a greater motivation to work deeper on the subject and learn from others' experiences. The coalition leaders participate to the transnational activities and can involve you in these.

■ **And... some 'communication' rules**

- Always disseminate the link to the WeDO website: www.wedo-partnership.eu
- Show as much as possible the logo, in English or in your language
- Publish WeDO on your website

- Use a positive tone of voice – prevent dramatic one / better look for solutions when you identify obstacles.
- For partnership leaders: use the communication toolbox (soon) available on the private area, including articles, power point presentations, etc.
- Try to use the same colours and style as this guide (see annex)

III. WeDO partnership : strategy, action plan and ideas

The WeDO partners agreed to set up a strategy at the end of the WeDO project to better disseminate the project's results and set up a coherent approach for the WeDO partnership. The strategy is only indicative, aiming to propose a coherent approach for the EU quality framework for long-term care services. It is based on the national and EU strategies developed during the WeDO project.

National coalitions developed during the WeDO project strategies, available here:

- <http://wedo.tttt.eu/system/files/Summary%20of%20national%20strategies.pdf>

The EU coalition also developed a European strategy, available here:

- http://wedo.tttt.eu/system/files/Final%20EU%20strategy_without%20logos%26supp.pdf

The EU quality framework implementation is a long way to go. But step by step, the WeDO partnership can make a difference if a coherent and efficient strategy is put in place.

1. WeDO partnership general strategy

■ General activities

- Looking for information (events on the website, news, good practices, etc.)
- Sharing information : everybody has to know about WeDO
- Exchanging experiences
- Acting in the coalitions
- Virtual meetings: Skype meetings with partnership leaders (discussions on the WeDO partnership activities, set up of coordinated actions if needed, and when available analysis of the results of the annual survey)
- Physical meetings (when budget allows): events, or side events around conferences, or send WeDO delegations to some events – evaluation suggested the organisation of annual events including presentation of good practices – even study visits
- Partnership 'moments':
 - Every year: annual survey on the WeDO partnership to all members
 - Every six months: skype meetings to measure progress
 - Every two months: reminder to share information and update the website

■ Transnational objectives of the partnership

The following transnational objectives are proposed, based on the EU strategy for the wellbeing and dignity of older people:

- The implementation of the European Quality framework for long-term care
- The development of age-friendly environments⁴
- The elimination of all forms of discrimination in care, including ageism and elder abuse
- The promotion of adequate protection and support to older people in need of care, formal and informal carers and volunteers

Each coalition can adapt its action plan and get inspired from these 4 transnational objectives. For example monitoring tools could be done based on these four transnational objectives.

■ The context at EU level

Some ongoing policy initiatives and efforts could be beneficial to the WeDO partnership activities, and vice versa:

- The work of the Social Protection Committee – working group on ageing, which gathers representatives from the different EU member states ministries; they plan to release in 2013 a report on Long-term care, organise peer reviews, etc. They will potentially influence ongoing reforms on long-term care in EU countries
- The work of the European Commission, based on the work of the SPC: it is normally planned they launch a communication on long-term care in 2013
- The involvement of some members of the European Parliament in disseminating the EU quality framework

2. Activities in 2013 and beyond

■ Activities in 2013

- Dissemination and lobbying
 - Targets: European Parliament, national parliament, policy makers in general (local, regional, national and European) - Aim: reach an official recognition at policy level
 - All other dissemination channels (research projects, local projects, trainings and information sessions, etc.) – Aim: reach all relevant actors
- Partnership leaders: skype meetings in March and September

⁴ i.e. inclusive and accessible environments that promotes active ageing; active ageing being defined as “the process of optimizing opportunities for health, participation and security in order to enhance quality of life as people age.”

- Share information on the activities made (done or upcoming)
- Share progress made on the dissemination and the implementation of the Quality framework
- Plan for transnational actions: 15 June and 1st October
- Share information on funding applications and opportunities if relevant
- Spring 2013: Waiting for the answer of the WeDO2 project, a Grundvig learning partnership aiming to develop easy-to-use educational tools on the EU quality framework for long-term care services (duration: 2 years)
- 15 June: World awareness day against elder abuse – organisation of a common action (press release, common message?)
- October 2013: Possibility to organise a physical meeting (a proposal was made in Ljubljana or in Spain, tbc)
- Development of a tool to monitor progress and organise a systematic feedback on the use of the European quality framework / completed by measurable indicators (cf Active ageing Index)? Could be done on the form of a template with 3-4 indicators to follow progress and updated twice a year by each national coalition
- Development of a train the trainer tool (Belgian coalition) – objective: help to reach grass roots levels
- Development of a checklist of questions based on the EU quality framework (Austrian coalition)
- Bridges with the ICT world – EU quality framework to be used in AAL, ICT platforms, assistive technologies as a ‘long-term care service’. Ex.: SmartCare project, AALIANCE2, etc.
- **And after? Future objectives/activities ideas to keep in mind**
- Develop other tools directly applicable by local actors or some identified target groups
- Continue to develop trainings
- Other forms of coalitions than in the WeDO project: local, regional, tasks forces on specific topics, etc. and other forms of partnership coordination, like subgroups gathering specific target groups
- Influence to get a WeDO label

■ **Possible risks and ideas to overcome it**

Identified risks/obstacles	Some ideas to overcome it
<ul style="list-style-type: none"> ● The policy makers do not want to use the European quality framework 	<p>Usefulness can be proven by using other means: concrete trainings, use of the EU quality framework to benchmark services... Then come back to policy makers with concrete results.</p>

<ul style="list-style-type: none"> Stakeholders do not want to work in a coalition 	<p>Involvement can be done much more informally, by email – receiving and sharing information to the partnership, as well as identifying clearly who is the partnership leader in each country remains important.</p>
<ul style="list-style-type: none"> The partnership gathers only organisations used to work in EU projects 	<p>Openness to other sectors can help overcome this obstacle – the WeDO partnership proved that it already involved some organisations not used to work in EU projects so far.</p>
<ul style="list-style-type: none"> Language barriers 	<p>The partnership leader should at least understand passive English. Google translate can help a lot having a broad comprehension of emails/information. When cooperating with policy makers, encourage them to publish abstracts/short summaries in English.</p>
<ul style="list-style-type: none"> Lack of update of the website and of information sharing (need robust and reliable information!) 	<p>Partnership leaders should visit the WeDO website and look where to update it every two months. Reminders could be send by AGE?</p> <p>AGE will also look to update, at least once a month, the website + twitter, facebook</p>
<ul style="list-style-type: none"> Website too general – not catchy for specific target groups like professionals 	<p>Target oriented website? (If you are a policy maker / if you are professional in a care service/etc.)</p>
<ul style="list-style-type: none"> No feedbacks on the implementation of the European Quality framework for LTC services 	<p>Partnership leaders are invited and responsible to share this information! AGE will remind them to send information on this every 6 months. If no answer: discussion in a skype meeting.</p>
<ul style="list-style-type: none"> No involvement of older people in need of care themselves in the implementation of the framework 	<p>The participatory methodology should be in particular highlighted here. This can especially done in local application of the EU quality framework (in care homes, in home care services, etc.).</p>
<ul style="list-style-type: none"> Is the WeDO approach only for older people? 	
<ul style="list-style-type: none"> European Quality Framework as a nice but impossible to use tool 	<p>We need to be creative on useful tools to adapt the European Quality framework! For the moment: easy to develop trainings so it can be better used. Any ideas?</p>

IV. Annexes

1. Social media: how to enter...

- LinkedIn : http://www.linkedin.com/static?key=what_is_linkedin&trk=hb_what
- Skype : <http://www.skype.com/en/what-is-skype/>
- Facebook : <https://www.facebook.com/>
- Twitter: <https://twitter.com/>

2. Useful links

- European commission/information portal on older people: http://ec.europa.eu/health-eu/my_health/elderly/index_en.htm
- AGE Platform Europe website: www.age-platform.eu
- WeDO website: www.wedo-partnership.eu (see the EU quality framework for long-term care services for more links on long-term care)

3. List of partnership leaders per country

(to be added)

4. Styles to be used in word documents

When possible please use the following styles (feel free to copy paste the titles to keep the styles!)

V. Title 1: Arial 14 Bold Colour: Red 204 Green 0 Blue 153 -

Bullet: I, II, III and same colour – Paragraph: space 6 before and after

5. Title 2: Arial 12 Bold Colour: Red 0 Green 153 Blue 0 – Bullet: 1., 2., 3. And same colour space 6 before and after

■ Title 3: Arial 12 Bold Colour: Black (Red 0 Green 0 Blue 0) – Bullet: square colour: Red 255 Green 192 Blue 0

- Bullet point: Calibri 11 with green circle bullet point (same colour as title 2 font)

Text: Calibri 11 Colour: Black (Red 0 Green 0 Blue 0)



To say 'useful information to share': Calibri 11 Black with bullet with a light bulb – underline with colour Red 255 Green 237 Blue 163

Feel free as well to use the first page of this document and the footers: wedo logo + the three coloured squares to remind the 3 colours of the EU quality framework.