



For the Wellbeing and Dignity of Older people

National strategies/action plans



Summary of the national coalitions follow up strategies
after the project ends



Background information

The WeDO project

'**WeDO for the wellbeing and dignity of older people**' is a European project (2010-2012) co-financed by the European Commission. It was led by a steering group composed of 18 partners from 12 European Union (EU) Member States interested in working together to improve the quality of life of older people in need of care and assistance.

The project's aim was to set up a **lasting and open European partnership** of European, national and regional/local stakeholders **committed to improving the quality of services for older people and to fight elder abuse**. This covers care both in the home and community and in various long stay settings. The project ended with the launch of the European Quality Framework for long-term care services, which is inspired by the European voluntary Quality Framework for social services developed by the Social Protection Committee.

The Quality framework and a 4-pages summary can be downloaded in 10 languages on the WeDO project's website: <http://www.wedo-partnership.eu/european-quality-framework-long-term-care-services>

The WeDO Partnership

The WeDO project led to the creation of an **EU-wide partnership of stakeholders committed to the objectives of the Quality framework and composed of [12 national coalitions and an EU coalition](#)** led by the project partners.

Each coalition created a national strategy or action plan to ensure the follow up of the WeDO partnership and to continue to share on the implementation of the EU quality framework for LTC services.

This document includes all the national strategies or action plans developed by the national coalitions. All the national strategies and action plans will be published on the national coalitions' webpage on <http://www.wedo-partnership.eu/partner-list>.

1- Dissemination and promotion of an “Austrian Charter of the rights and responsibilities of older people in need of long-term care and assistance”

To make the European Charter usable and effective in Austria, the National Coalition decided to rework and adapt it and develop an “Austrian Charter”, including an annex with an overview on the relevant legal requirements in our country. Hopefully it will be possible to produce this Charter in the frame of the WeDO-Project.

It is planned to disseminate it in all appropriate contexts that the members of the National Coalition have access to and bring it to the target groups which are (e.g.): older people, their relatives, senior organizations, decision makers, managers and staff in service organizations and care homes, politicians on all levels as well as advocacy institutions like those for patients and for people in need of care.

Additionally by using the National Coalition members´ networks and influence we will try to bring the Charta into the Austrian Parliament to get it adopted there.

2- Dissemination and Implementation of the European Quality Framework

The members of the National coalition will do their best to support the efforts on EU level to promote our common vision by networking on national level. It will be presented during the next months at several big conferences and some articles will be published in journals and general media.

3- Activate the resources and connections of the members of the National Coalition to promote the products of the WeDO project on all levels

All members will contribute to the dissemination and implementation of the instruments using their respective resources on political and service provider level as well as in the field of general media, in professional publications and trainings.

4- Follow up of the National Coalition

We will meet again about one year after the end of the project to see what has been achieved in between.

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| The national coalition continues | The Belgian WeDO-group is committed to continue existing after the final WeDO-event in November 2012. We will meet regularly to follow up and extend the national strategy. |
| The national coalition expands | New partners can always subscribe in the Belgian WeDO-group by signing the commitment declaration. |
| Commitment declaration | In this commitment declaration, the national partners endorse the principles of the WeDO framework, and express their intention to strive work on them within the organisation. These national partners of the WeDO partnership will remain part and will remain visible on the WeDO website. The national partners will also place this commitment declaration on their website. |

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| Standard text | A standard text is being developed about the content and goals of the WeDO-project. The national partners will place this text on the website of the organisation in which they are employed, as well as the link to the WeDO brochures. |
| Standard PowerPoint | Two PowerPoint presentations were developed and can be used by the national partners when they want to introduce the WeDO-project. In addition, they can choose between a large version and a small version. They can use these PowerPoint presentations during own meetings, information sessions, seminars, etc. |
| Popularising Article | A popularising article is being circulated that can be published in magazines and in brochures or other forms of written media. |
| Press release | During the final WeDO-event in the European Parliament, the achievements and future intentions regarding the WeDO national coalition will be announced in the national press. |
| Spread of the WeDO-project | The end result of the WeDO-project (report, leaflet, etc.) will be sent to potential organisations by mail or by post with an accompanying letter in the name of all partners. This letter will be prepared according to the different target groups (policy, training and healthcare providers, caregivers, etc.). We want to reach the entire care chain. |
| WeDO seminar | We will organise a WeDO seminar in June 2013. On this day, the framework and several good practices will be presented. For the development and organisation of this seminar, a working group consisting of members from the national coalition is being set up. |
| 'Train-the-trainers'-model | Education and training are powerful weapons in the fight against elder abuse and the pursuit of quality care. Therefore, we will develop a 'train-the-trainers'-model on the WeDO quality framework. For this purpose we will detect potential education and training managers throughout Belgium and provide them information about the WeDO-project and the outcomes of this project so that they will have the opportunity to use this in their lessons, course and training sessions. |

Czech Republic

- Four gaps identified in the Czech systems become priorities of work for the national coalition.
- Attract new stakeholders to the coalition
- Professional and public awareness and dissemination of the results in the media
- Development of a national strategy on LTC -> promote the inclusion of the Quality framework in it
- Follow the legislation changes in social services (standards) in the light of the Quality framework
- Campaign on ageing mainstreaming

Finland

Multidisciplinary Network has brought together a wide range of professionals: National Institute for Health and Welfare (THL), University of Helsinki, Palmenia Centre for Continuing Education, National Supervisory Authority for Welfare and Health (Valvira), University of Helsinki (Faculty of Law), Consumer Agency, Local and Regional Authority, City of Hyvinkää (Health Care and Social Services), Ministry of the Interior, Church Council, National Board of Education, Ministry of Social Affairs and Health, SPF, Rape Crises Centre Tukinainen, The Finnish Association of Shelters for the Aged, Ministry of Justice, The Age Institute, Social Insurance Institution (KELA), The Central Union for the Welfare of the Aged, Nordic Older People's Organization, The Central Association of Carers in Finland, VTT Technical Research Center of Finland (Ageing and Technology).

National Coalition has:

- brought a multidisciplinary approach to the work for improving the wellbeing and dignity of older people and created novel partnerships.
- participated in the discussion on quality principles and areas of action reflecting to the ongoing national law reform work (vanhuspalvelulaki) and the **National Framework for High-Quality Services for Older People**.
- tried to raise public discussion on the themes around the wellbeing and dignity of older people by journal writing (Vanhustyö-lehti), speeches in seminars and other communication related to the topic.
- identified and made visible national best practices .

Long-term impact

- The Quality Framework for Long-term care services helps to raise awareness to recognize and acknowledge elderly abuse (violence, abuse, harassment and intentional or unintentional neglect) as well as risk factors that threaten the wellbeing and safety of older people.
- The Quality Framework for Long-term care services provides tools to identify and address the mechanisms in the structures, processes and practices which prevent the realization of human dignity.

The National Action Plan is:

- A short presentation in the Final Seminar of Active Ageing in Finland 12.12.2012
 - Presentation of WeDO results
 - Distribution of leaflets and of the quality framework
- National Coalition meetings after 2012 organized by National Institute of Health and Welfare
 - Meetings will be organized once a year
 - Discussions of current issues
 - Plans of new actions
 - Rotating chairmanship
 - Expanding the Coalition if it is needed
 - First meeting will be organized as Final seminar in Spring 2013
 - WeDO –project results
 - Distribution of the quality framework and plans of implementation
- WEAAD – World Elder Abuse Awareness Day in Finland 15.6 – “Kätkeyt äänet”
 - Presentation of WeDO results (if possible)
 - Distribution of leaflets and QF
- All other seminars, expositions, events etc.

France

Communication and dissemination

- Quality framework disseminated through websites, newsletter, national and regional events.
- The Quality framework will be used in trainings to care professionals on wellbeing and dignity of older people

Follow up of the national coalition

- Try to maintain the coalition meetings: a special webpage will be created so organisations who would like to remain involved can apply online and continue to benefit from the coalition, share experiences.
- Work with the ministry of social affairs: announcement of the re-launch of the national council on suicide prevention, which could be extended to the wellbeing and dignity of older people in general. The quality framework could be used in that work.

Germany

The WeDO results will be used in the framework of running political processes in Germany where many members of the German coalition are participating. These processes and policy dossiers are:

- National Alliance for high quality care (“Bündnis gute Pflege”)- Pre-election discussions
- National Alliance for people with dementia („Allianz für Menschen mit Demenz“)-starting October 2012
- Charter on end of life care (“Charta zur Betreuung Schwerstkranker und sterbender Menschen”)- national action plan will come next year
- The national cooperation network towards the health target “healthy ageing” (“Gesund älter werden”)
- The national strategy on volunteer work – including a special focus on volunteer work in long term care (“Freiwilliges Engagement in der Pflege”)

The national coalition decided priority fields to work on:

- 1) Development of structures/responsibilities to fight against mistreatment of older vulnerable at local level.
- 2) Development of structures and offers for older migrants in the field of health and care
- 3) Implementation of a new definition of “in need of care” – to support people with dementia and their relatives.
- 4) Quality development in the field of health prevention, especially through the development of innovative strategies, structures and initiatives – with a special focus on “health inequalities”.

There are some ideas how to go further with the EU quality framework -

- 1) Development of materials focusing at different sectors/actors and activities in the field of long term care- providing i.e. better training for volunteers – working in the sector of long term care.
- 2) Seeking for more active participation of older people at local level – and involving better the actors at local level- linking the running initiatives towards a “Covenant on demographic change”.

The coalition is interested to come together again and to continue dialogue and exchange- including the development of better synergies between the results of different European projects running in the field of long term care.

The national coalition decided that the first element of a national strategy would be to **create a platform, where all age- relevant information could be placed**. This could be in a form of a webpage, or a office on local level. A subgroup was organized to work on this idea. The problems that could arise through a local service is that these should be financed by the local authorities and this will depend on the political willingness and financial situation of the municipality. The solution that was proposed for this was to create a webpage, which will function as a search engine and can be used by all existing services in all institutions and public bodies. According to the keywords the visitor will use, it will search on all webpages of the coalition members including pages from the public sector like the Ministries and the user will be forwarded to those. The problem that arises with such a strategy is the funding for this webpage. The national lottery, a foundation etc. might be able to provide the necessary funds.

In parallel, the members of the national coalition will continue their work of awareness raising and co-operations between the members will be able to produce stronger and sustainable actions like the training of volunteers, the training of the police etc.

The coalition will try to work as a lobby on demanding more dignity and wellbeing for older people in Greece as often as possible and so continue its work after the end of the project.

Plan of action

1. National Strategy of the coalition

- a. Creation of a data bank as a website (renewal of information should take place)
- b. Proposal in the Ministry of Health for the creation of a service for informing older people on existing services

2. Actions of the national coalition

- a. Cooperation of all coalition members for the support of SILVER ALERT
- b. Cooperation of PEMFI and LIFE LINE for SILVER ALERT and reverse SILVER ALERT-protokoll
- c. Training of the police academy (Alzheimer Hellas)
- d. Awareness raising speeches in schools (Alzheimers Hellas)
- e. Collection of 4 digit Hotline and Help-line Numbers (Alzheimer Hellas)
- f. SILVER ALERT card
- g. Dissemination of the actions
- h. Composition of a directive for all public health services on SILVER ALERT (health inspectors)
- i. Plan of dissemination of the EU Charter of rights of people in need of care and assistance and of the EU Framework on Quality of Care
- j. Cooperation of LIFE LINE, RED CROSS, ALZHEIMERS on the training of volunteers

Networking

Members of the national coalition have expressed their commitment to network also after the end of the project: they have reciprocally add their address to their mailing lists and they share documents and information concerning quality of LTC and elder abuse prevention

All these information, documents and events are also uploaded on the Italian coalition website in order to make them accessible to all interested parties (the site will be kept online at least till the end of 2013)

Members of the coalition also expressed their interest in cooperating to application for funding opportunities in the field of quality of LTC and elder abuse prevention at national level

Dissemination of the Quality framework

Each member of the coalition will receive hard and electronic copies of the Framework (long and short versions) in Italian and will be disseminated within their networks

More specifically, the coalition intends to deliver a copy of the documents to the following stakeholders, considered strategic for the implementation at national level:

- Ministry of Health (national and regional ones)
- Ministry of Welfare (national and regional ones)
- National Board of Nurses
- National Association of Family Doctors
- National Association of Public and Private Residential Care Facilities for Older Persons
- National Trade Unions of Older Persons
- Scientific societies (gerontology and geriatric)

A final national project conference took place in Rome in November – this was an opportunity to further disseminate the project results

Enlargement of the coalition

On the website of the national coalition a specific “join the national coalition” link is active – everyone who is interested can fill the form and be contacted by the coordinator

All the dissemination activities will be also the chance to encourage the participation to the national coalition of new stakeholders

Ireland

A. Third Age, representing the Irish WeDO coalition, has met with the Minister of State for Older People at the Department of Health to discuss the desirability of having the 11 Quality Principles of WeDO adapted as part of the National Positive Ageing Strategy, due to be published in Ireland shortly.

B . The Irish coalition will have its final meeting as a full coalition on December 3, 2012 at which participants will be asked to complete the Assessment of the European Quality Framework for LTC services questionnaire. The aim of the meeting is to end this phase of the project and discuss how to go forward.

C. An Irish launch sub-committee of WeDO has already been formed, draft terms of reference have been drawn up and the sub-committee will have its first meeting shortly. The work of the sub-committee is to plan and host a public launch of the WeDO Guide in January to coincide with Ireland’s EU Presidency. The launch will be held in the Dublin office of the European Parliament, and a government minister will perform the launch. We have the support of the Department of Health regarding the launch, and a government official will be involved in its planning with us.

D. In terms of our ideas to promote the Document in Ireland, our current main approach is to encourage all members of the coalition to proof their own organisations against the quality principles, to share their positive findings, and to encourage other organisations they work with to similarly benchmark their

organisations. We feel that large state bodies (such as the Health Service Executive), and other leading organisations in the age sector carrying out this exercise and being prepared to speak about it, would have a powerful impact. Such a national exercise would also begin significant bottom-up approach in not only promoting and disseminating the Guide in Ireland, but actually beginning to change the culture and practice in organisations, as necessary.

E. The Irish coalition has sent the Framework Document, with Irish briefing document, to a number of influential people in the age sector with a request that they read it, and reply with (1) advice on how they feel the Document could best be implemented and disseminated here, and, (2) stating any help/influence they can give us in this regard. Positive findings and suggestions from the influential group will be publicised and/or utilised at the official Irish launch of WeDO.

Netherlands

Dissemination plan

- Disseminate the European Quality Framework and our report via different channels: articles in newspapers, a serie of articles in magazines for professionals in LTC and other relevant magazines
- Open up a LinkedIn group and twitter account; this will be a public group whom everybody could become member that is involved in LTC. As much as possible members of the working group will integrate the vision and ideas of the EQF in their work and whenever it is applicable mention it on twitter and/or in the linkedin group. In this way we hope to get a group together of people that are committed to the improvement of the quality of LTC in a very efficient way. The initiative for seeking partners for developing the products that we think should be developed can be via this linkedin group. Both the LinkedIn group and the twitteraccount will continue after the project has ended. In this way new partners can join and follow up activities can be initiated.
- An application on smartphone on the EU quality framework

Report on the quality of long term care for older people in the Netherlands

The group has analyzed over the duration of the project the areas of improvement in LTC for older people in the Netherlands. This analysis is written down in a report. Starting point of this report will be the European Quality Framework; this will be mentioned in the introduction of the report together with the perspective of the Dutch working group on long term care and older people. For the Dutch national coalition the older person his/herself should be in the centre. In this report points of improvement are described and the specific actors that to our opinion should come into action. The report ends with a chapter about products/service we would like to be made to get the European Quality Framework applicable in practice.

The report will be available from the end of November.

Slovenia

- The national coalition decided to continue to work together and to attract new partners in the coalition. Two coalition meetings per year should be organized.
- The Quality framework is in the national program of LTC reform, and should be included in a new age-friendly environments programme.
- The Quality framework should be published on the national coalition members' websites.
- Extend the knowledge on the quality framework out of the capital city
- The quality framework should be used in training materials of different universities (social field and training schools for nurses)
- The charter and the quality framework are included in the care workers job contracts. Service providers are eligible to benefit the services of a call center if they respect/agree the quality framework.
- The quality framework will be presented on 5 November on the closing conference of the European Year 2012

We are doing something to promote the well-being and dignity of older people in need of long term care. In 2011 we started a national coalition with the goal to work together to combat elder abuse and promote quality in Swedish long term care for older people. The coalition led by SPF, the Swedish association of senior citizens, has put focus on issues on national level, for example by the development of a strategy for the well-being and dignity of older people. In this "strategy" the network strives to identify and illustrate what it considers must be done to improve the quality of Swedish long term care, summarized in five points.

1. A person-centered approach must be implemented and followed by all staff and decision makers within Swedish long term care.
2. Neglect and elder abuse must be prevented and combated, for example through an increased awareness in Swedish long term care, but also in the rest of society.
3. Models for cooperation (a partnership approach) must be created and implemented both locally and nationally.
4. The professional caregivers in Swedish long term care must be given adequate opportunities to maintain high-quality services.
5. Ageism and age discrimination in society must be addressed and combated.

The coalition puts its foot down!

In addition to the described areas for improvement within Swedish long term care of older people the coalition also has identified what it doesn't accept. These points are divided into four different perspectives – Policy makers, professional caregivers, caretakers and informal carers.

The coalition will not accept:

- insufficient expertise on procurement of quality health and long term care in the municipal and county councils.
- assistance officers without adequate training in health and long term care.
- a non-personalized approach.

- insufficient competence of the professional caregivers in health and long term care.
- a leadership that allows deviations from rules and regulations as well as a personalized care.

- neglect or elder abuse.
- lack of respect and understanding for the individual.
- lack of participation and self-determination.

- exclusion of informal carers and family from the interaction chain.
- lack of adequate support to informal and family carers, based on individual needs.

During the project period, from December 2010 to November 2012, representatives from the following stakeholders has attended the meetings and discussions, both physically and through other communication tools: SPF, PRO, SKPF, SPRF, The national board of health and Welfare, Vårdalinstitutet, Health and Social Affairs, the Swedish Parliament, Karolinska Institute, Stockholm Gerontology Research Center , Roks, BOJ, SGS, National Centre for relatives, Dementia Council, Famna, Health Professionals, Brava, Carema Care AB, Stockholm, Swedish Red Cross, FUB and SKL.

The coalition **started a new network to try to implement the new UN-day – The international awareness day of elder abuse** – the 15th of June in Sweden. The network has started with a brainstorm-meeting and will continue formed in working groups. This network will include new organizations such as police and ministries.