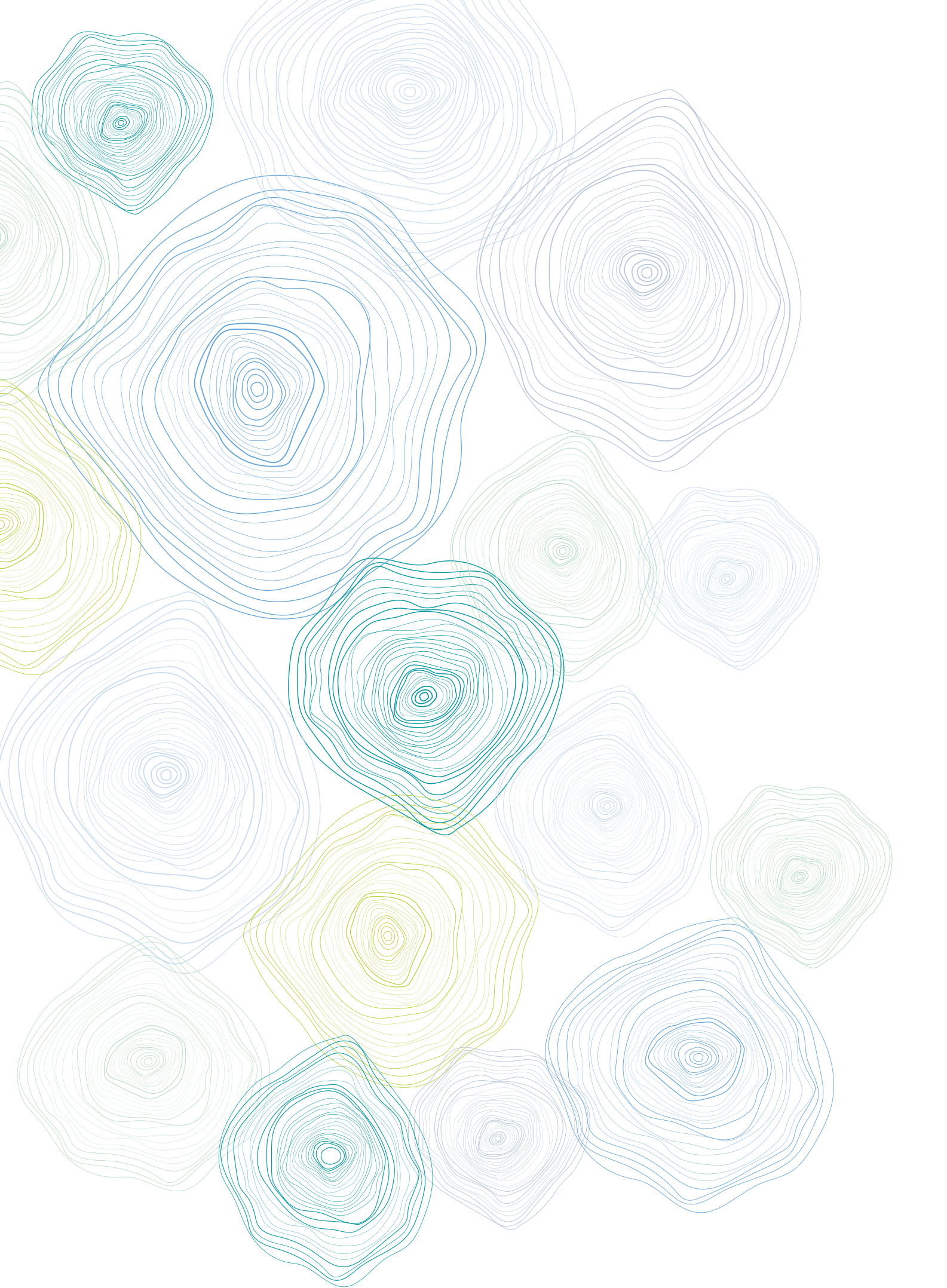


**Documentation of the Symposium
Loneliness in Old Age –
Enabling Active Social Participation**







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The Symposium

Loneliness in Old Age – Enabling Active Social Participation

The Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ) organised a two-day symposium on “Preventing Loneliness in Old Age – Enabling Active Social Participation”, including an award ceremony for the competition against loneliness in old age and a market of opportunities. The symposium took place on 18–19 March 2019 in Berlin. More than 200 participants, including representatives of municipalities, associations, civil society organisations, and experts from science and practice took part.

With this symposium, the BMFSFJ took a stand against involuntary loneliness and social isolation in old age. The symposium began with a speech by Federal Minister Franziska Giffey, followed by an award ceremony for the fifteen prizewinners of the “Einsam? Zweisam? Gemeinsam!” competition of excellent initiatives that combat loneliness and social isolation in old age, together with the Chairman of BAGSO and former Federal Minister Franz Müntefering.

Afterwards, five expert forums and discussion rounds were held to inform and discuss current findings from research on the topic of loneliness and social isolation, new ways of interaction, local strategies, special target groups and European strategies. Parallel to the expert forums, a market of opportunities took place, where the prizewinners as well as the projects and initiatives from the pre-selection of the competition presented their work (up to 60 projects) to the jury. The symposium contributed to raising public awareness of the topic of involuntary loneliness and social isolation, and promoted the exchange and networking of participating stakeholders who are committed to combating loneliness and social isolation in old age.

This documentation contains the symposium’s keynote speeches and the contributions of the specialist forums. It was prepared by BAGSO – the German National Association of Senior Citizens’ Organisations – on behalf of the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth.

Speech by the Federal Minister for Family Affairs, Senior Citizens, Women and Youth

Dr Franziska Giffey

The stressed-out Berliner who throws himself into work and is lonely among the crowds of the big city. The older woman who hardly leaves the house and has no family to turn to. The migrant from Ethiopia who is unfamiliar with his new home.

There are many reasons for a person to feel lonely: a separation, a move, a loss, an illness. Some of these reasons are temporary: You get to know new people, you learn to cope better with a given situation. Sometimes it is easier, sometimes harder to do something about loneliness yourself.

And sometimes you just feel lonely, even though you have many friends or a partner. On the other hand, sometimes you just enjoy some peace and quiet. Being alone doesn't always mean feeling lonely. Loneliness has many faces.

You might even ask: Who doesn't feel lonely at some point? Four out of five Germans experience loneliness at least on occasion, as revealed by a representative study. And there are many young people, too, who feel lonely at least occasionally.

It is only when loneliness becomes a permanent state, when you want to but can't escape loneliness that it becomes a problem.

The German Centre of Gerontology (DZA) speaks of loneliness "when the size and quality of one's social network is not in line with one's own wishes and standards and people have the unpleasant feeling of abandonment, lack or loss of contact".

This is what many people experience in old age: The day is no longer structured by work, where you are around other people, whether you like it or not. Children have moved away and are living their own lives, at some point your partner dies, and only a few friends and acquaintances of the same age are still alive. If you then maybe get sick and are no longer as mobile as you used to be, there is a great risk of becoming lonely. Poverty too can lead to loneliness. People who have little money are excluded from many social activities.

How this feels can be read and heard on a website about loneliness in old age. An 82-year-old woman says: "Loneliness

makes you mute. Sometimes I think I've forgotten how to speak." There's a sound recording; you can really hear how slowly she speaks and searches for the words. An old man says: "In my house it is just quiet. I haven't spoken to a single person in two weeks."

These are not people who want their peace. They are people who suffer from their solitude. Statistics show that especially older people over 80 years of age are affected. And at that age, it becomes difficult to find one's way out of isolation without help.

That is why it is so important to talk about loneliness in old age. I brought you something: an emergency button. The Red Cross was kind enough to put it at my disposal. It is available from various providers. You have probably seen it on older people before. It is often worn on the wrist or around the neck. Many older people have it. If, for example, they fall in their apartment, they can easily call for help via the associated intercom system. The button gives the wearer a feeling of security. It can save lives. The button is not a cure for loneliness. But it helps against the consequences of loneliness.

As a society, this button should wake us up. We must do something about loneliness. With this event, we are virtually pressing the button. The conference and the award ceremony will shake us up, establish connections. And that's a very good thing.

We have to take care of people who are lonely or threatened by loneliness. Each individual can do this in his or her own environment: in the neighbourhood and

even within one's own family. When was the last time you visited your single grand aunt?

Preventing loneliness, however, is also a social task. It is not right to leave it to chance whether someone cares. We need ideas, we need offers, and we need to see what works.

And we need to know more about loneliness in old age. Especially people over 80, the very old, have not yet been sufficiently researched. That is why the Federal Ministry for Senior Citizens has commissioned the first nationwide representative D80+ Study of Very Old People. And in two weeks' time, I will personally meet people who are 100 years old. I am very curious to hear their stories – and we will certainly discuss loneliness too.

The competition of initiatives against loneliness in old age also helps us find good approaches and solutions. Because loneliness has many faces and many reasons, there is not just one solution, but many. With today's award ceremony, we are recognising the winners of the competition. With the symposium, we are encouraging professional exchange and networking.

We are organising this competition together with the German National Association of Senior Citizens' Organisations, BAGSO. BAGSO is the umbrella organisation for all those who care for older people. BAGSO makes sure that older persons have a voice and that their interests do not go unnoticed. This is a very important task – thank you very much for your work.

We take care of the carers. That is my guiding principle in our engagement policy. There are many people who take care of others. It is important to me to make this engagement visible, to acknowledge it in public and to appreciate it. The many everyday heroes and heroines keep our society together. They are the ones who are out there tackling the issues.

Many thanks to the jury. Many thanks to the event management of the Federal Office for Family and Civil Society Affairs, which makes a significant contribution to this award ceremony and to the symposium.

But above all, many thanks to all those who took part in the competition. Over 600 projects and initiatives from all parts of the country applied.

To begin with, I would like to say just one thing about the prizewinners: In the face of so many good ideas, your applications have stood their ground in a really tough competition! You can be proud of that! So please accept my warmest congratulations!

It is great to see and appreciate how much heart and soul is put into protecting older people from loneliness and getting them out of loneliness. Awarding prizes is also great. But then the question arises: How can we spread such good examples? Do we need something like a national strategy to combat loneliness?

The British Government has launched such a strategy. The very country that is seeking to isolate itself in Europe! Perhaps the British should take their own

principles more to heart. After all, the strategy is called: “A Connected Society”.

Many initiatives against loneliness, including here in Germany, have one thing in common: They create connections. Our society tends to drift apart: People are mobile. Often the different generations of one family live far apart. Older and younger people, students and non-students, right-wing and left-wing people live in their own worlds. The fact that we are constantly connected with the entire world through the Internet can help: for example, by skypeing with your grandchildren. Still, you can also be lonely with a smartphone and a hundred Facebook friends.

Creating connections is therefore the best strategy to counter loneliness. You can create places for people to meet. You can create opportunities, such as a Christmas dinner for people who are alone. You can arrange sponsorships. You can strengthen volunteering.

In Germany, we do not have a national strategy against loneliness. But with the guiding principle “We take care of the carers” I refer to the same concept as the British Government with their “Connected Society”. And at the Federal Ministry for Family Affairs, we are doing a great deal to strengthen and establish connections within our society. Here are a few examples:

- With the federal multi-generational house programme, we support 540 multi-generational houses as places where old and young can meet and cooperate. Last year, more than 61,000

people made use of the offers provided in these houses – on a daily basis. More than 33,000 people volunteer in multi-generational houses. I would say that they are fairly well protected from loneliness.

- People in need of care and their relatives find support and help on-site in 500 Local Alliances for Persons with Dementia, which were created within the scope of our Federal Model Programme. Care can make you lonely: because you take care of a person all day and can't get out. Contact, advice and support help lead out of loneliness. We support the Local Alliances with a network point at BAGSO – dear Mr Müntefering, thank you very much for that as well!
- The German Engagement Foundation, which we intend to establish this year, will focus on engagement in rural areas. This is where distances are longer and even bus service is frequently no longer available. Connections between people are becoming more difficult. The risk of becoming lonely is increasing. That is why we want to use the foundation to support those who are active in these areas.
- The working group on participation and cohesion of the Commission "Equivalent Living Conditions" of the Federal Government in cooperation with the Länder and local authorities is also concerned with the creation of conditions for a good life.

Last but not least, loneliness is also related to poverty and the lack of opportunities and offers in the living environment.

It is the responsibility of politicians to create equal living conditions to ensure that people – both old and young – can live a good life, anywhere in Germany.

There is a song by Peter Fox, which describes the opposite of loneliness in old age, so to speak. It's called "House by the Lake" and I want to read you a few lines from it:

"This is where I was born and been walking the streets knowing every face, every house and every shop. And at the end of the street there's a house by the lake. Orange tree leaves pave the way. I have 20 children, my wife is beautiful. Everybody comes by, I need not go out. It's where I was born, and where I will be buried. I have lost my hearing, have a white beard and sit in the garden. My hundred grandchildren play cricket on the lawn. When I think about it like that, I can actually hardly wait".

I see a photo of my grandfather in front of my inner eyes. He is not 100 years old yet, but has four grandchildren around him. That's what I'd wish for, too.

Such a life in old age with people around you is what most people wish for. If we can contribute a little to this, with politics, with engagement, with an award ceremony and an event like today's, then that's definitely a great thing to do.

Thank you all for being here!

Keynote Speech: Outcome of the Symposium “Old – Lonely – Isolated” of Deutscher Paritätischer Wohlfahrtsverband – Gesamtverband e.V.¹⁾

Dr Ulrich Schneider,
Managing Director of Deutscher Paritätischer Wohlfahrtsverband –
Gesamtverband

What can politicians, scientists and society do to counter the risk of loneliness and social isolation in old age? That was the topic of a symposium held in Kassel from 13 to 14 December 2018 under the heading “Old – Lonely – Isolated!? Enabling Participation”. The conference, organised by the Paritätischer Gesamtverband [German Federation of Welfare Associations], was designed across associations and contributed to the networking of actors from the most diverse fields: welfare and social associations, churches, trade unions, municipalities, universities and a large number of social institutions and self-help initiatives.

The symposium, which was subsidised by the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ), succeeded in taking loneliness somewhat out of the taboo zone. Many contributions made clear: Loneliness is not a private fate. The gradual, irreversible loss of important social ties is a systemic risk in ageing, child-poor societies. And loneliness certainly does not affect just old people or “eccentrics”. On the contrary: It can affect anyone.

In several keynote speeches and eight workshops, the participants became familiar with 24 successful hands-on projects against loneliness and their working methods. In the course of the process, it became clear that the causes of isolation and loneliness in old age may be very diverse, just as the possible ways to prevent or counteract the experience of loneliness and isolation. It was striking that THE OLDER PEOPLE do not exist. In the age group 60+, there is a broad range of lifestyles and different realities of life. Many “old people” are fit and outgoing until well into their 80s, others are already struggling with health problems, physical limitations and an ever more narrowing spectrum of possibilities to shape everyday life by their mid-50s.

In his introductory speech, Prof Dr Rolf Rosenbrock, Chairman of Paritätischer Gesamtverband, emphasised the close connection between poverty and loneliness in old age. He argued that the unequal distribution of educational and financial resources also had an effect on health opportunities, the length and the quality of life of people affected by pover-

1) Federation of welfare associations in Germany

ty. Yet, the topic of old age and loneliness as well as the effects on those at risk had not yet been sufficiently researched in Germany – even though it was no secret that many people in this society do not consider themselves part of it and suffer from isolation. People with an immigrant background often had an even harder time. "We need data for action," stressed Prof Rosenbrock. However, he put into perspective that much can already be understood using common sense, and that the urgent need for action could also be identified without scientific evidence. Psychologist and scientist Susanne Bückner presented one of the first research projects in Germany from the Ruhr University Bochum.

Whether village shops, multi-generational houses, assisted transport or visiting services: Good work in the social environment – as the symposium clearly showed – is always community work. Yet, many actors complained about the often high bureaucratic hurdles when it comes to financing such projects. Prof Dr Frank Schulz-Nieswandt, Chairman of the Board of Directors of the Kuratorium Deutscher Altershilfe, KDA [Board of Trustees of a German Senior Citizens' Foundation], also complained that interface problems of the social codes made it more difficult to provide holistic, integrated care for older persons in need of support. Particularly in the municipalities, the infrastructure had to be designed so as to enable social integration for senior citizens in need of support. Andreas-Paul Stieber, a member of the Düsseldorf council, presented one such example.

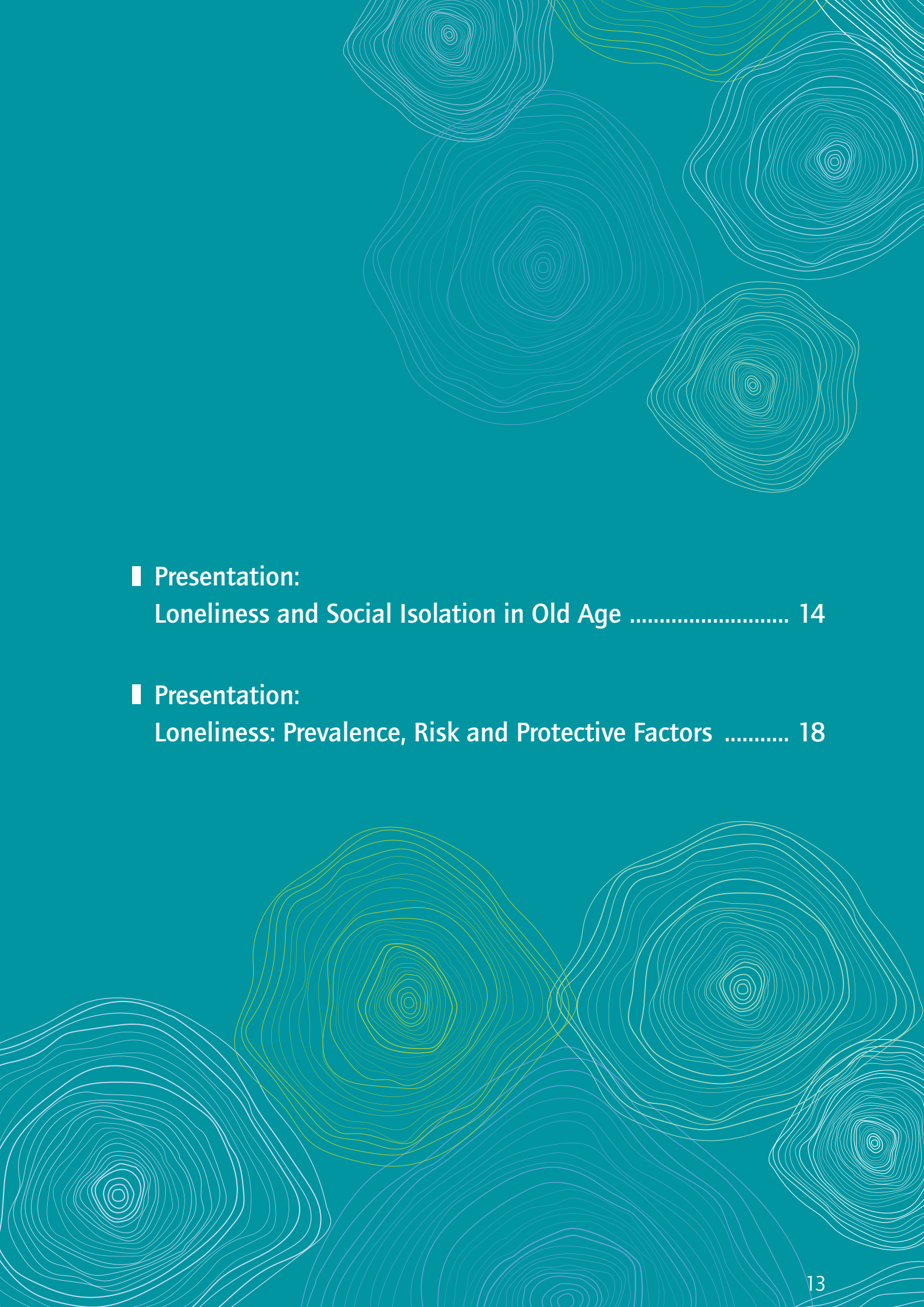
The symposium highlighted the importance of preventive approaches, because it often proves to be very difficult to reach people once they have fallen into social isolation. No one wants to be defined by their shortcomings only; this is what was stressed time and again. Offerings that look at a person's potential and strengthen remaining resources are therefore very successful. However, as Holger Marx from the Social Psychiatric Service of the Mainz-Bingen district pointed out in his presentation, special efforts are required to address persons with mental illnesses. In addition, the destigmatisation of loneliness is also of great importance. To this end, it is also necessary to increase society's awareness of the topic. From the point of view of the conference participants, the following is also required:

- The creation of a low-threshold social infrastructure.
- Improving the mobility of older people, for example through transport services.
- Better conditions for the use of new media for older people, e.g. through free Wi-Fi in old people's homes.
- Offers according to Article 45a et seqq. of German Social Code XI relating to relief for persons in need of care should provide clearer requirements in terms of regulatory law and at the same time be relieved of bureaucracy.



Expert Forum 1

Social Isolation and Loneliness – Current Findings



■ Presentation:	
Loneliness and Social Isolation in Old Age	14
■ Presentation:	
Loneliness: Prevalence, Risk and Protective Factors	18

Presentation:

Loneliness and Social Isolation in Old Age

Project Report: Short Summary

Prof Dr Maike Luhmann,
Ruhr University Bochum, Faculty of Psychology

The project “Loneliness and Social Isolation in Old Age” focussed on researching currently existing data on loneliness and social isolation among people aged 80 and over. A discussion with international experts was held as part of a workshop on 3 December 2018 in Bochum. The research was complemented by own analyses of a sample of the 80+ age group of the Socio-Economic Panel (SOEP). The results and implications of the project are presented in detail in a separate project report. The most important findings of the project are summarised here.

1. *How prevalent are loneliness and social isolation among older people?*

Loneliness and social isolation tend to be more common in the 80+ age group than in younger age groups. According to conservative estimates by experts from Ruhr University Bochum, the proportion of persons over the age of 80 who are chronically lonely was about 5 per cent in 2013. With approximately 4.4 million people over 80 living in Germany, this corresponds to **approximately 220,000 older people**

who are chronically lonely. Due to demographic change, it can be expected that the number of people suffering from loneliness and social isolation will increase in the coming decades.

2. *What are the causes of loneliness and social isolation in old age?*

In the 80+ age group, loneliness is more prevalent among persons with **health impairments, widows or socially isolated individuals.** In contrast to what is known from studies with younger adults, socio-economic factors and residential structure characteristics did not correlate significantly with loneliness in the currently available data.

3. *What are the effects of loneliness and social isolation on mental and physical health in old age?*

Loneliness and social isolation **impair both physical and mental health** and can even be associated with a **shortened lifespan.** On the whole, the data

on the health implications of loneliness and social isolation highlights the **social and health-related relevance** of the issue in all age groups, not just the 80+ age group.

4. *Which measures are in place to prevent and intervene when loneliness and social isolation occur in old age and what is known about their effectiveness?*

Our research showed that a number of measures exist that have proven effective in reducing loneliness in the 80+ age group. However, it should also be noted that most measures against loneliness **have not yet been scientifically evaluated**, especially in the 80+ age group, which tends to be difficult to access. Moreover, measures developed for younger age groups **cannot be easily transferred to older adults**. There is a need for further research in this area. It also became apparent that most measures are aimed at reducing loneliness in people who are already affected. On the other hand, there are **relatively few programmes aimed at preventing loneliness**. As people in old age often find it more difficult to participate in measures due to physical and cognitive impairments, prevention measures are particularly promising in younger age groups to reduce the prevalence of loneliness and social isolation in old age.

5. *What are the implications of these empirical findings for political and social measures to combat loneliness and social isolation?*

The following implications were derived from the empirical findings:

1. In general, the **80+ age group tends to be underrepresented in studies on loneliness and social isolation**. There is a need for research to determine to what extent findings from other studies can be transferred to this age group. Concrete proposals and methodological requirements for such studies are explained in detail in the project.
2. Although there are numerous measures and initiatives to combat loneliness and social isolation, their **effectiveness is in most cases not scientifically proven**. There is a need to catch up in this regard.
3. Concrete **political courses of action** could include: research funding; development and evaluation of preventive measures; development and evaluation of intervention schemes; measures for education and destigmatisation.

General conclusion

While there is still a need for research to fully understand the dynamics of loneliness and social isolation in old age, it is already evident that loneliness and social isolation can be effectively combated through appropriate measures. This opens up numerous fields of action for politicians to shape the social framework conditions in such a way that loneliness and social isolation occur less frequently and can be combated faster and more effectively.

Presentation:

Loneliness: Prevalence, Risk and Protective Factors

German Ageing Survey (DEAS 2014):
Findings on Loneliness in the Second Half of Life

Prof Dr Clemens Tesch-Römer,
German Centre of Gerontology (DZA), Berlin

In contrast to frequently expressed pre-conceptions, older people are not more frequently affected by feelings of loneliness than people of middle age. While every tenth person between 40 and 69 years feels lonely, only 7 per cent of the 70- to 85-year-olds feel lonely. It seems that social integration is more of a factor in feelings of loneliness than age: People who have few people to ask for advice or comfort are more likely to express loneliness than those who can rely on a larger number of supportive relationships.

These findings are based on evaluations of the German Ageing Survey (DEAS). DEAS investigates the life situations and ageing processes of people in the second half of life over a period of currently 18 years: Between 1996 and 2014, five surveys were conducted (1996, 2002, 2008, 2011, 2014). Individuals aged 40 and over were polled. DEAS covers a wide range of age(ing)-related topics: Information on central areas of life and dimensions of quality of life are collected via a standardised oral interview and a written questionnaire. In addition to the individual data, context data is available at the district level and for characteristics of the

living environment. The German Centre of Gerontology in Berlin coordinates the study.

Results from the last cross-sectional survey conducted in 2014 are presented below. The findings in detail:

- Loneliness in old age is not a widespread disease: in 2014, persons aged 40 to 85 rarely felt lonely. People over 70 years of age were less lonely than younger ones: About one in every ten 40- to 69-year-olds experienced loneliness in 2014. Among 70- to 85-year-olds, on the other hand, the figure amounted to only 7 per cent.
- The number of lonely people in middle and late adulthood in Germany has not increased: among the 42- to 72-year-olds, a similar number of persons reported loneliness in 2014 as in 1996; among the 72- to 77-year-olds, however, the proportion of lonely people in 2014 was about five percentage points lower than in 1996, and among the 78- to 83-year-olds lower by even about eight percentage points.

- A supportive environment reduces the likelihood of being lonely: persons with a below-average number of relationships who can provide advice are more likely to experience loneliness (14 per cent) than persons with at least an average number of advisors (7 per cent). The proportion of lonely people is also significantly higher among those with a below-average number of people who can provide comfort (13 per cent versus 3 per cent among those with a above-average number of people who can provide comfort).
- Social exclusion, the feeling of not being part of society, increases the risk of being lonely: In 2014, loneliness and perceived social exclusion often went hand in hand. Almost half (41.7 per cent) of those who felt socially excluded also experienced loneliness. In contrast, only 6.7 per cent of people who do not feel socially excluded experience loneliness.

Source:

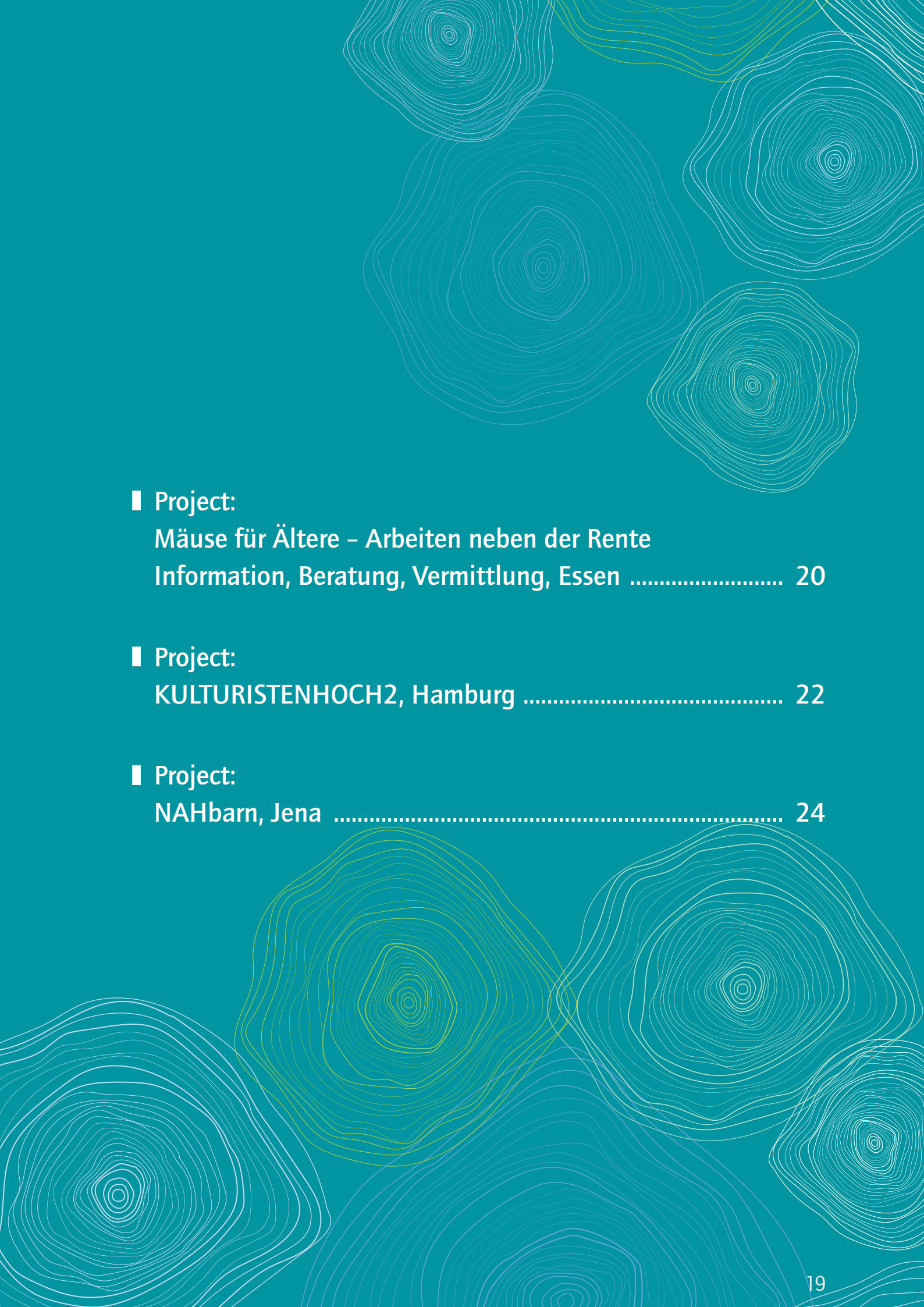
Böger, A., Wetzel, M., Huxhold, O. (2017). Allein unter vielen oder zusammen ausgeschlossen: Einsamkeit und wahrgenommene soziale Exklusion in der zweiten Lebenshälfte. In: K. Mahne, J. K. Wolff, J. Simonson, C. Tesch-Römer (Hrsg.), Altern im Wandel: Zwei Jahrzehnte Deutscher Alterssurvey (DEAS) (pp. 273–285). Wiesbaden: Springer VS.

This book is available as an Open Access publication (free access) via the following link: https://link.springer.com/chapter/10.1007/978-3-658-12502-8_18



Expert Forum 2

New Ways of Interaction



■ Project:	
Mäuse für Ältere – Arbeiten neben der Rente	
Information, Beratung, Vermittlung, Essen	20
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KULTURISTENHOCH2, Hamburg	22
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NAHbarn, Jena	24

Project: Mäuse für Ältere: Arbeit neben der Rente – Information, Beratung, Vermittlung ²⁾, Essen

Wolfgang Nötzold,
Lokalfieber e.V. – Verein für Kultur und Kommunikation e.V. ³⁾, Essen



Federal State:
North Rhine-Westphalia

Website:
<https://mausefueraeltere.de>

Framework conditions:

When was the project started?
September 2014 / Funded since October 2018

How many people have been reached to date?
Discussion group: approx. 90; events in adult education centres (VHS) etc.: approx. 350; approx. 70 individual consultations; 130 e-mail subscribers.

Who are the network's stakeholders?
Senior Citizens' Department and Senior Citizens' Advisory Council of the city of Essen; Expert Working Group on Work for Seniors of the welfare associations; Cultural Office of the city of Essen.

2) Older People: Seniors at work – Information, advice, placement

3) Culture and Communication Association

Contents of the scheme:

The project should fulfil the following tasks:

- Continuation of the monthly discussion group “Extra cash for older people” as an open meeting and contact point for interested individuals
- Support of a website with an online-assisted job exchange for job offers for older people and pensioners; information and discussions
- Development of an information and advisory structure for older people on the subject of “gainful employment alongside retirement”
- Information evenings on topics such as self-employment, mini-jobs, etc.
- Development of a network of cooperation partners: local “Round Tables for Senior Citizens’ Work”, Senior Citizens’ Representatives of the District Representations, Diakoniewerk, Caritas, etc.
- To address companies, associations, organisations in Essen and the surrounding area and encourage them to use the portal
- Public relations work on the topic
- Development of networking and cooperation with similar initiatives

How is the target group reached?

Through the open discussion group, lectures at the VHS and other educational institutions, through information in

district initiatives and round tables for senior citizens’ work, through individual consultation hours, articles in the Senior Citizens’ Advisory Council and its magazine and in the daily press.

Why is the scheme sustainable?

Development of an online job exchange for the placement of jobs, assignments, job opportunities, which will be offered even after funding by the city of Essen is phased out – and by encouraging and qualifying older people to place themselves on the labour market as pensioners.

Why is the scheme innovative?

The topic of “work in old age” is omitted from all the usual activities of open work with older persons. We assume that activity and active participation in productive work is often very important for many pensioners as well – as a means of social and societal participation, to achieve meaning in life, for individual self-realisation, to improve small pensions, to fulfil dreams, enable new experiences, journeys, to use competences and to learn new skills.

So far, there is only one placement exchange for jobs for older people in the district of Mainz-Bingen.

Remarks/Characteristics:

Funding under the Seniors Promotion Plan of the city of Essen, October 2018 to December 2019

Project:

KULTURISTENHOCH2

Christine Worch,
Stiftung Generationen-Zusammenhalt⁴⁾, Hamburg



Federal State:
Hamburg

Website:
<https://kulturisten-hoch2.de/>

Framework conditions:

When was the project started?
In October 2016

How many people have been reached to date?
220 senior citizens (they stay as long as they can and want to) and 407 school pupils (they usually stay for one year)

Who are the network's stakeholders?
Schools, KulturLeben Hamburg e.V., Sozialverband Deutschland, SoVD [German Social Association], Hartwig-Hesse Foundation, network of support: Arbeiter-Samariter-Bund, ASB [Workers' Samaritan Foundation Germany], Malteser, HANSA Building Cooperative and others.

4) Intergenerational Cohesion Foundation

Contents of the scheme:

KULTURISTENHOCH2 enables the social participation of older lonely people. The offer ensures free and regular visits to various cultural events for older people with economical and often physical limitations. Pupils from their district accompany them, with culture serving as an opportunity to initiate contact between the generations, to promote participation, interaction and exchange, and to foster cohesion. Young people are empowered to bear responsibility by taking on early social commitment. This is how they take action against loneliness and isolation and show older people that they are not left out.

How is the target group reached?

Pupils: Project presentation in the upper grades of district schools with flyers & registration forms

Seniors: Local (free) media, project presentation at seniors' meetings, church congregations, public authorities, etc.

Why is the scheme sustainable?

The cooperation with schools and a close supervision ensures constant replenishment of young participants. We have noticed low drop-out rates among pupils and a high degree of commitment among seniors.

Why is the scheme innovative?

Founded in 2016 against the backdrop of demographic change, impoverishment of older people and the very old and the growing gap between generations, **KULTURISTENHOCH2** builds a bridge between young and old. The project is innovative because concept-wise, it considers itself a learning system that involves the participants in the development. The experience of self-efficacy and early voluntary work are promoted.

Remarks/Characteristics:

KULTURISTENHOCH2 has won several awards, including the following:

Nationwide competitions

- Smart Hero Award 2017
- Social Human Rights Award 2017
- State Winner of the Neighbourhood Award 2017 of the nebenan.de foundation
- 2018 Landmarks in the Land of Ideas
- 2018 The Power of the Arts

Local competitions

Budnianer Hilfepreis 2018

Project: NAHbarn

Robby Trinks,
Tausend Taten e.V., Jena



Federal State:
Thuringia

Website:
<https://www.tausendtaten.de/nahbarn/>

Framework conditions:

When was the project started?
2009

How many people have been reached to date?
At the moment, about 50 volunteers visit about the same number of senior citizens in Jena and the surrounding area every week.

Who are the network's stakeholders?
Nursing care centre, senior citizens' office, social services, gerontopsychiatry, senior citizens' meeting places and housing cooperatives

Contents of the scheme:

Loneliness is a major problem in our mobile and connected society, affecting older people in particular. Front door and tenant conversations in Jena revealed that these people in particular rarely approach their neighbours on their own and seek exchange. Older people run the risk of losing contact with the outside world due to physical discomfort and declining social networks. The NAHbarn project – a visitation service for older people living alone – seeks to change that. It brings together tandems made up of a volunteer and an older person living alone. The tandems meet weekly for a joint activity: They go for walks and have conversations and thus contribute to the activation and social integration of the mostly isolated individuals.

How is the target group reached?

Extensive public relations work in the local press is complemented by a strong presence at city and civil society events. In addition, we are very well networked.

Why is the scheme sustainable?

NAHbarn does not replace care or household help, but promotes intergenerational dialogue, facilitates interaction between young and old, and sends a clear signal against loneliness in old age.

Why is the scheme innovative?

In keeping with our motto, we seek to reach out to even more people. We see it as our task to better inform about the topic of loneliness in old age and to raise society's awareness of this topic. Even better networking and the development of new partnerships are necessary to achieve this. In addition, we see a lot of potential in anchoring the project in rural areas and in a possible transfer of the project to other regions in Germany.



Expert Forum 3

European Strategies



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Approaches in Scotland and England

Jack Stallworthy,
British Embassy

Dr Alexandra Stein,
Director of the Scottish Government Representation in Germany

Scotland Summary:

On 18 December 2018, Minister for Older People and Equalities, Christina McKelvie launched “A Connected Scotland”, the Scottish Government’s national strategy to tackle social isolation and loneliness and build social connections. The vision of the strategy is: ‘We want a Scotland where individuals and communities are more connected and everyone has the opportunity to develop meaningful relationships regardless of age, status, circumstances or identity.’

The strategy has four key priorities

- **Empower communities and build shared ownership** – focusing on community cohesion and empowerment; investing resources in communities and encouraging everyone to play their part, recognising that social isolation and loneliness can impact those at every age and stage.
- **Promote positive attitudes and tackle stigma** – focusing on building positive and healthy relationships, reducing stigma, promoting intergenerational dialogue and helping improve mental wellbeing.
- **Create opportunities for people to connect** – focusing on raising awareness of opportunities, promoting befriending and physical activity, utilising digital technology and promoting and enabling volunteering.
- **Support an infrastructure that fosters connections** – focusing on ensuring we make the cross-Government and cross-sectoral connections with areas that impact on social isolation and loneliness (health and social care, placemaking, transport, digital infrastructure, culture and historic environment, third sector, social economy and community safety).

Action

- The Scottish Government published an Older People's Framework in early 2019 to highlight their positive contribution, tackle negative perceptions and challenge barriers.
- The strategy reflects a range of different stages and experiences – life transitions, young parents, equality groups, gender, carers, and veterans.
- The Government will work with older people to understand how digital technology can add value to their lives in a way that is meaningful for them.
- The Government will also work with health and social care integration authorities to consider their role in this space and share good practice.
- There will be a pilot on innovative housing solutions for older people, testing intergenerational and other co-living arrangements.
- The National Transport Strategy will be reviewed, allowing a modernization of the accessible transport framework.
- The very first strategy for public libraries will allow for work to build on what libraries already have to offer as community hubs with a role in tackling these issues.

- A new national indicator for loneliness has been included in the National Performance Framework.

To help measure this, we included new questions on isolation and loneliness in the Scottish Household Survey from 2018, and the first results were published in September 2019.

This showed that the majority of adults in Scotland (73 %) reported meeting socially with friends, family, relatives, neighbours or work colleagues at least once a week.

Whilst the majority of adults in Scotland reported having no, or almost no, feelings of loneliness in the last week, one in five adults (21 %) did experience feelings of loneliness. People living in the most deprived areas were almost twice as likely to experience feelings of loneliness (28 %) as those living in the least deprived areas (15 %), and people living with a long-term physical or mental health condition are more than twice as likely to experience feelings of loneliness in the last week compared to those without (34 % vs 16 %).

We will report on progress every 2 years between the date of publication of the strategy and 2026.

The 2019/20 Programme for Government commits to continued work on this important agenda.

Stakeholder quotes:

“We are pleased that all of our key recommendations to help strengthen the strategy have been adopted.... The announcement of £1 million funding over two years is a welcome step (but more will be needed)....”

Action Group on Isolation and Loneliness
(coalition of third sector organisations coordinated by Campaign to End Loneliness)

“There are lots of good things in the Scottish Government’s new strategy, many of which we have been campaigning hard for. We are ready to work with Ministers to make the strategy a success.”

Age Scotland

England Summary:

On 15 October 2018, Prime Minister Theresa May launched the first cross-Government strategy to tackle loneliness. The Prime Minister said: “This strategy is only the beginning of delivering a long and far reaching social change in our country – but it is a vital first step in a national mission to end loneliness in our lifetimes.” Up to a fifth of all UK adults feel lonely most or all of the time. Evidence shows loneliness can be as bad for health as obesity or smoking.

Guiding principles

A number of principles have guided the development of the strategy:

- Working in partnership with businesses, the health sector, local Government, the voluntary sector and wider civil society, recognising that Government can act as an important catalyst but that all must take action to reduce loneliness effectively.
- A willingness to test, iterate and learn as Government takes forward its approach, recognising the limitations of the existing evidence base.
- Ensuring a truly cross-cutting and cross-departmental approach, recognising that this is crucial to tackling loneliness effectively.
- Focusing on the key trigger points that push people in and out of feeling lonely frequently, alongside preventative action that can benefit wider society.

- Recognising the importance of personalized approaches and local solutions to tackle loneliness. This is vital given the complex and subjective nature of loneliness.

Action

- All general practitioners (GPs) in England will be able to refer patients experiencing loneliness to community activities and voluntary services by 2023. Three quarters of GPs surveyed have said they are seeing between one and five people a day suffering with loneliness, which is linked to a range of damaging health impacts, like heart disease, strokes and Alzheimer's disease. Around 200,000 older people have not had a conversation with a friend or relative in more than a month. The practice known as 'social prescribing' will allow GPs to direct patients to community workers offering tailored support to help people improve their health and wellbeing, instead of defaulting to medicine.
- Adding loneliness to ministerial portfolios at the Ministry for Housing, Community and Local Government, Department for Business, Energy and Industrial Strategy, and the Department for Transport. This is in addition to the Department for Health and Social Care and Department for Digital, Culture, Media and Sport.
- The Government's intention is to embed consideration of loneliness and relationships throughout the policy-making process.

- Pilot projects to support flexible and inclusive volunteering for people such as those with long-term health conditions, which will be rolled out in up to five pilot areas in England.
- The Government will also partner with the Royal Mail on a new scheme in Liverpool, New Malden and Whitby which will see postal workers check up on lonely people as part of their usual delivery rounds. Postal workers will be speaking with isolated people to help link them up with support from their families or communities if required.

Stakeholder quotes:

"This is a serious strategy that's not only going to help people feel more connected in their everyday lives but is also inspiring other Governments and communities around the world to see loneliness for what it is: a heart-breaking emotion and a major public health issue."

"It's welcome the Government is acting – that can spur real culture change."

Founder Alex Smith of The Cares Family.

The Cares Family arranges social events for young professionals and older neighbours to come together and share their experiences.

Poland

Janusz Marszałek,
President Polish Senior Citizens Union, Oświęcim

Initial situation

Research and observations show that human life expectancy is steadily increasing. At the end of the 19th century, the average lifespan in Europe was 40 years. At present, the average lifespan is almost 80 years. The trend of an ageing society is also supported by current figures from Poland. In Poland, there are currently about 12.5 million people aged 55 and about 9.5 million aged 65 and older.

To meet this challenge, the Polish Senior Citizens' Union has been active since 2010. It is a non-partisan association, which since 2011 has also been a member of the European Senior Citizens' Union with its seat in the European Parliament in Brussels. This enables the Polish Senior Citizens' Union to cooperate well with the Rotterdam-based organisation Humanitas, which was established a few years ago by the architect Barbara Starzyńska from Oświęcim (Poland) and Hans Citroen from Rotterdam.

Humanitas Rotterdam as a model

The organisation Humanitas Rotterdam is a network of senior citizens' residential communities based on the innovative author model of Prof Hans Marcel Becker. This project has already existed for decades, but is constantly being improved and modernised. Today, more than 4,000 senior citizens live in this oasis. The houses were built in urban and suburban areas. Humanitas Rotterdam is not a senior citizens' residential community that concentrates mainly on medical care; rather, the organisation focuses on supporting a physically healthy and mentally and socially active ageing process. On this basis, it offers a diverse and comprehensive range of activities to the residents of the senior citizens' communities.

Every day, sports events and games, concerts, lectures, singing and dancing evenings take place in the facilities. Senior citizens have the opportunity to participate in therapies, workshops and rehabilitation events. In addition, a rich cultural

offer is made available. For example, it is possible to visit the house museum or take part in regular individual and group excursions. If desired, every resident can enjoy social life – board and card games or billiard tables are available at any time. The daily meals can be eaten both in the silence of the own dwelling or with family or friends. In contrast to many other facilities for older people, it is not forbidden to have a pet here. Quite the opposite, it is even recommended.

In addition, the organisation also supports the continued independence of senior citizens by integrating small shops, cafés, restaurants and medical practices into the facilities. The result is not an isolated environment, but instead the residents are constantly surrounded by the hustle and bustle of everyday life. In addition, care is taken to ensure that the houses managed in the system are affordable for everyone in need in order to give a broad mass of people access to the project. By Dutch standards, the monthly rent of only 720 euros in these houses is very reasonable.

Implementation of the project in Poland

A Polish delegation, consisting of representatives of the Polish Senior Citizens Union and its President Janusz Marszałek on the one hand and representatives of the veterans of the trade union “Solidarność” – Andrzej Rozpłochowski and Eugeniusz Karasiński – on the other hand visited the newest complex of senior citizens’ homes of the Humanitas net-

work in Rotterdam as early as 2015. The visit strengthened the delegation’s idea to adapt the concept from the Netherlands to Poland. The in-depth programme during the stay allowed for concrete discussions on principles, details and the perspective to transfer and adapt the project to the realities of life in Poland.

Since then, a business plan approved by the bank for the first pilot project has been implemented in Poland. A facility with 135 apartments and approx. 60 care places is now to be created. In addition, shops such as a restaurant, a café, a small supermarket as well as rehabilitation and medical practices are planned on an area of approx. 2,000 square metres. In an enclave, senior citizens from the surrounding housing estate will also have the opportunity to visit a day care centre.

80 per cent of this investment will be financed by a bank loan over 20 years. In Poland, too, senior citizens can pay the monthly rent for an apartment in this facility from their own pension.

In view of the rapidly growing demand, the first house and other houses should be built as soon as possible. The Polish Senior Citizens’ Union is striving to create friendly residential communities for senior citizens and to establish a well-functioning network for older persons.

The Netherlands

Wimke Schuurmans-Oosterom,
Ministry of Health, Welfare and Sport, The Hague

More than 1 million older people feel lonely in 2030

Dutch society is on the brink of a major change. Currently, 1.3 million people are older than 75, in 2030 that will be 2.1 million. More than half of the over 75-year-olds reported feelings of loneliness. That is currently more than 700,000 older people. That worries us. And if we do not act, in 2030 we expect more than 1 million older people to feel lonely.

Loneliness among older people

This loneliness often starts with stopping work, the loss of a loved one, decreasing vitality and the difficulty leaving the house. And before you realise, days pass without anyone talking to someone. Loneliness is a sad phenomenon. People experience the lack of a close, emotional bond with others. Or have less contact with other people than they would like. Loneliness can have serious physical, psychological and financial consequences. It even increases the chance of premature death.

Target

The action plan “One against loneliness” wants to break the trend of loneliness among older people in the Netherlands. Everyone can contribute to this. We cannot expect loneliness to be eradicated entirely, but we can ask people to combat social isolation on an individual basis. Minister Hugo de Jonge (VWS): “No one can solve the loneliness, but we can all break through someone’s loneliness.”

Strategy

A great deal of civil society organisations, municipalities, entrepreneurs and volunteers – including older people themselves – take the initiative every day to bring people into contact with one another. There is a broad network with large numbers of volunteers as the driving force. This is where meaningful, lasting contacts arise and that is something we cherish. Giving meaning and purpose are an important aspect in preventing and reducing loneliness. It is essential that

we look at what people are still able to do instead of what they can no longer do. At the same time, activities and interventions are sometimes fragmented, too demanding, or fleeting and incidental. This programme therefore provides a strategy to move forward, but without taking over what is already being done. It triggers a movement in society, brings together best practices and conveys the message that we can do something against loneliness.

Context

- A priority of the current national Government is Growing Old with Dignity. To this end, a 'Pact on Care for Older Adults' was made with suitable organisations, institutions and companies. One against loneliness is an action programme within the pact, as are the programmes Aging in Place (focused on better-quality care at home and developing new types of housing) and Nursing Home Care (focused on improving the quality of nursing home care).
- One against loneliness has a duration of 3 years. An additional 26 million euros is available during this period.

Who: national and local; practice and science

The action programme calls for coalitions. On a national and on a local level. On a national level, the ministry will establish the National Coalition against Loneliness. Locally, the programme encourages municipalities to join and to

forge local 'coalitions against loneliness' between local organisations, entrepreneurs and other stakeholders. A Scientific Advisory Committee provides knowledge and monitors.

National Coalition against Loneliness

The aim of the National Coalition against Loneliness is to launch a broad movement that creates social attention for loneliness among older people. Companies and organisations from various sectors are represented. These include national healthcare and welfare organisations, supermarket chains, banks, sports organisations, senior citizens' associations, health insurers, museums, transport companies, service clubs, philosophical institutions, the residential sector and many others. Everybody makes a unique contribution from their own core business. Coalition participants are challenged to work together and create new connections – also nationally. The National Coalition against Loneliness is chaired by the Minister.

Local coalitions against loneliness

In the neighborhood, in the street, at the door and behind the door – this is where people can really make a difference for each other. For that reason the action programme stimulates healthcare and welfare, (voluntary) organisations, associations, entrepreneurs and other relevant parties to work together in every municipality. The communities can take the lead in a Local Coalition against Loneliness. Municipalities are primarily responsible for combating loneliness on the basis of the 'Wmo 2015' (Social Support Act).

We help municipalities in shaping local policy and support local coalitions with advisors and a toolkit. In time, a Center against Loneliness will be founded, which will continue to provide municipalities and coalitions with knowledge, expertise and support as an independent agency once the action programme has ended.

Scientific Advisory Committee

What works against loneliness? Nine scientists provide the latest knowledge for the national and local coalitions. They advise on the effectiveness of interventions and make a research agenda. For 1 million euro a year this research can be executed by various institutions. In addition to exchanging the latest findings on effectiveness, progress to the goals of the action programme will also be examined.

Approach based on two action lines

From a national coalition and as many local coalitions as possible, we work at:

- A. Identifying loneliness and feeling free to talk about it
- B. Breaking through loneliness and developing a sustainable approach to loneliness

In the first phase of the action programme, the attention is mainly focused on identifying loneliness and making it open to discussion; in the second phase, we focus more on breaking through and dealing with sustainability of the approach.

C. Creating favourable legal and policy preconditions

To make these actions possible, we will take the following measures:

Activities

Within the action lines we plan to develop the following activities:

A. Identifying loneliness and feeling free to talk about it

- Public campaign with commercials on TV and radio, aimed at the awareness that loneliness is an issue for that belongs to us all. The campaign is a 'call to action' to look out for each other more.
- An annual home visit with every person over 75 years old. A volunteer or social professional takes time to explain which support and activities – if desired – are available, and can signal loneliness.
- Local hotlines and digital signaling networks.
- Risk areas are mapped by the linking of data per municipality.
- An anonymous helpline always offers a listening ear, 24 hours a day.
- A social map of welfare activities per municipality. This helps local organisations to refer to each other better.
- The development of an instrument to better diagnose loneliness.

B. Breaking through loneliness and developing a sustainable approach to loneliness

- Get started with promising approaches. Municipalities and local coalitions put together an approach to loneliness that meets local needs and circumstances from a range of potentially effective interventions.
- Development of trainings and guidelines for professionals, so that they know even better how to work with serious forms of loneliness.
- Preventing loneliness under older people by activating them and promoting vitality. The general practitioners (GPs) play a role in pilots where they prescribe social activities against loneliness.
- Greater focus on interaction and contacts in the home and wider environment. Housing corporations and municipalities are exploring how current and future building plans can be taken into account.
- The use of new, innovative forms of care and support (e.g. e-health). Municipalities and health insurers are encouraged to include such innovations in their support and care more quickly and easily.

C. Creating favourable legal and policy preconditions

- Activating older people to volunteer (to prevent loneliness) and encouraging the use of volunteers by lonely older people.
- Exploring the possibilities of digital demand and supply platforms.
- The Certificate of Good Conduct will be free for volunteers to simplify volunteer engagement.
- An attractive range of projects for young people, so that they want to use their social service to counter loneliness among older people.
- Removing (unnecessarily) obstructing rules where good initiatives get stuck.

Effect monitoring

By measuring, we get an indication of the extent to which the programme has an impact. We realize that it is difficult to distinguish a direct relationship between the effectiveness of this programme and the extent to which someone feels lonely or not. After all, loneliness is a subjective feeling that is influenced by many factors. In spite of this, we aim to see a decrease in the number of older people who indicate feeling lonely in the coming period. To this end, current LASA-research from the VU Amsterdam and the GGD (Health Service) health survey 'Gezondheidsmonitor' are being used. This research makes use of the internationally certified 'loneliness scale' by Prof Jenny De Jong-Gierveld. A number of other indicators also provide insight into the extent to which the actions from the programme have an effect – knowledge institutes will work on this. Measurable steps such as the number of local coalitions formed, the number of municipalities that visit people aged 75 and over, the range of the public campaign and the number of interventions that have been proven to be effective, will be monitored during the programme.

Schedule

Phase 0, Q1 2018: Planning.

Phase 1, Q2-Q4 2018: Construction. Structure of the programme, the national and local coalitions, the Scientific Advisory Committee. Start public campaign.

Phase 2, 2018-2020: Implementation. Yearly further elaboration of the planning, so that new opportunities and initiatives can be sought.

Phase 3, 2021: Effect monitoring and evaluation.



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This text is a translated summary of the original Dutch document. In case of any discrepancy between this document and the original Dutch document, the original Dutch document shall prevail.

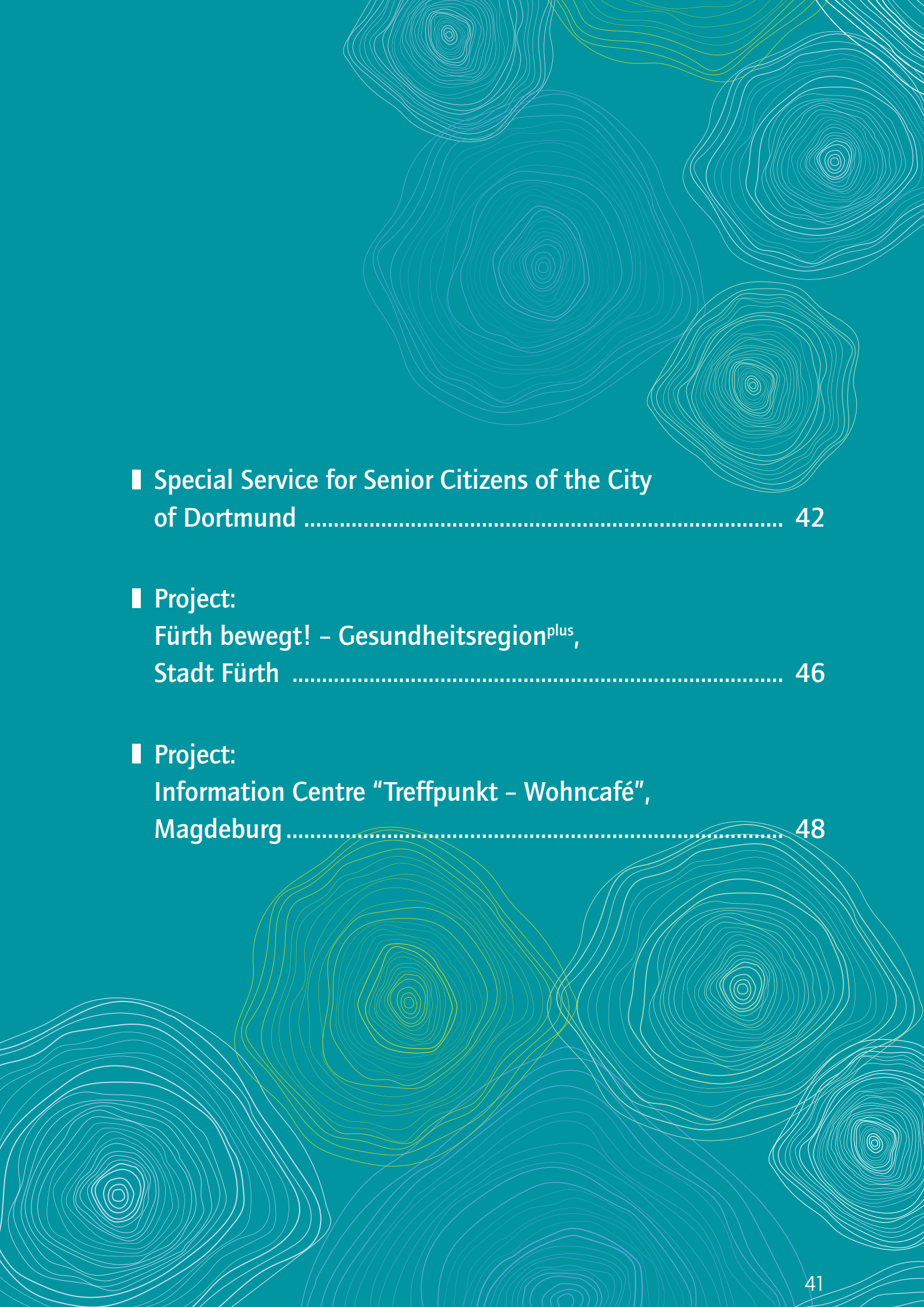


The Netherlands



Expert Forum 4

Local Strategies –
Networking of Stakeholders



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■ Project: Fürth bewegt! – Gesundheitsregion ^{plus} , Stadt Fürth	46
■ Project: Information Centre “Treffpunkt – Wohncafé”, Magdeburg	48

Special Service for Senior Citizens of the City of Dortmund

Reinhard Pohlmann,
Special Service for Senior Citizens, Dortmund

In Dortmund, senior citizens' work has traditionally played an important role in social politics. A characteristic feature of this is the cooperation of the City of Dortmund with welfare associations and senior citizens' organisations in order to promote the social participation of older people in the city and to shape urban life against the backdrop of demographic change. The municipal Special Service for Senior Citizens plans and coordinates a variety of activities and projects for and with older people in cooperation with senior citizens' organisations. In addition, there are standard schemes offered by services and facilities for senior citizens' work that promote social participation in old age.

Community centres

In Dortmund, a total of around 50 community centres for the target group of senior citizens that are close to residential areas are run by a variety of providers and funded by the City of Dortmund. Depending on the size of the facilities, the work is carried out by full-time and/or volunteer staff.

Every day, this service reaches around 1,000 visitors throughout the city. Targeted low-threshold offers also address older people who live alone. These offers that are close to where older persons live will be of great importance for social interaction in the neighbourhood of the future, because family networks will no longer be sufficient. In addition, these community centres are a welcome opportunity for low-income and single older people to get together with others from the neighbourhood. Last but not least, the providers offer volunteer work in order to actively support the institutions.

Neighbourhood projects

In several districts, new forms of social work are developing in neighbourhood projects in order to strengthen social cohesion in the immediate living and working environment. New neighbourhood offices and spaces have been created where intergenerational and cross-cultural activities are offered. These include women's cafés, offers for refugees, lunch tables for senior citizens, discussion groups or repair cafés.

Senior Citizen Assistance Service of the City of Dortmund

“Doing good will do you good” – is the motto of this city-run assistance service. A full-time coordination office within the Special Service for Senior Citizens provides a low-threshold visiting and assistance service that is making the lives of older people who live alone and have few social contacts a little easier. The Special Service recruits, supervises and trains volunteer assistants to perform this service and brings them together with the addressed senior households. In addition, the certified service centre coordinates the deployment of specially trained assistants for households with dementia patients and with older persons in need of care with a long-term care level 1. This offer is meant to relieve caring relatives of dementia patients on an hourly basis.

This support service can be billed to the public healthcare funds. The Senior Citizen Assistance Service currently employs around 200 helpers and reaches approximately the same number of households.

Senior Citizens' Offices in Dortmund



The key objective of the work in the Senior Citizens' Offices is to maintain an independent and self-determined lifestyle in old age and to promote social participation. For almost 15 years now,

there have been full-time Senior Citizens' Offices in the twelve city districts of Dortmund. The Dortmund model is characterised by a common institutional structure involving the municipality and welfare associations. The added value lies in pooling the respective competences of city employees and the associations' staff.

The core tasks of neighbourhood Senior Citizens' Offices are:

- Giving advice
- Providing individual support
- Networking within the neighbourhood and
- Promoting civic engagements

The senior citizens' offices coordinate local senior citizens' networks, which involve around 800 neighbourhood organisations and institutions throughout the city that focus on “old age and long-term care”. In addition, public stakeholders such as police stations, representatives of housing providers, doctors and hospital social services are also involved. The aim is to work closely together to organise tailor-made assistance and relief for relatives in individual cases as well. In addition, the Senior Citizens' Offices initiate community-based projects for civic engagement, such as neighbourhood assistance, the creation of ZWAR groups [social network for people aged 55+], reading sponsorships in schools and kindergartens, etc. In addition, they offer joint events with their network partners.

Demografiewerkstatt Kommunen (DWK)



Alongside eight other municipalities in Germany, the City of Dortmund has been the only major city to participate in the federal project entitled “Demografiewerkstatt Kommunen, DWK” [Municipality Workshop of Demography] initiated by the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BM-FSJ) in 2016. The aim of the five-year project is to support the municipalities in developing a demographic strategy.

Dortmund’s activities are focused on the design of intergenerational neighbourhoods. In three exemplarily selected districts, committed citizens work together in facilitated citizen workshops to strengthen neighbourly interaction and cooperation through targeted activities. This includes, for example, the organisation of neighbourhood festivals, guided walks for young and old or for persons with dementia, sports and fitness programmes for senior citizens in the public park, the joint maintenance of green spaces and the self-managed citizens’ meeting points in the neighbourhood. These activities are supported by a steering group of the City of Dortmund, which includes representatives of several city offices as well as representatives of senior citizens, disabled people and migrants’ organisations.

Project: Fürth bewegt! ⁵⁾ Gesundheitsregion^{plus} ⁶⁾ Stadt Fürth

Eva Göttlein,
Project Agency Göttlein, Fürth



Federal State:
Bavaria

Website:
<https://www.fuerth-bewegt.de>

Framework conditions:

When was the project started?

June 2017

How many people have been reached to date?

at least 70 persons per week

Who are the network's stakeholders?

Gesundheitsregion^{plus} [Fürth Health Region plus the City of Fürth], Techniker Krankenkasse [health insurance], Fachstelle für Seniorinnen und Senioren und die Belange von Menschen mit Behinderung (fübs) [Special Office for the Interests of Senior Citizens and People with Disabilities], Caritasverband, District Office – Health Authority, AWO, Diakonisches Werk, Wilhelm Löhe University of Applied Sciences

5) Fürth in Motion

6) Fürth Health Region^{plus}

Contents of the scheme:

In three Fürth districts, health-promoting activities take place three times a week every June, July, August, November, December, February and March. The offer is free of charge and anyone can participate. Qualified instructors offer various types of exercise and sports (e.g. yoga, gymnastics, fitness and back training, dance and relaxation courses, Tai Chi). In addition, one-hour walks accompanied by students take place in a district of the city.

In the winter months, weekly cooking classes and communal meals supplement the range of activities. The project's executing agency is the Göttlein Project Agency in cooperation with the Health Region plus the City of Fürth, supported by many cooperation partners from the individual districts. It is mainly financed by prevention funds from the Techniker Krankenkasse health insurance. The success, the positive response and the evaluation results of the predecessor project "Südstadt bewegt" [Südstadt in motion], (2017) led to the expansion and consolidation of the project.

How is the target group reached?

Free offer for all, at public places which are easily accessible; cooperation with district facilities; advertising through flyers, posters, homepage, press/public relations.

Why is the scheme sustainable?

The large number of cooperation partners enables a broad network that can be used for future projects. The predecessor project in a single district has already become permanent. In 2019, four districts will be included, and in 2020 the project will be extended to five districts, meaning that various activities will take place in the public space every day.

Why is the scheme innovative?

The evaluation results of the predecessor project as well as participant surveys of the current project show that older people predominantly use the offer. In addition to providing an opportunity to be in motion, it also supports intergenerational encounters and helps to get in touch with other (also younger) people from the district. Against the background of equal health opportunities, the offer is also deliberately carried out in socially disadvantaged districts.

Remarks/Characteristics:

The guided walks quickly led to the formation of a separate group of more than 10 older women, who meet weekly for walks, but also for other activities, e.g. in case of bad weather, independently of our offer.

Project: Information Centre "Treffpunkt Wohncafé"

Sabrina Mewes-Bruchholz,
Neighbourhood Management of the Pfeiffer Foundations
in the "Milchweg" Neighbourhood, Magdeburg



Federal State:
Saxony-Anhalt

Website:
<https://www.facebook.com/QuartiersmanagementPfeifferscheStiftungen2016/>

Framework conditions:

When was the project started?
2015

How many people have been reached to date?

The project reaches about 40 people per week. In addition, about 15 volunteers are employed. Since 2015, about 60 consultations have been carried out.

Who are the network's stakeholders?

Housing cooperative, parish, district management, municipal care network, internal cooperation with other areas of the foundations

Contents of the scheme:

Based on a social space analysis (2014), the project was launched in August 2015 by the Pfeiffer Foundations Outpatient Services division in cooperation with the "Otto von Guericke" housing cooperative. Since August 2015, a full-time neighbourhood manager has been employed as a local caretaker with a direct connection to the outpatient services in the city district of Kannenstieg. The aim is to set up and expand needs-based supply structures in the neighbourhood to allow people to live independently in their homes for as long as possible, even with an increasing need for help and care. The project focuses on the areas interaction, consultation, exercise and education. The project's most important activities include the weekly lunch table, several senior sports groups, general advice and special housing consultation as well as the provision of neighbourhood help and support services. The scheme is dedicated to promoting the interaction and the initiation of contacts.

How is the target group reached?

The project takes place in the neighbourhood, is accessible and low-threshold. The offers are open to all those interested. Cooperation partners also make sure access is possible.

Why is the scheme sustainable?

The project will be funded with one permanent position until 2020. Through the strong involvement of volunteers, the existing structures and offers are secured independently of the full-time position.

Why is the scheme innovative?

Our project is innovative because of its proximity to the neighbourhood and the people who live there. The low-threshold approach creates access to target groups that are difficult to reach (older people, persons in need of support, people on low incomes, mentally unstable people) and creates trust. In this way, problems are addressed more quickly and transferred to consultation services. Cooperation with the housing industry in providing barrier-free housing in line with demand is innovative as well.



Expert Forum 5

Special Target Groups –
Ways to Overcome Isolation

- 
- Project:
Wegbegleiter & Interkulturelle Öffnung, IKÖ,
Frankfurt 52
 - Project:
Silbernetz – Joining Forces Against Loneliness in Old Age,
Berlin 54
 - Project:
Kölner FriedhofsMobil,
Cologne 56

Project: Wegbegleiter & Interkulturelle Öffnung, IKÖ ⁷⁾

Gabriella Zanier, Project Management Preventive Care for Older People,
Forum for Sensitive Care for Older People, Caritasverband Frankfurt e.V.,
Frankfurt



Projekt
„Wegbegleiter & Interkulturelle Öffnung“ (IKÖ)

Federal State:
Hesse

Website:
<https://www.caritas-frankfurt.de/ich-suche-hilfe/migration-und-flucht/erwachsene/wegbegleiter/wegbegleiter>

Framework conditions:

When was the project started?
September 2008

How many people have been reached to date?
More than 1,100 older migrants, mainly Italian, Spanish, Portuguese, Croatian, Serbian, Bosnian and Farsi native speakers

Who are the network's stakeholders?
Caritasverband Frankfurt am Main (Ffm), Italian Consulate General Frankfurt, Social Welfare Offices of the City of Frankfurt, Comunità Cattolica Ital., Patronato ACLI, native-language communities, migrant initiatives, Catholic Adult Education Ffm, migration services, native-language doctors

Contents of the scheme:

25 companions with a migration background volunteer to help counter the isolation of single people by making weekly visits to their homes, hospitals and nursing homes. They offer them a trusting long-term relationship in their mother tongue, often until the end of their lives. By responding to their individual and origin-specific needs, they enhance their cultural identity, make it

tangible again and thus convey a “piece of home” and belonging. They encourage older persons to leave the house, support their participation in group offers and activities in their communities and in the neighbourhood through personal accompaniment and driving services. They motivate people to take care of their health and accompany them to doctors and to the hospital. They recognise needs in the various areas of life, call in targeted specialist advice and professional help,

⁷⁾ Companions & Intercultural Openness, IKÖ

and promote the use of social, health and care services. In doing so, they establish contact with native-language and culturally sensitive specialist services and legal advisors. In addition, the volunteers help with the handling of correspondence and the processing of applications (guaranteed minimum pension, occupational pensions, senior housing etc.).

How is the target group reached?

Through the networks of the above-mentioned cooperation partners as well as through migrant groups and organisations and their infrastructure (e.g. small shops), native-language doctors, native-language press, but above all through the informal contacts of the volunteer companions in their communities and word of mouth.

Why is the scheme sustainable?

The project's 10-year anniversary as well as the steadily growing number of applications and assistance provided (535 schemes in 2018), the more than doubled number of volunteers (from 11 to 25) as well as the long-standing good cooperation between the cooperation partners are proof of the project's sustainability.

Why is the scheme innovative?

a) Native-language companions; culturally sensitive promotion of social partic-

ipation and integration of marginalised groups and minorities; affirmation and appreciation of cultural identity; restoration of family ties that were disrupted due to migration, in Germany as well as in the home country;

b) Contribution to prevention and concrete help in the various areas of life: from health and care, livelihood and housing to assistance in organising the return to the home country and terminal care;

c) Networking volunteer migrant assistance potentials with professional structures to develop and make use of care services for marginalised groups.

Remarks/Characteristics:

A) Combining contact, prevention and intervention in one single scheme

B) Raising the awareness of German offices and institutions for the specific circumstances and needs of older migrants through professionally supervised cooperation between professionals and informal migrant structures

C) Promotion of the participation, shaping and joint responsibility of the volunteer companions in the continuous improvement and further development of the project/offer

D) Transnational cooperation at institutional level: German institutions and organisations cooperate with migrant institutions and organisations (in particular Italian Consulate General, native-language communities, Patronato ACLI etc.)

Project: Silbernetz – Joining Forces Against Loneliness in Old Age

Elke Schilling,
Silbernetz e.V., Berlin



Federal State:
Berlin

Website:
<https://www.silbernetz.org>

Framework conditions:

When was the project started?

Founded in 2014, "Silbertelefon" helpline since September 2018

How many people have been reached to date?

Several thousand reports of need throughout Germany, approx. 2,000 calls since the hotline was launched, approx. 100 volunteers

Who are the network's stakeholders?

HVD Berlin Brandenburg KdöR in cooperation with Silbernetz e.V., regional providers of old age care projects, Santor foundation, Gercke & Lala foundation, start social, Bosch foundation, nursing centres, crisis intervention, district offices, nursing services, etc.

Contents of the scheme:

“Silbernetz” [Silver Net] is a low-threshold, three-level offer for older lonely or isolated persons. It consists of the “Silbertelefon”, an anonymous helpline that has been in operation since 24 September 2018 from 8.00 a.m. to 8.00 p.m., with an expansion to 24/7 operation planned; “Silbernetz friends” make weekly personal telephone calls and close gaps in neighbourhood schemes, provide new contacts and activities or support, mediated by “Silbernetz friends”.

How is the target group reached?

Through television, radio, press, local magazines, flyers, website, Facebook, doctors, nursing facilities, pharmacies, etc.

Why is the scheme sustainable?

We give older people in particular the chance to make new contacts. Silbernetz aims to prevent the health and social consequences of loneliness. A transfer to other federal states is planned for 2020. With its low-threshold information on offers in the neighbourhood, it closes the information gap between potential users and providers of care services for older persons.

Why is the scheme innovative?

Silbernetz is unique in Germany owing to its three-level and low-threshold approach. Contacting Silbernetz takes place proactively from within the target group.

We work across generations and cultures with the help of our Silbernetz friends, who are aged between 20 and 85 and come from many different Berlin-based ethnic groups. Silbernetz is a networking instrument between providers of old age care projects and lonely older people who are unaware of such offers. With the Silbertelefon helpline, we offer conversations on the phone – just chatting relieves other service providers who cannot adequately satisfy their clients’ need to talk.

Remarks/Characteristics:

“Silbertelefon” operates on an employment model for older severely disabled and/or long-term unemployed people, who find a meaningful, social insurance-liable activity in permanent employment here. They can contribute their life experience and are trained for this activity by us in cooperation with the contact centre of a health insurance company and are continuously accompanied.

Project: Kölner FriedhofsMobil⁸⁾

Josef F. Terfrüchte,
Senioren Servicedienste Köln e.V., Cologne



Federal State:
North Rhine-Westphalia

Website:
www.friedhofsmobil.de

Framework conditions:

When was the project started?
2002

How many people have been reached to date?

The FriedhofsMobil project started on 24 April 2002 and has accompanied 1,600 to 1,800 persons annually to one of the 59 Cologne cemeteries, a total of around 25,000 journeys (approx. 8% men and 92% women). The average age is 82.9 years.

Who are the network's stakeholders?
Genossenschaft Kölner Friedhofsgärtner eG [Cologne Cemetery Custodians' Cooperative], Senior Citizen Representation of the City of Cologne, Kölner Vorsorge-Tag, Health Office of the City of Cologne (healthy & mobile in old age)

8) Cologne Cemetery Van

Contents of the scheme:

The Kölner FriedhofsMobil – socially committed since 2002. We are a non-profit association for older people and our project is unique in Germany. What we offer is a taxi-like driving service to the cemetery and back home, which is absolutely free of charge! In this way, we make sure it is no longer a luxury to get to the graves of one's relatives, even for senior citizens and people with walking disabilities and limited financial means.

The project and/or the current operating costs are financed through membership contributions, but predominantly through donations of private persons and Cologne-based enterprises.

How is the target group reached?

Advertising is carried out by a logo on the vehicle, distributing flyers in senior citizens' homes, advertisements in the daily press, our own website and through public relations work.

Why is the scheme sustainable?

Thanks to our efforts, it is guaranteed that both membership fees and additional donations from social institutions and companies are received annually to ensure continued operation.

Why is the scheme innovative?

The Kölner FriedhofsMobil is a free service financed exclusively from membership fees and donations. For 16 years now, we have been contributing to making it possible for very old people to visit the cemetery and thus escape their dreary everyday life for longed-for invigorating moments. Our driver gets people out of isolation and loneliness!

Remarks/Characteristics:

After the project start in 2002 and on the occasion of a federal comparison analysis (carried out in October 2017), the Cologne initiative led to the launch of various driving services (cemetery taxis) in 25 cities. Of these, two services were discontinued. The Kölner FriedhofsMobil is still unique in its kind in Germany. It drives daily to all 59 Cologne cemeteries according to a regular time schedule – directly to the grave. For this, the cemetery mobile received a special permit from the city of Cologne.

Already in 2006, the cemetery van was honoured with the "TASPO Award".

Presentation:

Building Blocks of Mannheim's Municipal Strategy

Hermann Genz,
City of Mannheim, Department of Labour and Social Affairs

The municipal strategy of the City of Mannheim aims to promote participation in society in old age and is based on several building blocks:

1. A comprehensive, easily accessible infrastructure with contact points: In Mannheim, there are 19 city-run senior citizens' meetings in addition to advice centres for older people that are operated on behalf of the city. There is a growing demand to organise interaction and communication (also across generations).
2. Support and empowerment of self-organisation: promotion of self-organisation in the city-run senior citizens' meetings, district-related senior citizens' networks (in the urban districts Schönau, Neckarstadt, Neckarau) with support from care support centres and, if necessary, from municipal neighbourhood management.
3. Preventive home visits: since 2003, outreach consultation services for senior citizens, implemented in cooperation with welfare associations: The project "Im Alter gesund zu Hause leben – Gesundheitsförderung im häuslichen Bereich" [Healthy living at home in old age – domestic health promotion] was carried out between 2011 and 2013 as a cooperation project between the Department of Labour and Social Affairs and the Paritätischer Wohlfahrtsverband, and was based on such a preventive approach. The concept of preventive home visits has now been introduced on a permanent basis.
4. Voluntary, low-threshold old age care: MAG 1 – Mannheim against Loneliness. The project involves a large number of network partners in the field of old age care and aims to reintegrate lonely older people into society. If a call for help is received at the headquarters of MAG 1, a mentor is called upon who accompanies the person until he or she no longer needs help or is successfully integrated into society.

5. Enabling mobility for older people: discounted public transport tickets from the age of 60; senior citizens' driving services; "CappuKino": public buses take residents of senior citizens' facilities directly to the cinema for special screenings.
6. Developing digital networks at neighbourhood level that reliably provide a wide range of services and facilitate contacts (e.g. SING project).

Strategic principles and challenges:

- Subsidiarity: Priority for self-help and self-organisation, measures and coordination by the city only where necessary.
- Social space reference: Offers are established in the neighbourhoods where they are needed or in neighbourhoods where civil society no longer offers viable structures; securing or creating local supply (e.g. through socially inclusive enterprises).
- Strengthening municipal management of care offers.
- Translating successful model projects into regular schemes and sustainable financing structures (above all for preventive home visits).

Lobby der Älteren



Editor

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