

Municipal Plan for the Elderly 2013-2016 Summary



Direction and publishing:

Area of Quality of Life, Equality and Sport

Maite Fandos
Deputy Mayor. Area of Quality of Life, Equality and Sport

Monitoring Committee:

M. Assumpció Roset (Commissioner for the Elderly), Eulàlia Cardeña (Technical advisor, Area of Quality of Life), Josep Villarreal (Director of Strategy and Innovation), Ester Quintana (Head of the Elderly Department), Emília Pallàs (Head of the Social Participation Department), Antonio Fernández (Secretary at the Advisory Council for the Elderly), Rosa Rubio (Regional Director of Social Services), Lluís Batlle (Head of Basic Social Services) and Yolanda Fierro (Planning and Processes Department)

Advisor and editor:

Mercè Pérez Salanova (Area of Care for People of the Province of Barcelona)
Nicolas Barbieri (editing assistant)

Technical coordination:

Department of Planning and Processes

Publication coordination:

Department of Communication

The Municipal Plan for the Elderly is the result of the joint work of the Advisory Council for the Elderly, the Working Group of the Elderly of the Social Welfare Council, managers and technicians from different municipal departments and areas, and representatives of political groups of the Barcelona City Council.

Copyrights of images: Directorate of Image and Publishing Services of the City of Barcelona
Authors of the images: Vicente Zambrano, Antonio Lajusticia, Cristina Diestro, Lluís Clua and Julio Parralo

Municipal Plan for the Elderly 2013-2016 Summary



Barcelona will continue to be a competitive city if we can further improve the quality of life of the elderly.

This implies to respond to situations of dependency, promoting healthy habits, encouraging participation and acknowledging the contributions and experience of the older people. In short, a city model designed for all persons, regardless their age.

It is in this framework that the *Municipal Plan for the Elderly 2013-2016* has been drawn up. It defines and specifies the lines of action to be carried out in various crucial domains such as participation, welfare, health, care, and the ways the elderly conduct their daily lives in the city.

This document channels our will to improve the quality of life of the elderly by means of policies of prevention, guidance, support and care. It has been made possible thanks to the active participation of the Advisory Council for the Elderly and the Working Group on the Elderly of the Social Welfare Council.

Last year marked the European Year for Active Ageing and Solidarity between Generations, an issue with which the City is firmly committed to advancing the construction of a city that does not avoid the challenge of aging and that does include the elderly.

We know that the elderly have an immense value to the city for their knowledge and experience, and we also know that they have needs. This has been the approach of this municipal plan, which is addressed to the elderly of our city.

Xavier Trias
Mayor of Barcelona



Older people are becoming increasingly visible and significant within the population that makes up the city. They are in their majority active and autonomous people with their own voice and claiming more specific services in accordance with their particular circumstances and needs.

Given this fact, the Area of Quality of Life, Equality and Sports makes a strong commitment to increase the budget and expand the resources and public policies for the elderly.

As a result of this commitment, we present hereby the *Municipal Plan for the Elderly 2013-2016*, a strategic plan designed and developed from the commissioner of the Elderly in Barcelona and which revolves around four main areas and a total of 218 planned actions. These actions will be developed in relation to:

- The elderly as active protagonists of the city
- Welfare and health
- Good treatment and promotion of equality
- The elderly and everyday life in the city

The plan holds the elderly and longevity as a priority for action, extending to all areas of municipal policy and in the whole area of Barcelona. It also promotes a comprehensive approach and the promotion of personal autonomy and empowerment of older people focused on their abilities, strengths and needs. It wants also to further promote the participation of older people in the city and its surroundings as well as ensuring good treatment towards them in economic terms as well as in relation to gender and origin in order to protect them against any kind of discrimination. The plan reflects the City's commitment to conduct an ongoing study on the aging population, the situation and experiences of the elderly in Barcelona, as well as to enhance pathways in planning municipal action to guide, evaluate programmes, projects and services for the elderly.

I would like to take this opportunity to thank and acknowledge the valuable contributions of all who participated in the preparation of this plan which is an instrument designed to build a better future, both in the care of the dependent elderly and in promoting their active participation.

Maite Fandos
Deputy Mayor for Quality of Life, Equality and Sports



CONTENTS

1. CONTEXT ANALYSIS 11

2. THE 2013-2016 PLAN 14

 2.1 TWELVE GUIDING PRINCIPLES 14

 2.2 APPROACH AND SCOPE 16

 2.3 MAJOR STRATEGIC LINES 17

 The elderly as active protagonists of the city 18

 The elderly, welfare and health 29

 The elderly, the good treatment towards them
 and the defence of equality 37

 The elderly and everyday life in the city 45

3. PLAN MONITORING AND EVALUATION 52

1. CONTEXT ANALYSIS

The socio-demographic characteristics of the older population segment of Barcelona determine the makeup of the intervention context designed by this municipal plan. This context, shared in many respects with the large European urban areas, is characterized by three major challenges: the intensive process of population aging, the growing number of older people living alone and the economic and social vulnerability of older people. Besides, the aging process presents important differences between men and women.

First off, we must highlight the characteristics of the intense aging process experienced by the city of Barcelona since 1980. This phenomenon has led to a remarkable growth and subsequent stabilization of the number of persons aged 65 years or more, both in absolute terms and in proportion to the total population of the city. In Barcelona, one in five people are aged 65 or more.

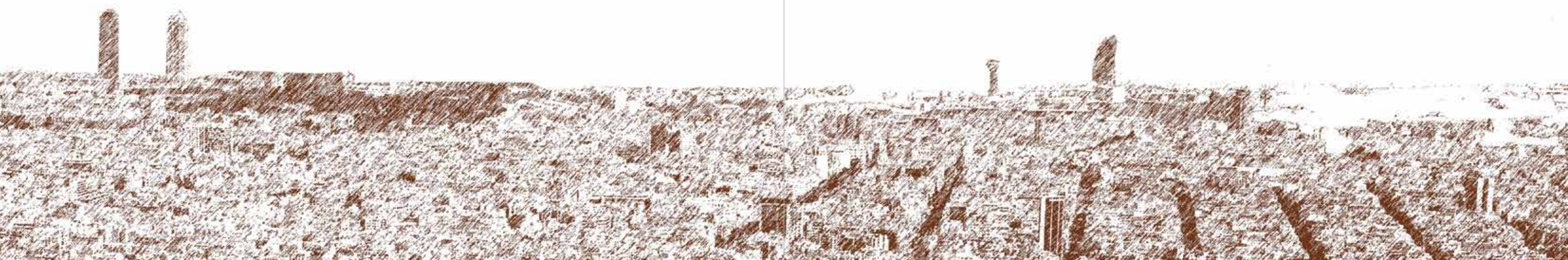
This aging process differs in its geographical distribution. If during the 1990s we could witness a reduced difference between more and less aged districts, this trend was broken during the 2000s. An increased distance between the districts with the highest and lowest percentage of the number of older people can be clearly appre-

ciated since then. This is mainly due to the reduction of the rate of aging in Ciutat Vella, which experienced the reverse process seen in districts like Les Corts.

We must also keep in mind that an increasing percentage of the elderly in the city is made up of super-agers. Currently, one in three older persons in Barcelona are 80 years old or more. In this sense, life expectancy has experienced an increase of six years in just over two decades, reaching nearly 83 years.

It is also to be mentioned that the aging process presents differences in relation to gender. It must be noted that older women represent over 60% of all older people. These differences are seen in the super-aging process of the population as well as in the growing rate of loneliness among older people.

It should be noted, secondly, the impact that the new trends in forms of cohabitation have in the situation of older people. According to data of 2011 related to the city of Barcelona, one in four older people are living alone. The rate of loneliness of older people grew steadily during the 1990s, a trend that continued, albeit more moderate, during the 2000s. The growth rate of



loneliness is ultimately a useful information to understand the extent to which public policy must manage various ways to provide tailored support for older people living unwanted situations of loneliness and social isolation. However, this indicator is again conditioned by a significant difference between men and women, because the index is more than double among women than among older men.

Third, we must take into account the economic and social vulnerability of older people, particularly in the context of economic recession. On the one hand, as far as income is concerned, almost one in four people aged 60 years or more have less than € 532.51 per month (Public Indicator of Multiple Effects Income - IPREM). Even today almost 100,000 people aged 60 or over are still living with incomes below the IPREM in the city. The territorial distribution of this group is uneven, with districts as Ciutat Vella and Nou Barris at one end of the spectrum and Les Corts and Sarrià-Sant Gervasi at the other.

Note also, the significant impact made by social transfers in relation to the economic situation of the elderly. The indicator of poverty among them decreases from 80% to 19% after application of these transfers, pensions included.

Consider moreover disability situations that occur among older people. Today almost one in five older persons has recognized disabilities. The growth in the absolute number of older people with disabilities has been very significant during the period 2000-2011, amounting to over 60,000 people. This represents a significant increase in the need for services for the promotion of personal autonomy and prevention programmes in the community unit or at home.

Notwithstanding, a complex and complete view of the aging process of the population of Barcelona requires analysing and understanding the substantive contributions that older people make and their degree of autonomy. The contribution in building social capital through collective and individual participation is a good example. Today in Barcelona, more than three hundred entities are present in the various city agencies that channel the participation of older people. In addition, the elderly are prominent actors of spaces and programmes for active citizenship, as the network of urban orchards.

INDICATORS ON THE ELDERLY IN BARCELONA

- 20.8% of the population is 65 years or over: a total of 338 509 people (2012).
- 60.4% of older people are women: in total, 204,632 women (2012).
- The super-aging index (people aged 80 and over in relation to the total elderly) rose from 26.4% to 34.3% in the period 2003-2012 (2013).
- In the district of Les Corts, 23.4% of the population is 65 years or more, in Ciutat Vella, however, this percentage is 14.7% (2012).
- In 1991, life expectancy was 76.7 years. In 2012: 82.8 years in 2013.
- The 25.7% of older people living alone: a total of 86,474 people (2011).
- The 78.1% of older people living alone are women (2011).
- The 31.2% of people aged 75 or over live alone: a total of 58,164 people (2011).
- The 22.8% of people aged 60 or more have less than € 532.51 per month (IPREM): a total of 98,138 people (2012).
- Ciutat Vella (32.8%) and Nou Barris (31.1%) are the districts with the highest percentage of people 60 years or older with incomes below IPREM. At the other end are Les Corts (15.3%) and Sarrià-Sant Gervasi (10.5%) (2012).
- The risk of poverty rate among the elderly before social transfers is 77.6%. After transfers, the indicator is reduced to 19.4% (2010).
- 18% of older people have official recognition of disability, a total of 60.055 people (2011).
- The rate of disability among older people increased from 8.2% (2001) to 18% (2011).
- The Advisory Council for the Elderly includes 35 organisations; district councils and commissions on the elderly include 300 more (2012).
- 369 older persons participate in the network of urban orchards (2012).

Finally, the perspective of the everyday life of the elderly has a particular value in the analysis of the context of the City's plan addressed to them. The contributions of the elderly were collected through different participatory processes, mainly promoted in cooperation with the Advisory Council for the Elderly. Of particular interest are those processes driven in the framework of the "Age-friendly cities". This programme, promoted by the World Health Organisation (WHO) promotes the active aging perspective emphasizing

the importance of action in the various fields and daily life situations: social and civic participation, mobility and transport, accessibility and use of public and private spaces, housing, health and social services, mutual support relationships; respect, inequalities and conditions for inclusion, and communication and information. Barcelona is part of the Global Network of Age-friendly Cities and this plan reflects the commitment of the city government for the construction of a city friendly for older people and for all ages.

2.
PLAN 2013-2016

2.1
TWELVE GUIDING PRINCIPLES OF THE PLAN

12 GUIDING PRINCIPLES

The elderly and longevity, conceived as a public policy **PRIORITY**.

AN INTEGRAL APPROACH AND THE PROMOTION OF PERSONAL AUTONOMY AND EMPOWERMENT of the elderly focused on their abilities, strengths and needs. The quality of care requires consideration of the older person from a holistic point of view, without segmenting actions by specialty or by services.

A PROMOTION AND PREVENTION APPROACH which involves, on one side, a line of action focusing on knowledge and aiming at detecting situations and contexts, and on the other, the implementation of proactive action lines.

PARTICIPATION of older people as active protagonists of the city processes and of their families and communities.

EQUITY, before any kind of discrimination, is to be guaranteed to all older people, particularly in relation to differences arising from economic reasons, gender or origin.

FAMILY is to be valued **AS A SOCIAL CAPITAL** given the values it channels such as bonding, respect, care and solidarity among members of different generations.

A VISION OF MULTIPLE CONTEXTS OF PARTICIPATION AND PERSONAL DEVELOPMENT (family, public spaces, diversity of facilities, groups, social networks, etc.) that promotes social relationships, personal development and integration into the everyday life of the city according to individual capacities .

THE TERRITORIAL dimension (districts in the city) is to be conceived as a basic principle for the development of actions. Programmes promoting active aging in each district are to represent a framework which reflects the close collaboration in each community, recognizing the needs and aspirations of the elderly and taking advantage of the characteristics of each community.

The **CROSS-CUTTING** approach is a necessary perspective in the implementation of public policies for active aging which promote an integrated, comprehensive and systemic vision of the issue.

NETWORKING AND COOPERATION are the basis of a sound planning and adoption of measures which are appropriate to the variety of situations and stages that make up the aging process. A methodology for joint work which integrates synergies between the different social agents.

ONGOING RESEARCH on aging is to be promoted - the different experiences of older people in Barcelona and their possible ways of participation in planning are to be seen as a basis for orienting action.

EVALUATION OF PROGRAMMES, PROJECTS AND SERVICES FOR AN ONGOING IMPROVEMENT AND INNOVATION - the viewpoints of the elderly are to be included and the social impact assessment of certain projects is to be deepened in order to monitor the effects of certain actions in society.



2.2
APPROACH AND SCOPE OF THE PLAN

The Municipal Plan for the elderly directs public policies to achieve the personal, family and social well-being of the elderly in our city. It continues and deepens the work previously done by the City with the aim of changing the traditional view according to which aging is related to passivity, helplessness and dependency. In keeping with this purpose, the plan proposes social recognition to the contributions of older people, while wishes to motivate them to participate in urban policy-making.

With the aim of advancing the development of the active aging perspective, the core value of empowering older people was recognized as well as the respect for the right of individuals to make decisions on issues that affect their lives according to their own values and preferences. Those values are translated into strategic lines and actions that take into account the diversity and heterogeneity of older people, and the variety of moments and environments in which the safeguard of autonomy and of one's independent life as well as the need for care are to be protected. The fight against discrimination and inequality, and the care for people when they need help are designed as landmarks asking for a firm commitment from the municipal government while also targets that different generations must share.

The plan covers from promotion, prevention and advice, to the support and care of a very heterogeneous segment of population: the elderly. However, it assumes the perspective of building a friendly city for all ages that encourages the older people's participation and the relationship between different generations.

The plan is raised from a cross-cutting and multisectoral perspective and covers a wide range of areas. The contributions from the various fields have come together in the work sessions called for the development of this plan. Also, the territorial scope of the plan and the outreach work is guaranteed by the management bodies of the ten districts of the city. In this sense, the celebration in Barcelona of the European Year of Active Ageing and Solidarity between Generations (2012) was developed with the involvement of the various areas of the City and district organisations.

The plan also adopts an integrated approach to the action of different actors (public, private and community ones) as well as of different government areas.

Finally, the involvement of older people acquires particular value in the development and evaluation process of the plan. Through the work of the Advisory Council for the Elderly and the results of the second and the third convention "The voices of the elderly", the prospect of this sector of the population is deployed not only in terms of actions but also in form of criteria. This range of contributions is complemented by the input of different actors and institutions, voluntary organisations, professionals and researchers, mainly through the Working Group of the Elderly of the Social Welfare Council.

2.3
MAJOR STRATEGIC LINES

4 STRATEGIC LINES	GENERAL OBJECTIVES	SPECIFIC OBJECTIVES	ACTIONS
The elderly as active protagonists of the city	5	13	68
The elderly, welfare and health	5	12	54
Older people, care and equality	3	9	49
Older people and everyday life in the city	3	9	47
	16	43	218



STRATEGIC LINE 1
THE ELDERLY AS ACTIVE PROTAGONISTS OF THE CITY

To promote the participation of older people and their access to quality information to encourage active citizenship, strengthen the autonomy and prevent social isolation of older people in an age-friendly city.

GENERAL OBJECTIVE 1

Promoting participation, exchange of experiences, responsibility, diversity and social engagement of older people.

SPECIFIC OBJECTIVES AND ACTIONS

S.O.1. To give prominence to the boards and committees of district and to the Advisory Council for the Elderly to contribute to the strengthening of associations.

- To prepare and develop a dissemination plan of the Advisory Council for the Elderly and of the district councils and committees to be addressed to schools and institutions of older people as well as to intergenerational organisations.
- To promote the collaborative work between different types of entities, the presence of the various projects and the connection with small organisations of the elderly - all these initiatives are to be encouraged by the Advisory Council for the Elderly and the councils and district commissions.
- To ensure the participation of the Advisory Council for the Elderly in the actions of the municipal plan and the participation of the City in the Global Network of Age-friendly Cities.
- To facilitate that the Advisory Council for the Elderly participates in the institutional mechanisms of participation promoted by the City and in the various city and sectoral action plans.
- To promote, at the initiative of the Working Group of the Elderly of the Social Welfare Council, a debate on the development of the active aging paradigm and social innovation.
- To organise the fourth convention “The voices of the elderly”, promoting the involvement of older people from the different districts and neighbourhoods, as well as the participation of people with functional limitations by drawing intergenerational connections.



- To keep contributing to the strengthening of associations by supporting innovative, quality projects, aimed at promoting personal autonomy within the call for proposals and the establishment of new agreement conventions.

S.O.2. Driving innovation in older people’s associations to promote, in their operational model, gender equality and generational and cultural diversity as well as the recognition of the plurality of family structures.

- To design and implement support measures for associations that want to innovate in their ability to address social issues on the basis of a community action approach.
- To promote the use of technologies to improve internal and external communication of organisations and to encourage training in participatory work dynamics.
- To give visibility to the barriers (resulting from the unequal distribution of housework and family care) that affect women’s participation.
- To promote the exchange of experiences between women leading projects and disseminate the guidelines derived from their work to foster equality.
- To promote gender parity on the committees of elderly associations and centres (*casals*), as well as on the councils and district committees and on the Advisory Council for the Elderly.
- To encourage intergenerational and cultural diversity in the decision-making bodies of the elderly centres (*casals*) and associations.
- To foster and evaluate projects that facilitate or strengthen the connections between the elderly centres (*casals*), the cultural agents, and education and health centres in neighbourhoods, seeking, inter alia, the relationship between different generations.

S.O.3. Raising awareness on the role of older people as active agents of social participation in the city and the relationship between generations.

- To foster jointly, from the City Council of Barcelona, the Advisory Council for the Elderly, the district councils and commissions, and the Working Group of the Elderly of the Social Welfare Council, awareness-raising actions on active aging, which may take the form of activities in schools and other relevant areas.
- To collect the plurality of experiences regarding the involvement of older people in different relational settings in order to convey their value, using appealing expressions and formats for different generations, and adapt them to ongoing projects taking place in neighbourhoods and districts.
- To give visibility to the contribution of the elderly in the economic and social sustainability of their families: helping out with child care, hosting grand-children, etc.



GENERAL OBJECTIVE 2

Encouraging participation to contribute to the development of active citizenship, social roots and the prevention of loneliness and isolation of older people.

SPECIFIC OBJECTIVES AND ACTIONS

S.O.1. Strengthening the commitment of the elderly centres (casals), facilities and relational environments where older people are involved and of the whole community initiatives addressing the promotion of the social roots of the elderly as well as the prevention of unwanted loneliness and isolation.

- To facilitate the acceptance of older people in centres (casals) and facilities in general, with special attention to the specific needs of men and women of different cultural traditions and backgrounds.
- To promote the preparation for retirement through specific activities that facilitate the integration of people at that stage and show the importance of the promotion of personal autonomy.
- To promote the participation of people with difficulties in daily life through the creation or strengthening of mutual support networks and groups, such as the project "Let's go out".
- To encourage support interventions for persons living alone to improve the skills needed to live in solitude and also to facilitate alternative options when they do not want that lifestyle anymore or they cannot keep up with it.
- To encourage older people with fewer economic resources to access the leisure offer through the holidays for the elderly programme.

S.O.2. Enhancing relationships and solidarity between generations and training activities at associative centres, civic and cultural facilities, and meeting up spaces that aid in the dismantling of stereotypes about the elderly.

- To promote intergenerational relationships beyond the relationship between grandparents and grandchildren, strengthening the links between older people's organisations, schools and high schools, nursing homes, shelters and workplaces, as done through the *Virolai* Meeting Point Project.
- To continue to support older people's and adolescents' groups in the districts, fostering the gender approach and connections with community plans and initiatives.
- To promote collaboration of older people in projects for families and children with low social support to provide mutual help to all involved.
- To foster the exchange of experiences involving intergenerational cooperation where adults and seniors participate, preserving their own space.
- To pursue the organisation of training activities through dissemination programmes, university extension classrooms and initiatives in community centres, libraries or other facilities, promoting a variety of topics.
- To promote training to strengthen the capacity of participation of older persons integrating the variety of knowledge they can contribute and promoting the reduction of stereotypes among the elderly.
- To increase support for the *Viure i conviure* (Living and living together) inter-generational exchange programme, through which older people share a home with young students.

S.O.3. Promoting digital literacy of older people.

- To pursue the organisation of courses for teaching the use of the Internet to seniors' organisations and centres.
- To organise activities to bring the older people to specific uses of varied devices, which are very common in different spheres of everyday life.
- To encourage the use of the Internet in older people with mobility difficulties or sensory impairments.
- To promote projects to disseminate results of the use of the ICT, such as "The virtual memory of older people".
- To expand the supply of computer rooms in centres (*casals*) and spaces for the elderly.
- To encourage the daily use of social networks among the elderly and the different generations, emphasizing the role those networks play in promoting social relations.

S.O.4. Consolidating the *Targeta Rosa* (Pink Card) as a tool to promote the participation of the elderly, for active aging and solidarity between generations.

- To adapt the *Targeta Rosa* (Pink Card) to the mobility needs of the elderly and assess the pros and cons of the criteria to be met for the card to be issued in order to increase the equity in access to this service.
- To assess the criteria to be met for the discounts and benefits associated with the *Targeta Rosa* (Pink Card) holders to be universally extended to all persons over 65 years.

GENERAL OBJECTIVE 3

Fostering participation to strengthen the autonomy and security of the elderly as well as their capacity to transform their environment.

SPECIFIC OBJECTIVES AND ACTIONS

S.O.1. Promoting the participation of older people as organisers and facilitators of the activities of the centres (*casals*) in accordance with the *Casals* Improvement Plan and according to the principle that actions are in agreement with the plurality of interest.

- To encourage innovation and generational diversification in the activities addressed to the elderly, prioritizing the fact that they play an active role and that best practices are developed at the *casals* and municipal facilities.
- To continue to improve the infrastructure and resources for *casals* and municipal facilities for older people.
- To create the single access card to *casals* and municipal centres that allows the older people free access to the range of activities in accordance with their interests.
- To promote innovation through the exchange of experiences of participation of older people and their families between *casals*, centres and elderly institutions in different districts and in relation to a variety of topics.
- To foster the involvement of the *casals* and elderly institutions in community projects and working groups at neighbourhood or district scale and in which people deal with the issues which may be of their interest; promote also that experiences are shared in the framework of the district's board or commission meetings.
- To encourage the involvement of groups and organisations in the dismantling of prejudice and discrimination through, among other measures, the *combating rumours* strategy, created to fight against prejudice towards people of foreign origin.

S.O.2. Promoting voluntary programmes to strengthen the autonomy and social ties of the elderly.

- To provide training and volunteering activities and foster the continuity and the creation of volunteer groups within the *casals* and senior centres as well as in all types of entities.
- To organise volunteer recruitment actions that emphasize the values of volunteering and of the associative movement as well as their capacity for social transformation while showing the variety of projects and organisations involved.
- To pursue the support provided for the participation of older people in counselling young adults on job placement, such as in collaborative projects with *Barcelona Activa*.
- To promote the development of associations and volunteer organisations in cooperation with the participatory movement through a variety of activities and fields, and based on the recognition of the contributions made by older people.



GENERAL OBJECTIVE 4

Facilitating the access to information in order to encourage participation and that the elderly become familiar with the rights and duties of citizenship.

SPECIFIC OBJECTIVES AND ACTIONS

S.O.1. Promoting the development of communication channels to encourage participation and interaction with the elderly.

- To encourage new online systems to improve channels of communication with older people to promote access to culture, education and leisure.
- To develop shared strategies between libraries, community centres or sports facilities and elderly centres (*casals*) and institutions.
- To promote information campaigns in public and private spaces frequented by older people, such as primary care centres, pharmacies, markets or shops.

S.O.2. Fostering initiatives that promote access to information regarding the rights and duties of citizenship, and in particular, those relating to the elderly.

- To keep fostering that the communication campaigns by the Barcelona City Council are based on a speech in which everyone can feel included, avoiding stereotypes and sexist language.
- To strengthen awareness-raising initiatives on: new family models, the diversity of sexual orientations and identities among older people and the information on the objectives of the Municipal Plan for the LGBT community. All this through actions organised from the Advisory Council for the Elderly, from the centres (*casals*), libraries and community centres, and by adapting the specifications for residential centres.
- To promote information and training activities for older people about their rights and duties with the aim of actively encouraging self-protection and the exercise of responsible citizenship.
- To include information on aging women in points of information and advice addressed to women facilitating intergenerational connection.

GENERAL OBJECTIVE 5

Promoting the quality of information and the variety of transmission channels, and make information available for older people in their diversity.

SPECIFIC OBJECTIVES AND ACTIONS

S.O.1. Increasing attention to the information needs of older people in their diversity by ensuring the variety of channels and media.

- To ensure the conditions of access to information to older people in their diversity, particularly to older people in social isolation, dependency, with sensory disabilities and those living in nursing homes.
- To keep promoting, in cooperation with the corresponding areas in the City Council, initiatives to disseminate information online, such as *Barcelona Accessible*, which systematize the information on city accessibility.
- To facilitate that timely information reaches through the variety of media coming to the elderly, such as radio or other local media.
- To encourage reflective reading of the press and all kinds of media, with the collaboration of volunteer groups and through the elderly centres (*casals*) and other spaces.
- Updating the *Envelliment Actiu* (Active Ageing) website incorporating information about activities for older people and events in the city.
- To facilitate that information reaches through oral communication the elderly centres and institutions.
- Continuing to promote the reporting function of the citizen service offices (OAC).



S.O.2. Encouraging initiatives that promote the quality of information that reaches the elderly to make it more understandable.

- To re-examine the standards for written information to reconcile the design and text comprehension criteria.
- To promote initiatives to further the progress of content comprehension, such as easy reading.
- To ensure that information on the City web for the Elderly is made available in a clear and concise manner, and presented through understandable language and large-print.
- To include simple mechanisms to adapt the font size to written information on the Internet.
- Promoting the concept of literacy and health training through awareness-raising campaigns on healthy habits.
- Encouraging the improvement of municipal services that offer automated telephone response and facilitate that the option of personal attention is also offered.



STRATEGIC LINE 2
THE ELDERLY, WELFARE AND HEALTH

To ensure universal access to quality basic social services, and promote a comprehensive approach to active aging through the coordination and alignment of services. To enhance resources for health promotion and support networks and mutual aid taking into consideration gender and older people diversity.

GENERAL OBJECTIVE 1

Ensuring universal access to quality basic social services for the recognition of the rights of the elderly.

SPECIFIC OBJECTIVES AND ACTIONS

S.O.1. Improving access to basic social services guaranteeing that the elderly can continue at their homes.

- To improve and expand the coverage of telecare services and home help ensuring access to everyone who needs it, in order to reach a total estimate, in 2015, about 65,000 households served with 75,350 beneficiaries and a coverage level of people over 75 years of 34%.
- To expand the coverage of the Home Care Service (*Servei d'Atenció Domiciliària – SAD*) to all persons entitled in order to reach a total estimate, in 2015, about 24,885 beneficiaries served and a coverage level of people over 75 years of 10.41%.
- To reduce the time taken to assess and provide telecare support.
- To advance the development of the Law of personal autonomy and care for dependents prioritizing service delivery, and improve the response time in the formulation and assessments of individual care plans (*plans individuals d'atenció - PIA*) to ensure compliance with the deadlines.
- To collaborate with the Government of Catalonia (*Generalitat*) in promoting telemedicine and other technological applications to promote the skills of the elderly.
- To inform users in a clear way on the duration of the processes and the waiting times, which are variable on each occasion.

- To promote the use of technological devices incorporated into the municipal tele-assistance service when needed to minimize risks in the home.
- Promoting the use of technological innovations such as the “Personal Alert Service- pager” to facilitate autonomy of older people and care for them and their family caregivers.
- To continue the programme of functional adaptation in the home to facilitate independence and security in everyday life.

S.O.2. Improving the coverage of basic needs of older people in a situation of high vulnerability (such as unwanted loneliness, isolation and advanced age) promoting the participation of various actors.

- Networking with the participation of professionals, users and organisations to improve the detection of vulnerabilities.
- To expand activities to meet the needs of older people living alone, incorporating both professional action and initiatives based on the coordination of different agents.
- To develop the *Radar* programme in all districts of the city as a basic component of the Programme of Actions to promote active aging of the elderly, 2013-2015.
- To promote collaboration between the health services and the Public Health Agency of Barcelona in the initiatives designed to foster relationships to prevent or to address unwanted loneliness and social isolation.
- To reinforce the “Meals in company” programme ensuring that there is a service of this type in each district and expanding the supply of services to 365 days depending on the needs identified.
- To promote, in every district of the city, an electronic portal of resources and services for the elderly so that they are informed and have an easier time accessing the various resources available in their district.
- To enhance the telecare service as a preventive care service for the elderly living alone and at risk of social isolation.

GENERAL OBJECTIVE 2

Enhancing the quality of services by increasing their adequacy and specificity so as to serve older people in their diversity.

SPECIFIC OBJECTIVES AND ACTIONS

S.O.1. To expand and improve care for dependent older people or those at risk of exclusion through equity criteria and social justice by promoting regional balance and adapting care models to the diverse needs of the people served.

- To promote advanced person-centred care models in all residential and day centres, using varied strategies and adapting the rules to the needs of people (visiting hours and meals, etc.).
- Ensuring coverage for all people in distress through the Emergency Care Service offering, where appropriate, residential care.
- Providing information on the use of technological and home support devices in order to encourage their use when required.
- Advancing a model based on diversified activities, coordinated and complementary to each other, paying special attention to the evolution of the older people’s and carers’ situation, encouraging an innovative and sustainable approach thereof.
- Addressing chronic situations and fragility of the elderly, in the framework of the complex chronic patient Programme.
- To improve coordination between the different charitable resources so as to integrate the whole health and social care network under the Health Consortium. Enhance, through comprehensive health areas and operating committees, the coordination among all levels of care and the continuum of care designed for the elderly.

S.O.2. Promoting the participation of the people served and their families in the design and improvement of services.

- To develop new ways to include the experience of the user in assessing the quality of care as a strategy consistent with the person-centred care model and the principle of good treatment.
- To diversify the mechanisms of expression and participation so that they can be harnessed as motivators, seeking the involvement of diverse groups of older people (users or not) and evaluate the results.
- To promote the creation and operation of the Residents Council motivator and other means of participation in residences.
- To encourage the participation of representatives of the residents’ councils in the district boards and committees on the elderly.

GENERAL OBJECTIVE 3

Promoting a comprehensive approach to active aging through the coordination of various services based on equity and social justice, consistent with regional balance and with the programme set up in each district.

SPECIFIC OBJECTIVES AND ACTIONS

S.O.1. Coordinating social services with the health network in the rollout of comprehensive interventions rooted in the territory.

- To conduct a comprehensive pilot programme on active and healthy aging in different neighbourhoods of the city.
- To disseminate practical guidance based on the results coming from cooperation experiences, the pilot projects for coordination between health and social care and the review of management processes.
- Promoting care pathways that will coordinate the various levels of health care and will have multidisciplinary teams including geriatricians.

S.O.2. Promoting programmes and initiatives aimed at encouraging a healthy and active aging and to develop personal autonomy.

- To edit a guide to promote quality of life centred on improving eating habits and physical activity, in which clear information and stimulating guidance for health are provided.
- Promoting sport and physical activity on a daily basis for a healthy life through specific programmes in parks and other public spaces, such as the “Get active in the parks” programme.
- To introduce health promotion and risk prevention through participatory formats and activities to be carried out in different environments.
- To promote cognitive stimulation activities (memory training workshops and other initiatives) meeting the criteria provided by the Public Health Agency of Barcelona.
- To foster activities to promote emotional well-being, taking into account broadly, the circumstances that seniors often experience.
- Strengthening prevention, health promotion and community health programmes in the primary care centres.

S.O.3. Promoting citizen participation as a strategy for assessing the comprehensiveness and coordination of health and social services.

- To promote institutional mechanisms for participation of older people in the assessment process, such as the creation of working groups of the Advisory Council for the Elderly or the inclusion of older people in health councils in the districts of Barcelona.
- To encourage community participation initiatives such as the *Barceloneta alert* project, facilitating the transfer processes and subsequently sharing the results.

GENERAL OBJECTIVE 4

Increasing support resources for older people and family carers taking gender into account.

SPECIFIC OBJECTIVES AND ACTIONS

S.O.1. To enhance networking among organisations, health services and social services, and improve training and support programmes taking into account the dynamics of each district.

- Starting a set of pilot projects on active and healthy aging, which will be extended to the various districts of the city, in collaboration with social services, health centres and other departments.
- To enhance support from the social services centres to families involved in the care of dependent people, and avoid increasing inequality in care responsibilities.
- To review the content and methodologies in the training of carers, valuing care experiences from other countries and cultural traditions and defining improvement strategies which may impact the quality of care.

S.O.2. Fostering projects that promote respect and good treatment by the families.

- To encourage respectful attitudes of adults towards their older, promoting collaboration of associations in each district.
- To inform and advise families on how to care for and help their families in the aging process.
- Encouraging community projects to promote awareness, detection, reporting and intervention regarding situations of abuse, neglect and mistreatment.
- To involve professionals, institutions, organisations, the older people and the general public as promoters of good treatment, and pay particular attention to the role to be played both by schools and the city education project.

OBJECTIU GENERAL 5

Promoting and strengthening networks of support and mutual aid in the local environment, connecting the plurality of actors involved and in coordination with the rest of the city.

SPECIFIC OBJECTIVES AND ACTIONS

S.O.1. To encourage centres (*casals*) and other organisations to stimulate participation in networks and in various forms of mutual aid and volunteer initiatives.

- To promote the continuity and creation of support groups addressed to people suffering from chronic illnesses and their families in the framework of the *casals* and other senior centres, primary care centres and hospitals.
- To cooperate with the *Generalitat* (government of Catalonia) on the development of self-care initiatives addressed to people suffering from chronic diseases, always in collaboration with healthcare professionals.
- To keep fostering community actions that prompt mutual support responses based on the input of citizens and adapted to the dynamics of each district.
- To disseminate information on community action experiences and support the generation of knowledge in order to harness its innovative potential.



S.O.2. Improving support responses to family carers.

- To continue to promote the network of family carers with the participation of the organisations and institutions involved.
- To analyse the current situation of carers, identify support itineraries and detect their shortcomings while improving coordination.
- To include analysis, in the Barcelona Health Survey and on a regular basis, of the situation of people living with dependents.
- Continuing to support families through the “RESPIR” (BREATH) programme which allows residential temporary stays for seniors cared for at home.

S.O.3. Encouraging the improvement of the daily lives of the elderly and their families through “time policies” deployed in neighbourhoods and formulated to help reconcile family, personal, work and social life.

- Strengthening and diversifying the assessment of time banks as a tool to enhance social relationships of older people and to improve the quality of life through solidarity.
- To develop the project “Temps per a tu” (Time for you), to support family carers of dependents.



STRATEGIC LINE 3

THE ELDERLY, THE GOOD TREATMENT TOWARDS THEM AND THE DEFENSE OF EQUALITY

To advance the commitment to ensuring the proper treatment towards elderly people and combating discrimination making visible the stereotypes, addressing inequalities and developing appropriate responses to the elderly who suffer the impact of the crisis.

GENERAL OBJECTIVE 1

To combat discrimination affecting older people by making visible the stereotypes and addressing inequalities and barriers to the exercise of rights.

SPECIFIC OBJECTIVES AND ACTIONS

S.O.1. Promoting a continuous line of work in conjunction with the Advisory Council for the Elderly, the district councils and committees, and the Working Group of the Elderly of the Social Welfare Council in order to combat the use of stereotyping and prejudice.

- To encourage the participation of older people in specific and nonspecific organisations, emphasizing the diversity of this population, moving away from a ‘protectionist’ attitude towards them and encouraging them not to accept stereotypes.
- To promote the design of strategies that show environments where older people reject stereotypes.
- To include in the City communication outputs the presence of images showing the heterogeneity among the elderly, in which men and women appear in different situations of everyday life in the city.
- To develop working strategies with editorial boards and Press Ombudsmen in media.
- Furthering the progress of projects to stimulate the relationship between different generations dismantling stereotypes between different groups: seniors, adults, youth and children.
- To establish partnerships with organisations such as the Women’s Council and the Youth Council, with the aim of reducing the use of stereotyped images of older people.

- To incorporate the fight against prejudice in workspaces among both professional and non-professional carers.
- To incorporate differentially the group of people aged 65 years or more in all studies done in the city and unbundle in that group the group of 85 years or more.
- To conduct gender-disaggregated data in all studies and reports.

S.O.2. Making visible the discrimination against older people because of age, gender, disability, sexual orientation and gender identity, ethnicity, religion or beliefs.

- To encourage civic associations and consumer organisations to be actively interested in the demands of the elderly about the discrimination they may suffer and help them to voice their disagreement.
- To gather and systematize the queries and complaints made by older people before the consumers' attention services.
- Publicizing examples of discriminatory actions in various areas such as the workplace, insurance products and financial services, housing and health and social services.
- To encourage older people to be more aware of their rights and of the need to defend them. Spread, to this end, the Document on the rights and freedoms of dependents.
- To disseminate information on innovative projects developed in Europe to combat discrimination, as well as regulatory developments in favour of non-discrimination.
- To promote dissemination channels aimed at older people who are not part of organisations or participate in senior centres (*casals*) or other local facilities.

S.O.3. To intensify efforts to advance the equality between men and women and the respect for diversity in sexual orientation and gender identity.

- To actively support initiatives that provide a proactive image of older women different to the conventional images associated with caring and household activities.
- To disseminate and make known the different ways of aging and avoid the application of gender stereotypes seeking collaboration with a wide range of actors and entities.
- To develop strategies that promote the sense of shared responsibility between men and women in everyday life and promote the value of equality between members of different generations within and outside family structures stimulating collaboration with educational institutions.
- To reinforce the principle of respect for diverse sexual orientations and identities in the training plans of professionals who manage services for older people.
- To increase collaboration between the Advisory Council for the Elderly and the Women's Council (and other areas of participation) to promote equality through initiatives that include the heterogeneity existing among the elderly.
- To expand the scope of the points of information and advice addressed to women including training and advice on all issues of interest to older women.
- Furthering the collaboration between the Advisory Council for the Elderly, the Women's Council and the LGBT Council to encourage projects that promote respect for the diversity of sexual orientations and identities.

S.O.4. Providing answers that enhance inclusion in digital society and avoid the digital divide.

- Continuing to promote the supply of engaging activities to bring ICT applications, useful for everyday life, to older age groups or to persons who have had no contact with the digital environment.
- To develop strategies to avoid the effects of the digital divide in the various areas of everyday life, with particular attention to actions aimed at people who are not linked to opportunities for participation.
- Promoting the use of social networks in various subjects and through various initiatives.

GENERAL OBJECTIVE 2

To progress in the creation of solutions adapted to the needs and aspirations of the people who suffer the impacts of the crisis.

SPECIFIC OBJECTIVES AND ACTIONS

S.O.1. Formulating strategies to compensate for the various effects of the loss of purchasing power in the older age groups who are most vulnerable to the economic situation.

- To set up mechanisms for gathering information, available at the centres and social service agencies in order to meet the needs of older people (particularly the oldest people) in more vulnerable situations.
- To align resources so that responses from the various municipal programmes are appropriate for people of all ages and respectful of their aspirations in different areas - housing, food, mobility, etc.
- Strengthening the performance of basic social services, as well as the resources available to address situations of vulnerability arising from the current economic crisis.
- To support community projects aimed at detecting the elderly who are in vulnerable situations and try and prevent that the crisis exacerbates vulnerability.
- To collect input from the Advisory Council for the Elderly and the Working Group of the Elderly of the Social Welfare Council regarding the effect that the crisis is having on the elderly taking into account gender differences and the diversity of situations in the districts and neighbourhoods.
- To promote research on the effects of the economic crisis on the family dynamics, taking into account not only the forms of solidarity but also those domestic tensions and conflicts that may arise.

S.O.2. To acknowledge the contribution of the elderly to social cohesion in the current context and encourage their involvement in the design and implementation of new responses.

- To incorporate in the analysis of the living conditions in the city the effects of the contribution of older people in the private sphere of the family.
- To give support, from the districts, to the deployment of projects to reconcile domestic help, such as after-school care for grandchildren, and rewarding activities for the elderly.
- To encourage the participation of older people in creating innovative responses, highlighting the confluence of solidarity and social transformation capacity and promoting research and generation of knowledge on this subject.



GENERAL OBJECTIVE 3

Advancing the commitment to ensure the proper treatment of the elderly and to eliminate abuse.

SPECIFIC OBJECTIVES AND ACTIONS

S.O.1. Reducing the invisibility of abuse experienced by older people and promoting good treatment and zero tolerance for any form of abuse.

- To develop actions to draw attention to the need for good treatment towards the elderly throughout the various stages of aging. Such actions are aimed at different audiences and also designed to be developed in cooperation with education institutions.
- To develop information materials that promote good treatment aimed at older people and relatives and disseminate them through various channels and in different environments; to further promote the organisation of active groups to spread these principles.
- Providing support to the Advisory Council for the Elderly and to district councils and commissions in the dissemination of the Open Document on the rights and freedoms of the older people in situations of dependency. Giving support also to the new actions designed to spread the culture of good treatment and zero tolerance to abuse.
- To develop educational materials related to good treatment, addressed to professionals of various sectors to facilitate understanding of the different forms of abuse such as childishness and the annulment of the capacity of the older people to decide by themselves.
- To increase the participation of individuals from different ages and of different kinds of related organisations in the activities of the World Elder Abuse Awareness Day.
- To start a pilot experience of the “Rights and duties on aging” programme to promote equal rights and non- discrimination.

S.O.2. Improving the strategies of prevention, detection of abuse and care through training and cooperation between different disciplines, professions and sectors of activity.

- To improve the training and support to both professional and non-professional caregivers in order to strengthen those actions expressive of good treatment, to highlight those that are expressive of abuse, and to design activities adapted to the variety of living conditions.
- To determine the changes that are needed in the current protocol after analysis of the experience generated by its application in the social service centres.
- Improving response circuits in those situations where physical or psychological integrity of older people is at risk.
- To re-examine, in conjunction with the professionals active at the social service centres, the methods of prevention, reception and care aimed at the elderly and the circuits and modalities related to male violence situations in order to design a working plan aimed at the older women who suffer this type of violence.
- To develop mechanisms for collaboration with health professionals in the tasks of assisting family caregivers and in the screening and care for seniors suffering abuse.
- To conduct a training programme for professionals of social services in order to implement the array of planned actions.



S.O.3. To improve the strategies of prevention and detection of abuse and the strategies of care for people suffering thereof through the involvement of older people as well as youth and adults, associations of older people and the community.

- To design contact channels which, easily, allow access to care services, and help report abuse to those concerned.
- To facilitate that older people have access to clear information indicating them that they are being abused and enabling them to communicate and report the situation.
- To encourage the involvement of district councils and commissions on the elderly and the cooperation with multigenerational and/or older people organisations, and with community agents, for the promotion of the values of good treatment, through initiatives rooted in participatory dynamics developed in each district (groups, organisations, and institutional mechanisms of participation).



STRATEGIC LINE 4
THE ELDERLY AND EVERYDAY LIFE IN THE CITY

To improve the accessibility and safety conditions of the public space, of housing and the environment, of public transport and mobility in general, promoting an active and common use of all these elements.

GENERAL OBJECTIVE 1

Ensuring universal access and universal design for all, in public spaces and buildings, in terms of housing, public transport and mobility, with the goal of improving the quality of life of the elderly.

SPECIFIC OBJECTIVES AND ACTIONS

S.O.1. Promoting the improvement of public spaces and buildings, services and activities from the perspective of both physical and communication accessibility for the elderly.

- To foster and monitor the accessibility conditions of older people in outdoor public areas, City buildings and other spaces, and make progress in terms of a city without barriers through initiatives such as the Barcelona Green Infrastructure and Biodiversity Plan, the Accessibility Plan for Museums, and so on.
- To promote that public spaces and shops, as in the *Comerç amic* (“Friendly trade”) campaign, offer adequate services to the specific needs of the elderly: rest areas, benches, toilets...
- To deploy in all districts the category “Elderly-friendly commercial establishments” to identify those establishments that have in mind the needs of older persons and promote personal attention.

S.O.2. Ensuring the accessibility of urban habitat services, improving the care of elderly dependents and meeting basic needs and access to social housing for vulnerable groups.

- To improve access to housing for older people through initiatives such as the plan *Empenta* (“Drive”) aimed at ensuring a public park of social housing.

- To provide the City with accommodation spaces for vulnerable families in social emergency.
- To increase the number of housing units designed to cover social emergencies as well as the number of housing units reserved for most vulnerable people.
- To continue to build housing units equipped with services for seniors as currently promoted by the City of Barcelona Housing Authority, with the estimation to reach in 2015, up to 23 promotions and to pay attention to approximately 1,500 seniors.
- To pursue the call for funding rehabilitation and installation of lifts.
- To continue to provide information and advice, through the housing offices, to all citizens, particularly the elderly.

S.O.3. Improving accessibility to public transport and general mobility of older people in order to facilitate equal access to all citizens.

- To adapt the *Targeta Rosa* (Pink Card) to the mobility needs of the elderly and assess the pros and cons of the criteria to be met for the card to be issued in order to increase the equity in access to this service.
- To assess the *Targeta Rosa* (Pink Card) extension of use to metropolitan- area networks including train transport (Renfe).
- To foster improvements in the adapted transport service and complement it with special transport.
- To improve accessibility for older people not only in vehicles, but also in the subway and bus stops; to keep installing seats and waiting indicators, and replacing the rubber material covering the platforms located in the driveway.
- To identify and assess the impact of the deployment of orthogonal transport lines, new lines and double stops in terms of public transport use by older people.
- To advance in display systems at transport stops making visible the route to the destination.

- To examine ways to improve the accessibility of taxis and encourage drivers, through incentives, to adapt the taxi fleet taking into consideration the older people’s needs.
- To promote improvements in street signs and paving so as to facilitate the movement of older people and all citizens.
- To pursue the burial of wastes to facilitate traffic and pedestrian visibility.

GENERAL OBJECTIVE 2

Advancing the security of public space, housing and the environment, public transport and mobility in general including the perspective of the elderly.

SPECIFIC OBJECTIVES AND ACTIONS

S.O.1. Ensuring that public space is a safe, quiet and comfortable space for the elderly and for all.

- To continue the local police actions to enforce the ordinances on public roads in order to ensure sufficient space for older people and pedestrians in general.
- To promote actions to substantially improve the perception born by older people and citizens in general on city safety.
- Including the older people’s perspective to build a security model that recognizes the differences in lighting design and addresses, among other things, how to ensure visible and clear reading of the route.

S.O.2. Fostering prevention and self-protection of the elderly both in public spaces and in the home and support prevention and conflicts resolution in those environments.

- To continue the expansion of initiatives such as safety and mobility sessions for the elderly run by the *Guàrdia Urbana* and *Mossos d'Esquadra* in older people meeting centres (*casals*) and other elderly spaces and enhance the perspective of the community policing.
- To disseminate tips on preventing falls in the homes by promoting household adaptation to make life safer and more comfortable and enhance collaboration with housing offices as advisor agents.
- To encourage that elderly organisations create groups where the benefits of housing adaptations are shared.
- To ensure that the housing offices and the *Barcelona BAR Association* offers assistance in cases of real estate mobbing.
- To raise public awareness about real estate mobbing among the neighbourhood and the families of those affected to help the older person to report abuses and confront them.
- To enhance the programme of support to neighbourhood associations (owners' communities) to guide the resolution of conflicts in the community, in close contact with the associative fabric.
- To ensure that the Security Plan includes the perspective of older people.

S.O.3. Promoting accident prevention improving road safety for older people and other specific groups.

- To promote, within the framework of the Road Safety Plan development, campaigns aimed at older people and vulnerable groups.
- To support initiatives to educate the entire citizenry about respecting reserved seats in public transport.
- Promoting information activities that encourage a safe and comfortable use of public transport by the elderly, with the involvement of TMB (*Transports Metropolitans de Barcelona*).

- To pursue awareness actions addressed to public transport drivers to provide safety and comfort for the elderly and the entire citizenry.
- To develop initiatives to raise awareness among private drivers on road safety for older people.
- To develop information activities on the circumstances identified in accident studies.

GENERAL OBJECTIVE 3

Encouraging older people to develop an active, shared and common use of public spaces and buildings, of housing and the environment and of public transport and mobility in general.

SPECIFIC OBJECTIVES AND ACTIONS

S.O.1. Taking into account the emerging forms of being in the public space and make them available to the elderly.

- To provide public spaces and buildings with elements serving leisure and health and to promote initiatives to strengthen their social function.
- To ensure that the Barcelona Green Infrastructure and Biodiversity Plan encourages intergenerational relationships through the design and implementation of the community management-based urban gardens and orchards programme.
- To encourage the participation of older people in contests of ideas related to green and biodiversity, and the establishment of a volunteer programme for the preservation and dissemination of green and biodiversity, fostering the intergenerational aspect of these initiatives.
- Promoting the installation of gymnastic circuits in different recreational public spaces such as parks or squares in all districts.
- Working with associations and organisations to encourage initiatives facilitating attachment and social interaction such as urban orchards or pets.

S.O.2. To promote that housing with services be linked to the local environment and facilitate collective decision-making processes among tenants.

- To continue efforts to facilitate that older people living in housing with services establish links with the neighbourhood, the public facilities and local communities in general, and incorporate this into the specifications.
- To continue to promote the opportunities for participation of the users of housing with services to facilitate collective decisions related to the management of these facilities.
- Examining the actions deployed in other European cities relating housing adapted to the various stages of aging.
- Assessing the sustainability of shared housing initiatives that promote inter-generational house-sharing and cooperation among neighbours.



S.O.3. Fostering the involvement and participation of older people in different sectoral mechanisms of institutional and community participation related to public space, safety, transport and mobility in general.

- Promoting that the Council of Social Housing in Barcelona includes the perspective and participation of older people in its working groups.
- Actively encourage that the Urban Habitat Advisory Board includes the active aging perspective as an approach that promotes the city's adaptation to an aging population, and the Advisory Council for the Elderly participates in defining the urban city project.
- To ensure, through mechanisms of participation, that contracts or plans such as the mobility pact or the pact on time management include the perspective of older people.
- Deepening the translation of the perspectives of older people and the gender differential perspective in the various strategic plans such as the Barcelona Green Infrastructure and Biodiversity Plan or the civic commitment for sustainability.



3.
PLAN MONITORING AND EVALUATION

The 2013-2016 Plan for the elderly is a framework plan with a global vision of the elderly in the city of Barcelona. The Plan policies are framed in four major strategic lines that include the objectives and programmatic actions. This is a tool designed to ensure consistency and unity of action for all the programme development.

The monitoring plan will proceed from the executive programming in each management authority either sectoral or territorial.

For its evaluation, the plan foresees a system of measurable indicators:

Planning
–
Programming
–
Execution
–
Evaluation
–
(settings)
–
Reprogramming

This **plan** is a three-years action framework which should allow for an annual revision and for the adjustments and reprogramming required in each area.

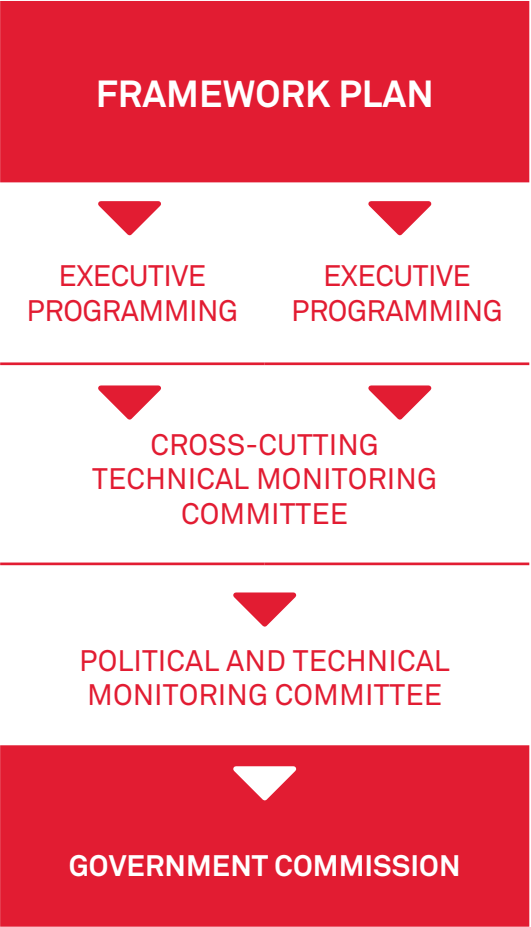
The **programme** is a guide for specific short-term action which determines operational objectives and establishes a set of performance indicators related to the objectives set for each project, process or service and through which the different actions already described in the plan are run.

The **evaluation** will deploy an **indicators system**, largely made by significant indicators from the total of **performance indicators**. Process indicators and environment indicators will also be taken into account in relation to the assessment of the overall impact of the plan.



The **Plan monitoring** foresees the following mechanisms:

- **A significant indicators system.**
Measurable output indicators, linked to programmes, agreed with CEOs and other process and environment indicators.
- **Cross-cutting Technical Committee** for Plan monitoring, composed of all the technical managers from the various departments related to the daily life of the elderly, and having participated in its elaboration. This Committee serves three principal functions:
 - Monitoring the Plan development, according to the state of fulfilment of the planned actions.
 - Technical analysis of processes and detection of unanticipated issues.
 - Compilation of relevant indicators for Plan evaluation and monitoring.



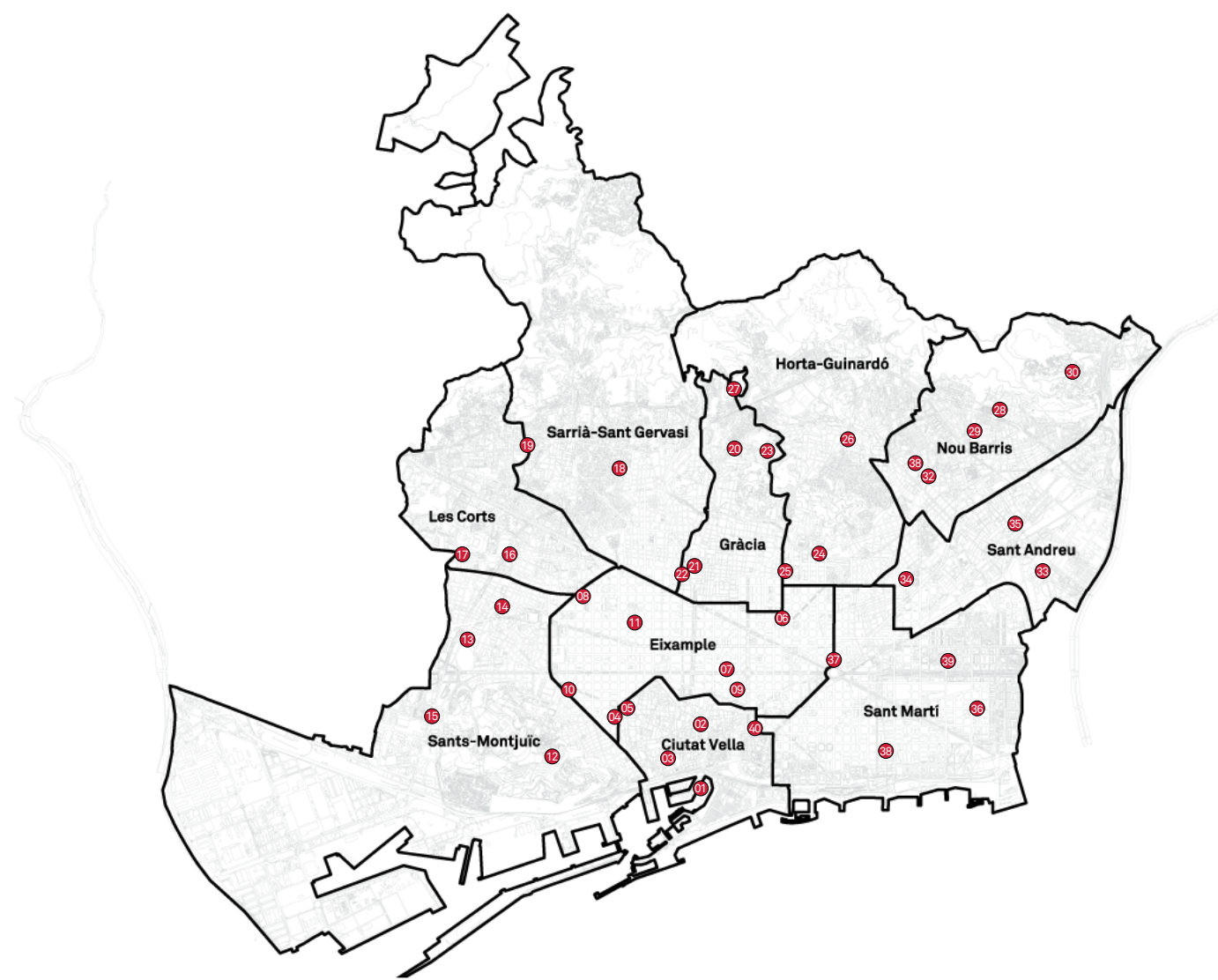
- The Political and Technical **Monitoring Committee**, assesses the Plan's degree of compliance.
- An **annual report evaluating the Plan for the elderly** is expected to include:
 - The set of indicators for each strategic line and its degree of compliance in relation to the operational objective.
 - An assessment of the executive process.
 - An assessment of the overall Plan compliance.
 - New issues that may arise.

These reports shall be submitted:

- To the Standing Committee of the Advisory Council for the Elderly.
- To the Political and Technical Monitoring Committee.
- To the Government Commission.

ANNEX. MAPS OF RESOURCES AND FACILITIES FOR THE ELDERLY

a. Map of social service centres



Social Service Centres

● Social Service Centres

Ciutat Vella

- 01 Balboa, 11
- 02 Pl. Acadèmia, 1
- 03 Correu Vell, 5
- 04 Carme, 101-109
- 05 Carme, 101-109

Eixample

- 06 Antiga carretera Horta, 1
- 07 Pl. Tetuan, 2
- 08 Comte Borrell, 305
- 09 Mallorca, 425-433
- 10 Calabria, 38
- 11 Mallorca, 219

Sants-Montjuïc

- 12 Pl. Sortidor, 12
- 13 Carretera, 79-81
- 14 Numància, 7-13
- 15 Fonèria, 19

Les Corts

- 16 Can Bruixa, 7-11
- 17 Travessera de les Corts, 122

Sarrià Sant-Gervasi

- 18 Arimon, 7
- 19 Salvador Mundi, 4 bis

Gràcia

- 20 Aldea, 17
- 21 Vila de Gràcia, 2
- 22 Vila de Gràcia, 6

Horta-Guinardó

- 23 Santuari, 27
- 24 Rda. Guinardo, 113-141
- 25 Lepant, 387
- 26 Pl. Santes Creus, 8
- 27 Arenys, 75

Nou Barris

- 28 Vidal i Guasch, 77-79
- 29 Enric Casanovas, 73-77
- 30 Av. Rasos de Peguera, 25
- 31 La Selva, 61
- 32 La Selva, 57

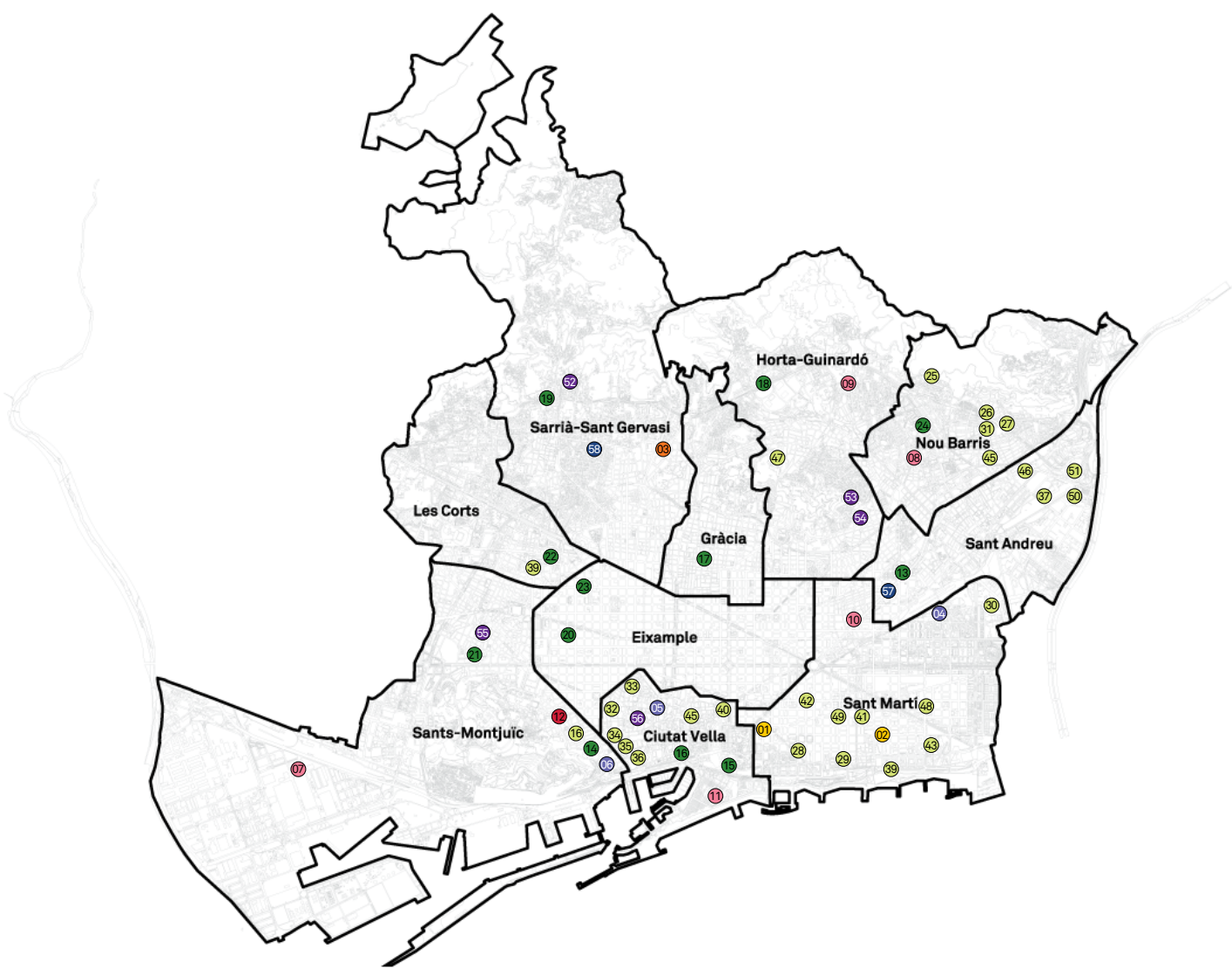
Sant Andreu

- 33 Estadella, 64
- 34 Garcilaso, 193
- 35 Paixalet, s/n

Sant Martí

- 36 Rbla. Prim, 87-89
- 37 Corunya, 5-7
- 38 Pallars, 277
- 39 Selva de Mar, 215
- 40 Buenaventura Munoz, 21

b. Map of facilities providing care for vulnerable persons



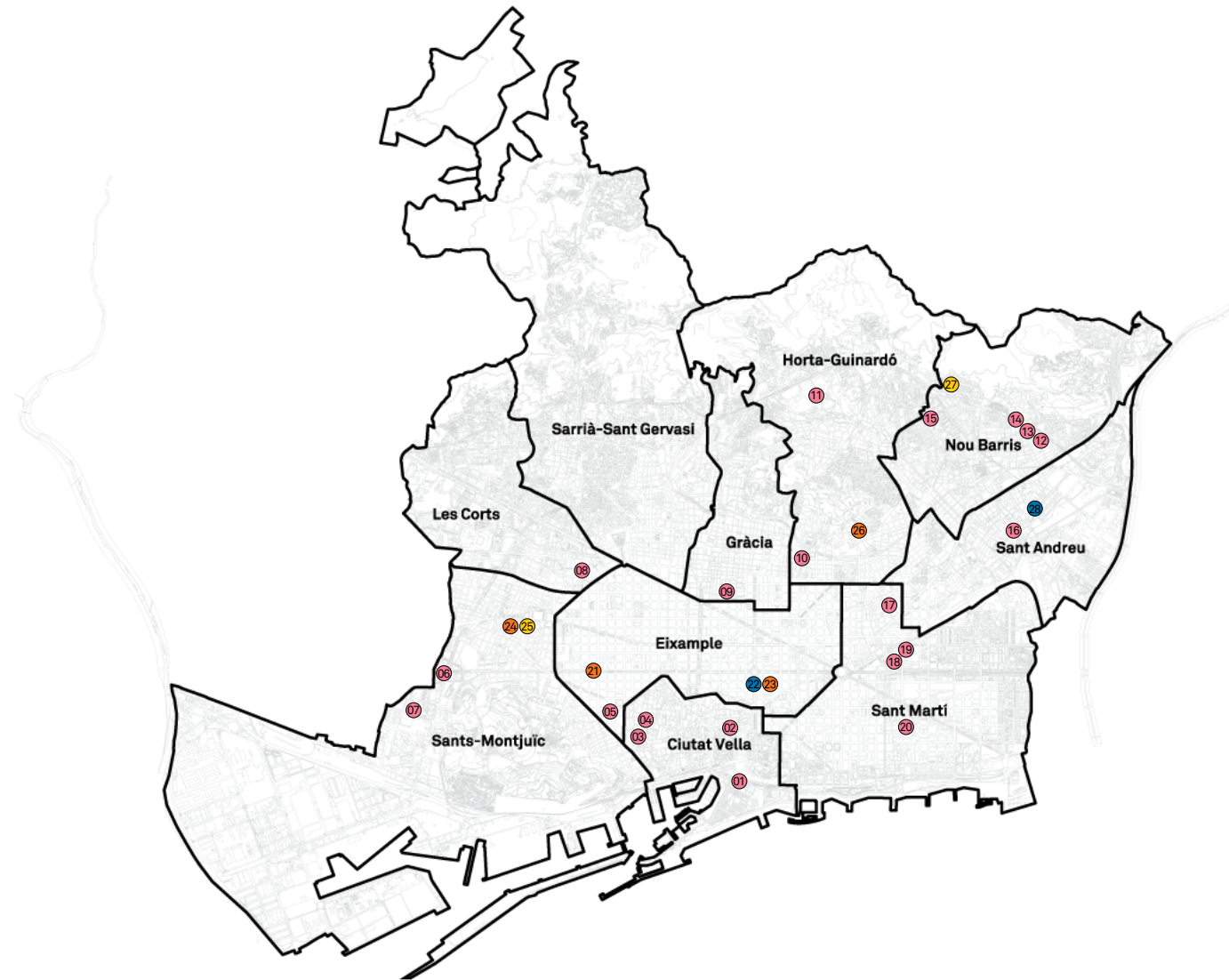
Facilities providing care for vulnerable persons

- Facilities (2)
- Night Residential Centres (1)
- Residential Centres (3)
- Temporary Accommodation Centres (2)
- Integrated facilities (5)
- Day Centres (1)
- Soup Kitchens (12)
- Inclusion Housing (47)
- Mother-child Health Centres (5)

- 01 Social Inclusion Service (SIS)
- 02 Social Service for Itinerant Population (SASPI)
- 03 First Reception Centre Sant Gervasi
- 04 Residential Centre Can Planas
- 05 Residential Centre Sant Joan de Déu
- 06 Residential Centre Llar Pere Barnés
- 07 Zona Franca Facilities
- 08 Nou Barris Facilities
- 09 Horta Facilities
- 10 Meridiana Facilities
- 11 Santa Lluïsa de Marillach Facilities
- 12 Day Centre Poble Sec
- 13 Soup kitchen Navas
- 14 Soup kitchen Paral·lel
- 15 Soup kitchen Poble Sec
- 16 Soup kitchen Café Just
- 17 Soup kitchen La Terrasseta
- 18 Soup kitchen Sant Rafael
- 19 Soup kitchen Sarrià
- 20 Soup kitchen Eixample

- 21 Soup kitchen Canpedro
- 22 Soup kitchen Les Corts
- 23 Soup kitchen Emaus
- 24 Soup kitchen Marie Curie
- 25 Via Favència A
- 26 Via Favència B
- 27 Catasús
- 28 Marina
- 29 Pere IV
- 30 Verneda
- 31 Viladrosa
- 32 Cendra
- 33 Valldonzella
- 34 Santa Elena
- 35 Sant Oleguer
- 36 Sant Rafael
- 37 Torras i Bages
- 38 Maria Aguiló
- 39 Caballero
- 40 Basses de Sant Pere
- 41 Almogàvers A
- 42 Almogàvers B
- 43 Pujades
- 44 Tarrós
- 45 Florida
- 46 Meridiana
- 47 Fastenrath
- 48 Parc de Sant Martí
- 49 Almogàvers
- 50 Sant Andreu
- 51 Santa Coloma
- 52 Santa Eulàlia
- 53 Santa Isabel
- 54 Madre Teresa
- 55 Lligam
- 56 Quatre Vents
- 57 Navas de Tolosa
- 58 Sarrià

c.
Map of care facilities for the elderly

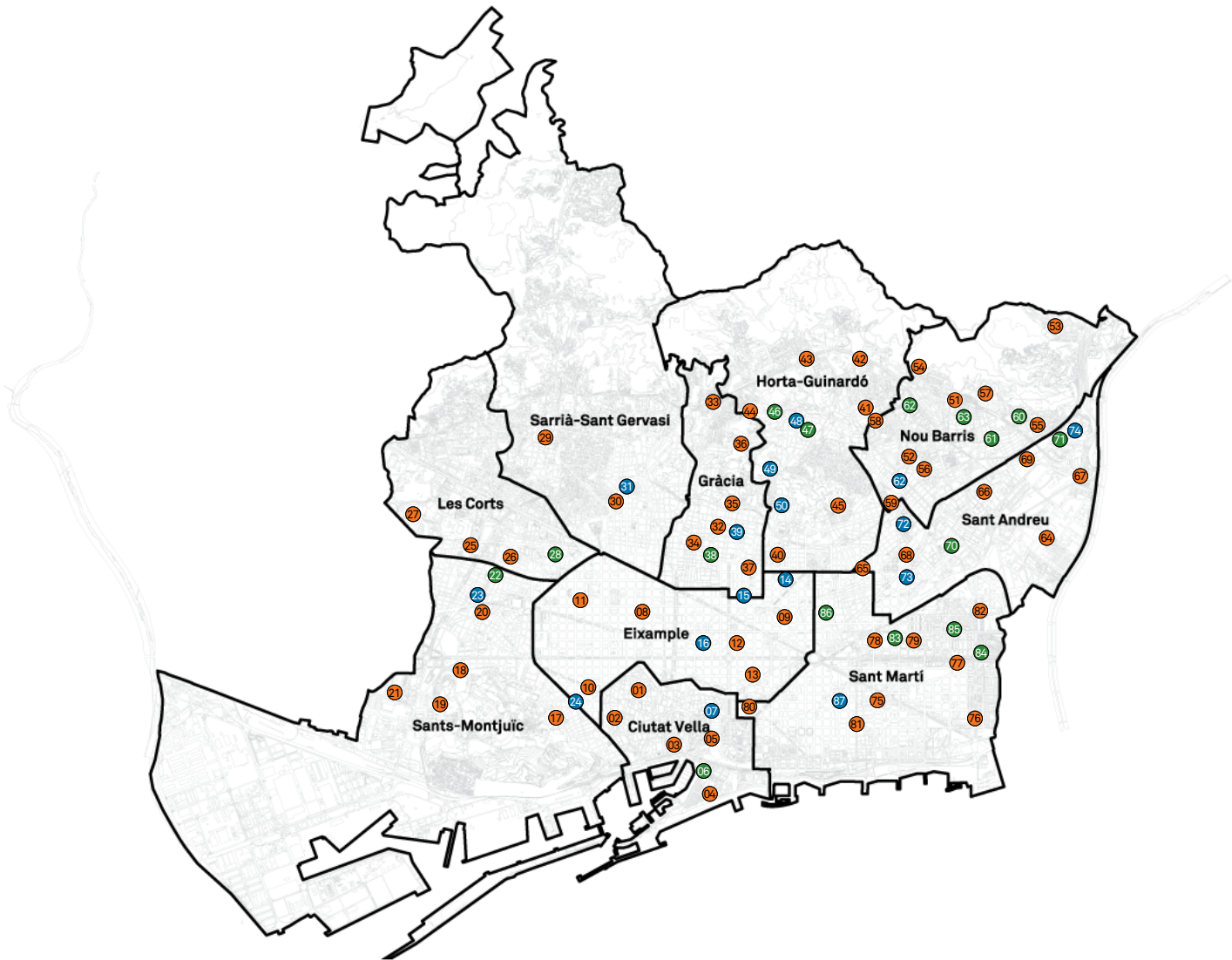


Facilities for the elderly

- Sheltered Apartments (2)
- Day Centres (2)
- Housing with Services (20)
- Municipal Residences (4)

- | | |
|-------------------------------------------|-------------------------------------------------|
| 01 Housing with services Barceloneta | 15 Housing with services Urrutia |
| 02 Housing with services Santa Caterina | 16 Housing with services Joan Torras |
| 03 Housing with services Reina Amàlia I | 17 Housing with services Navas |
| 04 Housing with services Reina Amàlia II | 18 Housing with services Concili de Trento I |
| 05 Housing with services Campo Sagrado | 19 Housing with services Concili de Trento II |
| 06 Housing with services Gran Via | 20 Housing with services Camí antic de València |
| 07 Housing with services Bronze-Coure | 21 Residence Francesc Layret |
| 08 Housing with services Montnegre | 22 Day Centre Fort Pienc |
| 09 Housing with services Gràcia | 23 Residence Fort Pienc |
| 10 Housing with services Marina | 24 Residence Josep Miracle |
| 11 Housing with services Can Travi | 25 Sheltered Apartment Josep Miracle |
| 12 Housing with services Via Favència I | 26 Residence Parc del Guinardó |
| 13 Housing with services Via Favència II | 27 Sheltered Apartment Pau Casals |
| 14 Housing with services Via Favència III | 28 Day Centre Casa Bloc |

d.
Map of sociocultural facilities for the elderly



Facilities for the elderly

- Casals and Barcelona City Council organisations for the elderly
- Centres for the elderly of the Generalitat de Catalunya
- Esplais (recreational centres) of Fundació "la Caixa"

Ciutat Vella

- 01 Casal Josep Tarradellas
- 02 Casal Josep Trueta
- 03 Casal Pati Llimona
- 04 Casal Mediterrània
- 05 Casal
- 06 Casal Barceloneta
- 07 Esplai Barrio Ribera

Eixample

- 08 Elderly Centre M. Aurèlia Capmany
- 09 Elderly Centre Sagrada Família
- 10 Elderly Centre Sant Antoni
- 11 Elderly Centre Esquerra de l'Eixample
- 12 Casal Carlit
- 13 Elderly Centre Fort Pienc
- 14 Esplai Gaudí
- 15 Esplai Sagrada Família
- 16 Esplai Bruc

Sants-Montjuïc

- 17 Casal Poble Sec
- 18 Elderly Centre Polvorí
- 19 Casal La Capa
- 20 Casal Cotxeres de Sants
- 21 Casal San Cristòfol
- 22 Casal Sants
- 23 Esplai Sants
- 24 Esplai Santa Madrona

Les Corts

- 25 Casal Joan Oliver "Pere Quart"
- 26 Casal Can Novell
- 27 Casal Sant Ramon
- 28 Casal Les Corts

Sarrià Sant-Gervasi

- 29 Casal Can Fàbregas
- 30 Casal Can Castelló
- 31 Esplai Bonanova

Gràcia

- 32 Casal Montmany
- 33 Casal Penitents
- 34 Elderly Centre La Violeta
- 35 Elderly Association Pau Casals - Casal Cardener
- 36 Elderly Centre at the Community Centre El Coll
- 37 Assoc. of Retirees and Pensioners of La Sedeta. Community Centre La Sedeta.
- 38 Casal of Gràcia
- 39 Esplai Sant Lluís

Horta-Guinardó

- 40 Casal Baix Guinardó
- 41 Casal Horta
- 42 Elderly Centre Canigó
- 43 Casal Vall d'Hebron
- 44 Elderly Centre Teixonera
- 45 Elderly Centre Parc del Guinardó
- 46 Casal Horta
- 47 Casal Horta II
- 48 Esplai Dante
- 49 Esplai El Carmel
- 50 Esplai Sanllehy

Nou Barris

- 51 Casal Turó de la Peira
- 52 Casal Pedraforça
- 53 Casal Pau Casals
- 54 Casal Platja d'Aro
- 55 Casal Casa Nostra
- 56 Casal Roquetes
- 57 Casal Can Peguera
- 58 Casal Vilapicina y la Torre Llobeta
- 59 Casal Trinitat Nova
- 60 Casal Prosperitat
- 61 Casal Guineueta
- 62 Casal Verdu
- 63 Esplai Virrei Amat

Sant Andreu

- 64 Casal Bon Pastor
- 65 Casal Navas
- 66 Casal Bascònia
- 67 Casal Baró de Viver
- 68 Casal la Palmera
- 69 Casal Mossèn Clapés
- 70 Casal Sant Andreu
- 71 Casal Trinitat Vella
- 72 Esplai El Congrés
- 73 Esplai Trinitat
- 74 Esplai Meridiana

Sant Martí

- 75 Casal Quatre Cantons
- 76 Casal Joan Maragall
- 77 Casal Paraguai - Perú
- 78 Casal Joan Casanelles
- 79 Casal Sant Martí
- 80 Casal Parc Sandaru
- 81 Casal Taulat - Can Saladrigas
- 82 Casal Verneda Alta
- 83 Casal Bac de Roda
- 84 Casal La Pau
- 85 Casal La Verneda
- 86 Casal Sant Martí
- 87 Computer Centre Poble Nou

Municipal Plan for the Elderly 2013-2016 Summary



BCN

Municipal Plan for the Elderly 2013-2016 Summary

