

Common Speaking Experts  
Aesculap Akadémia – Budapest – 01-02.10.2018  
Festive Conference On The International Day  
Of Older Persons  
**The voice of the elderly**

by Elena Weber  
AGE Platform Europe Executive Committee  
Secretary



European Association for Directors and Providers of Long-Term Care Services for the Elderly



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### **AGE Platform Europe**

AGE Platform Europe represents the voice  
of the elderly people in Europe

Governance:

- Members
- Council of Administration
- Executive Committee
- General Secretariat
- Task forces



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### **AGE Platform Europe**

Specific guidelines:

- principles for policy influencing
- elderly and retired people as a resources
- integration

General guidelines:

*Participation, inclusion, access, choice  
well-being, independence, equal  
opportunities, life course approach,  
intergenerational solidarity*



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### **AGE Platform Europe**

AGE Platform Europe developed nine key EU policy issues, that are the following:

- Age-friendly environment & accessibility
- Human rights & non-discrimination
- Employment & active participation
- Adequate income & social inclusion
- Consumer rights



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### **AGE Platform Europe**

AGE Platform Europe developed nine key EU policy issues, that are the following:

- Healthy Ageing
- Quality long-term care & fight against elder abuse
- European semester
- MIPAA



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**AGE Platform Europe – EU policy issues**

**Age-friendly environment &  
accessibility**

- Physical and social environments
- People remain healthy, independent and autonomous long into their old age
- European Innovation Partnership on Active & Healthy Ageing (EIP AHA)
- Covenant on Democratic Change



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### **AGE Platform Europe – EU policy issues**

### **Human rights & non-discrimination**

- Elderly and negative attitudes towards them
- Age discrimination related to access to health care, employment, goods and services, information and education
- Awareness of older people's rights at the EU and national level



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### **AGE Platform Europe – EU policy issues**

#### **Employment & active participation**

- Active ageing means being active even beyond retirement age: volunteer work, part-time coaching and mentor of companies or entrepreneurs, carer for grandchildren or family members
- Active ageing does not even stop as people become very frail
- Employment, Gender equality, Safety at work



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### **AGE Platform Europe – EU policy issues**

#### **Adequate Income & Social Inclusion**

- Lack of resources is a problem
- Life with resources that allow dignity
- Holistic approach to reform of social protection and social inclusion
- Promotion of balanced and diversified pension architecture
- Guarantee for the most vulnerable older persons necessary social safety nets enabling a dignified life in old age



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### **AGE Platform Europe – EU policy issues**

#### **Consumer rights**

- Restrictions to enjoying basic products and services still exist towards elderly
- Decisions on pension plans
- Transparency of banking services
- Reinforcement of consumer rights



The background of the slide features a soft-focus photograph of purple flowers in the foreground and a multi-story building with windows in the background. The text is overlaid on this image.

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**AGE Platform Europe**

**Healthy Ageing**

Healthy ageing is the process of optimising opportunities for physical, social and mental health to enable older people to take an active part in society without discrimination and to enjoy an independent and good quality of life



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**AGE Platform Europe**  
**Quality long-term care &  
fight against elder abuse**

- European Charter of the rights and responsibilities of older people in need of long-term care and assistance
- European Quality framework for long-term care services



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**AGE Platform Europe**  
**European semester**

- European 2020 Strategy
- Inclusive growth
- Cope with current national reforms against  
overwhelming focus on economic objectives



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### **AGE Platform Europe**

#### **MIPAA**

- Madrid International Plan of Action on Ageing
- 3 priority areas: older persons and development, advancing health and well-being into old age, ensuring enabling and supportive environments
- Commitments of governments to questions of ageing
- Calls for governments to include older people in the development



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### **My personal points of views on dignity in some #Hashtags**

- Elena Weber
- Women
- Prevention
- Rehabilitation
- Future
- Social acceptance



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### **AGE Platform Europe Barometer, comparing care support throughout Europe**

Research conducted in selected regions of  
England, Germany, Poland and Italy

#### Purposes:

- Understanding how different provision systems influence the patient's experience with containment products
- Understanding how the provision can be optimally designed to support patients, carers and the health system

by Anne-Sophie Parent – GFI 2018



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### **AGE Platform Europe Barometer, comparing care support throughout Europe**

Conclusions for today: Provisions to manage incontinence with containment products are often rationed by:

- Eligibility criteria, cap on personal budgets, inadequate lump sums, n° of pcs – per person/time
- Limited product type choice
- Limited information on product types

by Anne-Sophie Parent – GFI 2018



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### **AGE Platform Europe Barometer, comparing care support throughout Europe**

Conclusions for tomorrow:

- New approaches are needed to adapt provision to today's needs and reach optimal use of available resources
- Ensure patients' involvement and empowerment in the decision process
- Promote freedom of choice from a wider assortment and facilitate access to information to secure a better match between needs and provisions

by Anne-Sophie Parent – GFI 2018



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# #Prevention



Köszönöm