

Inclusive Social Development – for, with and by Older Persons

Professor Vappu Taipale
St.Petersburg 27.11. 2018



Vanhus- ja lähimmäispalvelun liitto ry



ageing is a megatrend

Good Strategies for older persons?



Vanhus- ja lähimmäispalvelun liitto ry



**Even though I'm
getting older...
...I want to be the hero
of my life.**

How to create good strategies for an ageing world?

- to empower older people (participation)
- to create decent work, to extend working life (level of pensions)
- to increase the quality of life (promoting wellbeing and health)
- to support independent living (prevention)
- to create innovative solutions (services)



Ageing well in all policies

- **Independent living is a characteristic shared by both individuals and society.**
- **It requires a multisectoral, transdisciplinary approach**
- **It is generated by all policies, in all sectors.**
- **Responsibility for ageing well must be adopted everywhere, in transportation, commerce, community planning, education, culture, national security and in combating exclusion.**
- **Older people will and can contribute!**



We have a voice

Barriers, everywhere!



Vanhus- ja lähimmäispalvelun liitto ry

Barriers, everywhere

Stigma:

- **people are afraid of ageing**
- **"silver market" is not developed**
- **age discrimination occurs in the labour market**
- **death is medicalised, out of vision**

Barriers, everywhere

Poverty:

- **hits older persons hard**
- **social determinants of health, education**
- **lacking funds**
- **small pensions if any**

Human rights:

- **not developed fully**

Even though I'm getting older...

...I want to resolve my daily problems by myself.





Promoting 'healthy ageing' also means fighting the roots of inequalities which lie in socio-economic circumstances later in life.



With older persons?

Innovative solutions with older people!



Vanhus- ja lähimmäispalvelun liitto ry

**Especially as I'm getting
older... ...human contact is a source of
power.**



New solutions, new resources are needed

- **Old ways to produce services have to be changed- a revolution is needed**
- **New solutions to promote wellbeing**
- **New technologies/ways for self care**

From where to get new resources and ideas ?

- **What about asking us, the older people?**
- **More volunteering, more taking care of your significant ones**
- **More societal/government support to realise this all**

New innovations by older people



Vanhus- ja lähimmäispalvelun liitto ry

Especially as I'm getting older...
... my home is my castle.



We need easy, cheap and accessible meeting places, resource centers for



- meeting others
- sharing knowledge
- learning new skills
- teaching others
- volunteering
- cultural activities
- creative activities
- exercise
- taking care of each other
- creating social capital

The importance of NGO's

- **NGOs give voice to people**
- **NGOs encourage people**
- **NGOs reflect everyday's needs**
- **NGOs know the grassroots**
- **NGOs are bottom up**
- **NGOs make a difference**



A well- informed ageing citizen?

- If the world sees a positive development, we will be faced with an operating model based on which a well-informed ageing citizen, the consumer of services, becomes a driver of development**
- There are interesting opportunities for everyday life, self care, and proactive prevention, as well as to create better living environments in social, financial and human terms**



Even though I'm getting older...

...making the right choice is not getting easier

