

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

**"IN GOOD AGE", ONLINE PLATFORM
FOR OVER 65 YEARS OLD**
Regional Ministry of Health and Families

**Programa Operativo
de Andalucía**

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Fondo Europeo de Desarrollo Regional

"IN GOOD AGE", ONLINE PLATFORM FOR OVER 65 YEARS OLD

The Government of Andalusia, through the Regional Ministry of Health and Families, has launched the digital platform 'In Good Age'. A communications site for health providers and the general citizenship aimed at the promotion of healthy and active ageing, in line with the European Union policies and the World Health Organization. The platform offers information, tools and resources aimed at promoting health, participation, security, and lifelong learning.

The total cost was 1,312,500 euros, with an 80% of European co-funding through the ERDF (1,050,000 euros). Through this action, the aim is to increase the percentage of population that uses the Internet to look up information on health issues, so as to achieve a 70% by 2023, with the reference value of 63.7% in 2013.

It is considered a Project's Good Practice since it meets the following criteria:

1. The ERDF's role has been suitably disseminated among the beneficiaries, potential beneficiaries, and the general public:

The Directorate-General of European Funds publishes and distributes a quarterly digital publication: the "Huella" magazine. In its 5th issue of 2018, as a relevant project in the "Star Project" section, a wide report on this initiative has been offered, emphasising the ERDF contribution to its start-up. This magazine is distributed to 10,000 subscribers and includes photographs, video reports and a description of the project. The link to access the aforementioned site is:

<http://www.andaluciasemueveconeuropa.com/revistahuelladigital/post-type-2.php?idC=2&idN=186&idR=59>



The screenshot shows the website for 'HUELLA' magazine, which is a quarterly digital publication. The page features a navigation bar with logos for the Junta de Andalucía, the European Union, and the 'HUELLA' magazine itself. Below the navigation bar, there is a main article titled '1,2 millones de andaluces mayores de 65 años se beneficiarán de 'En Buena Edad''. The article is highlighted with a red box. The text of the article states: 'La plataforma online, impulsada por la Consejería de Salud y el FEDER, ofrece información, herramientas y recursos dirigidos a promover el envejecimiento activo en la región'. Below the article, there is a photograph of three people (two men and one woman) looking at a tablet together. The caption below the photo reads: '1,2 millones de andaluces mayores de 65 años se beneficiarán de 'En Buena Edad''. At the bottom of the page, there is a small text block providing additional context: 'El proyecto cuenta con el apoyo de la Unión Europea a través del Programa Operativo de Andalucía FEDER 2014-2020, que cofinancia 1,05 millones de euros hasta 2023. Andalucía suma actualmente más de 1,2 millones de personas mayores de 65 años, de los que 200.000 tienen más de 80 años. Según datos de la OMS, en 2050 la tasa de personas mayores de 65 años supondrá el 29% en Andalucía, duplicándose el porcentaje en las próximas décadas. Para el diseño y puesta en marcha de esta plataforma se ha contado con la colaboración de casi 800 personas durante año y medio. En este grupo de trabajo se encuentran profesionales sanitarios y no'.

This report has also been disseminated through the social networks of the DG of European Funds such as Facebook, Twitter and Youtube:

https://www.youtube.com/watch?v=Lh7TNIkdvCk&list=PLjFwCQ07s_WYbc2GBTnL7y1MjG0UMfxkD&index=24&t=0s



On the other hand, the platform of www.enbuenaedad.es has included a descriptive video on its main page where the co-funding of the European Union through the ERDF has been disseminated:



This video is also disseminated through the YouTube channel of the Ministry of Health and Families of the Government of Andalusia: <https://www.youtube.com/watch?v=EKIQkoGv-kc>

¿Qué es el Envejecimiento saludable?



As for other media, there has been dissemination of this project through press releases issued and published in:

<http://www.juntadeandalucia.es/servicioandaluzdesalud/principal/noticia.asp?codcontenido=31288>

<https://www.lavanguardia.com/politica/20180430/443152060607/salud-pone-en-marcha-plataforma-en-buena-edad-para-envejecimiento-saludable.html>

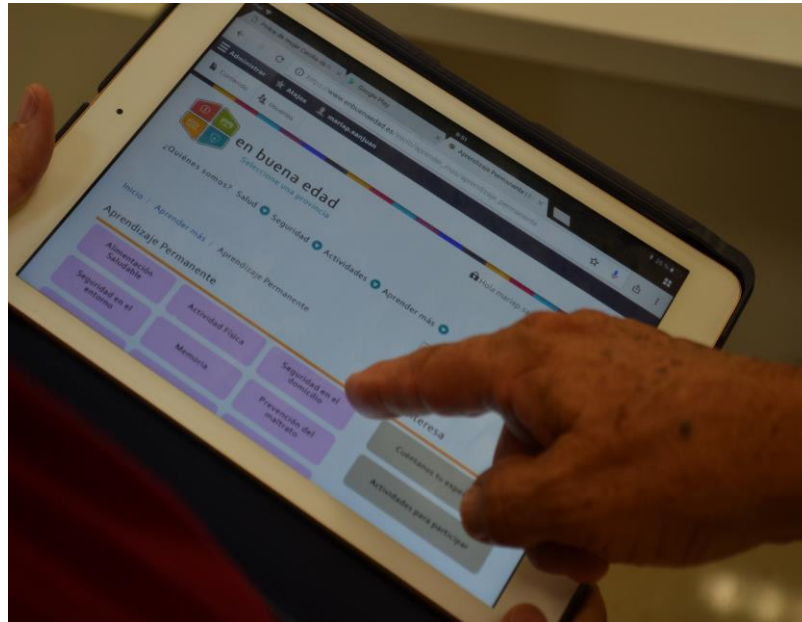
2. The performance incorporates innovative elements:

The platform itself is based on the use of new technologies, increasingly more widespread, therefore seen as a tool to improve the quality of life of the elderly population.

“In Good Age” is an accessible portal with versions in Spanish, English and French, and offers a wide package of contents (220 entries), of which 64 include audio-visual material produced in collaboration with

elderly associations of Andalusia. The subject matter of these contents is categorised under physical, material and emotional well-being; accident prevention and personal security; personal learning; ICT and intergenerational relationships; as well as formulas for social participation (volunteering).

For the design and start-up of this platform, the collaboration of almost 800 people, for a year and a half, has been necessary. In this working group, health and non-health professionals have been involved, as well as associations and citizen movement, and entities from the active ageing field. In total, more than 1,400 experiences have been carried out with the aim of giving content to the platform. The interaction of these working groups for the design and start-up of the platform has been a novelty.

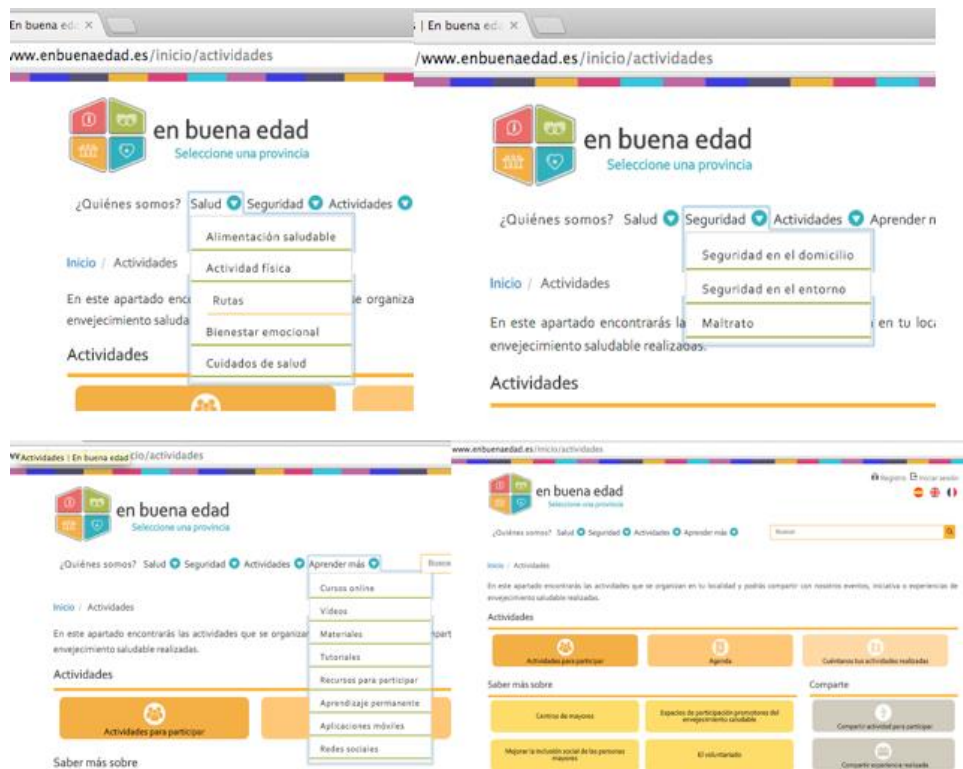


3. Adaptation of the obtained results to the established objectives:

The main objective of the www.enbuenaedad.es platform is to increase responsible decision making regarding health issues, and to contribute to the well-being of the elderly Andalusians at this stage of their life. This new channel also aims to be an encounter and interaction point between the different actors in the health field, staff, entities of the association movement and the citizenship, that work in the active ageing field.

To this end, the platform has a series of sections from which users can obtain information on various health aspects aimed at people over 65 years. The four main topics of information provided by the platform are focused on: health, security, activities, and learn more.

To achieve the above objectives, the information that can be found covers healthy nutrition, physical activity, routes, emotional well-being, and healthcare issues. In the "Security" chapter, information about home security, safety in the environment, and abuse can be found. In the "Activities" section, there is information about the different activities organised in various localities, and the option of sharing events, initiatives or experiences of healthy ageing. Finally, it provides information on elderly centres and spaces for the participation of healthy ageing promoters. This improves social inclusion of older people and volunteering, among others, in the "Learn more" section.

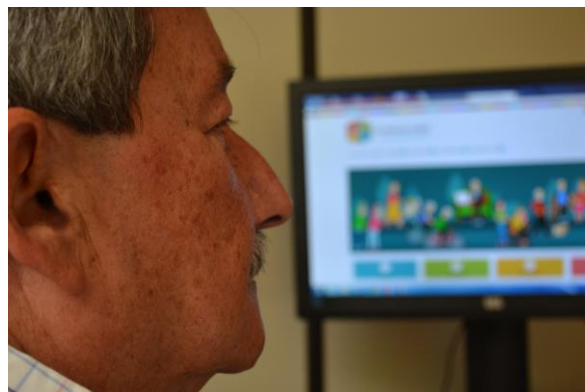


4. Resolution contribution of a regional problem or weakness:

According to the World Health Organization, active ageing is the process of optimising health, participation and safety opportunities to improve the quality of life as people get older.

In this way, ageing is a universal process at all stages of life and concerns everyone, including those who are autonomous; those who are at risk of becoming fragile, or are actually fragile; as well as people with disabilities or in a situation of dependency. For this reason, this initiative makes it possible to age in a healthy way, maintaining an active lifestyle, acquiring good habits, promoting adequate nutrition and adequate physical activity, as well as taking care of our health.

It also contributes to another relevant aspect, lifelong learning. Curiosity, the desire for knowledge, being open to new ideas... is a healthy exercise to carry out throughout life.



5. High target population coverage:

Andalusia currently has more than 1.2 million people over 65 years of age, of whom 200,000 are more than 80 years old. According to the WHO data, in 2050, the rate of people over 65 years of age will be 29% in Andalusia, doubling the percentage in the coming decades.

In addition, between 2006 and 2015, the number of elderly people who are habitual Internet users in Andalusia has increased 30%, and 53.6% of the population from 65 to 75 years looks for information on health issues.

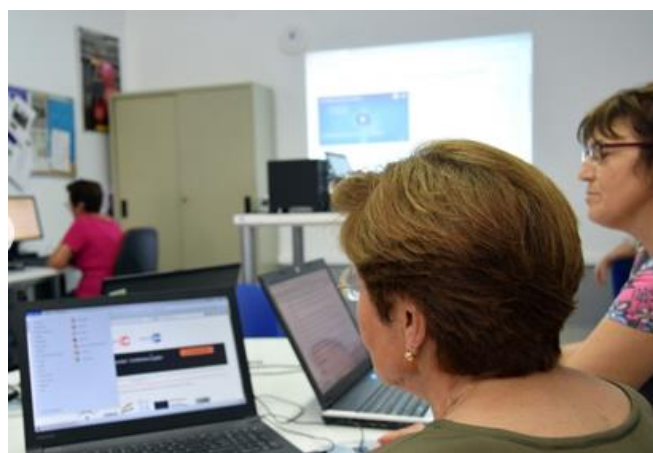
6. The horizontal criteria for equal opportunities and non-discrimination, environmental sustainability and/or social responsibility have been taken into account:

The content of the platform itself develops issues closely related to these horizontal criteria. Some of these are the sections included in "Learn more", that seek the non-discrimination of the over-65-year group by providing knowledge on various subjects, so that they are fully integrated into the environment they live in.



7. Synergies with other public intervention policies or instruments:

This project is related to the Andalusian Health Plan which, faced with the scenario of the increasing life expectancy in Andalusia, considers that this has to be accompanied by a parallel increase in the number of years lived in good health. This, in addition to being an obligation linked to the individual right to have the best health possible (which gives each person the capacity for developing his or her life project, within the exercise of freedom), is also a social requirement to be able to achieve the shared goals of fairness and equal development.



In addition, this digital platform contributes to the achievement of some of the objectives shared with the Government of Andalusia Health Plans: to increase life expectancy in good health through health and protective lifestyles promotion that foster disease prevention, and to boost healthy choices (Health Promotion); to promote active and healthy ageing in order to improve the quality of life as people age; generate and develop active health in our community, and make it available to the Andalusian society.

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