

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

UBEDA ACTIVE PARTICIPATION CENTER, JAEN
Ministry of Equality, Social Policies and Conciliation

Programa Operativo de Andalucía

Año 2019

Fondo Europeo de Desarrollo Regional

UBEDA ACTIVE PARTICIPATION CENTER, JAEN

The Active Participation Centre (APC) is located in the historic centre of Ubeda. For its reform, the Ministry of Equality, Social Policies and Conciliation has allocated 28,000 euros. The actions included moisture removal, installation of the fire protection system, electrical system reform for energy saving, and the construction of a hall. Through these actions, the Ministry of Equality, Social Policies and Conciliation has improved the structural safety of the building considerably and offers different self-help, cultural, recreational, sports and music courses and social activities, among others.

The ERDF's contribution to this project was EUR 22,312.79, representing 80% of a total investment of 28,000 euros. This action aims to increase the years of healthy living at birth, to reach 67.4 years in 2023, as compared to the 65.4 years 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:

Firstly, and in compliance with Community legislation, information posters have been placed during the work, and permanently, at the end of the action, in the access to the city centre. In addition to this measure, in the most visible place of the entry to the Active Participation Centre, users and their families have been specifically informed about the project and its European funding through the ERDF.



Furthermore, the link to the Ministry of Equality, Social Policies and Conciliation website, where information on this action is included, can be found in the unique website of the Management Authority: <https://juntadeandalucia.es/organismos/igualdadpoliticasocialesyconciliacion/areas/subvenciones/FondosUE.html>

For its part, the Directorate General of European Funds has carried out a high-impact dissemination activity aimed at citizens, the "local modules", in collaboration with the free paper 20 minutos. It is a 4-page colour spread on this project that is inserted within the 20 minutos paper, with a special print run of 3,000 copies distributed to all Ubeda citizens and the surrounding towns. Thus, on 28 September 2018, the 20 minutos paper was distributed with the spread dedicated to the project: "The ERDF allocates more than 400,000 euros for reforms in the 17 Active Participation Centres of the province of Jaen".



This local module also includes a radio broadcast. A total of 149 inserts were issued between 28 September and 2 October 2018 in the following stations: Cadena Ser, Cope, Onda Cero, and Canal Sur Radio. Here is the link for the radio slot that was broadcast in different local media: <http://www.fondoseuropeosandalucia.es/radio/ubeda.mp3>

On the other hand, the regional press also echoed the ERDF's involvement in the reform of the Ubeda APC through press releases in papers from the province and from others: <https://www.europapress.es/esandalucia/jaen/noticia-junta-destina-400000-euros-reformar-modernizar-17-centros-participacion-activa-provincia-jaen-20180109144653.html>



2. The action incorporates innovative elements:

In addition to the execution of the work and reform of the centre to achieve safer and more comfortable facilities, other innovative actions have been developed such as the acquisition of new equipment, the improvement of electrical and air conditioning systems, as well as the acquisition of defibrillators for all active participation centres and a webcam connection between the centres.



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

The objective of this project was to adapt the building in which the Ubeda Active Participation Centre is located. The centre has been operating for many years, so it was built with sectoral and building regulations that have been well surpassed by subsequent ones. The actions undertaken in this building have been aimed at safety and measures for functional adequacy intended for use by persons with disabilities. This has ensured the use of the centre by the elderly with degree I moderate dependence.

Currently, 5,382 elderly people, 3,641 women and 1,741 men, are members of this centre, these figures alone justify the relevance of the service provided by this social infrastructure and the impact on the town population.

European funding through the ERDF has enabled the actions to be carried out and, in this way, contributed to continue to provide this service to society in safer and higher quality conditions.

4. Resolution contribution of a regional problem or weakness:

The economic situation we live, in addition to having an impact on the social determinants affecting health, highlights the need for a solidary, fair and coordinated social protection response in such a way that all the available health assets for society are put into practice. Such assets are understood as all the factors or resources that increase the capacity of individuals, groups, communities, populations or institutions to maintain and sustain health and well-being, including Active Participation Centres.

The reforms undertaken in the property have transformed it into a safer and more comfortable centre in which to develop the different activities that the Ubeda APC offers the elderly from the town. The Active Participation Centre provides a fundamental service to our society as it meets the needs of coexistence, social integration and leisure of most elderly people, being those who can and prefer to live in their own home. These centres have a decisive role in family reconciliation as they foster a safe environment that is adapted to the needs of this group, both social and economic, and lighten the burden that their families would need to deal with instead. Active Participation Centres offer an inclusive and stimulating space and are therefore decisively contributing to the inclusion of the elderly who, in the absence of these public services, would tend to social isolation and exclusion. Finally, it is worth mentioning that this contribution also improves these people's health by stimulating their active aging.



5. High target population coverage:

The high social impact of this action on the general population is justified in the characteristics of the target collective. The activity promoted in this facility focuses on active ageing, the development of activities, services and programmes aimed at improving the quality of life of the elderly by enhancing their health, safety, training, and participation. Its impact is not limited to these people but applies to their families and general society as well.

As mentioned above, currently, 5,382 elderly people, 3,641 women and 1,741 men, are members of the Ubeda APC, i.e. 15.5% of the population, which justifies the importance of promoting the centre among the local population.

In addition, the Ubeda Active Participation Centre is used daily, on average, by 243 different elderly people, 138 women and 105 men.

Also, throughout the year, 1,552 people have attended the different workshops organised by the centre, 1,237 women and 315 men. In addition, a total of 5,949 people, 3,644 women and 2,305 men, have participated in the different activities organised by the centre in 2018.



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

One of the main objectives of this action was to facilitate the use of facilities by persons with disabilities, thus improving the inclusion of persons with physical limitations and fostering equal opportunities. And, as already mentioned, the centre has 3,641 female and 1,741 male members.

It is also worth mentioning that, during the execution of the work, all the environmental measures contained in the regulations in force have been adopted. In particular, it is worth highlighting the

selective waste plan, and the measures to reduce noise impact and the ones aimed at dust reduction, etc. derived from the annoying construction activities carried out throughout the works.



7. Synergies with other public intervention policies or instruments:

This project is based on the Andalusian Plan for the Promotion of Personal Autonomy and the Strategy for Active Ageing promoted by the Ministry of Equality, Social Policies and Conciliation. It contributes to achieving objectives such as, among others, facilitating the development of autonomous living of these persons in their usual environment and on equality conditions, promoting the increase of life expectancy free of diseases and disability, reducing the impact on affected persons and their caregivers, and improving the mechanisms for citizen participation.

Likewise, the Andalusian Health Plan, in the face of the scenario of increased life expectancy in Andalusia, considers that this must be accompanied by a parallel increase in the years lived in good health. This, in addition to being an obligation linked to the individual right to have the best possible health (allowing, within the exercise of freedom, the capacity for the development of each person's vital project) it is also a requirement for society to be able to achieve its shared social goals of justice and development on an equal footing.

In short, the Centre effectively contributes to the following objectives shared with the health plans of the Regional Government of Andalusia: to increase life expectancy in good health by promoting healthy living environments, protective lifestyles that reduce the emergence of opportunities and dangers of getting sick and that enhance healthy choices (Health Promotion); promote Active and Healthy Ageing in order to improve the quality of life as people age; Generate and Develop our Community's Health Assets and make them available to Andalusian society.

Finally, the Regional Ministry of Equality, Social Policies and Conciliation has an agreement with the Andalusian Energy Agency so that these centres, which are large energy consumers with poor performance, can be included in the ERDF-funded energy saving and efficiency programmes. If resources are finally obtained by this route, in addition to the actions contemplated in this plan, actions could also be taken towards lighting, DHW production and heating, and improving the skin of these buildings.

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