

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

ANDALUCIA ALZHEIMER'S SPACE
Andalusian Health Service

**Programa Operativo
de Andalucía**

Año 2020

Fondo Europeo de Desarrollo Regional

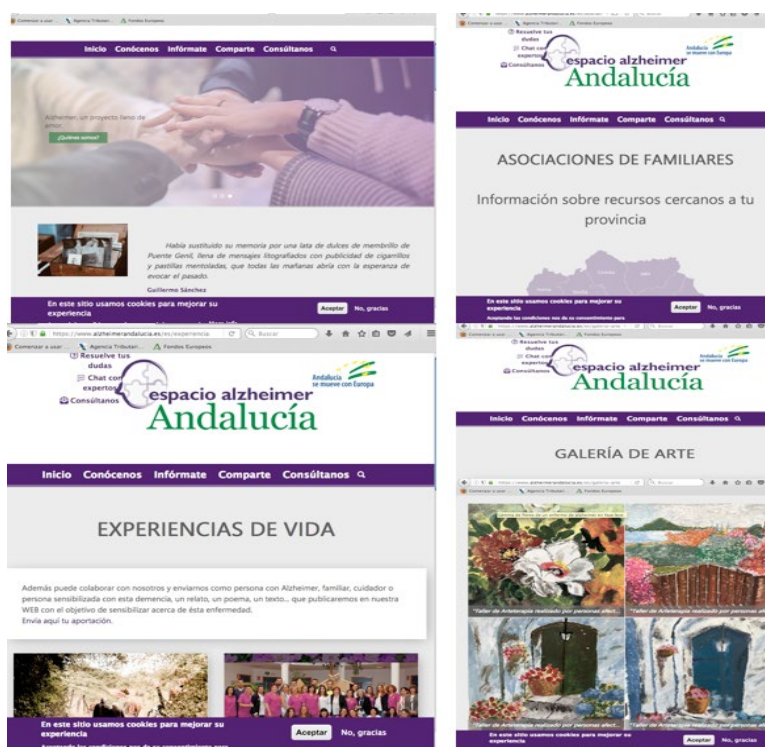
ANDALUCIA ALZHEIMER'S SPACE

The www.alzheimerandalucia.es website is a page aimed at citizens and family members that seeks to inform, advise, disseminate, and raise awareness about Alzheimer's disease, as well as to accompany the patients from the beginning to the final stage of the disease, while highlighting the role of family associations in a special way. Likewise, this website becomes a tool for family members and caregivers as they will be able to solve their doubts quickly and easily.

In addition to other features, the website has 24-hour access every day of the year to Salud Responde (“Health Responds”, an Andalusian interactive service) to ask questions related to the care of a family member or any process that requires care in the field of medical emergencies. Through Salud Responde, and if necessary, the consultation would be derived to the Centres for the Coordination of Emergencies and Health Emergencies, 061. Salud Responde professionals have received specific training on Alzheimer's disease.

In Andalusia, the total number of people with AD exceeds 22,600 (patients and family members) and, given the progressive ageing of the population, it is estimated that dependency rates will rise in the coming years. The percentage of people 65 years and older has been increasing in recent years and will continue to increase and, especially, the percentage of the population over the age of 80 is expected to be even higher.

The Alzheimer's Space project has received a total grant of EUR 406,000, co-funded at 80% by the European Regional Development Fund (ERDF). This project aims to promote ICT solutions to respond to the challenge of active and healthy aging, and electronic health services and applications to achieve a total of 3,570,000 app downloads of the Andalusian Public Health System in 2023, as compared to 2,028,798 from 2018.



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

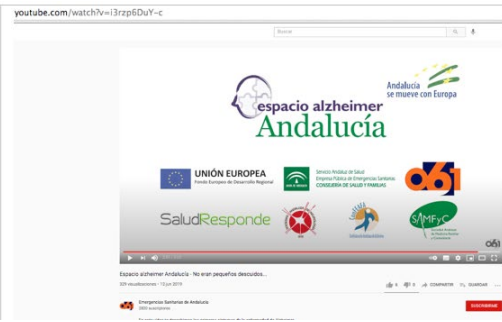
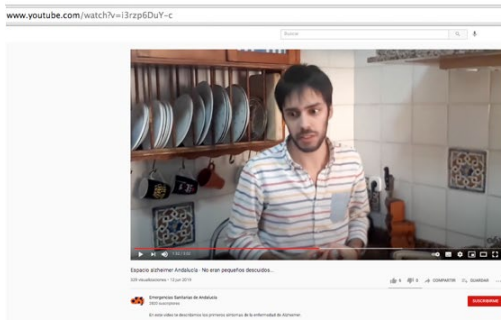
1. The ERDF's role has been suitably disseminated among the beneficiaries, potential beneficiaries, and the general public:

The Andalusian Health Service disseminated on its web portal, which is included in the single web portal of the Management Authority, the news of the launch of this website, mentioning the contribution of the ERDF and reaching more than 13,000 people:

<https://www.juntadeandalucia.es/servicioandaluzdesalud/todas-noticia/salud-presenta-la-web-espacio-alzheimer-andalucia-donde-los-ciudadanos-podran-elegir-sus>

For its part, the Public Company for Health Emergencies (EPES, for its acronym in Spanish) has carried out various dissemination actions. First, through its YouTube channel of "061 Health Emergencies", the company posted a video describing the first symptoms of the disease and mentioning the participation of the ERDF, achieving 342 views:

<https://www.youtube.com/watch?v=i3rzp6DuY-c>



Second, a press release was issued with a major impact on citizens through various portals and information channels. Here are some links to certain posts and images:

<https://www.lavanguardia.com/local/sevilla/20190920/47498560534/salud-presenta-la-web-espacio-alzheimer-andalucia-donde-los-ciudadanos-podran-elegir-sus-preferencias-de-vida.html>

<http://www.epes.es/?sala-de-prensa=salud-presenta-la-web-espacio-alzheimer-andalucia-donde-los-ciudadanos-podran-elegir-sus-preferencias-de-vida>

trabajo del proyecto, en colaboración con la Facultad de Psicología de la Universidad de Sevilla y en él se recogen diversas esferas de la vida para que se convierta en un manifiesto de gustos y deseos. Así, la viceconsejera ha afirmado que "nuestras Preferencias de Vida bienen que ver con las comidas que nos gustan, la música preferida o la que nada nos gusta, los hábitos de vida, actividades de ocio, películas que nos traen buenos recuerdos y otras que asociamos a momentos tristes, personas que queremos y otras con las que no queremos relacionarnos. El objetivo de este cuestionario es sensibilizar y difundir, acercándonos con rigurosidad y metodología a algo tan intangible y a la vez tan determinante, para nuestras vidas, como son nuestros deseos".

Además de otras funcionalidades, la web tiene acceso 24 horas todos los días del año a Salud Responde para realizar preguntas relacionadas con la atención a un familiar o algún proceso que requiera de una atención en el ámbito de las urgencias médicas. A través de Salud Responde y en caso necesario se derivaría la consulta a los Centros de Coordinación de Urgencias y Emergencias Sanitarias 061. Los profesionales de Salud Responde han recibido formación específica sobre la enfermedad de Alzheimer. Del mismo modo, a través del apartado Consultarnos se puede acceder a una dirección de email para realizar preguntas relacionadas con la atención a familiares.

Las asociaciones son visibles en un apartado en el que aparecen todas las que en la actualidad prestan servicios en Andalucía, áreas rurales y urbanas, incluyendo sus Carteras de servicios, sus niveles de atención, el perfil de los profesionales y los datos de contacto.

Este proyecto, financiado con Fondos Europeos de Desarrollo Regional (FEDER), ha sido diseñado y puesto en marcha por la Empresa Pública de Emergencias Sanitarias y en él participan también la Consejería de Salud y Familias, el Servicio Andaluz de Salud, la Confederación Andaluza de Asociaciones de Familiares de pacientes con Enfermedad de Alzheimer, la Sociedad Andaluza de Neurología, la Sociedad Andaluza de Medicina Familiar y Comunitaria y la Facultad de Psicología de la Universidad de Sevilla.

Lineas estratégicas del Plan de Alzheimer y otras demencias

Actualmente, en los centros sanitarios del sistema sanitario público andaluz y centros de investigación asociados hay diez grupos de trabajo que desarrollan algún tipo de investigación en Alzheimer, compuestos por más de 100 profesionales, que se localizan en Málaga, Sevilla y Granada. Las líneas de trabajo de estos grupos se centran en diversas temáticas como son: prevenir y recuperar la pérdida de memoria, determinar el impacto de la obesidad como factor de riesgo para el desarrollo de la enfermedad, búsqueda de nuevas dianas terapéuticas, identificación de genes que contribuyen al desarrollo de diferentes enfermedades neurológicas y mentales, entre ellas el Alzheimer.

<https://www.europapress.es/esandalucia/sevilla/noticia-salud-presenta-web-espacio-alzheimer-andalucia-donde-ciudadanos- podran-elegir-preferencias-vida-20190920134049.html>

Así, la viceconsejera ha afirmado que "nuestras 'Preferencias de Vida' bienen que ver con las comidas que nos gustan, la música preferida o la que nada nos gusta, los hábitos de vida, actividades de ocio, películas que nos traen buenos recuerdos y otras que asociamos a momentos tristes, personas que queremos y otras con las que no queremos relacionarnos".

"El objetivo de este cuestionario es sensibilizar y difundir, acercándonos con rigurosidad y metodología a algo tan intangible, y a la vez tan determinante para nuestras vidas, como son nuestros deseos", según ha abundado García.

Además de otras funcionalidades, la web tiene acceso 24 horas todos los días del año a 'Salud Responde' para realizar preguntas relacionadas con la atención a un familiar o algún proceso que requiera de una atención en el ámbito de las urgencias médicas.

A través de 'Salud Responde', y en caso necesario, se derivaría la consulta a los Centros de Coordinación de Urgencias y Emergencias Sanitarias 061. Los profesionales de Salud Responde han recibido formación específica sobre la enfermedad de Alzheimer.

Del mismo modo, a través del apartado "Consultarnos" se puede acceder a una dirección de correo electrónico para realizar preguntas relacionadas con la atención a familiares.

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LINEAS ESTRATÉGICAS DEL PLAN DE ALZHEIMER Y OTRAS DEMENCIAS

Actualmente, en los centros sanitarios del sistema sanitario público andaluz y centros de investigación asociados hay diez grupos de trabajo que desarrollan algún tipo de investigación en Alzheimer, compuestos por más de 100 profesionales, que se localizan en Málaga, Sevilla y Granada.

<https://juntadeandalucia.es/organismos/saludyfamilias/actualidad/noticias/detalle/220728.html>

Finally, and thirdly, the Public Company for Health Emergencies has designed posters and informational brochures whose distribution was cancelled due to the COVID-19 pandemic, but which will be re-launched and distributed as soon as possible.



For its part, the Directorate General of European Funds has disseminated the Alzheimer's Space through a regional radio campaign with broadcasts on major stations with large audiences. On Canal Sur radio, it was released on September 17, 2020 ("For Your Health" programme, with an audience of 60,000 radio listeners) and on Onda Zero on September 22, 2020.

http://www.fondoseuropeosandalucia.es/radio/alzheimer_CS.mp3

http://www.fondoseuropeosandalucia.es/radio/alzheimer_ondacero.mp3

2. The action incorporates innovative elements:

The website incorporates as innovative elements the possibility that the citizens linked to this disease can define their "Life Preferences", consult experts on care, and share experiences through an Art Gallery, Micro-Reports, and Videos.

In the "Life Preferences" section, any citizen is able to, consciously and voluntarily, complete a questionnaire that collects many areas of life. This document becomes a kind of manifesto of tastes and desires. The decline and the progressive loss of cognitive functions does not mean that others will decide for them on everyday issues that affect their lives. It is not posed as an administrative record, but it does have the character of something that is done consciously and voluntarily and is given to whoever the patients decide, as the web does not save or record these data.

In the "Consult us" section, citizens can send, via email, any questions related to their care. In this way, family members and caregivers can receive personalised answers to the cases they raise.

In "Art Gallery", photos, paintings, artistic works... created by patients of family associations are given visibility, and family members are invited to submit such works.

The "Micro-stories" section invites family members and caregivers to submit writings to raise knowledge and awareness of Alzheimer's disease.

The "Videos" area has been created with the aim of collecting three key moments: the onset of the disease, the patient's attendance to family associations and the specific work on cognitive stimulation, and finally, care in the final phase of the disease.

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

Among the objectives of the project we find information, advice, and communication to family members and caregivers, as well as disseminating, raising awareness, and sensitising about Alzheimer's disease among the general public. And, with this web platform, all these objectives are considered achieved through the contents that this website hosts such as in-depth information about the disease, a chat with experts, a "Did you know?" section, for doubt solving in many areas of the disease such as symptoms, treatments, diagnoses, legal and health resources, associations, medical complications, etc.

4. Resolution contribution of a regional problem or weakness:

The project's web allows any citizen in the geographical area, urban or rural, to access information about Alzheimer's disease as well as to contact and request advice from professionals specialised in the area of care, which is considered one of the main problems in the initial phase of this disease when the affected do not know where to go or to whom.

5. High target population coverage:

The Confederation of Federations of Relatives of People with Alzheimer (CONFEEFA, for its acronym in Spanish), with presence throughout Andalusia through more than 116 family associations, has participated since the beginning of the project. From this institution the project has been spread and made known to its partners, that is, to relatives of Alzheimer's patients. This activity alone has reached more than 80,000 citizens.

Also, through a specific campaign focused on the Health Aging Service APP initiative of the Regional Ministry of Health and Families, the Alzheimer's web reached more than 13,000 people.

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

The working group has been created and led by the Public Company for Health Emergencies (EPES) as an institution that proposes and manages the project. In this working group, professionals, both men and women respecting gender parity, have participated, as well as the EPES itself, the Regional Ministry of Health, the Andalusian Health Service through the Comprehensive Palliative Care Plan, the Andalusian Society of Neurology, the Andalusian Society of Family and Community Medicine, and the Faculty of Psychology of the University of Seville. Currently, professionals from the Andalusian School of Public Health have been incorporated for the design of a clinical study. Also worth highlighting is the collaboration of a media professional in order to review the adequacy of the messages disseminated through the different sections of the web by respecting the criterion of equal opportunities and non-discrimination.

7. Synergies with other public intervention policies or instruments:

The well-being of citizenship as a whole is undoubtedly one of the values that the Andalusian community seeks and prioritises through its social policies. Thus, in this search for the quality of life of the different population sectors, and among the measures established for the elderly, two fundamental instruments were developed: the Andalusian Alzheimer's Plan of the Regional Ministry of Health, and the Andalusian Plan of Social Services for Alzheimer of the Regional Ministry for Equality and Social Welfare. These expectations are in line with the provisions set by the Andalusia ERDF Operational Programme 2014-2020 concerning improving the health and well-being of citizens.

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