

Innovative practices on ageing in Russia

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Russia has the most aged population among BRICS



Growing number of retired people and 'very old' people

Issues of accommodation and care

Issues of social inclusion of elderly people

Many seniors are living in rural areas and small cities

Need for innovative approaches

Health trains



Wheeled clinics



Mobile team of doctors:

- Therapist
- Cardiologist
- Endocrinologist
- Ophthalmologist

- Surgeon
- Ophthalmologist
- Gynecologist
- Endocrinologist
- Neurologist
- et al.



Moscow: care for multimorbidity

- In Moscow 30% of seniors 60+ have three or more chronic diseases
- Therefore, program of individual assistance to older people with multiple chronic diseases was developed by the specialists of the Moscow Department of Health
- Program start: April 2017
- Specialist in diseases of elderly in every Moscow municipal clinic
- Increased time for reception of elderly patients:
 - up to 40 min. for primary reception instead of standard time 20 min per patient
 - up to 20 min for secondary reception instead of standard 12 min
- Phone consultations
- Regular monitoring of health





Vladimir Region: Social Project
«Living in dignity, living at home»
«Жить достойно, жить дома»

Global trends in social services for elderly taken in account

Trend	Currently used	Will be used in the project
Development of technologies replacing social care stationary	YES	YES
Approximation of social services and their suppliers to the place of social services recipients' residence	Places in social care public institutions are distributed as they become available	YES
Stay in a familiar favorable environment	If possible	YES
Access of non-profit organizations to the provision of social services using budgetary funds	YES	YES

Target audience of the project in Vladimir region

Population of the region

- 1.397
thousand
people

Target group

- 356 thousand
people
(30%)

Goal and objectives of the project

Goal

To improve the QoL of elderly and disabled people

Objectives

To provide conditions for receiving social services at home

To eliminate queue in psycho-neurological elderly care institution

Development of non-governmental sector of social services, optimization of budget expenditures

Innovative technologies in social care

Foster family for elderly people

Personal assistants for people with severe musculoskeletal disorders

Ensuring the unconditional right of elderly people to live and receive services at home, in the family, while preserving the usual living conditions, household and social ties

Guardians over incompetent elderly (those who are not close relatives)

Accompanied life at home

Project participants

**Administration
of the Vladimir
region**

*Distributes the
experience of
stationary substitution
technologies*

*Provides
comprehensive
support, including
financial support*

*Organizes training
and counseling for
non-state service
providers*

**Non-government
service providers
volunteers**

*Are the main
executors of the
project*

*Work directly with
elderly people*

**Agency for
Strategic
Initiatives**

*Assists project
participants*

*Consultations on
attraction of
extrabudgetary
sources of financing*

Information support

**Elderly/disabled
people, their relatives
and
legal representatives**

*Ready for
cooperation*



Main areas of activity



Development of a network of non-governmental organizations focused on stationary substitution technologies

Analysis of the regulatory framework, with the aim to improve legislation

Information support of the project, training

Search for financing opportunities, incl. extrabudgetary sources

Prospective planning

Steps to implement the project

- Identification of elderly people interested in participating
- Funding allocation
- Search for incentives for service providers
- Organization of training and support (psychological, pedagogical, social and medical) for the project participants
- Monitoring of service quality, living conditions dynamics



Advantages of innovative technologies in social care

Public elder care
service
institution



New decision

- The rules are defined by the public service institution
- Segregation from society
- Social workers & teachers are staff at the service institution
- Centralized organization of the daily routine, including control

- The rules are set together, taking in account seniors' preferences
- Aim: full integration into society
- Social workers & teachers as “guests”. No attendants: to get something, seniors need to learn how to do it
- Individual rights and independent decisions made by elderly

Stages of project implementation in 2017

Stage I **Preparatory**

- ✓ Analysis of the current regulatory framework, making changes if necessary
- ✓ Fundraising
- ✓ Selection of a sufficient number of project participants (elderly/disabled people, non-state service providers, volunteers)
- ✓ Training of project participants
- ✓ Preparation of project support (psychological, pedagogical, social, medical)

Stage II **Active**

- ✓ Gradual increase in personal assistants, foster families, caregivers
- ✓ Search for possible additional incentives and support for service providers
- ✓ Organization of effective monitoring of service quality, living conditions dynamics

Project KPI (2017)



No queue in psycho-neurological elder care service institutions



The increased number of personal assistants:
114 assistants provide services for 118 elderly
(disabled) persons



The increased number of foster families:
105 elderly people live in 100 families



The increased number of guardians (those who are not
close relatives): 150 persons are guarding 154 disabled
people



The non-state sector of social services is expanding



Social Project «50 PLUS»

www.50plus.ru



Project started in 2011

- ✓ The first and only Pan-Russian platform using the main communication channels and targeted information carriers
- ✓ Aim: improving the QoL & active longevity of Russian seniors
- ✓ Implemented with the support of the Federation Council, the Government of Moscow, the Chamber of Commerce and Industry, the Ministry of Finance, Regional Governments
- ✓ A lot of experience has been accumulated on interaction with state authorities, local authorities, business community and society
- ✓ Covers all aspects of seniors' life

Project development stages

Официальный сайт Российской Федерации для размещения информации о размещении заказов

№ лота	Наименование лота	Цена контракта	Количество заявок	Результат
Лот №1	Разработка и реализация Комплексной программы мероприятий в интересах людей зрелого и старшего возраста, организации и проведение международной выставки, форума/конференции/симпозиума с привлечением международных участников, социологическими опросами, круглыми столами, творческими конкурсами, социально-значимых акций, подготовка и издание печатной и рекламной продукции, создание и обслуживание специализированных информационных ресурсов, организация и обеспечение работы досуговых площадки на регулярной основе	49 100 000,00 Российский рубль	2	<p>Победитель: Общество с ограниченной ответственностью "Информационно-консультативное бюро "Парад"</p> <p>Второе место: Общество с ограниченной ответственностью "Аудиторская компания "Максимова групп"</p>

September 2012, the winner of the Moscow competition organized by the Department of Social Protection.



February 2016. Strategy of Actions for the Benefit of Older People (2025)

2016-2017

2015

Creation of the Russian market of goods and services for seniors

Improving QoL, assistance in training, retraining and employment of seniors,

2014

Assistance in the process of self-realization

2013

Promoting values and advantages of Silver Age, Moving into regions

2012

Actions to change the mind of the Russian society

2011

**Slogan:
LEARN. WORK. EARN!**

Life Long Learning



Annual Forum&Exhibition



*Все плюсы
зрелого возраста*

2011



Annual Forum&Exhibition “50PLUS. All the Pluses of Mature Age”

2017



✓ More than 35.000 visitors

✓ Over 150 events

Project results in 2017

- On a regular basis, more than 50 events, programs and actions realized
- More than 350.000 people attended activities of the Project
- The total coverage of the Project in five years: about 20 million contacts
- Taking into account the average effective frequency of contact 4+, not less than 5 million people introduced to the Project



National Prize Golden Mercury -2015
in the field of entrepreneurship:
*Contribution to the development of
social responsible business in Russia*



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