



Policies for Older People care In Europe: 'Gold for Old' *The Rotterdam Example*

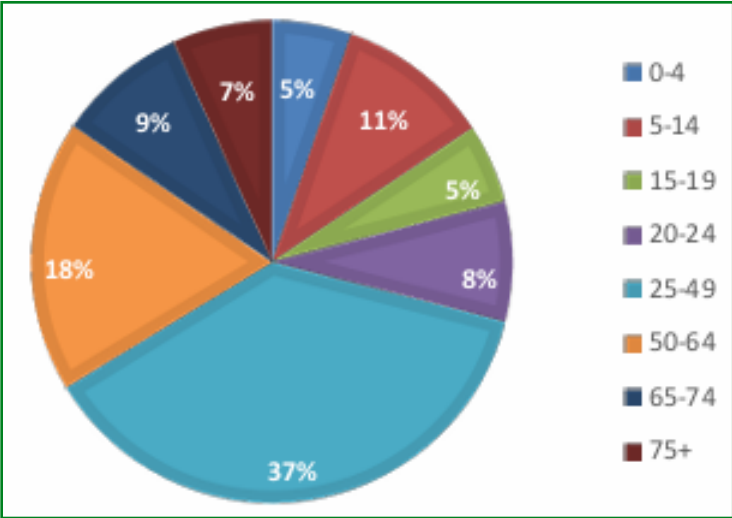
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City of
Rotterdam

Rotterdam in Numbers

Age Distribution in Rotterdam



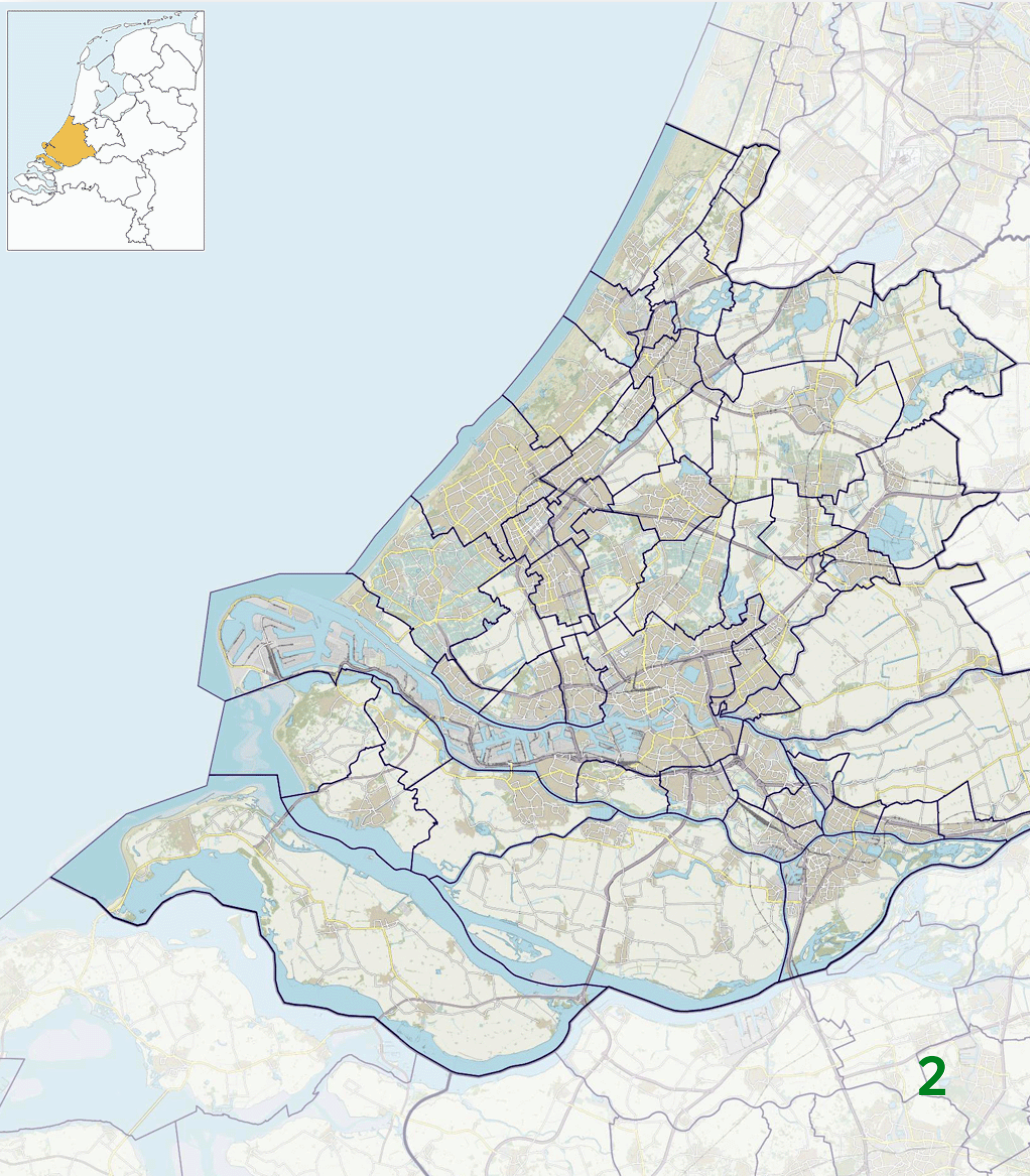
Rotterdam will deal with a *Double Aging* problem in the coming years. 16% of Rotterdam is 65+
BRP-OBI | 2022

Predicted % of 65+ | 2022-2040



In 2040, 18.2% of Rotterdam are expected to be 65+. The largest growth will be in the 75+ group.

Geography



4 Pillars of Dutch Healthcare

Organized by National Government and Insurance Companies

- Health Insurance Act
- Long-Term Care Act

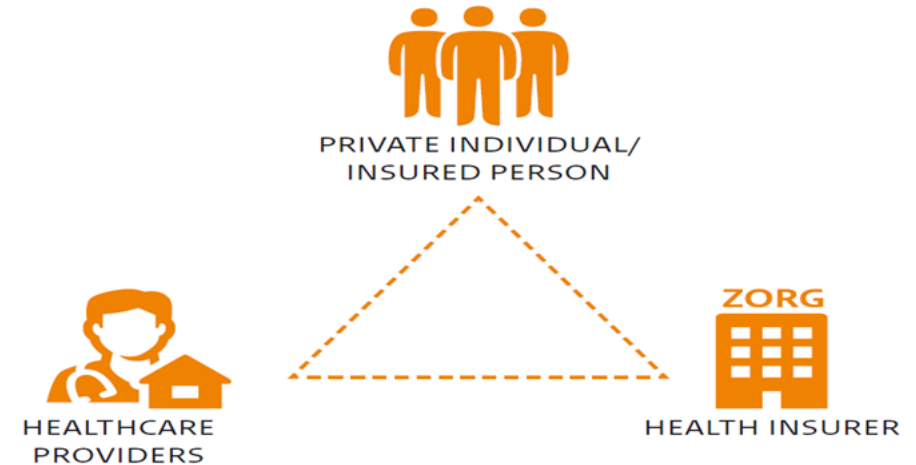
Organised by Local Governments

- Social Support Act
- Youth Care Act

Note: Almost all of the healthcare in the Netherlands is provided by publicly financed, private companies

1. Health Insurance Act

- Anything that can be cured (or treated)
- Access is determined by professional judgement (doctors mainly)
- Paid partly by insurance fees, but mostly by taxes
- Main part of the budget goes to hospitals and medication, GP's and district nursing amount to only 15% of the budget



2. Long-term care act



- Only for people who have a life-long care dependency
- A specialized national organization (CIZ) determines the care needs and decides how much care someone gets
- Paid for a small part by citizens own contribution, but mostly by taxes
- Nursery homes, homes for the disabled (mentally or fysically) and people who need 24/7 care in proximity for example people with severe psychiatric illness (without intensive treatment)
- Municipality cooperates to keep a good balance between both systems

3. Youth Act



- Support for youth and their families (0-23 years)
- Assessment of needs is done by local professionals or GP
- Paid through taxes -> 'free' for citizens
- Prices are determined by local government, (minimal) 3 yearly procurement (combined with 15 other municipalities in our region)
- Includes most care for youth with psychological (or psychiatric) problems or behavioural problems

4. Social Support Act

- Support for adults (>17,5)
- Assessment of needs by local professionals, not GP's or medical people
- Payment by taxes and (mostly small) own contributions citizens
- Prices are determined by local government
- Accent on the selfreliance of the citizens, basic care (specialized care only if needed)
- Also housekeeping help and transportation for elderly and disabled
- Also many other products like a wheelchair or home modifications so people with an ability can live in their own home



The New Agenda: “Oud voor Goud” (*Old for Gold*)

The program has 4 main pillars:

Prevention

Ambition: Activate citizens to embrace healthy lifestyles in preparation for later in life, by:

Engaging in Dialogue with Older Persons

- Especially those of retirement age, a key moment in aging
- Also focus on Migration backgrounds, who are often vulnerable in areas such as health and housing

Focusing on Vitality

- Enriching awareness of and knowledge about the importance of lifestyle
- Improve the adoption of the accessible *fall-prevention* programs

Wellbeing

Helping older persons use their talents for the good of society, which also works to fight loneliness.

Improving Perceptions

- Perceptions of elderly need to be reframed around their talents and strengths

Stimulate restaurants in neighborhood- and care-facilities

- Also improve awareness and use of these social spaces

Talent Development

- Help older persons rediscover their talents
- Helps to improve social networks amongst older persons

The New Agenda: “*Oud voor Goud*” (*Old for Gold*)

Living

Ambition: Every citizen should be able age comfortably in their own neighborhood, by:

Ensuring there is sufficient and appropriate housing

- Five key locations have been designated for the development of senior living and care concepts.

Improving housing mobility

- Many older people indicate a willingness to move to more appropriate housing, but not outside their neighborhood

Supporting elderly through social “Huismeesters”

- Function as a stepping stone between older people and the corporations that own the housing

Expanding the *Thuisplusflats*

Care

Helping older persons through:

Suitable care and support:

- A pilot project will be launched in Thuisplusflats, training healthcare professionals to conduct Wmo (Social Support Act) assessments for the elderly, with outcomes and impacts closely monitored.

Dementia Friendly Approach:

- Training for professionals in identification and treatment of dementia through e-learning.
- Support informal caregivers and increase accessibility of information, good practices and activities for dementia.

Thank you! Questions?

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