

Active Ageing in Tampere Region Project: End-user involvement in developing innovative, preventive senior services

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Key aims of the project :

Preventive and resource oriented elderly care as the starting point

➔ To develop innovative and preventive senior services and operations models together with TAMK's education, seniors themselves and services providers

- Education and development themes, e.g.
 - **physical, psychological and social functional ability and a work approach supporting them**
 - **prevention of falls**
 - **increased utilisation of music and culture contents**
 - **elderly people's nutrition**
 - **increased utilisation of technology and assistive technology**
 - **early intervention in memory disorders**
- Improve image and attractiveness of elderly care

➔ To develop elderly people's functional ability in the Tampere Region and thus promote their independent living as long as possible

Key outcomes of the project :

The Project has developed new operations models for preventive and resource-based work with the elderly and related services, e.g.:

- **Elderly men homely in Kitchen** groups for single elderly men
- **Functional and creative methods** in elderly care (music, photos etc.)
- **Seniors in band**, a new form of activity offering social interaction and experiences for elderly people
- **Senior PC pilot**, which tested a computer designed for elderly people and a related support service

←→ Elderly people and seniors are active participants in planning and assessment of services and products



What is the profile of user groups ? :

The user groups of the project consisted of a total of hundreds of elderly people who are:

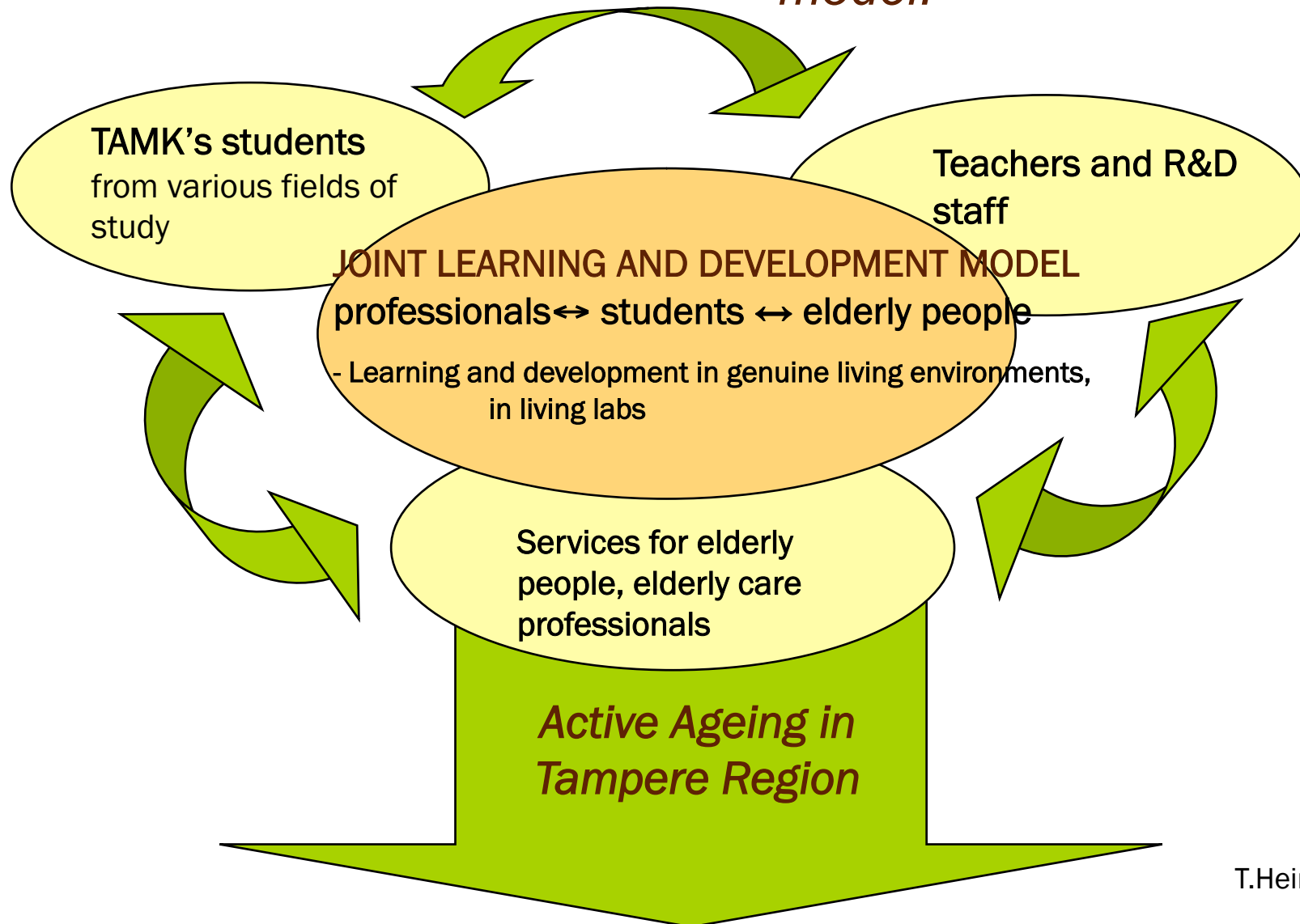
- Mostly already customers of senior and elderly peoples' services, older people obtaining home care services or living in senior or other homes for the elderly, aged between 65 and 97 years.
- Seniors who live in their own apartments but attend various types of group or daytime activities
- Additionally, a small group of seniors living the so-called third age (+65-75 years of age) have participated in the project
- Special attention has been paid to take into consideration elderly people with memory disorders ↔ special needs for developing technologies and services

Professionals working with senior and elderly people have provided an additional user group:

- A total of 442 senior and elderly care professionals
- 15 elderly care and senior service provider from the Tampere Region

What was the modes in interaction ?

Project is based on Joint Learning and developing model:



What were the key strengths and weaknesses of the approach (lessons learnt) ? :

Strengths:

- Development and testing in genuine Living Lab environments with end users (elderly people, seniors, professionals of elderly care)
- Active participation of elderly people and seniors themselves in the innovation, research and development and testing of new service and technology products ↔ more motivation and positive attitude towards utilisation of these services and products
- User-centred technology alone is not enough. What is needed is guidance and education which takes into account the needs and special features of elderly people (e.g. ways and capabilities to learn)
- By integrating new sector and education fields, new social innovations and operation models can be created for elderly services (e.g. by integrating culture, media and communication, and social and health care)
- Joint learning and development model utilised in the project increased interaction between different stakeholders as well as between generations (young students ↔ seniors)

Weaknesses :

- Participants in the pilots were elderly people who are already active in many ways. The challenge is how to reach the lonely elderly persons excluded from the society.
- Elderly people are a heterogeneous group so in this project, only needs and ideas of some elderly persons could be responded to.



Thank you

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