



Active ageing and home care in the Małopolska Region, Poland

a strategic approach

Marshal Office of the Małopolska Region, Poland



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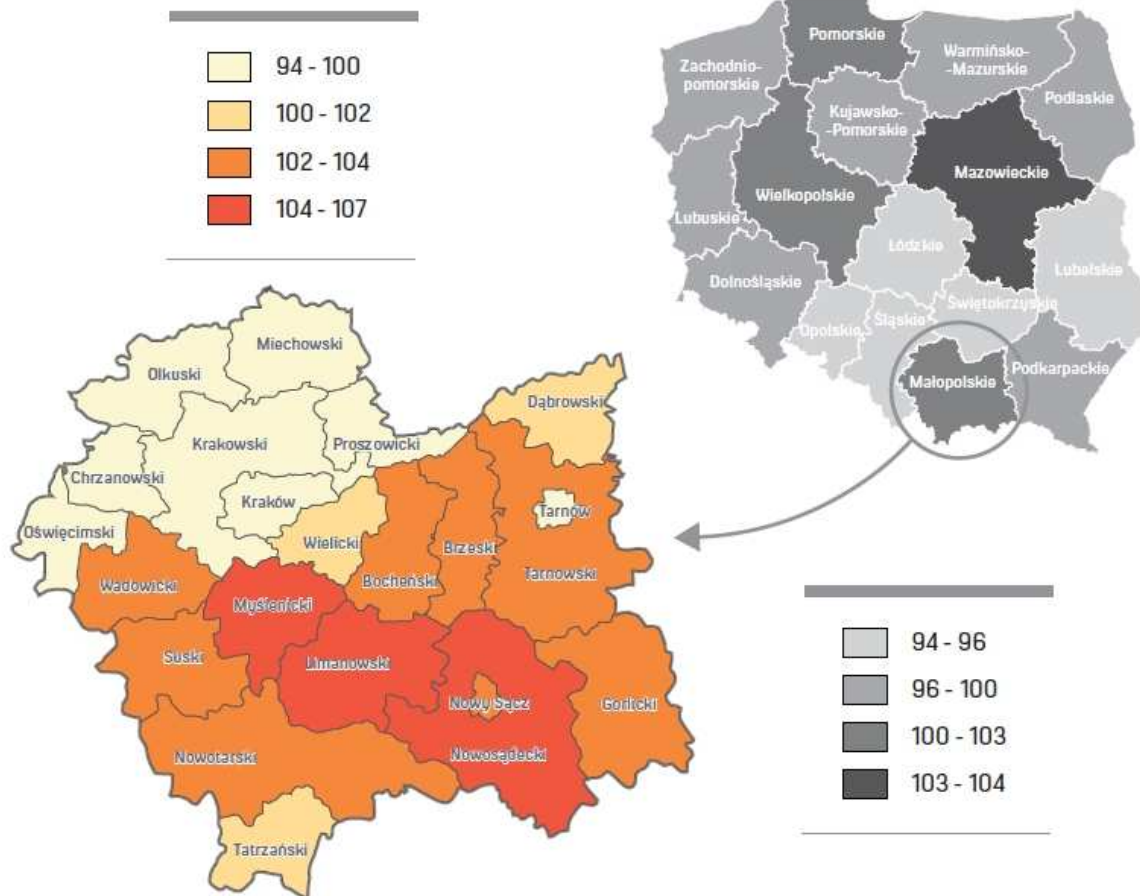


Welcome to Małopolska

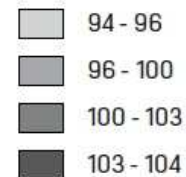


Małopolska – general picture

Dynamics of changes in population number between 2010-2020 according to the regions and counties of Małopolska (in %).



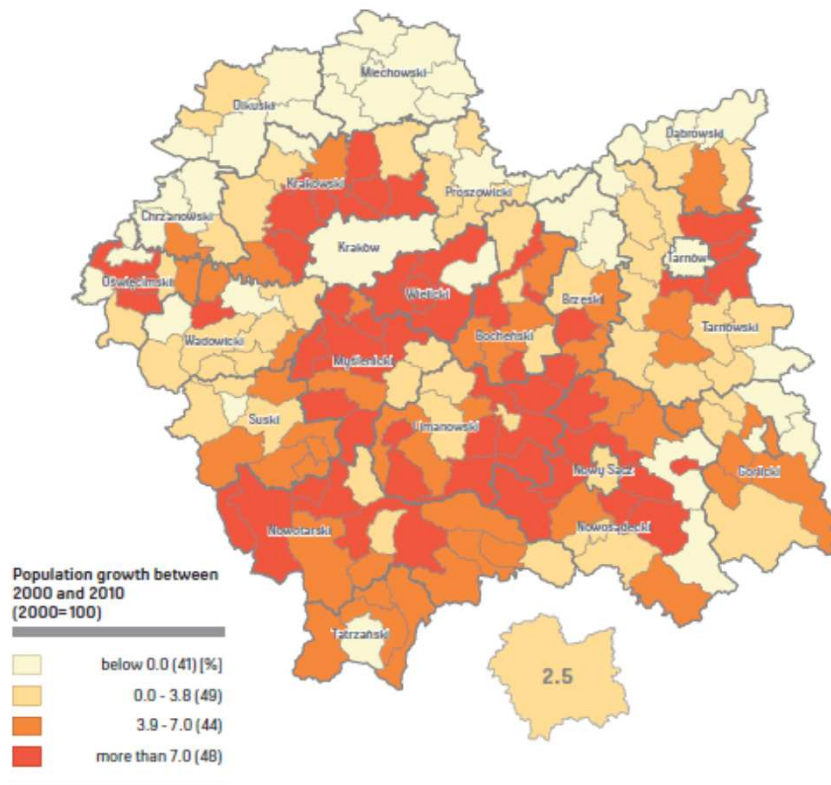
- Capital city: **Krakow**
- Area: **15,000 sq. Km**
- Population: **3.36 Mio.**



Demographic change in Małopolska



Map 1. Population growth in Małopolska between 2000 and 2010 (2000=100).



- Małopolska is not uniform!
- Different demographic processes in different subregions
- Population decrease in the north-west
- The share of the elderly population is the greatest on the north
- This share will further grow!



Demography and ageing in the Małopolska strategic documents



**Development Strategy
of the Małopolska Region for 2011-2020**



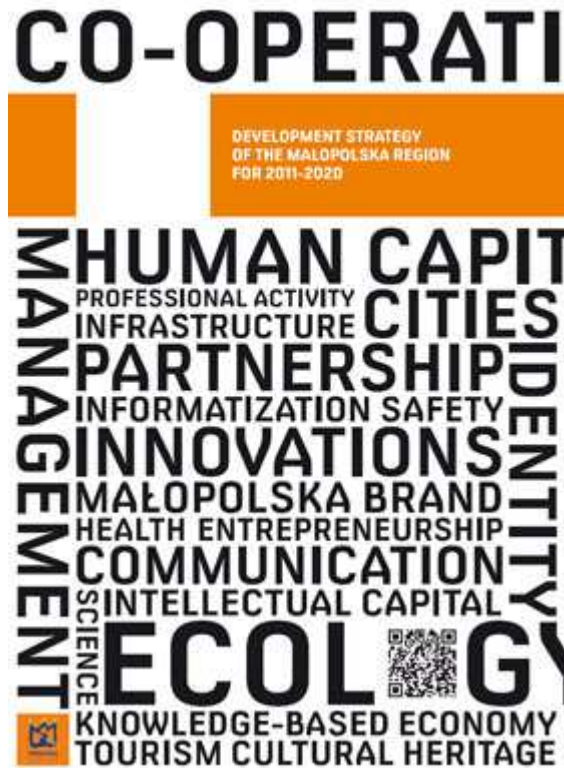
Regional Operational Programme



Strategic programmes



Development Strategy of the Małopolska Region for 2011-2020



AREA 1.

Active and
knowledge-
based
economy

AREA 2.

Heritage and
leisure
industry

AREA 3.

Infrastructure for
communication
accessibility

AREA 4.

Krakow Metropolitan
Area and other
subregional area

AREA 5.

Development of
towns and rural
areas

AREA 6.

Environmental, health
and social safety

AREA 7.

Managing the regional
development



Development Strategy of the Małopolska Region for 2011-2020



AREA 6.
Environmental, health
and social safety

DIRECTION 6.3
Improving social safety by
integrating social policy.

ACTION 6.3.3
implementing the regional strategy of action
in the context of the ageing society

Adjust the labour market
Provide specialist services for the seniors
Introduce a silver economy model



Regional Operational Programme 2014-2020



Axis 9

Social cohesion of the region



Investment priority 9iv

-Better accessibility of affordable, sustainable, and high-quality services

- Supporting dependent people and their families
- Improving quality and accessibility of health and care services
- Rehabilitation services



Regional Operational Programme 2014-2020



Axis 9 Social cohesion of the region Sample actions



Building and supporting centres of temporary stay for dependent people to ensure professional care during the temporary absence of the carer

Daycare facilities for dependent people to ensure their participation in the society

Daycare facilities for children

Other forms of support granted to the carers of dependent family members



Regional Operational Programme 2014-2020



Supported projects (selection criteria)
Sub-action 9.2.1 Regional social and health services



- Training family assistants
- Training professional carers of children under 3

- Healthcare services in the place of residence

- Support for parents/family carers/other family members in families with a disabled child

- Daycare support



Regional Operational Programme 2014-2020



Supported projects (selection criteria)
Sub-action 9.2.2 care services and crisis intervention



Education and consulting for informal carers
-support groups,
-consulting via telephone,
-individual support,
-training, internships, assitantships,
- care manegement, training of care managers

Temporary stay centres

Improved availability of information for informal carers to facilitate search and use of different means of support incl. financial support to enable and improve care

Better availability of care, rehabilitation, and medical equipment to informal carers incl. Equipment rentals, training, and consulting for the users



Regional Operational Programme 2014-2020



Supported projects (selection criteria)
Sub-action 9.2.2 and 9.2.3 care services and crisis intervention



Developing daycare units for elderly people and their families

- Securing transportation for the participants
- Hot meals
- Providing personal care services
- Leisure
- Occupational therapy
- Physical exercises, rehabilitation
- Social activation

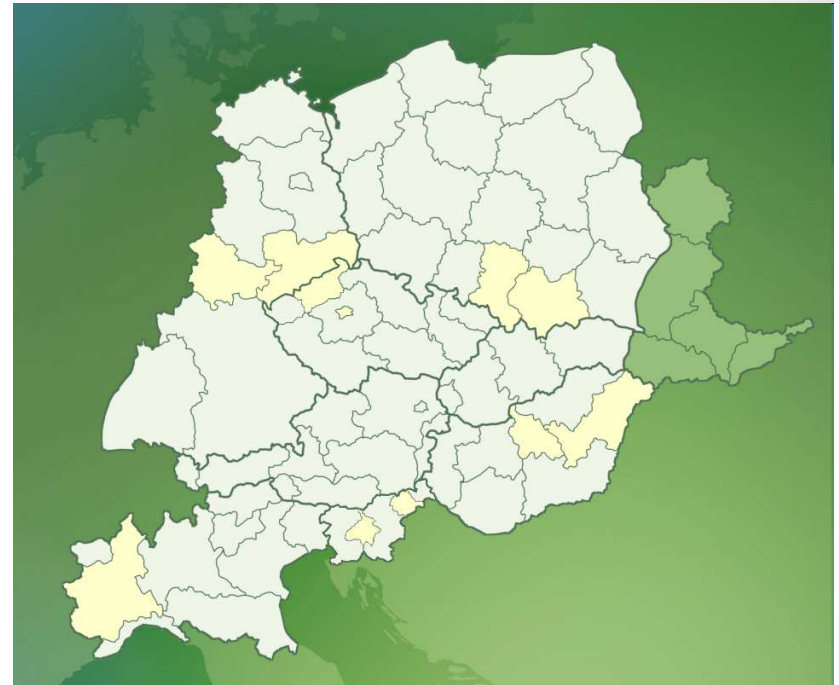


Other initiatives – ADAPT2DC project



Duration 2011-2014

Main goal of the project:
**innovative solutions to adapt
public infrastructure and
services to demographic
change**



Other initiatives – ADAPT2DC project



European Strategy on Regional Responses to Demographic Change
coordinated by the Małopolska region as a work package leader

Support to informal carers

- among cost-effective methods for delivering health care services

Recommendation:

- to raise awareness of the needs of employees who act as informal carers – reconciliation of work and care for a dependent family member



Other initiatives – ADAPT2DC project



Transnational Action Plan coordinated by the Małopolska region
as a work package leader

Situation of carers recognized as a challenge!

- Securing basic needs (including care) of senior citizens often remains the exclusive responsibility of families. This tends to result in excluding people (mostly women) of working age from the labour market. **They become full-time unpaid carers.**
- **Local authorities should support families in providing day-care for senior citizens in need.**
- **Problem:** not enough day-care centres in Małopolska.
Only 6 centres in 3 towns



Other initiatives – ADAPT2DC project



Transnational Action Plan – recommendations

- Adapting existing infrastructure that no longer serves its purpose (e.g. former schools, youth centres, school canteens) to **provide day-care for the elderly**
- **Increasing the number of day-care centres** in the region (first of all in the areas affected the most by demographic changes)
- Using day-care centres to support inter and intra-generational activities that benefit the whole local community
- Raising awareness of the benefits provided by day-care in terms of **enabling family members to stay longer in the labour market** and decrease costs of care (compared to 24h institutional care)



Other initiatives – Silver Economy Handbook



- Based on a recent study on the situation of carers conducted by the Regional Centre for Social Policy
- Set of good practices and recommended solutions for NGOs, local administration units and other social actors



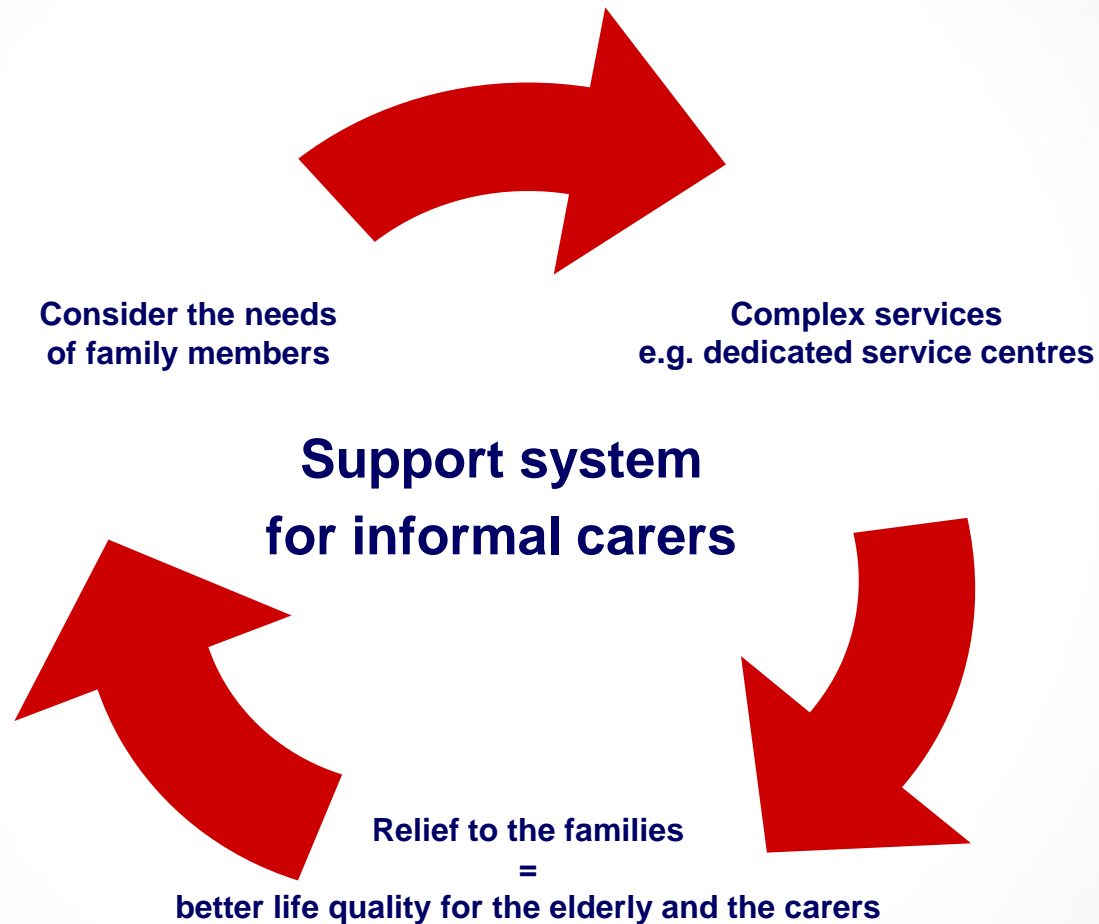
Recommendation: implementing a system of support to the informal carers of the elderly

- Comprehensive
- Multi-dimensional



Silver Economy Handbook

- recommendation



Silver Economy Handbook

- recommendation



Goal

- Guarantee proper care in the place of residence
- Allow the longest possible life in the home environment
- Meet the expectations as to the old age (ageing at home)
- Improve care quality
- Increase carer's competence and skills



Taking burden off the carers is necessary!



**Complex, interdisciplinary, tailor-made
support**



Silver Economy Handbook

- how to achieve the goal



- Create **information platform** to make available useful and relevant research, know-how and other knowledge
- Launch **calls for projects** to be funded through the regional Operational Programme
- Fund initiatives to **increase availability and quality of services** dedicated to dependent people and their carers in Małopolska
- Develop a **network of dedicated service centres**
- Create additional **full-time care homes for temporary stay** of the dependent senior citizens





Thank you for your attention

Małopolska Region
Regional Policy Department

Alicja Boryczko
alicja.boryczko@umwm.pl

