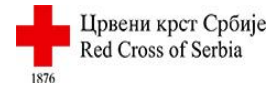




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Taking Action on Social Inclusion of Older People

Newsletter Nr. 2;
30 September 2016

Welcome to the second issue of the TASIOP newsletter covering the development in the regional project dedicated to social inclusion of older people financed by European Union, Austrian Development Agency and Austrian Red Cross. In this issue we present the activities of the second quarter of the Taking Action on Social Inclusion of Older People project and cover different topics: Advantages and disadvantages of networking, activities of Western Balkans civil society networks, Austrian Red Cross and activities targeting older people in emergencies, looking forward to 1 October, International Day of Older Persons, guest column by Jemma Stovell of HelpAge International tackling ageism

Population ageing is a global trend and it demands urgent action. Statistics show that as far back as 2000 the number of people over the age of 65 was globally higher than the number of children under the age of five. The projections predict that by 2050 the number of people over the age of 65 globally will exceed the number of children under 15. This means that all the countries in the world will have to adapt to the change and adjust their economies, health, social and cultural services to older people's needs in order to ensure good quality of care, stable income, access to goods and more flexible employment. Especially important is to work on achieving better social inclusion: older people need to be actively included in all societal processes and ageing needs to be included in all public policies.

Having in mind the severity of the problems that older people face, the degree of vulnerability of this population as well as the low level of interest among donors and the media for them, the civil

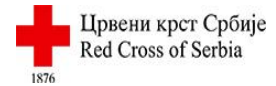
organisations of five countries in the Western Balkans – Albania, Bosnia and Herzegovina, Macedonia, Montenegro and Serbia – decided to establish or strengthen the networks in their countries and expand their focus on advocacy with and on behalf of older people, with the relevant institutions, the policy makers and the media. They have joint forces to coordinate their efforts across the region in the project TASIOP – Taking Action for Social Inclusion of Older People. One of the defining features of the project is motivating older people themselves to be active and take on responsibility for addressing the problems they encounter in the society.

Thanks to the support provided by European Union through its IPA fund the Austrian Red Cross as well as the Austrian Development Agency, the project so far succeeded in establishing or strengthening informal civil society networks in all five project countries. These networks will in the coming





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period focus on strengthening their capacities that will be employed to improve social inclusion of older people in the region.

Despite having the same goal, there are differences between networks in terms of different histories, different experience and different number of member organisations. In Albania MOSHA network (Movement of Organizations Supporting Healthy Ageing) has existed for more than ten years, coordinated by Albanian Association of Geriatrics Gerontology (AAGG). In Bosnia and Herzegovina the Network for Dignified Ageing has also existed for longer than a decade, coordinated by Osmijeh NGO from Gračanica. In Serbia the HumanaS network, coordinated by the Red Cross of Serbia has been founded in 2004. The other two national networks were established within the TASIOP project: Inkluzivam network in Macedonia and Dignitas network in Montenegro.

Years of existence and continued work of the informal networks in the three countries of the region have demonstrated many advantages of networking. There is strength in numbers: more organisations advocating for the same cause have more weight; tasks can be shared among network members so that those with particular expertise can focus on their strengths; the potential for the work to be duplicated is decreased because communication between network members is improved; the response to the expressed needs of the target population is also faster and more substantial. The existence of networks also facilitates transfer of knowledge and skills among likeminded organisations that may have different capacities and strengths. Crucially, networks help intensify the public speech on a particular topic, help it reach different strata of the society and include different societal groups in the dialogue that concerns them.

The network model used in the project countries is informal, which means that there are no costs to coordination of the networks and there is a lot of mobility and flexibility within them but it does not preclude the existence of structure. For these networks it is important to be present at all levels – local, national, regional and even global. This enables them to bring global actions and their objectives as well as results the national and local context but also to ensure that the voice of real older people from the grassroots level is heard nationally, regionally and globally.

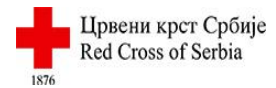
Of course, there are disadvantages – objective or subjectively perceived – to networking that have to be kept in mind. These disadvantages have been identified and encountered by the networks in Albania, Bosnia and Herzegovina and Serbia over the years and they were mitigated or otherwise countered which kept the networks going over the years. One common problem in networks is that not all member organisations have the same level of financial stability and continued access to resources in relation to the central topic of the network which hampers their capacity to focus at all times. Motivation of members then may decline as they are often forced to focus all their attention on survival and other activities and network activities, especially if they are advocacy oriented can be viewed as less important and secondary. Another frequently encountered issue is the fear of losing identity. Smaller organisations sometimes feel like their personality and distinctiveness is lost in the unified network discourse and networks need to be careful to allow for diverse voices to be heard while still channelling the central advocacy message in the most efficient way.

These problems can be overcome as demonstrated by many years of successful network activities in Albania, Bosnia and Herzegovina and Serbia – in the end common





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passion to improve the quality of life of older people is the most important motivating factor that ensures cohesion in the networks.

Highlights in the second quarter of the project

The most important activities in the second quarter of the project implementation were the implementation of situation analysis performed by a consultant in each country and the network strategic planning for each of the national networks.

The situation analyses were looking at national contexts and reviewing the existing legislative framework as well as the policies in preparation under the EU accession processes' umbrella with focus in ageing, older people and their social inclusion. The analyses reports identified key gaps in the existing policies and provided recommendations for the coming period, focusing on the opportunities for action of the civil society networks in the sphere of public advocacy. The other objective of these analyses was to assess the capacity of the civil society – with focus on members of the national civil society networks – to perform successful advocacy campaigns and the reports also came with recommendations on capacity building necessary to improve this potential.

These were followed by strategic planning sessions for each of the national networks. This was an opportunity for the already existing networks to review their successes up to this point and agree on the necessary updates on the strategic goals and objectives. The two newly formed networks in Macedonia and Montenegro were tasked with defining their core values and strategic priorities as well as mission and vision statements having in mind the specific national contexts and the advocacy focus pursued through the region.



The strategic planning exercise demonstrated:

Countries with already existing networks:

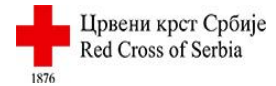
- Expanding the network through proactive stance towards attracting and adding new member organisations works in favour of strengthening the network
- It is beneficial to include organisations whose primary focus are other target populations (women, people living with disabilities, younger people). Organisations focusing on supporting women are very important as partners as “feminisation of ageing” is a significant phenomenon: the population of older people is predominantly female and older women are exposed to higher risk of discrimination and abuse. On top of it, there is a marked lack of reliable statistical data related to women over the age of 49 (the perceived end of the reproductive cycle) as it is seldom systematically collected. Working with younger people is essential in building and strengthening intergenerational solidarity so it is advisable to include youth organisations.
- It is important to proactively work on creating new partnerships with independent regulatory bodies as well as ministries not previously involved in joint projects (e.g. ministries of justice, foreign affairs, interior...)

As for the new networks established in Macedonia and Montenegro, it is important:

- To build partnerships with relevant ministries, media, institutions and academia.



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- To systematically work on exchange of experience and gaining practical knowledge through study visits to other national networks. This is what the project has planned for this year as well.

Serbia

The Red Cross of Serbia and HumanaS network marked the 15 June – World Elder Abuse Awareness Day with a round table panel discussion entitled “Don’t close your eyes: Stop elder abuse”. It was organised in cooperation with the Commissioner for protection of Equality and supported by the United Nations Population Fund (UNFPA).

This year’s round table panel focused on sensitising the public and professionals on discrimination and elder abuse while emphasising the promotion of the new UN convention on the rights of older people. There were more than 77 participants at the panel representing public and civil sector, as well as several media houses.

Ms. Vesna Milenović the Red Cross of Serbia Secretary General opened the panel talking of the now a decade long tradition of marking this day in the Red Cross of Serbia and HumanaS network whose initiative lead to the date being included in the Serbian calendar of public events. In her speech she divulged the data on elder abuse in Serbia, mostly collected and processed thanks to the ongoing cooperation between the Red Cross of Serbia and the Commissioner for Protection of Equality through joint research that yields reports that remain the most relevant published data on different forms of elder abuse in Serbia. The latest research report entitled Well Kept Family Secret involving 800 interviewees has shown that 19.8% older people in Serbia have experienced some form of

abuse in their older age and 11% has had this experience in the last 12 months with 5.5% having experienced multiple forms of abuse.

Minister of Labour, Employment, Veterans and Social Affairs Aleksandar Vulin, in the Government of Serbia confirmed the dedication of this ministry to further work on combating and preventing elder abuse, putting special emphasis on the need to have the government work closely with the civil sector and communities on not only articulating a strategic approach to the issue at hand but also on opening the families to the community in order to have that best kept secret form of elder abuse – domestic abuse of older people – addressed through joint efforts. The Minister announced a new strategic paper that will be presented to the government of Serbia once it is formed as well as a suggestion to announce 2017 as the year of inter-generational solidarity.

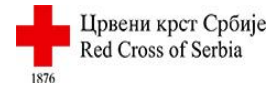
Ms. Emila Spasojević, speaking on behalf of the Commissioner for Protection of Equality talked of legal aspects of protection of older people from abuse and reaffirmed the dedication of this independent body to solving this issue and providing support to those whose rights are jeopardised.

Ms. Marija Raković of the UNFPA talked about the years of successful cooperation with the Red Cross of Serbia on topics concerning ageing and older people and stressed that Serbia is the leading country in the region in some aspects of





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protection of older people's rights and providing support to this population.

The guest from the Austrian Pensioner Association Dr Elisabeth Pitterman presented Austrian experiences of combating elder abuse and spoke of violence and abuse in institutional context but in family context too and discussed the legal and operational means through which this issue is addressed in Austria.

Ms. Nataša Todorović of the Red Cross of Serbia presented the proposal of the new convention of the United Nations on the rights of older people formulated by HelpAge International detailing all forms of protection of different rights of older people and harmonisation of this protection with what is guaranteed to each and every individual through national legislation and ratified international treaties, which would be further strengthened through new UN convention on human rights of older people. These rights are formulated by HelpAge International from the UK.

Dr Slavica Golubović for the Gerontological Centre Belgrade presented the data related to discrimination and abuse of older people living with dementia and institutional as well as social aspects of prevention and protection of this invisible population from these forms of abuse.

The representatives of the project coordination team also took part in the regional kick-off conference organised for the 16 long-term grants awarded through EuropeAid 151014, in Brussels Belgium in late June by TACSO Regional Office. Topics arising from practical work in the projects such as VAT exemption of future subgrantee partners as well as visibility issues were discussed.



Situation Analysis

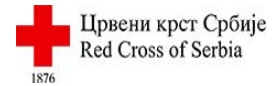
According to the census 2011 data, 17.4% of Serbian population is over the age of 65. The ratio of people over the age of 60 was 24,4% in 2015 and it is estimated that this ratio will reach 32,3% by 2050 which is in line with European projections. (HelpAge International, GAWI, 2015).

The Employment and Social Reform Programme by the government of Serbia adopted in June 2016 is an integral part of the Serbian EU accession process and will be a subject of annual reporting to the European Commission. There are explicit objectives, measures and activities targeting older people directly or indirectly in the ERSP. Objective 3 covers the continuing process of de-institutionalisation and development of non-institutional local capacities for assisted living. Objective 5 describes the improvements to social protection at local level through better quality of services, monitoring and evaluation, improving licensing of service providers and supporting non-state providers of social services with a special emphasis on outreach initiatives to identify and cover persons otherwise left out from service provision. Other objectives target reforms of the pension system, preservation and improvement of the minimum standard of living of older people, better health





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protection for older people and better protection from discrimination.

Analysis of the current capacity of civil society organisations engaged with the topic of ageing and older people shows that most of the interviewed organisations (seven members of HumanaS) cite project funding as their primary way of resource mobilisation. There are organisations that partially rely on provisions from the national budget yet these funds have become more sparse in the last several years. Delivery of licensed services by accredited civil society providers at community level is a viable option for some organisations but this is a more limited scope of activities than these organisations undertake. All of the interviewed organisations are aware of the opportunities as well as needs related to advocacy on behalf and with older people and of the need to continue building their capacity, as well as that of the HumanaS network to harness the momentum of Serbia's EU accession and the social and political developments that this entails. There are obstacles to these developments too, from the need for some of the organisations to radically transform their business philosophy, to the fact that the policy makers and the responsible authorities still tend to view civil society organisations as predominantly providers of service, not as partners in creation of public policies. This does not mean that there are no options for civil society to influence policymaking but rather that the level of influence varies across the political spectrum and that participation of the civil sector and citizens in policymaking does not yet fall under any defined standard practice. It is expected that with further EU accession activities and the process of harmonisation of Serbian legislation with the acquis, civil sector will have more opportunities for structured dialogue with policymakers. In the meantime, advocacy will be designed at all

levels, from grassroots initiatives to participation in global movements.

Strategic plan

The strategic planning exercise for HumanaS has served as an opportunity to revise the mission and vision statements of the network as well as establish new strategic goals for the coming period:

A mission for the network

HumanaS is a network of civil society organisations that supports full exercise of human rights of older people, supports their better inclusion and calls for better recognition of their contribution to the development of Serbian society.

Vision of the network

A world where all older people live healthy, dignified, active and safe lives

Strategic areas of interest for 2016-2020

1. Increase influence on policy makers

- Social welfare
- Health
- Social pensions
- Discrimination and abuse/ human rights

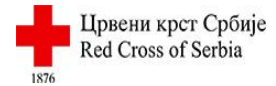
2. Public information campaigns, sensitising the public

- Positive image of older people
- Status of older people





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- Social inclusion of older people, participation of older people in communities, life-long learning

Albania

The situation analyses of civil society capacities for advocacy was completed in time with around 12 associations from civil society and 4 other agencies (public and UN) contacted and interviewed. Analyses and report were ready for the MOSHA network workshop, where they were presented and used as a baseline for strategic planning.

On 22nd and 23d of June a workshop was organised as planned to work with all network partners for a strategic plan and a sustainable structure for the network. Pensioners associations together with other civil society (including journalists association) and representatives from Ministry of social welfare and Tirana Municipality were present in the two days of meeting.

By the third week of July, after a discussion with some of the organisations in the network, it was decided to have meetings with Tirana Municipality and explore ways for providing free public transport for older people (this year the price of public transport in Tirana was raised by 25%). Two meetings were prepared: one with the responsible for social services and the other with one of Vice Mayors of Tirana. After long discussions on priorities and legal restrictions, it was agreed to proceed with identification of some of frail or at risk older people categories (for example those with diabetes, those with multiple chronic conditions, those with mobility problems etc.) and provide them with free public transport cards. This is the first step and the contacts will continue as the Municipality asked for more information on size of those older people categories so they can start planning for

next year. Civil society organisations will provide the data relevant to the planning. Besides AAGG, the main older people organization partner contributing for the meetings was Albanian Association for Older People Integration.

Situation Analysis

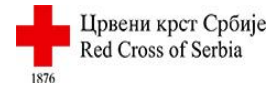
As with other project countries the situation analysis done on behalf of MOSHA network focused on the current policy, legislative and strategic framework in Albania, looking into existing policies relevant for ageing and older people as well as into the gaps and the developments planned in close future as Albania continues its EU accession process. The analysis also looked into the capacities of civil society organisations to successfully advocate with and on behalf of older people. The analysis showed the rising understanding of the phenomenon of demographic ageing in Albania. Despite being perceived as one of the European countries less affected by demographic ageing the share of the population of 65 years and over in this country increased from 5 to 11 percent between 1989 and 2011. In the future, the change in the age distribution fuelled by fertility and migration trends is expected to be very significant as well. According to official statistical office the proportion of older persons in Albanian population is expected to increase from 11 percent in 2011 to 29 per cent in 2060.

Fairly recently, a new Strategy of Social Inclusion and Social Protection for the period 2015-2020 was developed in Albania in line with the strategy of social inclusion of the European Union. This new strategy has set ambitious objectives in the area of social policy reforms in Albania. This strategy puts a special emphasis on the third age. Yet, this strategy needs a detailed working plan in order to make it operational in the years to come. The vision of





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this strategy is that Albania will have a system in place that provides adequate social protection to its citizens including, but not limited to, reduction of poverty, reform of the system of social services and support for groups at risk of social exclusion.

Despite the evident efforts in moving from centralised, institution-based forms of service and assistance for older people, as well as the important role the civil sector has to play in this process, Albania has only started to recognise the importance of social inclusion of all population groups, older people among them and the capacity of civil society organisations to act as catalysts and resources.



society organizations is of paramount importance in this regard. Nonetheless, government guidance must provide an explicit clarity on the role of advocates for older people. The benefits of advocacy for excluded and vulnerable older people in Albania are clear and need to be promoted widely to social care staff and older people themselves. National quality standards for independent advocacy organizations should be established in order to improve accountability and quality across all sectors in Albania.

Strategic Plan



The analysis of the capacities of civil society organisations in Albania engaged with the topic of ageing and older people shows great needs in terms of the development of advocacy and representation capacities and practices. There is a great variety in the type of organizations providing advocacy for older people in Albania because there are very few organizations specifically dealing with older people's advocacy and most of the activities related to older people are performed by organizations whose primary goal is not advocacy in itself and are more developed in areas such as service delivery. Particularly strong efforts should be made in Albania in order to activate and involve older people in advocacy efforts. The role of civil

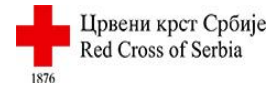
The MOSHA network of civil society organisations will invest strategic efforts in:

- Bridging the gap between older people organisations, other civil society associations and government representatives. It can help all parties adjust their expectations, so they can find common points
- Improving representation of older people. Help them have one voice and common agendas instead of factious, individual and contradictory agendas.
- Providing a platform to promote ideas through constructive debate





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- Acting as an important source of information for all stakeholders by pooling member's capacities and experience
- Facilitating learning among MOSHA network members
- Assisting network members to identify problems and weak points, while providing a

good basis for developing the broader perspective in ageing issues in Albania

- Working to attract and involve other partners and donors (UN etc.)

Bosnia and Herzegovina

Situation Analysis

Situation analysis done on behalf of the Ageing With Dignity network has explored the legislative, policy and strategic framework in Bosnia and Herzegovina, focusing on relevant papers, gaps in the framework and implementation as well as on the initiatives and developments expected in near future. It also explored the capacities of civil society organisations to successfully advocate with and on behalf of older people in Bosnia and Herzegovina.

Older people face the highest risk of poverty due to the lack of policies protecting their rights, with more than half of those over the age of 65 excluded from the pension system. Absence of age sensitive policies at all levels of government, an outdated pension system and the changing structure of the family in comparison to the pre-war family structures are the primary causes. However, there is a notable lack of both qualitative and quantitative research in this area.

Bosnian legislation recognises specific needs of the older population and is built with the intention of providing well targeted social security and health protection to this target group. However, it is also built around the traditional models of centralised support, social transfers and institutional services. There is very little recognition of the role of civil society in this area

of work with most of the legislation at all levels recognising public bodies as exclusive providers of services and private actors as potential allies.

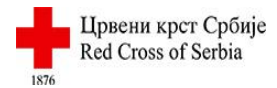


A notable positive initiative is embodied in the Country Programme Action Plan between the Council Of Ministers of Bosnia And Herzegovina and the United Nations Population Fund 2010. – 2014. This plan – still a firm basis for policy development – has been set to among other things implement the stipulations of Madrid International Plan of Action on Ageing (MIPAA) through the European Regional Implementation Strategy and through strategies for older people. Key activities include: (a) providing technical assistance to adapt the European Regional Implementation Strategy (RIS) to Bosnia and Herzegovina and transposing it into Entity





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Strategies for Older People; and (b) advocacy with parliamentarians regarding the Madrid International Plan of Action on Ageing (MIPAA).

Analysis of the current capacity of civil society organisations engaged with the topic of ageing and older people shows that their primary interests lie in the areas of public advocacy for the rights of older people, support in education, informing and counselling (expert advice, access to services, guidance, support in decision-making), social help and support in primary needs, health and medical care, social participation, animation and creativity (social inclusion, volunteering, leisure activities, creative laboratories), support independent living (help care, household maintenance, foster care, living, mobility), short-term care and family support and psychological help.

However, the currently active projects in these organisations still put service delivery at the forefront with advocacy following. It is very encouraging that all of the assessed organisations involve volunteers in their advocacy activities with the actual number of volunteers varying from single digits to hundreds, depending on the capacity of the organisation.

Monitoring capacities seem to be relatively low among these organisations with only one currently having regular monthly monitoring activities and three (out of six) doing annual monitoring activities. Only two use services of external experts for evaluation of the quality of their project activities.



Financial stability also varies with most of them having a budget for one year (only one does not have) which is complementary with their strategic plan. All fund their activities from project and/ or membership fees and apply for project funding regularly. They all agree there is a great need for capacity building, more specifically in programme budgeting and Project Cycle Management (PCM).

Strategic plan

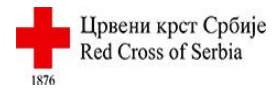
The Ageing With Dignity network members have met for a strategic planning meeting on 18 and 19 July in Sarajevo. The network was established in Bosnia and Herzegovina in 2000 and this planning session was used to analyse the previous strategic plan, the needs and opportunities of member organisations, strategic analysis/ assessment of the situation in Bosnia and Herzegovina, and to define new strategic objectives.

Strategic direction I – Institutional strengthening of the network





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Objectives

- The network is recognised in public (decision makers, older people, younger people, international community, media)
- Educated network members
- Good quality communication between members
- Created good quality demographic data
- Built infrastructure and network functioning policy
- The network is effective in its work,
- The network works on joint projects as well as on expanding its membership with younger and good quality staff

Strategic direction II – The network participates in creating policies and guidelines relevant to older people

Objectives

- Socio-politic framework for older people is created

Macedonia

Situation analysis

Upon establishing the Inluzivam network of civil society organisations focusing on issues of ageing and older people, a situation analysis was done exploring the legislative, policy and strategic framework in Macedonia, focusing on relevant papers, gaps in the framework and

- Older people are recognised as a distinct group in the strategy for human rights, law of social protection and family law
- The network is involved with creating Bosnian national development strategy
- The network monitors implementation of laws, policies and strategies
- Advocacy for implementation of laws
- Implementation of laws

Strategic direction III – Raising awareness on needs and problems of older people

Objectives

- Citizens (younger and older), authorities and the media are familiarised with the needs and problems of older people in Bosnia and Herzegovina
- Institutions actively implement laws that target these needs and problems
- The network continually monitors implementation of laws, policies and strategies

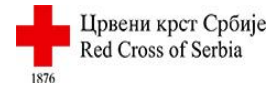
implementation as well as on the initiatives and developments expected in near future.

The share of the older population in the Republic of Macedonia is increasing steadily. It has risen





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from 6.2% in 1948, to 10.6% in 2002, while in the same period the share of the young population aged 0 to 14 continuously decreased, from 33.2% in 1994 to 19.2% in 2006 and 17.3% in 2011, with predictions for continues decrease to 15.4% in 2020 and 14.4% in 2030.



In 2010, the Government of the Republic of Macedonia adopted the National Strategy for Older People with strategic objectives, as follows: increasing the institutional capacities for provision of support to older people and complying the norms and standards for opening daily centres for older people for provision of temporary care for the older people, integration of the older people in the social life by providing housing for older people and improvement of the infrastructure in rural areas and active utilization of the free time. Other notable documents are: The National Strategy for Poverty Reduction and Social Exclusion 2010-2020, the Strategy for regional Development of the Republic of Macedonia 2009-2019, the National Programme for the Development of the Social Protection 2011-2022 and the Strategy for cooperation of the Government with the civil sector 2012-2017.

The analysis of the capacity of civil society organisations in Macedonia shows that most of the work so far done in the area of ageing tended to be focused on service delivery. There is genuine excitement and enthusiasm among the Inkluzivam member organisations about

evolving the civil sector capacities and skill sets to take on the challenge of public advocacy on behalf and with older people. The discussions about required training and capacity building have identified several topics of interest: procedures for development and enactment of laws, how to develop proposals for public policies, development of advocacy tools, negotiation skills and skills for writing short reports. There is also growing understanding of the needs in the civil sector in terms of the type and scope of information needed to activate the older people in terms of advocacy activities. At the moment civil society organisations themselves do not have sufficient information about the possible forms for advocating with and on behalf the older people in terms of achieving their rights, and in relation to the needs to improve of the quality of life of the older people.



Strategic plan

The newly established Inkluzivam network has defined its mission, vision and strategic goals.

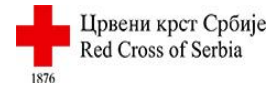
Mission

Inkluzivam has a mission to represent the rights of the elderly in all spheres of social life, as a basis for promoting policies for active aging, as well as their social inclusion and integration into society.





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Vision

Inkluzivam is a national, dynamic and flexible network with members who need support in creating policies for social inclusion and active aging of the elderly. INKLUZIVAM is a recognizable actor in the elderly care needs and advocacy, thereby contributing to improve the quality of elderly life.

Strategic priority no. 1

Advocacy in the process of policy crating for the elderly

Strategic goals for Priority 1

Montenegro

Situation analysis

Montenegro is another of the project countries where prior to the project there was no network of civil society organisations working on ageing and with older people. As stipulated in the project, the leading partner in Montenegro, the Red Cross of Montenegro worked with a number of civil society partners on establishing a network called Dignitas. The situation analysis done on behalf of Dignitas has shown the demographic trends similar to other countries of the region: ageing population and a relative lack of appropriate policies and legislation to address demographic ageing. The main document related to protection of older people in Montenegro is Strategy for development of the system of social protection of older people 2013-2017. It is widely recognised that this strategy and its annual action plans have contributed to better social protection of older people through institutional means (retirement homes in several locations throughout the country) but also through development of non-institutional and community based capacities (such as geronto-housewives and day care centres).

1.1. Active involvement of the network in policy creating for the elderly

1.2. Increasing awareness of the possibility of advocating

Strategic Priority no. 2

Advocacy to develop forms of care for the elderly

Strategic goals for Priority 2

2.1. Increasing the number of entities that provide quality non-institutional services for elderly

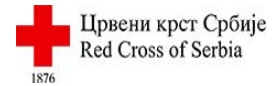
The Strategy also discusses the financing of these services noting that the current model is highly centralised and relies exclusively on the national budget. The innovative community based services that have been developed in recent years are mostly project-funded – relying on donations – and in a very limited amount supported by municipal budgets or donations provided to civil society organisations. The Strategy foresees a bigger role for municipal authorities in future financing of these activities and services but there is still a lot of work to be done on defining the role of civil sector in this area and the most efficient ways of cooperation between public, civil and private sectors. This is especially important in light of the 2013 research done by Alternative Institute showing that 80% of all providers of social services at local level are civil society organisations that also provide 80% of all social services (in comparison, public institutions provide 5.6% of all social services).

On the other hand, the decision making in Montenegro is still a fairly centralised process





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with a small number of citizens interested in participating in a public debate on new legislation. Some civil society organisations are members of working groups related to specific pieces of legislation but this is not yet a common practice. At the same time, civil society organisations themselves are somewhat inert in sharing information among themselves and with the appropriate ministries, with governmental reports commonly only covering achievements by public sector as these are the activities funded directly from national budget.

On a positive side, when social support for older people is discussed today, the discussion is not only about material provisions, but also about other systems that enhance integration, support and improvements of quality of life of older people in their communities by expanding the programmes they need.

The analysis of the capacities of civil society organisations engaged with the topic of ageing and older people highlighted some of the common issues and suggestions to overcome problems:

Low level of awareness among the target group of the existence of social protection services is a problem. In near future efforts should be made to promote the existing services and develop/

create mechanisms to inform older people as well as their whole communities.

It is necessary to ensure an easy overview of the continuity and the analysis of planned/implemented activities in the now seven year old strategic process of protection of older people – these will be the resources for more efficient planning of future strategic activities.

Strategic plan

Dignitas is the first ever network of civil society organisations established to address the issues of ageing and older people in Montenegro.

Strategic goals of the network

1. Improving social security of older people through continued information, education and direct work in the field.
2. Sensitising the public to recognise and value the rights, needs and contributions of older people in their communities.
3. Improving health and social services for older people through active participation of the network members in creation of public policies and cooperation with relevant organisations and institutions.

Austrian Red Cross

Enhancing disaster management and preparedness for the older population

While some guidelines exist on special requirements for older people in case of disasters, integration of the needs of the target group into emergency and disaster preparedness programmes remains insufficient in many countries. Older people face additional risks, including isolation, lack of support,

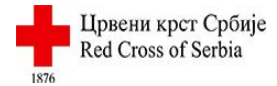
impaired mobility and frailty resulting in greater levels of vulnerability in the event of power outages, extreme weather or flooding.

The aim of the EU-funded project PrepAGE (DG ECHO) was to explore how the needs of vulnerable older people (e.g. those with mobility impairments or care needs) can be met within an emergency situation and how older people themselves can be enabled as a resource in an





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emergency, to support each other and people of all age groups.

- Within the project, **recommendations on how best to incorporate the needs and strengths of older people into emergency planning and response** were developed together with experts from the field of health-and social services as well as disaster management.
- Furthermore, a **community-based exercise guide** was developed, summarizing the experiences from the exercises conducted in partner countries and providing practical knowledge and recommendations for organisations to carry out such exercises with and for older people themselves.

The project was coordinated by the Austrian Red Cross. The University of Innsbruck, the Bulgarian Red Cross, the Croatian Red Cross, the Latvian Red Cross and the British Red Cross were partners in the European project, which ran from April 2014 until May 2016.



More information about the project as well as recommendations and the community-based exercise guide can be found on the project website: www.prepage.eu

Guest Column: Take a stand against ageism on 1 October

(Reprinted from HelpAge International's blog with permission of the author)

By Jemma Stovell, Campaigns Officer, HelpAge International

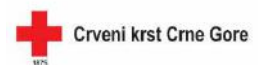
On 1 October, the International Day for Older Persons, campaigners around the world will be taking a stand against ageism. Older people have told us of the ageist attitudes and behaviour they face on a daily basis. They tell us they feel humiliated, invisible, unnecessary and devalued. They tell us the concept of ageism does not exist.

From our conversations with older activists, one of the first things we found was that "ageism" does not always translate into other languages.

But more importantly, prevailing prejudices and stereotypes in society mean older people's attitudes towards ageing are bottled up, and they are rarely given space to speak about their own experiences about growing older and how they are treated because of their age.

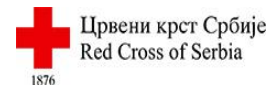
Age Demands Action (ADA), a campaigning platform for older people, helps to challenge assumptions and prejudices and supports campaigners to push for policy changes to better improve their lives. Every year older campaigners around the world organise campaigns and events to bring greater awareness to the issues that are important to them.

This year, for ADA Global on 1 October, older campaigners will be highlighting how ageism





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manifests across the world and leads to the discrimination, stereotyping and abuse of older people everywhere. Stereotyping people because of their age is unacceptable. We want this to change.

A core focus of the activities will be to encourage campaign partners to start a conversation around ageism and to discuss with older people what ageism means to them and how they experience it. We hope that if they start to question ageism, people will begin to take action against age-based discrimination.

Global campaign to combat ageism

This won't be just one moment to take a stand against ageism. It is the start of an exciting new global campaign to fight for a world without ageism.

Population ageing is a demographic reality that many governments and international organisations are responding to around the globe, and the concept of 'ageism' is beginning to gain traction. The many common negative perceptions and assumptions about older people are among the biggest challenges to developing an effective response to population ageing, according to the World Health Organization's influential study on ageing and health launched last year.

The report describes how "socially ingrained ageism can become self-fulfilling by promoting in older people stereotypes of social isolation, physical and cognitive decline, lack of physical activity and economic burden". At the 69th World Health Assembly in May a resolution sponsored by 17 member states called for a global campaign to combat ageism.

Ageism is often hidden

HelpAge, together with other organisations around the world, is excited to be starting a long-term campaign and we hope you will join us. As part of our own plans for 1 October, our HelpAge global network partners have been gathering testimonies from older people around the world. Here's what Tilahun from Ethiopia, a member of our Age Demands Action steering group, had to say about ageism:

"In Ethiopia there are proverbs about older people that say we don't have any value. I don't accept that. Ageism is often hidden and impacts people's lives in a negative way. We shouldn't accept the negative things people say about older people.



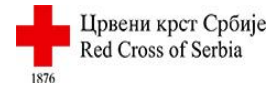
"We discuss ageism with older people themselves. We need to start challenging the attitudes we all have. People who discriminate against other people because of their age discriminate against themselves. I look forward to seeing a global campaign to end ageism."

We will be sharing Tilahun and other people's stories about how they have been discriminated against because of their age. This will include a short film looking at ageist proverbs from different countries across the world. And there





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will be lots of other materials you can use in your own campaigning.

What can you do?

We always say our network is what gives us impact, legitimacy and strength. We believe if we work together as a network and with others to combat ageism, we will have greater success.

Take a look at the suggested activities, including advice on [how to run a consciousness-raising workshop](#) or [role-play workshop](#).

Consciousness-raising is a tool to unpack social perceptions and prejudices and allows for participants to draw on personal experiences with others.

Role-play workshops, meanwhile, allow participants to play out various ageist scenarios and discuss how age discrimination in different situations impacts their lives. Exploring social issues through acting allows people to share stories and find solutions. We hope the guides we've put together will encourage you to hold workshops of your own.

Key messages

- Ageism is all around us.
- All older people are different, but ageism assumes that growing older is the same experience for everyone.
- We must question ageism and how older people are often stereotyped in a certain way because of their age.
- We live in a world where older people's rights are denied. This must change!
- Let's begin to appreciate our diversity throughout our whole lives, including in later life.

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