



THE OPTION TO GET OLD – NEED TO BE INNOVATIVE

Innovative strategies for healthcare and social service delivery

**“Meeting the Challenges of Rural Regions“
OECD annual conference in Cologne, 3-4 April 2008**

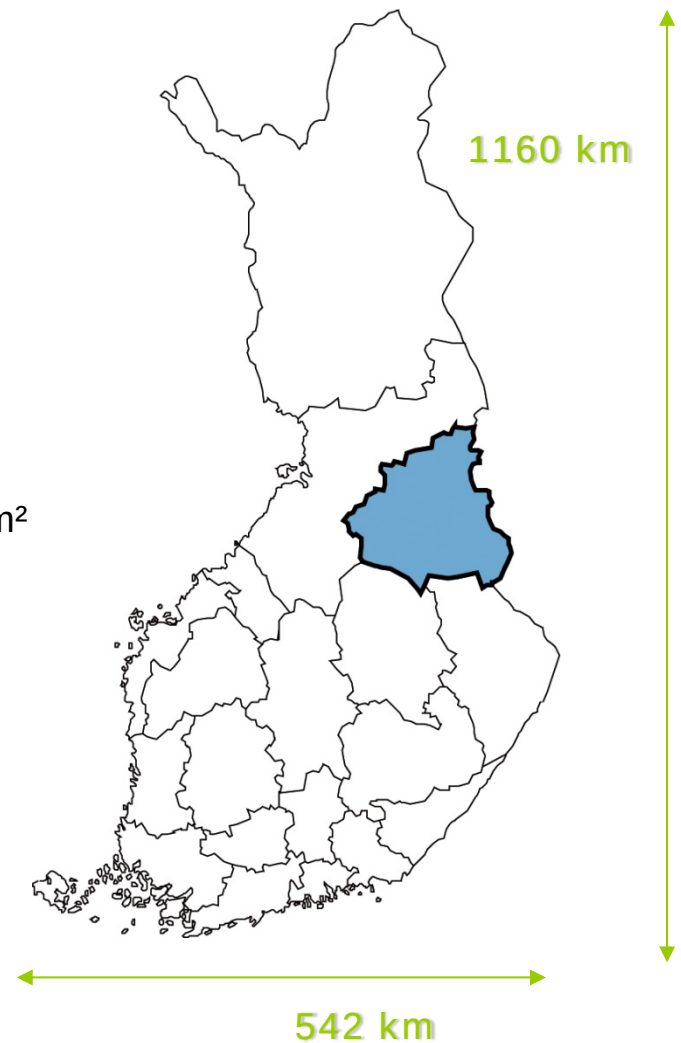
Tuomo Tahvanainen, Kainuun Etu Oy, Finland

- Kainuu - region in the middle of nowhere
- Ageing population – burden or opportunity?
- Ristijärvi municipality – a pilot laboratory
- SeniorPolis background and solutions
- State of art and results
- Positioning at national level
- Positioning at international level in well-ageing

Kainuu - region in the middle of nowhere

Area	24 452 km ²	
• land	21 567 km ²	88,2 %
• forest	20 439 km ²	83,2 %
• water	2 885 km ²	11,8 %
Population of Kainuu	84.000 inhabitants	3,4 people / km ²

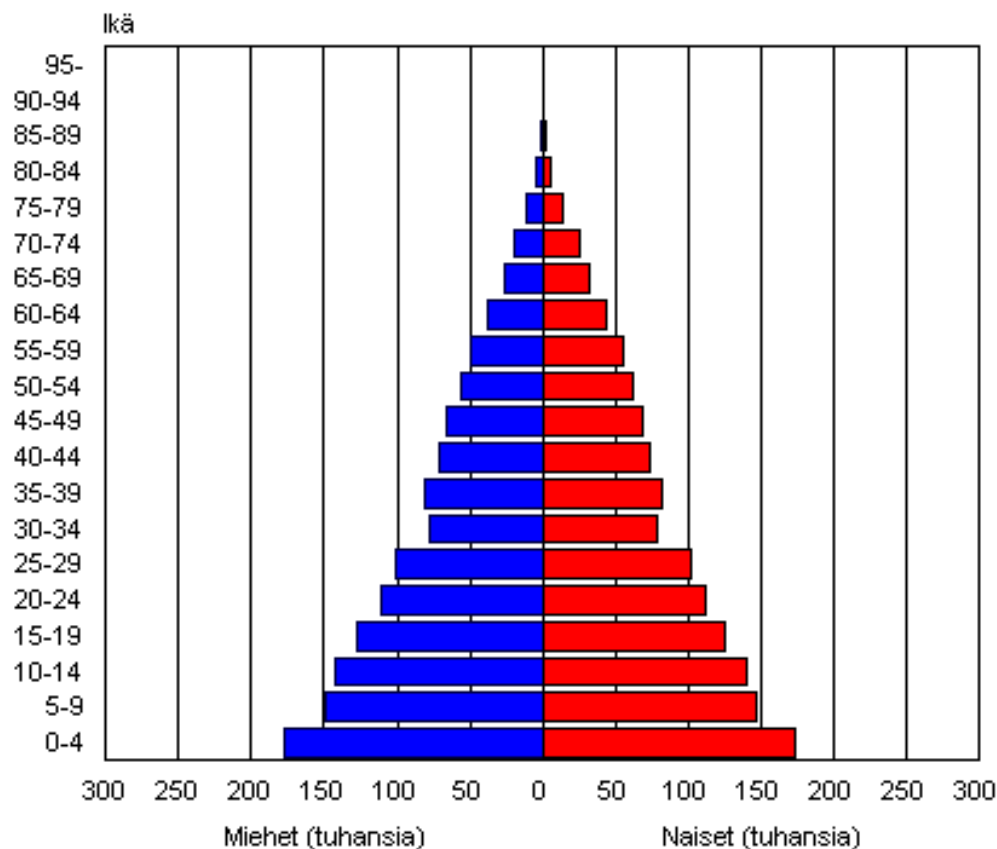
Kajaani



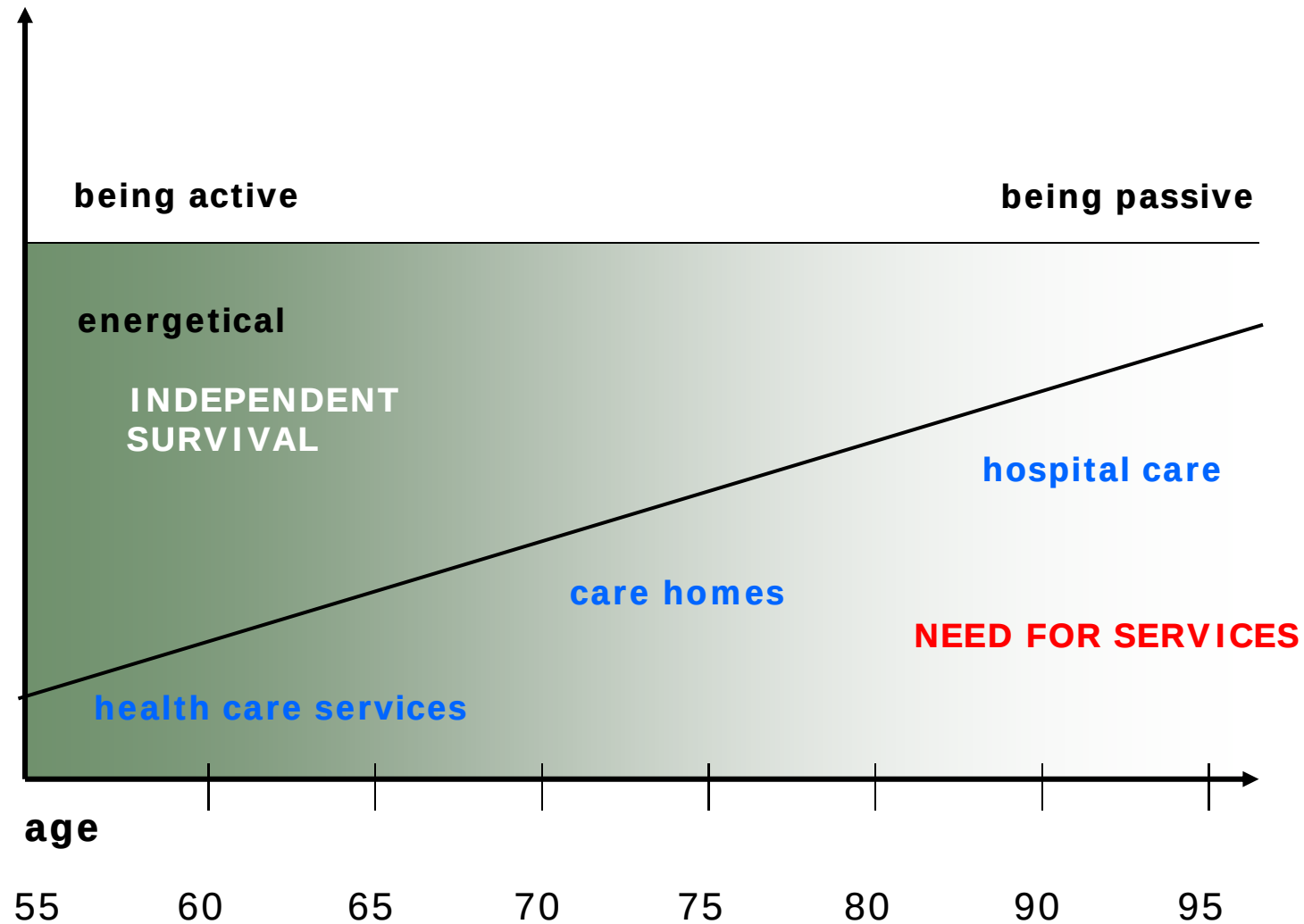
Ageing population – burden or opportunity?

Suomen väestön ikäpyramidi vuosina 1900-2030

1900



Ageing population – burden or opportunity?



Ristijärvi municipality – a pilot laboratory

- ~1500 inhabitants
- municipality specialized to seniors as a recourse of the society
- 1/3 of the population over 64 years old



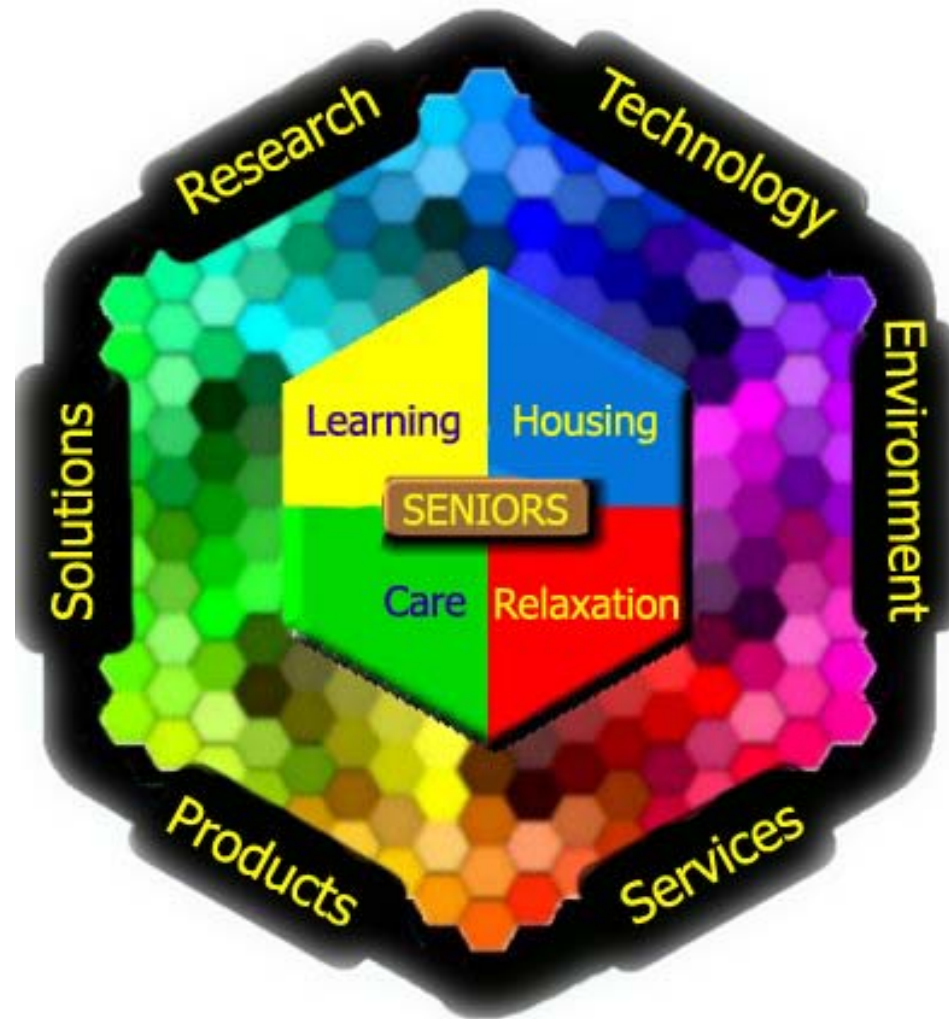
SeniorPolis background and solutions; aims

- To attract senior aged people to move back to Kainuu
- To develop the living environment and services around it to support senior living
- To create R&D activities around seniority to support senior living
- To make the SeniorPolis concept a trade mark and to develop it a regional export product

Seniorpolis background and solutions; emphasis

- To develop the operational environment for aged people
- To promote independent survival of aged people
- To innovate and produce new activities for aged people
- To innovate and produce new services related to interactive activities with added value
- To test and evaluate new technologies designed for aged people and the usability of these technologies

SeniorPolis background and solutions; SeniorPolis project 2004 - 2007



- Care home Willa Wanha
 - New 23 -place private care home
- Senior housing
 - 20 apartments in 2007
- Community centre Virtaala
 - senior exercise
- Seniors' Community Studio
- Senior Academy
 - art and culture
- Product development consortium
- KainuunHoiva website
- Risteily Oy
 - medical Services

SeniorPolis; state of art and results

1999- 2001

- Framework for care and service products and ideas for the SeniorPolis – concept

2002- 2003

- Research and feasibility studies (Senior Citizen's village, Senior Citizen's Academy of Art and Culture, senior citizens' lifestyle and housing of the future)

2004

- Senior Citizens' village construction projects begin and formulation of the Seniorpolis project as a whole.

2005

- Start-up of basic services in the Senior Citizens' village.
- Specification of the SeniorPolis project as a whole, start-up and implementation of strategic projects.
- Creation of the SeniorPolis brand and brand marketing in the Kainuu region
- Tightening of the Senior Citizens' network through projects.
- Co-operation partners for SeniorPolis Ltd.

SeniorPolis; state of art and results

2006

- Establishment of activities in the Senior Citizens' village and broaden service selection.
- Development of an operational concept for the SeniorPolis service portfolio.
- Broadening of project portfolio.
- Market brand and broaden recognition in Finland.
- Focusing on activities of SeniorPolis Ltd

2007-

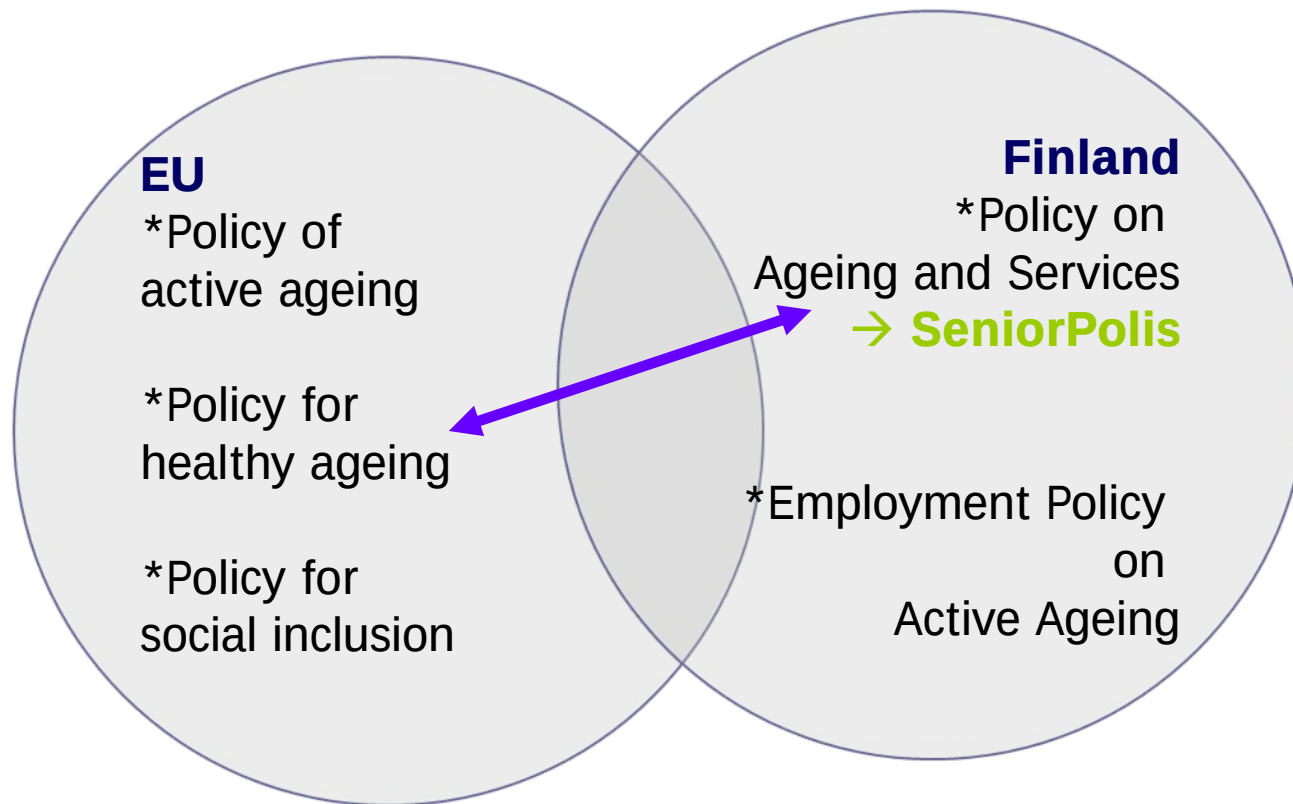
- Specification of business concept
- Organising SeniorPolis Expertise Centre and activating SeniorPolis Ltd.
- Further development of activities in the Senior Citizens' village and broaden service selection
- Certification of SeniorPolis trade mark
- Forming of R&D consortiums in national and international level

SeniorPolis future

- Co-ordination project 2008-10: SeniorPolis -project 2
- Senior housing
- Good age -park 2007-08, construction started last fall (2007)
- Safety on traffic 2008 – 2010
- Redecoration: accommodations to a senior model 2008-2010
- Medianälkämaa(*) -project 2008-2010: Studio school follow-up
- Agora (pre -clarification 2008)
- Senior academy for art & culture 2008-
- Business collaboration

– Nälkämaa = land of hunger, refers to old times Kainuu, when it was a very poor region

SeniorPolis in the context of National and EU policies



- The SeniorPolis project reflects the values of the Policy on Ageing and Services of Finland.

Services for older people:

- to promote functional capacity and independence of older people
- as many older people as possible could continue to live in their own homes and their familiar environments.

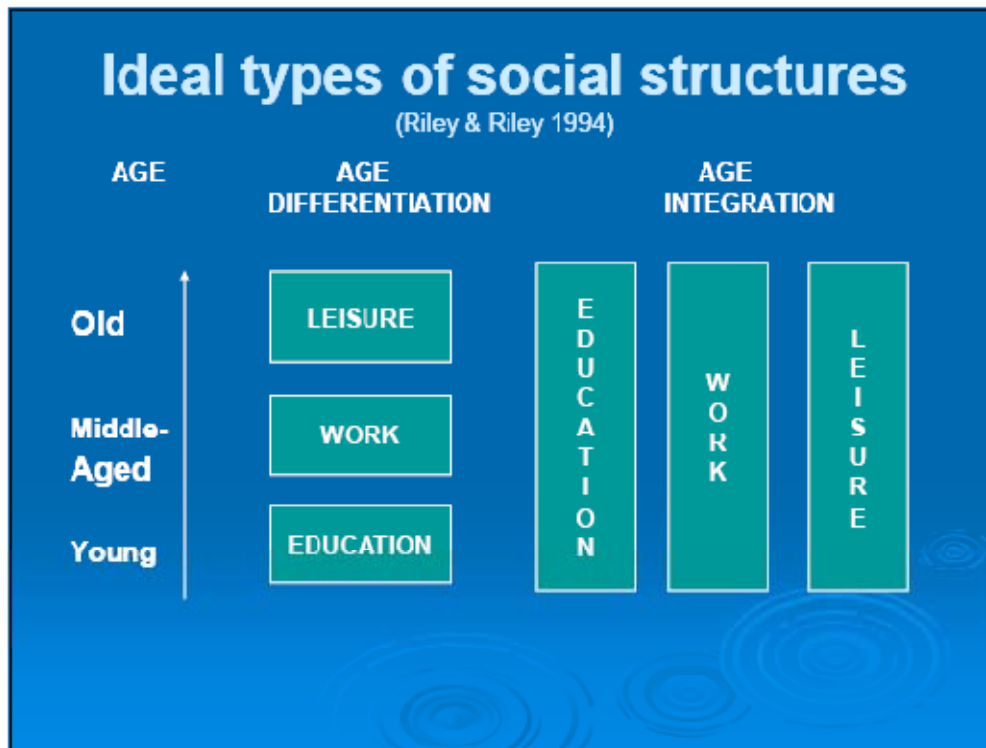
Functional capacity

- maintained and improved with a range of sufficiently early and sufficiently wide-ranging preventive and rehabilitative functions.

- The policy for older people is implemented both nationally and locally.
 - The aim is for every municipality to have a strategy for its policy on older people, in which it lays down guidelines for the development of services.

State of the art in ageing research: Right to age or option to age?

From **segregation** to
integration



State of the art in ageing research: Right to age or option to age?

Theory of the Third Age

(Peter Laslett)

1) FIRST AGE

- Dependency, socialisation, immaturity, education

2) SECOND AGE

- Independency, maturity and responsibility, earnings and savings

3) THIRD AGE

- Personal self-fulfilment, “crown of life”

4) FOURTH AGE

- Dependency, decrepitude and death

From **3 life-span
ages** to **4 ages**

The larger context for SeniorPolis strategic choices in the future

- The trends, e.g. Norwegian research

Tomorrow's elderly (NO)

- Elderly care users will be less modest, more demanding, and expect more autonomy
- Have more individualistic values
 - personal achievement, pleasure, new experiences
 - More consuming instead of saving for children
- Less likely to hold traditional values
 - conformity and modesty
- Fourth age decrease possibilities for individualistic values

Tomorrow's elderly (NO)

- More divorced elderly parents may receive less care from their children
 - Less children, more childless couples, more living alone, more co-habitation
- New gender roles
 - "Modern" elderly men partake more in household and care work (may lessen the demand on social service)
- Differences in health behaviour between men and women declining

For further information:

SeniorPolis Coordination project

- Project Manager Marika Kurth marika.kurth@seniorpolis.com
- www.seniorpolis.com
- www.ristijarvi.fi

Kainuun Etu Oy

- Development Manager Tuomo Tahvanainen tuomo.tahvanainen@kainuunetu.fi
- www.kainuunetu.fi

References:

Ministry of Social Affairs and Health of Finland <http://www.stm.fi/Resource.phx/eng/subjt/socwe/polic/index.htm>

Finnish Labour Ministry <http://www.eu-employment-observatory.net/resources/reports/ActiveAgeingPolicy-Finland-EN.pdf>

Healthy Ageing <http://www.euractiv.com/en/health/healthy-ageing/article-117443>

CORDIS: [6th Framework Programme / Life sciences, genomics, and biotechnology for health: Studying human development and the ageing process](#)
E-Health programme, 2007 - 2013

Figures on slides 16, 17 and 18 from the presentation by Peter Oberg, during the Interreg IV B NPP launch Programme Launch 20-21 February 2008 - Aviemore, Scotland <http://www.northernperiphery.net/2007/documents/Programme%20Launch/2%20Peter%20Oberg.pdf>