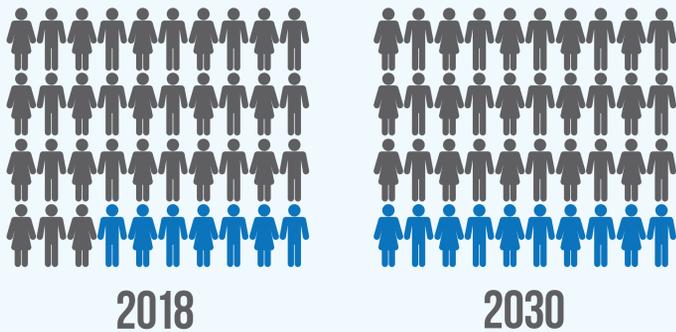


LOCAL COMMUNITY FRIENDLY TO ELDERLY PEOPLE/317/ZAGREB

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CONTEXT

18.4% people aged 65 and over live in Zagreb and by the year 2030 they will represent 25% of the total population. A growing number of people aged 85 and over, 8% at the moment, points to the need for creating proactive policies and various measures for the ageing population.



Alarming data show that around 15,000 citizens (or 2% of Zagreb's population) suffer from Alzheimer's dementia and other dementias.

RATIONALE

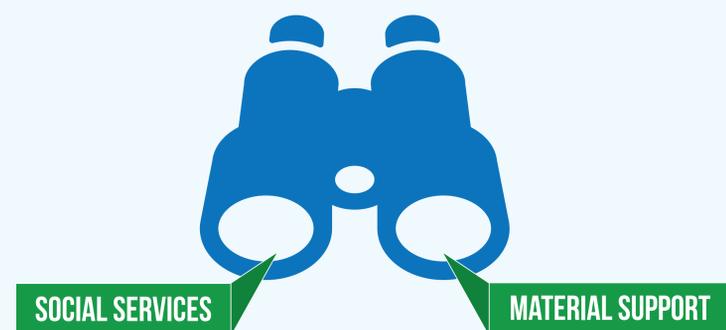
Our current strategy called **The Social Plan of the City of Zagreb 2014-2020** has enabled us to create active social policy and develop projects and measures catering to the needs of the elderly.

Focus is on the development of home care because capacities in homes for elderly people are well developed.



DESCRIPTION

In order to further develop our social services and programs, we have conducted several **evaluations of existing measures** and the results have shown that substantial material support and social services are equally important in improving the quality of life of elderly people **which was an indication that we are heading in the right direction.** **Several surveys** have been conducted and the results show that informing the senior citizens and their families is crucial for consumption of various services and activities. Particularly significant is the survey of 'Caregivers for the elderly in families in the city of Zagreb'. The research results have become the relevant basis for developing strategies for the care of people with Alzheimer's and other dementias and their families.



ACHIEVEMENTS

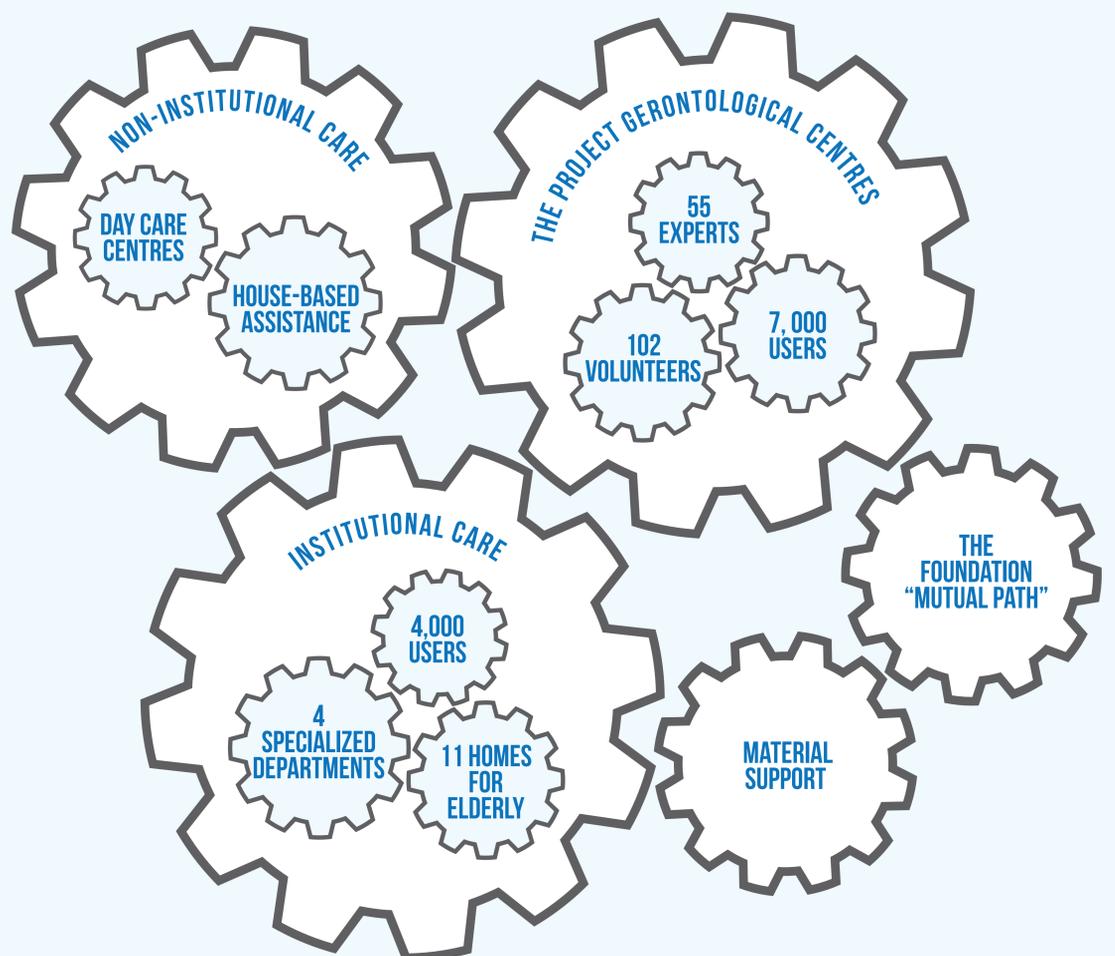
The **Project Gerontology centres of the City of Zagreb from 2004 until today** is an example of good practice. More than 1,000 recreational groups have been organized, involving more than 20,000 users and 500 creative groups with more than 5,000 users.

Institutional care, the City of Zagreb provides more than 60% of all accommodation capacities for the elderly, i.e. 4,000 beds within 11 city homes for the elderly.

In 2017 the City of Zagreb built a new facility for 200 users in accordance with the highest standards.

In order to provide adequate accommodation for people suffering from Alzheimer's dementia and other dementias, we have opened 4 specialized departments for 46 persons and started the **Counselling for informal caregivers**, who are most frequently family members.

Day care centre for elderly people and people suffering from Alzheimer's dementia – with the capacity for 40 people, the centre prepares 150 meals for external users. We also provide house-based assistance above government standards, enabling us to serve 2,000 customers annually.



The Foundation "Mutual Path" provides services of organized housing for the elderly over the age of 65 who want to remain self-sufficient and is designed as a new home for independent and active elderly people, the first such accommodation in Zagreb. The Foundation organizes a **Senior centre** - activities aimed at improving the quality of life of elderly citizens, ensuring their greater participation in the life of the local community and better utilization of resources for the benefit of the community.

We place emphasis on informing citizens about their rights and the model of active and healthy ageing through the publication **The Guide for the elderly people of Zagreb**, which was recognized as an example of good practice.

The publication **Active and Healthy Ageing in the City of Zagreb** discusses the importance of exercise and guides users through exercises.

Since 2004, the City of Zagreb has been organizing **a manifestation to celebrate the International Day of the Elderly**, and since 2015 **The Right Age fair**, the first specialized fair in the Republic of Croatia intended for people over 65 but also for all other populations who would like to prepare for healthy and active ageing.

CONCLUSION

Active social policies in the development of daily home care services for elderly citizens contribute to direct social benefits by affecting the quality of life of citizens while simultaneously making financial savings in health and social care systems. It is also important to associate with NGOs who can offer their services and support.

