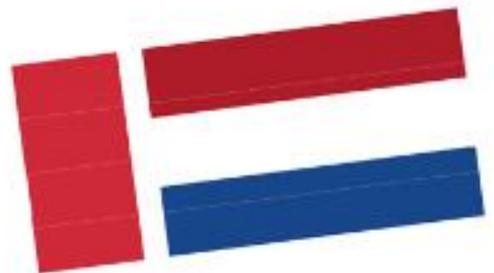


Prevent - Activate - Guide - Develop



Helsingborg, Sweden
Tampere, Finland
Foligno, Italy
WVO, Netherlands

SUSTAINABLE AGEING IN FUTURE EUROPE

Summary of the seminar in Tampere, Finland 15.-16.9.2016

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SAFEAGE Event 3 in Tampere, Finland

Summary

Third seminar on the project "Sustainable Ageing in Future Europe – SAFE" was organized in Tampere, Finland on 15.–16.9.2016. The focus of the two-day-seminar was especially client guidance of the elderly.

The seminar was organized by the project "Sustainable Ageing in Future Europe – SAFE". Project partners are Tampere, Finland, Helsingborg, Sweden, Foligno, Italy and WVO-organization from the Netherlands which operates in Middelburg, Vlissingen ja Veere areas. The goal of the project is to work with three other countries and develop tomorrow's home care and create a better and more functional home care in 2020.

At the Tampere event, there were participants from wide range of elderly services: from Tampere and other municipalities and cities in Finland, technology companies, schools and third sector (in addition to the project partners members).

The conference was live broadcasted. The video is published in www.safeage.eu/video.



Picture 1: The moderator of the seminar was Jussi-Pekka Rantanen. Essi Mäki-Hallila from City of Tampere was organizing the event.

The seminar was opened by deputy major Mikko Aaltonen, who is responsible for the health, social and elderly services in the City of Tampere. Aaltonen stated that we all share the same challenges with aging.

After Aaltonen, a breeze from the science field was brought by Principal Scientist Jaana Leikas from VTT, Technical Research Centre of Finland. The topic of her presentation was technology and ageing. She discussed technology also from ethics point of view. Leikas' presentation woke up the thoughts to future and brought up the problem that technology today isn't designed well enough for the large elderly group.



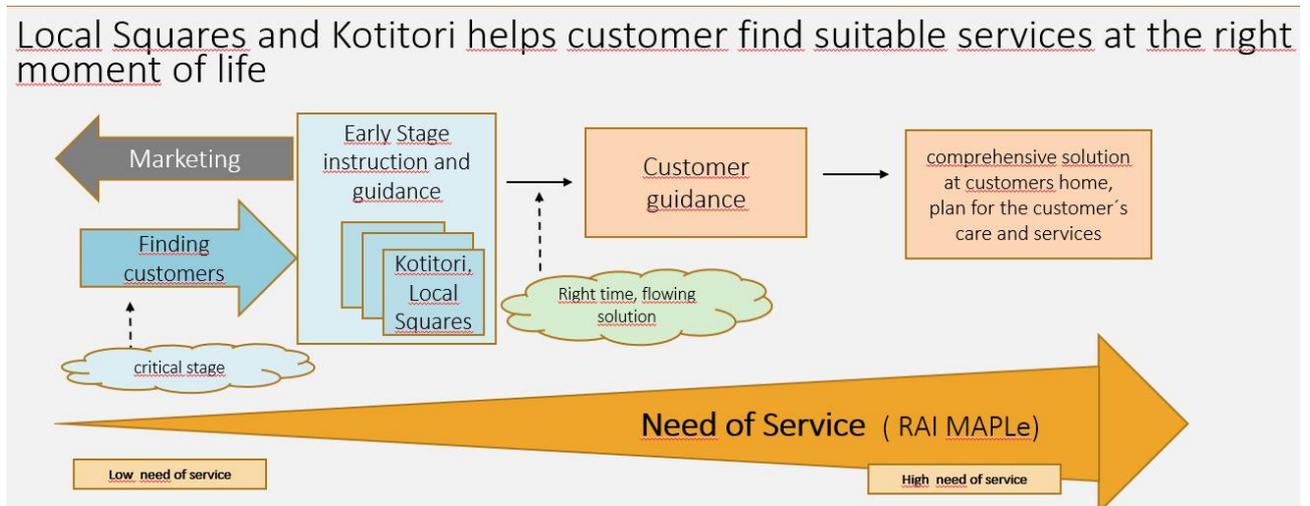
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Customer guidance for the elderly in Tampere

Client Guidance Manager Kaisa Taimi presented the City of Tampere's customer guidance model in home care. City's strategic priority in the elderly's services is that an increasing number of residents live at home or in a homely environment. The customer (and relatives) are in the center of focus when planning the services. The Home Care Customer Guidance Unit has been working since 2008 when it was separated from the city's home care department. Persons needing home care services are advised to contact firstly Kotitori (Information Office for Elderly People) or Local Squares. Client can also contact the Client-Counselor (of The Home Care Customer Guidance Unit) of their own districts. Client-Counselor visits client at his/her home where the need for assistance is evaluated. After evaluation the service and care plan is prepared to evaluate the need for services. The evaluation is constant and every client has their own Client-Counselor who is in control of the customers services and well-being as a whole.



Kotitori - home care service integrator

After Kaisa, Planning Officer Essi Mäki-Hallila presented Kotitori - home care service integrator model. It is an innovative home care service integration solution for ageing people in Tampere and Orivesi which integrates services provided to elderly people living at home, both public and private. Kotitori is also an information office, a one-stop shop, for elderly people and their relatives where one can find help from how to get cleaning services to how to apply to sheltered housing. It also guides the home care service providers. Kotitori also subcontracts home care in one area and support services for entire city. The service has been running since 2009 and it is purchased by the city. Producer is Mawell Care Ltd. together with Nordic Healthcare Group Ltd. (NHG). The objective of the model is to organize home care through integrated social and welfare service innovation and new technology applications based on close cooperation with public and private service providers. There are plenty of benefits of the model: easier access to services for the elderly, the quality of



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services has improved, costs are now more controlled and productivity is higher. All in all there's less work for the city but better and more coordinated services for the citizens.

Group discussions

After Mäki-Hallila's presentation it was time to discuss about the topics of the morning. The audience was divided into four groups with different topics of their interest:

Group 1: Technological solutions in home care

- good practices ● ethics

Chair: Project Manager Mari Lahtinen in ryhmähuone 1



Group 2: How to activate and involve elderly people with different faculties in their own lives?

- Quality of life and participation in the community

Chair: Planning Officer Kirsi Nurmio in ryhmähuone 2

~~Group 3: Preventive services~~

- ~~● How is preventive care organized in your area?~~ ● ~~What is preventive care in the future?~~ ● ~~Examples of preventive services~~

~~Chair: Planning Officer Johanna Sola in ryhmähuone 3~~

Group 4: Customer guidance

- Customer guidance in your area? ● Common guidance ● Evaluation of service needs
- Who is in charge of organizing the services?

Chair: Customer Guidance Manager Kaisa Taimi in ryhmähuone 4

Group 5: Kotitori - Home Care Service Integrator

- Is there one stop shop or phone number in your area where elderly or their relatives can contact in all matters?
- Other models how elderly get information and guidance
- Is there a level/organization/persons which/who is in charge of coordinating the home care service producer network?

Chair: Planning Officer Essi Mäki-Hallila, City Council Hall

The conversations all in all were very fruitful: people interested in the same topics met and changed their ideas and contact information. Below some notes from the discussions:

Group 1 Technology

- technology brings information to caregivers that helps the work quality of life, individual needs and care
- early detection of changes, home care personnel can do measurements at home, doctors can react in time and keep the elderly more healthier test beds (living labs) for companies by municipalities and schools
- organisations don't develop as fast as companies/products
- the education for future nurses has to be developed
- initiation of technology aided services asks for resources, that may not exist
- ethics:



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- organizing the services from municipalities' needs vs. bottom up needs?
- home is more than the four walls
- freedom of moving out
- cameras vs. privacy
- does technology replace nurses?
- what is done with the information brought by technology?
- co-design with companies, health care personnel



Group 5, Kotitori - Home Care Service Integrator

- the idea of one stop shop where you could actually get all information, not just from one service, was seen good
- - coordination of service network is important
- In Helsingborg there is a customer services point for all aged and every department has their own way of more specific guidance
- The question that who is responsible in the future of the guidance was relevant
- co design in future models is important
- we have to find the people when their still in good shape
- you can't rely on relatives help in the future
- one idea about guidance: news letter with your own interest
- public vs. private debate is current in all countries
- contractual steering and cooperation with e.g. city's ICT-department is important when making as big purchase as Kotitori.
- new motto was made: live life the whole live!

Field trip to Local Square 'Kuusela'

After lunch and the summary of the group discussions it was time for the field trip to [Local Square 'Kuusela'](#). Local Square is a service stop concept which offers preventive client guidance and daily welfare services in a local context for people with all age. Its main purpose is that a client always gets a solution to their questions or needs. Local Square offers daily social contacts, clubs and other activities and collects together at one place different operators and service providers of the local area, in a in a local characteristic way.

More of Local Squares in Finnish: <http://www.sitra.fi/julkaisu/2015/palvelutori>



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Picture 3: The visitors explored the first Local Square in Tampere, Kuusela in Härmälä.

Day 2

The Friday morning was opened by Purchasing Manager Anniina Tirronen. She presented an overall view of the senior citizen's services in Tampere. Tirronen told that the budget of the senior citizens services hasn't increased the past years because things are done differently with the same money. The strategic priority in the elderly's services is: *Help and care provided in home or home-like settings have reduced the need for institutional care.* Right now (31.12.2015) in Tampere people over 75 years old 12,2 % live at own home, 12,2 % receive regular home care, 2,9 % live at own home with carer (informal care), 6,1 % live in 24/7 service housing and 2,6 % in long-term institutional care. The goals of living for 2017 are that 92 % should live in own home, 6 % in 24/7 service housing and max. 2 % in long-term institutional care.

There are plenty of services supporting living at home, e.g: home care, home care doctors to home, home rehabilitation, home care support services (meals, shopping, cleaning, sauna bath, safety telephone, taxi-transport and day center), gerontologic social work, family care, housing services, short-term housing care, service bus PALI, hospital and rehabilitation services and geriatric polyclinic. Tirronen also told about the older people's council which has been working since 1988 in Tampere.



Picture 4: Purchasing Manager Anniina Tirronen told about the Services for the Elderly in Tampere

New models in Rehabilitation

After Tirronen, Professor of Geriatrics Jaakko Valvanne from University of Tampere told about supporting living at home by recent studies. Valvanne emphasized that it's not only important what we do but how we do it. Audience was especially interested in the studies and outcomes of new models in rehabilitation. Valvanne told that the findings of the different studies were that rehabilitation improves functionality, well-being and autonomy when we implement comprehensive geriatric assessment, support hope, optimism, and motivation, empower older person to have central role in defining objectives, support self-management, have patient/family centered approach and stay persistent.

The Life Tree brings person's wishes as part of the care

Service Director Ella Suojalehto presented Home Care by The Life Tree, where important things in the older person's life are collected together: what do you like and what not, what are the important events in your history and what do you wish for your life.

– Life Tree is not a new thing, it's been used a long time, but new is, that we use it as part of the service and care plan for the elderly and that it is attached to person's client data. It eases both the relatives and carers. Now we know what the clients want to do, not just what an average person usually wants, told Suojalehto.



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Suojalehto said that elderly want simple things: nice clothes, go out and eat normal food. They are afraid of illnesses, pain and death, but the same time don't like hospitals.

– That is why we try to bring as many services as possible to home, not as hospital as before. Of course everything cannot be done at home, said Suojalehto.



Picture 5: The giant version of The Life Tree interested the seminar guests

Meeting corners

After Suojalehto's presentation it was time for some group discussions and networking. This was carried out by meeting corners. People had free time to circle the meeting corners of their choice.

Meeting Corner 1: Distant care solutions in home care

- Video calls, virtual visits

Chair: Project Manager Mari Lahtinen in [ryhmähuone 1](#)

Meeting Corner 2: How to ensure full citizenship to elderly people with different faculties?

- Democracy and participation in the society

Chair: Planning Officer Kirsi Nurmio in [ryhmähuone 2](#)

Meeting Corner 3: "Life tree" -model in home care

- Terms related to topic: quality of life

Chair: Planning Officer Johanna Sola in [ryhmähuone 3](#)

Meeting Corner 4: Client fees in home care and other elderly services

- Terms related to topic: gross earnings, clients fees, service and care plan, amount of services, decision of payments

Chair: Customer Guidance Manager Kaisa Taimi in [ryhmähuone 4](#)

Meeting Corner 5: Doctor/GP services in home care

- How are doctor/GP services in home care organized in your area?
- Is it working? What is the best model?

Chair: Planning Officer Essi Mäki-Hallila, City Council Hall



Some feedback from the meeting corners:



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Meeting corner 1: Distant care solutions in home care

The conversation in the Distance care solutions in home care was the most popular.

In Finland the topic of distance care solutions in home care is current. Distance care solutions have been in use in Helsinki for 2 years, other cities are now starting to upscale their previous piloting in this area. In Tampere, the piloting and development of the services started already in 2009. At the moment, the city of Tampere is making a contract with a technology provider VideoVisit and will start distance home care with the goal of replacing 10 % of physical home care visits by virtual visits in the year 2017. This would be about 4 000 virtual visits or video calls, as we talk about the service.

In Helsingborg they are also starting to use distance care solutions for surveillance purposes of the elderly safety at their homes. A camera system will be installed in elderly citizens' homes and it will be used for especially night time surveillance. In Tampere, the idea is to provide home care services via a tablet solution. These are for example to remind to take medicine or to instruct how to heat a meal at lunch time. A video connection to relatives and other family members is also provided by the service.

In the discussion we were thinking of creating a network (at least in Finland) where we can share our experiences and good practices.

We also discussed about the questions that will arise with the new service:

-if the elderly and their family will accept the virtual visits instead of physical home visits?

-the importance of education for the home care personnel

-many ethical questions about the visual connection to one's home

Client fees in home care and elderly services

- In Tampere:
 - The maximum fees are stipulated in the Act and Decree on social and health care client fees
 - A client fee is charged for regular home care services (at least once a week) according to the daily time spent by the personnel for services provided at the client's home.
 - The fee amount is also determined by the number of family members and their monthly gross earnings.
 - In cases of occasional visits, a single payment of is charged
 - Support services are priced separately
 - Estimation calculator for clients on the Internet



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- Swedish model is quite the same as Finland: the maximum fees are stipulated by legislation and the municipalities can determine rest
- In the Netherlands the model is different because of the insurance-based model. E.g. home care is always private
- In all countries you are still entitled to services even with very low income
- Price level in private sector
 - Tax reductions available in private bought services (e.g. cleaning services) in Finland and Sweden, not in Holland

Culture is part of every-day life

After the lunch it was time for shortfilm "A day in Pispä". It is a summer comedy made by the clients and residents of the Pispä service center, service housing and day center.

The film steered thought to next topic: Mrs. Sanni Pöntinen, Head of Museum Education talked about culture and leisure services as part of the care. Sanni started her presentation by distributing The Life Trees to the audience and by asking everybody to fill them. Culture is now days part of the care in Tampere, but it naturally took a time to make the cooperation work between the different sectors.

Something new in the city's culture and leisure service are culture & exercise companions who are volunteers and available to adults free of charge. These men and women provide company and support for engaging in cultural activities and physical exercise.

Market

In the afternoon it was time for 'Market'. There was an hour of free time to explore good practices of elderly services in the entrance hall and around Central Office Building. The most popular place was ['Laitetori' \(technology rental shop\)](#). Especially Zora the robot was very popular. Zora is 'working' at Laitetori, which is situated in the same environment as the Kotitori one-stop-shop. Zora is programmed to welcome the guests etc.

In the lobby there was also city's cultural services and couple of technology enterprises presenting their solutions, [Everon](#) and [Vivago](#), which offer for example safety and well-being bracelets. Especially the Dutch researchers were interested what kind of information can one collect and analyze with the bracelets.

[Service bus 'PALI'](#) was also parked in front of the Central Office Building. PALI is public transportation-like way of moving for everyone who has struggles using normal public transportation. Travelling costs the same as normal transportation. PALI pick you up from your door and takes e.g. to doctor or shopping. PALI is operated by low floor minibuses. Service is organised by the city of Tampere and produced by [Tuomi Logistiikka](#).



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Picture 6: The presentations from the City Council Hall were live broadcasted and can be viewed online at www.safeage.eu/video.

The seminar was broadcasted live online

There was a lot of discussions and changing of contact information in the seminar. The presentations raised a lot of questions. Both days included group conversations where people met each other. All in all the seminar reached its goal: working together to make better home care.

The next and last event of the SAFE-project will be held in Netherlands on 19.-21.4.2017.

The conference was live broadcasted. The video is published in www.safeage.eu/video.

The material of the speakers is found: <http://www.safeage.eu/links/tampere-finland/>.

Project is also on social media under the hashtag #safeage.

More information of the project: [Sustainable Ageing in Future Europe – SAFE](#)

Pictures by Marika Haapala. More pictures in social media: #safeage

Questions about the seminar, please contact: Essi Mäki-Hallila, essi.maki-hallila@tampere.fi



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