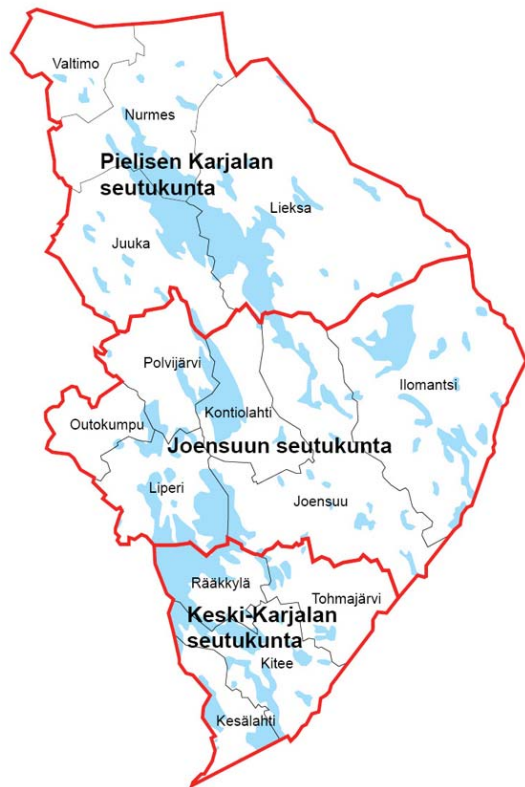


North Karelia

The Region of Ageing Knowledge



North Karelia



- 166 000 inhabitants
- 14 municipalities
- Three sub-regions:
Joensuu,
Pielinen Karelia
ja Central Karelia

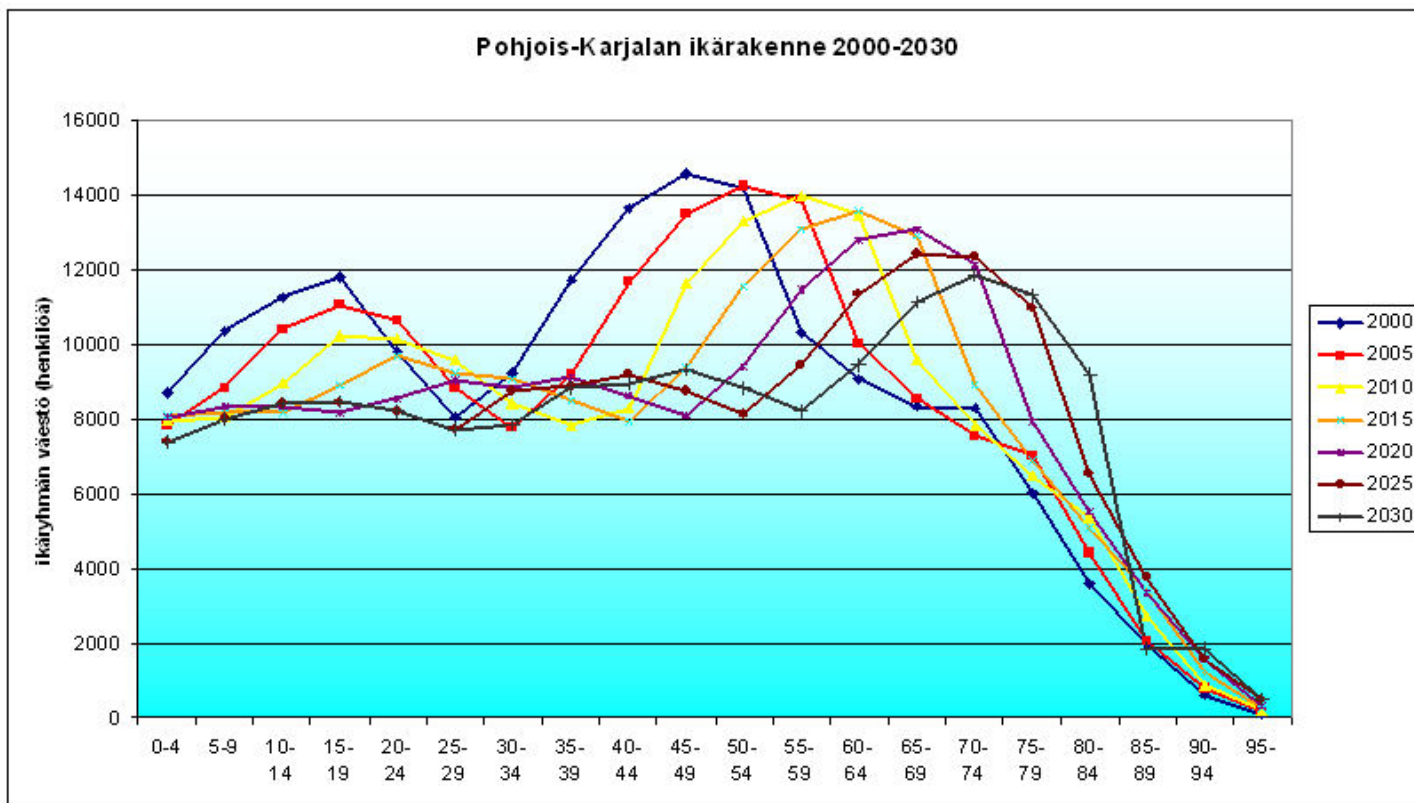


Background

- North Karelia is ageing faster than the rest of Finland
- North Karelia is the “laboratory of ageing”
- Living the reality that is the future of the rest of Finland and Europe



The Age Structure of North Karelia 2000 – 2030



SOURCE: Statistics Finland and the HEMAASU 2008 model, North Karelian Welfare Strategy 18, 2009



Positive Ageing

- In North Karelia, the elderly are considered a resource for the society and communities, and one of the attraction factors of the area
- New, positive prospects are created for the ageing society
- The regional ageing work and research competence is made visible: gems of the development work and innovative actors



Strength in Co-operation

- A network approach and multi-sectoral method
- Creativity in crossing boundaries
- The Regional Welfare Strategy 2015 directs and supports ageing work and research competence and co-operation
- A regional network of experts in elderly care supports the development work and communicates competences



A New Direction for Working with the Aged

- Towards preventive work and early support
- An example: preventive home calls in Joensuu
 - Home calls made to all homes of those over 75 years old
 - Mapping out the life situation, counselling, predicting future needs
 - The home calls are optional and free of charge
- Services of a Memory Clinic as early support



Health exercise

- Inspiring the elderly to exercise
- Training those who work with the elderly to promote health exercise
- Improving parks and outdoors routes so that they attract the elderly
- Outdoors activities partners for the elderly, e.g. school children
- Co-operation between municipalities, organisations, and North Karelia Centre for Public Health



Senior Consultation Service Ankkuri, Joensuu

- Information and counselling for the elderly
- One phone number for advice
- Customer calls and home calls
- Co-ordination and advocacy
- Care and service plans
- Tailored service packages



Ageing Clinic Ruori, Joensuu

- At the planning stage
- Strengthening the inclusion and autonomy of the elderly
- Connecting health-promotion to the services for the elderly
- Establishing health meetings, preventive home calls, day-time activities, and memory screenings
- Creating a network of partners for co-operation
- Strengthening the competence in preventive support and early intervention
- Operating with the help of a web service across regional borders in the future



Inspired Work with the Aged

1/2

- Socio-cultural inspiring in the work with the aged is communal inclusive
- Different forms of art are used
- Artists co-operating with the elderly and the units of work with the aged



Inspired Work with the Aged 2/2

- Socio-cultural methods, creative operations as a part of the practical work
- Especially in day-time activities: music, dance, fine arts, handicraft, literature
- Drama groups for the memory-impaired
- NKUAS, the Cranberry (Karpalo) Development Centre, several municipalities



Cranberry (Karpalo) Development Centre

- The development centre for work with the aged managed by the municipalities of Pielinen Karelia (Lieksa, Valtimo, Nurmes)
- Objectives are to:
 - improve customer work and service structures
 - create new housing solutions, e.g. communal group housing
 - promote socio-cultural work
 - develop welfare technology and products in co-operation with, e.g., Abloy Ltd. and Respecta
 - support regional continuing education and practice research
- Many awards for the development work



New Housing Solutions

1/3

- Dissolving the institutional system
- Supporting living at home
 - new forms of early support
- New housing solutions “between” home and institution
 - Communal living in group and sheltered homes in Lieksa
 - The resident has a feeling of inclusion, autonomy, and safety



New Housing Solutions 2/3

- The Kaste Programme 2008-2011, a national development plan (Ministry of Social Affairs and Health)
- Renewing, partnership-based housing forms and solutions in the service system
- Early support for living at home: new common models and functions
- New co-operation in education and research
- All North Karelian municipalities participate
- Managed by the city of Joensuu



New Housing Solutions 3/3

- At the planning stage: Senioripiha, a Welfare Centre for the Elderly, Joensuu
- "A community of individuals by the river at the centre of the city"
 - New alternatives for service housing
 - Expectations, hopes, and requirements towards the quality of life are increasing
 - The ability and opportunities of the elderly to pay also increase
 - A housing community for the elderly, a welfare centre, a place for meetings, activities, and events



Organisations Strengthening Inclusion

- Organisations have a significant role in strengthening the inclusion and welfare of the elderly in co-operation with municipalities
- Ground-breaking work done in North Karelia in constructing partnerships
- Regional Strategy for the Third Sector Organisations in North Karelia 2015 and the Consultative Board for Organisations are the first of their kind in Finland
- The specialised knowledge and expertise of the organisations is well utilised
- The regional pensioner council of the Regional Council of North Karelia is the pensioners' official voice



Care Services Supporting Old Age

- Care services plays a significant role in employing people
- The welfare sector's growth programme of entrepreneurship HYRRÄ (2008-2010) supports the growth opportunities and competence of the businesses
- Expanding the use of the service vouchers and the application of the welfare mix model increase co-operation between municipalities and entrepreneurs



Innovative Product Development

1/2

- Practical work with the aged participates in product development as a platform for testing and evaluating
- Development of door environments – Cranberry Development Centre, Abloy Ltd, Lukkorengas Ltd, and ISAK
- Development of tools and the senior brand – Cranberry, Respecta, NKUAS
- Students of the University of the Third Age at the Continuing Education Centre of the University of Joensuu participate in user evaluations of services and products
- ISAK, the Development Centre for Devices for Independent Living (NKUAS), produces service and product solutions for promoting independent living



Innovative Product Development

1/2

- INNOstudio® – a working method developed at NKUAS, the elderly included
- Living Lab (NKUAS) – user-driven planning using the housing and senior product experiences of the elderly in the development work
- the elderly participate in usability research in the senior club of the Faculty of Computer Sciences, University of Joensuu



Developers and Experts – Education and Research

1/2

- North Karelia Municipal Education and Training Consortium
 - Study programme in work with the aged available in the curriculum of practical nurses
- North Karelia University of Applied Sciences
 - A socio-pedagogical framework and socio-cultural focus in the Degree Programme of Social and Health Care, studies in work with the aged also an option
 - Elements of work with the aged in nursing and Physiotherapy studies
 - Practical training placements often within work with the aged



Developers and Experts – Education and Research 1/2

- Developing the partnership between the working life and education in the Education and Development Network of the Welfare Sector project (NKUAS)
- ISAT – Universities of Applied Sciences in Eastern Finland, Savonia and NKUAS, develop welfare services for ageing people and for sparsely inhabited areas
- University of Joensuu (University of Eastern Finland from 1 January 2010)
- University of Kuopio (University of Eastern Finland from 1 January 2010)



Internationality as a Resource

1/2

- The regional experts in the work with the aged participate in various international projects and exchange programmes
- The Our Life as Elderly project (2004-2006) produced new services and solutions to support living at home (City of Lieksa)
- The aim of the Older People for Older People project O4O is to get more visibility for the elderly and their resources, and implement these (Pikes Oy)



Internationality as a Resource

2/2

- The functional home - St. Petersburg presents solutions designed to help people maintain an independent lifestyle in their own homes
- ISAK, NKUAS
- At the planning stage: DART - Declining, Ageing and Regional Transformation
- Regional Council of North Karelia



FURTHER INFORMATION

North Karelia University of Applied Sciences

www.pkamk.fi



The Regional Council of North Karelia

www.pohjois-karjala.fi



Pohjois-Karjalan
MAAKUNTALIITTO

The East Finland Social and Welfare Centre of Expertise

www.isonetti.net



The Finnish Federation for Social Welfare and Health (STKL)

www.stkl.fi



North Karelia Centre for Public Health

www.kansanterveys.info/



Thank you for your Attention!



POHJOIS-KARJALAN
AMMATTIOPISTO