

Go out with the elderly campaign

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Organisation: The Age Institute

Country: Finland

Level of government: Local government

Sector: Health

Type:

Launched in: 2011

Overall development time: 2 years

Link to the innovation's website

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Description

More than half of 75+ women and more than a third of men have problems walking 500 meters. Bad maintenance, fear of falls and the lack of a walking companion can often prevent outdoor mobility. The challenge campaign aims to promote the regular outdoor mobility of older people by stimulating mobility in safe company and also in winter conditions.

In this campaign of the Strength in Old Age programme, private citizens and communities are challenged to participate in:

- Going out with older people for a walk.
 - Recording the events on the website www.vievanhusulos.fi.
 - Sharing their experiences in stories.
 - Challenging others, e.g. associations, workplaces or friends, to join the campaign.
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Why the innovation was developed

(1) More than a half of 75+ women and more than a third of men have problems in walking 500 meters. (2) Bad maintenance, fear of falls and the lack of a walking companion can often prevent outdoor mobility. (3) Regular outdoor exercise helps older people to maintain the mobility needed for independent living.

Increase the number of recorded outdoor events.

- Older people who are able to go out more, due to the campaign.
- All people, e.g. associations, workplaces or friends, who join the campaign.

Results

User satisfaction

According to feedback, 89% of the respondents (158 in total) reported that the campaign inspired them to go out more with the elderly.

Quote from a participant called Hillevi: "It was a lovely sunny autumn afternoon. We walked and admired the nature. Even if the walk was rather short because of the poor strength, we were both happy when we returned."

Development

Partnerships

Social partners

Other
Service houses, social and health care institutions, NGOs, congregations and students partnered with us.

Lessons Learned

Lessons Learned

Many private citizens were also active in going out with their family members.

Conditions for success

- It is voluntary and open for all.
 - In this campaign of the Strength in Old Age programme, private citizens and communities are challenged in participating to go out with older people for a walk. The challenge can also be done on Facebook.
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Other information

The campaign received the Finnish Innovillage award for the best innovation in 2012.

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