



European Year 2012: exploring potential impact in promoting the right of older patients

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Warsaw, 12 July 2011

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1 – Who we are?

AGE
Platform
Europe at a
glance

Guiding
Principles

Internal
Structure

AGE is
member
of...



AGE Platform Europe at a glance

- Set up in 2001, Social NGO with Belgian Statutes
- European Network with about 160 Member Organisations
- Represents directly over 30 million older people
- Aims to voice and defend the interests of older people and to raise awareness on the issues that concern them
- Co-financed by a grant of the EU (Progress) and by its members

Guiding Principles

- Towards a society of all ages: promote inter- and intra-generational solidarity
- Older people as a resource: take into account the cultural and professional resource represented by older people
- Older people as self-advocates: older people should be able to speak on their own behalf

Internal Structure

General Assembly

Administrative Council

Executive Committee

Secretariat (Brussels)

Expert groups

Anti
Discrimi-
nation

Empl

Social
Inclusion

Pension

Health

Universal
Access
Independent
Living

AGE is member of three European umbrella organisations

social**platform**

The Social Platform



The European Anti-Poverty Network (EAPN)



The European Public Health Alliance (EPHA)

2 – Active and Healthy ageing : our vision

Definition:
A Holistic
approach

The
European
Year 2012

An age-
friendly EU

The
European
Innovation
Partnership

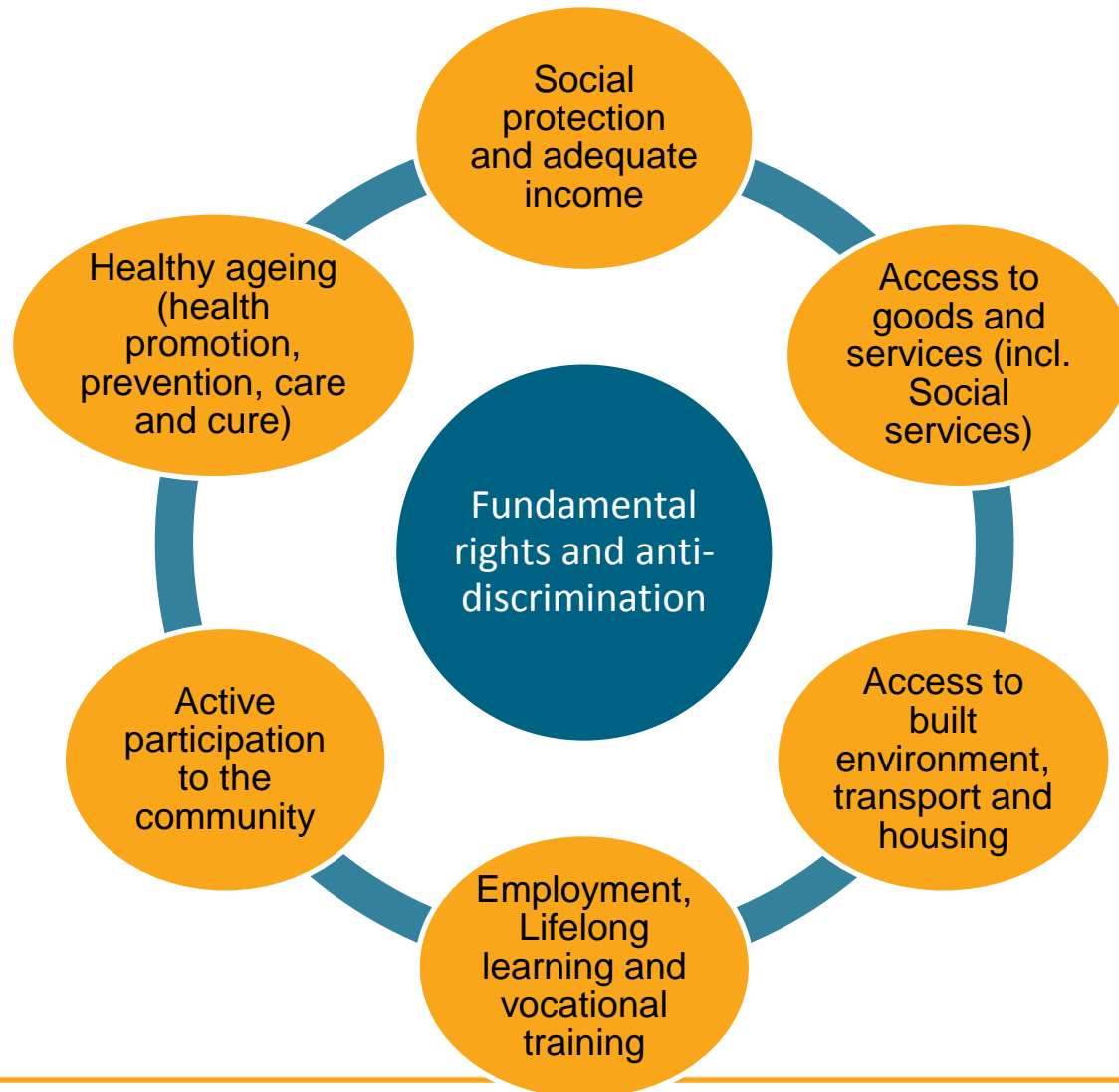
Other topics
of relevance
for patients

Definition: a holistic approach (1/2)

Healthy [and active] ageing is a process of optimising opportunities for physical, social and mental health to enable older people to take active part in society without discrimination and to enjoy an independent and good quality of life »

Source: Healthy Ageing Project - A challenge for Europe, 2004-2007

Definition: a holistic approach (2/2)



The EY 2012 on active ageing and solidarity between generations

- Long road that begins in 2008 with the support of the Slovenian Presidency: 29 April as the EU Day of solidarity between generations
- Campaign lead by AGE with an EU coalition – today 26 org. (e.g. International Diabetes Federation or Mental Health Europe)
- Main objectives at EU level: promote active ageing in employment, promote active ageing in the community, promote healthy and independent living, enhance cooperation between generations



An age-friendly EU: our goal by 2020

- Making the labour market and workplace more inclusive
- Supporting the active participation of all age groups in society
- Promoting a positive image of older people
- Organising our social protection systems to ensure that older people can enjoy a dignified life
- Adapting our urban environment and transport systems
- Promoting the concept of Design-for-All to be applied to all mainstream goods and services
- Reinforcing the protection of vulnerable dependent older people through the promotion of quality long-term care

The EIP on active and healthy ageing: AGE perspective

- Holistic approach (see above): not only medical dimension of ageing – innovation should not be only focused on pharmaceutical and healthcare industry
- Ensuring the right balance between the three main areas identified: prevention (should incl. Health promotion), care and cure, independent living
- Mobilise and build synergies between all relevant EU programmes to empower stakeholders at all levels
- Complementary role to EY 2012

Other topics of relevance for patients (1/2)

- Anti-discrimination: dialogue with the insurance and the bank sectors concerning age-discrimination in access to services
- Poverty and social exclusion: adequate income and definition of a basket of goods and services
- Adequate use of medicines: clinical trials and involvement of older people, the new geriatric strategy of the European Medicines Agency
- ICT: eHealth, Digital Literacy, eInclusion (e- and web-Accessibility). E.g. Joint Campaign with the disability movement on web-accessibility of public websites.

Other topics of relevance for patients (2/2)

- Long-term care: elder abuse, quality standards, carers (with an emphasis on informal carers), affordability and accessibility (link with the Social Open Method of Coordination)

- AGE's projects related to LTC:

- Eustacea Project (2008-2010) on elder abuse: European Charter and Accompanying guide



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For the Wellbeing and Dignity of Older people

project (2010-2012): a European Partnership for the well-being and the dignity of older people (National and EU coalition – e.g. Alzheimer Europe on board)

Conclusion

- Already existing synergies between Patients' organisation and AGE
- Essential complementary role: ageing concerns everyone
- In 2012 « Everyone has a role to play! » from the local to the European level, from civil society to the industry via policy makers, media, social partners, service providers, etc.



European Year for **Active Ageing**
and Solidarity between Generations

2012

EVERYONE HAS A ROLE TO PLAY!





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