



EY2012 Awards

Towards Age-Friendly Environments



National Finalist

EU First Place

Country: Denmark

Title: Life Long Living - Maintaining a self-reliant everyday-life as long as possible

**Submitted by: Municipality of Fredericia
(<http://www.fredericia.dk>)**

Original submission sent in English

Summary:

It is our vision to create a municipality with an active and resourceful elder population, who maintain a self-reliant everyday life as long as possible through prevention, rehabilitation, welfare technology and social networks. We insist on supporting our senior citizens' inner desires to cope with their own life and everyday activities with the least possible intrusion of public authorities.

Paradigmatic change

Our vision is built upon a paradigmatic change – by shifting the way we approach our senior citizens from “helpless” patients to citizens with valuable resources. We are changing the conditions for future care by looking at the individual’s resources and by providing self-help instead of providing compensatory and pacifying care. We are making a 180 degree change:

- from reactive to proactive intervention
- from late to early intervention
- from dependence to independence
- from compensation to rehabilitation
- from care to prevention
- from treatment to early detection
- from limits to resources
- from senior burden to senior strength

The project Life Long Living is a new model for interaction between elderly citizens and the municipality, focusing on “Everyday Rehabilitation”. The objective of the model is to regain physical, social and cognitive abilities in order to postpone age-related weakening and dependence.



Citizens requiring practical or personal assistance are offered to enter an intensive 6-8 weeks rehabilitation program training their capabilities to independently perform daily tasks such as cooking, dressing, shopping, engaging in social activities, etc.

The results are very promising. After the intensive rehabilitation program, the citizens' need for practical and personal assistance are considerably reduced, and many of them do not need any further assistance. The number of requested services and the cost has decreased by significantly by approx. EUR 70,000 per month due to the project. The municipality is now disseminating the program not only to include newly referred elderly citizens, but also those, who already receive assistance. The objective is that 10% of the referred elderly become completely self-reliant and 40 % become partially self-reliant.

Even more important than the economic outcome the greatest benefit of developing this practice-oriented model and rehabilitative approach is:

- a) satisfied citizens, who are coping with their own lives and express pride and improved quality of life by regaining independent everyday life.
- b) Satisfied employees who express significantly greater job satisfaction and commitment working with the new empowering model.
- c) Decrease in sickness absence among employees. d) Significant reduced use of care services in Everyday Rehabilitation and similar results in our Home Help Training project.

With this project the Municipality of Fredericia received the following awards and acknowledgements:

2010 Local Government Denmark's Great Innovation Award

2011 the European Public Sector Award (EPSA) – Best Practice Certificate 2011.

2012 The model has been integrated in the Danish national budget as model for the overall Danish municipalities on how to conduct the services within elderly and care in a rehabilitative and empowering manner.

