



EAHSA Activity report 2018

European Association of Homes and Services for the Ageing



Highlights of 2018

1

The creation of the European Ageing Network, EAN

2

ECREAS, the digital exchange platform

3

ELDICare, an EU funded project

4

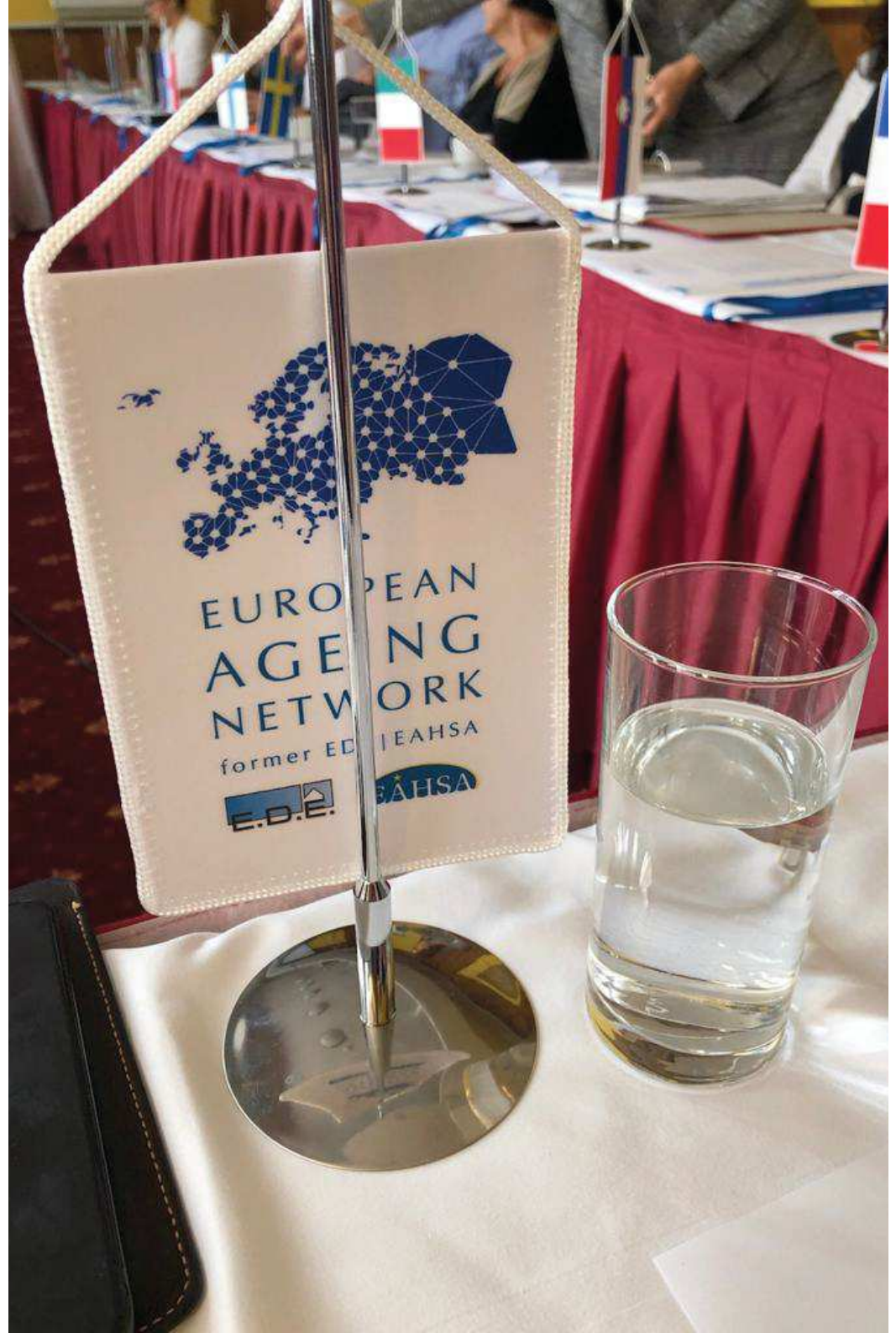
First joint EAHSA-EDE Conference

5

EAN-ECREAS Award 2018

6

European affairs, lobby and stakeholder relations





From the President

2018 was a special year for EASHA. We worked on our co-operation with EDE and we realised the creation of the European Ageing Network, EAN. I personally believe this is the best way to represent our industry on a European level and make the association useful for members and better suited to serve our clients.

After more than a year of work and preparations, EAHSA, together with EDE, the international umbrella organisation representing national associations for directors and providers of long-term care services in Europe, have set up the European Ageing Network (EAN).

"I'm a convinced advocate of such an important move", says Aad Koster. "Not that I have any doubts about the power of EAHSA in its own, but because I strongly believe that we can create added value for our members and for their clients by joining and combining forces. We could work more efficiently and more effectively if we share our resources, knowledge and infrastructures. We could better voice the vision of our industry and hence, better represent the interests of our adherents."

"The European Ageing Network gathers 10.000 services providers from 28 European countries. Together they service more than 1 million older people. EAHSA and EDE established the one and only pan-European association for housing and services providers for older persons in Europe."

The EAHSA General Assembly of December 2017 unanimously voted for the creation of the European Ageing Network, EAN. This new association should formalise the informal co-operation with EDE. At its General Assembly of last 13 April EDE also has approved the creation of EAN. The European Ageing Network is now a fact.

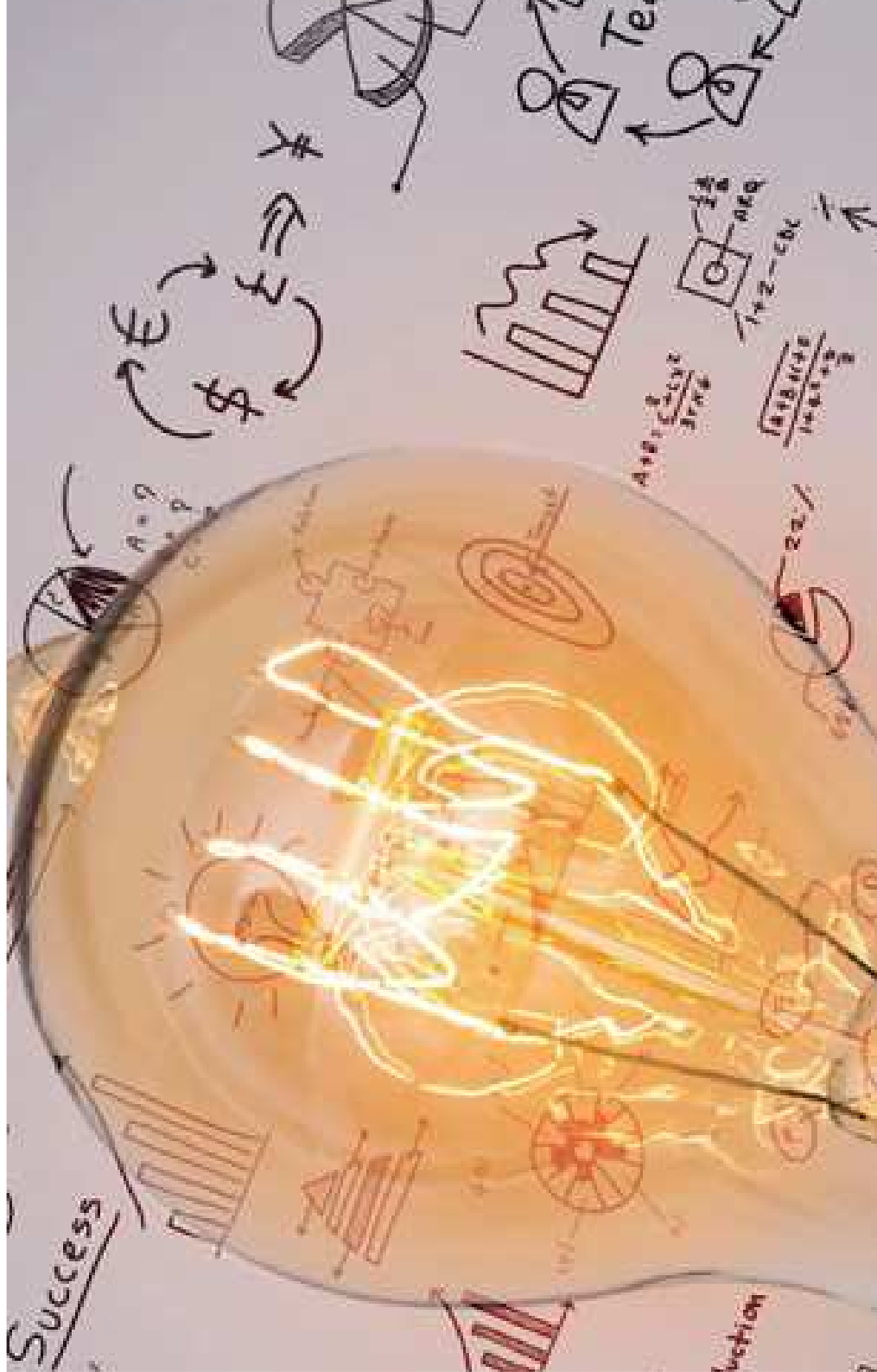
For EAHSA and EDE members this means that they will become a member of the European Ageing Network automatically. As a member of the European Ageing Network they will have access to the one and only pan-European network of housing and services providers for older people. The European Ageing Network is registered in Luxembourg, has its Secretariat in Prague and a branche-office in Brussels.



*A President's toast on the future of the European Ageing Network (EAN).
Aad Koster (EAHSA) and Jiri Horecky (EDE) form the EAN leadership*

At the end of January 2018 there was a joint meeting in Prague of the executive boards of EAHSA and EDE about the cooperation between the two associations. At this meeting, the respective Boards discussed the necessary steps to come to a new joint association, EAN. The bylaws, membership-conditions, membership-fees, the number and profiles of the members of the board of EAN were some of the issues on the agenda. These issues were part of the proposal which was put on the agenda of the General Annual Meeting of EDE in Bucharest in April 2018. EAN was born

The European Ageing Network is present in 28 European countries. With EAHSA well-represented in North-West Europe and EDE in the South-East, the combination makes of the European Ageing Network a truly pan-European organisation. EAN does not stand alone in pursuing its vision, values and mission. It is affiliated with the Global Ageing Network (GAN), a global network with its office in Washington DC. EAN and GAN bring together experts from around the world, lead education initiatives and provide a place for innovative ideas in senior care to be born. They pave the way to improve best practices in aged care so that older people everywhere can live healthier, stronger, more independent lives.



ECREAS

A new digital platform to exchange best practices in elderly care, for and with EAN members, academia and practitioners. With a focus on Quality in ageing services (elderly care), Elderly care workforce, Technology and Living environments.

The EAHSA Board has identified a growing need in the exchange of best practices among members and to identify relevant information from research in the ageing sector. Therefore it has decided to create a European Centre for Research and Education in Ageing Services (ECREAS). The centre will function as a digital platform where best practices from EAHSA and EDE members and partners in ageing services can be exchanged and where relevant research reports and articles can be found. It can also serve as the contact point for European research projects in the ageing sector. It is the ambition to set up educational programs for members based on research results and best practices to facilitate knowledge transfer between research and practice.

Focus

ECREAS focuses on exchanging best practices around four themes.

- **Quality in ageing services (elderly care)**

The definition, interpretation and application of the concept of quality is an ongoing concern of housing and services providers of elderly care. What are perspectives on quality, how is quality controlled and what are by academic research validated quality measurement instruments that can be applied in ageing services? EAN members signal an urgent need to identify, group and make accessible accurate information and results from applied research in the field of housing and services for older people.

- **Elderly care workforce**

Recruitment, training & education and retention of elderly care workforce is a striking problem for the European Union in general and for the ageing care sector in particular. How can the sector promote its attractiveness and what are effective HR-strategies for providers to recruit and retain staff? How can cross border exchange of staff contribute to balanced workforce markets and how can training & education be facilitated and promoted?

EAN members feel responsible and take responsibility for elderly care workforce issues both as employers as well as service providers for older people. There is not much known about effective HR-strategies based on quality of the working environment, career perspectives and supportive systems. This can attract more people to the ageing services sector and not solely a higher wage.

- **Technology**

Technology is an upcoming application in housing and services for ageing people: home automation and eHealth are common examples. There are plenty solutions and products on the market, but is still questionable whether these innovations are suited and convenient for older people. EAN members are looking for the latest developments in these technologies, for

efficient and effective ways on how to implement these in the living environments of older people and what are the advantages and disadvantages of implementing of available technologies and eHealth applications in specifically elderly care.

- **Living environments**

Well-being and ageing-well heavily depend on the physical environment of the older people. The environment should be adapted to the needs and possibilities of older people. Their specific characteristics (health status, socio-economic status, physical abilities) require supportive environments. But also changing personal preferences and societal tendencies require an adaption of current elderly care housing and living environments.

These four focus themes are inter-connected and should not be considered separately. ECREAS will not only provide and foster this interconnectivity, but also deepen the understanding and logic of it.

Education and training

Another way to help members is to set up an educational program. Based on experiences and materials that have developed with partners, ECREAS can help to formulate an education and training program so that experiences can be used by others. ECREAS will also organise study tours to experience new concepts and innovations. Every two years ECREAS is awarding an innovative facility with the "Best Facility in Europe Award".

Governance

ECREAS is governed by a Board of Directors which consists out of five directors who are all member of the European Ageing Network:

Elena Weber (Italy), Didier Sapy (France), Marko Slavič (Slovenia), Jean-Christophe Vanderhaegen (Belgium) and Freek Lapré (Netherlands, chairman). More information about ECREAS can be found at its own website: www.ecreas.eu.



Eldicare

ELDI Care project

A great EU funded project to develop a new curriculum for elderly care and to tackle the elderly care workforce challenges. The goal is to re-think and rebrand elderly care, bridging traditional approaches with modern applications and cutting-edge technology.

ELDICare is a "Sector Skills Alliance" funded by the European Commission under the Erasmus+ Programme – it brings together 12 partners from 5 Countries i.e. Belgium, Germany, Greece, Spain, UK. Partners will follow through with comprehensive training needs analyses as required for the professional profile of elder caretakers and develop two training curricula, completed with Learning Outcomes and certification mechanisms.

Answering to the latest CEDEFOP Skills Panorama findings (12/2016) on the skills mismatch in the Elderly Care Sector, the project aims to offer a pathway out of the grey market for atypical/undeclared elderly care givers, through education and training in ICT & health applications, modernizing the way elderly care is provided by designing two fresh market-driven curricula responding to the needs of this special demographics group and their families and closed ones.

The target groups involved and beneficiaries are:

- Elderly care workers (a-typical/undeclared), through the tailor Curriculum designed to provide them with all the skills required for a successful career in the industry
- Elderly people, their families and beloved ones, due to the superior services they are going to receive from highly trained, certified professionals
- Enterprises specialized in elderly care, by having access to a fresh pool of well-trained candidates with a set of skills responding to their needs
- National and regional governments, through the shrinking of the grey market, improvement of services for their citizens, training of the workforce and development of an ICT-driven elderly care approach with transferable applications to other sectors

The long-term goal is to re-think and rebrand elderly care, bridging traditional approaches with modern applications and cutting-edge technology in order to maximise efficiency and results in benefit of the society as a whole, as this demographic



ELDICare partners from six European countries work on new curricula for elderly care workers. The kick-off meeting in November 2018 in Athens was hosted by the project co-ordinator AKMI

group is increasing rapidly. Investing now in modern curricula in the elderly care sector, is a strategic move, as we design and establish the institutions and transferability mechanisms that are going to be used in the future, when demand for high-skilled elderly workers is going to skyrocket.

Strong experience

Accreditation, self-assessment, psychometric tools and advanced digital applications combined with scientifically tested methodologies such as TNA & DACUM guarantee for a accurate, structured, accessible, work-based learning curricula that are going to change the way we understand, value manage and appreciate elderly care and ICT health innovations. The strong experience and distinguished working past of our partners offer a powerful backbone to our partnership.

EAHSA will be responsible for the dissemination activities (W.P6) of the project regarding the outputs and deliverables. It will promote outcomes in an appropriate way owing to its wide range of members throughout Europe in the ageing care services. Moreover, EAHSA will participate horizontally in the Project Management (W.P1), in the Scoping Analysis (W.P2) due to its knowledge and expertise in the field of ageing sector across EU. Supportive role EAHSA will play in the design of Curriculum (W.P3) due to its great experience in the sector. Finally, EAHSA will be involved in the Quality Assurance (W.P5).

The project term is 24 months and has a budget of approx. €700.000.

register NOW!



DISCOUNT
ON REGISTRATIONS
**BEFORE
30 JUNE 2018**

1st joint
EAHSA - E.D.E.
CONGRESS

IS THERE A FUTURE OF LONG-TERM CARE IN EUROPE?

What can we learn from each other...

Prague, Czech Republic
13 - 14 September 2018

**TOP HOTEL
Praha**

Now is the best time to secure your place at the event at:

www.ltc2018.eu



**“Yes,
there is a future for
long-term care in
Europe”**

European Commissioner Marianne Thyssen reacts wholeheartedly positive on the main theme of the first joint EAHSA-EDE conference.

The first joint EAHSA and EDE congress on 13 and 14 September 2018 in Prague was the first EAN – European ageing network event indicating the new start of a new association with a strong and long history.

The main theme was the future of long-term care in Europe. Some 30 speakers and 500 participants discussed the state-of-play and gave their vision on the way to go.

EU Commissioner Marianne Thyssen welcomed the participants by video message. In her speech, the Commissioner gave an insight in the relevant EU policies and stated wholeheartedly that there is a future for long-term care in Europe. Also senior Czech politicians, like the Czech Minister for Health Adam Vojtěch, was positive.

As a co-ordinator of the joint EAHSA and EDE Working group Long-term care 2030, Markus Leser presented the first outcomes of the work of the group and shared the experts' view on the future care for older people in Europe. The group's vision is that *ageing and becoming old is not a disease but a stage of life*. This has several implications:

- The first implication is that older people or their family can very well decide for themselves. So we need to focus on them as a client that we do not things to, but for and with them. That means that we have to create a service quality culture instead of a culture where we think that we know what is good for you.
- The second implication is that elder care is not aiming towards quality of care but towards quality of life. Quality of life is the value that we are striving for, for our clients. We want to have happy older people instead of paperwork on subjects that has nothing to do with the quality of life. Quality forms in the interaction between people and not between papers.
- The third implication is that we are focussing on social support and services. Health care is a secure element in the background but is not the dominant element in the services and support for older people.
- The fourth implication is that life of older people is the domain for EAN members and not only when people are in need of care. That means that prevention is an element that is part of our support and services to maintain older people healthy. This approach prevents the increasing demand of support and care in later stages of life.
- The fifth implication is that support and services for older people is not a cost factor but an economic opportunity with job creation and technological and social innovations.







EAHSA-ECREAS Award

On 13 September 2018 the EAHSA-ECREAS Award of best facility in Europa was handed over to *Dom Danice Vogrinec* in Maribor, Slovenia. Other nominees were *Azienda pubblica di Servizi alla Persona Itis* in Trieste (Italy), *Ehpad Simon Bénichou* in Nancy (France) and *Humanitas Deventer* in Deventer, the Netherlands.





EU Affairs and stakeholder meetings

Since 2015, EAHSA is actively shaping its EU environment. With a Brussels-based representative, the Association is assured of a good functioning of the intelligence and lobbying functions.

In 2018, EAHSA's EU Affairs management continued the path set out in 2015 and was guided by the then adopted multi-year Strategy and Working program. As a result of the intensified co-operation with EDE and the creation of the joint European Ageing Network (EAN), the monitoring and lobby activities were extended in terms of focus and reach.

- **Position statements & papers**

EAHSA's messaging in the EU policy arenas is based on Position statements. These policy-specific public statements are formulated, discussed and agreed by the Board and are disseminated in personal meetings with key decision makers and via a.o. the EAHSA mailing list of stakeholders and can be found on EAHSA's website. In 2018, EAHSA published three new position statements:

- ***Position Paper VIII - Fostering health workforce employability by tackling MSDs***

Health and elderly care workers have high rates of injuries and illnesses at the workplace, and both their absence from work due to illness (absenteeism) or working ill (presenteeism) can compromise the quality of care delivered and even patient safety. Musculoskeletal disorders (MSDs) are one of the most common work-related ailments. Keeping elderly care workers healthy has a direct and measurable positive impact on productivity, and contributes to improving the elderly care worker's employability. Preventing elderly care workers from suffering MSDs and promoting workers' health throughout their working life is key to allowing them to work for longer, and happier. Tackling MSDs helps improve the lives of workers, but it also makes good business sense.

EAHSA calls for Member States, all stakeholders and the aged care services and housing sectors to foster the employability of elderly care workers; to promote the implementation and adherence to existing regulations, norms and standards, e.g. ISOTR12296, for healthy workplaces, and to invest in communication, training and supportive environments of elderly care workers.

- ***Position Paper IX - Socialised elderly care***

The current practice in elderly care is very much focused on medical challenges of ageing, and not so much on social well-being and participation of older people. According to the European Ageing Network (EAN), elderly care facility residents have to be facilitated in developing a new social life concept for their end-of-life stage. There is a clear need for a more social and less medical centered approach in elderly care. A paradigm shift, co-creation and socialised care are key in response to future challenges.

EAHSA calls on all stakeholders, politicians and decision makers to realise a paradigm shift in elderly care, in order to respond to the individual expectations and social needs and to develop personalised care. Such a transformation requires cultural, functional and practical changes and to stimulate co-construction between medical and social elderly care professionals and residents themselves to create an inclusive environment that focuses more on social opportunities and less on medical problems of residents.

- ***Position Paper X - Elderly care at their home***

Today's elderly care residencies are modelled, designed and built as hospitals. This has led to an environment wherein staff and care professionals are prominent and where residents are reduced to subjects. But both residents as well as staff have changing expectations and requirements and call for adapted and stimulating environments for working and living. The European Ageing Network (EAN) calls for a new approach of elderly care residencies as a true home for older people with specific needs, and where care professionals are a guest to do their work.

EAHSA calls on all stakeholders, politicians and decision makers to provide guidance and leadership in their sectors in order to create attractive living environments for older people with special needs while respecting care professionals' working conditions, to promote small scale, neighbourhood-designed and residents-centered care communities, and to enhance quality of life for residents by fostering homeliness in care residencies.

- **Newsletters**

The main communication tools of EAHSA are the EAHSA website and the monthly newsletters. In 2018, the EAHSA Newsletter was integrated into the joint EAHSA-EDE publication EAN Newsletter.

The EAN Newsletter is edited by the EAN Secretariat and informs members and stakeholders about EU policy developments, association news and developments in the elderly care sector.

- **Stakeholder networking**

One of the 2018 priorities of the EAHSA EU Affairs strategy was to meet and to liaise with EU stakeholders in the elderly care policy arena. In the course of 2018, an EAHSA delegation has met with several EU institutional and sectoral stakeholders, among which the Ambient Assisted Living (AAL) program, the European Federation of Nurses and with the Cabinet of EU Commissioner Marianne Thyssen (DG Employment and Social Affairs).

The meetings offered an excellent opportunity to present EAHSA and the European Ageing Network (EAN) and the position statements and to discuss ways of co-operation.

- **EU Funding**

Another focal point of EU affairs in 2018 was to get EAHSA and EAN connected to EU funding programs. EAHSA has participated in several proposals for funding and has been invited to participate in different partnerships and alliances. The ELDICare project has been a successful bid and is a partnership of seven European organisations to develop new curricula for elderly care workers.





Sponsors

EAHSA and EAN are very thankful for the sponsors to support the work and to facilitate the organisation of EAHSA and EAN events and conferences.

