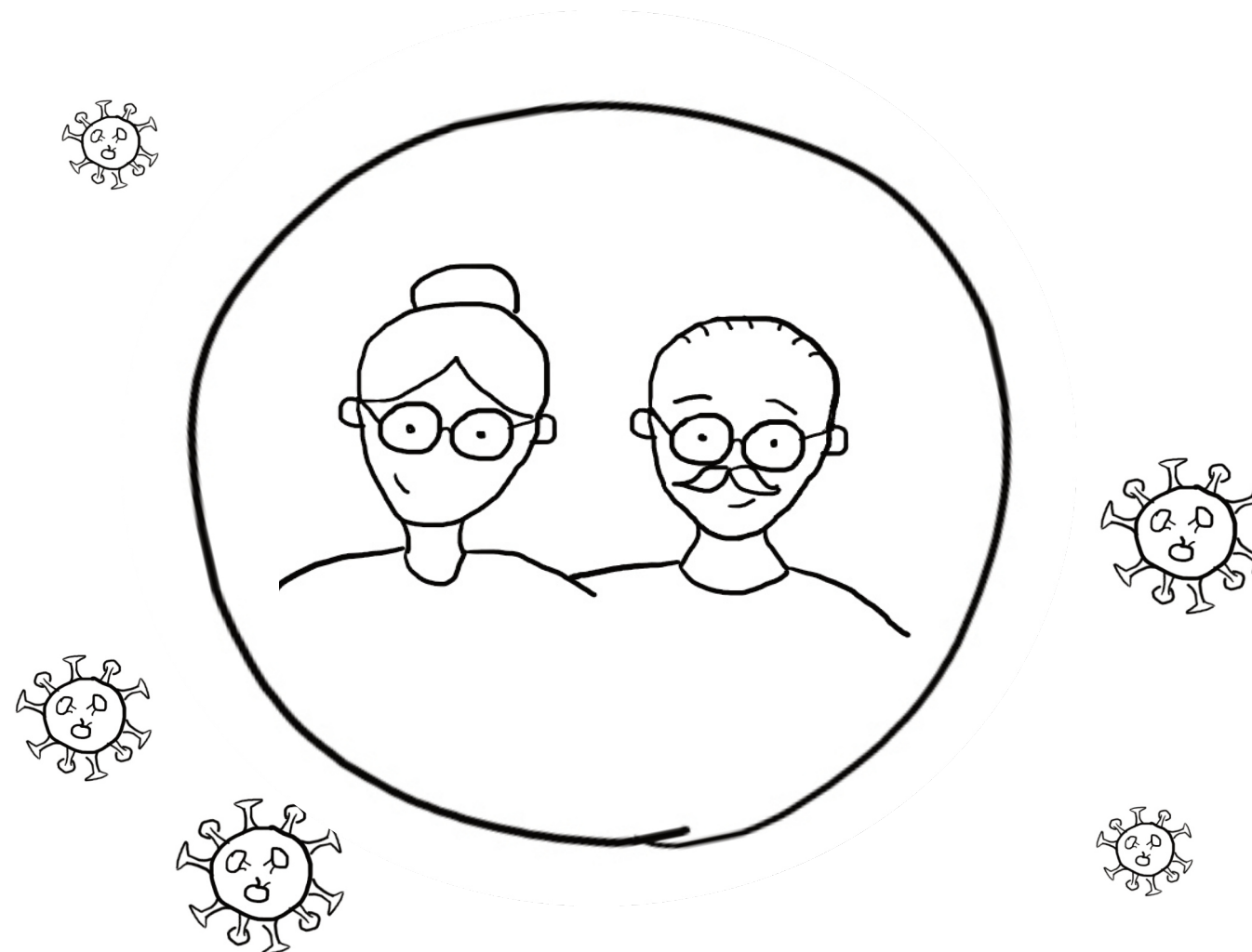


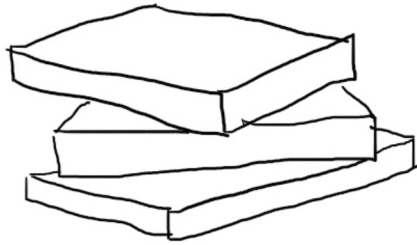
# The content of the task

„Nowadays, elderly people need safe access to food, medicines, products of first need, and contact with another human being. Propose a solution to support seniors in your village during the pandemic. Note that not all seniors benefit from electronic devices. By acting robustly we prevent further spread of the virus and we will minimize the risk for the elderly!”

The task prepared by Kinaole Solutions

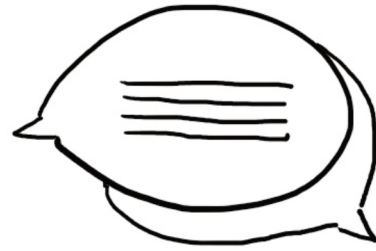


# Design process



## Analysis

I started by getting acquainted with already available help for seniors offered in Poland, Silesia, and Zabrze. I also got familiar with previously conducted surveys and workshops with seniors where they spoke about their needs.



## Discussions

After I got acquainted with available information, I started talking with seniors about their needs and objectives.



## Survey

I created a survey in which I have asked seniors about their experiences during the pandemic. I wanted to find out if they were using any help and how they were dealing with this difficult situation.



## Concept

After analyses and conversations with seniors I started to think about ideas how to solve the task.

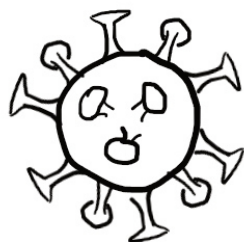
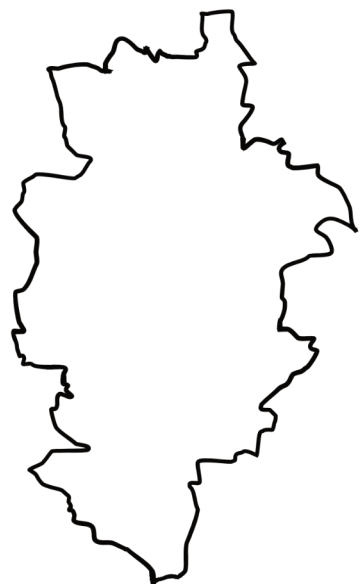
# My city - Zabrze

## Zabrze's statistics

**173374** Population

**30%** People over 60 represent about 30 % of the Zabrze population

**4** The fourth largest city in the metropolis



diagnosed cases

**14965**

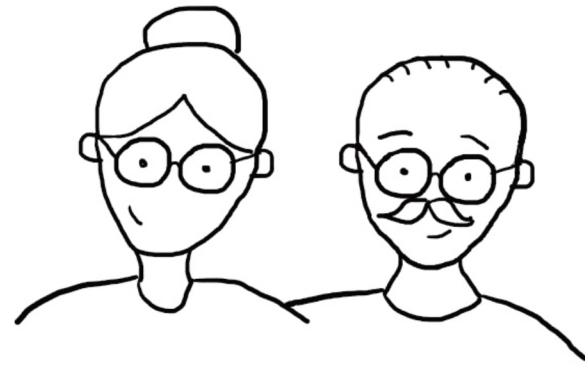
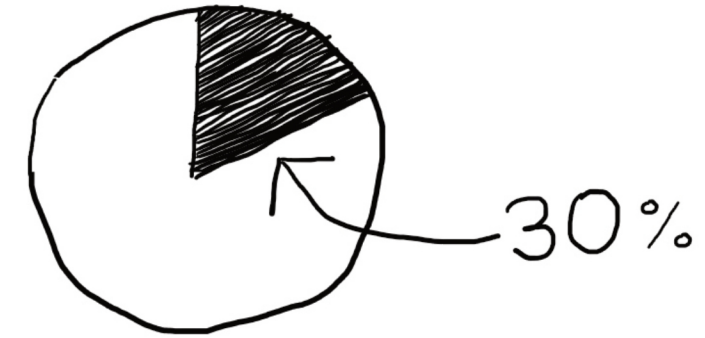
death cases

**380**

Silesia is currently the province dealing with the highest number of diagnosed cases. However, there are no special restrictions here. Just like in the rest of the country, life is slowly returning to normal and the citizens forgot about the threat posed by COVID-19.

# Target group

The target group of the project are people over 60 living in the city of Zabrze. They are about 30% of the community in the city.



Women/men between 60-100 years old.

Retired people.

## What are they like ?

Two seniors living together.

Seniors whose close families live abroad.

People actively participating in the life of the city community.

People not participating in the life of the city community.

## Needs and objectives

A sense of safety.

Communication needs.

Need for social inclusion.

Intergenerational integration.

Being autonomous.

Assistance in legal and technological matters.

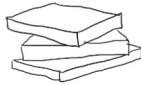
## Frustrations

Health problems.

Low technological knowledge.

Architectural barriers.

Lack of easy access to information where they can find help.



# Analysis

Lokalizacja	Organizacja	Nazwa	Opis	Dodatkowe informacje	Link
Działania ogólnopolskie		"Dwa telefony do babci"	akcja społeczna namawiająca do regularnych telefonów do dziadków, babć czy rodziców. Telefony mają na celu zdalne zaopiekowanie się osobami starszymi, stworzenie poczucia bezpieczeństwa i utrzymanie kontaktu, rozmowę.		<a href="https://zabrze.naszemiasto.pl/koronawirus-w-polsce-atakuje-akcja-dwa-telefony-do-babci/ar/c14-7595047">https://zabrze.naszemiasto.pl/koronawirus-w-polsce-atakuje-akcja-dwa-telefony-do-babci/ar/c14-7595047</a>
	GOV	#WspierajSasiada	Akcja wspierająca pomoc sąsiedzką. Za pomocą plakatu zostawiamy informację z danymi kontaktowymi. Wolontariusz może pomóc w zakupach, wyjściu z psem, wykupieniu recepty czy odebraniu paczki z poczty.	Plakat do pobrania na stronie <a href="https://www.gov.pl">gov.pl</a>	<a href="https://www.gov.pl/web/koronawirus/akcja-wspierajseniora-polaczmy-sily-i-pomozmy-potrzebujacym">https://www.gov.pl/web/koronawirus/akcja-wspierajseniora-polaczmy-sily-i-pomozmy-potrzebujacym</a>
	GOV	pomoc	Lista placówek udzielających pomocy	Informacje gdzie zgłosić się jako wolontariusz dla osób chcących i mogących pomóc	<a href="https://www.gov.pl/web/koronawirus/wolontariat">https://www.gov.pl/web/koronawirus/wolontariat</a>
Zabrze	Miejski Ośrodek Pomocy Rodzinie w Zabrzu	pomoc	Miejski Ośrodek Pomocy Rodzinie w Zabrzu oprócz zaopatrywania w środki żywnościowe osób objętych kwarantanną przygotował również program dostarczania żywności potrzebującym seniorom.		<a href="https://zabrze.com.pl/i.miejski-osrodek-pomocy-rodzinie-w-zabrzu---pomoc-seniorom-w-zwiazku-z-pandemia,200274,918335.html">https://zabrze.com.pl/i.miejski-osrodek-pomocy-rodzinie-w-zabrzu---pomoc-seniorom-w-zwiazku-z-pandemia,200274,918335.html</a>
	Mieszkańcy	Sąsiedzka pomoc	Podczas kwarantanny powstała spontaniczna grupa na facebook-u na której zgłaszali się zarówno wolontariusze jak i osoby któe potrzebują pomocy. Wolontariusze pomagali w zakupach, wyprowadzaniu psa. Osoby potrzebujące wsparcia zgłaszały się same lub były zgłaszane przez rodzinę, sąsiadów.	Pomoc sąsiedzka działa do dzisiaj, prosząc o pomoc dalej możemy liczyć na wsparcie Zabrzan	
Śląsk	Regionalny Ośrodek Polityki Społecznej Województwa Śląskiego	SeniorFon	Funkcja terapeutyczna-wsparcie emocjonalne, rozmowa. Funkcja interwencyjna-zgłaszanie problemów	Telefon jest czynny od poniedziałku do piątku w godzinach od 8.00 do 18.00	<a href="https://mopr.zabrze.pl/senior-fon/">https://mopr.zabrze.pl/senior-fon/</a>
	ROPS	„ŚLĄSKIE POMAGA"	13 mln złotych na pomoc placówkom całodobowej opieki nad osobami starszymi i niepełnosprawnymi	O środki ubiegać się mogą wszystkie podmioty prowadzące placówki opieki całodobowej tj. samorządy, organizacje pozarządowe, podmioty medyczne oraz przedsiębiorcy prowadzący w tym zakresie działalność gospodarczą. Nabór do projektu jest już zamknięty.	<a href="https://seniorzy.slaskie.pl/content/projekt-slaskie-pomaga_20200415132113?q=covid">https://seniorzy.slaskie.pl/content/projekt-slaskie-pomaga_20200415132113?q=covid</a>

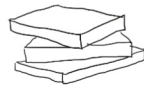
Additional existing actions/ ideas that can help seniors during a pandemic:

## Telemedicine armband

The armband controls the patient's health the whole day and has a built-in SOS function so that the person wearing the armband can count on receiving quick help when needed. This is quite an expense, especially for retired people. It is worth considering as a gift for parents or grandparents and thus providing them with 24-hour care even at a distance.

## „Koperta życia”

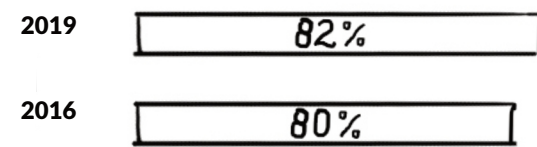
The "Koperta życia" is an envelope placed in the fridge that has information about your health, drugs you are taking, allergies to drugs, contacts to your nearest ones, personal data, including the parcel number. This information may be helpful when providing medical assistance.



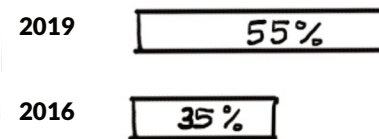
# Analysis

Analyzing the research of the Regional Centre for Social Policy of the Silesian Voivodeship I can conclude that the situation of seniors improves yearly. Seniors are more active in politics of municipalities/cities. More and more events engaging seniors are organized, as well as assistance in health, everyday or matters. These activities are more and more often supported financially and included in municipal funds.

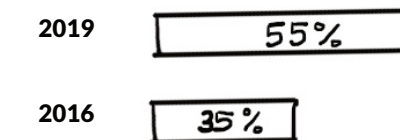
Does the social problem-solving strategy include senior policy issues?



Are senior policy issues included in the municipality/city development strategy?



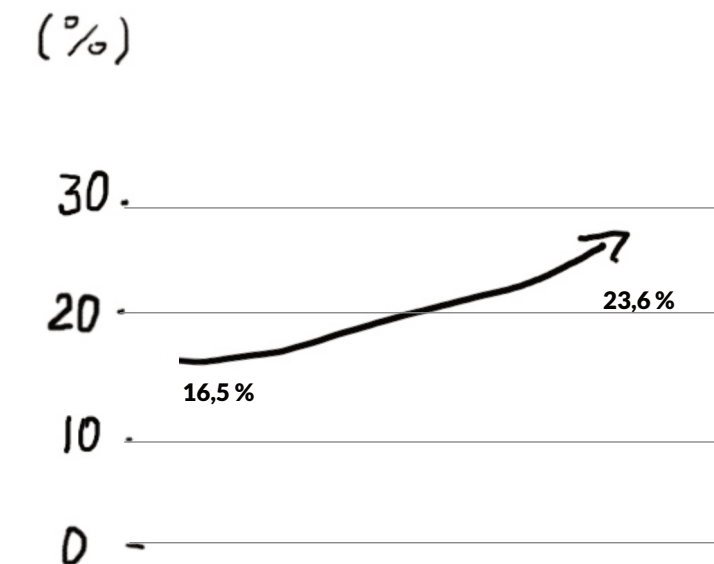
Did the municipality/city have any other program or strategy paper on support for older people or senior citizens?



## CONSLUSION

Municipalities and cities are increasingly taking the needs of seniors into account in their policies. Senior citizens' policies are becoming more and more important every year thanks to the senior citizens' councils.

Was there a senior citizens' council in the municipality/city?



## CONCLUSION

Involvement of seniors in municipal policy is growing. It is crucial that they have a voice in matters of importance to them. Municipalities and cities in which the senior citizens' council operates are better and more efficient in bringing about change for the benefit of the elderly.



# Survey

## Ankieta- wsparcie w czasach pandemii

Czy może Pani liczyć na opiekę rodziny/ bliskich/ sąsiadów w czasie pandemii ?

Czy w czasie pandemii korzystała Pani/ korzysta z pomocy osób trzecich (rodziny/ sąsiadów)?

W jaki sposób Miasto mogłoby dodatkowo wspierać seniorów? Jakich usług skierowanych do seniorów brakuje w ofercie miasta?

W jaki sposób chciałaby/by Pani/Pan być informowana/y o ofertach/pomocy skierowanej do seniorów?

Płeć \*

☐ Kobieta

☐ Mężczyzna

wiek:

I surveyed seniors in the city center of Zabrze where you can find them shopping every morning.

It turned out that the pandemic period is not the best time for conducting open-air surveys. Most people didn't want to talk about the pandemic or the city's help for seniors.

The vast majority of people I have had the pleasure to talk to think they are doing great on their own. If they need help they ask their loved ones about it. When asked if would benefit from the help of a third party, e.g. when buying in the case of the cold, everyone denied it. They like to do "their own business" in the city center. For them it's a common form of spending free time. None of the people surveyed have ever used the help from the city. Most were not even aware of the reliefs, services and help they can benefit from as Silesian seniors.

### CONCLUSIONS:

Senior citizens benefit from third party assistance mainly in emergency cases. Despite the attractive offer of the assistance and recreation for seniors, they are not aware of it.





## Discussions

After talks with seniors and analysis of workshops organized by wyborcza.pl as part of the campaign „DługoWIECZNI” I have come to the following conclusions:

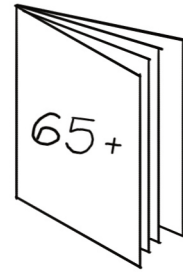
- Seniors are reluctant to admit that they need help.
- In municipalities and cities, many actions and events are organized to help and include seniors. The problem is the lack of access to information on what and where seniors can use.
- Seniors, like the rest of the population, are less and less scared of the COVID-19 virus. They follow the recommendations, but they long for normality and contact with people.
- Seniors enjoy going out. Even during the pandemic, they do not want to give up on leaving their houses because it is a form of recreation and socializing.
- Seniors are afraid of using some of the city's offers for financial reasons (they are afraid that they are paid).





# Concepts

After analysing the existing offer to help senior citizens in times of pandemic, but also before the pandemic, I concluded that not lack of offers, but lack of information about possible assistance is a problem. Seniors do not know the possibilities that the city or province offers them.



## Senior citizen's guide on paper

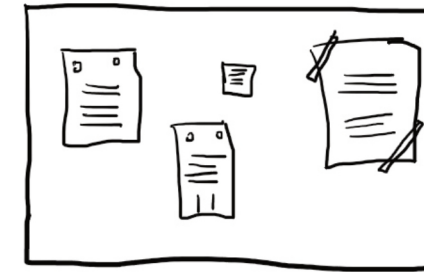
Free senior's guides would be available, among others, at city offices and post offices so that seniors have easy access to them. They would provide information about reliefs, events, health and availability of help. Seniors don't use the Internet freely, so a paper guide containing all offers, actions or even phone numbers would be very useful. A clear newsletter would allow seniors to benefit from a wide range of offers specifically suited for them. It could also encourage seniors to take advantage of the aid available in their city.



## Family and friends support

Seniors are reluctant to ask for help. They often do not know about the initiatives, actions, and help offered by the city. Family and neighbors can be their informants and, in addition to help, encourage them to take advantage of the city's offer for seniors. A campaign to support intergenerational integration could take place in the city. Older people often do not want to be a problem for the younger generations. It would be worth showing them that they are not. They may ask for help or come to talk to younger people.

In many cities there is a campaign „neighborhood support „ where neighbors offer their help and leave a phone number to contact . They offer help with shopping, going to a pharmacy, walking the dog or even just a talk. It's a great initiative that could be followed in other cities.



## Interactive arrays informational

Seniors are rarely active on the Internet, but you can certainly find them in the city center. This is where interactive information boards could be found. The curiosity of seniors would certainly encourage them to check what is on them. These boards would inform about the city's offer for the seniors, but also families with children and young people. Therefore, all residents of the city could use them. Most of the seniors would be happy that, apart from attractions or help for themselves, they could also inform their grandchildren and children about interesting attractions offered by the city. This would help to maintain a bond and encourage interaction in times when larger meetings will no longer pose a health risk.