



**FROGCAMP
AGING BY DESIGN
CHINA POINT-OF-VIEW**

PREPARED BY FROG · APRIL 2015



INTRO: AGING IN CHINA

THE SUPPORTING NETWORK OF SENIORS

PROFILES OF SENIORS & CAREGIVERS

NEEDS OF SENIORS & CAREGIVERS



China's senior population is the largest in the world.

China's senior population is the largest senior population in the world, far surpassing India's second largest senior population of 70 million.

132 million

**Chinese
population
above 65**



127 million

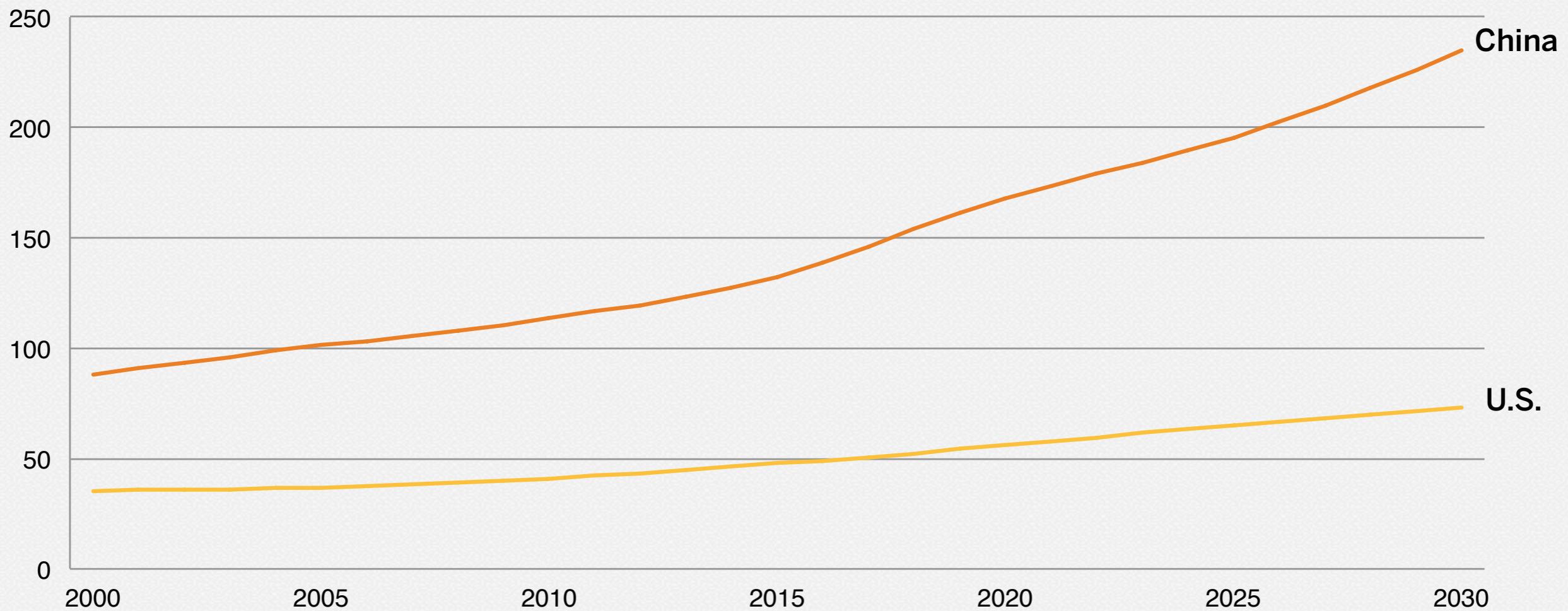
**Total
Japanese
population**



And the senior population is growing at an increasing pace.

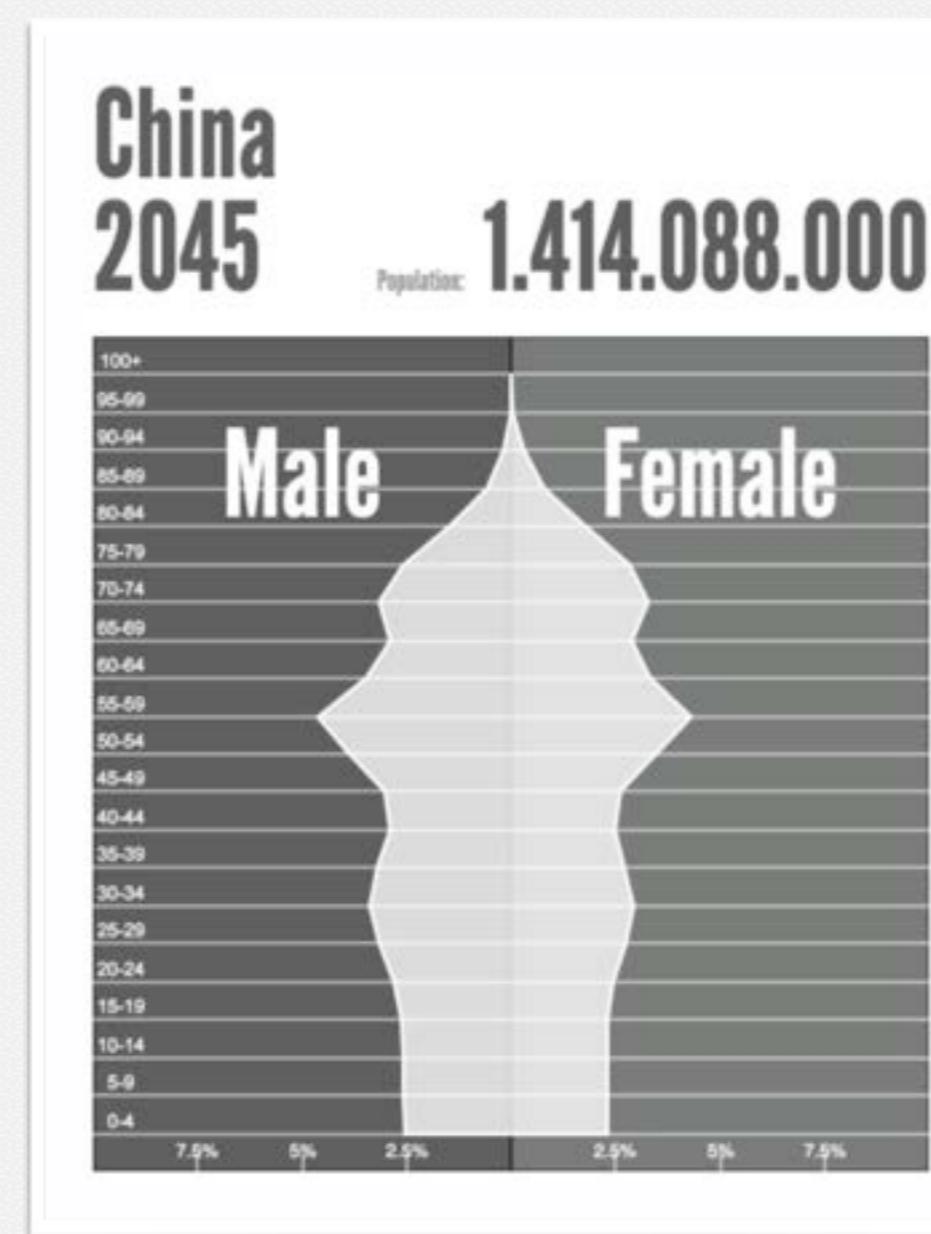
By year 2030, it is estimated that China will nearly double its senior population to 235 million. That's more than 3 times the senior population of the United States.

Population size of age group 65+, million



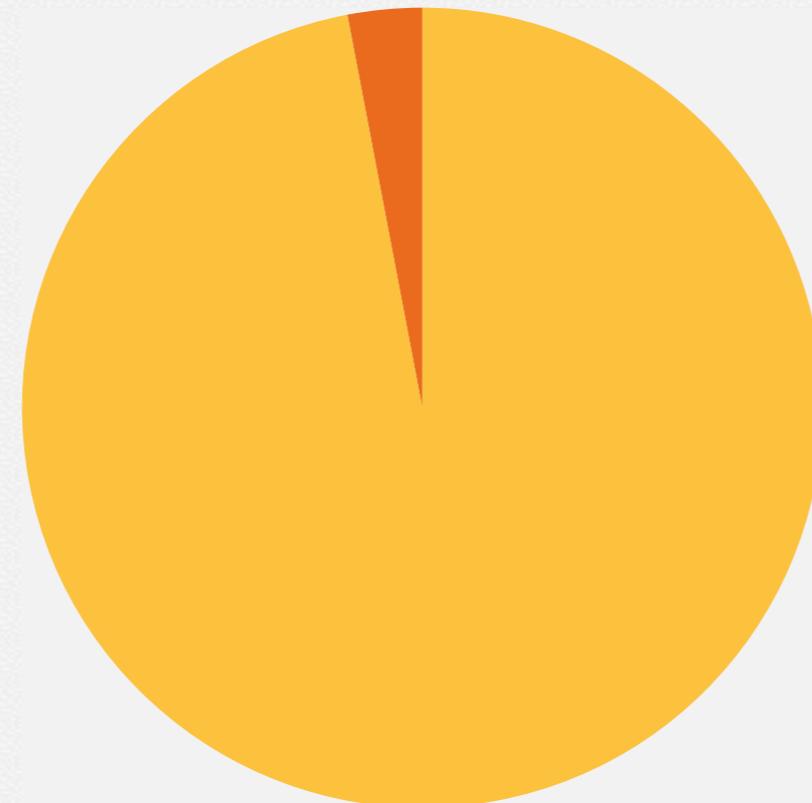
By 2060, seniors will outnumber any other demographic bracket.

Demographic projections predict that the age pyramid will be particularly top-heavy in the next 50 years.



In 2015, almost all seniors still live at home.

97%
**live at own
home or with
family**



3%
**stay in nursing
homes or
assisted living**

Most seniors today live in their own home or in their children's home, and are cared-for by their families. In China, sending seniors to a nursing home is viewed as shameful. With an average retirement fund of approximately 500USD/month, the cost of nursing homes render it prohibitive.



... but this is going to change.

It will become more and more difficult for children to care for seniors due to several macro trends: urbanisation, one-child policy, and a shift away from traditional values. We believe that distributed families will need support to care for seniors.



URBANIZATION

Urbanisation has disrupted the traditional model of inter-generational living. Seniors of migrant workers live far away and are left to care for themselves.



ONE CHILD POLICY

The one child policy has created the problem of one married couple bearing the responsibility for four parents and no siblings to share the financial, emotional and time responsibility.



SHIFTING VALUES

China's growth and cultural opening up to the West has exposed its citizens to values such as individualism and the pursuit of one's own happiness, which conflicts with traditional values of filial piety.

Images from
http://d2ouvy59p0dg6k.cloudfront.net/img/original/scr_232451.jpg
<http://www.meldmagazine.com.au/2013/07/filial-piety-in-china/>
<http://cdn-imgs.aeonmagazine.com/images/2013/03/China-girls.jpg>



**SO HOW CAN WE HELP
TOMORROW'S SENIORS AND
THEIR FAMILIES IN
THIS CHANGING REALITY?**



Research activities

In order to better design for seniors and their caregivers, we need to deeply understand their daily lives. We asked people to share short stories and photos from their daily lives through WeChat. We interviewed seniors and their caregivers in their homes, as well as experts with years of experience in senior products and services. We also immersed ourselves in senior environments such as nursing homes and community centres.



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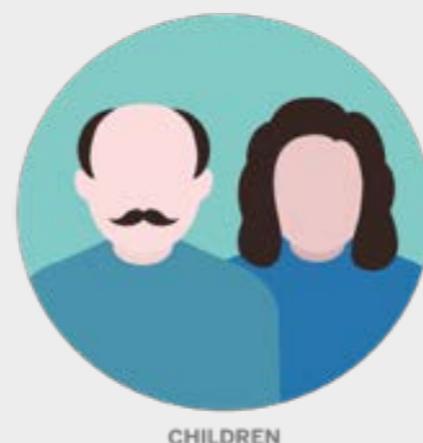
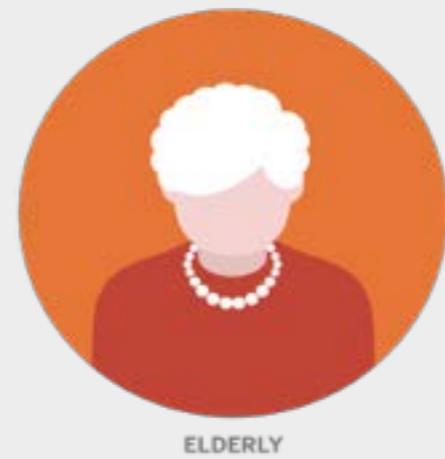
PROFILES OF SENIORS & CAREGIVERS

RESEARCH INSIGHTS AND OPPORTUNITIES



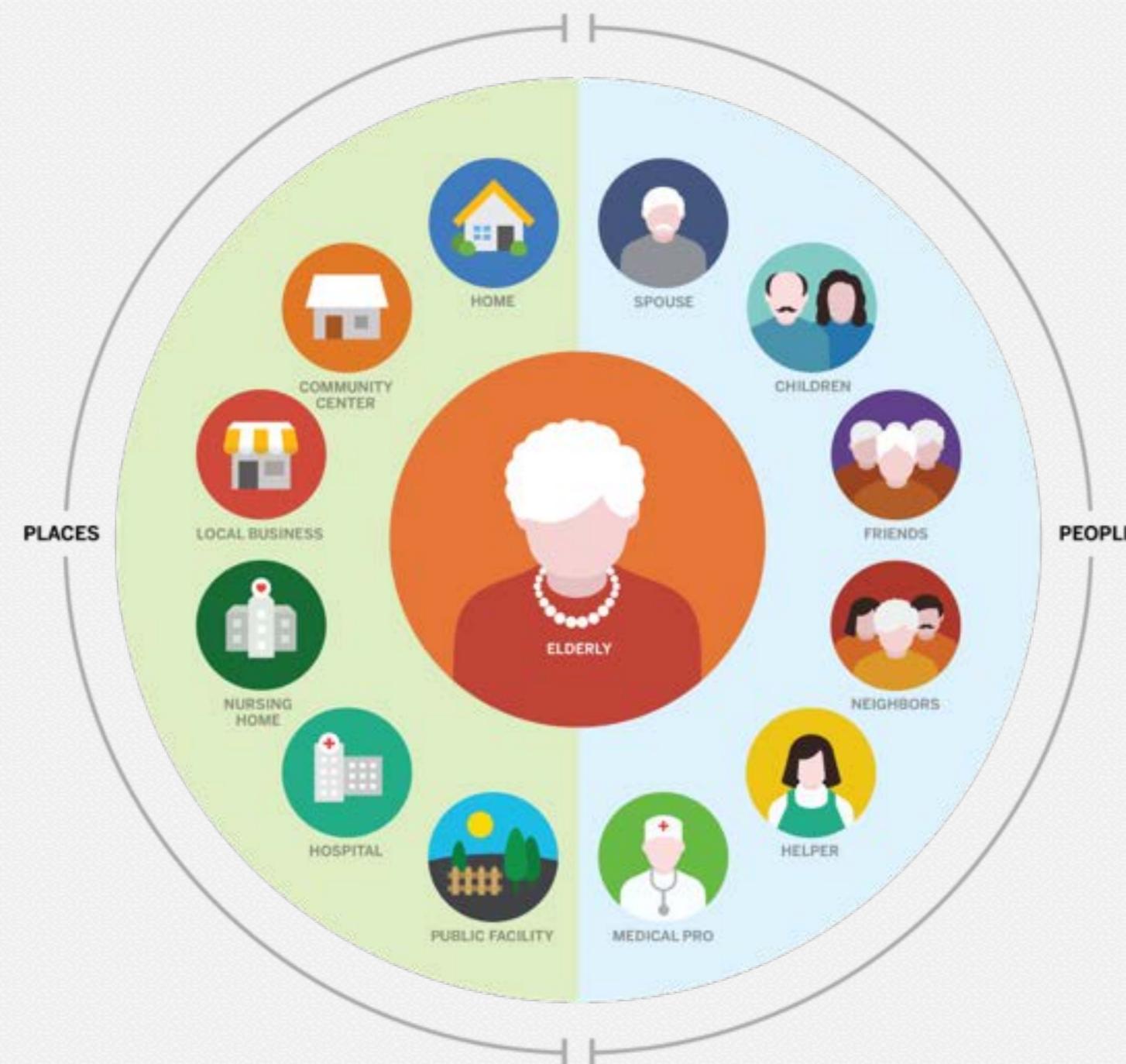
We started with this...

Governed by the traditional concept of “養兒防老“ (the purpose of raising children is to prepare myself for aging), seniors expect their children to be their primary caregiver.



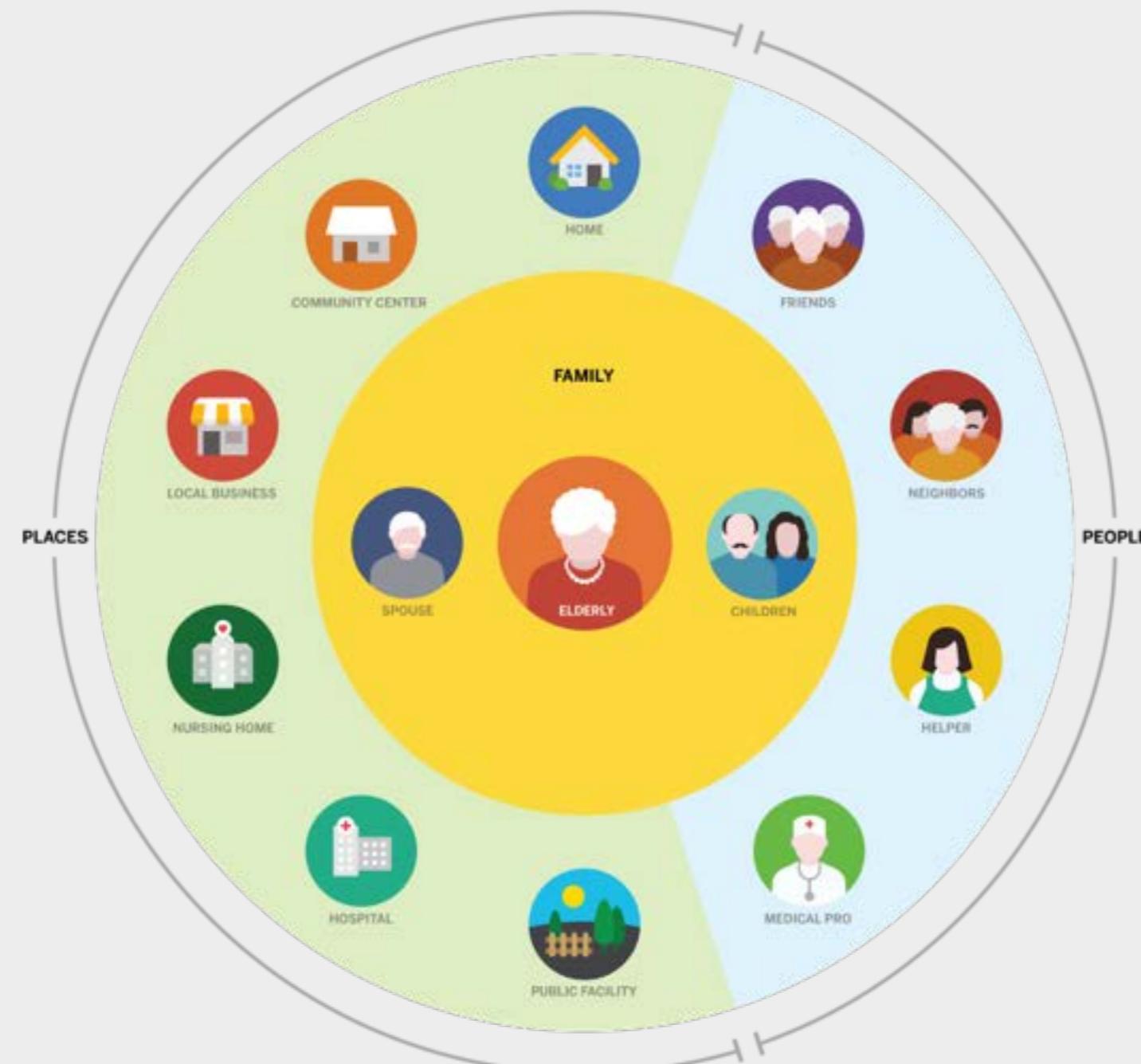
...but then we discovered all of this...

In many cases, the senior is supported by a network of people and places and children are only a part of it. It can be the spouse or even a helper who acts as the primary caregiver of the senior, assisting the senior with daily routines such as cooking and cleaning.



...our framework ultimately evolved into this.

At a closer look, we uncovered that in many cases family members are actually managing aspects of daily life such as money matters and other decisions. In critical or emergency situations, family members are the first people to whom seniors will refer to for support.



But there is no one-size-fits all framework.

Through our discussions in the workshop, we established that not all seniors have or want to reach out to their family when there is a need. We evolved our framework by replacing “family” with “trust circle”, which can include family members, helpers, neighbours, or even peers.



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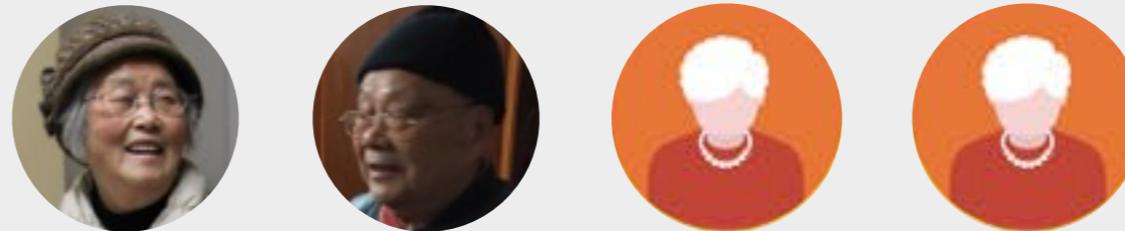
NEEDS OF SENIORS & CAREGIVERS



Research participants

During the research, we conducted 8 in-depth interviews and intercepts with seniors and caregivers of different generations living in and around Shanghai. Among the people we spoke to, we found behavioral and attitudinal differences of how the caregivers and senior prefer to give and receive care,

SENIORS



RETIREE
(AGE 50-65)



CAREGIVERS

LIFE BUILDER
(AGE 30-50)

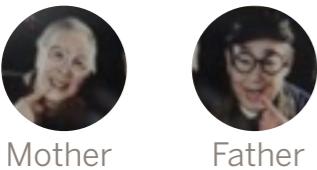


MRS. GU

THE NURTURER



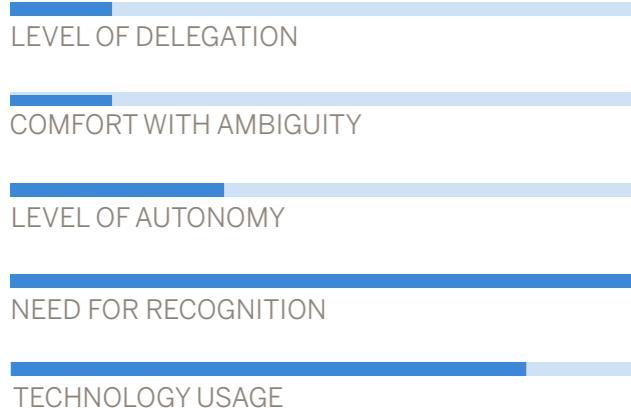
THE SENIOR SHE PROVIDES CARE FOR



Mother

Father

BEHAVIOUR AND ATTITUDE



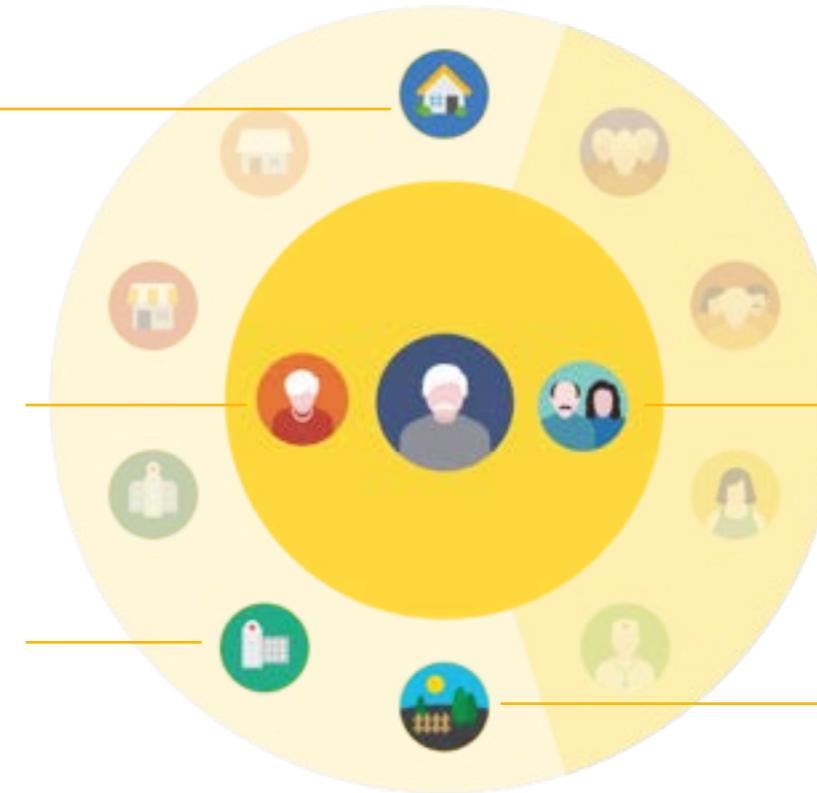
"My parents are the ones who gave me my life, so I will do my best to provide whatever it is they want because I don't want them to have any regrets."

As the eldest daughter of the family, Mrs. Gu has a strong sense of responsibility to provide her parents with the most attentive care. Now that she is retired, she leaves her home in Shanghai to stay with them in Beijing for several months each year. Despite living far away, she stays involved with her parent's daily lives through FaceTime and online shopping.

She does not want to consider assisted living homes because of the emotional distress it would burden her parents with. She is proud of being a good daughter and believes she serves as a role model for her brother and daughter.

NETWORK OF PEOPLE & PLACES

Her father believes resting helps to preserve energy.



Her father and mother are very dependent on each other, always needing to know each other's whereabouts.

The hospital is frequented by her father for his regular health checks.

Mrs. Gu relies on her brother, who lives next door to take care of her parents when she is not around.

Her father only goes outdoors when his family urges him to do so.



MR. YANG

THE FACILITATOR



*"I wouldn't claim that I am taking care of my father,
I just give him a hand when he needs it."*

As the only son, Mr. Yang is the primary caregiver of his father. According to Mr. Yang, his father is in relatively good physical condition given his age. He is quite proud of the fact that his father remains active engaging in hobbies such as painting.

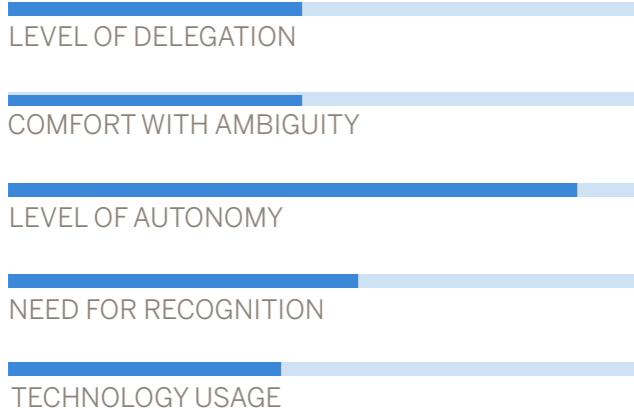
Since Mr. Yang retired, he has more time to care for his father such as bringing medication from the hospital weekly and buying art supplies. In his view, these are minor tasks that are part of his responsibility as a son. Mr. Yang manages to balance these responsibilities with his own activities, and his only complaint is not being able to travel. If he were to leave for extended periods of time, he would worry about his father, especially in cases of emergency.

THE SENIOR HE PROVIDES CARE FOR



Father

BEHAVIOUR AND ATTITUDE

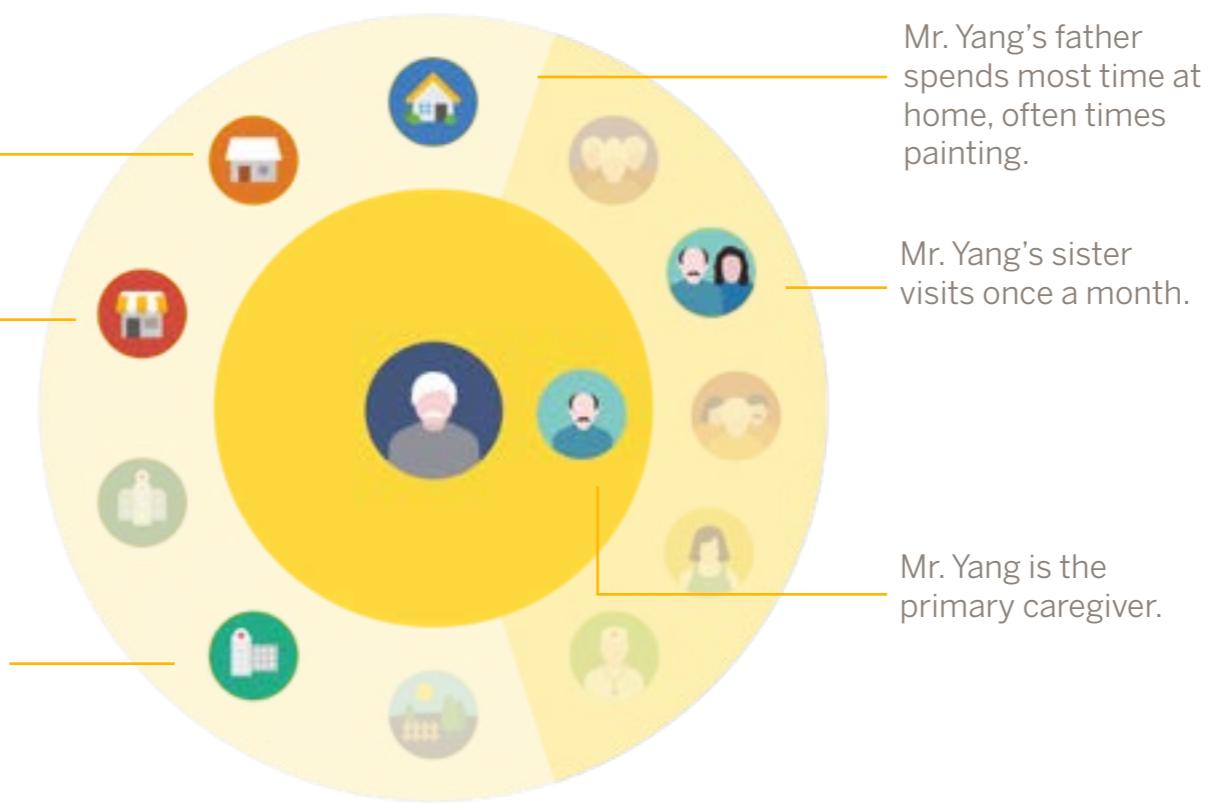


NETWORK OF PEOPLE & PLACES

Mr. Yang's father eats lunch at the nearby community centre occasionally.

Mr. Yang's father goes to a nearby teahouse to enjoy opera performances.

Mr. Yang's father needs medication from the hospital to control his high blood pressure.



MRS. LIU

THE COORDINATOR



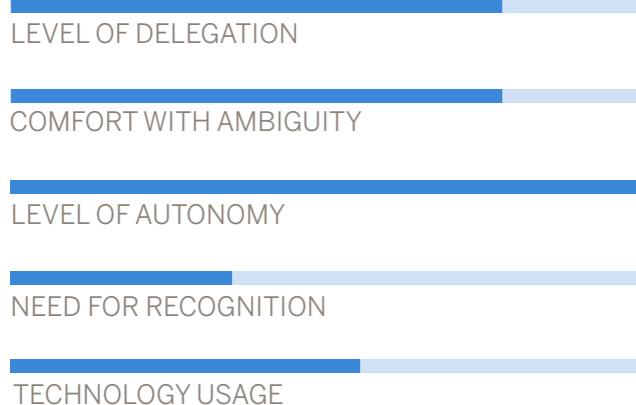
Age 58
Shanghai/
Wuxi

THE SENIOR SHE PROVIDES CARE FOR



Husband

BEHAVIOUR AND ATTITUDE



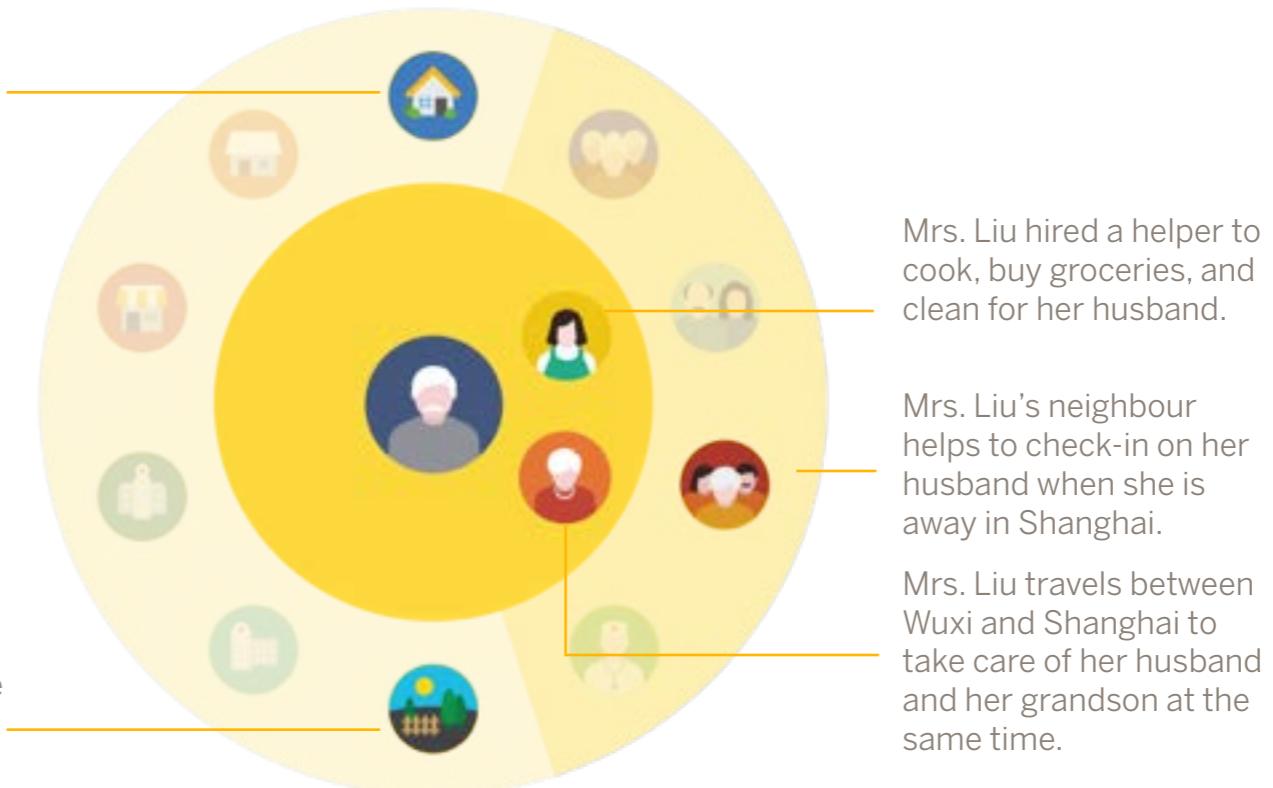
*"It's not like my husband will recover in a day or two.
My life is doomed if I don't have help."*

Mrs. Liu is optimistic despite the fact that her husband experienced a severe stroke two years ago, just six months before her retirement. She immediately hired a helper to reduce the stress of taking care of her husband. She had to lie about the cost of the helper to get her husband to agree to it. Mrs. Liu feels she can now enjoy a higher quality of life with some help.

She now travels between two cities to take care of her husband, who lives in Wuxi and her grandson in Shanghai. When she is with her grandson in Shanghai, she calls and checks-in with the helper at least once a day. She has considered to ask her brother to move into her home in Wuxi to look after her husband because she is worried about emergencies during the night when the helper isn't around.

NETWORK OF PEOPLE & PLACES

Mrs. Liu's husband stays home to engage in small exercises for physical therapy.



MRS. XI

THE AUTONOMOUS



Age 86
Shanghai

HER CAREGIVER



Neighbours

BEHAVIOUR AND ATTITUDE

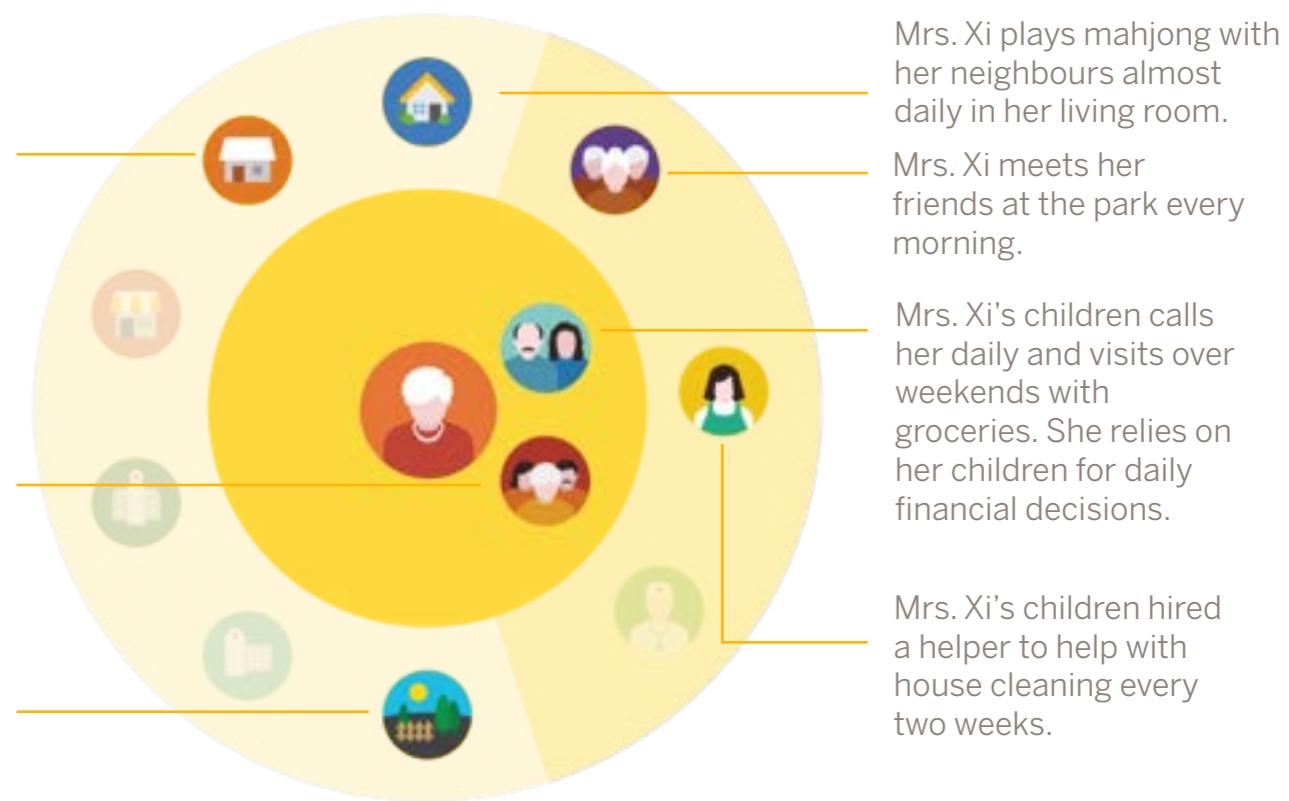


"I don't want to move in with my children because my life is here. In my own home, I feel I am free to do whatever I want."

Mrs. Xi is an outgoing and sociable senior who has lived alone since her husband passed away two years ago. She doesn't want to move in with her daughters because she says she has everything she needs in her neighbourhood. Most of her days are spent with other seniors in her neighbourhood playing mahjong, listening to the radio, or gossiping about each other. Mrs. Xi says she enjoys her freedom and life in her own home.

Although her four children don't live with her, they bring groceries and call her regularly. To make it easier to reach Mrs. Xi, her children bought her a feature phone, which she didn't start to use until one of her daughter setup "speed dial" for her.

NETWORK OF PEOPLE & PLACES



MR. YANG

THE RESPONSIBLE

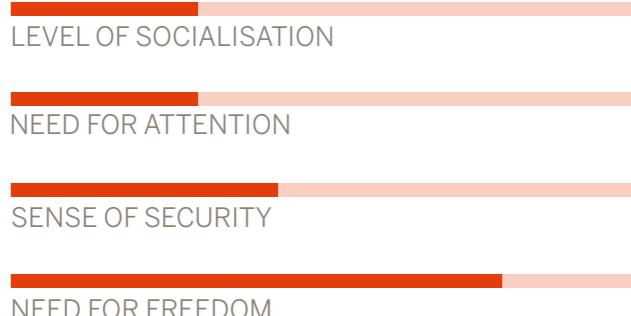


HER CAREGIVER



Son

BEHAVIOUR AND ATTITUDE

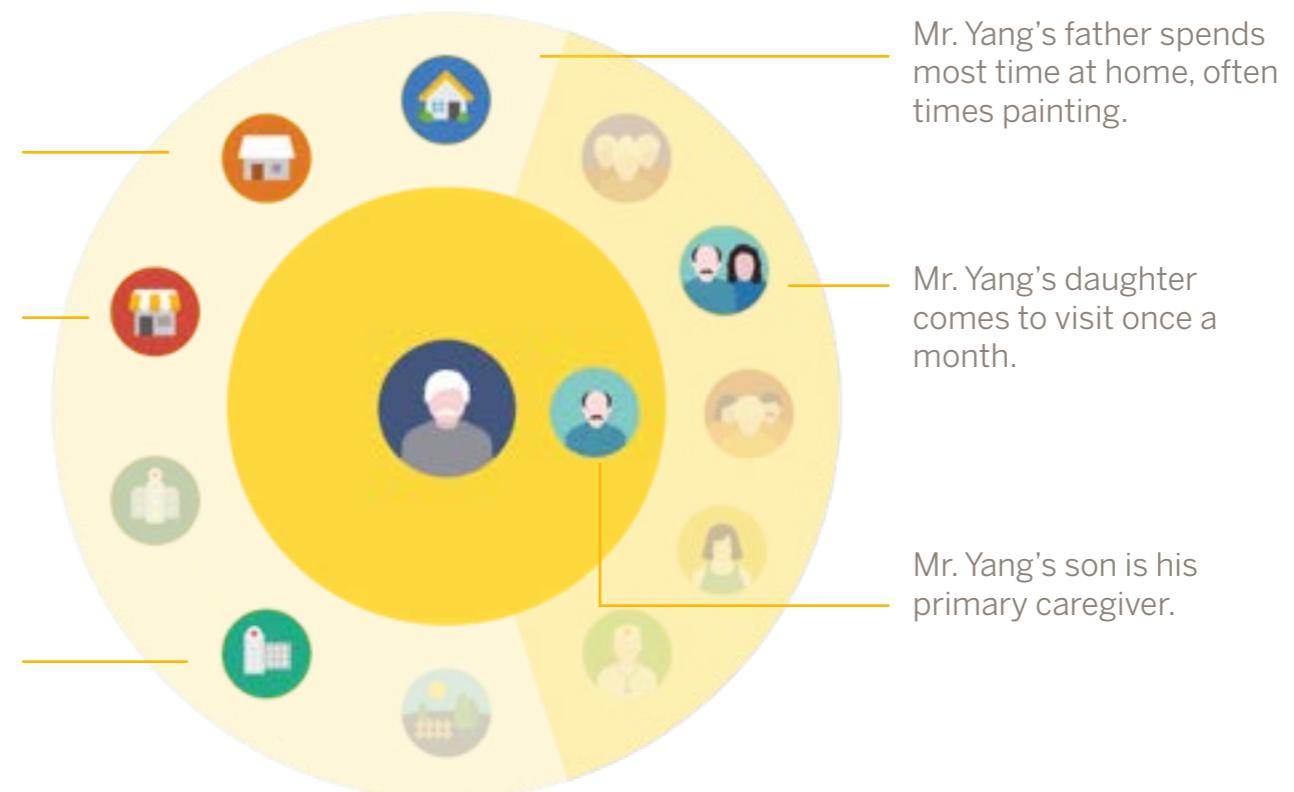


"The only help I need from my son is for him to bring my medication once a week."

Mr. Yang lives with his son and his daughter-in law. Making new friends is nearly impossible for Mr. Yang now because it's difficult to find peers with similar abilities, experiences, and interests. He was a professional designer and even today, he spends most of time at home painting in his room. He visits a nearby tea house daily to enjoy Beijing opera performances. Art is still an important part of his life.

Mr. Yang likes to have company around and expressed his dissatisfaction with the fact that his grandson only visits no more than once a week. The last time his grandson went abroad for business travel, Mr. Yang was upset.

NETWORK OF PEOPLE & PLACES



MRS. WU

THE DEPENDENT



HER CAREGIVER



Mrs Zhou



Children

BEHAVIOUR AND ATTITUDE

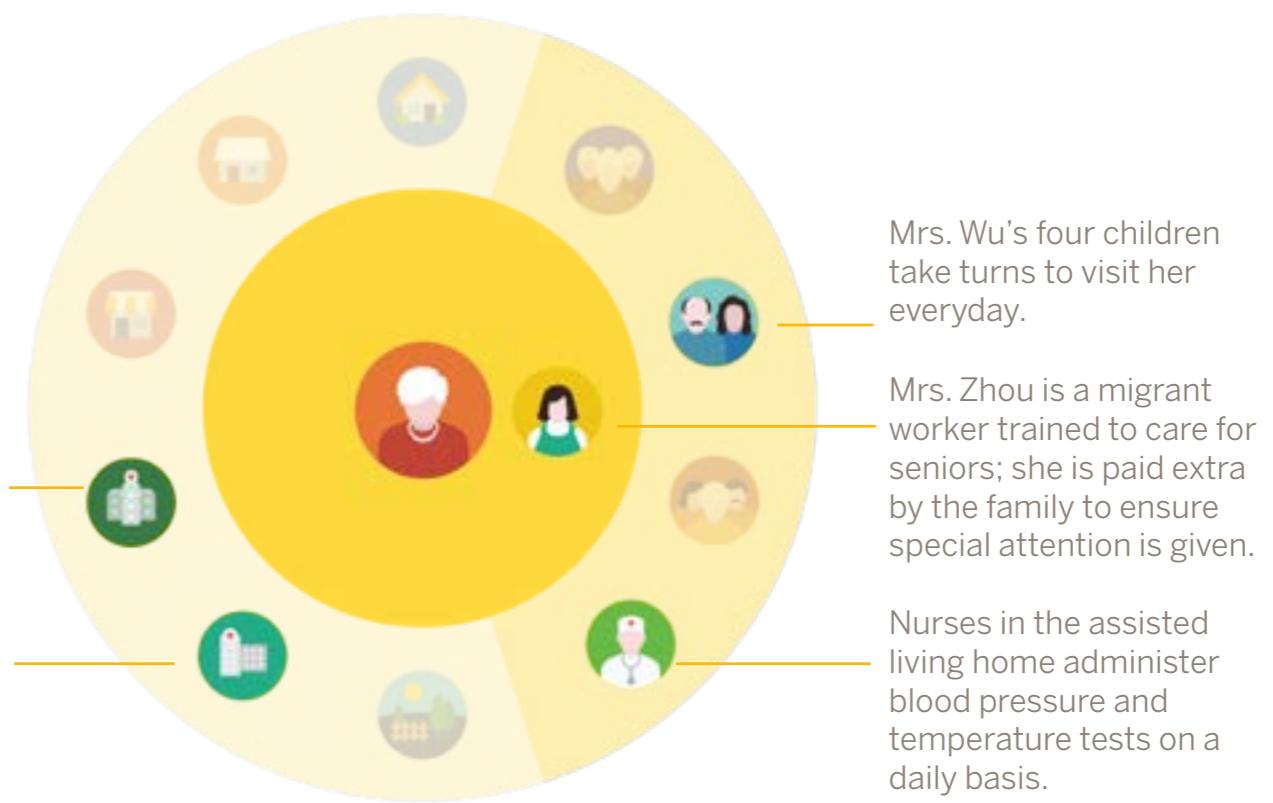


"Why haven't my children called me today?"

Since falling and becoming physically disabled, Mrs. Wu's four children had to make the tough choice to send their mother to a nearby assisted living home. Her four children take turns to visit so that at least one of them is by her side every single day.

In the assisted living home, Mrs. Zhou, a migrant worker trained to care for seniors, assists Mrs. Wu with daily care including preparing her food, flipping her body, and administering her medication. Mrs. Wu is dependent on her children. If they haven't visited, she will demand Mrs. Zhou to call her children immediately and ask that somebody come in to visit her.

NETWORK OF PEOPLE & PLACES



INTRO: AGING IN CHINA

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PROFILES OF SENIORS & CAREGIVERS

INSIGHTS & OPPORTUNITIES



THE CORE NEEDS

We examined the needs of both seniors and their caregivers through these 4 focus areas.





IDENTITY

The concept of identity varies greatly across cultures. We experienced this first-hand during our team's research synthesis, discovering not only a stark contrast between Mainland China and the West, but also nuanced differences in meaning and association with other non-Mainland Chinese.



INSIGHTS AND OPPORTUNITIES

GIVE THE SENIOR FACE.

Maggie's grandmother-in-law is 95 years old. When Maggie visited her with her husband during Chinese New Year, her grandmother was excited to share with them that she could still read the headline on daily newspaper. Seniors are respected and revered members of society, and they are proud of this reality. Coincidentally, the headline of the newspaper clipping read "a 100 year old grandmother can still beat a teenager in Mahjong."



INSIGHTS AND OPPORTUNITIES

HELP THEM CONTRIBUTE.

Lia's grandfather injured his legs during the Second World War. As the pain has gotten worse over the years, he avoids leaving the house and remains stationary even at home. The only time during a month he enthusiastically leaves the house for a walk is to collect his retirement check from the government. His wife says that the money reminds him that as long as he stays alive, he can contribute something to the family. It's also his primary motivation to engage in physical activity.



INSIGHTS AND OPPORTUNITIES

BE A GOOD SON / DAUGHTER.

As the eldest daughter of the family, Mrs. Gu has a strong sense of responsibility to provide her parents with the most attentive care. Now that she is retired, she leaves her home in Shanghai to stay with them in Beijing for several months each year. She says she wouldn't consider assisted living arrangements because of the emotional distress it would be burden her parents with. She is proud of being a good daughter and believes she serves as a role model for her brother and daughter.



INSIGHTS AND OPPORTUNITIES

ESTABLISH BOUNDARIES.

Mrs. Liu is a busy caregiver these days. She's constantly traveling between cities in order to take care of her family, including a spouse who recently suffered from a stroke in their home in Wuxi, and a grandson recently born in Shanghai. She says she had looked forward to traveling in her retirement, but has now put those ideas aside. In her limited spare time, she enjoys reading Phoenix News because she believes it offers an immediate and unbiased view on international events. It also makes her feel that she still has a life outside of caring for her family.



INSIGHTS AND OPPORTUNITIES

HELP THE CAREGIVER BE PREPARED.

Kaya's mother suffered from a period of depression when she retired and wasn't sure what to do with her time. She became overbearing and opinionated about Kaya's personal life, creating frustration for Kaya and tension between them. It was not until much later that Kaya discovered her mother was experiencing menopause but was too embarrassed to let her daughter know. In retrospect, Kaya wishes she was informed and given guidance of how to deal with her mother's condition.



INSIGHTS AND OPPORTUNITIES

SUMMARY

WITH REGARD TO IDENTITY, WE FOUND THAT BOTH CAREGIVERS AND SENIORS READILY ACCEPT THEIR NEW ROLES, BUT STILL NEED SUPPORT FOR THE TRANSITION.

When compared to the U.S., Chinese seniors are less concerned with maintaining their youthful identity and seemed more at ease with the expected changes of aging. We found that the reason behind this is in China, to be old means to be an authority and to deserve respect and recognition.

NEEDS OF THE SENIORS

GIVE THEM 'FACE'

Seniors are respected members of the family and society. We found that caregivers often make an effort to maintain their dignity and protect them from any embarrassment and frustration. Our solutions need to respond to this shared need.

HELP THEM CONTRIBUTE

We found that seniors in China find reward and self-respect through the contribution they can make to the family. How can our ideas encourage participation and contribution to the family to help them achieve a sense of purpose and build self-respect?

NEEDS OF CAREGIVERS

BE A GOOD SON / DAUGHTER

We found that caregivers need recognition and affirmation. This includes recognition by family members as well as the approval of the cared-for senior.

ESTABLISH BOUNDARIES

We found that sometimes the caregivers struggled to find time dedicated for their own needs. How can our solutions enable quality me-time for caregivers?

HELP THEM BE PREPARED

Caregivers voiced concerns and anxiety as to the future challenges that arise from their parent's retirements. How can we build caregivers confidence and provide support when needed?



INSIGHTS AND OPPORTUNITIES

The participants felt that while traditional values of respect for seniors play an important role in identity, there is a growing sentiment from the discussion that seniors can and should be **greater contributors back to society**. This is valuable for seniors as well as society at-large.

SELECTED QUOTES FROM PARTICIPANTS

"There is just less and less respect for the elderly in this new generation."

"If we can find ways for seniors to contribute and make money, we can solve many problems."

"Senior can contribute oral history, customs and practices."





SOCIABILITY

The concept of family as the nucleus of Chinese society is evolving as a result of rapid socio-economic change, urbanization, and Western influence. This transition affects more than just the relationships between seniors; we must also consider relationships among direct family members who are usually the primary caregivers.



INSIGHTS AND OPPORTUNITIES

BUILD BALANCED RELATIONSHIPS.

Finding social opportunities with friends is becoming more and more challenging for Azure's grandfather. Although he's an avid chess player, he no longer plays because he is aware that he has slowed down and needs to be reminded of the rules each time he plays. He doesn't like the idea of keeping his friends waiting for him and troubling them.



INSIGHTS AND OPPORTUNITIES

FACILITATE EFFORTLESS ENCOUNTERS.

Mrs. Gu constantly encourages her father to go outside to get sunshine and socialise with the neighbours. She is concerned that if her father doesn't, his physical and mental condition would quickly deteriorate. In order to facilitate this, she bought three senior walking devices, including a wheelchair, a rolling walker and a scooter customised for seniors.



INSIGHTS AND OPPORTUNITIES

MAKE TECHNOLOGY FEEL SENIOR FRIENDLY.

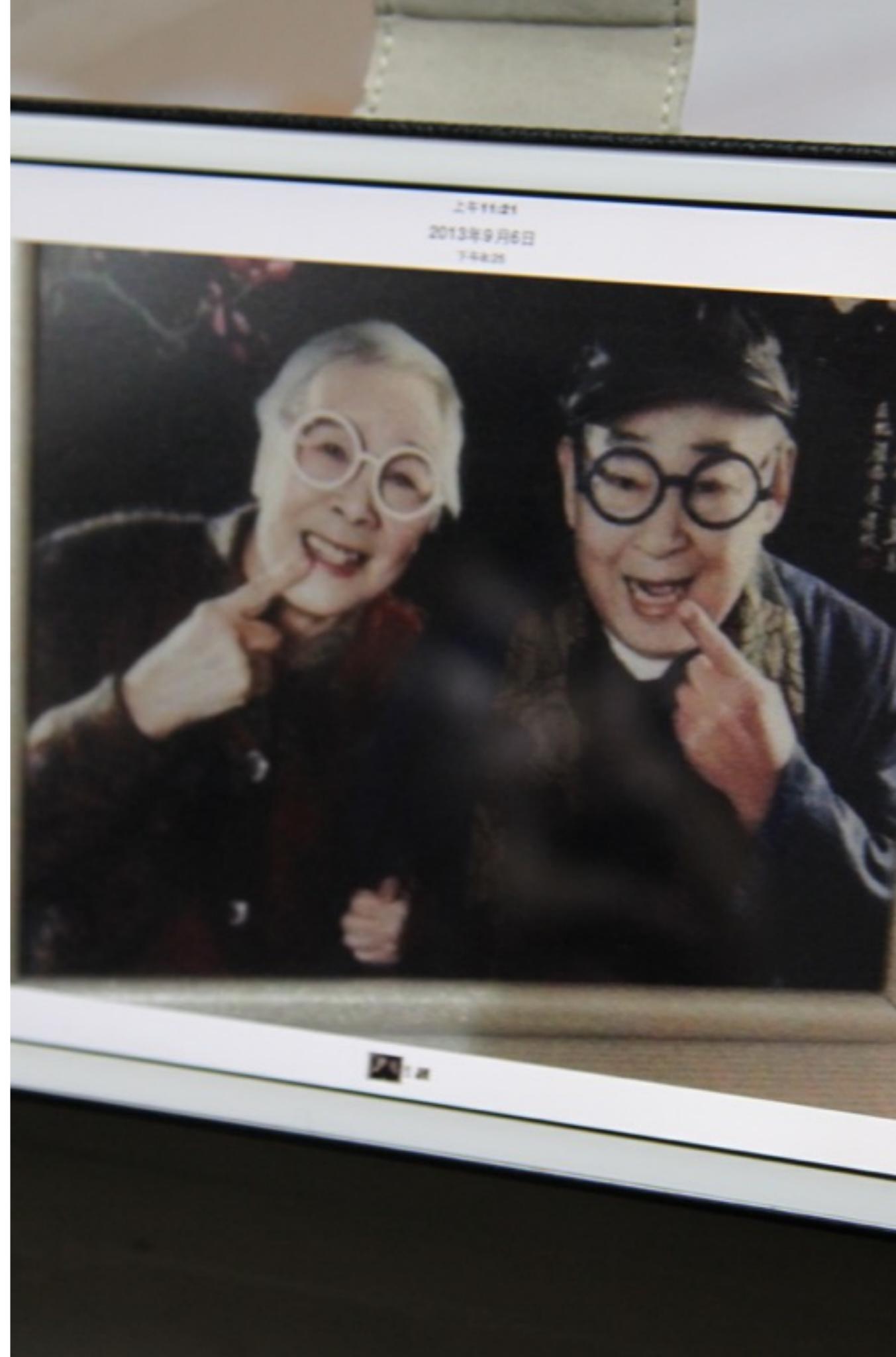
Since her husband passed away, Charlotte's grandmother has dedicated more time to socialise with her friends. To help her connect with distant friends as well as family, her children purchased a feature phone for her. Although she initially refused, she accepted after Charlotte showed her how easy it could be to connect with her friends and family.



INSIGHTS AND OPPORTUNITIES

ENABLE AND ENCOURAGE SPOUSE-CARE.

Mr. Chen's physical and emotional condition has quickly deteriorated since he fall down from the stairs two years ago. Since both of Mrs. Chen's daughters are busy working and the family doesn't have enough retirement fund to send Mr. Chen to a nursing care, Mrs. Chen now needs to give up her social activities to take care of Mr. Chen's daily routine. But this is not the hardest part, the hardest part is that she doesn't have enough physical strengths to give her spouse a hand when he needs it. She had to call the help from the neighbour's when he fell down a couple days ago.



INSIGHTS AND OPPORTUNITIES

SUMMARY

SOCIAL RELATIONSHIPS WITHIN AND OUTSIDE THE FAMILY CONTRIBUTE TO WELLBEING. THE CHALLENGE IS TO FACILITATE RELATIONSHIPS IN INCREASINGLY DISTRIBUTED FAMILIES.

Mass urbanisation and shifting values in China are contributing to the paradigm shift of inter-generational living and dynamics of family life. How can we keep family structures, habits and conversations alive between different cities, generations and lifestyles?

NEEDS OF THE SENIORS

BUILD BALANCED RELATIONSHIPS

We found that seniors are concerned with the reciprocity of relationships. In fear to impose or slow down others, they seek to engage with people who have similar abilities and can empathise with their challenges.

FACILITATE EFFORTLESS ENCOUNTERS

We were happy to find that seniors often maintain a small network with peers and other people in their community. However, their decreasing physical and mental abilities prevents them to meet and communicate as seniors grow older.

NEEDS OF CAREGIVERS

ENABLE AND ENCOURAGE ‘SPOUSE CARE’

Some of the seniors we met are being cared for by their spouses. We found that although spouse-care relationships are symbiotic and purposeful, caregivers still need a support network to be prepared for the unexpected. How can we enable and encourage spouse caregivers?

BARRIER-FREE ACCESS TO TECHNOLOGY

Digital communication services such as WeChat and Skype are key to keep remote relationships alive. We learned that limited technological literacy as well as inappropriate designs of devices and gadgets present a barrier and put an additional burden on caregivers.



INSIGHTS AND OPPORTUNITIES

While we observed through our research that seniors' social lives are centred around the family, some participants feel that this mentality may be changing in a modernising China. Perhaps there is a stronger need for **solitude** and **alternative living arrangements** than anticipated.

SELECTED QUOTES FROM PARTICIPANTS

“Some seniors don't even want to make new friends.”

“Unlike my mom, my dad just want to watch TV all day.”

“We should think about social relationships beyond senior-to-senior, what about connecting senior with young people?”





ROUTINE

Being able to master the apparently small day-to-day tasks provides comfort and gives reassurance to seniors and caregivers. Losing the ability to accomplish these can affect general confidence and the sense of control. We wanted to learn about participants' needs, strategies and obstacles for successful routines in daily life.



INSIGHTS AND OPPORTUNITIES

ENCOURAGE OPEN CONVERSATIONS.

Cherry didn't realise that getting up from the toilet was so difficult for her grandfather until she visited him during the Chinese New Year. He told her that it wasn't much of a problem because all he needs is more time, and that's something he has plenty of. When Cherry suggested a solution could be purchased, he refused. Cherry decided to buy it for him anyway. His grandfather now uses the assist handle bar whenever he uses the toilet, and acknowledges its utility.



INSIGHTS AND OPPORTUNITIES

MAKE (HEALTH)CARE ACCESSIBLE.

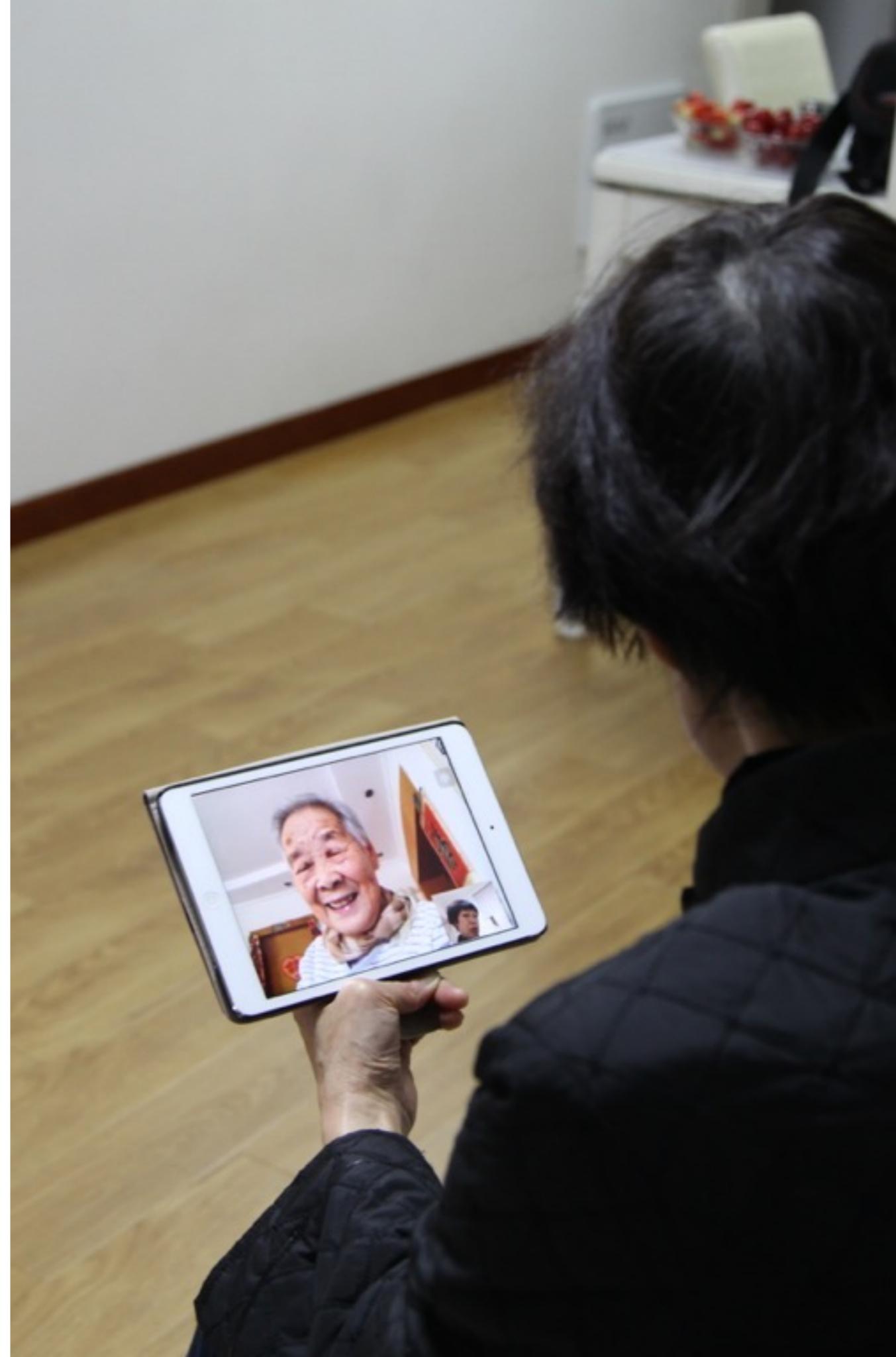
Mrs. Chen is 84 years old and suffers from diabetes and hypertension. One of the difficulties in her daily life is the need to make frequent trips to the community hospitals to get medication—not only for her but also for her spouse. She complains that the trip to the hospital is time-consuming and tiring. She also takes advantage of stopping by the local community centre to receive free blood pressure measurement services once a week.



INSIGHTS AND OPPORTUNITIES

THE CAREGIVER NEEDS REASSURANCE.

Mrs. Gu considers herself the primary caregiver of her parents. Although they live apart in the city, Mrs. Gu checks in every evening with video calls with her mother. They previous connected only through voice calls, but as her mom grew older, Mrs. Gu lacked reassurance just hearing just her mother's voice. She says she wants to see how her mother's face and complexion because it gives her confidence of her mother's wellbeing.



INSIGHTS AND OPPORTUNITIES

PREPARE FOR EMERGENCIES.

Mr. Yang's father is in great physical and mental condition considering his age of 96 years—he even keeps up with his hobbies with daily visits to a tea house and occasional attends opera performances on his own. Despite this, Mr. Yang's father experienced a recent accident that left the family with anxiety over their preparedness for future emergencies. In this effort, Mr. Yang has asked his father to carry a card with his name and emergency contact information in his wallet.



INSIGHTS AND OPPORTUNITIES

SUMMARY

WE DISCOVERED HIDDEN OBSTACLES FOR EFFECTIVE COMMUNICATION DURING DAILY LIVES AND ROUTINES. SENIORS WERE OFTEN HESITANT TO SHARE THEIR STRUGGLES IN FEAR OF BURDENING CAREGIVERS.

Sometimes a lack of awareness for available solutions further discouraged open conversations and transparency around the home of the seniors.

NEEDS OF THE SENIORS

ENCOURAGE OPEN CONVERSATIONS

How can we create conversations between caregivers and seniors that effectively communicate needs and problems without leading to a loss of face? How can we create awareness of available ideas and solutions?

MAKE (HEALTH) CARE ACCESSIBLE

How can we enable seniors to access professional care and services in an effortless and unhindered way? How can we create the experience of autonomy and independence for seniors who try to contact help outside the family?

NEEDS OF CAREGIVERS

PROVIDE REASSURANCE

Caregivers were often looking for direct ways to reassure themselves of the wellbeing of seniors and appeared skeptical to seniors' self-assessment and reporting. How can we create reassuring solutions without patronising the seniors?

PREPARE FOR EMERGENCIES

We learned that often 'remote' caregivers found comfort in having on-site supporters (friendly neighbours or relatives) who they can turn to in unforeseen events. How can we grow and foster secondary support networks around the senior to prepare for these potential emergencies?



INSIGHTS AND OPPORTUNITIES

In the workshop some participants reflected that as caregivers themselves, they don't truly understand the nuances of a senior's life and reflected on the **lack of empathy** in the care of senior's daily routines. The current market also seems to treat seniors as if their care and needs are homogenous.

SELECTED QUOTES FROM PARTICIPANTS

"It's challenging to fully understand a senior's condition."

"Seniors tend to exaggerate their needs or pain to get affection from their children."

"Not all seniors want special treatment...this can be insulting to some seniors."





ACTIVITY

Physical and mental agility is a key contributor to wellbeing. We were keen on understanding the unique Chinese perspectives and attitudes toward health and wellness and how it affects senior's daily habits.



INSIGHTS AND OPPORTUNITIES

MAKE ACTIVITY A SHARED EXPERIENCE.

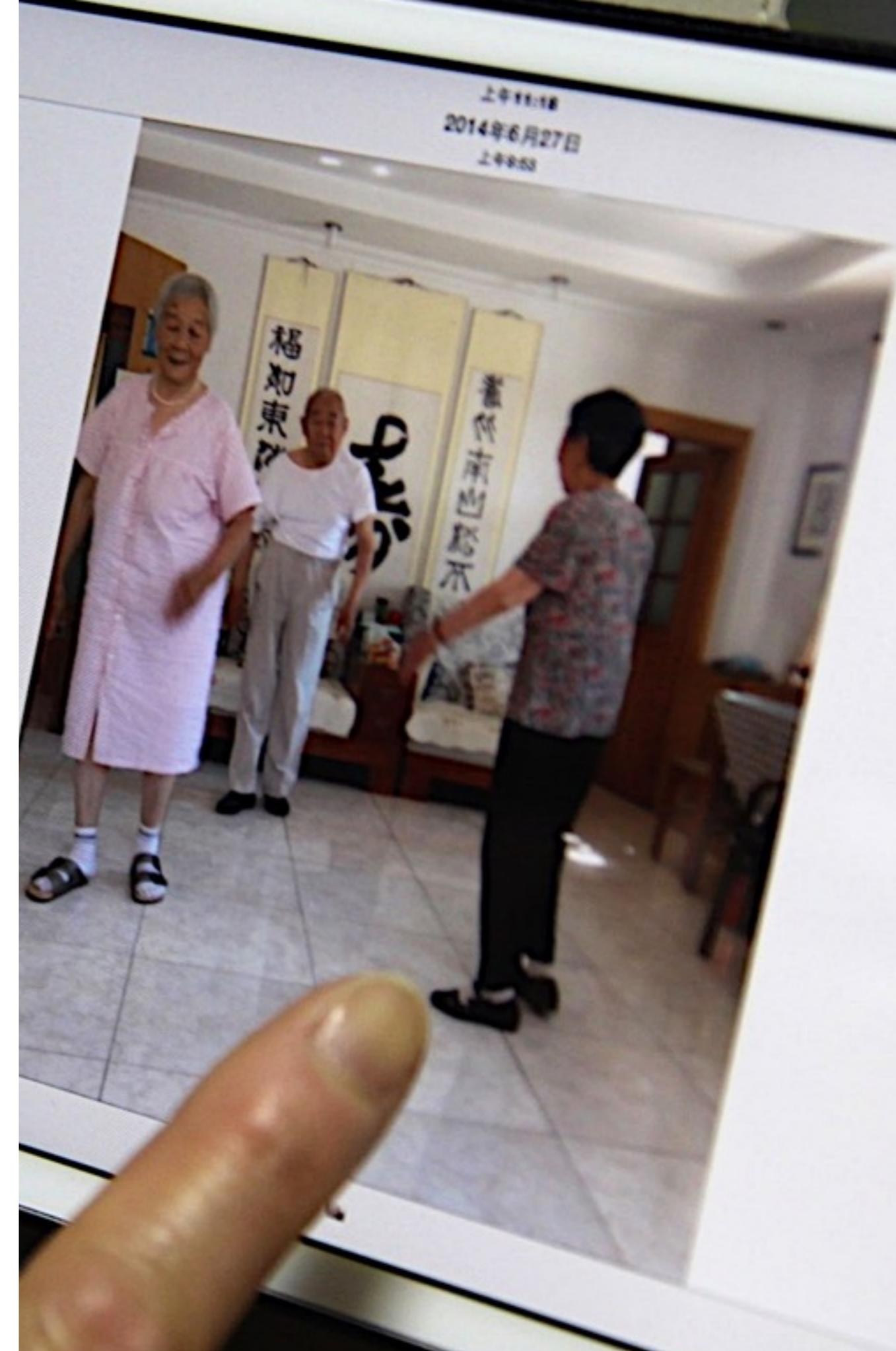
Although Mrs. Chen is busy taking care of her husband who is recovering from a stroke, she still makes an effort to join her weekly arts and craft classes. To her, these activities are more than just a hobby, it's also an opportunity to engage with friends who can provide emotional support and an escape from the routines of her current life.



INSIGHTS AND OPPORTUNITIES

ENCOURAGE PHYSICAL ACTIVITY.

Lia's grandfather injured his legs during the Second World War. As the pain has gotten worse over the years, he avoids leaving the house and remains stationary even at home. Lia's mother believes the grandfather needs to stay physically active in order to fend off diseases and slow the aging process. Her encouragement alone is seldom effective, however. It is not until his friends come to visit that Lia's grandfather springs up to engage his guests.



INSIGHTS AND OPPORTUNITIES

HOLISTIC VIEW TOWARDS LONGEVITY.

Maggie's grandmother-in-law believes moderate exercise, nourishing supplements, a balanced diet and traditional Chinese medical treatments are important in maintaining and restoring her vitality. During Maggie's visit, Her grandmother-in-law offered her her precious herbal pills she ingests everyday during the winter. She believes winter is the best season to restore "qi", or energy, and to balance the Yin and Yang within our bodies.



INSIGHTS AND OPPORTUNITIES

LACK OF AWARENESS AND ACCEPTANCE OF MENTAL ILLNESS.

When Mr. Tang's grandmother started to experience signs of dementia, everyone in the family thought she was crazy and losing her mind. The family even tied her to a chair in the hope to stop her from her irrational behaviour. As the primary caregiver, Mr. Tang's father felt shameful of letting others know about her condition. At the time, no one in the family was aware that she was in fact suffering from Alzheimer's disease. In retrospect, Mr. Tang wished he had more knowledge to help her grandmother through the process.



INSIGHTS AND OPPORTUNITIES

SUMMARY

WE FOUND THAT THE CHINESE PERSPECTIVE OF WELLNESS TAKES A MORE HOLISTIC APPROACH TO PROTECT AND MAINTAIN HEALTH.

Traditional Chinese Medicine is based on a holistic approach to health that considers and emphasises aspects like general activity, (seasonal) diet, rest and practices like massages or acupuncture.

NEEDS OF THE SENIORS

MAKE ACTIVITY A SHARED EXPERIENCE

We learned that seniors and their caregivers found it difficult to motivate seniors to engage in activity. It is often the prospect of meeting 'like-minded' seniors that motivates them. How can we better leverage shared experiences to encourage?

NEEDS OF CAREGIVERS

REMOVE TABOOS AROUND MENTAL DISEASES

It was disheartening to see how mental diseases like Alzheimers, depression or other mental disorders can lead to isolation of the senior. We found that mentally-ill seniors were limited from social encounters by caregivers in an attempt to save face and embarrassment for the senior. How can we overcome these obstacles and enable mentally-ill seniors and their caregivers to confidently engage with others?

LEVERAGE TRADITIONAL BELIEFS AND PRACTICES

Most seniors believe in Traditional Chinese Medicine and often experience and treat health and vitality related problems based on TCM-based paradigms. We must make sure that our solutions are cognisant of TCM principles.

BUILD AWARENESS PREPARE FOR MENTAL DISEASES

Given the taboo and sanctioning of mental diseases, caregivers often find themselves unprepared for the associated challenges. Can we imagine resources and support structures that respect privacy or avoid loss of face in other ways?



INSIGHTS AND OPPORTUNITIES

In the workshop, we heard that besides wellness, **safety** is also paramount in the minds of seniors. Physical activity is usually avoided not only because the concept of vitality is different than the western world, but also because it is perceived as potentially dangerous.

SELECTED QUOTES FROM PARTICIPANTS

“Light exercise and safe activities are preferred.”

“Safety is the primary concern when exercising.”

“The elderly fear death. That is why they want to eat healthy food and exercise moderately.”



THE CORE NEEDS

The needs of seniors in China centres on their readiness to accept aging and the critical importance of their supporting network. When designing solutions for China's aging population, we need to respond not only to the 4 core needs but also how it affects the relationship between seniors and their support network.



How can the solution help both seniors & caregivers **assume** their **new roles** in **society** and **family**?

How can the solution help seniors **build meaningful** and **balanced relationships**?

How can the solution **enable** caregivers to be more **empathetic**, **encourage** seniors to **be more open**, and **prepare** the both of them for the **unforeseen**?

How can the solution help seniors be well more **holistically**, exercise **safely** and age gracefully?



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