

ILC-Brazil Annual Activities Report 2014

1. Research

With a research grant to ILC-BR from the Fundação de Amparo a Pesquisa Carlos Chagas Filho do Rio de Janeiro (FAPERJ):

Development of the Rio Age-Friendly Cities and Communities Protocol. Based on a review of critical literature regarding the Age-Friendly Cities methodology and examples of its implementation in many locations, ILC-BR revised the WHO community assessment methodology (Vancouver Protocol) to create the Rio Protocol. The Rio Protocol will be used in municipal and state-wide Age-Friendly City initiatives led by ILC-BR and will be made available to others interested in applying it.

Implementation of ageing policies in 5 Brazilian states and their alignment with the policy principles of Active Ageing. In collaboration with the Centro de Estudo e Pesquisa do Envelhecimento (CEPE), ILC-BR is documenting policies created in the 5 states of the Southeast region subsequent to national legislation and is evaluating the alignment of these policies with the policy principles of Active Ageing.

Perceptions of active ageing and its determinants. ILC-BR has conducted focus groups in Rio de Janeiro with 36 adults aged 25-80+, from lower-middle and middle SES, to explore the meaning of active ageing and how to achieve it. The data from the focus groups will be complemented by face-to-face interviews with adults who have activity limitations restricting their participation in focus group discussions.

Revision of Active Ageing: A Policy Framework. A literature review is underway to update and revise the WHO Active Ageing Policy Framework (2002) to reflect more recent research, social and demographic trends and policy developments.

With other funding sources:

Health and Health Policy: Cross-Country Policy Comparisons. ILC-BR has contributed a Brazil country report to the ILC-GA collaboration project led by ILC-USA, involving also ILC-South Africa and ILC-China.

2. Advocacy and Policy

Age-friendly public transportation. ILC-BR made representations and proposals to the Municipal Transportation Council to include Age-Friendly Public Transportation as a priority issue in the Rio Urban Mobility Plan.

Beyond Prevention and Treatment: Developing a Culture of Care in Response to the Longevity Revolution. Through the Bradesco Longevity Forum in São Paulo and the ILC-BR International Longevity Forum in Rio in 2013, ILC-BR achieved endorsement of the *Rio Declaration on Developing a Culture of Care* by major national, international and intergovernmental organizations. ILC-BR has continued throughout 2014 to champion the development of a comprehensive culture of care at international, national and regional conferences, in media events and through websites of partner organizations worldwide.

Advancing UN deliberations on a convention on the human rights of older persons. Alexandre Kalache, President of ILC-BR, was an ILC-GA representative at the Fifth Working Session of the Open-Ended Working Group on Ageing in August 2014. He was also part of the Brazilian Delegation at the Open-Ended Working Group and joined a committee that presented a petition signed by almost 300,000 citizens from over 100 countries around the world calling for a UN convention on the rights of older people to the Chair of the Open-Ended Working Group.

Age-friendly state/municipality evaluation and action plan. Responding to a request from the State Secretariat for Healthy Ageing and Quality of Life, ILC-BR prepared a comprehensive methodology for assessment in multiple locations, analysis and development of an action plan. The plan is ready for implementation by interested jurisdictions.

Policy expertise on professional home caregivers. ILC-BR provided policy expertise to the Municipal Secretariat for Healthy Ageing and Quality of Life regarding models of community caregiving and issues of professional recognition. The Centre also acted as a consultant for an environmental scan commissioned by Bradesco Seguros to capture the profile of professional home caregivers in the Rio metropolitan area.

Planning for the Bradesco Longevity Forum (São Paulo) and International Longevity Forum (Rio) 2014. Under the guidance of ILC-BR, these 2 events in October 2014 will result in the approval of a Charter of Principles on Gender and Ageing, that will capture the main policy issues needing action to promote inclusive and equitable active ageing for women and men.

3. Education/Training/Knowledge Dissemination

Seminar Series on a Culture of Care. In partnership with the CEPE, ILC-BR has organized the following public seminars presented by Brazilian and international speakers to stimulate awareness of community care issues, and knowledge of effective initiatives and models of support and care in Brazil and other countries:

- Pastoral Care for Older Persons
- Family Medicine
- Older Persons Support Worker Program
- Care in Mozambique
- Longevity and Care in Canada

Care Tools from the National Initiative on Care of the Elderly (NICE-Canada).

ILC-BR facilitated translation of 5 NICE evidence-based tools for elder abuse detection, effective caregiving, and effective end-of-life care by family. The elder abuse tools were presented at a training day for local health and social professionals. A workshop with experts in palliative care was held to review the cultural appropriateness of the tool “When Someone Close to You is Dying” with a view to wide dissemination of a Brazilian edition of the instrument.

ILC-BR International Internship. The Centre received its first intern, Yongjie Yon, from May-August. A doctoral student in Gerontology at the Davis School of Gerontology, University of Southern California, Yongjie assisted in the development of a Draft Charter on Gender and Ageing and literature reviews on lifelong learning as a pillar of active ageing, and on the determinants of active ageing.

4. Publications and Media Presence

Website and Social Media. ILC-BR launched its English-language website (www.ilcbrazil.org) as well as a presence on Facebook, Twitter and Linked-In. There are now over 400 Facebook followers. The Portuguese-language website will be launched by the end of 2014.

Print, Radio, TV. In addition to several media interviews analyzing events and trends from the perspective of active ageing and age-friendly settings, ILC-BR President Alexandre Kalache organized and hosted a series of televised guest interviews about longevity and care, on the nationally acclaimed TV Cultura programme “Café filosófico”. Louise Plouffe, ILC-BR Research Coordinator, gave a magazine interview comparing aging policies in Canada and Brazil.

5. International Outreach

In addition to the Brazil-focused activities, ILC-BR has had leading roles at a wide range of international fora throughout 2014. Established linkages were further consolidated with inter-governmental agencies such as UNFPA, WHO, OECD and the EU as well as civil society organizations such as IFA, HAI, IAGG and a number of national associations of geriatrics and gerontology. The President of ILC-BR, is an active member of the Boards of various international bodies including the WEF Global Agenda Council, the WHO Age-friendly Communities Network and the Gulbenkian Foundation. International academic collaborations during the year include the Universities of South Australia, Granada, Isalud, Toronto and Alberta.

6. Publications

Kalache, A. (in press). Active Ageing and Age-Friendly Cities: A personal account. In: Moulaert, T., and S. Garon (eds). *Age-Friendly Cities in International Comparison: Political lessons, scientific avenues, and democratic issues*. Springer.

Kalache, A. and Voelcker, I. (in press). Living longer, living well? The need to develop a culture of care. In: Age International (ed.).

Costa, S., Plouffe, L., Voelcker, I. and Kalache, A. (in press). Habitação e urbanismo no Brasil. In: Camarano, A.A. (Ed.). *Livro em comemoração dos vinte anos da Política Nacional do Idoso*.

Voelcker, I., Plouffe, L., Costa, S. and Kalache, A. (in press). The longevity revolution: The need to develop a culture of care. In: *Issues*, No 108, September 2014, <http://www.issuesmagazine.com.au/article/issue-september-2014/longevity-revolution-need-develop-culture-care.html>

Plouffe, L., Kalache, A. and Voelcker, I. (in press). A critical review of the WHO age-friendly cities methodology and its implementation. In Moulaert, T., and S. Garon (eds). *Age-Friendly Cities in international Comparison: Political lessons, scientific avenues, and democratic issues*. Springer.

Plouffe, L. and Voelcker, I. (2014). Supporting age-friendly efforts. *AARP International. The Journal*. January, 64-67.