

ILC-Brazil Annual Activities Report 2015 (January to October 2015)

1. Highlight

Active Ageing: A Policy Framework in Response to the Longevity Revolution. The English version of the updated and revised WHO Active Ageing Policy Framework (2002) was launched on July 15th and the Portuguese version will be launched on October 21st, during the 3rd International Longevity Forum, in Rio de Janeiro. The report was produced with a research grant from the Fundação de Amparo a Pesquisa Carlos Chagas Filho do Rio de Janeiro (FAPERJ). With a broad scope and a focus on the determinants of active ageing, **ACTIVE AGEING: A Policy Framework in Response to the Longevity Revolution** examines ageing in the context of major contemporary trends, notably urbanization, globalization, growing inequities, feminization of ageing, migration, technological innovation and environmental and climate change. It also revisits the Active Ageing framework within the context of the evolving international momentum toward recognition and reinforcement of the specific human rights of older persons.

2. Major events

3rd International Longevity Forum (Rio)

The theme of this year's 3rd International Longevity Forum was Age-Friendly Initiatives, ranging from age-friendly cities to states, countries, businesses, universities, transport, media and much more. The Forum was organized by the International Longevity Centre Brazil, in collaboration with Bradesco Seguros and UniverSeg and supported by ILC-Brazil's partners (IVB, Cepe and Femtec), as well as the Brazilian Society for Geriatrics and Gerontology (SBGG), the WDA Forum and the Global Alliance. The 2-day programme counted on the contribution of a diverse group of experts from all around the globe, including representatives of the majority of ILCs. The Forum was attended by over 200 academics, practitioners and policymakers.



10th Bradesco Longevity Forum (São Paulo)

On the day before the 3rd International Longevity Forum, most of the participants including the majority of ILC representatives participated in the 10th Bradesco Longevity Forum which took place in São Paulo. The theme of the Forum was also Age-Friendly Initiatives and was largely attended by business partners of Bradesco Seguros.



ILC Global Alliance Annual Meeting in Rio

ILC-Brazil hosted the 2015 Annual Meeting of Membership Organizations and the 2015 Annual Meeting of the Board of Directors which took place in Rio on October 23rd.



General assembly of ILC-Brazil's board

On March 6, we held our first General Assembly. At the board meeting, staff members (who are also ILC-Brazil founding members) presented the annual activity reports of 2013 and 2014 as well as the financial report of 2014 (the first year with own accounts). A few highlights of the annual planning for 2015 were also discussed.

3. Projects

Veranópolis – Municipality for All Ages

The project “Municipality for All Ages”, a collaboration with municipal councils of older persons and local government in three localities in Brazil, started off in the municipality of Veranópolis, in the South of Brazil. The project which is implemented in collaboration with the local government, municipal council and an academic partner aims at turning Veranópolis into an age-friendly municipality based on the principles of active ageing.

Age-friendly Primary Health Care

The project is being designed in collaboration with the Municipal Health Secretariat and with the Centre for Study and Research on Ageing (Cepe) of the State Health Secretariat. It will be developed to sensitize and educate primary health care (PHC) providers about the specific needs of their older clients, and to recognize the importance of making primary health care more age-friendly.

4. Education/Training/Knowledge Dissemination

Seminar Series on Policies on Care for All Ages. In partnership with the Cepe, ILC-Brazil has organized nine seminars at which both Brazilian and international speakers presented on issues ranging from violence against older women to health in all politics to disseminate issues and knowledge about relevant care policies.

5. Advocacy and Policy

Age-friendly public transportation. ILC-Brazil 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.

Vision of Rio de Janeiro 500th Anniversary. Alex Kalache gave the key presentation on ageing within a series of dialogues with experts who discussed the core policy issues for Rio's future. ILC-Brazil's team participated in these dialogues, the team proposed aspirations for the future of the City in relation to population ageing and influenced the development of Municipal Urban Planning for the next 50 years.

Caregivers policies and legislation. ILC-Brazil organized and participated in various events about caregiving, including discussions about two draft laws which are still in discussion in the Parliament.

Age-friendly technologies. ILC-Brazil co-chairs the Age-friendly technologies network created by a group of researchers of Irish and Brazilian institutions. The network which was with support of RBI, an initiative of the Science Foundation Ireland met twice (Feb/15 in Dublin and Jun/15 in Rio) to exchange knowledge, discuss common interests and establish joint research projects.

6. Conferences

ILC-Brazil has been providing guidance all around the world about the trends on population ageing. Below some examples:

At the Chatham House conference on Ageing and Health Alex Kalache chaired the session about establishing health policy priorities for an ageing society, to address critical questions about health, public policy and economic responses to global ageing. The opportunities and challenges of Brazil's ageing population were also part of the Symposium on Ageing in Emerging Markets at Green Templeton College, Oxford. A new community-based informal carers model was presented by Alex Kalache in a global platform to highlight and accelerate social and technological innovations for ageing populations worldwide, organized by the World Health Organization Centre for Health Development (WHO Kobe Centre).

The central ideas of the revision of the Active Ageing Framework were presented, among others, in a series of events in Spain to start disseminating the revised and updated document to the Spanish-speaking countries. The "ACTIVE AGEING: A Policy Framework in Response to the Longevity Revolution" is being translated into Spanish.

At the local level, Ina Voelcker has been introducing the age-friendly cities initiative and other initiatives that take a bottom-up approach to policy-making as well as the methodology and principles of "a municipality for all ages". She has presented the initiatives to various Councils of Older Persons in the states of Sao Paulo and Rio Grande do Sul, besides conferences like the VIII Research Seminar in Gerontology and Geriatrics at the University of Campinas (Unicamp), attended by academia from across the country, and in two editions of congresses by the Brazilian Society of Geriatrics and Gerontology.

7. Media Presence

This year, on March 14th a national radio network launched the weekly radio program "50 More CBN" presented by Alexandre Kalache and two journalists. The half-hour program addresses life from the age of 50, on Saturdays at 09:30 and on Sundays at 22:30. It is also available in podcast on the radio website.

Up to September, Alexandre Kalache had been interviewed in 65 news stories, in the most prestigious print media, radio stations, television channels, websites and social media, like O Globo, Rede Globo de Televisão, Revista Exame, Correio Brasiliense, TV Brasil, Folha de São Paulo, O Estado de São Paulo, O Estado de Minas, Revista Aptare, Rádio CBN, Rádio Nacional, Rede EBC, Agência Rádio Web, Rádio Catedral da Arquidiocese do Rio de Janeiro.

Some international media coverage includes: HK Morning Post, New Zealand Radio, El Diario Vasco (the most influent newspaper in Bilbao, Basque Country), Onda Vasca, Diario de Noticias, Blog Envejecimiento Activo, Revista Gizadi Berri, Medical Tribune – Hong Kong Focus, Blog WEAAD, Eastern Courier Messenger.

8. Publications

During 2015, ILC-Brazil worked on various contributions to international publications, including the 3rd Edition of the Oxford Textbook of Geriatric Medicine which are not yet published.

- International Longevity Centre Brazil (2015). *ACTIVE AGEING: A Policy Framework in Response to the Longevity Revolution*. Rio de Janeiro: International Longevity Centre Brazil. (in English and Portuguese)
- Costa, Silvia; Voelcker, Ina; Kalache, Alexandre (2015). Box 4.6 Individualized care plans for older people living in slum areas in Rio de Janeiro, Brazil. In: World Health Organization (2015). *World Report on Ageing and Health*, Geneva: WHO.

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