

# Small initiatives for active ageing



**AUSTRIAN RED CROSS**



Црвен крст на Република Македонија  
Kryqi i kuq i Republikës së Maqedonisë  
Macedonian Red Cross

# Small initiatives for active ageing

The numerous initiatives and commitments enabled enrichment of the day-to-day life of the people in third age. Each age offers numerous opportunities, which proves that people in third age can actively contribute and achieve things. Older people have the right to be equal citizens and to be protected from discrimination. All members of the society are capable to certain extent to give positive contribution in the community where they live. Therefore, the state and all of us must provide preconditions for dignified old age and healthy and active life of the older people.



Macedonian Red Cross gives active contribution in this area through implementation of numerous projects and initiatives. This flier contains six small initiatives that were implemented through the City Red Cross of Skopje and the Red Cross Branches of Veles and Kriva Palanka, in frames of the Project „Home Care for Older Persons“, supported by the Austrian Red Cross. These initiatives are positive examples of active ageing of persons in third age that need to be continuously implemented and further developed.

It is important to note that these activities need to be jointly planned by all stakeholders in the community in order to ensure successful implementation of initiatives for active ageing for purpose of improvement of the quality of life of the older people in third age.



## „Initiators in third age“

**Implementing Organization:** City Red Cross of Skopje

The main goal of this initiative is promotion of active ageing of persons in third age on the territory of the city of Skopje. The implementation of this initiative ensured several results:

- Developed network of partners for fostering persons in third age to take part in trainings for development of small funds on local level;
- Conducted 3 trainings and 60 trained persons for development of funds on local level and 60 persons in third age are informed about the modalities for creation of small funds on local level;
- Promoted active ageing through promotion of trainings for people in third age on local and national media.

This trained people may be used in future volunteer activities in the daily centres for older people for future initiatives on local level.







## **„We are learning to advocate for our own rights“**

**Implementing Organization:** City Red Cross of Skopje

The main goal of this initiative was promotion of active ageing among people in third age by creating preconditions for advocating for their rights. The implementation of this initiative enabled the achievement of the following results:

- Developed network of partners for encouraging persons in third age to involve in trainings for communication, communication skills and lobbying;
- Implemented two trainings, which enabled training of 40 persons for creation of small funds on local level and 40 older people in third age indirectly informed about the modalities for creation of small funds on local level.

The lessons learned from this initiative indicated that there is a need for continuous work with the older people and promotion of their role as advocates of their rights, and organizing wider scope of such activities in order to ensure participation of more people in third age.

# „Advocating – possibility to help“

**Implementing Organization:** Red Cross Branch Veles

The main goal of this initiative was development of network of 20 trained people who will advocate for improvement of the life and active involvement of the older people in third age, for enabling and creating better preconditions for living of older people in the community.

- Six trainings were conducted, which enabled bringing older people closer to each other and enhancing their social life, improving their psycho-social support, independence, safety, raising awareness on cultural and intergenerational cooperation, increasing information sharing on the rights of the older people, enhancing capacities of the older people for active communication with governmental and non-governmental institutions, and increasing knowledge on e-communication.

The lessons learned from the implementation of the initiative, is that the activity enabled the participants to gain skills and to build their self-confidence for achieving their rights and meeting their needs, by standing together and advocating for their rights.





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# „Old age – privilege or discrimination“

**Implementing Organization:** Red Cross Branch Kriva Palanka

For purpose of enhancing the individual capacities of the older people, so they can be leaders for braking stereotypes that old age is equal to illness and incapacity, and for enabling improvement of competencies for enhancing the quality of their lives and the lives of their peers, 30 persons from Kriva Palanka learned the following things by attending interactive workshops:

- The rules of communication are very important for resolving misunderstandings and disputes in the families and in the community;
- The older people have specific rights based on the Law on Health Insurance, the Law on Social Insurance, and the Law on Pension Insurance, and the institutions are obliged to respect these rights and to provide protection if someone violates these legal norms;
- In compliance with the heritage-legal norms, the older person may freely dispose with his/her own property, being aware not to endanger his/her own material and financial safety.
- Old age is privilege, because the leisure time, and the repressed skills and unrealized dreams may come through active ageing – volunteering.







## „We are here and we can do it“

**Implementing Organization:** Red Cross Branch Kriva Palanka

Older people easier recognize the needs of their peers. In order to enhance the capacities for prioritization of the problems and needs of older people in rural areas, so they can initiate activities and measures for social intervention for improvement of the quality of life of this vulnerable category, 25 older persons from Kriva Palanka, attended the participatory community development training, with emphasis on the tool for rapid participatory appraisal.

The trained group developed survey questionnaire, and conducted mapping exercises and observation of the community and selected representatives of the local communities and interviewed 190 older people in 6 rural settlements.

After processing the data, the results indicated that the older people in rural communities lack medical care and they are lonely, and feeling rejected and isolated.

The developed analysis was shared with the responsible institutions and it is expected to contribute for improvement of the social policy in the local community.





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