

ILC-Brazil Annual Activities Report 2013

1. Institutional Consolidation

In January, Alexandre Kalache (ILC-BR President) and Silvia Costa (Executive Director) welcomed two new team members: Louise Plouffe (Research Coordinator) and Ina Voelcker (Projects Coordinator). In October, ILC-BR was formally instituted as an autonomous non-government organization.

2. Research

Research grant. A major achievement was the preparation of a successful research grant proposal to the Fundação Carlos Chagas Filho de Amparo à Pesquisa do Estado do Rio de Janeiro (FAPERJ) for a two-year program of research that will include: 1) revision and update of the Active Ageing Policy Framework; 2) revision of the WHO age-friendly cities research protocol; 3) development of state-level indicators of active ageing policy. The research began when the funds were awarded in August 2013. As a companion project, ILC-BR Brazil has undertaken to assess the extent to which Brazil's aging policies since 1988 are consistent with the active ageing policy framework.

ILC-GA collaboration. ILC-BR prepared a country report on housing for older persons as part of the ILC-GA collaborative discussion paper led by ILC South Africa. We also contributed a country perspective on "The Future of health and health care" for the ILC-GA symposium in Singapore, and prepared the synthesis paper that integrated the papers from Brazil, the Dominican Republic and the United States.

3. Advocacy and Policy

International Longevity Forum. As the first major policy event, ILC-BR organized the 1st International Longevity Forum in Rio de Janeiro, on October 16-17 on the theme: "Beyond Prevention and Treatment: Developing a Culture of Care in Response to the Longevity Revolution", in partnership with the World Demographic Association (WDA) and Bradesco Seguros. The Forum resulted in *the Rio Declaration on Developing a Culture of Care*, which has been widely disseminated, nationally and internationally.

Age-friendly State of Rio de Janeiro. Upon invitation by the Rio de Janeiro State Secretariat for Healthy Ageing and Quality of Life, ILC-BR started preparing a methodology to implement an age-friendly state strategy in 20 municipalities of the State.

Age-friendly Transport. ILC-BR has led a multi-stakeholder committee to examine the age-friendliness of public transportation in Rio de Janeiro and to develop recommendations for action. Under the committee’s supervision, a study was conducted documenting the experiences of older bus passengers and of the working conditions, and characteristics of bus drivers. This study will inform the recommendations.

4. Education/Training/Knowledge Dissemination

Seminar series. An international seminar series was organized over the year on the theme of “Innovations in Public Policies on Ageing”, in collaboration with the Centro de Estudos e Pesquisas do Envelhecimento (CEPE) and the Instituto Vital Brazil (IVB). The seminars were as follows:

- Age-Friendly New York City (Jo Boufford, New York Academy of Medicine)
- Age-Friendly São Paulo (Marília Louvison, University of São Paulo)
- Public Policies on Aging in Canada (Louise Plouffe, ILC-BR)
- Role of Evidence in Development of Aging Policies (Ina Voelcker, ILC-BR)
- A Systemic Perspective on the Medicalization of Aging: The Case of Benzodiazapines (Guilhème Pérodeau, University of Quebec in the Outaouais)
- Primary Health Care – More Necessary than ever to Manage an Aging Population in Britain (Patrick Hutt, University College London)

Age-friendly design. Louise Plouffe and Ina Voelcker lectured to all first-year students in the School of Design of the Catholic Pontifical University of Rio de Janeiro on August 12 on the concept of active ageing and on age-friendly cities, and over the rest of the term, Ina, Louise and Silvia Costa were expert advisors in classes at which the students developed their design projects aimed at older persons.

5. Conference Presentations and Publications

VIII International Symposium on Healthy Ageing (Rio de Janeiro, 5-6 June). Louise Plouffe and Ina Voelcker jointly presented “Age-Friendly Cities: Concept and Implementation in Canada”

Symposium Marking the International Day Against Violence to Older Persons (Rio de Janeiro, June 14). Ina Voelcker and Louise Plouffe each described policy and practice initiatives at the international level and in Canada.

European Summit on Active and Healthy Aging (Dublin, Ireland, 13-14 June). Alexandre Kalache was invited to speak about the development of Age-Friendly City initiatives in Latin America.

Regional Symposium on Rights of the Older Persons (Brussels, Belgium, 17-18 June). Alexandre Kalache chaired a symposium on the theme: “Human rights in aging societies” at the event which was organized by the European Regional Office of the UN High Commissioner for Human Rights and by the European Commission.

Second International Conference on Age Friendly Cities and Communities (Quebec City, Canada, 9-11 September). Alexandre Kalache gave an invited keynote presentation on the theme “Beyond Cities and Communities: Developing State-Level Programs” . Louise Plouffe was a member of the conference scientific committee, and presented a paper on the development of the Age-Friendly City initiative in Ottawa, Canada.

VII Congress in Geriatrics and Gerontology of Rio de Janeiro - GeriatRio, (Rio de Janeiro, Brazil, 30 October - 2 November,). Alexandre Kalache gave several distinguished presentations on the following themes: "Age-friendly cities: Are we making progress?"; “Beyond Prevention and Treatment: Developing a Culture of Care for the Longevity Revolution”; “The Development of Geriatrics and Gerontology in Brazil: A First Person Account”. Louise Plouffe presented symposium papers on the topics: "Graduate and Post-Graduate Training in Gerontology and Geriatrics for Health Professionals in Canada” and “Public Policies on Aging in Canada: Should We Follow the Same Path?”. Ina Voelcker presented a symposium paper entitled "An International Panorama of Public Policies on Aging”.

III Alagoana Day of Geriatrics and Gerontology (Macéio, Alagoas, Brazil, 5 October). Ina Voelcker presented the closing speech on “Active Ageing and Dignity”.

II Brazil-Germany Dialogue on Science, Research and Innovation (São Paulo, 8 October). Louise Plouffe gave a presentation on Housing for Older Persons in Brazil.

6. *International Outreach*

ILC-BR President, Alexandre Kalache was a distinguished invited speaker at a number of events worldwide, including the European Summit on Active and Healthy Aging (Dublin, Ireland, 13-14 June), the Harvard University Advanced Leadership Initiative (Boston, USA, 4-5 April); in addition to keynote presentations at the National Autonomous University of Mexico (Mexico City, Mexico, 2 April) and the University of Valencia, Spain (16 June).

Envision - Global issues through documentaries (New York, 10 April). Alexandre Kalache was invited to keynote the 2013 Envision event entitled "Envision - Stories of Global Health Challenge", which was organized by the Independent Filmmaker Project in partnership with the Department of Public Information of the United Nations (UN). At

Envision, Dr Kalache shared the platform with the most creative minds in the network of film and new media to talk about what is necessary for a society to become more friendly to older persons and to all ages.

7. Media

The extensive media coverage included domestic media such as Folha de São Paulo, TV Globo, TV Cultura, Brazil News Network, Valor Econômico, CBN Radio, Mail Brasiliense, Journal of Commerce, Zero Hour, among others.

International media networks soliciting interviews with ILC-BR President Alexandre Kalache included TV España (Spain), La Nación (Costa Rica), Main TV News (Costa Rica), Channel 9 (Spain), Radio Valencia (Spain), El País (Spain), Site Change Rangers (Canada) , Editorial Lazos (Argentina), El Clarin (Argentina), La Nación and Diario de Noticias (Portugal), among many others.

During the year 2013, the ILC-BR regularly provided information on activities through the blog Longeva Idade. Development of a website is underway, as are plans to have institutional profiles on social networks Facebook, Twitter and LinkedIn.