



ILC-Brazil: A few selected highlights

Q4/2015 – Q2/2017

ILC-Brazil (ILC-BR) has experienced a turbulent past two years as a reflection of the on-going economic and political crisis in Brazil. At the beginning of 2016, the organization faced a sudden reduction in the generous financial and logistical support that it had received from the Rio de Janeiro State Government since its foundation. A rapid reconfiguration was required. Thankfully, ILC-BR has been able to secure new sources of funding, largely through partnerships with the private sector. The Centre has also relocated to a new base within the State University of Rio de Janeiro and added fresh expertise to its team.

RESEARCH

Investigation into the fundamentals of age-friendly design and technology. ILC-BR assembled over thirty international and national experts from deliberately diverse fields – ranging from philosophy, design, informatics and architecture to healthcare, social work, media and tourism with the specific aim to develop a template for design and technology within the context of ageing populations. Included were representatives from such bodies as the Bureau of European Design Associations (BEDA), the World Health Organisation (WHO), the Holland Innovation Network and the New York-based Older Adults Technology Service (OATS) and the Brazilian Society of Geriatrics and Gerontology (SBGG). ILC-BR convened a meeting of all the identified experts in Rio de Janeiro in October 2016 and then partnered with a smaller working group of designers to produce a white paper entitled “Toward Age-friendly Design”. Two core components of the WHO Active Ageing Policy Framework inform and guide the paper – the protagonism of older adults and the adoption of a comprehensive life-course perspective. It also engages with the systemic changes brought about by the so-called Fourth Industrial Revolution. The hope is to prompt younger professionals in the design and technology arenas to reflect on their own ageing and to find inspiration in the opportunities presented to everyone by age-neutral and age-friendly design. Secondly, it is anticipated that the document will act as a license for older adults to reassess their relationship to design and to assert their role in the design process. The paper is intended to guide researchers, entrepreneurs, and service\product developers from both the public and private sectors as well as the general population. Its guiding principle is that *all* services, products, environments and communications must evolve within the context of a genuine dialogue with *all* ultimate users, including older adults.

Wide-ranging study on the organization of health and social care in Brazil. ILC-BR has partnered with the World Bank to define “*an instrument of policy dialogue with a future Brazilian*”

Government about the challenges and options to improve efficiency and equity in healthcare and social care while responding to population ageing within a tight fiscal context". Other partners are the Brazilian Federal Ministries of Health and Social Development, as well as the WHO and UNFPA.

POLICY TRAINING

ILC-BR has developed a public-private Age-friendly cities model specifically tailored to the Brazilian context and is currently operationalizing it in different locations throughout the country. In partnership with its funders, ILC-BR has formulated resource materials (a folder and video) for national dissemination to municipal governments, private businesses and the Councils of Older Persons in order to show a clear pathway toward the implementation of age-friendly design in Brazilian urban settings. The orientation provided by the ILC-BR team led the southern Brazilian city of Veranópolis to launch its Age-friendly Action Plan in 2016 and to formally join the Global age-friendly Cities and Communities Network of the World Health Organisation. The initiative received considerable media coverage – most notably in *Folha de Sao Paulo*, the most opinion-forming newspaper in the country and CBN, the national public radio. The project was also officially initiated in the municipality of Jaguariúna in the State of Sao Paulo in 2016 and the preparatory research is currently being undertaken. ILC-BR is working with the Councils of a number of municipalities – three of which received funding for the implementation of the project in 2017. Fundamental to the initiative is federal government legislation that offers companies and individuals the opportunity to transfer a specified percentage of their income tax to a fund for older persons that is administered by the Council of Older Persons. Through its inputs on orientation and training, ILC-BR is building a considerable body of expertise on the implementation and sustainability of age-friendly communities in Brazil.

ADVOCACY

ILC-BR President Alexandre Kalache addresses ageing issues to a national audience in his weekly 30 minute radio broadcasts on the Brazilian national radio station CBN. With his journalist co-hosts Mara Luquet and Debora Freitas and invited guests, he brings different aspects of ageing to the Saturday 9.30 am audience every week throughout the year. The program is repeated each Sunday evening.

ILC-BR receives considerable media attention and has become a go-to resource for journalists. In addition to the Brazilian outlets, there has been coverage (either television, radio, newspaper, magazine or on-line) during this period in Australia, Spain, Portugal, Argentina, New Zealand and the UK.

ILC-BR campaigns on multiple fronts, principally in the following areas: age-friendly environments and design, active ageing as an holistic policy framework, the evolution of a culture of care, the human rights of older persons, and older persons in the context of the UN Sustainable Development Goals, the UN open-ended Working Group (OEWG) and Habitat III.

During this time frame, ILC-BR has consolidated or built new relationships and strengthened its voice within the World Economic Forum, the World Bank, the Asian Development Bank, Oxford University, Kings College London, Aging 2.0, the American Chamber of Commerce, the Robert Woods Johnson Foundation and the Foundation of Queen Silvia of Sweden among others.

PUBLICATIONS

Towards Age-friendly Design. Elucidation of a conceptual framework to age-friendly design in the context of the most recent technological advances. (Available at ILC-BR site in English & Portuguese). 2017.

Spanish Translation of Active Ageing: a Policy Framework Response to the Longevity Revolution. This 100-page ILC-BR publication received its Spanish launch at the Spanish Society of Geriatrics and Gerontology Congress in Seville. The document was translated into Spanish by the Andalusian School of Public Health in Granada. Work is underway by the Portuguese foundation, Bassaya Barreto, to add a translation in Portuguese to the existing versions in Brazilian Portuguese and English. (Available at the ILC-BR site and the site of the Andalusian School of Public Health EASP). 2016.

Oxford Bibliographies in Public Health. Entry on Active Ageing. (Available Oxford Bibliographies) 2016.

Chapter on Housing and Urbanization in book “National Policy for the Older Person: old and new issues” edited by Alexandre Alcantara, Karla Giacomini and ILC-BR board member, Ana Amelia Camarano. The ILC-BR chapter analyses progress on this topic since the introduction of the National Policy in 1994. The book provides an overview of the achievements of the past twenty years and identifies the remaining challenges. (Available IPEA site) 2016.

Contribution to World Cities Report 2016. From Habitat II to Habitat III; twenty years of urban development. 2016.

Upcoming Publications

Chapter on “Empowerment of the ageing population: a contribution to active ageing” in Oxford Textbook of Geriatric Medicine 3rd Edition, Oxford University Press, Oxford, UK.

Contributing authorship: Population Ageing and the Organization of Health and Social Care in Brazil. The World Bank.

Chapter on “The Longevity Revolution; Global development and Ways Forward” in book to be published in *ContactZone, Explorations in Intercultural Theology*.

Chapter on “Protagonism and the Role of Older People in Policy Making: a bottom-up Approach” in book to be published in *ContactZone, Explorations in Intercultural Theology*.