



Report 2012 for the ILC-GA

International Longevity Centre Brazil – ILC-Brazil

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1. Establishment of ILC-BR

The International Longevity Centre Brazil (ILC-Brazil) was inaugurated in March 2012. The Centre is hosted within the *Centro de Estudo e Pesquisa do Envelhecimento* (Center for Study and Research on Ageing), created by the Rio de Janeiro State Secretariat of Health. The office space of ILC-Brazil was equipped and one national and two international staff members were recruited. The team consists of Alexandre Kalache, President of the ILC-Brazil, two researchers (Louise Plouffe and Ina Voelcker) and a communications advisor (Silvia Costa).

At the inauguration of ILC-Brazil on 9 March 2012 the “Symposium on Age Discrimination” was organized. Baroness Sally Greengross established the themes for the Symposium in her opening keynote. The first part of the Symposium covered topics such as cognitive deficiencies, dementia and mental illness, death, fragility towards the end of life, physical, emotional and financial dependency, stereotypes associated with old age and media representation of older people. The second part included discussions around longevity, the age-friendly approach and private sector initiatives.

The Centre’s public identity was established during the first nine months with the creation of its mission and its objectives. In October 2012, the blog *Longeva Idade* (<http://longeva-idade.blogspot.com.br/>) was created with the objective to disseminate activities of the ILC-Brazil, its partners and institutions working on ageing in Brazil and abroad.

All posts are shared via Google+ and Facebook. The posts are also disseminated on the website “Meeting with the grandparents”, which is dedicated to the topic of ageing and are sent to a list of interested people. During the three months after going live the blog was visited 1,025 times.

Visão provocativa de Alexandre Kalache no TEDxUFRJ: “Você vai viver 30 anos mais do que seus avós. E daí?”



O público do TEDxUFRJ ficou muito impressionado com a constatação de que viverão mais tempo do que seus idosos avós. Para completar o espanto, quando convidados por Alexandre Kalache a fecharem os olhos e imaginarem o que estarão fazendo no dia de seu aniversário de 85 anos, vários jovens manifestaram surpresa com a perspectiva de chegarem a

essa idade. O TEDxUFRJ foi realizado no dia 18 de dezembro, de 09h30 às 18h30 no auditório da Coordenação do Programa de Pós-Graduação em Engenharia (COPPE da Universidade Federal do Rio de Janeiro (UFRJ).

Figure 3. Screenshot of the blog Longeva Idade.

During the year, the team of ILC-BR already planned its activities for 2013/14, starting with the re-location of the two international staff members to Brazil.

2. Projects in collaboration with civil society

2.1. The Age-friendly Public Transport Project

The Age-friendly Public Transport Project is an initiative that brings together different sectors of society with the aim to improve urban mobility. The bus driver is seen as the driving element of the reflections to be proposed to all actors of public transport.

The project committee is formed by organizations of the transport sector, the Municipal Government of Rio de Janeiro, academics, private companies and individual collaborators:

- ILC-Brazil;
- Center for Study and Research on Ageing (Cepe) PRÓ-IDOSO;
- Federation of Passenger Transport Companies of the State of Rio de Janeiro (Fetranspor);
- Association of the Bus Companies of the City of Rio de Janeiro (Rio Ônibus);
- Corporate University of Transport (UCT);
- Municipal Secretariat of Healthy Ageing and Quality of Life (SESQV);
- Municipal Secretariat of Transport (SMT);
- Bradesco Seguros;
- Researchers;
- Independent professionals.

In the second half of 2012, the committee commissioned and discussed a socio-anthropological study, financed by Bradesco Seguros and Rio Ônibus/Fetranspor, in order to understand the reality of urban mobility in the city of Rio de Janeiro. Based on the research findings, the program will focus on stimulating bus drivers and bus company owners to reflect on and respond to the experiences of public transport users of different ages and abilities, including older persons.



Figure 1. Meeting of the Committee on 17 September 2012, with participation of Alexandre Kalache, Rosana Rosa, Bernardo Bessouchet, Marli Piay, Silvia Costa, Luiza Machado, Dulcineia Monteiro, Ronaldo Luzes, and Fabiana Cunha.

The project plan for 2013 foresees the development of actions in the area of urban mobility and accessibility for older people, and for all citizens.

2.2. The Age-friendly State of São Paulo Program

In 2012, Alexandre Kalache, as President of the ILC-Brazil, acted as consultant to the Age-friendly São Paulo Program, which is thoroughly based on the concept of Active Ageing. The Program originated in Sao Paulo at a public event in 2011 when Alexandre Kalache invited the Governor of the State to make Sao Paulo an age-friendly State.

The program is developed through intersectoral actions addressing the four pillars of active ageing: protection, continuing education, health and participation. The program aims to reach the full diversity of age groups, cultural backgrounds and socio-economic levels. It brings private and public initiatives together to create a real age-friendly community. The scope of State jurisdiction required the formation of a strong Intersectoral Committee including the following secretariats: 1) social development, 2) health, 3) sports, 4) metropolitan transport, 5) justice and civil defense, 6) culture and 7) housing. The Committee is coordinated by the Secretariat of Social Development.

The regular, focused meetings of the Intersectoral Committee during the course of the year resulted in the development of a methodology which motivates municipalities to join the Program by establishing progressive levels of achievement with corresponding performance indicators and certification. The first steps of the Program were undertaken in 2012, with the formal engagement of several municipalities and their achievement of an initial set of actions which culminated in the award of an “Age-Friendly Sao Paulo Seal of Accession”. A celebration marking initial awards was held on 28 November 2012, at the Governor’s Palace with the presence of the Governor Geraldo Alckmin, Alexandre Kalache, State Secretaries, Parliamentarians, Mayors, civil society and beneficiaries of the Program as well as the general public.



Figure 2. Alexandre Kalache and the Secretary of Social Development of Sao Paulo at the celebration of the Launch of the Age-friendly Seal, 28 November 2012 at the Governor's Palace (Palácio dos Bandeirantes).

3. Communication activities

3.1. Coverage of events, initiatives and actions

Various channels were used to disseminate news stories and short articles about events, initiatives and actions. ILC-Brazil's communication advisor reported, among others, from the VII Longevity Forum of Bradesco Seguros held in October 2012, the IV International Seminar on Public Health and the National Congress of the Brazilian Association of Gerontology and Geriatrics, both held in Rio de Janeiro.

3.2. Blog "Longeva Idade"

The blog created in October 2012 included 23 posts on recent events and timely topics, including the Global Burden of Disease study, a TEDx talk by Alexandre Kalache on the Longevity Revolution at the Federal University of Rio de Janeiro and the introduction of the Age Smart Award for Leadership Excellence in Age-friendly Communities in South Australia.

4. ILC-Brazil in the media

The President of ILC-Brazil, Alexandre Kalache gave media interviews for various radio and TV programs, both in Brazil and abroad; e.g. TV Globo (Bom Dia Rio; Globo Repórter); Rede Vida (Tribunal Independente); TV Bandeirantes; Band News; Radio CBN; Radio Bandeirantes.

In the print media, interviews were published, among others, in O Globo; Folha de São Paulo; Jornal da Terceira Idade; Atibaia Notícias; Jornal O Município; Copacabana Jornal; Jornal do Interior; Revista Contigo; A Gazeta (Vitória); Estado de São Paulo; Estado de Minas, and the Revista Aptare.



Alexandre Kalache Presidente da International Longevity Centre – Brasil; conselheiro sênior em Envelhecimento Global da New York Academy of Medicine

Por um envelhecimento ativo

Por Lilian Liang

Se há alguém que pode falar de envelhecimento ativo, esse alguém é o médico carioca Alexandre Kalache. Primeiro, por uma questão de crédito: é ele um dos principais porta-vozes do mundo que diziam que eu estava maluco. No fim, o que eu previa aconteceu, só que muito mais rápido”, conta. Kalache atribui seu interesse pelas questões do envelhecimento a um privilégio que teve em seus anos de formação. “Con- Copacabana natal, é hoje um bem-sucedido programa adotado em cidades do mundo todo. Por isso, ele continua em sua missão de pensar, educar e divulgar os avanços já feitos para garantir um envelhecimento ativo para a país com estrutura voltada para assistência do idoso. Naquela época eu já tinha muito interesse em educação médica – no Brasil, minha primeira pós-graduação havia sido nessa área –, então estava antenado para o

Figure 4. Material in the Magazine Aptare, year 1, 1st edition, August/September 2012, published in the section “Colloquium” with the title “A chat with Alexandre Kalache, one of the major authorities on ageing in the world”.

Abroad, Dr. Kalache gave interviews to the network ABC Australia (“One Plus One” and “Big Ideas”); Radio Adelaide; Radio Melbourne; Radio Brisbane; The Huffington Post (USA); The Melbourne Age; Visão Magazine (Portugal); Ideal and El País (Spain); CNN Español; La Tercera and El Mercurio (Santiago).

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