

Looking Forward to a Dynamic Third Age



LESSONS LEARNED: AWARENESS CAMPAIGN



Erasmus+

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MAIN GOAL AND ARGUMENTATION



to focus on the
level of awareness
about the
possibilities and
capabilities of
society as a whole
especially social
segment over-50s
(as individuals)

to prepare for
retirement and
for the entry
into the third
age by means
of lifelong
learning

to offer
strategies
about how to
stay active
during this
new stage of
life

WHY DO WE NEED AND AWARENESS RAISING CAMPAIGN ON THE VALUE AND IMPORTANCE OF THE THIRD AGE?

In general, welfare-society individuals in their fifties are normally free of their study debts and mortgages. They can expect to live 30-35 more years in most cases, and most of that time in reasonably good health.

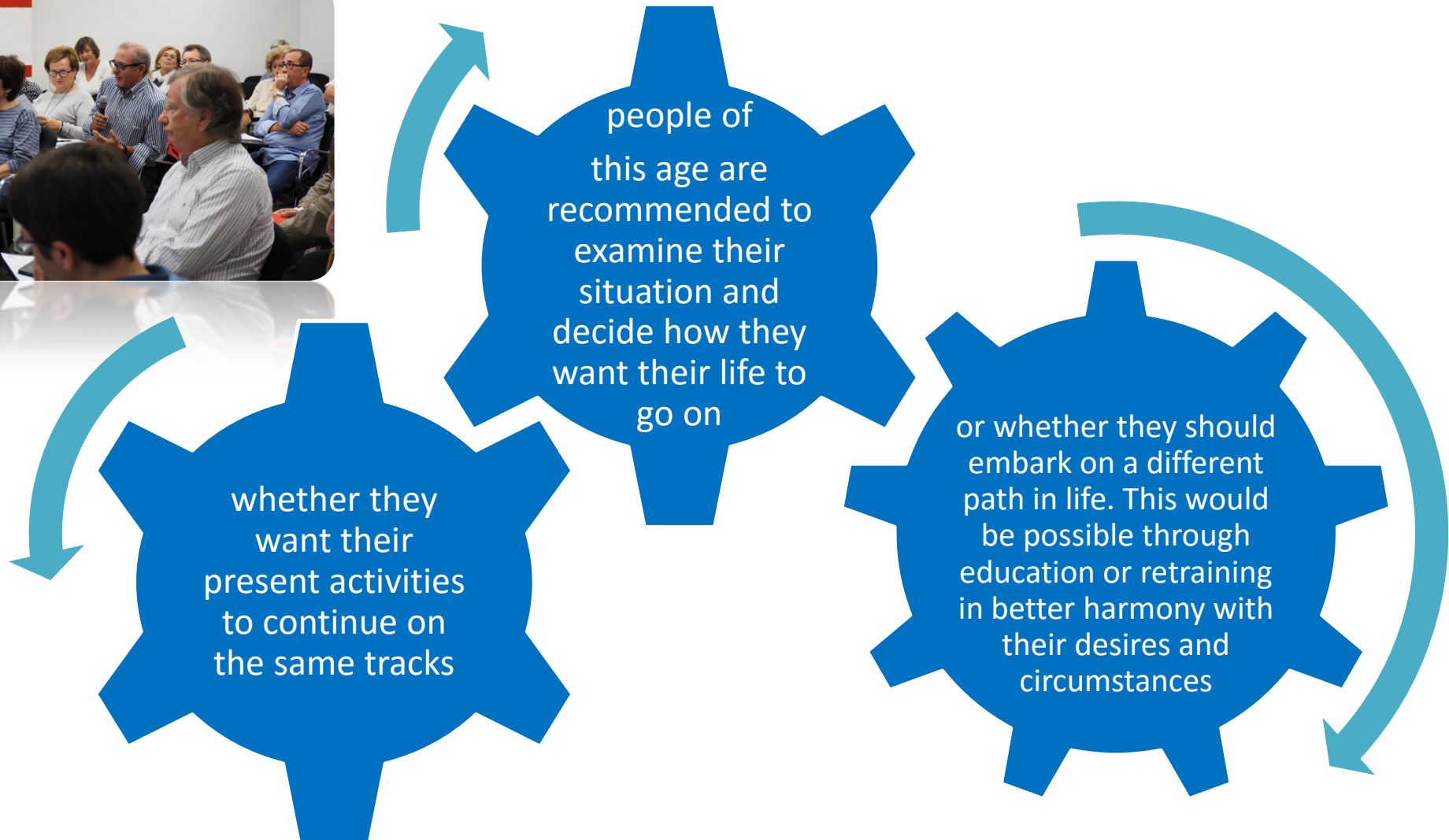


The lifespan of retirement has frequently become a matter of decades. Research has shown that it is important to prepare well for these years, for them to be enjoyable. Around their middle age/in their fifties, people once again need to ask themselves this question „what do I want to be and do in my latter part of life?”.



These individuals have education, knowledge, work and life experiences; thus, in this age of their lives, they are even much better prepared to make choices for their future than in their youth.

WHY DO WE NEED AND AWARENESS RAISING CAMPAIGN ON THE VALUE AND IMPORTANCE OF THE THIRD AGE?



WHY DO WE NEED AND AWARENESS RAISING CAMPAIGN ON THE VALUE AND IMPORTANCE OF THE THIRD AGE?



Awareness raising on the opportunities existing in the latter part of life is necessary for society as a whole.

It has to be directed towards the general public, as this becomes fundamental to promote a change in the perception about the value of the third age and to create social conscience about the benefits of active ageing through lifelong learning.

It would also be advisable for this campaign to involve the stakeholders directly implied in promoting education, social and labour policies.

It is crucial to stress the fact that the success of this campaign will depend on the level of impact that is achieved in the aforementioned sectors. The campaign design must be carefully planned to involve these stakeholders.

WHY DO WE NEED AND AWARENESS RAISING CAMPAIGN ON THE VALUE AND IMPORTANCE OF THE THIRD AGE?

Objective is to
address the
general public

Specific target
group is the
middle-aged
population, and
more precisely
50+

This group is
especially sensitive,
since they find
themselves in a
stage when they
have to start getting
ready for retirement
and for the latter
part of their lives.

Research
shows that
the best age
for the
preparation
for
retirement is
when we are
between 55
and 64 years
old.

WHY DO WE NEED AND AWARENESS RAISING CAMPAIGN ON THE VALUE AND IMPORTANCE OF THE THIRD AGE?



main challenges lies in

achieving **social cohesion** in a society where citizens are fully integrated regardless of their age or activity.

it becomes essential to foster this view at an **intergenerational level**, in such a way that bridges between generations can be built.

ensuring that the different population segments understand the vital process of ageing as a **stage of changes and opportunities**, avoiding negative stereotypes and social exclusion processes.

Consequently, **intergenerational awareness actions** will turn out to be decisive for the objectives of the present campaign.

MESSAGES

The skills, knowledge and experiences of people in their later years are extremely important for society as a whole, and must be accessible and known.

People in their fifties and older should analyse and re-evaluate their situation with the aim of deciding what purpose they want to devote their energies to during this stage of their lives, whether it is a new path or a different career through studies or innovative activities.

People need to have the opportunity to be active and useful for themselves and the society in their latter part of life.

Modern society and ways of communications are such that a multitude of possibilities for active ageing are available.

It is urgent to facilitate the full and active integration of older adults in society, allowing them to set new goals, to re-discover themselves and to remain active throughout their lives.

Fostering intergenerational awareness is a must if we want to contribute to social cohesion in an egalitarian society where age should not be a drawback and all segments of population contribute to well-being.

PROPOSAL FOR A TITLE

We propose a suggestive slogan or title that can raise the interest and attention of our addressees.

ACTIVE AGEING:
SETTING NEW
GOALS AND RE-
DISCOVERING
YOURSELF



ADDRESSEES

Stakeholders that are directly implied in promoting education, social and labour policies

The **segment population of 50+ people**. This group includes people who are still working, as well as people near the age of retirement who want to prepare for the next stage of their life



Third-age citizens who want to set new goals or re-discover themselves

The **general public**, population from different generations, that we should make conscious of the advantages of active ageing through lifelong learning

SCHEDULE AND METHODOLOGY

MULTILEVEL CAMPAIGN

LOCAL LEVEL

REGIONAL LEVEL

NATIONAL LEVEL

NECESSARY DUE TO

different needs existing in each region

different particularities of each country, which result from the various professions that prevail in the area in question

different patterns when it comes to spending free time, the levels of social integration, the resources available, the political structures, etc.

SCHEDULE AND METHODOLOGY

GENERAL PROPOSAL PROMOTIONAL MEETINGS AT DIFFERENT LEVELS – 1 YEAR

at least 1-3
actions at a
local level



at least 1
action at a
regional level



at least 1
action at a
national level

actions will be supported by a **virtual campaign** consisting in the publication of 12 monthly posts that will conform a virtual calendar, which will remind those interested of the main objectives and messages of this awareness campaign.

complemented by **dissemination and promotional material** such as an informational flyer, an example of a presentation for the meetings. These complementary actions become crucial to achieve the desired impact and success with the campaign.

AWARENESS CAMPAIGN CONTENTS



The national, regional and local campaign will have the following objectives:

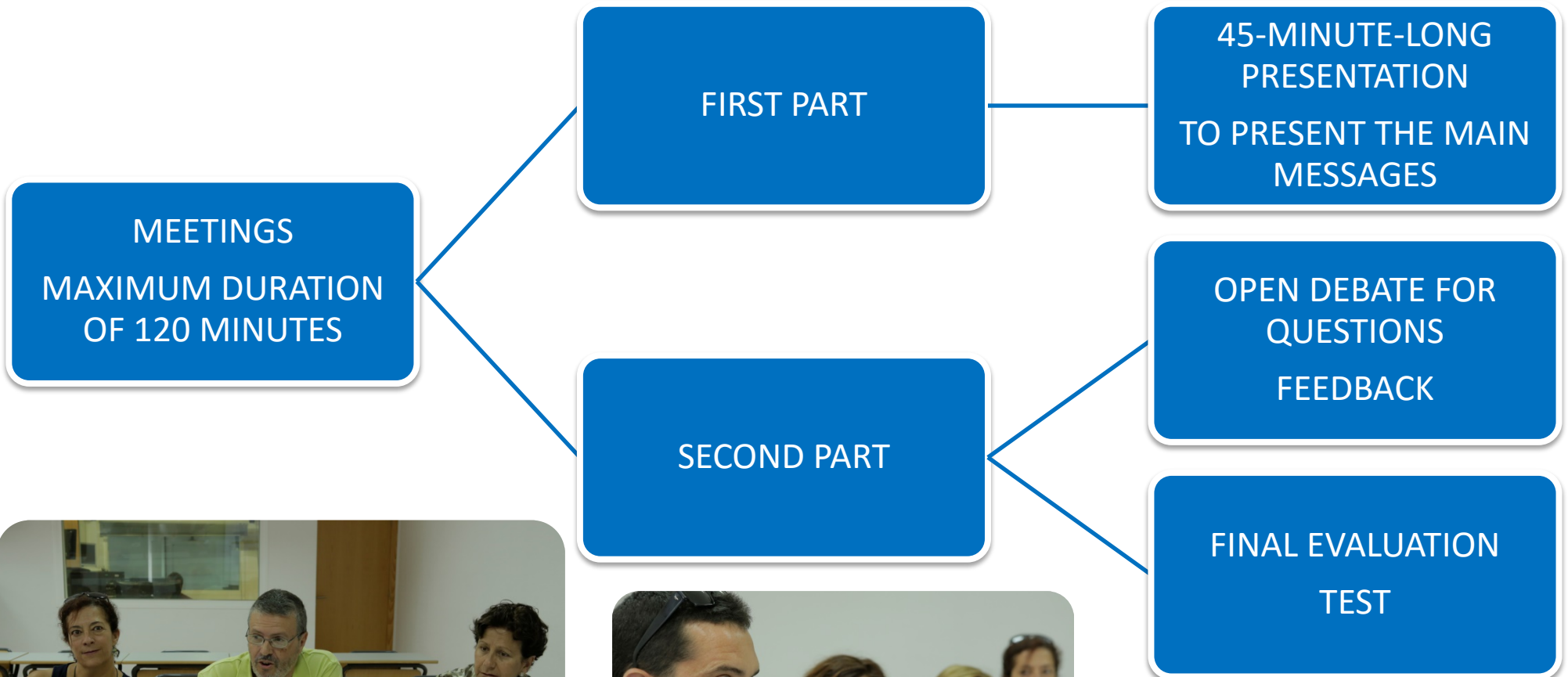
to disseminate the means, resources, structure and messages of the campaign.

to show previous research results and materials

to raise awareness about the need to prepare for the third age

to show the effectiveness and usefulness of an awareness campaign for the above objectives

CONTENTS TO BE DEVELOPED MEETINGS WITH STAKEHOLDERS



CONTENTS TO BE DEVELOPED MEETINGS WITH STAKEHOLDERS



Introduction

Aims, field of action, materials and expected impact

Importance of preparation for retirement

(theoretical foundations, scientific evidence), methods and background from previous research.

Strategy

Motivation, professional support for self-assessment, and design of plans for personal development during the next stage of life after retirement

Resources

The 55+ Personal Development Academy, and the Warehouse of Opportunities

Conclusions

Key aspects to foster active ageing and social inclusion

Bibliography and web resources

Presentation will be complemented with the distribution of the dissemination materials

CONTENTS TO BE DEVELOPED DURING THE VIRTUAL SUPPORT AWARENESS CAMPAIGN



Consist of 12 posts,
following the structure
of a calendar

Each profile will include
attractive photos to
reflect the objectives of
the campaign.

The profile should be short
with 2-3 simple sentences,
and can offer useful tips for
other individuals in the
same situation.

To cover the main tenets
of the campaign from a
personal and practical
perspective

The format will be
homogenous so that it can
be used in any European
country and adapted to the
specific local needs existing
in each case.

Each calendar page will
have a QR code
redirecting to a
description of the whole
campaign

Despite being available
in different languages,
the calendar will be the
same for the whole
Europe.

12 months, profiles of 12
real people who have re-
built their lives after
retirement

There will also be links
to the Warehouse of
Opportunities and to the
55+ Personal
Development Academy.

SELECTION OF DISSEMINATION MATERIAL CONTENTS

Introduction
to previous
research

Objectives

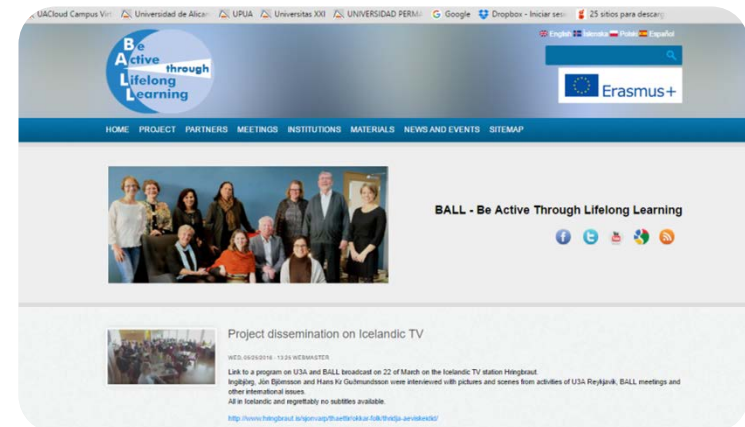
Methodology

Action Plan

Involved
Institutions

Links

- The contents will be divided into the following sections

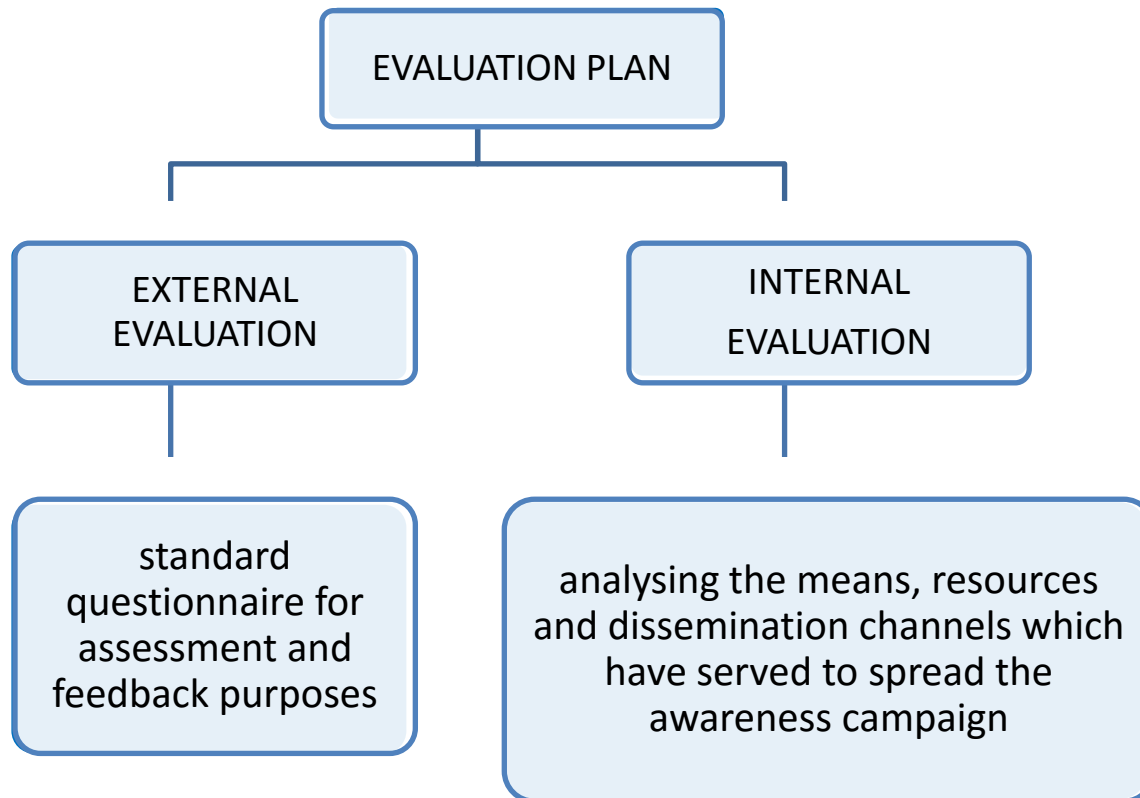
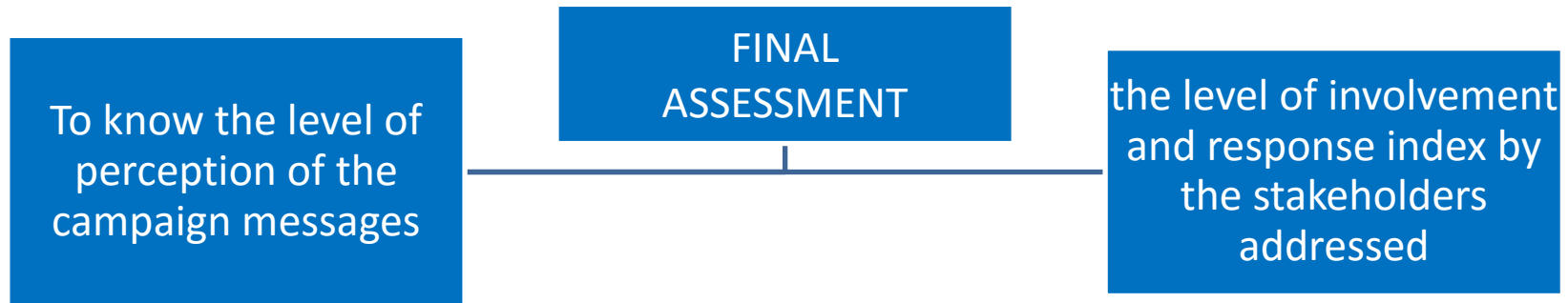


BALL WEB

WAREHOUSE OF OPPORTUNITIES

55+ ACADEMY FOR PERSONAL DEVELOPMENT

AWARENESS ASSESSMENT PLAN AND EVALUATION OF IMPACT



IMPORTANT
to collect evidence related to the Awareness Campaign (photographs, press releases, news items, programmes, web analytics, story files, etc.)

FINAL CONCLUSIONS AND RECOMMENDATIONS

First steps before
undertaking the
campaign actions



to study the
financial
possibilities



taking into account that the
resources and the time investment
require specific staff and the
support of expert consultants



**The results of the pilot
experience highlight the
importance and necessity of
such actions.**

**Both stakeholders and
individual citizens have
pointed this out.**

Moreover, the proposed actions
also require an important financial
investment in advertising actions,
travelling costs, implicit expenses,
necessary resources, flyers,
brochures, videos, ads on TV, the
press and the radio, web-based
support, etc.

FINAL CONCLUSIONS



Most of the addressees admitted their ignorance about these topics as well as their high interest in the need to know about lifelong learning and the myriad of new opportunities which are still open for the third age, especially, the possibility to rediscover themselves and choose different paths in their lives.

Most of the participants interested in the pilot experience have requested a higher degree of accessibility to the general public. Some of the suggestions have pointed out the need to disseminate the information mainly through radio, press, and TV, since this is the only way to reach the general public. Obviously, it has already been said, this implies a considerable additional cost.

According to the evidence and feedback gathered, it becomes clear that the national, regional and local levels as well as the distribution channels used have proved to be very efficient for the purposes of this campaign.

The total success and strong impact goals can only be achieved if the awareness campaign reached all the addressees: policymakers, social agents, NGOs, associations, institutions, employers and individuals from different generations.

ANNEXES

DIFFERENT MATERIALS AND RESOURCES

- Annex 1 - Presentation
- Annex 2 - Flyer
- Annex 3 - Awareness Campaign Schedule
- Annex 4 - Pilot Campaign Report
- Annex 5 - Questionnaire for the assessment of the Awareness Campaign

ANNEX 1	ANNEX 2	ANNEX 3	ANNEX 4	ANNEX 5
				

LESSONS LEARNED: AWARENESS CAMPAIGN



for *Thank you*
your *Attention*



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