

★ "Senior Home TV" local television for senior citizens

France

CCAS Romans
Starting date :

Context

The origin of the project results from an observation on the way the structure of the Romanian population and sociology of the senior public was evolving. The last analysis of social needs carried out by the CCAS very clearly shows a significant ageing of the local population (nearly 8, 300 people older than 60 years, in other words more than 25 % of the population, and more than 3, 200 people older than 75 years, or more than 10 % of the population); nearly 40 % of the people older than 60 years live alone. In addition, there is real financial difficulty, since part of this population lives on low incomes (45 % of the incomes of the pensioners are lower than 9 000 euros, compared to 40 % in France and 38 % in the Rhône-Alpes area.(DGI 2002).

At the same time, the feedback from social workers and the teams working on home support activities within the frame of the "Gerontology" Department, mutual insurance companies, hospitals, doctors, liberal nurses, association of supervisions) run by the CCAS measures social inclusion which includes a very significant number of old people, with only distant or defective family which cannot ensure regular support. * Therefore, the objective of this action was to develop a facet of communication (often neglected) although it constitutes the very base of social contact; the goal being to allow old people to remain in contact with the life and events of the town.

Description

The idea to create a « local tv " made up of " television news" in the form of a video clip very quickly proved to be relevant ; both in order to involve old people in a collective, original project and to broadcast local information to an elderly population. The action proposes the following support: a video clip of approximately 15 minutes presented like television news and recorded on DVD and VHS cassette. From 2007, there will be three instead of two editions per year. The writing of a newspaper: Even if the technical aspects were entrusted to professionals, this newspaper was prepared by seniors for seniors, with the support of the old people's department in the CCAS.

The function of a "star" co-ordinator, a key person in this measure, was entrusted to an emblematic personality in the local associative network. In order to define the headlines of the newspaper, the contents and the "editorial line", an editorial board was made up with agents of the CCAS, the presenter (a senior citizen) and members of the Romanais Office of Old People (ORPA). The newspaper was based around 4 themes: 1. a documentary section with three subjects: presentation of an activity in the CCAS, an association, an initiative... 2. a "guest" section : a guest is invited to ask a question relating to health (heatwave, prevention of falls, nutrition...) of old people or practical life 3. A diary section: the main events to come over the next six months (Christmas meal a week by the sea, lottery...) 4. a weather forecast section using (ex: a canteen employee presenting the weather: for example " the barometer of the home is looking good as we have gone from 35 to 47 meals...".

The distribution of the newspaper: The newspaper will be distributed in two ways: 1. Distribution to old people - 220 will benefit from meals on wheels, 1,500 members of old people's clubs: 12 associations exist in Romans, 32 beds at the USSR (Unit of Immediate Care and Rehabilitation), in Romans hospital, 80 users, U Restoring Foyer managed by the CCAS, 513 places in the various EHPAD of Romans 2. A distribution for all publics organized over periods of 3 consecutive weeks. In the 4 local town halls of the commune of Romans. In the 3 local social centers. At the reception desk of the CCAS: 1,800 people over a period of 3 weeks. The potential audience of old people is: 2,300. The potential audience of the general public is: 3,500, in other words 5,800 people altogether. The evaluation will be done on the basis of a satisfaction survey carried out by BTS students from the College of Dauphiné. An annual balance sheet will be drawn up by the editorial board and associated partners (CCAS, ORPA, Group of Gerontology coordination).

Means

Human, financial means (budgets):

The budget of one edition of the newspaper being 3,000 euros brut, the annual budget will therefore be 9,000 euros brut a year. The staff is composed of the Head of the Old People's department (CCAS), the presenter (Mr. ARNAUD of the Rural Elders' club), the President of ORPA and all the participants of the newspaper (agents of the CCAS, the restaurant Jacquemart, and meals on wheels services, users)

Exact name of associated community/structures/institutions :

CCAS of the Commune of Romans, Department of the Drôme (DS 26/Departmental Management of Social and Health Development) ORPA (office of retired and elderly people) Northern Drôme Hospital, Mutual insurance companies of Drôme, Association of liberal Doctors, Associations of the liberal Nurses

Operational partners:

This project was initiated by the CCAS in the town of Romans.

Financial partners:

CRAM: 3700 euros MSA: 1200 euros

Assessment

Strengths: audio-visual aids at the service of social information. A communication aid adapted to an isolated and fragile public. A project which brings to the fore people's capacity to participate and invest in a project. Participation which stimulates senior citizens (preparation of subjects, presentation of the newspaper). A project which, thanks to its originality and sense of fun, has re-energised ORPA and local associations which have often been static. A bridge between autonomous and more dependent senior citizens. An aid which makes it easier for old people to express the problems encountered in their everyday life. Social contact which is brought to life by the implementation of this project; a contact which is recreated through the life and the events of the town. The moderate cost makes the project more likely to last. A project which has enabled the CCAS to develop a multidisciplinary and intergenerational partnership

CCAS Estimation

One can single out 3 fundamental elements of success: 1.the participation of the users 2. Partnership development 3. impact on the target public. Audio-visual aids are tools which are not used very much in the social field yet it is particularly adapted to the characteristics of the senior public who tires more quickly and who is more sensitive to attractive and fun activities. It is a tool which makes it possible to personalize the information and attention given to the senior public because this medium of communication is adapted to the problems generated by ageing.

Target group

Elderly population

CONTACT

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