

Section 2

Health care

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THE PRACTICAL ISSUES BEHIND THE USE OF SOCIAL TECHNOLOGIES FOR THE IMPROVEMENT OF THE QUALITY OF LIFE OF ELDERLY PEOPLE IN THE CITY OF ALMATY

Increasing amount of retired people represents one of the main challenges in social policy in the city of Almaty. Akimat developed and introduced a roadmap “Active Ageing” as a part of “The year of aged people support”, which underlined opening the first and a pilot center for retired people. Public Fund “Kumis Khasyr” developed and introduced a multidisciplinary program for the provision of a range of social services such as medical, social, pedagogical, educational, cultural. Under this program, 9,139 retired people were covered. Moreover, according to feedback 68% considered the overall organization good, 23% considered very good. Proper analysis on the needs showed that the main problems of the retirement age are social isolation, poor health, ageism, computer illiteracy, age-associated psycho-emotional disturbances such as anhedonia, depression, constantly emerging anxiety, panic attacks, as well as an extremely low level of cultural behavior. All of the above problems strongly suggest that there is a need to improve the policy of supporting an elderly person in the city of Almaty.

Key words: social policy, the needs of the pensioner, active longevity.

Introduction

According to the 2001 United Nations Report “World Population 1950-2050”, by 2050 the number of older people in the world will reach the number of young people, a trend that has been observed in developed countries since 1998 [1]. In 1950, the proportion of older people was 8%, in 2000 10%, in 2012 11% and it is predicted that by 2050 it will reach 22% or 2 billion people [1]. Moreover, the proportion of people aged 80 will increase from 14% in 2012 to 20% in 2050 [1]. 221.7 thousand elderly people live in the city of Almaty, of which: women – 158.1 thousand, men – 63.6 thousand [2]. Pensioners over 75 years old – 57.4 thousand people, participants in the Second World War – 291 people, invalids of the Second World War – 117 people [3]. In the Republic of Kazakhstan, the state program “Densaulyk” for 2016-2019 was developed, the main goal of which

is to increase the average life expectancy of the population of Kazakhstan up to 73 years by 2020 [4]. Under these conditions, policy to increase the duration of the “active old age” phase and increase the role of older people in public life becomes significant [5, 6].

The Akimat of Almaty city developed and implemented the Active Ageing Road Map, within which the first pilot center, the so-called Active Ageing Center, was opened [7, 8]. Public Fund “Kumis Khasyr” has developed a program of a multidisciplinary approach, taking into account the recommendations of the UN International Madrid Plan [9,10]. It is well-known that a change in social status associated with the termination or restriction of labor and social activities, lifestyle and communication, the emergence of difficulties in the social sphere and the need for psychological adaptation to new conditions, gives rise to serious problems in the elderly, such as depression [11], anhedonia [12], deviant behavior

[13]. After retirement, the older generation has a lack of communication, the loss of active social ties, while educational needs in most cases do not decrease, and sometimes increase [14,15]. Based on this, there is a need to develop a system of educational and socio-cultural rehabilitation of elderly citizens through the preservation and development of their physical, creative, intellectual potential, which makes it possible to provide the elderly with psychological support, to give the opportunity to feel needed and interesting to other people [16,17, 18]. Social support for the older generation is one of the leading directions for increasing life expectancy, and hence dealing with socio-demographic problems [19].

One of the topical issues today is the availability and quality of social services for the older generation of Almaty. A sufficient number of elderly people over 60 years old live in Almaty, so it is important to organize places for spending their leisure time.

Thus, the creation of an infrastructure for systematic cultural and leisure work aimed at improving the quality of life of the citizens of the older generation of Almaty, promoting their involvement in active intellectual, creative, social activities and the continuity of generations is one of the most relevant constructs in the policy of supporting the elderly population of our cities. The program of the first "Center for Active Ageing" within the framework of the Roadmap "Active Ageing" is actively scaled throughout the Republic of Kazakhstan. The Kumis Khasyr Public Foundation, in turn, has developed a comprehensive program of a multidisciplinary approach to the provision of a range of social services, such as medical, psychological, household, economic, labor, leisure and pedagogical services for people over 60 years of age, as well as their families.

Taking into account the foregoing, at the planning stage, we developed programs for the provision of medical and social, psychological, social and household activities for the elderly who have retained the ability to self-service and active movement on the basis of the Center, such as:

1. Organization of social and cultural leisure and daily accessible communication, training, as well as the continuity of generations,

2. Implementation of educational, socially significant initiatives and cultural programs aimed at supporting an active lifestyle of the elderly in the conditions of a day stay at the Active Aging Center;

3. Involvement of citizens of the older generation in active social and public activities;

4. Development of social partnership in the field of organizing support for older citizens;

5. Promotion of initiatives and projects in the field of educational and social support for older citizens.

6. Maintaining and strengthening the health of citizens through a set of recreational activities of a non-pharmacological nature;

7. Organization of consultations of medical workers and implementation of measures to correct the psychological status (psychologist, psychotherapist);

8. Involvement of government institutions and enterprises, civil sector and business environment in the conduct of events

All of the above services were organized and provided by the Multidisciplinary Team of the Public Foundation "Kumis Khasyr" (doctor, nurse, psychologist, social worker, lawyer, etc.) in cooperation with the regional departments of labor and social protection of Almaty, state and non-state institutions.

Material and Methods

In order to obtain reliable statistical data, we introduced "The need map" based on Excel database. All the attendees register at the database in order to obtain the services. Moreover, as the project is akimat –paid therefore, the personal data of the pensioners is protected by the government IT-systems.

In order to evaluate the quality of the services provided we developed our questionnaires, therefore, we monitor the quality. Moreover, there are regular personal meetings that also provide information on the quality of the service.

As we used descriptive results, therefore, we used Excel datasheet for the tables. All participants signed a written consent on the feedback results publication.

Results and Discussion

As can be seen from Figure 1, a total of 10,940 people were covered with the services such as smartphone; 7,570 people were covered by the School of Computer Literacy. In addition, 7740 people took Kazakh language courses and 8460 people took English language courses lasting 2 months.

As can be seen from Figure 2, 1400 people were covered as part of the provision of socio-economic services, of which 250 received individual consultations, 1150 attended lectures on various topics, such as "Employment Agreement", "Pension Benefits", "Rights of the Elderly in the Republic of Kazakhstan", legal advice and benefits provided by the legislation of the Republic of Kazakhstan for the elderly

*Social-pedagogical services
(number of attendees for 01.01.2022-01.06.2022 yy)*

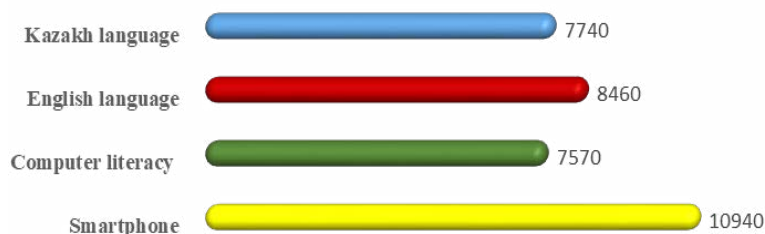


Figure 1 – The number of service recipients covered by the CAA for social and educational services for the period 01/01/2022-06/01/2022

*Socio-economic services
(number of attendees for 01.01.2022-01.06.2022 yy)*

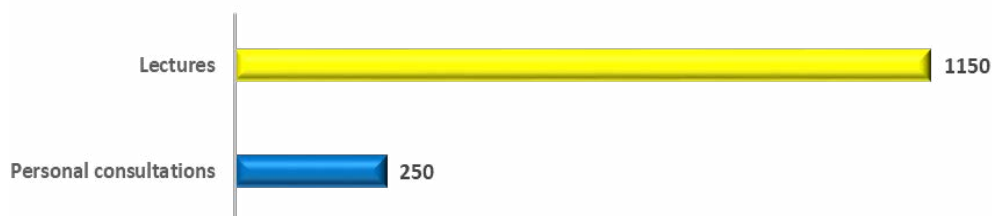


Figure 2 – The number of covered service recipients of the CA C by socio-economic services for the period 01/01/2022-01/01/2022

Social and psychological services, including psychotherapeutic trainings, individual psychological consultations, group and individual trainings for service recipients: “Antistress”, “Art therapy”, “My years are my wealth”, “My Family”, “Modern

Society and Age” as well as individual consultations of a psychologist “First psychodiagnostics”, “Schulte tables”, Fibonacci technics “20” Mnemonics “Anti-stress”, “Color therapy”, “Prevention of anhedonia and depression”

*Social-psychological services
(number of attendees for 01.01.2022-01.06.2022 yy)*



Figure 3 – The number of service recipients covered by the CAP for socio-psychological services for the period 01/01/2022-06/01/2022

As can be seen from Figure 3, during the above period, 7930 visits were covered, of which 7700 attended group trainings, 230 individual trainings.

As can be seen from Figure 4, 2,200 people were covered by social and labor services. In addition, it

is worth noting the interest in potential employment among people of retirement age.

Socio-cultural services, for example, the “Link of Generations” program, are educational and intellectual services based on Mentoring /

Mentoring by transferring professional knowledge and skills from an experienced specialist (Mentor / Mentor) to schoolchildren. “School of leaders” for the development of curiosity; intelligence, creative imagination; developing the ability to communicate with adults and peers; development of communication skills, attention and memory.

“Chess Kings” – holding tournaments for those who want to learn and play, thematic events “Let’s Get Acquainted with a Cup of Tea”, “Our Anniversaries”, “Let’s Get Married”, “Almaty is my first love”, etc. Excursion trips around the city of Almaty, as well as “Days of World Cinema”, “Modern Literature and Art”.

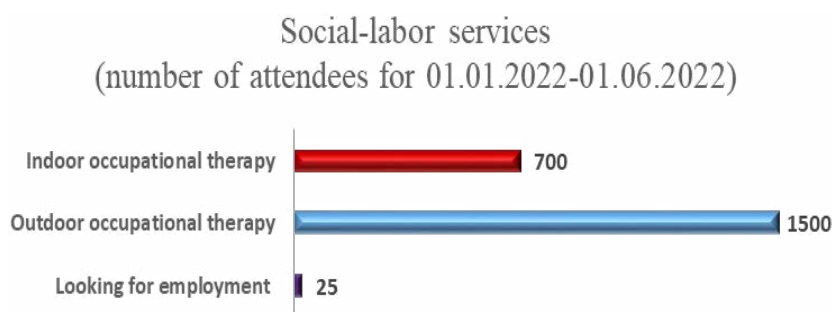


Figure 4 – The number of service recipients covered by the CAP for socio-psychological services for the period 01/01/2022-06/01/2022



Figure 5 – The number of service recipients covered by the CAC for socio-cultural services for the period 01/01/2022-01/01/2022

As can be seen from Figure 5, during the above period, 1971 visits were noted, of which 371 people had the opportunity to go on sightseeing trips around the city of Almaty, organized jointly with the Department of Tourism and External Relations of the city of Almaty. 1,600 people took part in thematic events indicated in the block of the program on social and leisure services. In addition, within the framework of the “Connection of Generations”, relay races, thematic competitions “Come on grandmothers” were organized together with secondary school No. 173, the children’s ethno-folklore ensemble “Masis”, “Araxs”. Social and medical services include several blocks, for example, the program “Healthy Lifestyle of the Elder”, which involves work aimed at improving the health and prolonging the active longevity of the elderly using the method of adaptive physical therapy, Nordic walking; conducting a course of lectures selected by doctors, taking into account age-related changes, a course of lectures

aimed at promoting a healthy lifestyle, raising awareness of the body’s reserve capabilities and their use, increasing the body’s resistance to stressful situations and their removal, consulting a medical worker within the provision of first aid . Health promotion conducting health-improving non-drug measures (adapted exercise therapy, blood pressure control, diet, etc.)

Blocks:

- “Secrets” of longevity.
- Adaptive Therapeutic physical culture at home.
- The impact of physical activity on the elderly.
- Mediterranean diet for longevity
- Adaptive rehabilitation
- Therapeutic yoga
- Nordic walking
- Terrencourt
- Choreography and dance

Social-health services (number of attendees for 01.01.2022- 01.06.2022)

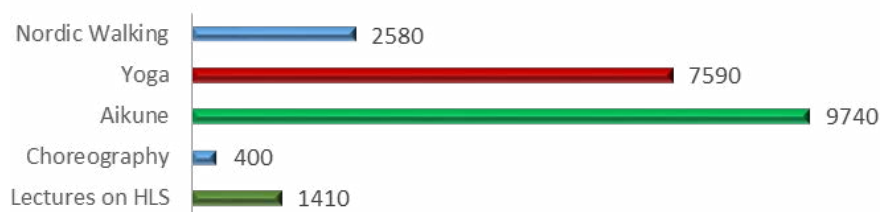


Figure 6 – The number of service recipients covered by the CAP for social and medical services for the period 01/01/2022-06/01/2022

As can be seen from Figure 6, 2580 visits were noted for Nordic walking, 7590 for therapeutic yoga, 9740 for aikune. As can be seen from Figure 6, exercise therapy turned out to be among the least demanded programs, however, according to preliminary analysis, exercise therapy was one of the least demanded among service recipients, as a result, the program underwent changes, such as the

introduction of more hours of Nordic walking instead of exercise therapy. In addition, it is worth noting that the simulators also did not enjoy interest, while group physical training was the most relevant. CAA service recipients note that group classes brought higher efficiency, as they feel more confident and better in the group. Thus, 9,139 visits by people of retirement age were covered during the period (Table 1).

Table 1 – Total coverage and number of visits to the CAA for the period 01.01.2022-01.06.2022

Month/event	Total	January	February	March	April	May
social and health services:	32600	9600	9440	5390	4355	3815
nordic walking	2580	450	450	480	600	600
Healing Fitness						
Yoga	7590	2500	2460	1130	900	600
Consultations, master classes on recovery	7470	2400	3680	1120	135	135
Aikune	9740	2500	2500	1700	1600	1440
Choreography	5220	1750	350	960	1120	1040
Educational services	36120	11350	10310	4300	5490	4670
Computer literacy	7570	2200	1500	1300	1450	1120
Smartphone and applications	10940	4000	3600	700	1440	1200
English language	8460	2500	2340	980	1440	1200
Kazakh language	7340	2400	2320	860	960	800
Trainings	1810	250	550	460	200	350
Socio-psychological services	23470	4600	6645	5105	4200	2920
Group psychological training «Ambulance»	15540	3450	5490	2760	2560	1280
Group psychological training «Antistress»	7700	1100	1100	2300	1600	1600
Individual psychological services	230	50	55	45	40	40
Socio-leisure services	1971	345	250	280	546	550
Socio-law	318	50	78	70	55	65
Socio-labor services	2200	450	550	600	240	360
Socio-economic services	1400	150	300	350	250	350
Total registered number of people	3500					
Number of active participants	3280					

In addition, with the important results of this work, this project helped to increase the level of social integration of older people in society; expand the amount of people receiving additional social, educational, leisure, and consulting services. In addition, the foundation was laid for the formation of a civic position and a tolerant attitude towards people of the older generation, different views and beliefs among the younger generation. The attention of the population, social workers, government agencies to the problems of older people was attracted through publications in the media about the progress of the project, and a platform was laid for creating a model of social continuity of generations, spiritual and moral education of the younger generation. It should be emphasized that according to the Madrid Action Plan, lifelong learning is one of the effective levers for improving the quality of life of the elderly [2]. Educational services based on the “Center for Active Ageing” showed that in our Kazakhstani society, meeting the educational needs of pensioners, developing the creative activity of pensioners, creating an information technology training center and organizing courses for training pensioners to work in social networks (Internet) to eliminate computer illiteracy and develop communication skills is one of the most relevant and priority aspects in the policy of improving the quality of life of pensioners.

According to the classical management model, the assessment of the effectiveness and quality

of services provided is one of the key points in monitoring work processes.

According to the planned criteria for evaluating the effectiveness of the project implementation, we evaluated the work of the CAA according to the following criteria:

1. Attendance of the Center by the elderly
2. Feedback from the elderly themselves and their relatives
3. Publications in the media

Thus, according to the feedback questionnaire, it was revealed that 68% consider the overall organization to be good, 23% consider it to be very good, but 6% were dissatisfied, as they consider the duration of the programs to be 2 months too short for mastering the program. According to the results of the survey, social and health services, such as lectures on the topic of a Healthy Lifestyle from the cycle “Health of the Aksakal”, were noted by 76% as good, only 3% noted as extremely bad. The main reason was the lack of therapeutic programs. In addition, 40% note that socio-economic (lectures, individual consultations) and socio-pedagogical services (English, Kazakh, Latin) were useful, however, the duration of the programs for a month is the main reason for the dissatisfaction of CAA service recipients. In addition, social and labor services, including internal and external occupational therapy, were rated as good by 50% and excellent by 18%, since collective pastime contributes to the active socialization of CAA service recipients.

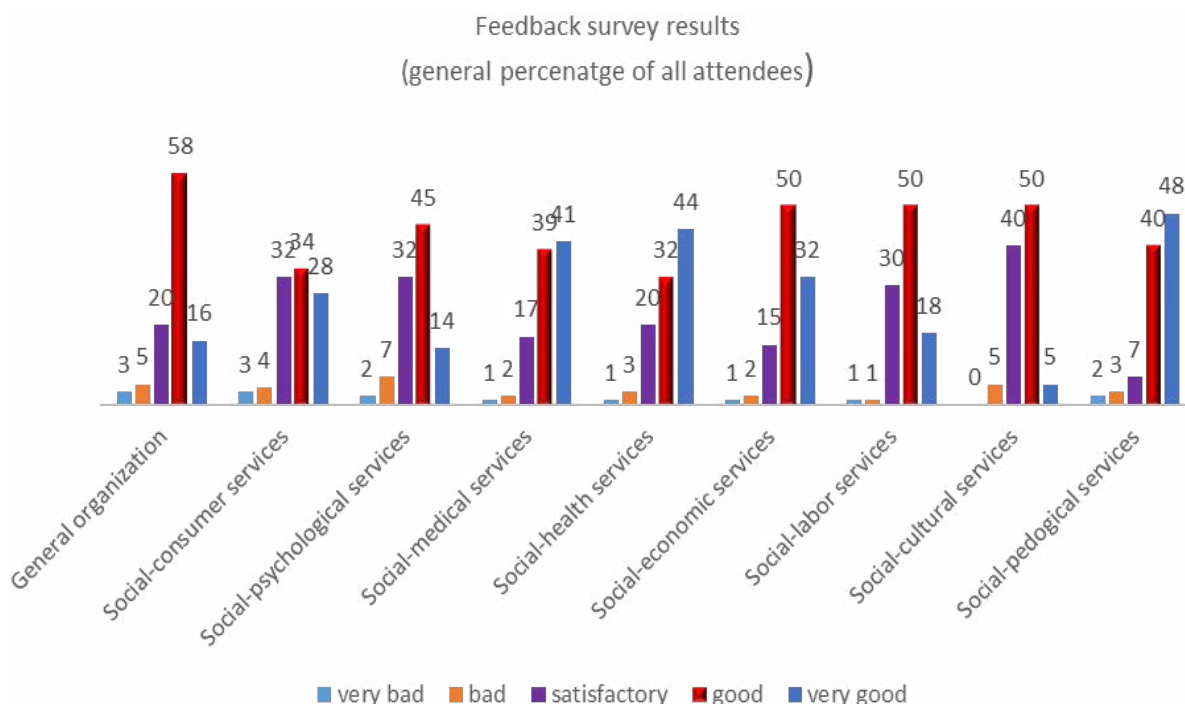


Figure 7 – Reverse questioning on the quality of services provided on the basis of the CAA

In addition, we also conducted a survey on the improvement of general emotional and physical health among CAA service recipients. As can be seen from Figure 7, the majority note a positive trend. As can be seen from Figure 2, 80% and 76% noted an improvement in the psycho-emotional

background and an improvement in mobility, respectively. 68% noted an improvement in general health, 52% noted a decrease in pain, in addition, 67% noted the fact that CAA promotes active re-socialization among CAP service recipients Figure 8.

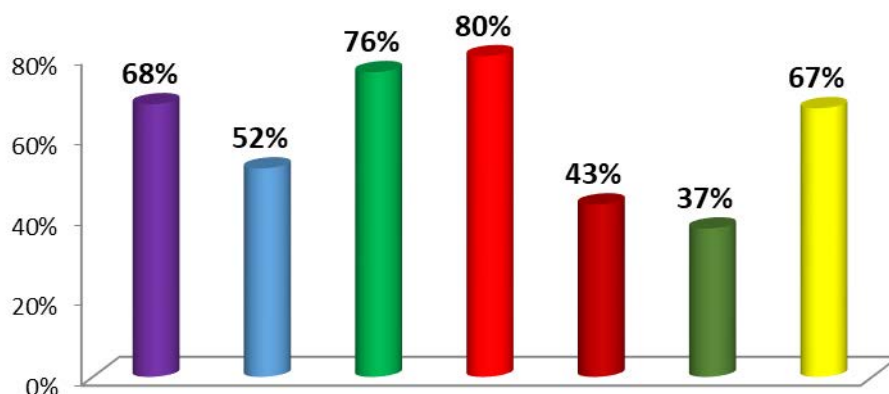


Figure 8 – The results of a survey on general health and psycho-emotional background among CAA service recipients

Conclusion

Thus, a huge number of people who want to visit the “Active Ageing Center”, queuing for a record for 2-3 months, an actual visit of 250-330 people (according to the technical specification, 156 people are expected) indicates the relevance and need for such projects in every district of Almaty. Over the past period, 3,500 people were registered on the basis of the CAA and 96,099 visits were covered by services. In addition, it should be noted that a queue has formed for the provision of services for the next year. Among the CAA service recipients were pensioners from all districts of the city of Almaty, even from the most remote ones, such as Nauryzbai, Turksib. The conducted feedback analysis showed that social and living conditions such as the number and capacity

of rooms, the total area of 300 km² cannot satisfy the needs to the maximum extent, this indicates the need to create and open such centers in all districts of the city of Almaty. In addition, the analysis of needs through interviews showed that the main problems of people of retirement age are: social isolation, psychological problems associated with retirement, adaptation to age-related changes, gender inequality, computer illiteracy, problems in the family, ageism, deterioration in physical health a low level of legal and economic literacy, a tendency to psycho-emotional disorders, such as anhedonia, depression, a feeling of constant anxiety, panic attacks, as well as an extremely low level of behavioral culture. All of the above problems indicate the need to improve the policy of supporting the elderly in the city of Almaty.

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