

Care homes need attractive workplaces

One of the greatest challenges in the area of long-term care is undoubtedly ensuring the quantity and quality of adequately trained staff. Many studies are based on the theory that workplace design plays a key role in the recruitment and retention of staff. There is frequent talk of an "attractive workplace" which elderly and care institutions must provide as part of sustainable human resources management (HRM). Unfortunately what exactly is meant by the term "attractive workplace" has hardly been defined until now. In practice we have observed a wide diversity of opinion regarding what this entails.

It is also becoming clear from discussions that future staffing trends in the elderly and care home sector cannot be solved by means of a purely national approach. We are convinced that cross-border measures are required for this purpose and that an imminent shortage of skilled staff in one country must not result in a greater staffing shortage in another country.

In an initial project CURAVIVA Schweiz had a specific analysis carried out concerning the concrete expectations of individual employees in elderly and care institutions and what they view as an "attractive workplace". In October 2011 I had an opportunity myself to present the results of this analysis at the IAHSA conference in Washington. In the meantime further enquiries about and interests in this analysis have emerged at home and abroad, which bears out our intention to pursue the subject in an international sphere. The analysis is available online at <http://upload.sitesystem.ch/131D5358A8/4BFEA0B204/DFC8B466C7.pdf>.

For this reason will now carry out an international comparative analysis through an online survey. Specifically, we want to investigate what measures elderly care institutions are taking today to make working in their institutions attractive. This involves illustrating through examples of best practice what precisely can or should be done to make a workplace be seen as attractive. We also want to highlight the fundamentals of sustainable HRM for modern and forward-looking employers in the sector of elderly and care institutions.

We would like to invite you to fill out the online survey at:

<http://qualis.su.datacoll.net/nq.cfm?q=c7fe7edc-9d13-4878-aafe-1a349dd0edc2>. **The deadline is June 30, 2012.**

The project does not claim to be representative, but aims to deliver concrete and achievable examples and proposals.

The results will be worked through by us and made available to the institutions involved. An anonymized summary will then be accessible to all interested professionals on the CURAVIVA Schweiz website. We would be very pleased if you would take part in the online survey and contribute your experience to the further improvement of attractive workplaces. Many thanks for your support.

Dr. Markus Leser, Head of Old Age Department, CURAVIVA Schweiz



Meeting of E.D.E. member associations in Montreux

Delegates from the E.D.E. member associations met in Montreux for their spring meeting at the invitation of the Swiss association ARO-DEMS. On April 20 the Executive Board dealt with the association's current activities and projects and the Congress working group discussed preparations for the 13th E.D.E. Congress in Tallinn (September 26 – 29, 2013).

Among the most important points on the agenda of the General Board meeting on 21 April were reports on the current state of the Save Age (www.saveage.eu) and WeDO (www.wedo-partnership.eu) projects, in which the E.D.E. cooperates with other European partners, as well as the election of the Association's new president and vice-president. Starting January 2013 Jean Bohler of the Luxembourg care home directors' association GRIPA will be the E.D.E.'s new president,

E.D.E. Vision 28

This is the 28th issue of the newsletter. E.D.E. VISION. It will inform you about current developments in the field of long-term care services for the elderly in Europe as well as about projects of the E.D.E. and its member associations. The E.D.E. will also give its views on current questions of European policy in the context of long-term care.



Prof. Dr. Wilfried Schlüter



Prof. Dr. Wilfried Schlüter (middle), current president of the E.D.E., with future president Jean Bohler (left) and future vice-president Boris Koprivnikar (right), who will take office in January 2013.

and Boris Koprivnikar of the Slovenian association for social care providers ASIS will be vice president. The delegates congratulated Jean Bohler and Boris Koprivnikar on their election, wishing them success in leading the E.D.E. and in furthering the cause of long-term care in Europe.

The meeting in Montreux closed with presentations on the topic "The shortage of qualified staff in the care sector". The delegates described the staffing situation in elderly care establishments, which varies from country to country. Discussion focused on how to assess staffing requirements and strategies for countering staff shortages.
G. H.

"Market.Place.Care" 12th Austrian Congress for care home directors

Carinthia on June 11–12, 2012: more than 300 guests from 9 Austrian states, 162 care homes and E.D.E.-accredited educational institutes and universities, coming also from neighbouring Italy, Germany and Switzerland. Velden am Wörthersee was a very special setting for this get-together on maintaining networks and discussing new ideas.

"Market": the forum for exchanging products and services – we discussed whether care and supervision services can also be considered from the point of view of the market. The question was addressed from various aspects, touching on both Austrian and European perspectives in relation to our "customers", as well as from the point of view of the organisation itself – an economically relevant reference base.

Examples of good practice from care homes showed how these react to people's needs, and thus to the market. Potential uses of the newest technologies were presented, which will presumably soon be a reality on the "market".

Of course combined with the care **"marketplace"** was the question of how the Austrian care system will develop. The **"place"** is the physical location where people live, spend time and are cared for, but also the metaphorical location that offers space for various associations on the topic of "home" and "away". Various impulses and examples of good practice furnished the context for addressing the **"care places"** in classical homes through to the networked, integrated structures near the home. The congress intentionally opened the scope for thinking about alternative forms of living.

On the topic of **"care"**, discussions dealt with development needs and possibilities in the future of the core service of "care" in homes, but also of mobile services. With increasing pressure from the "market" and the often-postulated normal everyday life of the "place" the question arose: how and in what way can the image of professional caregivers develop? How can the ageing workforce be accounted for amidst the challenges of daily professional life? How can networks be effectively maintained and extended?

The 12th "Lebenswelt Heim" congress offered answers to many questions, but it also created many new mental spaces – environments of

inspiration and networking for those who deal with these issues in their work "places": the directors themselves.

Abstracts and presentations of the speakers (in German) as well as photos of the congress can be found on the homepage of the Federal Association of Austrian Residential Care Homes for the Elderly at www.lebensweltheim.at.

Mag. Johannes Wallner, *President, Lebenswelt Heim*

Mag. Franz Bergmann, *Chairman of the Carinthian section of Lebenswelt Heim*



Mag. Johannes Wallner



Mag. Franz Bergmann

On the position of the AD-PA before the French presidential elections

As these lines are being written we do not know who will be the next president of France. By the time you read them the French will have made their choice and the president's name will be known. Such a situation allows a total liberty of expression, independent of who will win and respecting the choice of every voter.

Our future positions...

In the next five years the AD-PA's positions will remain in keeping with the principles that have guided us in the past. We will:

- ▶ Develop strategies for the aged, their families and professionals that strike us as useful, striving to achieve a convergence between the various organisations in the sector.

- ▶ Maintain as close a partnership as possible with key politicians, provided they are trustworthy and attentive.
- ▶ Support activities and initiatives on the part of politicians that correspond to our values and expectations.
- ▶ Criticise those initiatives that run counter to our values and expectations, while remaining open to dialogue and negotiation.
- ▶ Welcome ideas and criticism from the majority and from the opposition, respecting the convictions of both sides, in the knowledge that alternating our remarks as we see fit is proof of our independence.

... will be based on those of the past

Similarly, over the course of the last presidency we supported the announcement of a personal autonomy allowance for the elderly, the authorisation for residents to smoke in their rooms, the establishment of the FADPH – or support fund for home help – despite its slim budget, the deferment of the reforms of fees for domiciliary care and care homes and of the circular on the risk of infection...

At the same time we voiced our profound disagreement with the insufficient budgetary allocations, the return of unused portions of

the annual budgets of the National Solidarity Fund for Autonomy, the idiotic and unjust fee convergence system, whereby facilities' fees will be brought in line with a set ceiling, and the failure to introduce the autonomy allowance. We expect the public authorities to shoulder their responsibilities, in specific we expect the new government to commit firmly to a policy in support of the aged under an independent minister.

For our part we continue to shoulder our own responsibilities, pursuing our activities for providers and directors of mobile and residential services, particularly by accompanying them in their day-to-day activities.



Pascal Champvert, *President of the AD-PA*

Elderly care in the autonomous province of Vojvodina (Republic of Serbia)

The system of elderly care in the Serbian autonomous province of Vojvodina is similar to that in EU member states, albeit with its own development and types of care. The system caters to the entire elderly population and includes preventive and therapeutic measures as well as rehabilitation, and focuses on the respect for basic psychological, social and biological needs. Such an approach in our country requires the development of a wide network of elderly care involving all key players in society: families, local administrations, the state, social organisations, technical and academic institutes, pensioners' associations and professional facilities as well as various service providers.

The system accentuates the development of preventive forms of elderly care, with the goal of slowing down the process of pathological aging of seniors who live with their families or on their own, and improving their quality of life (through seniors' and pensioners' associations, and recently also day centres and help centres). For that reason particular support is given to the development of ambulant services for domiciliary care and supervision. These services target needy, sick and disabled elderly people, and can last up to two hours per day.

In other cases where a medical, psychological or social need is established, residential care for the elderly is offered. Many elderly people who are no longer able to satisfy their basic needs increasingly make use of all-encompassing health and supervisory care by moving into a home offering physiotherapy and rehabilitation measures, help from social workers and occupational therapists as well as a variety of leisure activities. In addition there is a network of reception centres, day centres and shelters for elderly homeless people as well as special homes for those suffering from dementia or who are chronically disabled or mentally unsound.

Elderly care in Vojvodina – always keen to increase people's awareness of the acute needs of the elderly – has a long history of social

care dating back to 1730, when the first home for elderly, needy and sick was established in Novi Sad. The challenges remain great, as according to some statistics our citizens are on average the fourth-oldest in the world. This does not fail to have repercussions on the material security of the elderly, and poses considerable problems to the social and health system. In view of our country's economic underdevelopment, the lingering repercussions of the Balkan Wars and new problems resulting from the transformation process and the current economic crisis, it has been necessary to introduce profound reforms to the entire system of elderly care and medical, retirement and disability insurance, in a bid to find the strategically best and most sustainable solutions.



Vojvodina (red) within Serbia

With the social welfare law passed in 2011, the social system was decentralised and requirements were created for involving families, the private and nongovernmental sectors and local communities in the care of the elderly, and encouraging responsible attitudes on the part of the elderly toward the problems of their own aging. Overall the aim is to improve the quality of life of the elderly and prevent their social discrimination. In addition licensing was introduced for service providers and specialised staff. Specific activities and obligations were defined in the context of accredited programmes for vocational education and advanced training, while the bodies for supervision and control of service providers were upgraded and consolidated.

Of course these systemic solutions are subject to critical analysis and developed in line with assessments, just as solutions will have to be found in the future, for example for the problem of long-term care and a corresponding long-term care insurance, for the residential and medical care of needy elderly people and such matters. All of this will have an effect on the evaluation of current methods and the definition of new theoretical approaches to the social protection of the elderly.

Dr. Đorđe Petrović, Director of the Gerontological Centre "Novi Sad"
Janko Drca, long-time Director of the Gerontological Centre "Novi Sad"



Dr. Đorđe Petrović



European Year for **Active Ageing**
and **Solidarity between Generations 2012**



SAVE AGE: Energy efficiency in residential care homes for the elderly



Energy efficiency is a key instrument in addressing four major challenges of the global energy sector: climate change, quality and security of supply, market trends and availability and security of energy sources. Because dwindling resources must satisfy a growing demand, the price of fossil fuels will continue to rise. And saving a kWh of energy is ten times cheaper than producing one. Besides, energy efficiency is easy to implement and necessary for many reasons; from a technical and environmental point of view it is the healthiest and smartest way to achieve sustainability; it is the most effective way to induce good behaviour and an energy-conscious culture in society; and it will generate synergy effects in other areas.

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One important consideration that emerged during the examination of residential care homes for the elderly within the Save Age project is the supposed balance between energy efficiency and comfort for the residents. In some cases energy efficiency was seen as competing with comfort, leading to the false conclusion that the only way to save energy is to reduce the comfort of residents.

The Save Age project partners also prepared an Energy Efficiency Action Plan, with which we would like to facilitate the creation of targets for reducing energy consumption and establish priorities for action in the field of sustainable energy. The success of the action plan depends on commitment from all levels and functions of the establishment, particularly from top management, which should communicate the project's goals to employees and residents.

For more information please visit www.saveage.eu.

Representatives of the E.D.E. re-elected to the Council of Administration of AGE PLATFORM

At the General Assembly of AGE PLATFORM in Brussels on May 10, 2012, the representatives of the E.D.E. were re-elected to the Council of Administration of this important European organisation. Boris Koprivnikar (Slovenia) replaces Angela Cluzel (France) in as the E.D.E.'s official representative at AGE PLATFORM. His substitute is Wilfried Schlüter (Germany). We extend our heartfelt thanks



Boris Koprivnikar



Angela Cluzel

to Angela Cluzel for her years of tireless work as "ambassador" of the E.D.E. and for her commitment to the interests of care home directors and elderly people in Europe.

Information on the activities and projects of AGE PLATFORM at:
www.age-platform.eu.