
CONFERENCE ABSTRACT

EnBuenaEdad: Promotion of healthy aging through digital solutions

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Introduction

Around 1.2 million people over 65 live in Andalusia (Spain). 15.6 % of the total population and among them 200,000 are 80 or over. Statistical forecasts point to increased number in the coming years. In an increasingly aged society, new technologies present an opportunity to enhance the quality of life of elderly persons. The development of basic internet skills is an important form of permanent learning for social inclusion.

Description of practice change implemented

EnBuenaEdad (www.enbuenaedad.es/en) is a web platform for the promotion of active and healthy aging in Andalusia offering information, tools and resources in the field of health promotion, citizen participation, safety and lifelong learning opportunities to improve the quality of life as people get older. Activities supported include training for professionals and citizens, dissemination of good practices or information for collaboration and alliances. Its development involved the participation of health and social services professionals as well as professionals from other areas (education, justice, planning, ...), public and private companies related to the sector and associations of older people as well citizens in general. “design thinking methodology”. More than 400 people participated in design in three different ways: Scientific Committee: representatives of Comprehensive Plans and Strategies of the Public Health System of Andalusia (Regional Ministry of Health of Andalusia); Partnerships Committee with 29 public and private institutions and Provincial Meetings, where 363 people participated representing citizens, institutions, and other sectors.

Aim and theory of change

EnBuenaEdad main aim is to facilitate the communication among elderly people, professionals and families through Internet, email or app.

Target population

People over 55 in the region of Andalusia, their families and carers, as well as professionals from healthcare and social services. Long-life training services and digital literacy platforms are also involved.

Timeline

The design process started at the end of 2015. Between the last quarter of 2016 and the first quarter of 2017, the participatory design phase of the digital platform (“Design thinking” methodology) was completed. The platform (www.enbuenaedad.es) was launched in 2018.

Highlights

Today the platform is fully implemented and operative as a tool used in daily life offering information on the four pillars of healthy aging: health, safety, participation and long-life learning, with a total of 1,064 contents (662 by platform users). 249,505 visits and a total of 35,478 users have accessed it (till June 2019) and 16,945 people have accessed the platform during this period (Source Google Analytics). The Platform is available in Spanish. English and French versions are partially developed.