

# Mainstreaming Ageing



## Online Course on the UNECE Guidelines for Mainstreaming Ageing

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Russian version will  
be available soon!

# Mainstreaming Ageing: An Introduction

START COURSE



By 2050 about one in every four persons in the United Nations Commission for Europe (UNECE) region will be over the age of 65. Population ageing affects almost all aspects of society. Therefore, the transformative change required to adapt societies to the implications of population ageing and individual longevity cannot be achieved without a whole-of-government and whole-of-society effort. For this reason, mainstreaming ageing - that is, the systematic integration of ageing issues across all relevant policy fields and at all policy levels - is crucial.

## Objective

Build knowledge on mainstreaming ageing as a policy strategy to effectively respond to individual and population ageing through interactive and innovative training modules.

## Learning objectives

- ✓ Understand the societal implications of population ageing and the need for policy strategies to prepare for and adapt societies to ageing populations
- ✓ Obtain an overview of current concepts, principles, and international approaches to ageing.
- ✓ Understand the concept of mainstreaming ageing and core elements for a strategic approach to mainstream ageing in public policies
- ✓ Acquire comprehension of the concept of “doing mainstreaming” and the mechanisms and tools

## Target audience

- ✓ Policymakers
- ✓ Civil society stakeholders
- ✓ UN agencies

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GUIDELINES FOR  
**MAINSTREAMING AGEING**



# Key principles

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**Short:** The duration of one module is 15-20 minutes. The total time of the course is around 1.5 hours (2.5 with additional resources)

**Flexible:** The course can be taken in any module order; access to the following lessons does not depend on completing the previous ones.

**Grounded in existing materials:** Reference relevant Guideline chapters, worksheets for further exercises, and other relevant readings and learning resources to allow in-depth reading for those who wish to elaborate on the subject matter.

**Mobile Accessible:** Best experienced on desktop, but mobile-friendly for learners on-the-go



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# Key principles

**Adaptable:** Allows easy translation and adaptation for the national level.

**Interactive:** Tasks are aimed to reveal details, stimulate reflection, and add additional levels of understanding – not to check the knowledge.

**Practical:** Can be used as an eLearning preparatory component for face-to-face training or stand-alone to raise awareness.





Patricia

It does. In the UNECE region today, every sixth person is over 65; this will be the case for about one in four persons by 2050.

That's a valuable step, but to deal with this transformation, we need more - to systematically ensure coordination and policy coherence across policy areas and government levels, addressing both population and individual ageing.

It actually is... good that we have Mainstreaming Ageing concept and Guidelines to facilitate it.

The world is changing... and ageing...

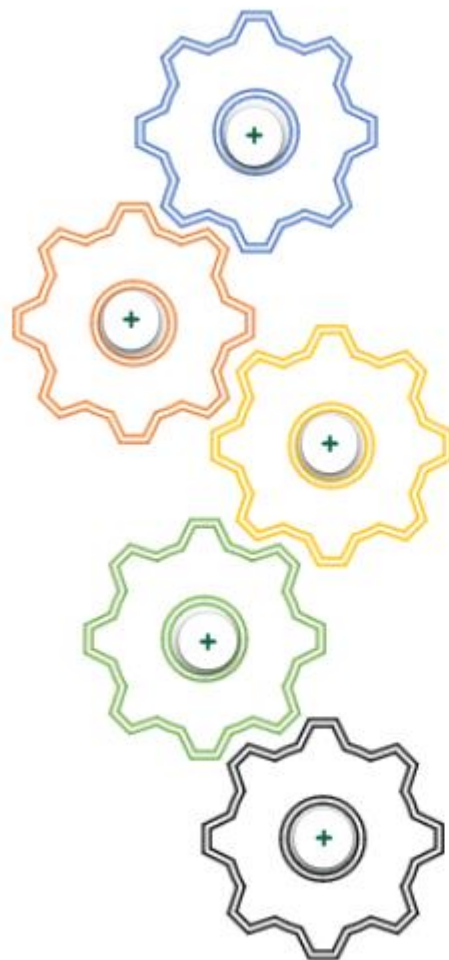
It is excellent that we have already started to think about it. In my country, we have a national ageing strategy being adopted.

Sounds complicated...

Mainstreaming ageing? Is it something new? Like active or healthy ageing?



James



Module I – What is mainstreaming

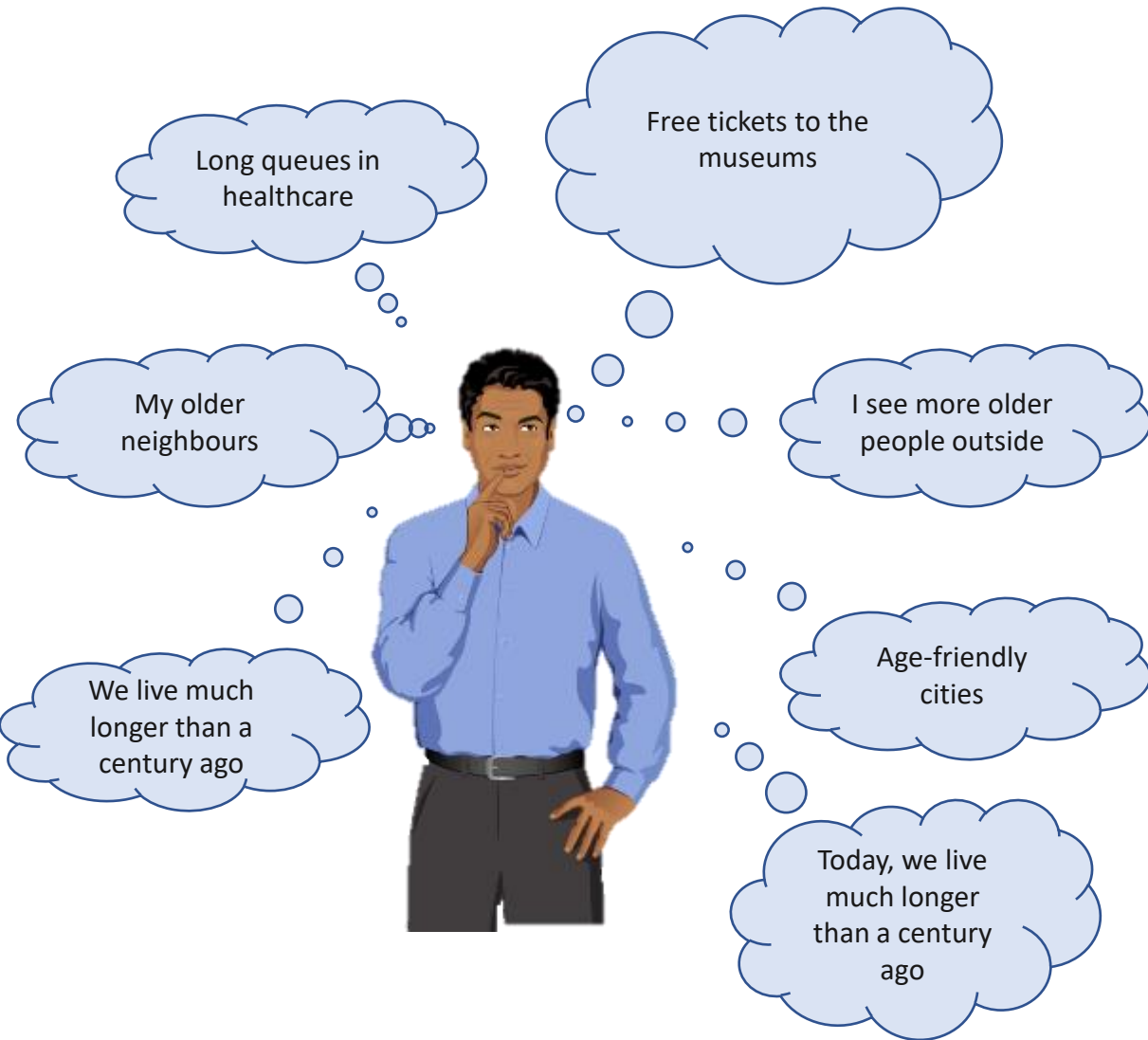
Module II – Getting started

Module III – Analysis

Module IV – Vision, direction and activities

Module V – Monitoring and evaluation

What do you think about when you hear “ageing”?



All you named can actually be divided into two categories. We call it the “twin-track approach”.

Demographic phenomenon that can be observed through increasing median age and rising share of older persons in a population.

An individual life-course perspective, not only about older persons. Diversity and heterogeneity of ageing trajectories



The implications of ageing can be seen everywhere!



<p><b>Pensions</b></p> <p>Social security systems need to adjust to population ageing to be equitable and sustainable.</p>	<p><b>Housing</b></p> <p>To age safely at home, we need housing designed using universal design principles that are adapted to our evolving needs across life.</p>	<p><b>Education</b></p> <p>Education systems should foster lifelong learning with opportunities for up- and reskilling along the life course.</p>
<p><b>Urban development</b></p> <p>Cities need to invest in accessible and safe transport and public space to enable independent living and mobility at all ages.</p>	<p><b>Labour market</b></p> <p>An ageing workforce requires an age-inclusive culture, work environment, and management.</p>	<p><b>Health and care services</b></p> <p>Growing demand for health and care services requires investments in the workforce involved in the care of older persons incl. training</p>
<p><b>Families</b></p> <p>Families need support in reconciling paid work and unpaid care for older family members.</p>	<p><b>Rural areas</b></p> <p>As many people move to cities for work opportunities, access to services in rural areas needs to be ensured for older people staying alone.</p>	<p><b>Goods, services and technology</b></p> <p>Their design and marketing need to consider the evolving needs and preferences of ageing populations.</p>

Mainstreaming ageing is not something new – it is the answer to the challenges and opportunities of ageing and commitments that are long on the agenda!



- Mainstreaming ageing considers all generations and recognises the heterogeneity and diversity within and across age groups.

Yes, it considers ageing from an individual life-course perspective, taking into account people's changing needs and capacities as they age without homogenising them.

- Mainstreaming ageing is a brand-new concept to improve the situation of older persons.

No, mainstreaming ageing is one of the core commitments of the MIPAA/RIS and is deeply rooted in international frameworks and initiatives.

- Mainstreaming ageing is a universal one-size-fits-all solution for all countries.

No, each member State is unique and mainstreaming ageing stresses the importance of country ownership, suggesting and sharing approaches that can be adapted to each specific country context, government structure, levels of decentralisation, and traditions and cultures.

- Mainstreaming ageing replaces specific policy measures for the older age group and is implemented in a national ageing strategy.

*So, mainstreaming ageing is a way of complex and holistic implementation of core policymaking principles... to answer the challenges and realise the potential of population ageing... to reach set international commitments and ensure society for all ages!*

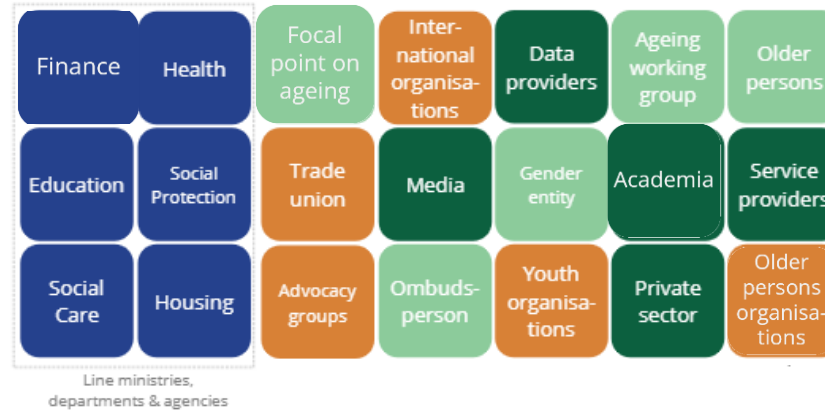
*Let me guess which statements belong here:*



Let's try to decide whom we can include in the core group and bring to the discussion table; not an easy choice






Please, invite stakeholders you consider relevant to the core group to the table.

Drag & drop chosen stakeholders to seats according to colours.



# Enhancing Understanding Through Assessment

(Participation is voluntary, yet encouraged for a comprehensive grasp of the subject)

-  **Quick Quizzes:** Evaluate grasp of key concepts and insights.
-  **Reflection Points:** Consider the broader implications and applications of course materials
-  **Case-Based Analysis:** Engage with real-world scenarios to apply learned principles.
-  **Mind Maps:** Systematically organize and revisit essential topics.
-  **Interactive Games:** Engaging and playful ways to solidify knowledge.

As the most important principle in mainstreaming ageing is to consider both individual and population ageing, the initial step in determining the scope of mainstreaming efforts is to define actions.

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True

False

**SUBMIT**

Let's revise the main steps of mainstreaming ageing we have taken. Please, organise the key stages in the right order:



## *Comprehensive and adaptable learning experience*



- **Adaptability & Inclusivity**
  - Easily translated to accommodate various languages.
  - Language tailored to reflect cultural nuances, preferences, and customs.
- **Technical Compatibility**
  - Compliant with LMS (Learning Management System) standards for seamless platform integration.
  - Ready for inclusion on any homepage.
- **Collaboration & Flexibility**
  - Open to collaboration with countries; the course structure is designed for adaptability.
- **Assessment & Certification**
  - Currently, no formal assessment procedures in place.
  - Potential for addition of final certification tests, accommodating needs like completion certificates.





**We Hope You Enjoy the Course!**

Step into the future of mainstreaming ageing

