10th Global Conference on Health Promotion
Health Promotion for Well Being, Equity and Sustainable Development
Dec 13th -15th 2021
Health Promotion Forum

Build Bridges
Connect Generations for Inclusivity

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(Common Wealth Association for Health & Disability)
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WIDENING GENERATION GAP – STARKLY EXPOSED DURING THE PANDEMIC

Bhubaneshwar has over 1.2 lakhs senior citizens – mostly women fending for themselves, as their children migrate to bigger cities and foreign countries to make a living. Loneliness, lack of emotional support and safety concerns make life difficult for them.

With children relocating to other cities and countries in pursuit of careers, parents are alone and lonely in the evening of their lives.

Social isolation and loneliness in older people are associated with increased mortality.

DECCAN HERALD OCT 22, 2016

DECCAN HERALD

THE HINDU MONDAY, OCTOBER 1, 2012
ISSUES FACED BY THE ELDERLY DURING PANDEMIC

• MOBILITY – LACK OF PHYSICAL ACTIVITY – SOCIAL ISOLATION
• INABILITY TO PROCURE ESSENTIALS AND MEDICATION
• NON AVAILABILITY OF BEDS IN HOSPITALS
• LOCKDOWN RESULTED IN NO HELP WITH COOKING & HOME DELIVERY OF ESSENTIALS
• FINANCIAL CONSTRAINTS
• BED RIDDEN ELDERLY – RENDERED HELPLESS WITH NO CAREGIVERS
ELDERS HELPLINE RECEIVED 209 DISTRESS CALLS FROM ELDERS TO REPORT ABUSE

“MOST OF THE ELDER ABUSE IS OVER MONEY. THE PANDEMIC HAS REDUCED INCOMES. SOME PEOPLE HAVE LOST JOBS. CHILDREN ARE NOW FORCING THEIR PARENTS TO DIVIDE PROPERTY SO THAT THEY CAN CASH IN ON IT”

BANGALORE MIRROR, DECEMBER 9 2020
HELPAGE INDIA SURVEY REPORT
ACROSS SIX CITIES IN INDIA

62% ELDERS SAY PANDEMIC INCREASED RISK OF ABUSE
1000 CALLS TO ELDERS HELPLINE
ELDER ABUSE, VIOLENCE, DISPUTES
SECOND WAVE - TOTAL 20,000 CALLS 36% INCREASE
20.5% SENIOR CITIZENS – NEEDED COMPANY
35.7% SOME TO TALK OR CALL
13.7% FELT TRAPPED | FRUSTRATED

EMOTIONAL ABUSE – 60.1%
FINANCIAL ABUSE – 61.6%
PHYSICAL ABUSE – 58.6%
JOB LOSSES, SALARY CUTS – ELDERS SEEN AS BURDEN

THE HINDU JUNE 15 2021
PANDEMIC EXPOSED RIFTS IN URBAN HEALTH CARE
A REPORT BY AZIM PREMJI UNIVERSITY

• ONE THIRDS OF INDIA’S POPULATION – CONCENTRATED IN URBAN AREAS
• URBAN POPULATION HAD INCREASED TO 34% IN 2019
• 30% OF PEOPLE LIVING IN URBAN AREAS ARE POOR
• WITH RAPID URBANISATION – NUMBERS ARE SET TO INCREASE
• HEALTH CARE EXPENDITURE IS ADDING TO THE FINANCIAL BURDEN
• AVAILABILITY, ACCESSIBILITY AND AFFORDABILITY OF HEALTH CARE NEEDS TO BE ADDRESSED URGENTLY

ELDERLY AT HIGHER RISK OF COVID-19 INFECTION

• DECREASED IMMUNITY, BODY RESERVES
• MULTIPLE ASSOCIATED CO-MORBIDITIES
  TYPE 2 DIABETES MELLITUS, HYPERTENSION, CHRONIC RENAL DISEASE, COPD
• INCREASED SEVERITY OF DISEASE & MORTALITY
• DEPRESSION DUE TO LOSS OF PARTNERS, FRIENDS, KITH AND KIN
VIOLENCE AGAINST WOMEN AND GIRLS SHOWED A STEEP INCREASE

- NO INCOME, LOSS OF JOBS
- FRUSTRATION
- ISOLATION
- RESTRICTIONS OF MOVEMENT
- NO PHYSICAL ACTIVITY
- WOMEN AND CHILDREN TRAPPED IN SMALL TENEMENTS
PANDEMIC – A MAJOR ROADBLOCK FOR SOCIAL INCLUSION OF DISABLED

• SPORTS, ACTIVITIES FOR DISABLED WERE CANCELLED THEIR SOURCES FOR ENTERTAINMENT, DIVERSION OCCUPATION, INCOME ADVERSELY IMPACTED

• PHYSICAL THERAPY, LONG TERM CARE, HOME CARE NEGATIVELY AFFECTED

• NO CARE GIVERS, NO ACCESSIBILITY TO FACILITIES
INTERVENTIONS AT COMMUNITY LEVEL

POSITIVITY, ACCEPTANCE & SOCIAL INCLUSION

• ACCESSIBILITY SEMINAR HELD

• RAMP MY CITY – PRATEEK KHANDELWAL

• RECOGNITION OF DIFFERENTLY ABLED ACHIEVERS
SET UP OF COVID 19 WAR ROOM
24X7 HELPLINE| RI DIST 3190 BANGALORE
ENGAGING YOUTH POWER

4215+
COVID AFFECTED
PATIENTS DIRECTED TO
FACILITIES

39,134+
calls received

- CALLS ATTENDED
- PATIENTS WITH COVID 19 INFECTION
   ALLOTTED
- BEDS, GUIDED TO HOSPITALS
- AMBULANCE SERVICES ORGANIZED
- DISPELLING FEAR/ MYTHS/ COUNSELLING

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TACKLING “LONELINESS”
THE NEW PROBLEM OF URBAN SOCIETY
YOUTH ENRICHING LIVES OF ELDERS
SETTING UP OF
OCCUPATIONAL THERAPY CENTER AT
HOME OF HOPE, DODDAGUBBI BANGALORE
RELIEF EFFORTS DURING PANDEMIC
POLIO IMMUNIZATION
BLOOD DONATION
ENVIRONMENT PROTECTION INITIATIVES IN PANDEMIC TIMES

SAPLING PLANTATION

RECHARGE WELLS

LAKE REJUVENATION
TO ENSURE THAT WE LEAVE NO ONE BEHIND

- URGENT INVESTMENT IN PUBLIC HEALTH
- USE INTERGENERATIONAL STRATEGIES
- COUNT CHILDREN AND YOUTH TO BUILD RESILIENT SOCIETIES
- INTERPLAY AND JOINT EFFORTS OF STAKEHOLDERS
  POLITICAL LEADERS, POLICY MAKERS, ECONOMISTS
  HEALTH CARE EXPERTS, NGOS & CSOS
“WHATEVER THE MIND OF MAN CAN CONCEIVE AND BELIEVE, IT CAN ACHIEVE”
- NAPOLEAN HILL

Thank you