



Welfare Housing Policies
for Senior Citizens



Wel_hops – Welfare Housing Policies for Senior Citizens

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Wel_Hops briefly

Wel_Hops (Welfare Housing Policies for senior citizens) is a project meant to:

- establish common guidelines for the design of senior citizens' houses
- establish guidelines for the renovation of the houses where seniors are living
- create and upload an Internet website where information on the theme is readily available and easily accessible





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How Communication strategy was developed: Communication Plan 1

A general Communication Plan was developed (July 2005) to coordinate actions of all partners taking into account differences among them: very different situation in Sweden compared to Hungary with reference to housing for senior citizens!





Communication Plan 2

Our Communication Plan focus on main messages and sound bites referring to defined target audiences

Our target audiences are: Public officers/local government, senior citizens and their families, those approaching old age, architects and engineers and construction companies. As always public opinion is an important target.





Communication Plan 3

- Communication Plan Index:
 - The project Wel_hops file: a short summary to be used for communication purposes (facts, partnership, background, objectives, results)
 - Messages and sound bites
 - Definition of a logo
 - Aims and objectives of communication
 - Current situation (strong points, weak points, potential problems and opportunities)
 - Target audiences (who is in the mailing list)
 - Indicators





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Wel_Hops message 1

Main message of the project clearly summarized in the project Communication Plan:

Wel_Hops aims to make it possible for seniors to live in their own homes for as long as possible (in their own, and therefore familiar, social context)

How?

making their homes suitable for independent living by: eliminating architectural barriers, installing advanced technological devices, implementing innovative services.





Wel_Hops message 2: main message sound bite & proof points for all audience

- **Core message of the project is:**
 - *to continue living in one's own home for as long as possible.*
- **A sound bite for all audience**
 - *What is the best home for an elderly person? His/Her own!*
- **Proof points:**
 - *ERVET conducted a survey of a representative sample of the senior population in the Emilia-Romagna Region. What emerged was that the greatest concern of these people was to continue living in their own homes for as long as possible.*
 - *Northern European countries (e.g. Denmark) have been both politically and socially aware of this concern for decades.*





Wel_Hops message 3: message sound bite & proof points for particular audience

- **Other messages to be used in the project:**
 - Messages centered on *current demographic tendencies*, to be communicated to *Public Administrators, architects, engineers, urban planners*.
- **Sound bites:**
 - *Senior citizens: a resource for society*
 - *Senior citizens: active citizens*
 - *Suitable houses for senior citizens are suitable houses for all*
- **Proof points:**
 - *Current researches: Due to steady increase in the ageing population over the last 20 years, the percentage of elderly people (over 64) has reached 16% with respect to Europe's total population.*
 - *The number of elderly is expected to grow exponentially in coming years. (Source: European Commission)*





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Communication in practice 1: the project logo

- **Creation of Wel_Hops logo:** it represents one of the most meaningful signs of recognition to identify the project at a glance.

It is made up of several parts: urban skyline depicting homes (the same “housing” that appears in the Wel_Hops title); two seniors riding tandem reminding us that they are active and empowered citizens whose lives can be made more enjoyable and easier; blue sky and background and the stars that remind us of the European Union’s flag





Communication in practice 2: Brochure

- **Brochure:** it is meant to present the project in a easy and understandable way to a general public.
- *Brochure sections:*
 - the ageing population and the needs of senior citizens (Background information)
 - Wel_Hops' mission
 - What will Wel_Hops do?
 - Results





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Communication in practice 3: Wel_Hops Dvd Video

- A **video** to present the project and the event of a regional seminar was produced (English + Italian)
- *How the video is structured:*
background information on population ageing, senior needs, goal of the project, conference topics and speakers, project presentation and Portal presentation





Communication in practice 4: Project Portal

- A communication plan was conceived specifically for on line communication (Portal + newsletter)
- Aim of the website: to be the reference for materials on building/renovating houses suitable for seniors, to promote experience exchange, to create a stakeholders' network, to promote Interreg program
- 15th June 2006 portal launch for general public (first project results: 32 houses for senior surveyed with all enclosures)
- Website available at the address: **www.welhops.net**





Communication in practice 5: E-Newsletter

- 1st newsletter (available in 5 languages) announced that the website was on line with a project presentation and some events
- 2nd newsletter will announce portal launch with first project output on line
- Newsletters number increased with reference to what established by the application form (cheap and effective and targeted to an already selected public)
- Mailing list: contacts + Regional seminars public





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North East South West
INTERREG III C

PROJECT PART-FINANCED
BY THE EUROPEAN UNION

Communication in practice 6: Wel_Hops Award

- Brighton and Hove City Council proposed a Wel_hops award to the 12 best houses for senior selected.
- The award will be a media event announced in 5 partner countries
- From a practical point of view award is a plaque that will be placed on the 12 housing experiences chosen





Involvement of partners

Active role of partners in Communication activities:

- Communication strategy sharing through Communication Plan and internet Communication Plan
- Partners' communication: e-mails, calls, meetings, Web Management System
- Sharing of tools: brochure, joint mailing list, newsletter, project logo
- Involvement of all partners in feeding project portal
- Wel_Hops award proposed by a partner (not by Lead partner) and strong support by all partners
- Interest of other partners towards the creation of a video (great impact, easy to realize and not expensive!)





Communication main successes

- 4 Regional seminars as events to promote the project towards local audiences
- Great interest towards the project arised from Press articles and Internet Portal (22.500 hits, 7200 visits in 4 months)
- Communication activity in Hungary (coverage of the project even in the main news at prime time)
- Wel_Hops video
- Attention arised by Wel_Hops Award





What will you do differently?

- schedule a **dedicated person since the first project's planning to coordinate media relation** for all partner countries (especially at international level)

