



zlatno
doba života

Published by
Society for the Education of Adults
Đure Jakšića 6, 11000 Belgrade, Serbia

Editors
Tamara Nikolić Maksić
Maja Maksimović

Translation
Mira Rodić Ladak

Art and Graphic Design by
Branko Rodić

Published by
Grafomarket

Number of copies
1000

ISBN 978-86-88097-01-7

The photograph on the front cover is from the exhibition organised during the project “The Golden Age of Life”

The project is funded by the European Union within the programme “Supporting Civil Society”, by the Delegation of the European Union in the Republic of Serbia. The contents of the book are the sole responsibility of the Society for the Education of Adults and do not necessarily represent the views of the European Union

IDEAS FOR AN ENJOYABLE AND ACTIVE OLD AGE

EXAMPLES OF GOOD PRACTICE

BELGRADE, 2012.

*We thank all the collaborators on this project
who have contributed to its realisation
and left a golden trace behind them*

CONTENTS

FOREWORD BY THE EDITORS	7
INTRODUCTION	9
<i>Project “The Golden Age of Life”</i>	11
UNIVERSITY OF THE THIRD AGE	13
UNIVERSITY OF THE THIRD AGE – A place that welcomes you	15
TERRACOTTA WORKSHOP	
“DO YOU KNOW HOW MUCH YOU CAN DO?”	19
SCHOOL OF DRAMA FOR OLDER PEOPLE	21
“DASUN” – SHARING EXPERIENCES IN ACADEMIC BASED EDUCATION FOR OLDER PEOPLE IN THE DANUBE REGION	
AS A BRIDGE BETWEEN SCIENCE AND CITIZENS	22
SCHOOL OF HERBALISM	25
INFORMATION TECHNOLOGY TRAINING FOR OLDER PEOPLE	26
<i>Letter by a Workshop Participant</i>	
“THE SUNNY AUTUMN OF LIFE” EVENT	31
”IKEBANA“- FLOWER ARRANGING	33

IMPLEMENTATION OF THE PROJECT “DIALOGUE AMONG ORGANISATIONS FOR CIVIL SOCIETY IN THE WESTERN BALKANS	35
ZVEZDARA VOLUNTEERING SERVICE	38
”LET US PUT A STOP TO DISCRIMINATION AGAINST OLDER PEOPLE AND SUPPORT ACTIVE AGEING”	40
TRAINING OF INDIVIDUALS EMPLOYED IN SOCIAL CARE: “EFFICIENT COMMUNICATION WITH THE ELDERLY”	42
NEW MODEL FOR A SOCIALLY RESPONSIBLE AND HUMANITARIAN BOROUGH OF STARI GRAD	44
“THE TRUTH ABOUT TOURISM – TOURISM IN BOR: ITS PAST, PRESENT AND FUTURE “	46
”GRANNY TAUGHT ME“	48
SERIES OF EDUCATIONAL ACTIVITIES BY THE BOR NATIONAL LIBRARY	50
WORKSHOPS ”OLDER PEOPLE’S EXPERIENCES HELP THE YOUNG MAKE THEIR CAREER CHOICES“	52
„INTERGENERATIONAL COOPERATION“	54
WORK BY THE WOMEN’S SECTION OF THE LESKOVAC PENSIONERS’ ASSOCIATION	56
Exhibition of Photographs – The Golden Age of Life	58

FOREWORD BY THE EDITORS

This publication is the result of work on the project "The Golden Age of Life", carried out by partners and collaborators in five local communities in Serbia. The reason for publishing the book is to systematise and present examples of good practice which in different ways represent a promotion of creative ageing, intergenerational cooperation and a positive image of old age and ageing. The publication was devised as a resource which may serve as a motivation and inspiration for launching and implementing future initiatives and for establishing cooperation and networking among those who together contribute to changing the image of older people in Serbia. This guide contains suggestions and proposals for dealing with the issues relating to ageism and achieving progress towards greater age equality.

The examples were collected during workshops held in local communities, involving organisations and institutions which work with older people. Each organisation chose the activity, programme or project which with its outcomes, reasons for success and viability represents a genuine example of the implementation of the concept of active ageing and successfully challenges the prevailing stereotypes of old age. An important criterion for the selection of good practice was the possibility of applying ideas and initiatives they are based on in other local communities, by various organisations and institutions already involved in this area, or which will become involved in the future. The book is intended as a guide not only to local authorities, but also to all relevant organisations in this field.

Our aim is for this publication to provide a useful resource for those employed in a range of institutions and organisations so that they may improve their own practice and create a new, less discriminatory reality in our society. We hope that this book will serve as a guide for successful development of their activities, enrichment of their programmes and increase in the number of users.

Considering the conclusion reached at one of the local workshops set up during this project that older people should not be viewed as a homogenous group, we strove to gather and present examples which comprise a wide range of activities and promote active ageing in diverse ways. In this book you will find examples of activities which offer

educational programmes for older people, thus promoting the idea of longlife learning and education. Given the unenviable status of the elderly in Serbia and the vulnerability of this age group, some of the activities are illustrated by examples of experiences in the field of social care. Particularly topical is the subject of intergenerational cooperation and this book therefore includes many of such examples, emphasising the importance and value of such interconnection. There are also examples which demonstrate independent activities by older people, their self-organisation, initiative and determination, as well as examples which offer a positive image of ageing, showing older people as participants in various public events and cultural activities at the local, municipal or borough level.

The book gives examples of good practice and includes the photographs collected during the project itself and which form the basis of the exhibition "The Golden Age". Needing to ensure that the voices of older people are heard and their attitudes towards active ageing made known, we left unedited two letters which arrived during the project. Wishing to make the examples as simple and accessible as possible, we decided on a form which focuses on the aims, target groups, short description of activities, their outcomes and the reasons for their success and viability. Examples of good practice are also illustrated by photographs included in this book.

We wish to use this occasion to thank all the collaborators and partners who contributed to the successful conclusion of the project, as well as those who by their own example made this book possible. We thank you for all your effort in making the world a better place.

Tamara Nikolić Maksić

Maja Maksimović

INTRODUCTION

In thirty years every third inhabitant of Europe will belong to the third age group (60+). Such a large share of the population represents a huge capital – experience, knowledge, skills and creativity, as well as free time for taking part in activities which would preserve and enrich the social life of the community. The European Union points out the importance of this capital, declaring 2012 as the Year of Active Ageing. The countries of the EU ceaselessly organize various activities with the aim of encouraging social activity by those belonging to the third age, promoting active attitudes to life, strengthening intergenerational dialogue and, above all, promoting the concept of lifelong learning, as an emphasis on the fundamental value of the human being – his ability to change and transform the world through learning. This ability enables us, regardless of our age, to continue to develop, improve and remain active and “topical” in the context of our relation with a dynamic reality. At the same time, this kind of activity contributes to the maintenance of good physical and mental health during the third age, which is the most effective way of preserving biological resources.

With around 22% of its population over the age of 60 Serbia is among the oldest societies in Europe. Current trends point towards a significant rise in the number of old people, so that in thirty years its proportion could rise to 40%. In Serbia the processes of transition have made the situation even more difficult, since a large part of the population is between the ages of 50 and 59, almost 600,000 of whom are in early retirement, without jobs, or about to become jobless. Realistically, the share of the third age population is already approaching 30%.

This, unfortunately, is where any similarity to the European situation ends. Older people are marginalized, institutionalized, disempowered, deprived of responsibility and, ultimately, dignity. It is often said that the old are like children and such infantilisation creates a self-fulfilling prophecy in that they begin to accept the imposed role and believe that they are no longer independent adults. Although poverty is prevalent among older people, some of the chief reasons for their exclusion are the stereotypes and prejudices about the impossibility for change, leading to negative attitudes by society towards the elderly. Once

they begin to believe and act in accordance with such myths and stereotypes, this further reinforces the prejudices, thus creating a vicious circle of discrimination.

The negative and/or stereotypical perception of ageing and the elderly is evident in the language we use, in the media, humour etc. Age discrimination is one of the most widespread forms of discrimination in contemporary society and implies discrimination against individuals only because they belong to the third age group. It is defined as any attitude, action or institutional structure that subordinates a person or a group, or assigns certain social roles simply based on age. Unlike other forms of discrimination such as racism or gender discrimination, no one is spared from ageism, since sooner or later we shall all have to face it.

The basic factor contributing to the development of age discrimination in Western society, and also ours, is the fear of death. Death is not seen as a natural and inevitable end of the life cycle. It is the antithesis to life and separated from it, and ageing is the road leading to it and representing the beginning of the end. The second factor is the intense focus on youth. The media, from television to newspapers, place great emphasis on physical beauty and sexuality. The old are either ignored or represented in negative ways, and the favouring of youth not only influences how older people are perceived, but also how they perceive themselves.

The great value attributed to productivity is the third factor which contributes to age discrimination, with productivity reduced to merely economic potential. Both ends of the life cycle are viewed as unproductive. Middle age is seen as the age which carries the burden of caring for both children and the old. Children are, however, seen as an economic potential and a desirable investment, while the old are experienced as useless and a burden on society.

The fourth factor which contributes to age discrimination is the very manner in which the study and research into old age were approached. In early research, gerontological studies relied on findings by institutions for the care of older people, which provided the easiest source of respondents, although the percentage of older people who live in institutions is only 5%. This creates the need for a great deal more research which bases its findings on studies into the elderly who enjoy good physical and mental health and live in the community, as opposed to sick, hospitalized or institutionalized older members of the third age, who constitute an extremely unrepresentative sample of the elderly population as a whole.

All these are factors which contribute to the negative attitude to ageing by the wider population, but also to the negative perception the elderly have of themselves, which deepens the gulf between generations and places the elderly on the margins of society at various levels.

“The Golden Age of Life” Project

The one-year project *“The Golden Age of Life”* aims to encourage the development of a positive image of older people in Serbia by promoting enjoyable and active old age and by creating an environment which would enable their active participation in social life. This project is funded by the European Union within the project “Supporting Civil Society” by the European Union Delegation in the Republic of Serbia. The co-funder of the project is the Ministry for Economic Cooperation and Development of the German Federal Republic (BMZ). The project is carried out by the Society for Adult Education in Belgrade, EDIT from Novi Sad, Keramika Zlakusa from Uzice, The Cultural Centre in Leskovac and MIBOR from Bor, in cooperation with the German organization *DW International*.

The central feature of the project is the exhibition of photographs on the theme of enjoyable and active old age, organised on the basis of an open photography competition. The travelling exhibition was held in Novi Sad, Uzice, Leskovac, Bor and Belgrade and lasted from two to three weeks. It also provided the opportunity for bringing together social partners and interest groups in each local community, launching initiatives and specific activities with the aim of reducing discrimination and prejudice and encouraging active inclusion of the elderly. During the course of three weeks numerous workshops were held, focusing on support for intergenerational cooperation and its development, some of which are presented in our book on good practice. The many visitors to the exhibition contributed to the successful achievement of the aim of the project by voting for the three best photographs which received money prizes at the end of the project. After the exhibition closed in Belgrade, an international conference was held at which the results of the project were presented, experiences shared and future activities agreed. At the end of the project the prize-winning photographs were used for the promotion of enjoyable and active old age, while the exhibition continued its existence in Germany and other countries of the European Union, on its journey through various institutions for the education of adults.

Let us become active creators of our own life

Fred Newman

UNIVERSITY OF THE THIRD AGE

U3D „Đuro Salaj“ a.d.
Nemanjina 28, Belgrade
<http://www.salajobrazovanje.co.rs>

Daniela Mihailović, Senior Associate at the Centre for Education
Tel: 011/3619 273, 011/3619 430
Fax: 011 3629 420
e-mail: salajobrazovanje@eunet.rs

Target group:

- Members of the third age group

Aims:

- Broadening of existing knowledge and skills and acquisition of new ones
- Enabling individuals to independently improve their quality of life in old age

Activities:

Activities of the Universities of the Third Age include diverse educational programmes aimed at pensioners. Within the Djuro Salaj U3A the following educational programmes are being organised:

- School of Drawing and Painting – Classes are held at the Studio of the Art School and follow the curriculum of university level art schools – charcoal, pastel, watercolours and oil paint techniques are taught.
- IT School – Computer training for older people involves mastering the Windows operating system, use of the Internet, sending emails and learning the Word text processing programme.
- Foreign Languages School – Foreign language courses aimed at students of the third age are very well attended at the University. Teaching methods are adapted to the needs of older people.
- School of Dance – As a form of fitness training, dance involves movement exercises in which all the muscles are used, improving simultaneously balance, physical flexibility, posture and breathing. The school teaches both Latin and standard dances, providing an opportunity for good fun and recreation.
- Yoga – Yoga exercises provide training in breathing techniques, concentration, visualisation and relaxation, which help keep the body in good mental and physical condition and preserve vitality. The intensity of exercises is adapted to the levels of physical ability of older people.

In addition to regular courses, shorter educational programmes are also offered, such as



lectures, discussions, art evenings, workshops, summer schools, exhibitions, study trips, promotional events, art colonies and similar.

Thanks to the very extensive range of programmes available, pensioners are offered opportunities to learn something new or broaden their knowledge of many areas of human life. The U3A offers its students a chance to enjoy themselves, travel, but also gain recognition by presenting their work at numerous exhibitions. By joining the art club at Djuro Salaj they are given the opportunity to take part in collective exhibitions, as well as organizing solo exhibitions at the gallery "Academy 28". By participating at various events, The University of the Third Age tries to draw attention to the activities and programmes it offers and present the valuable results it has achieved so far in its work. The most notable among these events are The Adult Education Festival, Days of Creative Work by Older People and Pensioners, and the International Day of the Elderly on the 1st of October.

Outcomes of activities and reasons for their success and viability:

The most often mentioned motive for joining The University of the Third Age was the desire to acquire new knowledge and broaden existing knowledge. Also mentioned were the need for socializing and making new friends, maintaining and improving mental and physical fitness, as well as the opportunity for expressing oneself through creative work and the need to overcome any sense of emptiness. The wide range of the motives demonstrates that The University of the Third Age does not only focus on meeting the educational needs of older people, but also that its existence is in response to many life needs of the older generation, contributing greatly to the improvement of the quality of their lives as a whole.

UNIVERSITY OF THE THIRD AGE – *A Place that welcomes you*

From Concepts to Implementation

Among the many institutions which have now for several decades been introducing numerous educational activities with the principal aim of helping pensioners improve the quality of their lives, recognising the necessity for a change in attitudes to older people, the Universities of the Third Age stand out for the quality of their programmes and the contents of their activities. The initiators of the idea of also opening a U3A in Belgrade and its founders are: The Institute of Pedagogy and Adult Education at the Faculty of Philosophy in Belgrade, the Editorial Board of the Belgrade Television Educational Programme and the Braca Stankovic National University, under whose auspices the University was founded and within which its programmes are run.

The main educational aim at the U3A is to mobilise older people and help them develop independence and self-initiative for improving the quality of their own lives and that of their environment by expanding their existing knowledge, reorganizing their experiences within new frameworks and gaining new knowledge. In this way education functions as a means of improving the quality of life in old age and forms an integral part of activities in the third age. The immediate tasks of the education of older people at the U3A arise from the polyfunctional character of the educational process which transcends its immediate achievement – acquisition of knowledge, thus generating positive effects in the psychological, social, cultural, economic, health and other spheres of life of older people.

Until 2002 The University for the Third Age within the Braca Stamenkovic NU was the only institution of its kind in the whole of our country. At the initiative of The Society for the Education of Adults, the project “Expanding the Network of Universities of the Third Age” was launched by The Institute of Pedagogy and Adult Education of the Faculty of Philosophy at Belgrade University, bringing together seven other institutions which opened their doors to members of the third age. Thanks to this, older people have been able to attend programmes offered by the U3A not only in a single institution (the Braca Stamenkovic NU, which remains the main centre of the U3A network), but also in other institutions in Belgrade (The Bozidar Adzija NU, Djuro Salaj a.d. and the Cukarica Cultural and Educational Centre), as well as in other cities: Novi Sad (The Open University), Vrsac (The Gerontological Centre), Nis (The Pavle Stojkovic NU) and Smederevo (The Workers’ University). In addition to this initiative, whose results surpassed initial expectations, the U3A has since its beginning collaborated with numerous cultural and educational institutions, as well as institutions involved in social care, not only in Belgrade, but in the whole country.

Programme Orientation of the U3A

The project involved organizing the content as six programme units, symbolically represented by corresponding colours and covering the broadest variety of areas of human knowledge and creative output. Each programme included a larger number of subprogrammes, forming the basis for setting up educational groups: the green programme (for the preservation and improvement of the human environment), the red programme (for the preservation and improvement of human health), the blue programme (for the preservation and advancement of cultural and historical values), the pink programme (for the preservation of art treasures and artistic skills), the white programme (for the preservation and advancement of the language and communication culture) and the spectrum programme (for the preservation and advancement of manual skills, dexterity and physical abilities).

Given that the programme orientation of the University of the Third Age envisaged by the project has a very broad base, it was decided to form those groups in the first semester for which the interest of the applicants was the greatest. In this way, respecting the wishes and needs of those for whom this University is intended, and also respecting the main principle on which the work of the University of the Third Age is based and which expects maximum involvement by the students in solving all important questions, three educational groups were set up, with a total of 45 students: painting (20 students) English language (12 students) and health and physical recreation (13 students).

These three programmes remain of central interest to people in the third age group in our country and have been continuously run throughout the U3A's existence, attracting the highest number of applicants. The only other programme attracting a similar level of interest is the IT training programme, first introduced as recently as 1998, but hardly attracting any interest at the time. The large number of young people who have gone abroad has created a need for Internet communication by their parents. As a result the English language and computer training courses have become the most popular in the last decade.

The abundance of programmes run at the Universities of the Third Age testifies to the breadth of interest of the members of the older generation and the diversity of their needs. In addition to the programmes already mentioned, there are also programmes for the German, French, Spanish and Italian languages, as well as physical recreation, yoga, dance, music, history of Christianity, history of art, weaving, macramé, ceramics, wood-carving, pattern cutting and sewing, home decorating, art photography, health, literature, psychology, massage and self-massage, flower arranging... Deserving special mention is the fact that quite often educational groups have been set up at the U3A for learning entirely new, unusual and unfamiliar subjects or skills, which belies claims that this genera-

tion is characterised by its traditionalism and resistance to the new and unfamiliar (for example, tai chi, patchwork quilting, herbal medicine...)

Supporting the claim that this generation is more open to accepting the new than has been assumed is the diversity of forms which the educational programmes take: lectures, courses, “mini schools”, seminars, summer schools, trips and outings, exhibitions, workshops, promotions and presentations, art evenings, film and video presentations, debates and round tables, study trips and so on. The Interest and strong motivations of the students of this generation, combined with their rich personal and professional experiences has meant that they have been active participants in their own learning rather than passive recipients of instruction. By joining the U3A many of them have overcome their retirement crisis, discovered new interests and changed their attitudes to this stage of life. This change was also facilitated by the numerous extracurricular activities and joint programmes, such as the celebration of the Day of Cyril and Methodius, The International Day of the Elderly, New Year programmes, humanitarian and other programmes, whose main purpose is to bring students from different study groups and institutions together, to give them the opportunity to socialize and sometimes even make lasting friendships, as well as to develop the spirit of belonging to the University as a whole through joint activities.

U3A: An example of good practice

It can be concluded that throughout its existence the U3A has been successfully achieving its aims and has made a significant contribution to increasing the quality of life of its students, offering them the opportunity to satisfy their different personal needs through participating in its programmes. Although these are primarily educational and cultural, by attending them students not only satisfy their educational, but also other human needs (for socializing, social stimulation, preservation of good health and so on). Namely, apart from offering the opportunity for learning something new or expanding existing knowledge, the U3A also gives its students a chance to make new friends, have fun and travel, but also gain recognition by presenting their work at numerous exhibitions and promotional events which the U3A has been organizing during the course of its existence.

Still, we should not forget those unable to join due to lack of financial means, despite their very strong interest and clearly defined educational needs, which undoubtedly highlights the need for adequate support and financial assistance for the institutions involved in organizing programmes of the U3A. Without such help, it has not been possible for the University to expand its work and organise new programmes and activities, improve working facilities and create the prerequisite conditions for greater accessibility of its programmes. Despite many plans for further development, the unfavourable financial situation in the country and the absence of broader social support has led to a fall in the number of both students and institutions implementing the programme, preventing the U3A from fully

accomplishing its function. In spite of many problems, under the motto that you are old only if you no longer wish to learn, the U3A has for as long as 22 years been bringing together those who wish to make their old age more enjoyable and creative through learning. In the course of its 22-year existence the U3A has been attended by 10,000 students which, given the conditions in which it has developed and worked, speaks sufficiently of the continuing strong interest in its programmes, as well as the reasons for the success of its work and, generally, the viability of such a unique educational programme in our country, aimed exclusively at older citizens.

By developing its programmes, the U3A has laid firm foundations for the implementation of the concept of lifelong education and learning in our country, drawing the attention of the wider public to the specific nature of the education of the older population, and thus contributing to the overcoming of prejudice and development of a positive attitude to old age. Through its work, it has become a kind of link between the older generation and modern life, providing older people with new knowledge and skills, enabling them to use modern means of communications and offering them support in achieving their potential and expressing their talents.



TERRACOTTA WORKSHOP

“DO YOU KNOW HOW MUCH YOU CAN DO?”

Gerontological Centre at the Club for Adults and Old People, Kikinda
Generala Drapšina 99, Kikinda
<http://gckikinda.org.rs>

Milena Radanov, Director
Vesna Korać, Manager for Noninstitutional Care
Tel: 023/434 675
e-mail: direktor@gckikinda.org.rs

Target group:

- Users of the Gerontological Centre in Kikinda
- Members of the Club and pensioners
- Disabled persons
- Lower form pupils from the primary schools in the city

Aims:

- Recognition of one's own development path by older and disabled persons in the local community
- Development of one's own potential through readiness to engage in productive and creative work
- Preservation of working and mental abilities, and social and emotional balance through engagement in occupational work activities
- Meeting older people's social needs through socializing and creative group work
- Organising creative workshops with the aim of promoting cultural heritage, preservation of the non-material cultural treasure, preservation and presentation of old crafts, reproduction of old handcrafted objects with ethno motifs

Activities:

- Terracotta souvenirs workshop
- Organising sale of souvenirs

Outcomes of activities and reasons for their success and viability:

Through the production of souvenirs made of terracotta and other natural materials good cooperation was established with the local authority which purchased the souvenirs during the organizing of the traditional event “Days of Madness”. The proceeds of the sale are used for excursions, purchase of materials, outings and social events. As a result of setting up the creative workshop members of the club have become well known in the city and beyond, since they take part in all community events organised in the city and ethno festivals in Vojvodina. The local authority has provided in its budget the funds for the regular financing of the club and the creative workshop.

SCHOOL OF DRAMA FOR OLDER PEOPLE

Belgrade Gerontological Centre and the Ignis Citizens' Association
<http://www.ugcb.rs>

Vera Vitezović, Social Worker B.A.
e-mail: obradovicr@ugcb.rs

Target group:

- Individuals over the age of 60

The target group was made up of the users of the Day Centre and The Palilula Club for Older People, The Cukarica Day Centre and Club for Older People and The Old People's Home in Diljska Street - aged over 60.

Aims:

- Increasing awareness of the needs and potentials of older people
- Development of social inclusion through social activism

Activities:

The project "School of Drama for the People in the Golden Age of Life" was carried out by the Belgrade Gerontological Centre and the Ignis Citizens' Association. The project focused on solving the problems of prejudice against older people and the low level of awareness of their needs. The project was carried out in the period from the 28th of March to the 5th of May 2012 on the premises of the Day Centre, The Palilula and Cukarica Clubs, and the Old People's Home in Diljska Street. Programme activities included:

- Motivational workshop for joining the school of drama (Održane su 3 radionice od po 2 sata, uz učešće 24 starije osobe)
- Drama classes led by a professional actor (three two-hour training sessions were held, with 24 elderly participants)
- Rehearsals for the performance of "Playing the Victim" based on the play with the same title by the Russian playwrights Vladimir and Oleg Presnuyakov (attended by 16 people)
- Performance of the play (the preview performance was staged at the Day Centre and the Palilula Club for the Older People, and present in the audience were the children, grandchildren and friends of the elderly actors, with media promotion.
- Assessment workshop (participants-actors, together with the director of the play and 10 members of the audience shared their impressions of the public performance)

Outcomes of activities and reasons for their success and viability:

An assessment questionnaire was used to assess the satisfaction levels of the participants/actors on a scale of one to five. The assessment also involved questions on attitudes to the programme and positive affectivity. All participants expressed a high level of satisfaction at the end of the programme.

The play will be performed at the Golden Age Festival of Creative Work by Older People in September 2012; a drama group of the Belgrade Gerontological Centre has been set up which will continue their theatrical activities, with regular performances of the play.



“DASUN” – SHARING EXPERIENCES IN UNIVERSITY BASED ACADEMIC EDUCATION FOR OLDER ADULTS AS A BRIDGE BETWEEN SCIENCE AND CITIZENS IN THE DANUBE REGION

The Project team from Serbia: The Faculty of Philosophy – The Institute of Pedagogy and Adult Education as the coordinator, in collaboration with the Dr Laza Lazarevic National Foundation for a Humane Old Age and Djuro Salaj AD – programme of the University of the Third Age. In addition to the project team from Serbia, teams from Ulm (Germany), Krajove (Romania), Sofia and Rusa (Bulgaria) also participated in the project.

The Institute for Pedagogy and Adult Education – The Faculty of Philosophy
Čika Ljubina 18 – 20, Belgrade

Prof. Snežana Medić, Ph.D. Project Manager

Natalija Milošević, Project Coordinator
e-mail: natalija725@yahoo.com

Target group:

Individuals in the third age – 50 years and over, interested in science based educational programmes.

Aims:

The aim of the project was development of collaboration among four universities (together with non-government organizations) from three countries in the Danube Region (Bulgaria, Romania and Serbia), led and advised by ZAWiW (The Centre for Continuing General Science Education at the University of Ulm, Germany), as well as development of the concepts of academic programme of continuing education for older people as a bridge between science and citizens.

Specific Aims of the Project:

- Development of university based educational programmes aimed at the target group of older adults and facilitating their accessibility to the public in collaboration with cultural associations
- Definition (through assessment of organisations, teachers and members of the target group) and implementation of criteria for activities which raise the quality of lifelong learning programmes for older adults at partner universities in the Danube region.
- Offering opportunities to older adults for further education, for improving their knowledge and skills and putting them to new, meaningful use.
- Initiating and documenting the sharing of examples of good practice among institutions for the education of adults.

- Building a base for future collaboration and a network of educational institutions and non-government organisations in the Danube region.

Activities:

- Development of criteria and analyses of the structure and location of partner organisations – universities and non-government organisations
- Development of Internet website project
- Development of assessment tools for the analysis of academic programmes for continuing education
- Development of concepts for each university and non-government organisation – project participants – for the implementation of the academic programme of continuing education within their own institutional contexts
- Regular exchange of information via mailing lists and video conferences
- Implementation of the concepts of one-day pilot projects – the so called Academic Day (minimum number of students - 50, aged 50+) in cooperation with partner non-government organisations
- Two-day assessment meeting at Belgrade University. On the Academic Day itself ac-



tivities were divided into two parts. The first part was attended by all participants in the faculty amphitheatre, and consisted of the introductory talk on the Academic Day and the DASUN project, as well as two lectures on the education of adults and the psychology of age and ageing. In the second part the participants were divided into four groups, set up on the basis of their personal choice of workshop at the start of the day.

Outcomes of activities and reasons for their success and viability:

Based on the responses in the assessment questionnaires given to the participants at the end of the activities, a conclusion was reached that the generation of the third age is interested in educational programmes - in this case academically based - which can meet their needs, contribute to their greater involvement in society and interest in current social trends, as well as mutual exchange of ideas and knowledge. On the basis of the respondents' suggestions, we established which fields members of the generation of the third age were most interested in, and also what changes and improvements could be made next time. What is clear is that those attending the Academic Day expressed a desire for such an event to be repeated and last longer.

What undoubtedly testifies to the success of this programme is the following:

- Establishment of the concept of academic programmes of continuing education for older adults as a bridge between universities and citizens
- DASUN project Internet website
- Reports on the results of the analysis from each partner location
- Documentation with the results of the assessment in the form of a brochure



ŠKOLA LEKOVITOG BILJA

The Nana Association of Amateur Herbalists

Stana Perčić, Organiser

Tel: 030/420 120

Target group:

- Primary and secondary school pupils in Bor
- Older inhabitants of the village Gornjane on the outskirts of Bor

Aims:

- Transmission of knowledge of medicinal herbs by the older to the younger generation
- Educating the villagers of Gornjane about natural resources – medicinal herbs in their environment
- Development of intergenerational cooperation and learning

Activities:

Education of the young and others is a regular activity of the Nana Association of Amateur Herbalists in Bor. This education includes the following activities:

- Lectures and presentations – growing and collecting medicinal herbs, their varieties and use
- Fieldwork – identification, harvesting and drying of medicinal herbs
- Practical work – use of medicinal herbs for the preparation of infusions and other remedies

Outcomes of activities and reasons for their success and viability:

Both the pupils and the villagers showed a great deal of interest and motivation for learning as much as possible about medicinal herbs and their correct use.

The villagers, especially those involved in village tourism, introduced collections of medicinal herbs in their promotional offers to tourists.

Topics on medicinal herbs have, to a varying degree, become a permanent part of the syllabus of the School of Ecology, which continues to be run each year.

TRAINING FOR OLDER PEOPLE

Gerontological Society, Bor
Penzionerska 1, Bor

Ana Davidovski
Tel: 065/9617 499
e-mail: davidovskaana@yahoo.com

Computer Centre, Bor – School centre
Goran Vidović

Target group:

- Individuals over the age of 65

Aims:

- Creation of conditions for better communication and education of older people as a means of encouraging active ageing
- Development of the model for an IT training programme which appeals to older people and which is adapted to their needs, interests and abilities

Activities:

Insufficient involvement by older people in education programmes for the third age, insufficient knowledge and use of ICT in everyday life and the absence of IT training programmes adapted to the needs, interests and abilities of older people have created the need for devising and introducing an intensive IT training programme for older people in the use of ICT, and the internet in particular, in everyday life.

Topics covered by training are:

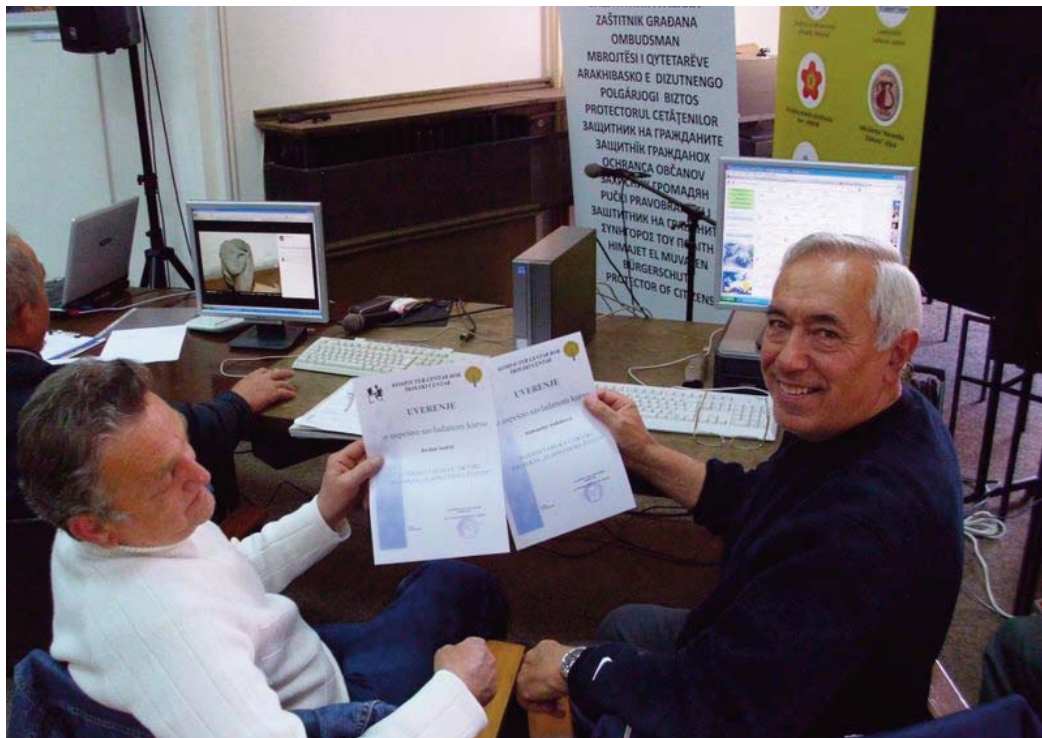
- The basics of electronic communication via the Internet
- Electronic mail
- Internet browsers
- Social networking

The training was based primarily on practical exercises by the students for the use of various facilities provided by the Internet for learning, obtaining information, taking part in decision-making, communicating with friends, family, public and health institutions, local authorities and so on.

Outcomes of activities and reasons for their success and viability:

A group of older people was successfully trained in the use of ICT for communication with friends and family, efficient electronic communication with state and local authorities, public companies, and in the use of electronic banking and retail services etc.

Successful outcomes of the activities are demonstrated by the initial interest of the participants in the training programme, their growing interest and motivation during the training, the results of the training and assessment, as well as the decision by several social organisation which bring together, or work with, older people to launch an initiative for supporting regular IT training programmes for older adults as a compulsory component of the education of the older citizens of Bor.



Letter by one of the participants in the workshop

IT training for older people is in progress.

The first click was done on 9th April 2012, at 10 am, within the project «The Golden Age of Life», whose aim is to reduce discrimination against old people, and their inclusion in social life.

The old man is off to his first class of primary education. He hits the road, his feet faster than his ageing brain.

The asphalt has just been hosed, the weather is cold and wintry, ideal for an idle loafer.

«Old man, where are you off to? It seems like you're walking, but your head's in the clouds»!

«Eh, Djoko, my friend, I'm in big trouble, I've volunteered to attend the «Click» primary school.»

«What sort of primary school is it then?»

«You know, you press a key, click the mouse and you have the whole world in your palm»

The «Click» primary school is situated in the hall of the National Library in Bor. There are rows of chairs, but few pupils. All very alien to the old man, and whilst walking, he's thinking to himself: «... what do I need this for... I'll look silly... I'm illiterate...and a real tabula rasa when it comes to using a weird machine like this...»

The representative of the Media Centre – Bor info centre, in the form of Goran and cameramen, greet first-form pupils and direct them to their seats, saying: «Please be seated, let us introduce ourselves». The welcome routinely begins with «You are?», the hand extended in greeting, and an application form which needs signing.

Well groomed old ladies and the old man sign the forms without even knowing what for.

In a theatrical way, Goran was giving a detailed explanation of the function of internet «It's very trendy now, you press a key, buy furniture, pay your rent...»

On the big screen appeared messages, codes, enigmas: computer, hardware, software...»

«Well, well mate! Just like that, straight from slippers into the world and my pension money all gone!

«You can click here today, and pay tomorrow»!

«Great, a bit of entertainment instead of a game of cards»!

The young man continued his speech: «Let us get to know each other today, so that I can see how much you know, and You just click. «Tomorrow we'll do some serious work.»

The old man is taking some notes and asking the medicinal herbs expert: «Cana, what are you doing in the first form»?

«I've got a 400-page book «Nature and medicinal herbs» ready and want to communicate with the world. And you?»

«I want to use this weird machine as a typewriter and print out all this chit-chat»

The dialogue is interrupted by Goran's words «See you tomorrow at 12».

Like a dog with its tail between its legs the old man returned home and standing at the front door his wife said: «I told you it wasn't for you, you don't have the patience for it, your blood pressure will be shooting up».

The old man muttered a few words, too impolite to be repeated here.

** * * **

The old man put his idle thoughts to a blank sheet of paper. A computer is more than a machine. You give it data, and it processes them giving you back the results.

Here is an episode from his life: many years ago, his son graduated in «Computers and Justice», the mother bought him this weird machine as a reward and said: «Son, I heard this machine is all-knowing»

«Yes, mother, you'll see it for yourself now!».

The son entered some family details, and the computer...tap...tap... printed details about the parents. The son got surprised and said: «Well you got that wrong, my father died five years ago».

The weird machine went... tap ... tap... again and printed out new text on the paper: «Your mother's husband died five years ago and your father is fishing in Florida.»

Moral of the story:

Beware ... tap... tap..., otherwise you'll get a lion out of the bush...

** * * **

The old man is leafing through a booklet «Short Guide to the World of Computers 2003» and the notes of Goran's speech.

The old man remembered: computer parts are: housing, keyboard and mouse.

The weird machine is actually a piece of technical equipment, its visible parts being: the housing, monitor and attachments, which is all HARDWARE.

Software is the brain, it processes the data it receives from the operator and gives the results via the monitor and the printer.

Hard and soft are used in a functional sense, and can't work without each other.

The housing contains: processor, hard drive, memory, switch on button, and then CD rom, graphic card...

The keyboard is a piece of equipment which provides access to the computer and is vital for entering data. It provides a physical connection between the user and the computer. The numerical part of the keyboard is used for entering numerical data and for moving documents.

A few more big words: HOME, END, ENTER, DELETE, SPACE...

Ah, yes, the mouse! The mouse is the accessing device and the basic device for giving commands.

You click once, you click twice and what you've clicked on will appear on the monitor. You click again and you get the cursor and then you go to print.

The old man got confused with «software», as he had to learn new letters and new words, and had difficulty pronouncing them. Words such as: windows 5, word 3, excel, games browser...

The old man stopped and started thinking about Goran's words: «What does the browser do?»

This is where the idle talk stops, since no one said whether this weird machine can work if it isn't connected to electricity supply.

And here is a story about something that happened in the 20th century.

The Americans placed a tender for the manufacture of an electrical chair. The tender was won by a team from Pirot and within a very short time they manufactured and installed the modern-day version of the guillotine.

The Execution Commission completed its job, the convict was tied, the priest gave a sermon on forgiveness of sins and the executioner pressed the red button. The commission members left the place of execution and suddenly screams were heard "...ouch, ouch...". The Americans stopped and asked each other what was happening. The answer was: They are beating him to finish him off! Why? There is no electricity! ... and so the stick replaced the electrical chair.

* * * *

The workshop ended successfully, everyone was happy and all old people were given certificates of some kind.

The old man did not attend the certificate award ceremony, since he had uninvited guests in his stable and whilst waiting for the police team to arrive he was playing with his little «nokia». At one moment he opened a window and got the word «browser» and bravely clicked on it and saw Google. «Whatever happened?» he asked himself. «I went to learn how to type and print a text, and here I am now in the big wide world. Go on, old man, carry on loafing around on the net.» Before clicking he noticed he did not have enough money in his pocket. No one had mentioned how much the network charged for this clicking.

* * * *

Exhausted from hard work and studying he dozed off during Bor news programme. At one moment he heard the presenter talking and looked at the TV screen and there he saw a certificate with his name on it.

Click, click and off he went to the internet. Like the young bride who went to fetch water and found herself at the village fair.

Old folk, just keep clicking and you won't be written off. The golden age of life is ahead of you.

Božidar Jovanović,
Workshop participant

“THE GOLDEN AUTUMN OF LIFE” EVENT

Gerontological Centre „Novi Sad“- Clubs for Adults and Older People - Working Unit
Fruškogorska 32, Novi Sad
[Http://www.gerontns.rs](http://www.gerontns.rs)

Vesna Matić, Ph.D, Manager - Working Unit
Tel: 021/450 266
Fax: 021/6350 782
e-mail: klubovi@geront.co.rs

Target Group:

- Older citizens – Members of the Clubs in the city and its suburbs

Aims:

- Increasing public sensitivity to the issues of old age and ageing
- Encouraging older citizens to have a more active old age

Activities:

All activities are organised with the aim of fostering a proactive role for older people and their mutual solidarity. This means involving the most popular and active members, who experience the club’s aims as their own, as well as encouraging other members to take part in numerous activities according to personal preference. All award-winning members and the most successful individuals and groups receive trophy cups and certificates at a special promotional ceremony. Event activities are divided into the following categories:

Sport and recreational activities

- Sport tournaments, involving individual and team competitions: picado, chess, dominoes, draughts, hoopla, and card games

Activities aimed at the maintenance and exercise of intellectual skills

- Quiz competitions, crosswords and puzzle solving

Occupational work activities

- Setting up art workshops for the training in various art techniques and organising exhibitions of paintings by the Club members
- Organising literary programmes and meetings
- Organising exhibitions of handicraft by members of several clubs

Cultural and entertainment activities and programmes:

- organising visits to the Serbian National Theatre
- performances by the Clubs' choirs and folk dance groups
- guest performances by cultural and art societies, visits by pre-school and school institutions

Preventative health services

- blood pressure and glucose tests, home visits to the old and sick members of the Clubs

Outcomes of activities and reasons for their success and viability:

The activities attracted exceptionally high interest from older people, so that the number of participants reached 3500. The internal assessment found a very high level of satisfaction with the activities and programmes. The local authority recognized the importance and high quality of the event, making it an integral part of the city budget planning.



„IKEBANA“- ARANŽIRANJE CVEĆA

Gerontological Centre, Bačka Palanka
Banatska 4, Bačka Palanka
<http://www.gerocbp.org.rs>

Nada Julinac, Institution Director
Tel: 021/6040 423; 063/511 948
e-mail: gerocbp@eunet.rs

Target Group:

- Users of accommodation services in social care institutions
- Citizens of the Backa Palanka district

Aims:

- Presentation and promotion of occupational work activities organised during the year in social care institutions

Activities:

The programme is traditional in character, has been held once a year since 2008 and includes the following activities:

- Receiving visitors (eighteen institutions – gerontological centers, homes for the elderly and adults, homes for people with learning difficulties, homes for the mentally ill in the Republic of Serbia and the Social and Geriatric Centre in Banja Luka)
- Organising and arranging the exhibition space
- Visiting stands and bringing together socially users of the Centre, citizens and guests
- Workshop for making flower arrangements by using natural flowers in collaboration with private florist shops from Backa Palanka and Backi Petrovac
- Welcoming speech by the Director of the Institution
- Arrival by His Excellency Mr Toshio Tsunozaki, the Ambassador of Japan, and local authority representatives, viewing of the exhibition and address to the gathering by His Excellency Mr Ambassador
- Cultural-artistic programme – performance by the Abrasevic Cultural-Artistic Ensemble, The Akord School of Classical Guitar and soloist Ivan Pejovic, The Stevan Hristic School of Music and users of the Gerontological Centre in Backa Palanka
- Closing of the exhibition
- Zatvaranje manifestacije

Results of activities and reasons for their success and viability:

The citizens of Backa Palanka have been given an insight into the activities and daily life at the Gerontological Centre in Backa Palanka. The large number of participants, the wealth of the materials used, the originality, form and variety of each floral display all demonstrate a well designed and structured occupational work treatment programme for the users of the institutions. The large number of visitors to the event, as well as its international character, since many of the visitors were from Croatia and Republic of Srpska, point to the success of the event. The final event was part of the event “Days of Japanese Culture” organised by the Council, demonstrating the link between activities in the local community and other events.



IMPLEMENTATION OF THE PROJECT "DIALOGUE AMONG ORGANISATIONS FOR CIVIL SOCIETIES IN THE WESTERN BALKANS "

The project is financed by the European Union and the organization AGE UK from Great Britain

Red Cross Serbia and the HumanaS Network

<http://www.redcross.org.rs/>

Simina 19, Belgrade

Nataša Todorović, Senior Associate

Tel: 062/8801513

e-mail: natasa@redcross.org.rs

Milutin Vračević, Ph.D, Senior Associate

Tel: 062/8801533

e-mail: milutin@redcross.org.rs

Target Group:

- In the Republic of Serbia the Serbian Red Cross and the HumanaS Network initiated the setting up of 48 self-help groups involving 462 older people. These groups are organised in various localities (cities and their suburbs, villages), some of which include older individuals from different nationalities and with different levels of education, while one of the groups is located at the collective centre accommodating refugees from Croatia and resettled people from Kosovo. Members of the groups are over 65 years old.

Aims:

- Helping older people improve their own quality of life and that of their peers in their community
- Helping older people become active subjects in solving problems in their own local community

Activities:

An IPA project is involved, carried out in three countries – Albania, Bosnia and Herzegovina and Serbia. The project is run in 25 administrative districts in Serbia and focuses on motivating elderly people to become actively involved in the local community in finding solutions to the problems which affect them directly. The elderly are motivated to identify problems in the local community and try and find solutions, either by themselves, or in partnership with others.

The self-help groups meet twice monthly on average, but some have weekly meetings. The most frequently discussed topics are health, the high cost of medicines and the inadequate list of approved medicines. In addition, they complain about the unfriendliness

of medical staff, old-age poverty, low pensions and social benefit payments. Other topics involve seeking specific solutions to the problems affecting their local community, individual group members and other older people in their neighbourhood. In some cases, solutions to the problems are sought with the assistance of organisations for civil society.

Outcomes of activities and reasons for their success and viability:

Older people are encouraged to take over the initiative for finding solutions to the problems affecting their local community. Several successful initiatives were launched at group meetings.

The Red Cross in Trstenik organises a group in the village of Gornji Dubic, situated in the mountainous region of the district and populated mainly by older people, where a problem was identified concerning the bus service essential to the villagers. Some time ago the only bus service to their village was cut, depriving them of the means of getting to the nearest town to have medical tests or pay bills. It was agreed that the elderly from the village approach their local residents' association and local authority to request the reintroduction of the bus service.

In Vrbas, the Red Cross organises a group of 10 older women. One of the ideas discussed was the placement of benches on the promenade between the two markets in the town (ie. at the opposite ends of the main street), mostly used by older people. During the following month the feasibility and validity of the initiative will be discussed, as well as the involvement of partners in putting the idea into practice (The Association of Pensioners and The Residents' Association).

In Bor, the Amity NGO runs a group of 14 older people who meet once weekly on the premises of the Kokoro Citizens' Association. Members of the group are made up of 11 women and 3 men – native to the village, refugees or internally resettled. Most of the group members singled out the overcrowding in the waiting room of the Biochemical Laboratory at the General Medical Clinic as one of the main common problems (very often there are 100-150 people waiting in a room with only 20 seats and no ventilation). They organised a joint action to write to the Clinic in Bor urging them to provide an additional waiting room and more seats, and also install a ventilation system if possible.

In some localities (Negotin) members of the groups agreed to compile a list of vulnerable old people who have no income and live alone, and put their names forward for receiving food and personal hygiene parcels. They highlighted the problem of social isolation, loneliness and poor relationships with children and grandchildren experienced by older people. In Paracin, self-help group meetings are attended by the Red Cross District Youth Unit, whose tasks are to arrange doctor's appointments for the group members and promote intergenerational solidarity. In Velika Plana, the group is split into two sections,

according to the members' level of physical mobility. Those with greater mobility help the less mobile ones with the gardening and keeping their courtyards tidy.

Reasons for the success of the project are:

Viability (the project does not require large funding, only the initial motivation of older people, suitable premises for meetings and a few snacks)

Flexibility (the project does not have a rigid structure, but offers an opportunity to older people to articulate from their own perspective the problems they are faced with in their community and to seek possible solutions).

Activism and social involvement by older people (the project may also be viewed as a lobbying platform for older people who in this way become active participants in the local community, advocating changes conducive to an improvement in their quality of life).

Solidarity (primarily among older people themselves, but there is also an aspect of inter-generational solidarity, since some of the problems identified by older people relate to the quality of life of young people in the community and the need for its improvement.



ZVEZDARA VOLUNTEERING SERVICE

<http://www.zvezdara.com/lokalna-samouprava/kancelarije/vsz.html>
Bulevar kralja Aleksandra 395, Belgrade

Radmila Urošević, M.Sc. Assistant Manager of the Department for Social Work
and Coordinator of the Zvezdara Volunteering Service

Tel: 011/2864 426

e-mail: volonterski.servis@zvezdara.org.rs

Target group:

- Elderly, frail and disabled individuals without family care and in need of assistance in their daily function who wish to improve the quality of their everyday life, as well as the actual involvement in volunteering activities .

Aims:

- Achievement of greater level of satisfaction and improved quality of everyday life of older fellow citizens
- Increasing awareness of the problems they face
- Development and application of the model for active personal and social attitudes of older people to themselves and their environment
- Personal involvement by citizens in seeking solutions to their problems
- Improvement of intergenerational cooperation
- Promoting the concept of voluntary work to members of all generations

Activities:

There is a range of free social services/activities organised by City Borough Zvezdara within the Borough, in users' homes, ZVS offices or outside them.

- Assistance and support by volunteers for independent daily function at home
- Voluntary services by professionals at the Advisory Centre for Older People, either individually or in workshop settings
- Organising sport/recreational and cultural activities
- Provision of telephone assistance and support

Results of activities and reasons for their success and viability:

During the last fifteen months the number of people interested in the service has grown, the users of the activities listed have expressed satisfaction with the services offered and the need to reciprocate to the Volunteering Service through personal contribution. During the individual monitoring of each user a more active approach to one's own life was observed, as well as a reduced tendency to depression and social isolation.

The staff at Zvezdara Council took a serious and professional approach to organising volunteering activities. On the one hand the selection and continuing training of suitable candidates ensured a viable and stable volunteering core, while on the other hand the organisation and provision of immediate social care has been included in the Strategy for Development of Social Care by GO Zvezdara until 2015.



”LET US PUT A STOP TO DISCRIMINATION AGAINST OLDER PEOPLE AND SUPPORT ACTIVE AGEING”

The project is carried out by The Centre for Democracy Foundation in partnership with the Strength of Friendship “Amity” NGO and in collaboration with the Employers’ Union of Serbia and Zvezdara Council. The project is supported by the Delegation of the European Union in the Republic of Serbia within the project “Supporting Civil Society”, financed by the EU.

Centre for Democracy Foundation
Kraljice Natalije 70/II, Belgrade
<http://www.centaronline.org/>

Tijana Kljajević
Tel: 011 3627 780
e-mail: tijana@centaronline.org

Target group:

- General public
- Employers
- Unemployed older people
- Older people/pensioners
- Young political party activists

Aims:

Strengthening social cohesion and overcoming age discrimination by reaffirming older people’s social capital and their potential as an important contribution to Serbia’s development.

Activities:

The project focuses on the following in particular:

- Generating public support for older people and the fight against age discrimination by increasing citizens’ sensitivity to the problem of ageism (discrimination on the basis of age) and the concept of active ageing, by stereotyping and prejudice related to age
- Increasing employers’ awareness of the fact that experience, knowledge and potential of older workers can significantly contribute to the productivity and success of their companies. Also making older people aware of the ways in which they can convince potential employers of how valuable their long working experience can be for the business
- Familiarising old-age pensioners with the concept of active ageing by promoting voluntary work and other forms of active living



Main activities carried out during the 12 months are as follows:

- Campaign against age discrimination (through various media activities, paid advertisements, direct actions and similar)
- Research into age discrimination
- Training for unemployed workers aged 50 years and over
- Conference on overcoming age discrimination while seeking employment or at work, with participation by representative from all three sectors.
- Workshop on active ageing as a way overcoming social exclusion of pensioners
- Intergenerational dialogue (between older people and young political party activists) in the local community

Outcomes of activities and reasons for their success and viability:

500,000 citizens were targeted through national and local media, 40 employers participated directly in the project, 30 unemployed older worker were trained for active job seeking. Sixty pensioners participated in workshops on active ageing, 30 young political activists took part in the intergenerational dialogue.

The project succeeded in gaining influence both nationally and locally in several ways. Both users and decision makers were targeted. The concept of active ageing was promoted through various actions, campaigns and strategies for future work. Public attention was drawn most forcefully to topics such as:

- Fighting against age discrimination and emphasising the fact that active ageing leads to social cohesion
- Economic viability. Supporting active ageing as a way in which individuals could still contribute to society's economic development after retiring.
- During the project we urged the actual decision-makers to launch initiatives for solving the existing problems and improving the position of older people in our society. At the local level we tried to present examples of good practice (eg. Zvezdara Council) and highlight how a society can benefit by caring for its older fellow citizens.

TRAINING OF INDIVIDUALS EMPLOYED IN SOCIAL CARE: “EFFICIENT COMMUNICATION WITH THE ELDERLY”

Gerontological Centre, Novi Sad
Fruškogorska 32, Novi Sad
[Http://www.gerontns.rs](http://www.gerontns.rs)

Maja Babić, Psychologist
Tel: 064/186 1326
e-mail: maja.b@sezampro.rs

Isidora Petković, Psychologist
Tel: 063/587 875
e-mail: tejana@neobee.net

Target Group:

- Individuals employed in the institutions for social care whose work involves contacts with older people
- Indirect users are older people, users of social care services

Aim:

- Improving professional competence relevant to the field of care of older people (acquisition of communication knowledge and skills necessary for the application of an integral approach in the care of older people and adequate provision for their needs).

Activities:

The initial assumption of the idea about the need for education of this kind is that stereotypes, lack of empathy, lack of awareness of the obstacles in communication and typical features of ageing lead to a burnout syndrome in the staff, and passivity and negativity in the elderly.

- Training of trainers
- Training of individuals employed in the field of social care

The context of the training programme “Efficient Communication with the Elderly” consisted of the following subject units:

- Motivating participants
- Definition, components and purpose of communication adapted to the needs of older people
- Learning about obstacles in communication
- Exercising empathy and active listening
- Instructions for communication with people suffering from dementia

- Behavioural interventions and concrete actions which may be of beneficial value in professional practice

Outcomes of activities and reasons for their success and viability:

The training provided was highly rated by the workshop participants. Workshop settings, small groups, motivated participants and the need for more effective communication with older people are some of the reasons for the success of training. The participants reported a subjective experience of greater professional competence and of being better equipped for dealing with stressful situations at work and choosing appropriate reactions in difficult situations.

In tests of knowledge/skills and assessment questionnaires the participants demonstrated a high level of achievement (from 75% to 95% depending on the subject) and great satisfaction with the content, organisation and presentation of the training (the average mark scored by all groups that underwent training was 4,40 on a scale 1-5, with the lowest score corresponding to the lowest level of satisfaction, and conversely).

Workshops have been continuously run for five years at the Gerontological Centre in Novi sad and other homes for older people in the Province and the Republic. Trainers trained by the authors of the programme also conduct training in their own institutions. Training courses continue to be organised and run throughout the year, with a two-month summer break. The training programme (listed in the Catalogue of Training Programmes Accredited by the Ministry for Resources) is planned to continue until all the staff at the Gerontological Centre in Novi Sad and other institution of social care have been adequately trained.



NEW MODEL FOR A SOCIALLY RESPONSIBLE AND HUMANITARIAN BOROUGH OF STARI GRAD

Dr Laza Lazarevic Foundation for a Humane Old Age
Dečanska 14, Belgrade and Stari Grad Council

Simeon Babić, Director
Tel. 062/587-959
e-mail: nacionalnifond@open.telekom.rs

Target Group:

- Older Individuals (60+) from the whole of Serbia

Aims:

- Providing assistance to the oldest members of the population in carrying out everyday activities and meeting their basic needs
- Creating a network of institutions and organisations to provide assistance to older people in the Borough of Stari Grad
- Promoting the value of active and creative old age
- Sharing experiences and examples of good practice, both social and humanitarian, with foreign (German) and home experts

Activities:

- Establishing cooperation with the following organisations: Autonomous Women's Centre, Asistel, Office for Young People, Red Cross, Stari Grad Society for the Care of the Elderly and Telecom Call Centre, with the aim of helping old people in carrying out everyday activities and meeting their basic needs
- Organising lectures by Elvira Barbara Savada "German Associations' Social and Humanitarian Practice"
- Presentation of the "Basic Models of Assistance Service to Older People in Germany" to partners, with a special emphasis on the model for residential housing – housing for all generations
- Organising a round table: talks with the users of social and humanitarian services and the possibility for their active involvement in the process of humanisation and socialisation

More specifically:

- A job advertisement was placed for employing 20 carers. 15 unemployed women from the Borough of Stari Grad could apply, and 5 women were shortlisted by the

Autonomous Women's Centre NGO (non-government organisation) – women who had been victims of violence and a Roma woman. They all underwent training at the Gerontological Centre.

- A free phone-in centre has been opened, offering information, advice and education and employing people from various occupations closely involved with elderly people. The Centre was opened with the funds donated by Telekom and its services cover the whole of Serbia.
- The Asistel programme has commenced its work - connecting old and disabled individuals to the company's phone-in centre, providing the service to its users on a commercial basis. Via the base installed in users' homes and special bracelets and necklaces worn by them, the operators are able to respond immediately in case of urgent calls, made by pressing the button once, call for an ambulance and contact their closest relatives. Other forms of assistance are also available, such as providing advice and even visits by the company's outreach workers.
- Involved in the implementation of the project are young people and volunteers from the Office for Young People, Red Cross representatives and members of the Society for the Care of Older People in the Borough of Stari Grad. They make home visits to the oldest among their fellow citizens and provide necessary help. The involvement by the young in solving the problems faced by the elderly represents the beginning of a return to the original values of the system: solidarity and compassion.

Outcomes of activities and reasons for their success and viability:

Stari Grad's model for a socially responsible and humanitarian council is the first of its kind in gerontological practice. The concept brings together all the institutions in the Borough of Stari Grad. A partnership has been established between public, civil and private sectors within the framework of social responsibility towards elderly people. Worthy of mention is the very fact that, in the joint search for new models, the initiative and appeal for co-operation have been launched at the local authority level, in this case by Stari Grad Council – the very name of the borough ("Old City" in English) can be a good motive for such an initiative.

“THE TRUTH ABOUT TOURISM – TOURISM IN BOR: ITS PAST, PRESENT AND FUTURE ”

Citizens' Association „GRUPA 55“, Bor

Radmila Ležaić, President

Tel: 030/441 472

e-mail: radamirkobor@open.telekom.rs

Target Group:

- Older people – former tourist managers and workers, members of tourist organisations and associations
- Younger people – employed in tourism, managers, council representatives, private entrepreneurs and villagers hosting visiting tourists and offering accommodation in their homes.

Aims:

- Supporting intergenerational learning in the field of tourism
- Assessment of Bor's tourist potential and facilities offered
- Collection of documentation, examples of projects, information and the knowledge and experience gained so far in the development of tourism in the district
- Inclusion of measures and activities for the development of tourism into the programmes and plans of the local community and the wider area

Activities:

Former tourism managers, members of tourist organizations and other experts on the development of tourism have been brought together to pass on their knowledge and experience to younger people employed in tourism. A series of talks, debates and round tables have been organised during the project on the development of a number of tourist regions, localities and services. The following activities have been carried out:

- Round table „Tourism in Bor: Its past, present and future“
- Talk on the development of tourist locations of Brestovac Spa and Lazar's Cave
- Debate on the development of the tourist locations of Lake Bor, Savaca and the the Gates of Bor
- Debate on the state of tourist objects on the Crni Vrh mountain, in Izvor and Dubasnica
- Public debate “Who do the objects built through self-finance belong to?” with the emphasis on tourist objects
- Debate on the protection of cultural heritage as an important aspect of tourism

- Public debate on the draft area plan of the Timok district in collaboration with the Bor Society of Young Explorers
- Round table on the development of tourism around Lake Bor and in Brestovac Spa.
- Training village householders in the revival of old crafts

Outcomes of activities and reasons for their success and viability:

Cooperation has been established between former tourist managers and individuals employed in the tourist industry, creating a space for a further exchange of experiences and intergenerational learning. The redevelopment of tourist sites has begun in the main tourist destinations in the vicinity of Bor – Brestovac Spa and Lake Bor. Measures were proposed and agreed in the Area Plan for the Timok District for the development of tourism. Bor Tourist Agency has been set up, the Tourist Organisation website created and numerous tourist information guides and brochures produced. Actions have been taken to develop village tourism and accommodation facilities in host homes.



“GRANNY TAUGHT ME“

Gerontological Centre, Bačka Palanka
Banatska 4, Bačka Palanka
<http://www.gerocbp.org.rs>

Nada Julinac, Director of the Institution
Tel: 021/6040 423; 063/511 948
e-mail: gerocbp@eunet.rs

Target Group:

- Gerontological Centre users,
- Children from the Mladost pre-school institution
- Schoolchildren from the Sveti Sava Primary School
- Fellow citizens from the Administrative District of Backa Palanka

Aims:

- Overcoming prejudice against age and ageing
- Active, creative and happy living in old age
- Reducing the existing discrimination against the elderly
- Active involvement by the elderly in local community activities
- Supporting positive and quality intergenerational relations

Activities:

There is a great diversity of activities, given that they are aimed at different age groups. The project is run at the Gerontological Centre, as well as the Sveti Sava School and the Mladost pre-school institution in Backa Palanka and the Club for the Elderly at the Local Community Centre in the village of Pivnice. The project is an integral part of the programme of activities at the Institution and is run during the year with a strictly set timetable. Some of the activities are:

- Making and baking “granny’s little cake“
- Making Christmas tree decorations and organising New Year celebrations
- Preparations for marking religious festivals
- Sewing
- Tapestry making
- Embroidery
- Clay modelling
- Telling stories and poems - “The poems and stories we loved and still love“
- Organising exhibitions of the work produced in the course of joint activities

Outcomes of activities and reasons for their success and viability:

The main reasons for the success of these activities is that they involved a large number of participants, both young and old, and each new meeting brought new participants. Other schools have come forward (particularly those from village local communities), resulting in new activities being organised.

The outcomes of the event are as follows: closer links and improved communication between older people and the public; involvement by the users of the institutions in community actions; development and nurturing of respect for old people and the understanding of all challenges that old age brings, both in terms of physical functioning, and psychological changes in each individual; improvements in the way the users of the institution live their lives, use of leisure time for creative activities, development of self-confidence, sense of satisfaction and belonging, development of a positive attitude in children to old age and ageing and respect for the elderly; development of motor skills , creativity and imagination, both in children and the users of the institutions; keeping old crafts alive and preserving national identity.



SERIES OF EDUCATIONAL ACTIVITIES BY THE BOR NATIONAL LIBRARY

National Library, Bor
<http://biblioteka-bor.org.rs/>

Vesna Tešović, Director
Tel: 065/9003 310
e-mail: vesna.tesovic1@gmail.com

Target group:

- Individuals over the age of 65
- Pupils from primary schools in Bor

Aims:

- Strengthening intergenerational dialogue
- Increasing awareness of the different stereotypical values attributed to different age groups
- Encouraging activity among members of the third age and maintenance of good physical and mental health
- Promoting reading and reviving interest in older literary works
- Exploring traditional customs and keeping tradition alive, respecting the multicultural character of Bor

Activities:

A series of educational activities was held at the Bor National Library and included three activities:

- **Storytelling workshop: “Books which left their marks on my childhood”**
The participants of the storytelling workshop, both young and old, talked about the books which held a special place in their memories. During the conversations, the same moral values were recognized concerning the themes, motifs or aesthetic value of the actual literary works. The entire conversation was visually moderated and greatly facilitated by graphic representation. The participants came to a joint conclusion that, despite the decades that separated them, they all enjoyed the same books.
- **The workshop: “ Nimble fingers – Let’s make bookmarks”**
During the workshop the pupils and older citizens made bookmarks and talked about ways in which book pages are marked. In the introductory part of the workshop there was a presentation on the types of bookmarks and how their forms changed through time, providing the participants with interesting ideas and stimulating their imagination. The conversation among the participants about their preferred way of marking a book page had a very positive effect on the overall atmosphere. In the continuing part of the workshop all the participants jointly made 31 bookmarks from the materials available, which were later used for a small exhibition in the library’s entrance hall. The day chosen for holding the workshop was the 2nd of April, The World Day of Books for Children”.

- “The Guardians of Tradition” – Easter Workshop

Women members of the Association “Time Travel” from the village of Luka described and demonstrated to the children present some of the customs traditionally observed at Easter. The emphasis was on the multicultural character of Bor. As part of the activities the children decorated eggs in traditional styles and a short game of mind puzzles based on Easter motifs was played, to which the children were encouraged to seek and find solutions. At the end, each child received from the grannies from the Association “Vremeplov” a *kravajca* – a small loaf of bread with an egg inside, traditionally offered as a gift to family members at Easter. At the end of the workshop, an exhibition of decorated eggs was organised.

Outcomes of activities and reasons for their success and viability:

The three library programmes were attended by 123 participants, 25 of whom were over the age of 65. The openly expressed enthusiasm of the members of the third age and their responses in the assessment questionnaire speak sufficiently about the programme’s success, ie. that activities which involve intergenerational cooperation are a good choice. Nearly all of the respondents highlighted the need for continuing programmes of this kind or running similar programmes.



WORKSHOPS "OLDER PEOPLE'S EXPERIENCES HELP THE YOUNG MAKE THEIR CAREER CHOICES"

Society of Young Explorers, Bor
Đorđa Vajferta 11, Bor

Primary School „Dušan Radović“, Bor
Kralja Petra 10, Bor

Nataša Ranđelović
Tel: 064/9086773
e-mail: rnatashabio@gmail.com

Target Group:

- Forms 7 and 8 pupils, participants in the programme „Professional career choices at transfer to secondary school“
- Older people who had interesting careers and are still active in their local communities

Aims:

- Improvement of intergenerational dialogue
- Improvement of intergenerational learning
- Telling pupils about different occupations, their good and bad aspects, the skills and values required in the world of work, and horizontal and vertical career progressions
- Motivating and empowering older people to become involved in their local community activities

Activities:

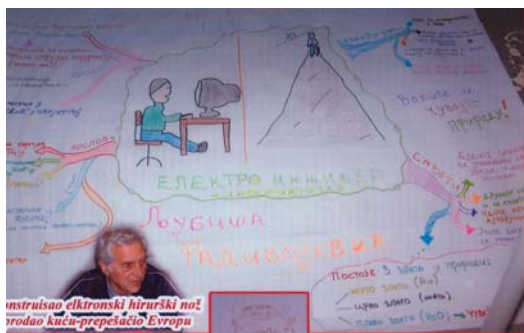
Two preparatory workshops, held on March 16th and 23rd, offered 7th and 8th form pupils from the Dusan Radovic Primary School who are participants in the career advice programme, an opportunity to learn from older people about their life and career paths, their reasons for choosing specific schools and careers, the advantages and disadvantages of their jobs, career progressions and changes and professional advancements. At the same time, the older people's personal stories focused on their life experiences and offered advice to young people on how to use their leisure, which human qualities they should nurture, as well as the skills required for achieving personal and professional success. The workshops consisted of older people's personal stories, after which they were interviewed by the pupils, who in this way found out all they wished to know about their careers and hobbies.

Outcomes of activities and reasons for their success:

The older participants of the workshops benefited by recognising the value of their personal and professional stories and having them validated. They realised their potential for influencing the education of young people and were empowered for these activities. The pupils benefited by receiving valuable advice on school and career choice, and were stimulated to consider alternative career choices to the ones they wanted to pursue originally. The outcome for the workshop leaders was a new workshop model for a career advice programme. Both the older participants and the pupils, and the teachers present, expressed the need and desire in the assessment questionnaire for workshops of this kind to continue. The programme will therefore be implemented within the career advice service provided by the school, which is also the mentoring school for this programme in our region, so that the experiences gained can be broadened. Also evident from the respondents' comments is that they recognized the possibility of taking the role of educators in this programme.



kad nije kasno, da se glavari strasno volite prirodu i trenirajte puževe



invenirao elektronski hirurški nož
vredao kuću-prepeličio Evropu



ceni dečije mišljenje-jer deca govore istinu od nule do vrhunskog stručnjaka



džudo sporti je moj život

“INTERGENERATIONAL COOPERATION”

Dr Laza Lazarevic National Foundation for a Humane Old Age in collaboration with the CET School of Computing
Dečanska 14, Belgrade

Simeon Babić
Tel: 062/587959
e-mail: nacionalnifond@open.telekom.rs

Target group:

- Older fellow citizens – 60+
- Children aged 12-14, ie. 5th, 6th and 7th form pupils from the primary schools in the Borough of Stari Grad

Aims:

- Teaching older people how to use IT
- Promoting active and creative old age
- Sharing knowledge between older people and the young through educational activities

Activities:

- Learning computer basics
- Learning Internet basics and Internet search
- Learning how to send and receive emails

Implementation of the programme:

The programme “Intergenerational Cooperation” was carried out in collaboration with The CET School of Computing and the Kralj Petar Prvi Primary School”. The IT teacher approached the pupils whom she thought possessed sufficient knowledge for teaching older people and several of them responded positively. Some of them were accompanied to the workshop by their grannies and granddads. The rest of the participants were users of the Dr Laza Lazarevic National Foundation for a Humane Old Age. The programme was devised in a way which involved older people learning from the pupils about computer basics. The course was taught by one of the lecturers at CET who was experienced in teaching computing to older people, with the help of the coordinators of the programme from the Foundation. While the grannies and granddads were learning the basics of computer use, the children had the role of teaching assistants. They helped them by explaining all that was, perhaps, not entirely clear during the training and practical application. This was also an opportunity for the children to learn something new from the lecturer, pass their knowledge on to the grannies and granddads, and develop empathy for older people, realizing that they too can learn the same things, only they needed more time. After each mini teaching session, there was a practical session involv-

ing actual computer use, during which the intergenerational cooperation was most evident. The participants were given a task and asked to try and do it by themselves, if possible. As older participants generally found it harder, the young assistants were there to help them patiently. Both young and older participants showed interest in the cooperation of this kind, since they had not had an opportunity to do something similar before. The young assistants were pleased they were able to pass on their knowledge to the older learners, this being an important link in the successful implementation of the programme.

The atmosphere during the training was that of serious work, but relaxed. Children possess that wonderful tendency to ask without hesitation for anything they have not understood well to be explained. Once something had been explained to them, the young participants made very enthusiastic efforts to explain it to the grannies and granddads. In doing so, they themselves gained a better understanding, which made the training run smoothly and without interruptions.

Outcomes of activities and reasons for their success and viability:

The activities were a success due to the participants’ interest in working and learning together. What they also found interesting was that the grandchildren of some of them were also involved, taking an active role in the programme and cooperating with the older adults. In this way the very aim of establishing intergenerational cooperating was achieved.

The programme can be assessed as successful and viable, since some of the participants said that, after attending it, they finally decided to buy a computer and no longer had a fear of new technology, as they no longer found it so abstract. They expressed an interest in enrolling on a computer course for the members of the third age.



WORK BY THE WOMENS' SECTION OF THE LESKOVAC PENSIONERS' ASSOCIATION

After spending our entire lives working, we wish to spend our retirement socializing, doing creative work and enjoying cultural and leisure activities. Our work at the Womens' Section demonstrates that our social activities can be interesting and enjoyable. At our age we are keen to organise and enjoy social get togethers and show the young generations that it is possible to enjoy life in our older years, only if we make an effort.

Our work is very enriching and provides us with many wonderful opportunities to meet pensioners from other towns and cities. We have organised meetings with writers, musicians, painters and amateur associations. By taking part in humanitarian actions we have shown that, through our efforts, we can offer help to those who need it.

Our members have attended with great interest lectures given by distinguished doctors and skin care experts on medicine, skin care and illnesses typically affecting people in the third age. In cooperation with the Centre for the Prevention of Disease and their departments, we have organised breast screening, eye pressure and blood tests for our members, as well as many lectures on topics relevant to their age. We have enjoyed a very fruitful cooperation with the Department of Oncology, The Association of Foster Parents, the Cultural Centre, the theatre, and the Centre for Domestic Science. We have also attended the festive events organised by the municipal authority. At those events we demonstrated our skills in preparing old dishes, cakes traditionally served on saints' days, decorating Easter eggs and flower arranging.

We have received much recognition and credit for our work.

We have attended the "Golden Threads" event in Vrnjacka Banja, the Ethno Festival of the Associations of Serbia in Lapovo, the Potato Festival in Pecenjevac, the Paper Festival in Lakasnica and many other festivals. By organizing exhibitions of handcraft under the title "Our Creative Work" we wished to save from oblivion all that our mothers and grandmothers spent long nights lovingly working on. We have also held an exhibition of hand embroidered tablecloths and old cushions. We presented our work at the exhibition held during the Museums Night in Leskovac. Our hardworking members organised an exhibition of old wedding photographs, dating back to the period from 1918 to 1940. The photographs show people from old Leskovac and wedding dowries which had taken countless days and nights of hard work to prepare. The exhibition was organised to coincide with an old custom, the so called Day of the Newlyweds. With this exhibition we touched the emotions of the many visitors. All the exhibitions organised by our members have been greatly enjoyed by the visitors.

The Womens' Section has taken part in many cultural events such as making cakes for Christmas and other festive holidays. Our cultural activities have been organised in collaboration with many children's folk dance and folk song ensembles and art associations, and have also included many theatre plays and literary evenings.

Our many trips have been particularly well thought out. We have had opportunities to visit the White Palace, the Botanic Gardens, see the panorama of Belgrade from a boat, visit the Church of St Sava, to see a play at the Belgrade National Theatre and visit many other towns and cities, such as Vrsac, Bela Crkva, Vrnjacka Banja, Sokobanja, Subotica, Kikinda, even faraway Budapest, and to see the Old Mountain.

Our many activities, both in our town and elsewhere, have demonstrated that old age in no way has to mean a defeat. Finding a goal in life and being determined to reach it can make our third age more enjoyable and meaningful.

Radmila Zdravković
President of the Women's Section



Exhibition of Photographs

The Golden Age of Life



Dejan Balinda, Kiss



Nikola Sokolov, Life



Goran Švabić, 368



Katarina Ristić, Look, granny...



Jelena Micić, Dream vision



Igor Pavićević, Untitled



Marta Rojnić, Whirlpool of life



Đorđe Gavrilović, Final preparations



Aleksandar Radoš, Tweet-tweet



Branislav Marković, Cyclist



Bojan Džodan, Portrait



Dejan Balinda, Together



Ivana Todorović, Don Juan de Zhile



Bojan Džodan, Father and son



Srđan Srđanov, Going on a journey



Mina Delić, Differences which unite



Suzana Dinić, Creativity in the third age



Zdravko Graovac, Novi Sad bowlers



Zdravko Graovac, Keeping up with the young



Nikola Veljković, A favourite pet



Nikola Fiftić, Golden harvest



Daniela Mihailović, Untitled



Vuk Adžić, Od 4 do 68



Dušan Bebić, U planini



Dušan Bebić, Tri generacije



Gordana Cekić, Na najvišem vrhu Srbije



Kosta Todorovski, Putem zdravlja



Kosta Todorovski, Bez naziva



Milica Gvozdenović,
Fantastična trojka



Ivan Mančić,
Čovek se uči dok je živ

