

EU_SHAFE Action Plan

Caritas Diocesana de Coimbra



EU_SHAFE

Project EU_SHAFE started in 2019, with the goal to improve policies and practices in 7 European regions by developing a comprehensive approach to Smart Healthy Age-Friendly Environments (SHAFE).

Therefore, policy alignment, collaborative efforts and sharing of good practices are the keystones to add better quality of life, more inclusive and sustainable health and social care systems and citizen's access to the services.

Through a 'learning by sharing' methodology, the consortium built a four-helix European community to exchange experiences and practices to improve multilevel policy instruments for the growth of community-based services and "ageing at home" around Europe.

After online and physical exchange and learning, we are ready to share our regional Action Plans. Each region has a different plan, unique to their regional context and needs.

This Action Plan covers the Centro Region of Portugal. It has been elaborated in collaboration between EU_SHAFE partner Caritas Diocesana de Coimbra in close cooperation with regional stakeholders and Managing Authorities of the selected Policy Instruments.

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It will be added in the final action plan

List of Actions included in the Action Plan

Number / Title Action	Description
ACTION 1: WELLBEING KIOSK	<p>This action aims to address The Centro 2020 Regional Operational Programme (ROP).</p> <p>Inspired by the EU_SHAPE good practice Health Kiosk - Billstedt/Horn, the Wellbeing Kiosk will increase the health literacy of older adults and vulnerable persons in two large social neighborhoods in the city of Coimbra where the resident population is characterized by elderly people with health problems and economic insufficiency, ethnic minorities, mainly gypsy ethnicity.</p> <p>Aiming to promote health literacy in the community, the action plan will create a space, open to all people, where the community can find information about how to improve their wellbeing. Social prescribing is also proposed as part of the action, as it will allow for a more holistic and biopsychosocial follow-up of patients, thus responding to non-medical needs and problems on which the health system is not able to respond</p>

General Information

Project	EU_SHAPE – “Europe enabling Smart Healthy Age-Friendly Environments”
Partner organization	Cáritas Diocesana de Coimbra
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Action 1 – WELLBEING KIOSK

Policy Context

The Centro 2020 Regional Operational Programme (ROP).

The policy instrument that the Action Plan aims to impact is:

Investment for Growth and Jobs programme	YES/ NO
European Territorial Cooperation programme	YES/ NO
Other regional development policy instrument	YES/ NO

Details of the Action Envisaged

1. Need addressed

As in the rest of the country, the Centre region of Portugal has witnessed in recent decades a progressive demographic ageing, due to the higher average life expectancy of the population. This phenomenon occurs due to the decrease of the young population in active age and the increase in the number of elderly people, which follows a clear tendency to worsen in the future. According to the 2021 Census' provisional results, between 2011 and 2021, there was a decrease in the population in all age groups, except for the population aged 65 and over, which increased by 15.4%.

The health care model in Portugal is made up of two main areas - health system and social assistance services and, except for very specific initiatives (e.g., long term care), there is no integrated governance. Municipalities and local/regional organizations have limited intervention to define policies and funding within the health and care model. Some social services are provided in each region through the Ministry of Social Security. However, non-public non-profit social solidarity institutions (IPSS) are the main providers of these services. These services are licensed by the ISS and most of them are co-financed by the State, the IPSS and have a client/family contribution.

In the central region, social action is also mainly carried out by non-profit social institutions (IPSS). Cáritas Diocesana de Coimbra is one of these organizations, it is a social non-profit organization (NGO) that supports people and communities in five districts of the Central Region of Portugal

Health Literacy

In Portugal, studies have shown that there are a high number of people with low literacy levels, particularly the older adults, with chronic diseases, low levels of education and low incomes (DGS, 2018). There is strong evidence that Health Literacy contributes not only to health promotion and disease prevention, but also to the effectiveness and efficiency of health services. The low levels of Health Literacy are related to a higher number of hospitalizations and a more

frequent use of emergency services, as well as a lower prevalence of individual and family preventive attitudes in the health area, leading to a decrease in quality of life. Thus, health professionals and nurses are obliged, as determining agents in the promotion of Health Literacy, to develop initiatives to promote the empowerment of citizens.

But the most significant impact of Health Literacy is the reduction of the risk of misuse and sometimes adverse health technologies of which the drug is an example. The rational use of new health technologies will enhance a qualitative leap in the relationship of Users and Professionals with the Health System making it more effective and safer.

Careful attention to the therapeutic relationship and on the patient, with assertive, clear and positive communication, brings better health results (Almeida, 2019, 2020) and allows the development of better strategies and health policies aimed at improving patient- centered health outcomes (Olaisen et al, 2020)

Promoting health literacy has the potential to improve health outcomes and the quality of health care. However, to achieve this level, it is essential to engage governance structures, health professionals and citizens themselves in the operationalization of a concerted strategy to promote health literacy.

Social prescribing as a way for achieving wellbeing

Social prescribing is a new service that connects people with supports and activities in the community to strengthen their health, wellbeing, and quality of life. It is a formal way of enabling healthcare services to support self-management by referring people to a variety of local, non-clinical projects and activities in the community through a link worker.

2. Overview of the Policy Improvement that this Action refers to

The Centro 2020 Regional Operational Programme (ROP) is the main funding instrument available to the region for the implementation of its development strategy in the 2014-2020 period, and the Centro Region Coordination and Development Commission (CCDRC) is the entity responsible for its implementation.

The use of European funds under ROP Centro 2020 is mainly oriented towards strengthening the competitiveness of enterprises based in the region, with special emphasis on the efficient use of resources and the social inclusion of disadvantaged people. Ten strategic priorities have been established under the programme. EU_SHAPE intends to address the following axes:

- **AXIS 1 Research, Development, and Innovation - IDEAS (€169m)** - Business investment in innovation and research and synergies between businesses, R&D centers and higher education in networks and clusters through smart specialization
- **AXIS 5 Strengthening social and territorial cohesion - APPROACH and CONVERGE (€155m)** - specifically in investments in health and social infrastructure.

These two axes are both contributing to the implementation of SHAPE but need further articulation in terms of cross-cutting initiatives and funding, also with RIS3 platforms. In this sense, the main goal is to articulate these two axes with platforms 3 (quality of life technology) and 4 (territorial innovation) aimed at changing their framework and enabling the launch of new

projects, proposals and initiatives to be funded in the future around SHAPE.

The main challenges related to the SHAPE that the Central Region of Portugal is dealing with come from some of the main strengths currently existing in this territory.

To name the most relevant, it should be noted:

- (1) the growing longevity of the regional population, both from the point of view of gender, as well as in urban and rural areas.
- (2) the growing awareness of policy makers on SHAPE issues, translated into their increased attention and effort stake in recent legislation and regulation, both at European and national level.
- (3) the growing trend towards the social participation of end-users when it comes to building technological or other solutions tailored to their own needs and requirements.
- (4) the growing trend towards pooling and organizing community-based resources to better respond to the demands of an ageing population.

In this demanding context, some important opportunities have been emerging to meet the above-mentioned challenges:

- Society is now more likely to organize possible solutions based on the functional criteria and capacity of older people than in their chronological age.
- The ageing population has paved the way for the recent development of research and technological innovation towards SHAPE-related issues.
- the growing trend towards creating or strengthening regional working groups in network and in partnership, bring together public services, the private sector, universities and civil society to promote effective active ageing.
- The strengthening of non-economic territorial activities that effectively contribute to the objectives of SHAPE.

Since the beginning of the project there has been a close collaboration between the EU-SHAPE project and the Centre Region Coordination and Development Commission (CCDRC). All the good practices and lessons learned have been shared and their feedback were integrated in Caritas Coimbra Action Plan.

The present Action Plan is an opportunity to create an innovative project in the future. Our proposal is to do a pilot, as a way to confirm our hypothesis and goals and that way be aligned with the political strategies in health promotion and inclusion, empowering citizens to make welfare accessible to all.

With this pilot project, Caritas intends to influence the policy instruments of the Central Region of Portugal, that is represented by the Centre Region Coordination and Development Commission (CCDRC) in two ways: in the future, this pilot test can be promoted and replicated in other areas of the region, acting as an initiative of interaction and knowledge transfer.

Also, this action plan (and the best practice behind it) will enable the implementation of regional development policies and programs, especially investment programs for growth and employment, particularly for health and social care professionals.

This will led to a political change in the funding of the Region, framed in the opportunities of Axis 1 Research, Development and Innovation.

With the future opportunity for the Wellness Kiosk to be financed through regional funds, it can be replicated and implemented at the regional and national levels. It will be an innovative response, offering solutions and differentiated services in the area of health literacy and well-being. The Wellness Kiosk also emerges as a response to the crisis caused by COVID-19, which has exposed several flaws in the health system, mainly at the level of access to these services and proximity monitoring, especially for the most vulnerable populations (older people).

This new service model, if implemented in the future, can create new employment opportunities throughout the territory. It will also be a space for learning and exchange of knowledge for students and research on health and well-being areas. This will be demonstrated during the pilot, with the direct involvement of the Coimbra School of Health Technology (Escola Superior de Tecnologia da Saúde de Coimbra).

3. The background

For the elaboration of the Action Plan of the Central Region of Portugal, it was fundamental the contribution and participation of all regional stakeholders, through a collaborative and participatory methodology, namely with the creation local action group (LAG).

The Local Action Group (LAG), composed of representatives of regional actors from the public and private sectors of the intervention territory in the central region of Portugal, brought together different local actors who brought raw materials for discussion and were involved in EU-SHEFE throughout the project period. The active participation of all stakeholders has proved to be enriching, both in terms of the needs identified within each area and in terms of the proposed challenges and shared good practices.

After the lessons learned from interregional cooperation in EU_SHAPE phase 1, it was unanimous among regional stakeholders and the project team that Caritas Coimbra should develop its Action Plan derived from the learning of the project and the good practice Health Kiosk - Billstedt/Horn, the partner Free and Hanseatic City of Hamburg, Ministry of Labor, Health, Social Affairs, Family and Integration.

This consensus stemmed from the fact that there was a need, at a regional level, to create an innovative and proximity space for the population, in terms of promoting health and well-being, and to be implemented in a more disadvantaged community.

In this follow-up, the kiosk will be created in two large social neighborhoods in the city of Coimbra – Bairro da Rosa and Bairro do Ingote.

These neighborhoods are made up of social housing, intended to relocate the resident population in shacks or degraded houses in the municipality of Coimbra. The resident population is characterized by families with multiple problems, single parents, situations of unemployment or precarious employment, drug addiction, low education, elderly people with health problems and economic insufficiency, ethnic minorities, mainly gypsy ethnicity.

Cáritas Coimbra has located in these neighborhoods a community center for social support to the population, where it intends to ensure, through its services, actions that promote and reinforce its capacity for social (re)integration, empowerment, and civic participation of all.

This space that Cáritas has will be ideal for the implementation of the Wellbeing Kiosk, both in terms of infrastructure, knowledge and work carried out with the population, being able to

respond to their needs, allowing access to health literacy, information on social services, health, education, and prevention. With the aim of promoting well-being, community cohesion, through health education and prevention.

The Wellbeing Kiosk is created to increase the health literacy of older adults and vulnerable persons. Aiming to promote health literacy in the community, the action plan will **create a space, open to all people, where the community can find information about how to improve their wellbeing, especially in the areas: Audiology, Dietetics and Nutrition, Pharmacy Physiotherapy, Environmental Health.**

The Wellbeing Kiosk will be installed in a social neighborhood of Coimbra. These areas are signaled by some points of poverty and social exclusion, the community have low social income and consequently low levels of academic training.

As a solution, the Wellbeing Kiosk will create access to a care network in integrated care, with multidisciplinary teams / patient-centered / located in low social income areas / appointments without marking / empowerment and participatory decision making / proactively identifying needs / betting preventive care.

The progressive alignment of the care community with technological trends in health/wellbeing can result in better management of the public health service, reduction of waiting time, use of new electronic channels of relationship, such as discussion forums, knowledge sharing, direct medical/patient communication, monitoring of the situation and history of the citizens served and effective control of the application of public resources.

One of the kiosk's outcomes will be the social prescribing. Social prescribing allows a more holistic and biopsychosocial follow-up of patients, thus responding to non-medical needs and problems on which the health system is not able to respond. The physician recognizes the importance of this methodology, but does not have time to deepen, nor knows the resources of the community. Social prescription will increase greater interest both in the social dimension of health problems and for the social dimension of the quality of life of people and the community.

The Wellbeing Kiosk will have the following **objectives**:

- Creation of a pilot and innovative project in the central region based on the SHAPE concept
- Promote health literacy through community access to information on social and health services, Education and Prevention.
- Promoting wellbeing and community cohesion, contributing to improving health education and prevention
- Implementation of social prescribing methodology.

The main goals that is planned to achieve are:

- Reducing social inequality to strengthen wellbeing
- strengthening the networking of social care
- improve the care/health of people in Coimbra

4. Specific Activities and Timeframe



April/22 → Aug/22 Planning/ Team Training/Materials
 Sep/22 → Feb/22 Project Implementation
 Feb/23 → May/23 Evaluation/ Final Report

Activity Number	Activity Description	Timeframe
1	Definition of portfolio of services to be offered	April to August 2022
2	Monitoring and evaluation methodology	
3	Physical structuring of the kiosk	
4	Team definition and training Actions	
5	Implementation – phase 1 and 2	September 2022 – February 2023
6	Evaluation	February 2023 – May 2023
7	Final report	
8	Presentation to policy makers	

5. Players involved

Name of Organization	Role in Action Plan
Coimbra School of Health Technology	Main partner in this action plan. It's a public institution of higher education established in 1979, with a training of excellence in health services. They confers degrees and degrees in 8 courses: Audiology, Biomedical Sciences, Dietetics and Nutrition, Pharmacy, Clinical Physiology, Physiotherapy, Medical Imaging and Radiotherapy, Environmental Health.
S. José Community Centre team.	This centre supports adults in situations of social vulnerability (long-term unemployed and/or beneficiaries of Social Insertion Income), seeking to ensure through their services actions that



	promote and strengthen their capacity for (social re) integration, autonomy, and civic participation.
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6. Costs and Funding Sources

Costs	Funding sources
The Acion Plan will be provided with no costs as will be integrated into the services that already exist	Caritas Coimbra will provide the physical space S. José Centre and workforce for dealing daily with the community in Bairro da Rosa and Ingote (social neighborhood). The School of Health Technology of Coimbra will provide the students that will manage the training, study protocol, and social prescribing methodology.

7. Monitoring

Monitoring, as already mentioned, has been defined as an activity of the Action Plan. The main objective will be to monitor the implementation of the Action Plan, to introduce corrective measures whenever necessary, to produce relevant information for the monitoring and evaluation process. Monitoring will be carried out by the partners involved.

8. Risk and Contingency Plans

Description of Risk	Level of probability (High, Med, Low)	Description of Plan	Contingency
community engagement	LOW	raising awareness training sessions to inform the population about the services and benefits	
covid 19 population's fear of participating in group activities	Med	Keep protective Covid-19 measures	

Official Signature(s)

Date:	19/05/2022
Name	Cáritas Diocesana de Coimbra
Signature	Stamp of the organization (if available)

