

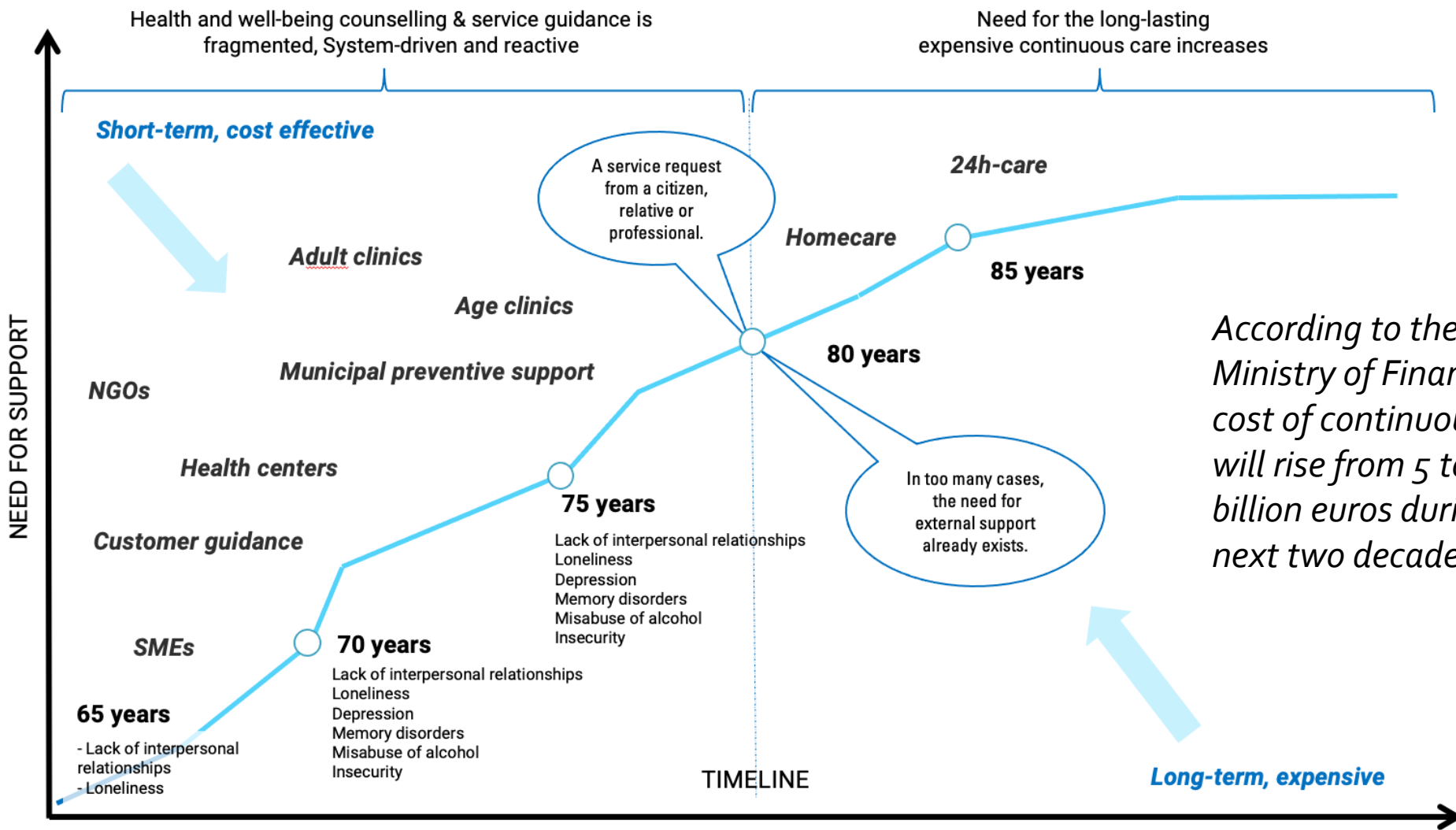
INTEGRATA 65+

CO-CREATION OF TRANSNATIONAL APPROACH OF
POLICIES AND STRATEGIES TO PROMOTE
INTEGRATED PREVENTIVE SERVICE SYSTEM FOR
OLDER ADULTS

Call for project partners

Niko Lankinen

 LAB University of
Applied Sciences



According to the Finnish Ministry of Finance, the cost of continuous care will rise from 5 to 10 billion euros during the next two decades.

- **The network of preventive actors (public, NGOs, SMEs) is poorly orchestrated by the public service system (e.g. municipalities and welfare districts etc.)** and thus, partly an overlapping and unused resource. The project aims to eliminate these fundamental challenges and obstacles related to the system-based administrative barriers in public health care, especially in terms of preventive health care.
- **The public preventive service system is fragmented.** Multiple units are providing preventive support, e.g. customer guidance units are responsible for providing service guidance, age & adult clinics and primary health care units for health counseling & guidance, and municipal units for well-being counseling, etc.

PROJECT BACKGROUND

THE NETWORK OF PREVENTIVE ACTORS IS POORLY ORCHESTRATED AND THUS, PARTLY UNUSED RESOURCE



- **Social welfare & health care units lack human-centric data-driven practices and digital solutions** for targeting timely measures so that the need for long-lasting expensive continuous care can be reduced, shifted, and the number of quality-oriented life years increased.
- **The public service system is reactive, system-driven, and cost-ineffective.** Risk groups remain unidentified and preventive measures are not targeted at older adults who would potentially benefit most from preventive measures.

PROJECT BACKGROUND

RISK GROUPS REMAIN UNIDENTIFIED, THE PUBLIC SERVICE SYSTEM IS REACTIVE, SYSTEM-DRIVEN AND COST-INEFFECTIVE.



1

Define transnational dissemination of policy measures to enable awareness raising, study visits, and coordinated sharing of best policies and strategies related to integrated preventive service systems for older adults outside continuous care.

2

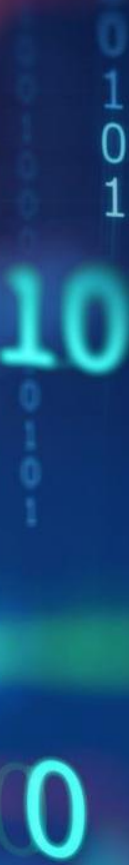
Facilitate participatory service strategy design workshops at different administrative levels (e.g. local, regional, national).

3

Develop a joint transnational approach of policies and strategies to promote integrated preventive service system. The objective is to create pre-conditions for cost-effective public services in aging Europe.

PROJECT OBJECTIVES

DEVELOP A JOINT TRANSNATIONAL APPROACH OF POLICIES AND STRATEGIES TO PROMOTE INTEGRATED PREVENTIVE SERVICE SYSTEM.



WE ARE LOOKING FOR

- Local, regional and national authorities with a statutory mandate to orchestrate preventive support for older adults
- RDI & NCP units to facilitate transnational collaboration in the respective country



Chief Specialist,
Niko Lankinen, Lic.Soc.Sci.

niko.lankinen@lab.fi

+358 50 432 3741

[Linkedin](#)

Expertise:

Data-driven preventive social welfare and health care