

A HANDY BOOKLET BY AND FOR ELDERS FROM RENNES



RENNES
Age-friendly city since 05-2011
Rennes (35)

OBJECTIVES

Facilitate elders' daily life by creating an easy-to-understand information booklet. To portrait a positive image of elders. Involve elders in the creation of this user-friendly booklet.

PRATIQUE

Create a pilot team to ensure the project monitoring. Involve elderly people and form working groups. Find a person to facilitate sessions. Catalogue the different types of content of the booklet. Work in partnership with the city communication service.



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A BOOKLET DEDICATED TO SENIORS

Creation of booklet dedicated to Rennes elderly people is one of the priorities made in the context of the Rennes Age-Friendly city action plan. **This handy booklet is designed to be user-friendly for elderly people. Its first objective is to inform elders from Rennes on various areas of daily life as well as portraying a positive image of ageing. The project's originality lies in both the concrete involvement of elders at various steps of the creation of the booklet and the collective efforts done by the pilot team.** This team is led by the deputy mayor responsible for seniors and disability. It consists in representatives of seniors' directorate, of the city communication directorate and of the CLIC (the municipal one stop shop for seniors) of Rennes, the project initiator. The first half 2015 will see the publication of the booklet.

MAKE THIS PROJECT ALIVE

To form the working groups, elders have first been contacted either by mail or by various partners, information centers or word of mouth. In September 2013 a kickoff meeting has been or-

ganized to present the project. 25 persons from all walks of life were volunteers to work at the creation of their dedicated booklet. **For one and half year, two working groups named "Dublin" and "Québec" (with reference to the first WHO Global Network of Age-Friendly Cities conferences) worked on the creation and the content of its booklet.** It's made up of eight parts inspired of the key items the Age-Friendly city approach: being informed, knowing my rights, moving, distracting, preserving my wellbeing, being involved on social life, living at home, choosing a new area for living. Each month, the two groups of elders met for each items. Every two months, they met altogether to do a synthesis of the reflections done during the working time. The meetings were conducted by a project advisor, member of the Rennes' CLIC.

A CONCRETE AND REALISTIC PROJECT

This project is a real team work with the elders' involvement and the partnership with a freelance, a photographer and a graphic designer from the city communication service. The rhythm of the meetings

was sustained but the times for reflection were also friendly moments. It was the occasion to share a light snack and beverage. **To underling the elders involvement and be as close as possible of what has been said during the meeting, a written transcription has been done within the session.** Elders' words have been integrated in each booklet items related. Elders involved in this approach are people autonomous and involved in social life. As those people were not representative of all the elderly people, it was also important to work on the needs and on the other elders' concerns. **The interest of doing this booklet is to cover all elders, as a whole and with their specificities.**

COMMUNICATION

A communication campaign will be launch the same day the booklet is published. **The elders are the best ambassadors for it. The aim is to have them meeting elderly people of their neighbourhood, of their network and to give them the booklet in person and create social links. It will also be published on the city website.** The 28 pages booklet will be printed in 5000 hard copies. It will be disseminate in various associations and to partners.



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