

# Co-creating with ethnic minorities

## - Addressing elder issues

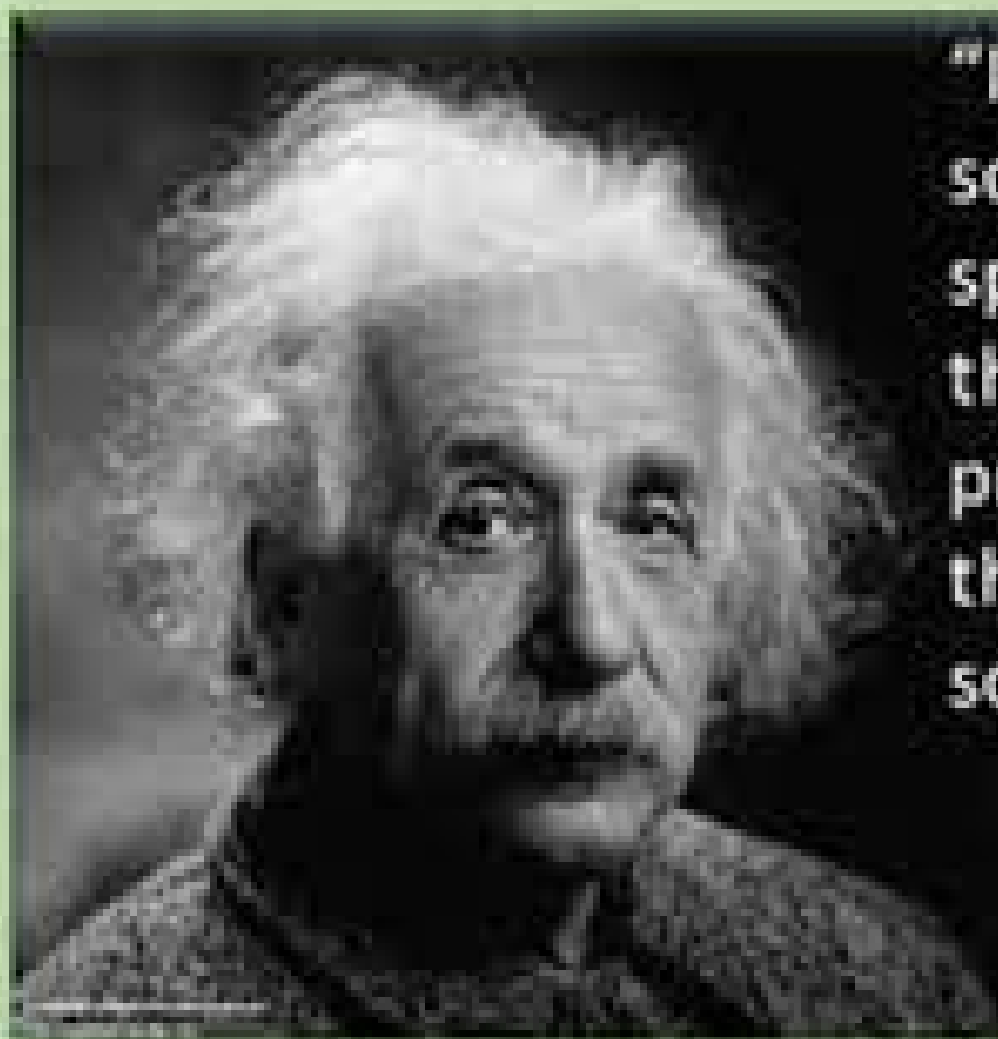
Nordic Day: Co-creation of social service in Age-friendly cities and communities – Nordic Welfare Centre

25<sup>th</sup> June 2024 – Antwerp, Belgium

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*All too often,  
we're defining and then solving  
the wrong problem,  
**NOT THE REAL  
PROBLEM.***



"If I had an hour to solve a problem I'd spend 55 minutes thinking about the problem and 5 minutes thinking about solutions."

*Albert Einstein*

Give a man a fish and he will eat for a day. Teach him how to fish, and he will sit in a boat and drink beer all day.



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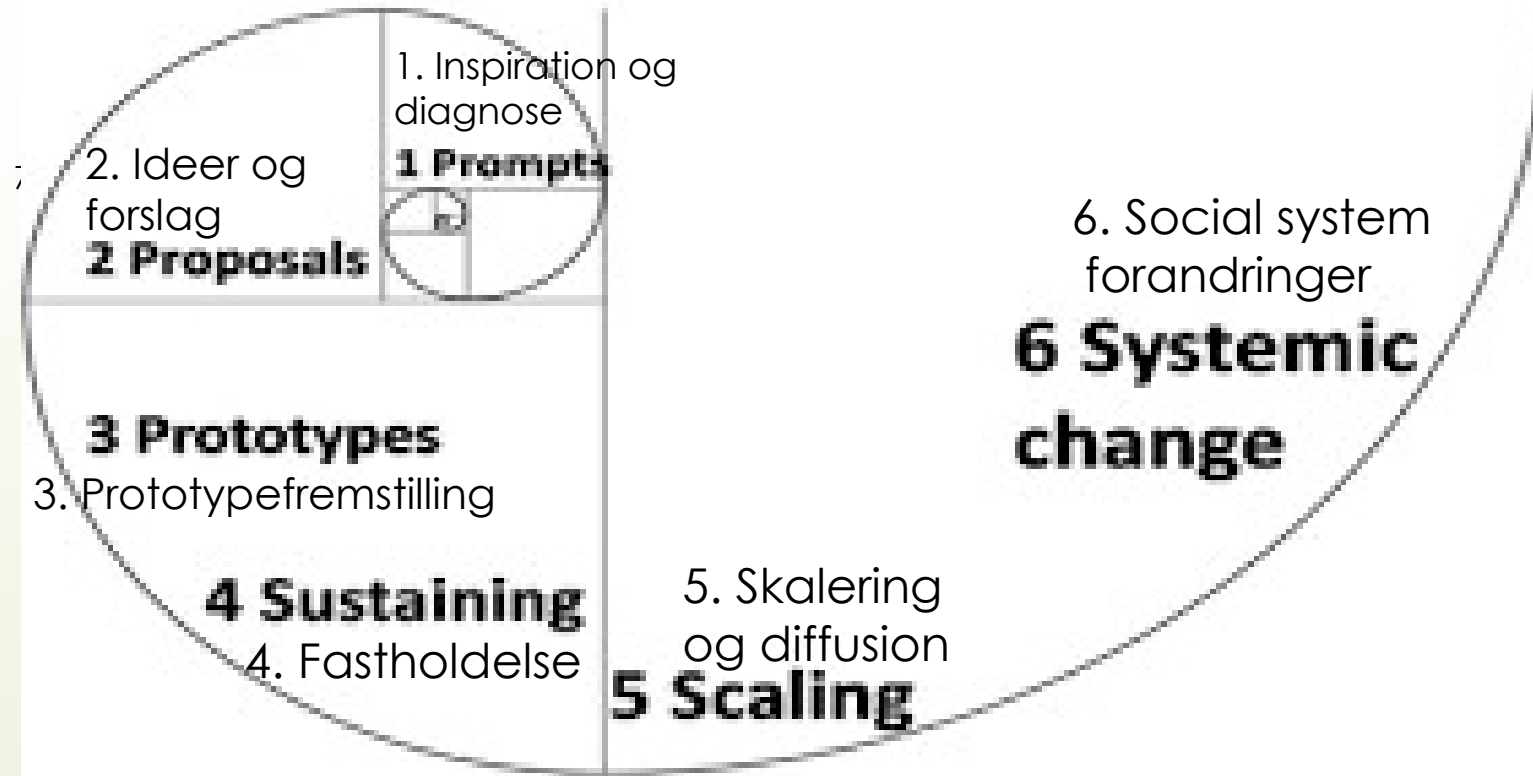
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# About the target group and our process

- ▶ Elderly with ethnic minority background from non-Western countries
- ▶ Figures: In 2021 there were 27,500 individuals over the age of 65 with non-Western background.
- ▶ Forecast: Nearly 60,000 by 2030 (Statistics Denmark).
- ▶ They are the first large group of elderly with a non-Western background – hence, neither the elderly themselves nor their support systems (public services, volunteers, and relatives) have precedents for addressing this situation. (Source: own survey, 2022)
- ▶ These elderly individuals are overlooked or directly bypassed in already existing services and initiatives. (Source: The Loneliness Foundation for the Elderly, [www.egv.dk](http://www.egv.dk) 2021)

# Method: Social Innovation Process



Kilde:

The open book of social innovation (Murray et. al., 2010); Social innovation: what it is, why it matters and how it can be accelerated (Mulgan et. al. 2007)

Let's look at the problem from a different perspective



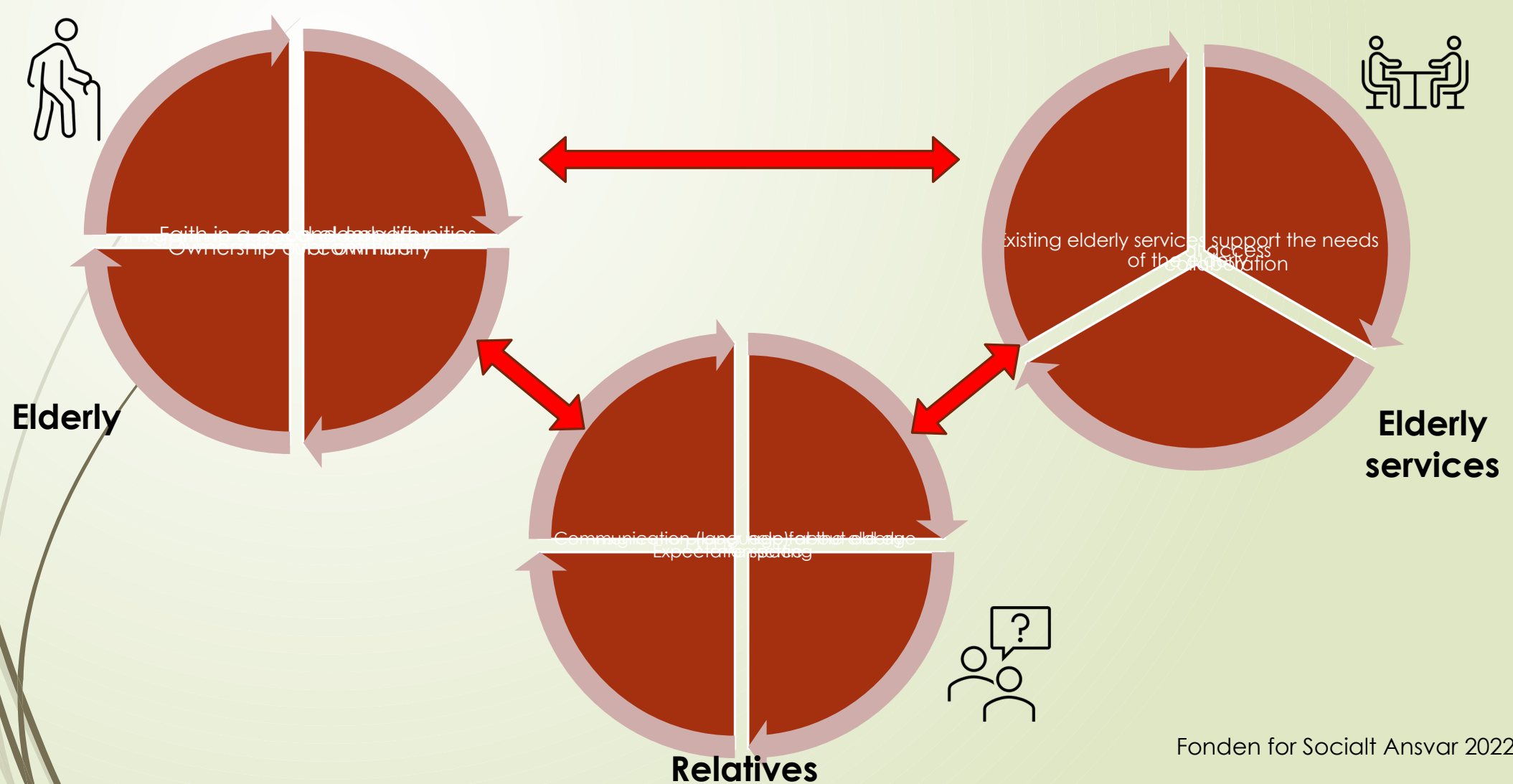


# Phase 1: Prompts

- In this phase, we initiated a "listening campaign" to better understand the challenges faced by the elderly and their support system.
- In contact with approximately 250 elderly individuals (including those with immigrant and refugee backgrounds)
- In contact with ca. 250 relatives / friends (caregivers)
- 50 professionals from municipalities, research environments, and the voluntary sector.
- **The method:**
- Open dialogue
- Structured interviews with professionals
- Online questionnaires
- Reports



# Elderly problem complex



# Elderly

## Faith in a good elderly life

- ▶ Shattered dreams (the notion of "going home")
- ▶ "Misplaced"

## Ownership over own life

- ▶ Learned helplessness (and resignation)
- ▶ Excessively high expectations towards relatives

## Insight into rights and opportunities

- ▶ No insight into relevant knowledge and where and how it can be acquired
- ▶ What (and how) are the options for the elderly

## Participation in a meaningful community

- ▶ Too few communities with both like-minded people and from own origin.
- ▶ Excluding, judgmental communities



# Relatives

- **Communication (language) about old age**

- No culture or language for discussing old age
- Extreme guilt



- **Expectation setting on responsibilities and roles**

- Very clear one-sided expectations
- Lack of concrete tools or exper in the ethnic minority communities



- **Insight into what the right help for the elderly is**

- No insight into where one can obtain the right knowledge
- Lack of trust in public and voluntary services

- **A safe space for/with other relatives**

- Taboo
- Stigmatisation



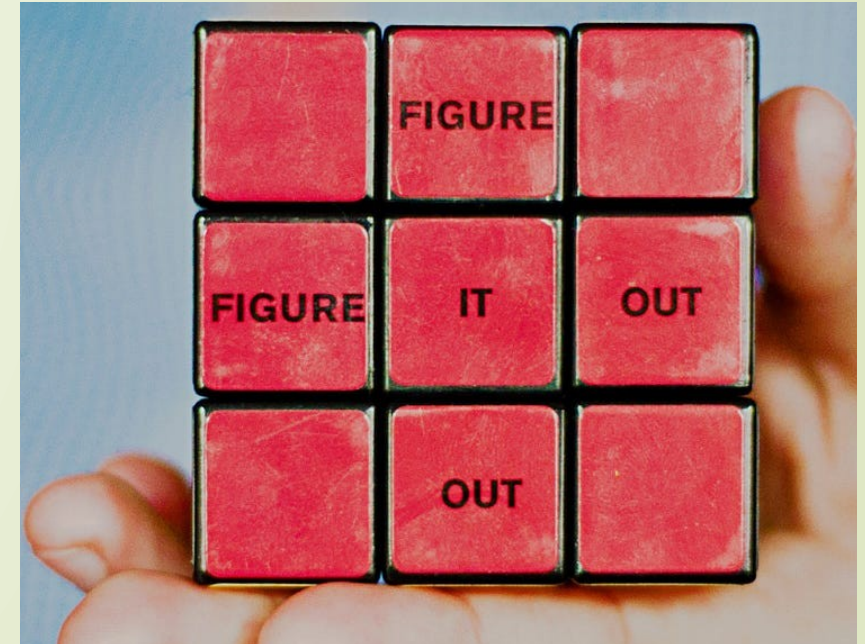
# Elderly Services: Public and Voluntary Sector

- **Mutual access between the elderly and elderly services**
  - Lack of insight into how to create access to these elderly
  - Stereotypical Notions about the Elderly / Assumptions
- **Existing services support the needs of the elderly**
  - Lack of insight into the needs of the elderly
  - Irrelevant service offerings
- **Trustful collaboration**
  - Lack of support – No time for relational efforts (relatives are burdened)
  - Lack of intentions – The target group is too difficult



# Phase 2: Proposals

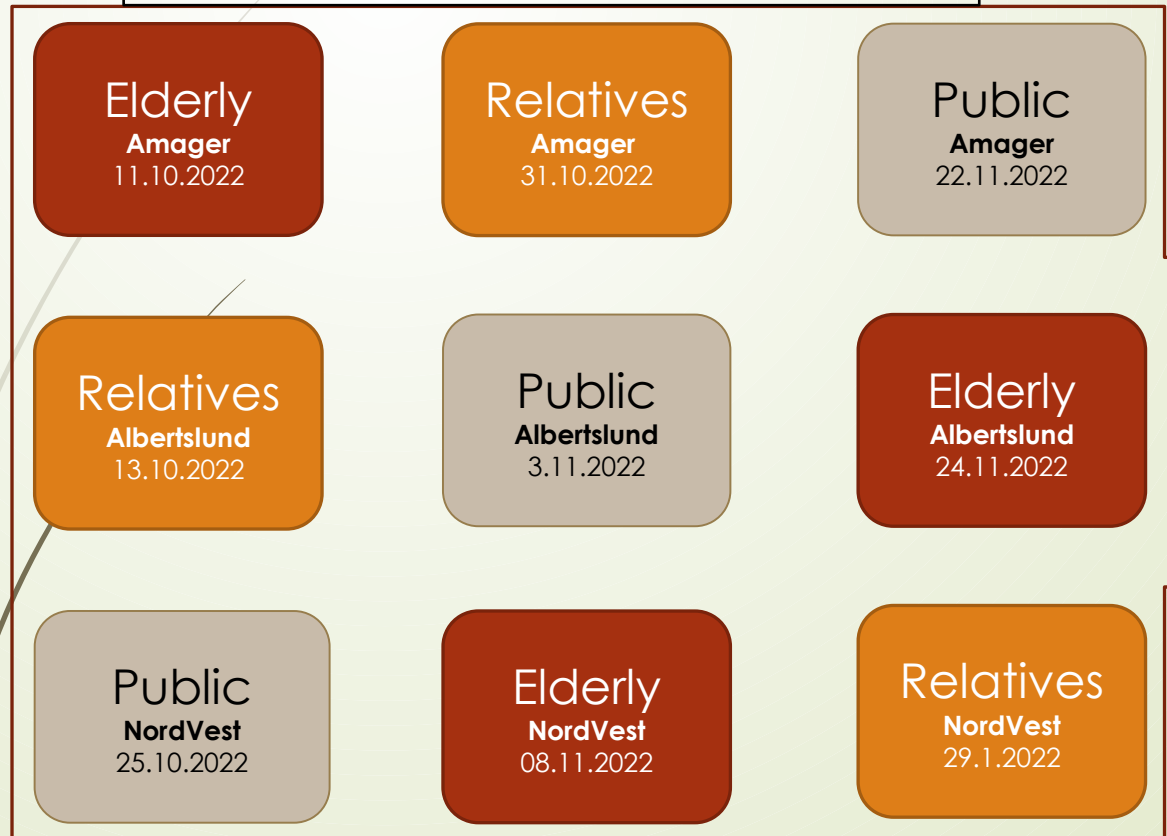
- Based on the listening campaign, we have identified a complex set of problems that are built upon the challenges we have observed.
- With support from the Loneliness Foundation for the Elderly ([www.egv.dk](http://www.egv.dk)), we have been out engaging ethnic minority relatives to get input on proposed solutions to the main challenges we have observed. Completed (January 31, 2023).



# Involving the ethnic minorities in problem solving

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## Brainstorm workshops with relatives



**Plenary meeting**  
Approx. 200 elderly & 50 relatives  
Diamond Palace Brønshøj  
**06.12.2022**

The elders give their input to the solutions that the relatives have come up with

**Joint network meeting for all relatives**  
Sted: Ukendt  
**10.01.2023**



**The various workshops**



# Concrete outcomes in collaboration with the target group in the past 1½ years

- A national network of elderly with ethnic minority background
- A national network of relatives (and other caregivers) of the elderly
- A campaign consisting of 14 dialogue meetings (minimum 20 attendees / meeting) on dementia in different local communities
- Establishment of a dementia group for ethnic minority relatives now implemented in Copenhagens Municipality dementia center.
- Development of a "relational support card" for facilitating the dialogue between the elderly and relatives
- A lot of workshops for the municipalities and NGOs on various topics related to the elderly and/or relatives.
- And many more initiatives to come.



