

¿Is loneliness in the elderly a concern for the Madrid City Council?



City Policy

- *Madrid City Council Government Agreement 2019- 2023*
- *Agreements of the City, approved unanimously on July 7, 2020*
- *Madrid age friendly city Plan 2021-2023*

Some data and studies

- *One out of ten Madrileños feel loneliness*
- *More common in women*

soledadmayores@madrid.es

What is the strategy?



Madrid, closer to you: measure and evaluate the different actions, evidence based

Madrid accompanies you: an application (mobile APP) that provides company out of home through volunteers..

Madrid in network: community work based, it emphasizes the creation of "antennas", which help in the detection process.

Madrid with you: aims to maximize the preventive potential of detection and intervention of resources and services for the elderly in the fight against unwanted loneliness and social isolation.

What role do third sector entities play?



- *Organizations*

- *“Solidarios para el Desarrollo”*
- *“Nadie Solo”*
- *“Grandes Amigos”*

- *Actions*

- *Intergenerational home share*
- *Home accompaniment*
- *Community work*

Some data



How are traditional services for older people included in the project?

- Municipal centers for the elderly
- Day Centers
- Home Help Services
- Telecare
-

- Prevalence studies
- Benefits of the service
- Detection
- Attention
-

Do you live your own? Do you feel lonely? Are you without a relative you could call on for help? Do you go out?



Have new services been launched?

Accompaniment to the social integration of older people

Preventive group activities

- "Active Aging"
- "Social skills"
- "Social support"
- "Approach to Solitude"

Home visiting

- Accompaniment with volunteering
- Unmet need
- High vulnerability

Vulnerability teams