



WG2 Case study profile

WG2 Thematic group	WG2.1a. Care for older people
Name(s) of proposer	Cristina Rimbau
Institution	University of Barcelona
Title of case study	<p>“TREAT ME WELL” (Tracta’m bé). Innovation on Prevention and sensibility of elderly abuse.</p> <p>EIMA Association (Equip Investigació Maltractaments a les persones grans)</p> <p>County Council of Socials Services of Solsonès region.</p> <p>Local Council of Solsona.</p> <p>Collaboration of Generalitat de Catalunya. Departement of Family and Welfare.</p>
Country/region/place investigated	Spain. Catalunya
Social service sector(s) investigated <ul style="list-style-type: none"> • Older people • People with disabilities/dependency • Services in social long term care • Social community awareness to elderly abuse. • Local social services • Private and public social welfare • Social media 	<p>Short description</p> <p>This program aims to build instruments to prevent and to create social communication in order to combat abuse of the elderly.</p> <p>The case is innovative because there is no instrument or program for it, unlike what happens in the prevention of abuse of children and women.</p> <p>This is an example of multi-scalar cooperation: a) bi-level with public-public partnership between Local municipal administration and county council; b) between these public administrations and private sector with the participation of two associations (<i>EIMA, Consejo de personas mayores del Solsonès y Asociación de Mujeres del Solsonès</i>); and c) horizontal participation in the territory, with the participation of seven services and local organizations and c) <i>Centro sanitario, Policía Local, Policía Autonómica. Servicios de Información a la mujer, servicios sociales, Consejo de Personas Mayores del Solsonès</i>) all members of the County Council (Consejo Comarcal).</p> <p>The program develops:</p> <ol style="list-style-type: none"> A local media campaign with broad impact on Regional and State media. Dissemination tools on paper (book) and in the media networks (internet, Facebook, twitter,..) Conferences and Training. Builds up a network of social actors Includes avaluation.
Category of case study ('what' is investigated) <ul style="list-style-type: none"> • Subsector/policy/programme(meso- level) • Actors 	<ul style="list-style-type: none"> •Subsector/policy/program (meso- level): elderly abuse, ethical approach , frail and dependency elderly, local networks, social services and social awareness. <p>Actors: Local social services, non-profit associations, local and</p>

	regional police, health centre, and collaboration Generalitat of Catalonia.
Time frame considered	2012 - 2014
Five 'perspectives' <ul style="list-style-type: none"> • Cost efficiency/quality/user satisfaction • Governance • Social and/or territorial cohesion 	<p>This case study will focus on:</p> <p>The impact of the program on knowledge and social awareness of elderly abuse.</p> <p>The effectiveness of the designed.</p> <p>Satisfaction, in terms of knowledge of the population prevention and reduction of cases.</p> <p>Social visibility of the topic in the territory.</p> <p>Governance involving actors and networks.</p>
Three processes in restructuring + crisis <ul style="list-style-type: none"> • Cuts/rationalization/management reforms (NPM, others) • <i>Vertical</i> subsidiarity (administrative re-arrangements between <i>government</i> levels) • <i>Horizontal</i> subsidiarity (involvement of/outsourcing to other suppliers) • Ethical social welfare 	<p>The mistreatment of the elderly is an extremely hidden question in our societies. It is not only unknown but also multifaceted, affecting, according to international studies of prevalence, between 4-6% of the elderly population in Western societies.</p> <p>The costs and ethical effects, as well as emotional and health related are important for the individual concerned and for the society. Also the economic costs are unspeakable. This means that prevention is crucial and imperative in all named aspects.</p> <p>The program includes the participation vertical and horizontal indicated.</p>
Specific questions/focus	See above
Local Stakeholder Network (LSN)	<i>Do you intend to set up a LSN:</i> YES