



## A creative social prescription approach:

promoting wellbeing of persons of older age  
through creativity-based intergenerational activities

### Context

Across Europe, changing demographic trends have seen dramatic increases in the ageing population.

The ageing population is perceived as a major challenge for the countries that are seeking safety and welfare for older people. Indeed, older people are facing ageism which can negatively affect on one's civic engagement and social participation.

Furthermore, it can erode solidarity between generations, devalue or limit our ability to benefit from what younger and older populations can contribute, and can impact health, longevity and wellbeing while also having far-reaching economic consequences.

### Project's objectives

- To provide new, innovative ways of social inclusion for older people through creative arts.
- To raise awareness among younger generations and among older people about intergenerational learning and activities.
- To enhance the competences of educators and other adult education staff.
- To improve the availability of high quality learning opportunities for adults.

### Planned results

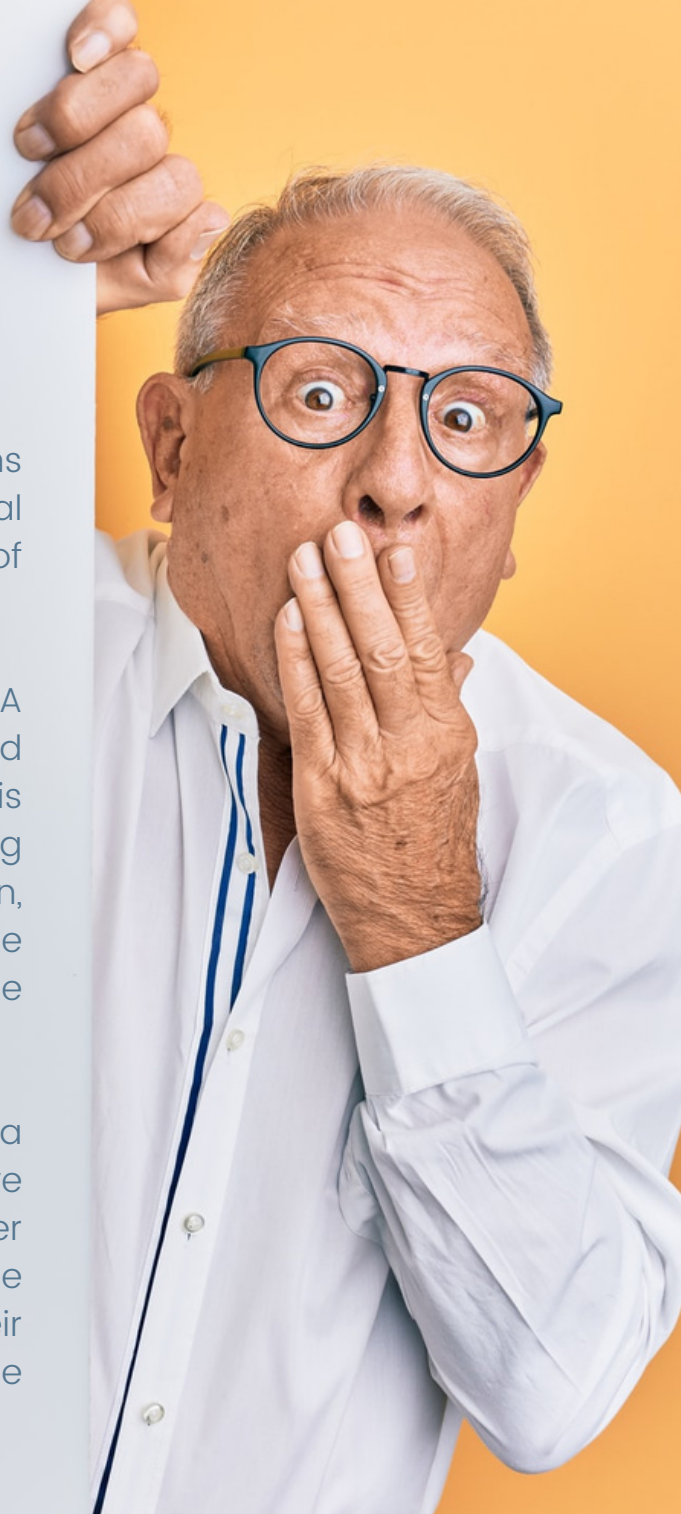
- [Report on understanding the needs of older people and how to support their social inclusion.](#)
- Study of intergenerational learning activities for social inclusion of older people.
- Creation POP methodology to provide educators and activity facilitators with a practical guide for working with older people in intergenerational groups.
- Creation POP Toolkit with drama therapy techniques and instructions for conducting theater workshops to highlight social issues.
- [Creation POP platform with an interactive toolkit and a Creation POP Guidebook summarizing the Creation POP methodology.](#)

# Report on understanding the needs of older people and how to support their social inclusion

The report on Understanding the needs of persons in older age and how to support their social inclusion was finalised thanks to the contribution of all project partners.

The report consists of two separate elements. A literature review on the needs of older people and supports available in the partner countries. This element of the report focuses not only analysing literature on older people and social prescription, but also considers policies that underpin the provision of creativity as a social prescription in the partner countries.

The second element of the report is derived from a survey and sets of interviews that all partners have carried out in their national contexts with older people. The purpose of this survey was to give voice to older people to identify their needs but also their strengths and interests, thus highlighting the importance of valuing their views and knowledge.



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