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**Intras**

# Proximity Services. New Opportunities in ageing of dependant people

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# NEED DETECTED. INFORMATION

## SPAIN

Population: 40 hab/km<sup>2</sup>

Rural Area 79%

Enterprise Size: 95% SMEs and MicroSMEs

Social Exclusion Rate: 26,5% (+10 points EU)

## CASTILLA Y LEÓN

Population: 32 hab/km<sup>2</sup>

Rural Area 87%

Enterprise Size: 97% SMEs and MicroSMEs

Social Exclusion Rate: 27,7% (+11 points EU)



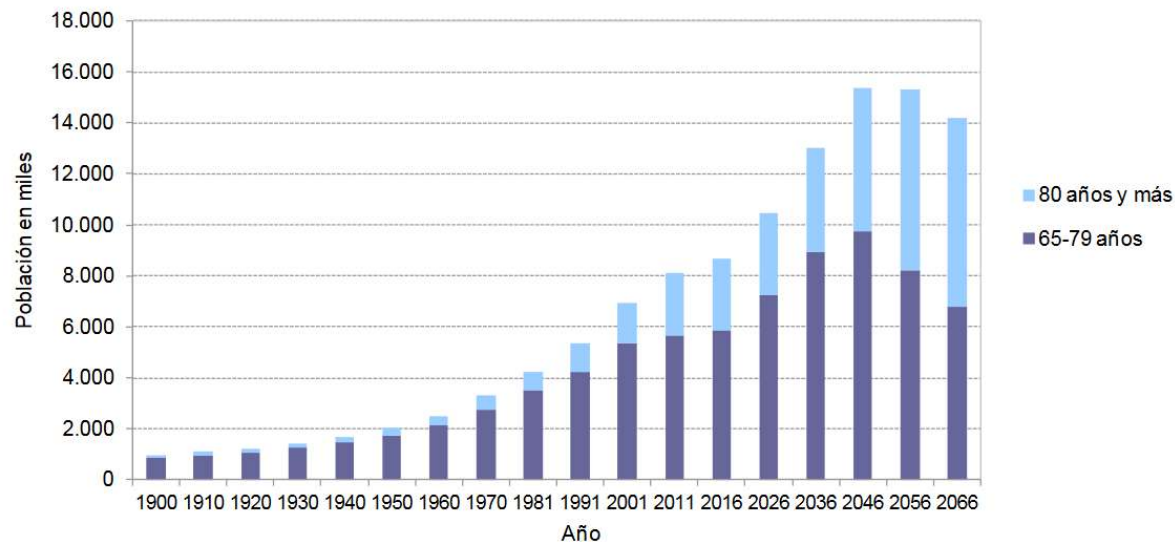
# NEED DETECTED. AGEING

Aged Population

22,3% + 65 years

In 2050 around 31%

Figura 1.1.- Evolución de la población de 65 y más años, 1900-2066

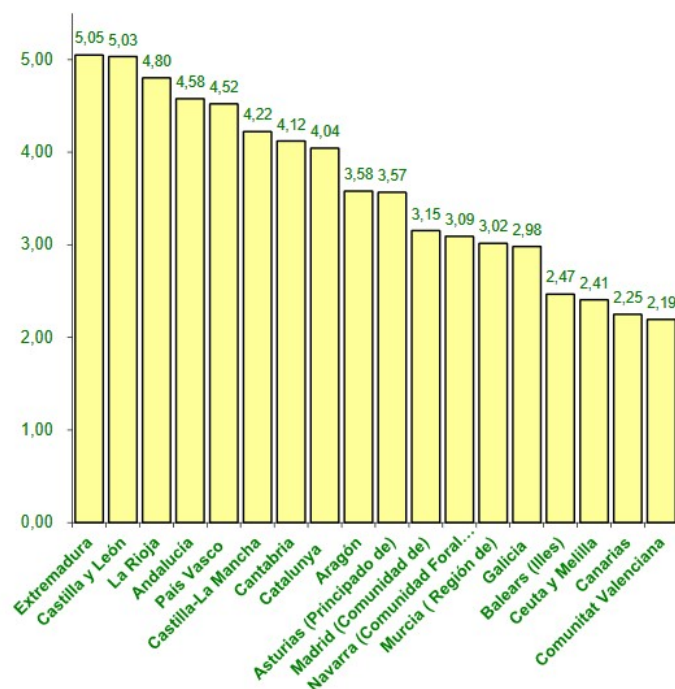


# NEED DETECTED. PROXIMITY

Dependant Persons in CYL

Beneficiaries: 86.435

Nº of services: 110.700



## NEED DETECTED. RURAL AREA

Increase of the quality of life (hope)

Proximity Services in rural environments

- Isolation
- Most part of services in urban areas
- Increasing ageing of population and careeres





# NEED DETECTED. COORDINATION

## Public Services



## Local Stakeholders



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# OPORTUNNITY: PROXIMITY SERVICES

## SERVICES FOR INDEPENDENT LIVING



ASISTENCIA  
PERSONAL



# OPORTUNNITY: PERSONAL ASISTANCE

## SERVICES FOR INDEPENDENT LIFE



ASISTENCIA  
PERSONAL

### IT´S A SERVICE PROVIDED...

- By a profesional named Personal Asistant
- Who helps or collaborates in daily tasks of a dependant person with the aim of helping him/her to develop his/her life project
- At the concrete place selected by the person, in his/her community, promoting personal autonomy



# OPORTUNNITY: PERSONAL ASISTANCE

## SERVICES FOR INDEPENDENT LIFE



ASISTENCIA  
PERSONAL

### PERSONAL ASSISTANCE AS NEW POSSIBILITY OF EMPLOYMENT FOR SOCIAL EXCLUSION

- Personal support: dressing, personal cleaning, alimentation,...
- Homework support: Preparation of food, shopping, cleaning, house maintenance, ...
- Accompanying Measures: At home, at workplace, in the street, travels, leisure,...
- Transport support: visiting the doctor, family, general transport,...
- Communication support : Signal language, alternative ways of communication,...

# OPORTUNNITY: PERSONAL ASISTANCE

## SERVICES FOR INDEPENDENT LIFE



ASISTENCIA  
PERSONAL

### PERSONAL ASSISTANCE AS NEW POSSIBILITY OF EMPLOYMENT FOR SOCIAL EXCLUSION

- Training
- Consultance
- Management of Personal Plan of Life
- Resource management, documentation,...
- Car renting
- ...

# OPORTUNNITY: CLEANING AND TRANSPORT

## SERVICES FOR INDEPENDENT LIFE



**Profesional Cleaning Services of houses and public community buildings in rural areas**



**Transport Services for daily activities for dependant persons**

# OPORTUNNITY: CATERING AND TECHNOLOGY

SERVICES FOR INDEPENDENT LIFE



Support of New technologies to help people living at their homes in rural areas



Profesional food delivery services: proximity food

# OPORTUNNITY: SOCIAL ECONOMY

% Unemployment in Disability: 74,30%  
Social Enterprises, Cooperatives,...



... Because who knows better about recovery in mental health than a person who has been there. PEER2PEER enables these individuals to use the knowledge they gained to support others.



## Peer2Peer

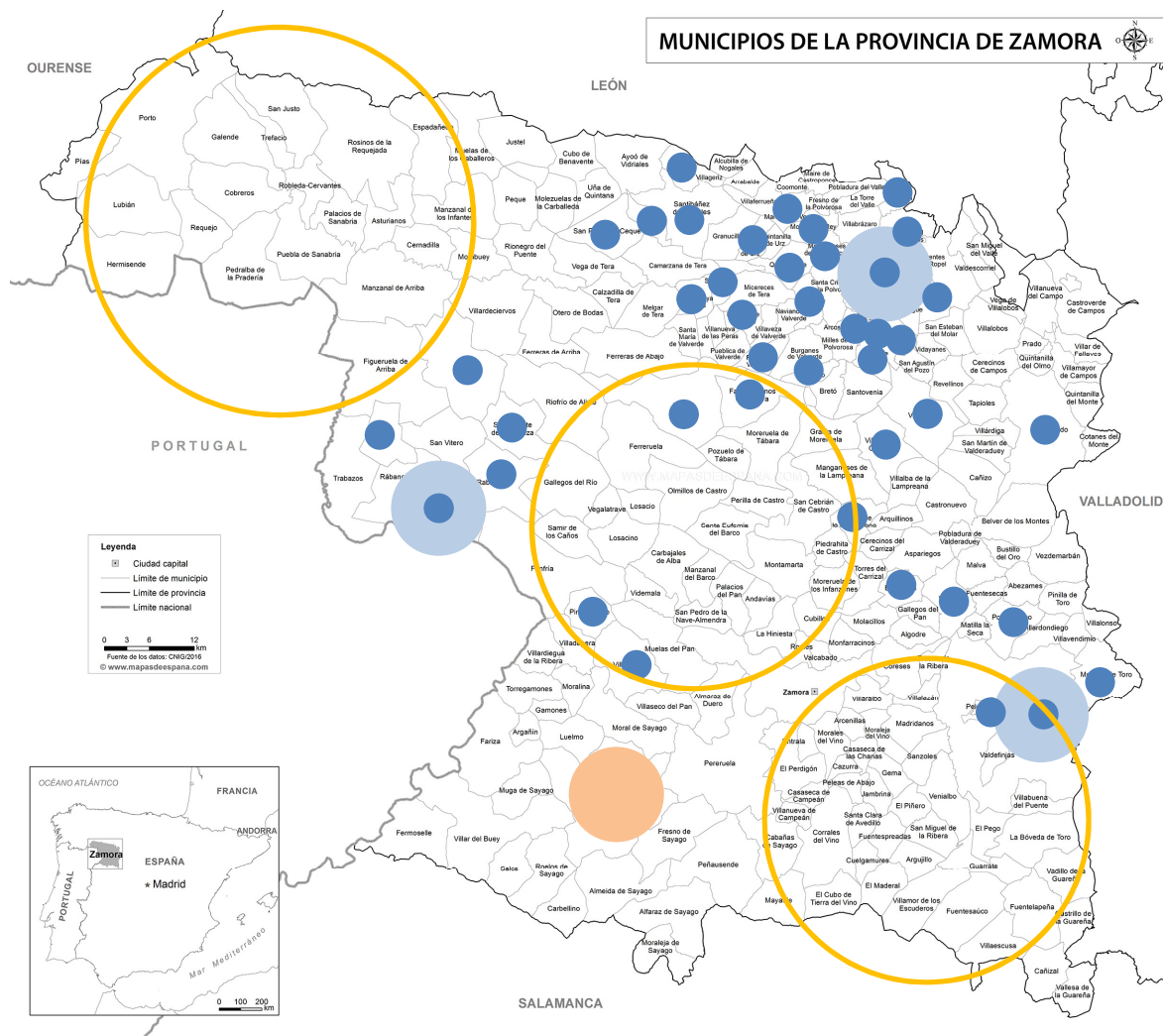
A route to recovery of people with mental illness through peer support training and employment.



# SEPTEMBER 2021



A gusto  
en casa



FUNDACIÓN  
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**Junta de  
Castilla y León**  
Consejería de Familia  
e Igualdad de Oportunidades  
Gerencia de Servicios Sociales

**Servicios Sociales  
de Castilla y León**

**Sacyl**

**DIPUTACIÓN  
de  
ZAMORA**

**Interreg  
España - Portugal**  
Fondo Europeo de Desarrollo Regional





## GENERAL INFORMATION

MONTHS	TOTAL	ACTIVE	PPA	ACTIVE LIFE PROJECTS	LEAVES
TORO	26	25	25	23	1
BENAVENTE	60	51	51	16	9
ALISTE/SAYAGO	26	26	14	2	0
<b>TOTAL</b>	<b>112</b>	<b>102</b>	<b>90</b>	<b>41</b>	<b>10</b>

## TECHNOLOGIES

LOCATIONS	GRADIOR CONMIGO	TUCUVI	SOLUTIA	ALFAIOT
BARCIAL DEL BARCO		2	2	
ROSINOS DE VIDRIALES		1		
SAN CRISTÓBAL DE ENTREVÍAS	2	1		1
MORALES DE TORO		2		2
TORO		1		1
BENAVENTE	1		1	
FUENTENCALADA	2			
QUIRUELAS DE VIDRIALES	5			
MOZAR DE VALVERDE	1			
MORALES DEL REY	3			
CAMARZANA DE TERA	1			
BRIME DE URZ	1			
<b>TOTALES</b>	<b>16</b>	<b>7</b>	<b>3</b>	<b>4</b>



## LOOKING TO THE FUTURE

1. Person centered attention... but also centered in their own community
2. Opportunity to retain population on rural areas through generating employment attending dependant people through Proximity Services
3. Personal Assistant as key figure to promote independent living, also for people with disability.
4. Professional management of key proximity services: transport and community services
5. Use of new technologies and new attention models
6. Collaborative approach
7. Innovation in social processes and FLEXIBILITY of resources to attend the different needs in a changing society.



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