

Optimal Aging in an Era of Living to 100

If you are concerned with the wellbeing of older adults, increasing independence and minimizing risk & dependency among seniors, we would like to connect with you & explore the potential for collaboration.



The **Joint Distribution Committee** ('JDC' or 'The Joint') is a global expert in social innovation, holding a [consultative status](#) for the United Nations.

Since 1969, JDC's division for optimal aging (JDC-Eshel) has served as Israel's social R&D incubator, developing comprehensive responses to the complex challenges facing its aging population. Operating as an independent impact organization and honest broker, JDC-Eshel has established strategic partnerships with Government Ministries, local municipalities, civil society, and other local associations. Guided by its national map of indicators for optimal aging, which was adopted by the Government of Israel in July 2021 (Resolution 127), JDC-Eshel develops programs and knowledge across eight large-scale initiatives (LSI). These LSIs are focused on minimizing health, social and financial risk amongst older adults, thereby pushing off dependency on society and the wider system and increasing overall independence.

Through global and local collaborations, JDC-Eshel improves the effectiveness and dissemination of care coordination models and person-centered care, enabling the expansion and adaptation of models in diverse communities and across cultures throughout Israel, reaching a critical mass of older adults.

For the benefit of older adults worldwide, JDC-Eshel seeks to share its knowledge and expertise acquired over more than five-decades of operation and development. At the same time, it wishes to be exposed to international advancements and findings to improve its own efforts to achieve optimal aging among Israel's senior population.

For more information, please write to MarcC@jdc.org

The following models developed by Joint-ESHEL may be adapted to your community

◆ Digital Literacy for Older Adults

Scholars have long warned that populations lacking digital literacy will become 'the new illiterates', and the coronavirus pandemic dramatically proved their hypothesis. Lack of digital literacy among older adults affects physical and mental health and causes loneliness and depression. JDC-Eshel has developed a program to put technology in the hands of the elderly - to achieve meaningful outcomes and empower them to become agents in their personal lives and communities. JDC-Eshel is currently developing a second layer of content - shorter courses focusing on impact areas - including health promotion, online financial/commercial activity, social networking, and life-long learning.

◆ Tools for navigating the post-retirement period of life

Rising life expectancy means that retirees must prepare for 2-3 decades of post-retirement life. Most are not equipped for the practical, emotional, and social challenges of aging. Poor planning and decision-making leads to poverty, poor health, and ultimate loss of physical and cognitive abilities. The Up60+ Guidance Center is a one-stop shop for retirement resources - providing retirees individual guidance and tools to responsibly navigate the new period of life. Courses include financial literacy, planning and decision-making, coping with the new period of life, relationships, healthy aging, digital literacy, and returning to employment. These centers empower seniors to protect long-term health, physical and financial wellbeing by making responsible and informed decisions.

◆ Muni-100 (Transitioning all local authorities into age friendly locations)

The Muni-100 model aims to increase the presence and participation of older adults in local authorities' physical, social and financial spheres. It achieves this by modifying the local authorities' environment to provide physical, social and financial accessibility and access to information in an available, safe and convenient manner. This in turn motivates older adults to leave their residence more frequently, increasingly leave home on foot, and be present and participate in activities the public sphere. The model was designed and developed after a review of Age Friendly City models that have been implemented globally, and is being modified and implemented across all types of local authorities (big, medium and small towns, regional councils, Arab and Ultra-Orthodox towns).

◆ Therapeutic models for coping with past traumas

Originally developed for Holocaust survivors, [Witness Theater](#) and [Photography with Joy](#) use drama and photo therapy to enable survivors to deal with their traumatic past, while spreading testimony through the retelling of their stories. Witness Theater is a nine-month intergenerational program that culminates in an amateur production performed by the survivors and teenagers. In Photography with Joy, Holocaust survivors use a camera as a tool for self-expression and to document their Holocaust memories, culminating in a public exhibition of their work.

◆ Podcast series: 'Engaging with Aging'

A [series of podcasts](#) covering topics such as loneliness, digital literacy, palliative care, and rehabilitation.

◆ Instructional Materials for Family, Caregivers and Seniors during COVID times

During COVID times, the elderly, their caregivers, and families must be well informed and feel secure in their homes. JDC-Eshel produced [16 instructional videos and print material](#) which provide guidelines, coping mechanisms for dealing with loneliness, stress and anxiety, physical exercise, advice from professionals, and the correct use of PPE.

Alternative materials on developed service models may be found [here](#).