

DOLLE DUO'S
PROPOSAL

**MINOR MORE
HEALTHY YEARS**

Mentor: Yavuz Tuyloglu

PREPARED BY :

Marg Schoenmaker, Armand
Georgelin, Jesse van der Veen,
Aryaman Dayal, Maria Zernova

DOLLE DUO'S

We are a group of students from the University of Groningen who did a project on how to get the most health gain for Frisian older adults. During the initial research, we found that the existing social views on older adults and the processes of aging still fall short of satisfactory identifying aging individuals. They can function as stereotyping and restrictive models of aging. Our challenge is to seek a way to promote vitality and positively influence the image of aging and older adults. With this proposal, we would like to discuss the solution we came up with: Dolle Duo's.

This project is a duo system, where two participant are coupled to one another. People join buddy systems for two main reasons, the first is to find for a partner to accomplish daily tasks, where the partner is often a volunteer who does not get anything back in return. The second reason is that joined activities are more fun.

"ELKAAR WAARDEREN DOOR VAN ELKAAR TE LEREN"

The system will be implemented in Dokkum. Dolle Duo's is a concept in which a participant is connected to another participant from a different generation, thus forming a duo. It is a concept in which we want to give people a chance to appreciate other generations and to learn from other generations.

The matching process is based on similar interests or hobbies. When the duo is matched up they can meet up and plan activities together. For this concept our focus is on the older adults (age 48-73). They are our end-users, because we want them to benefit the most from this project. Nevertheless the concept is not only for older adults and should not only be used by older adults. It is also not strictly for only a duo; more than two participants can match to form a group if they wish to do so. The concept is beneficial for everybody. Dolle Duo's is for all generations, because we aspire for whole society to eventually benefit from it. On the next page you can see the logo that was designed for the Dolle Duo's concept.



The goal we want to see reached is:

Implementing a system in which we pair up generations and let them interact with, learn from and accept each other, and to sustain this system in the long run.

During our extensive research, we found out that loneliness is quite prevalent and has a big impact on older adults. By implementing Dolle Duo's, we want to take a major step towards tackling this problem. The initial objective of this project is to let the older adults and older generations feel appreciated, but we also want to remind everyone of the importance of older generations to our current society. In addition the concept tries to combat vulnerabilities that older adults may have, including loneliness.

To conclude, we want to change the perspective that is now dominant in society on aging and older adults. We would like to replace the existing perspectives with the appreciation perspective that we researched extensively during the past months. We established a working definition of the appreciation perspective:

The appreciation perspective is a new outlook on the third and fourth phase of life that entails ideas that highlight the importance of the acceptance and dignity of aging. It encourages older adults to partake in fulfilling activities within their physiological and psychological boundaries. The appreciation perspective aims to inform society and older adults about the physiological effects and vulnerabilities associated with aging, while encouraging them to work on their vitality and cognitive abilities in order to extend the third phase of life as much as possible.

WHO

VOLUNTEERS (OLDER ADULTS), THE MUNICIPALITY, STJOER/BOLWERK

A project like this will need local organizations that will implement this idea and continue the system after the minor has ended. The first organization we would like to involve in this project is Stjoer. Stjoer organizes volunteering work specifically for volunteers dealing with vulnerabilities and has experience with pairing up programs. We would also like to involve Stichting Welzijn het Bolwerk. This organization has extensive experience with projects organized specifically for older adults. They work with older adults in a wide variety of areas, such as low socioeconomic status and working on improving their vitality.

Although the project would be coordinated by the organizations, work such as pairing up the duos and collecting feedback from them would be done by volunteers. We would prefer that the volunteers to be mainly older adults themselves. Volunteering is a meaningful way to spend time in the third phase of life, so we would like older adults to have the opportunity to work on this project and make meaning in their life. Furthermore older adults could bring their input in areas they deem valuable for their duo.

HOW

When it comes to aligning the needs of older adults and the younger generations, it will be important to ensure that there are mutual topics of interest as well as a mutually beneficial relationship.

This can be done during the pairing up process in order to pair two like minded individuals.

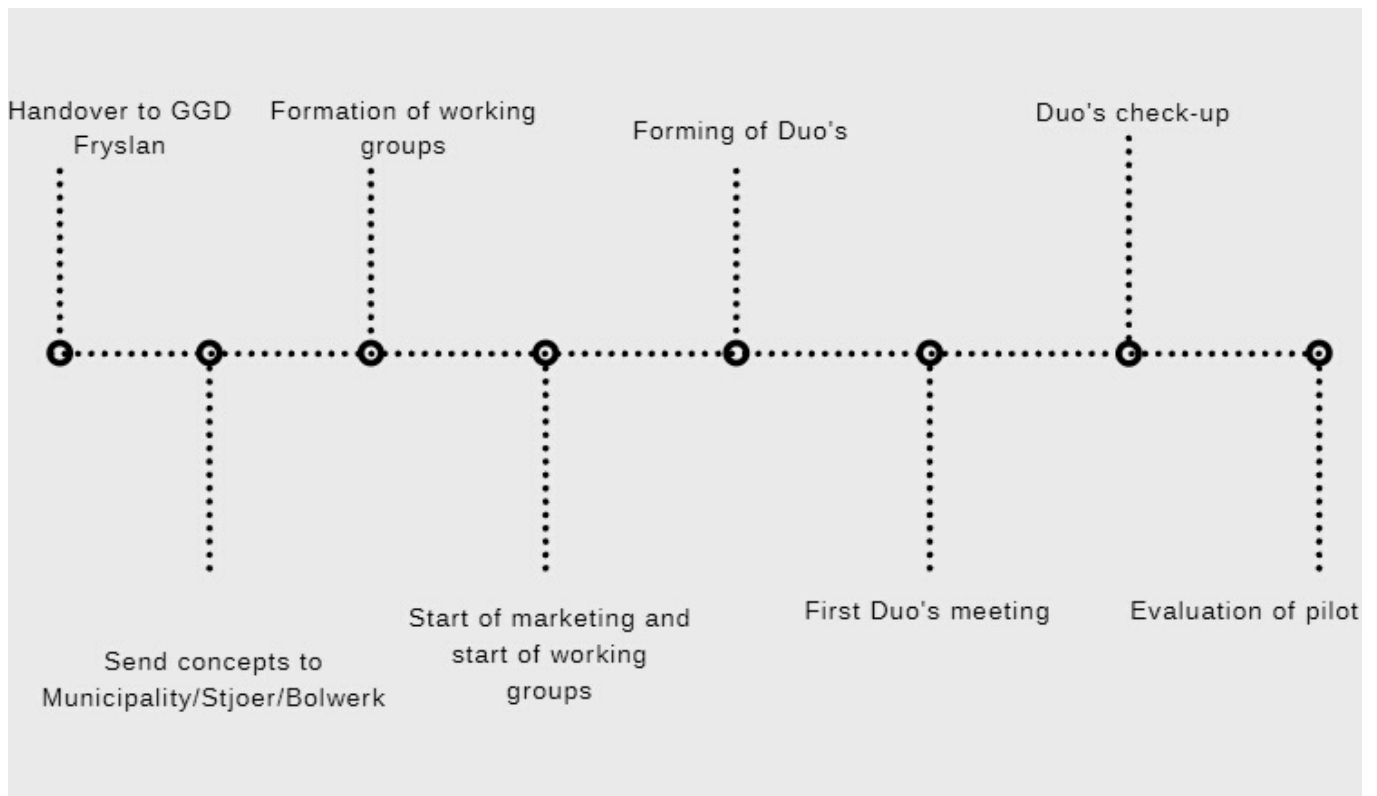
To ensure this is a mutually beneficial relationship we need to make sure that both buddies have the common interests, in which information and/ or skills can be shared between each other. We have to ask about interests in the application, and then carefully select buddies to allow for a good relationship. This can also be done by pairing participants up by the use of a categories of hobbies.

PURSUING VOLUNTEERS AND PARTICIPANTS

Organizations such as Stjoer and Stichting Welzijn en Bolwerk are well connected to older adults. Another way to pursue older adults is by social media, contrary to popular belief, as older adults can easily be reached via social media and online advertising campaigns. Dolle Duo's could be advertised through local newspapers, folders and other physical media. Folder could easily be distributed through for example the general practitioner. Dolle Duo's should be advertised to younger generations through presentations in schools, and/or inexpensive physical media such as folders or posters. Later more advanced advertising should include social media, and TV.

At last, younger adults such as students attending the college in Dokkum can be reached through for example teachers. Almost every college in the Netherlands teaches in many programs of studies the course 'Burgerschap'. This course takes students through various subjects such as societal matters and vitality. Teachers can offer students to sign up for the Dolle Duo's as part of their education.

TIMELINE - 6 MONTHS



This plan of action is designed for the organizations that will take on this project. First, this concept will be sent to our client, GGD Fryslan, and to important stakeholders such as the municipality (Dokkum), Stjoer, and Stichting Welzijn en Bolwerk. The organisations will need to consider work on this project and they will need to think about what exactly is needed to realise this. If the decision is to continue and realise the Dolle Duo's project, following steps will be taken.

To start with, a group needs to be formed to work on the organization of the project. A location has to be appointed as the base of operations where for example meetings can be held. The organizers will be volunteers, and preferably older adults. They can be approached at an organization such as Stjoer or Bolwerk, who have many connections with volunteers.

Then, the project needs to be promoted to potential participants. Participants will be either older adults or people from a younger generation (for example high school or college students). Promoting will be done by the use of a folder, which can be distributed in places such as the general practitioner or a place where different generations come together, e.g. the grocery store.

After all the preparations are completed (first 3 months), the project itself will be commenced. The participants will be coupled to form a duo with each other. The 'duo' does not strictly need to consist of only two people according to the participant's wishes. The duo will usually be formed according to similar interests or hobbies. They can also be formed on the preference of what they seek from a buddy. This can be done by the use of a spreadsheet where all the participants and their hobbies/ interests/ requests are listed. It is also important to couple participants according to their availability and desired frequency of meeting. Due to time limitations we did not succeed in developing such a product ourselves.

When the duos are formed, the participants will be notified (on the phone) and they will be asked for their availability on certain dates. When a date is found where both participants are available, the first meeting should be held on middle ground (public space) such as a cafe or a park, with a volunteer from the organization present. They will be there to ensure a smooth first meeting and to make the participants feel comfortable.

Participants are then encouraged to meet as much as they would feel comfortable doing so. They can exchange phone numbers or email addresses for communication. For some duos this will for example mean meeting once a week, while others might feel comfortable meeting twice a month. In a month, the organization will check on the duos by giving them a phone call. They will ask whether they are still meeting and how the acquaintanceship is going. They will also ask the participant whether is still happy with their buddy, and if not, if they would want to be coupled to somebody else.

At the end of 6 months, the pilot will be evaluated by the organizers in the Dolle Duo's concept. This can be done by conducting interviews. They will evaluate whether they find the concept has benefits for the people in Dokkum and what they think about the concept itself. There are possibly adjustments that can be implemented for even a better result. Dolle Duo's works as it should if duos meet and interact positively on a regular basis. The organisation can therefore measure the progress of the pilot by counting how many duos have stayed in contact with each other, and how often they have engaged in activities together. Additionally, measuring individual member's mental health markers prior to pairing them up and after a period in the system would indicate if Dolle Duo's improves their wellbeing.

PRODUCTS

On the next couple of pages, you will find a couple of products we designed that can be used to help the Dolle Duo's system launch.

First, we will design a folder that can be distributed in Dokkum to draw attention and to stimulate people to sign up. The folders can be distributed at the organizations like Stjoer and Bolwerk to inform older adults that this system is there, but also at the general practitioner. It can also be distributed at other places where both younger and older generations can be found, such as a grocery store.

In addition, a newspaper advertisement is a good way to reach older adults or even at many times younger adults. This newspaper article can also be used as a template or inspiration. Then, to cover some online advertising, a Facebook group can be set up where people can sign up (application link posted in the bio) or share their experiences. They can share for example stories of having a buddy. This is something that the organization has to set up themselves.

FUNDING

We attempted to give an estimate for the funding that is needed to realise the Dolle Duo's project.

ITEM	DESCRIPTION	UNIT	AMOUNT
Folders	The folders that will be distributed for promotion of the project. There will be around 300 - 500 folders.	500	€60
Newspaper advertisement	Gross price for an advertisement 1/8 of a whole page.	1	€327
Coffee coupons	To set a first meeting of the duos for example in a cafe. The coupon can be 50% off or a free coffee.	50	€150
Developing a website	Costs to develop a website where organizers can log into for an overview of participants and to pair them up.	1	€15.000

We included the costs of the development of a website into the estimated budget that is needed. To develop such a website, the following things need to be considered to be processed into it:

1. It is going to have the relational database where the information of the applicants is stored (age, email, phone number, hobbies, etc.). Back-end where there is authorization and authentication and being user friendly (for both young and older generations) on the front-end.
2. The organizers can log onto the website. The organizers will get a clear overview of all the applicants. They can couple up applicants on the basis of the entered information.
3. Participants have the option to apply to the project on the website.
4. Organizers can contact the participants by the use of for example the entered email address or phone number. There has to be a window of all the participants with their entered information in maybe a table format. This sheet also has the option to tick off boxes.
5. The spreadsheet of all the participants contains three boxes per person: 1) sending an email of confirming their application, 2) contacting the participant and setting up the first meeting with their duo, and 3) contacting them after a month to check on them. After an action is completed, the organizer can tick off the box.

If a volunteering organization will work on the project, and to further minimize the costs, a decision can also be made to include a subsection on the Dolle Duo's onto their existing website instead of developing a whole new website. Participants can apply on that part of the website.

“Elkaar
waarderen door
van elkaar te
leren.”

ZIN OM IETS NIEUWS TE LEREN?

Leer van elkaar bij het Dolle Duo's project en ga aan de slag om elkaar nieuwe kwaliteiten, activiteiten of handigheden te leren.

AANMELDEN

Ben jij geïnteresseerd? Vul dan onderstaand formulier in en stuur hem op naar ons postadres. Of vul het digitale formulier in op onze website. Heb je nog vragen? Kijk dan eens op onze website of stuur ons een mail. We hopen je snel te zien!

Elk veld met een * is verplicht.

Naam*:

Tel-nummer*:

E-mail adres:

Leeftijd*:

Hobbies of interesses*:

Andere voorkeuren in jouw duo:

Overige opmerkingen:

DOLLE
DUO'S!



Ontmoet. Leer. Waardeer!

ONS VERHAAL

Wij zijn er om te helpen

leeftijdscriminatie tegen te gaan, door intergenerationeel contact te stimuleren. Op deze manier willen wij de beeldvorming over het ouder worden positief beïnvloeden.

Dolle Duo's is het project waar je jezelf kan ontwikkelen en kennis kan laten maken met andere inzichten, interesses en mensen. Leer over elkaars hobby's, maatschappelijke belang en deel ervaringen! Dolle Duo's is het project waar je een vriend kunt vinden!



JE VINDT ONS HIER

Adres, 1234 AA Elkestad,
0275-5656000
hallo@dolleduos.nl
www.dolleduos.nl



DOLLE DUO'S

WIE

Dit project is bedoeld voor iedereen en laat je kennis maken met mensen van een andere generatie. Dus ben jij gepensioneerd, werkende, student of scholier? En heb je interesse in nieuwe mensen leren kennen en nieuwe ervaringen opdoen? Dan ben je hier aan het goede adres! Neem een kijkje op onze website of neem contact met ons op via ons e-mailadres.

WAT

Na aanmelding voor dit project worden duo's gevormd op basis van interesses. Dit zou je allemaal samen kunnen doen:

- Samen wandelen
- Samen koffie of thee drinken
- Samen sporten
- Samen in gesprek over elkaars plek in de samenleving
- Samen muziek maken
- Samen in de tuin bezig
- Samen ervaringen delen en nieuwe ervaringen opdoen
- Samen creatief bezig
- En vooral, samen veel plezier hebben!

Hey! Dat is leuker
met twee

NEWSPAPER ADVERTISEMENT

This newspaper advertisement (version 1) can be used to attract older adults. The advertisement on the next page (version 2) targets the younger generation.

DRENTHE

ALVARADO'S 15. 18. 11 ■ PIZZAZO 16. 10. 11 ■ VALLERON 17. 11. 11 ■ 2178

maandag 14 april 2015

DEFENSIE

Libanongangers met ptss krijgen schadevergoeding

» 3

HIPHOP

Plezier staat voorop bij Doowutyalike Radio

» 41

VERSION 1

VERSION 1

PvdA: In coalitie blijven of niet?

ARNOUD POEFFE
ET. OUA TIL DEGEN

4528 Meeste wettelijke coalitiebijeenkomsten over de toekomst van de PvdA zijn afgelopen zaterdag. Het is de grote vraag of de partij blijft bestaan.

De partij is gisterenavond van de partij in contact met de partij. Voorzitter Jacob Bruijze en partijgenooten zijn samen bijeen gekomen. Het is de vraag of de partij blijft bestaan. Het is de vraag of de partij blijft bestaan.

Na de hereningsvergadering in Spijkenisse, zaterdagavond, heeft de partij een vergadering gehad. Het is de vraag of de partij blijft bestaan. Het is de vraag of de partij blijft bestaan.

Partijvoorzitter Roelie Goetsch heeft de partij gisterenavond van de partij. Het is de vraag of de partij blijft bestaan. Het is de vraag of de partij blijft bestaan.



PvdA-voorzitter Roelie Goetsch maakt verbaasd gelaat tijdens de partijvergadering. (Foto: J. de Vries)

In het kader van een GroenLinks-Vergadering in de gemeente voor haar partij, zodat zij zich kan inzetten voor de partij.

Goetsch maakte in haar betoog geen melding van de grote vraag of de partij blijft bestaan. Het is de vraag of de partij blijft bestaan.

Blijft het overtuiging dat strijden van de coalitie van VVD, PvdA, GLD en ChristenUnie. Het is de vraag of de partij blijft bestaan. Het is de vraag of de partij blijft bestaan.

Goetsch dekt de af. Het is de vraag of de partij blijft bestaan. Het is de vraag of de partij blijft bestaan.

ja of voor Roelie Goetsch. Het is de vraag of de partij blijft bestaan. Het is de vraag of de partij blijft bestaan.

Als zaterdag zou blijven de Deont PvdA leden geen vertegenwoordiging in de partij. Het is de vraag of de partij blijft bestaan. Het is de vraag of de partij blijft bestaan.

'Complimenten voor de integere aanpak van Roelie Goetsch'

na kan dat het voortbestaan van de coalitie afhangt. Het is de vraag of de partij blijft bestaan. Het is de vraag of de partij blijft bestaan.

Goetsch en de partij hebben het debat dat is een vertegenwoordiging. Het is de vraag of de partij blijft bestaan. Het is de vraag of de partij blijft bestaan.

Goetsch en de partij hebben het debat dat is een vertegenwoordiging. Het is de vraag of de partij blijft bestaan. Het is de vraag of de partij blijft bestaan.

827681010100

Zin om iets nieuws te leren?

Dan ben je hier aan het goede adres!

Leer van elkaar bij het Dolle Duo's project en ga aan de slag om elkaar nieuwe kwaliteiten, activiteiten of handigheden te leren. Ontmoet, Leer en Waardeer.

Elkaar waarderen door van elkaar te leren -

DOLLE DUO'S

Voor meer informatie ga naar onze website of kijk op onze sociale media.

www.dolleduos.nl

Oppositie eist einde Oekraïne-verdrag

De oppositie eist het einde van het Oekraïne-verdrag. Het is de vraag of de partij blijft bestaan. Het is de vraag of de partij blijft bestaan.

De oppositie eist het einde van het Oekraïne-verdrag. Het is de vraag of de partij blijft bestaan. Het is de vraag of de partij blijft bestaan.

De oppositie eist het einde van het Oekraïne-verdrag. Het is de vraag of de partij blijft bestaan. Het is de vraag of de partij blijft bestaan.

De oppositie eist het einde van het Oekraïne-verdrag. Het is de vraag of de partij blijft bestaan. Het is de vraag of de partij blijft bestaan.

De oppositie eist het einde van het Oekraïne-verdrag. Het is de vraag of de partij blijft bestaan. Het is de vraag of de partij blijft bestaan.

De oppositie eist het einde van het Oekraïne-verdrag. Het is de vraag of de partij blijft bestaan. Het is de vraag of de partij blijft bestaan.

De oppositie eist het einde van het Oekraïne-verdrag. Het is de vraag of de partij blijft bestaan. Het is de vraag of de partij blijft bestaan.



Wethouder woestel met woestel » 28
Een unieke wijziging wordt van de Drentse » 28

WVD » 42
TV » 44
FAMILIEFORUM » 28



DOLLE DUO'S



CONCLUDING STATEMENTS

To sum up, we wrote this proposal where we introduced our concept with a couple of products we designed or advised for to be developed. After conducting thorough research over the last 5 months, we hope to have informed well about the problem and its consequences. This document is a finalised package of manageable recommendations to help the perspective on aging shift to a more positive one.

THANK YOU

We want to thank everyone that we interviewed and that helped us throughout this project. We could not have done it without you.

Kind regards,

The team