

**28-29-30
November**
Cosmo Caixa
Barcelona

Words and Ageing

International Winter Academy



Framework Project CCentre:
a narrative approach to improve
citizens' ageing and well-being

Programme 2018

ENG

The EIT Health Program and the CCentre Framework Project

The project's "CCentre: An approach to narrative Health. Improving the ageing process and welfare of citizens." main objective is to bring the accumulated knowledge and progress of several projects to the specific area of educational seniors care research in Europe. After a first edition in which the training focused on the notion of autonomy for the seniors, in 2018 it aims to use the narrative methodology to teach professionals how to identify the aspirations, desires and preferences of the seniors and then enhance the clinical approach in their professional activity. All of this from a knowledge based on evidence, a multidisciplinary perspective and pedagogical innovation that allows reaching all the agents involved in the care of the seniors.

Unsurprisingly, the narrative has become more and more important as a process by which people make sense of the reality that surrounds them, a narrative process that allows experiences to be meaningful. The narrative methodology has been enlarged to many disciplines as a different approach to the care of people, focusing on the personal and biographical knowledge of the user as an essential part of the treatment as well as the professional practice.

The conference aims to be a space of meeting, exchanging of opinions and mutual learning between professionals, users and promoters of public and private initiatives who consider that ensuring active and healthy ageing is one of the most significant challenges that we face in Europe. We aim to share with all of them the virtues of applying the narrative approach with the aim of fostering that transformation.

We count on your participation!

Some logistic details:

. Free registration (coffee breaks, Lunch and equipment included)

. Language: Catalan/Spanish and English (simultaneous translation available > see timetable)

. Registration link (see phase 2):
www.eithealth.ub.elderproject.eu/en/courses-2018/

. Requirements:

. Although it is not a requirement, the assistance to the complete program is preferred.

. No previous knowledge required

. Although it is not a requirement, will be positively valued attendance to the first two phases of the training in professional associations and IDP-ICE.

. Target audience: professionals related to health and care of older persons

. Potential audience: Professionals linked with healthcare services for older persons, civil society representatives, scholars, representatives from other EIT Health projects and public/private institutions representatives are welcome to join the event.

FREE
REGISTRATION
LIMITED
CAPACITY

Professional Recipients





28th November

Wednesday

15:15 - 18:30h

15:15 – 16:00

Registration

16:00 – 16:20 (Sala Àgora)

Institutional Opening

Simultaneous English > Spanish/Catalan translation available

. Cristina Segura, 'laCaixa' Foundation

. Elena Lauroba, CCentre Coordinator

. Nuria Casamitjana, EIT Health

16:20 – 17:00 (Sala Àgora)

Presentation of the Narrative Based Training Product's Development

Simultaneous English > Spanish/Catalan translation available

. Laura Mazzoli Smith, University of Newcastle

. Jolanda Lindenberg, Leyden Academy on Vitality and Ageing

. Feliciano Villar, University of Barcelona

17:00 – 17:15 Coffee Break (Foyer)

17:15 – 18:00 (Sala Àgora)

The Hoffman Method: A successful method for successful projects

Simultaneous English > Spanish/Catalan translation available

. Catalina Hoffmann, Founder and Creator of the Hoffmann Method

18:00 – 18:30 (Sala Àgora)

EIT Health Campus Professional and Executive Activity Line

Simultaneous English > Spanish/Catalan translation available

. Montse Codina, IESE Business School / EIT Health

28th November 16:00–16:20h

Institutional Opening

Simultaneous English > Spanish/Catalan translation available



Cristina Segura
Directora de l'Àrea de Gent Gran
de la Fundació Bancaria 'laCaixa'



28th November 16:00–16:20h



Elena Lauroba
CCentre Coordinator

gisme



Nuria Casamitjana
EIT Health



28th November 16:20–17:00h

Presentation of the Narrative Based Training Product's Development

Simultaneous English > Spanish/Catalan translation available



Jolanda Lindenberg
Socio-cultural Anthropology

Leyden Academy
ON VITALITY AND AGEING

28th November 16:20–17:00h



Feliciano Villar
Psychology

UNIVERSITAT DE
BARCELONA



Laura Mazzoli Smith
Anthropology, Literary Studies, Sociology

Newcastle
University

28th November 17:15–18:00h

Presentation of 'The Hoffman Method: A successful method for successful projects'

Simultaneous English > Spanish/Catalan translation available



Catalina Hoffmann

Founder and Creator of the Hoffmann Method

The world and its states have been incapable of facing the demographic changes and instead of finding new opportunities they only see it as a problem. With the Hoffmann Method we have placed ourselves ahead of time foreseeing the challenges at present, when 15 years ago we created our methodology that has proven through the years that ageing healthily is possible.

The Spanish State knows that in 2050 it will be the country with the highest number of seniors in the world. Therefore, we can't wait any longer to implement our methodology based on cognitive stimulation, neuroprevention and promotion of active and healthy ageing. We are all responsible – governments, private and public institutions – for offering answers to the needs of millions of people that age every day. They deserve to keep autonomous and independent. And if we are capable of working together towards a unified goal, they will be able to live independently and face any age-related ills.



28th November 18:00–18:30h

EIT Health Campus Professional and Executive Activity Line

Simultaneous English > Spanish/Catalan translation available



Montse Codina

IESE Business School / EIT Health

EIT Health is a network of best-in-class health innovators backed by the European Union. It is formed by experienced and highly competent partners in academia, industry, research centers, testing labs, incubators and accelerators. Through collaboration across borders EIT Health delivers solutions to enable European citizens to live longer, healthier lives. The EIT Health Campus pillar aims to empower Europe's top talents, leaders and citizens with new opportunities and resources to make healthy lives a reality for all. Campus training for Professionals & Executives is intended to increase the number of skilled health professionals & leading executives in healthcare, to improve the services they provide and to place the patients and citizens in the centre of the process.





Thursday

09:00 - 13:30h
14:30 - 17:30h

09:00 – 11:00

CCentre Parallel Workshops

Simultaneous English > Spanish/Catalan translation available

- . **(Re)discover seniors** Leyden Academy on Vitality and Ageing (Sala Curie)
- . **Ageing for Innovators** Newcastle University (Sala Alfa)
- . **Customer Orientation in Healthcare Organizations: a Mindset Approach** Erasmus University Rotterdam (Sala Beta)
- . **Brilliant Business Models in Healthcare** ACHMEA (Sala Gamma)

11:00 – 11:30 Coffee Break & Poster Exhibition (Foyer)

11:30 – 13:30

Parallel Thematic Workshops I

No simultaneous translation available

- . **Dramatic arcs and emotional implication on services** Itziar Pobes, #wequestion (Sala Alfa) English
- . **Narratives & Law** Jaume Tarabal, University of Barcelona (Sala Gamma) Catalan/Spanish
- . **Narratives & Citizenship** Catharina Thiel Sandholdt, University of Copenhagen (Sala Beta) English
- . **Narrativity, Listening & Life Stories** Anna Bonafont, University of Vic (Sala Curie) Catalan/Spanish

13:30 – 14:30 Standing Lunch (Foyer)

14:30 – 17:30

Parallel Workshops on disruptive methodologies

(no simultaneous translation available)

- . **The Power of Play: Storymaking with LEGO® Serious Play®.** Alleria Clinic Pere Juárez (Sala Beta) English
- . **Health and Care Narratives: Visual Methods** Daniel Carey (Sala Curie) English
- . **Empowerment to people with intellectual disabilities. Physical activities leaders** Maria Carbó Carreté, Joan Guàrdia Olmos and Guillermo Ruben Ovido (Sala Alfa) Spanish/Catalan
- . **Positive Mental Health** Teresa Lluch (Sala Gamma) Spanish/Catalan

29th November 09:00–11:00h

CCentre Parallel Workshops

Simultaneous English > Spanish/Catalan translation available

(Re)discover seniors

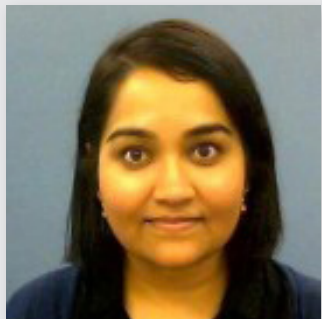


Jolanda Lindenberg

During this workshop, we discover the wishes and ambitions of older people. Often enough, and in health care particularly, we focus on the needs of older people and provide them with functional means that will alleviate these needs. In this workshop, we will look into wellbeing and what it means, we will discover how we can contribute to older people's wellbeing and what a shift from needs to wishes can mean for older people and care practices.

Leyden Academy
ON VITALITY AND AGEING

Ageing for Innovators



Meera Vijayaraghavan

The Ageing for Innovators Course was developed at the National Innovation Centre for Ageing based at Newcastle University. It was created to give innovators a quick and comprehensive understanding of global ageing demographics, its impact on society and opportunities for innovation. The session will cover the background and development of the course, and include some interactive activities to give an insight into what the course contains.



29th November 09:00–11:00h

Customer Orientation in Healthcare Organizations: a Mindset Approach

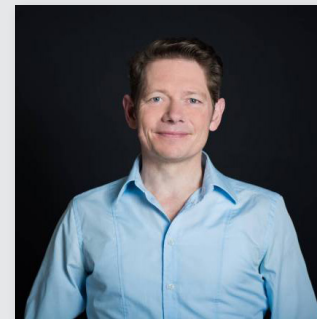


Sonja Wendel

Healthcare organizations are undergoing tremendous changes and challenges at a fast pace. The overall focus of this workshop is about perspectives on customer-centeredness from academia and practice. With specific focus on the role of the organization (of marketing) and employees in customer-centered thinking. Questions addressed will be: What is customer-centeredness? What is (healthcare) marketing? Notice that the term 'customer' is interchangeable with the terms patients, clients, guests.



Brilliant Business Models in Healthcare



Jeroen Kemperman

Responsible for Strategy & Business Development in healthcare for Achmea (the biggest health insurance company in Europe). He has written five books on innovation and strategy including a book with 20 stories on 'Briljant Business Models in Healthcare'. Jeroen argues that true change only arises when it is deeply needed and wanted. Organizations arise and renew themselves in three acts: (1) starting with the 'why'; (2) struggling with the 'how' and (3) resulting in the 'what'. Following this structure Jeroen will share the stories of five organizations who realized breakthroughs in improving health for the elderly.



29th November 11:30–13:30h

Parallel Thematic Workshops I

No simultaneous translation available

Narratives & Citizenship

English



Catharina Thiel Sandholdt

In this training workshop we will explore design methods for putting the desires and dreams of citizens at the heart of professional health care. We will share ideas and perspectives and create tentative solutions for working with the life stories and life situation of elderly citizens.

Narratives & Law

Catalan/Spanish



Jaume Tarabal Bosch

The workshop will deal with some elements of succession Law, basing the reflection on the Catalan legal framework. We'll analyse problems linked to the interpretation of the testament, as an instrument that contains and communicates the last wills of the person. We'll take into account the role of the subjects that may participate or influence on the creation or expression of the testamentary will, and we'll gloss some of the rules to interpret the will underlying the testament.

29th November 11:30–13:30h

Dramatic arcs and emotional implication on services

English



WE QUESTION
OUR PROJECT

Itziar Pobes

How could we work on the emotional implication during the various moments of the service we may provide? If we understand that each user is the main character of a story, we may use narratives to design their own experience. Are we dealing with a service that requires high implication? Let's make our heroes overcome tests. It's about a daily routine? Let's introduce each day a bit of intrigue. It refers to a long term service with little visibility? Let's create, at least, a great ending. We'll explain, briefly, some examples on the use of this view on cases referring seniors, but mostly focused in its practical dimension.

Narrativity, Listening & Life Stories

Catalan/Spanish



Anna Bonafont

The workshop departs from two experiences linked to the narrative turn on gerontology services: 'Life Story and the person-centred perspective', as well as the 'Word, listening and accompaniment spaces based on the life narrative'. We aim to show the relevance of the narratives and the biographic approach as an ethical, methodological, relational and comprehensive, focused on the improvement of the subjective well-being.

29th November 14:30–17:30h

Parallel Workshops on disruptive methodologies

No simultaneous translation available

The Power of Play: Storymaking with LEGO® Serious Play®. Alleria Clinic

English



Pere Juárez

The use of the LEGO® bricks creating stories open up our imagination, enable us to discuss some really powerful concepts openly with distributed dialogue, and demonstrate how interpretation is so subjective.

With the LEGO® Serious Play® Alleria Clinic workshop we also will learn some structures for futures scenarios ; as a group, creating visions for the future of social entrepreneurship and innovation.

29th November 14:30–17:30h

Health and Care Narratives - Visual Methods

English



Daniel Carey

In this workshop we will explore the value of data narratives in health and social care. Daniel will present a 30 minute lecture on the topic, presenting his own work and prominent successes and failures in the field. This will be followed by a workshop where you will be invited to generate your own handmade data exploring your own health, relationships, and social support systems. The emphasis will be on fun, experimentation, and creativity.

29th November 14:30–17:30h

Empowerment to people with intellectual disabilities. Physical activities leaders

Spanish/Catalan

This workshop will focus on the presentation of the PPALS experiences carried out in Barcelona (University of Barcelona) and Dublin (Trinity College) about the empowerment of people with intellectual disabilities for the promotion of physical activity. We'll also show some of the exercises that we've generated, as well as the toolkit we've elaborated to support the activities.



Maria Carbó Carreté, Ph.D.
Associate Professor, Secció de Psicologia
Educativa



Joan Guàrdia Olmos, Ph.D.
Full Professor, Secció de Psicologia
Quantitativa



29th November 14:30–17:30h



Guillermo Ruben Ovido, Ph.D.
Coordinator Trainer Program



Positive Mental Health

Spanish/Catalan



Teresa Lluch

Positive mental health is a construct that contributes to focus the live view on a frame of mentally healthy ageing. The workshop will show some intervention strategies that help to increase the mental wellbeing on the senior stage of life or 'mature youth'.





Friday

09:00 - 13:30h
14:30 - 18:30h

09:00 – 11:00

Parallel Thematic Workshops II

(no simultaneous translation available)

. **Narratives and Alzheimer** Nina Gramunt, Pasqual Maragall Foundation
(Sala Gamma) Spanish/Catalan

. **Narrative Cities** Lluís Torrens, City Council of Barcelona
(Sala Beta) Spanish/Catalan

. **The “Look, Think, Remember: board game in DCL” experience** Carme Pous,
Associació Ajudam (Sala Curie) Spanish/Catalan

. **Narratives of the Carers** Andrés Losada, Universidad Rey Juan Carlos
(Sala Alfa) Spanish

11:00 - 11:30 Coffee Break & Poster Exhibition (Foyer)

11:30 – 13:30

Round Tables on International Success Stories

(simultaneous English > Spanish/Catalan translation available)

. **The Prytanis experience** Ignasi Coll (Sala Beta)

. **The Winix Hope For The Old Intl Foundation experience** Omowunmi Cosmas -
Founder (Sala Gamma)

. **Viure bé, sentir-se millor** Carmen Espejo (Sala Beta)

. **The E-Seniors experience** Piera Sciamia and Anaïs Fernandez (Sala Gamma)

13:30 – 14:30 Standing Lunch (Foyer)

14:30 – 16:30

360° Narrative: from the patient’s view to the professional’s view (Sala Àgora)

. Feliciano Villar, University of Barcelona

. Núria Serrat Antolí, University of Barcelona

16:30 – 17:00

Closing and presentation of the Next CCentre Steps (Sala Àgora)

17:00 – 18:30 Farewell Coffee Break (Foyer)

30th November 09:00–11:00h

Parallel Thematic Workshops II

No simultaneous translation available

Narratives and Alzheimer

Spanish/Catalan



Nina Gramunt

We'll show a music-based experience and intergenerational relations as a mean to reconnect people with Alzheimer and their memories and emotions. Memory is polyhedric, and dementia does not devastate some containers that, as proved by scientific research, could be open with the adequate key.

**fundación
pasqual
maragall**
POR UN FUTURO
SIN ALZHEIMER

Narrative Cities

Spanish/Catalan



Lluís Torrens

The city of Barcelona is rethinking the home service-providing model for seniors. For that aim, it favours personalised services and proximity, developing the concept of social superblocks (superilla social) where small teams of professionals take care for a reduced community of users that still leave at their homes.

 **Ajuntament
de Barcelona**

30th November 09:00–11:00h

The “Look, Think, Remember: board game in DCL” experience

Spanish/Catalan



Carme Pous

Presidenta Associació Ajudam-Predegent

The low cognitive decline tackled integrally increases the quality of life of the affected persons and provides very positive benefits to their environment. New working methodologies, new toolkits for working cognitive stimulation, improve the health of the seniors and foster their socialisation. We include the board-game as a vehicle that eases the whole process.

 **Associació
AJUDAM**
Predegent
Entitat Declarada D'Utilitat Pública

Narratives of the Carers

Spanish



Andrés Losada

The aim of this workshop is to reflect on the possibilities that caregivers' narratives offer for understanding the complexity of the caregiving process and caregivers' emotions. In addition, we'll analyse the possibility of combining these narratives with the objectives and findings of research studies aimed at analysing psychological variables and developing interventions for caregivers.

 **Universidad
Rey Juan Carlos**

30th November 11:30–13:30h

Round Tables on International Success Stories

Simultaneous English > Spanish/Catalan translation available

The Prytanis experience



Ignasi Coll

The programmes 'My hometown and me' include the 'generational exchange' that takes us closer to the biography of the residents of the geriatric centre departing from the development of the history and culture of their communities of origin narrated by their main-characters.



The Winix Hope For The Old Intl Foundation experience



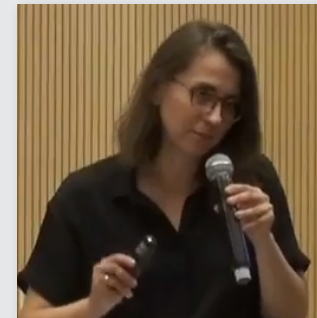
Omowunmi Cosmas

The mission of Hope for the Old Foundation is to encourage active and healthy lifestyles for older persons. Since 2012 we have worked with over 2,000 older persons, encouraging active and healthy lifestyles, and propagating awareness of active and healthy ageing one community at a time.



30th November 11:30–13:30h

Viure bé, sentir-se millor



Carmen Espejo

Coordinadora del Programa de Gent Gran de la Fundació Bancaria 'laCaixa'

This presentation is the result of the meetings 'First, people': taking care of how we would like to be cared for, a forum for reflection that has taken place in different Spanish cities where we have discussed the needs of the elderly group and the best model of care. The result of this process of collective reflection is a Charter of basic principles to guarantee the care of the seniors, especially the population group that is in a situation of greater vulnerability.



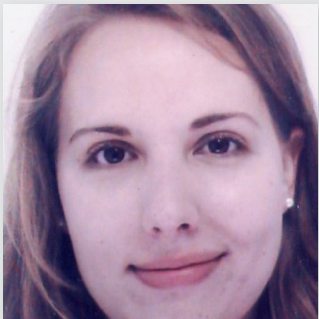
30th November 11:30–13:30h

The E-Seniors experience

E-Seniors will present the user-centered design approach when developing innovative and sustainable ICT solutions for seniors, especially in the health domain. The example of concrete projects and solutions will be given.



Piera Sciama



Anaïs Fernández



30th November 14:30–16:30h

360° NARRATIVE: from the patient's view to the professional's view

Simultaneous English > Spanish/Catalan translation available

This workshop aims to offer a double perspective on the use of the narrative methodology: from one hand, it eases that healthcare service users, through dialogue, may generate their own meaning about their situations; on the other, as professionals who care of this user (from an interdisciplinary perspective), they could collaborate on the generation of this dialogue by using different strategies.



Núria Serrat Antolí



Feliciano Villar
Psychology



30th November 16:30–17:00h

Closing and presentation of the Next CCentre Steps



Elena Lauroba
CCentre Coordinator

gisme



Cristina Astier
CCentre team member

gisme

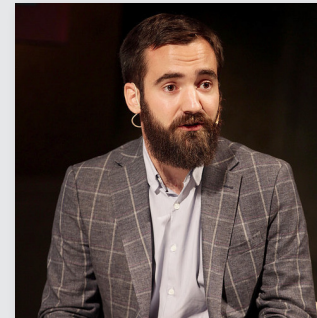


30th November 16:30–17:00h



Laia Tejada
CCentre team member

gisme



Ander Errasti
CCentre Project Manager

gisme



Lluís Medir
CCentre team member



CONTACT

Dr. Elena Lauroba

Coordinator

e.lauroba@ub.edu

Dr. Ander Errasti

Project Manager

gisme.project.manager@gmail.com

+ Information and contents in

www.eithealth.ub.elderproject.eu



Cosmo Caixa Barcelona Carrer d'Isaac Newton, 26. 08022 Barcelona



EIT Health està apoyado
por el EIT, un órgano de la
Unión Europea



Collaborating institutions

