



Twenty-five years ago, on 6 April 1989, the E.D.E. was founded



Jean Bohler

Dear Colleagues,
 Michiel KOK (President), Hansruedi SALZMANN (Treasurer), Martin Michael BIRKHOLZ (Secretary), Patrick CARR, Georges DAHM, Eric LEHM, Rolf TEWES and Alfred T. HOFFMANN have been meeting at conferences and to exchange ideas since 1986.

The idea of cooperation at a European level was born and became a reality with the founding of the European Association for Directors of Care Homes for the Elderly. The

E.D.E. asbl was founded on 06.04.1989 as a non-profit organisation based in Diekirch (Luxembourg).

Twenty-five years of idealism, a great deal of voluntary work and the realisation of a vision was our goal. Michiel KOK and Prof. Dr. Wilfried SCHLÜTER each held the office of president of our association for twelve years. Angela CLUZEL was our E.D.E. ambassador in Europe. Thanks to great commitment and willpower, the name E.D.E. has become well-known and today figures among the key agents in the field of elderly care policy.

Many Thanks to our Committed Members!

Highs and lows are part of everyday life. For each question there is an answer, and for every problem there is a solution. To work together as a team was our goal. A growing number of national associations have joined the E.D.E. family. Twenty-six associations from 20 different countries are working to create humane living and working conditions in our homes.

I invite every one of them to Luxembourg to celebrate the 25th anniversary of the founding of E.D.E. on 12 April 2014, and look forward very much to meeting many old and new friends there.

**The E.D.E. has already accomplished many things, and together we will accomplish many more!
 Congratulations!**

■ Jean Bohler, President of the E.D.E., Luxembourg



The Executive Board of the E.D.E. (l. to r.): Boris Koprivnikar, Angele Bajoriene, Franziska Rahmel, Jean Bohler, Pascal Champvert, Jean-Louis Zufferey, Erika Lörcinzy

How It All Began



Michiel Kok

In November 1986 I was invited by Mr Alfred Hoffmann, acting on behalf of the Board of the German Association for Home Directors, to a seminar about elderly care and nursing. Speakers from Denmark and Switzerland also attended this seminar, which was held at the Elsa Brändström Haus in Hamburg. At the end of the first day the organisers met with the speakers who had come from abroad.

The discussions at this meeting led to the planning of a series of inter-

national seminars in Germany, Switzerland and the Netherlands. And because I was already scheduled to travel to a conference in Birmingham (GB) two weeks after this seminar, I was asked to also invite English participants to these international seminars.

The first seminar in Bispingen, Germany, in 1987 was attended by participants from Germany, the Netherlands, Switzerland, Denmark, England and Luxembourg. These countries were also represented at the events in Arnhem, the Netherlands (1987), and Schwarzenberg, Austria (1988). In this way the basis for international cooperation was created. On 23 April 1988, in the German town of Bad Söden, the representatives of the aforementioned countries signed a declaration on promoting structured cooperation.

On 6 April 1989, the E.D.E. (back then time as the European Association for Directors of Care Homes for the Elderly) was established. The act of foundation took place in the city of Luxembourg at the Fondation J.-P. Pescatore. At that time the invitations to the first E.D.E. congress in Berlin in 1989 had already been sent out across Europe. The founding of the E.D.E. was in my view an important step towards ensuring equal rights for older people in Europe, particularly within the framework of care and nursing. For me, as a person who cares about other people, working with the association has enriched my life.

■ Michiel Kok, Honorary President of the E.D.E., Netherlands

E.D.E. Vision 35

This is the 35th issue of the newsletter. E.D.E. VISION. It will inform you about current developments in the field of long-term care services for the elderly in Europe as well as about projects of the E.D.E. and its member associations. The E.D.E. will also give its views on current questions of European policy in the context of long-term care.

We invite you to forward this newsletter to your colleagues.

contact: info@ede-eu.org | www.ede-eu.org

E.D.E. – A Platform for Partnership



Boris Koprivnikar

Slovenia has been a member of E.D.E. since 1997 and from that time on I have followed the organisation's work and growth. In my opinion, E.D.E. is a platform where one can always find examples of best practices and different views on similar problems. On the one hand, the E.D.E. represents a partner for cooperation and, on the other, a friend with whom we can share problems and exchange personal views. As long-term care has developed into a rapidly growing sector

that faces many different challenges, service providers have joined forces to form a strong organisation in which we can pool the experiences and knowledge gained at the national level to fight for common goals at the European level, and seek support to cope with the one of the most challenging situations facing modern society.

■ *Boris Koprivnikar, Vice-president of the E.D.E., Slovenia*

The E.D.E. and Its Development from 2000 to 2012 – a Review



Prof. Dr. W. Schlüter

The main goal for the E.D.E. was to increase its involvement at the European level in organisations such as AGE Platform, in order to represent the interests of the management teams of long-term care facilities and their expertise on care issues in concrete multilateral projects.

Another focus was the professionalisation of its own work as an association. The goals here were on the one hand the creation of improved communication possibilities with

national member associations, and on the other making the knowledge and skills of E.D.E. members available to all our colleagues.

The Home Director Qualification course launched by our Austrian colleagues was to be developed and made available to other member countries. The exchange of expertise and discussion of strategies and visions in long-term care have also been the focus of the biannual E.D.E. congresses.

Here are some examples of the activities:

1. Having a seat on the Council of AGE Platform in Brussels and taking part in several work groups has enabled E.D.E. to make a name for itself at the European level in the long-term care sector.
2. E.D.E.'s participation in European projects such as E-Qalin or SAVE AGE has been very successful.
3. The establishment of an office in Berlin has contributed considerably to optimising business procedures.
4. "VISION", our electronic newsletter, was created in 2002 and has done much to boost the internal exchange of information.

5. The E.D.E. Home Director Qualification is a success story, on the one hand because it has enabled us to establish our standards in the various member countries. On the other because E.D.E. graduates can acquire an academic Master's degree without having university entrance qualifications prior to the course.

6. The 10th E.D.E. Congress was also the first international congress jointly held by E.D.E. and the German DVLAB association in Berlin in 2007, and was a major success.

Finally we can observe that in recent years a large number of national home director associations have become E.D.E. members and now support the E.D.E.'s activities in that capacity.

E.D.E. Wants to Shape the Future was the title of the first newsletter – and it applies just as much today as it did then.

■ *Prof. Dr. Wilfried Schlüter, Honorary President of the E.D.E., Germany*

Impressions by Angela Cluzel



Angela Cluzel

For 25 years the E.D.E., as the impressionist painter who saw light and gave colour to light, saw its vision to improve the quality of life for the elderly living in care homes, has kept to its vision, and wrote its "Charter of rights and freedoms of the elderly people accommodated in homes" to affirm it.

For 25 years the E.D.E. saw the troubles and utter despair of older people leaving their life-long lodgings to move into an institution and, as the painter reveals, through cloudy

mists there came through warmth and understanding. However people still fear the "last option" of moving into a home and the fear of loss of dignity, neglect and abuse, are still part of the media image of care homes.

For 25 years the E.D.E., as the impressionist painter's colours which merge together indistinctly, saw that from one country to another the E.D.E. charter bringing quality management to care homes could be spread across Europe and home directors could merge together under the same code of conduct.

In 25 years, from six founding countries to 20 European States represented by 26 associations, home directors believe that nursing homes can still address the needs of many older people in Europe. The wave of "remain at home" policies in all countries is challenging them today to provide a variety of alternative solutions.

Over the 25 years, the moment I felt the most rewarding was when I saw in print the name of E.D.E. in the list of those who had contributed within AGE Platform to the "European Charter of the Rights and Responsibilities of older people in need of long-term care and assistance".

After 25 years a founder member of the E.D.E. is still managing his care home with passion, innovation and understanding.

May E.D.E. follow the path of these forefathers for another 25 years! And take care of me when the time comes.

■ *Angela Cluzel, France (FNADEPA), has been a member of the Executive Board and represented the E.D.E. in European organisations for many years.*

I believe in the E.D.E.

25 years is a long period that allows us to evaluate ourselves in every activity. It is wonderful that the E.D.E. is represented almost everywhere in Europe; that it is known to decision makers in the field of long-term care policy and to more and more long-term care institutions. This proves that we have worked actively, fulfilled our tasks, and we will endeavor to continue with this important work.

We are glad and proud that the human lifespan in Europe is lengthening. Naturally, all countries are developing various services that will allow the elderly to remain in their private environment for as long as possible and provide them with all the necessary social and healthcare services in their homes. However science is not advancing quickly enough to allow people to stay healthy and have fewer health problems for additional decades. All this means that long that long-term care grows more essential as lifetimes grow longer. The need for funding for this system is increasing every day, as well as the requirements for better quality. However, low birth-rates mean that the number of taxpayers is not increasing rapidly enough to keep pace with the rising number of elderly people.

For this reason we must think about what will happen to our system and how people's quality of life will be affected by the insufficient funding for social care.

What do we have in common? All the E.D.E. member associations from 20 different European countries have one task - to create high-quality services and humane living and working conditions at a reasonable cost, to promote the exchange of information and experiences among our members, and to facilitate mutual learning in the long-term care system. We are all making efforts to create newer and more diverse forms of communication and cooperation. Every country, every long-term care institution has good practices to share with others. We would like to adapt the best elements of long-term care services in one country for use in other countries, and do the same from one care home to another. I am glad that the Baltic countries have had a good tradition of cooperation among elderly care institutions for several years now.

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What makes us different? We have different national histories, different social systems and different long-term care policies. First of all, we have a less adequate material basis in our care homes, because the financial situation in Eastern countries was generally worse in the past. Now a number of care homes have been renovated and modernized. Central and western European countries have not had to cope with such problems for many years.

During the last decade, long-term care institutions for the elderly in the eastern countries have focused on socio-cultural activities and on integrating residents in the community, because before the political transformation process in Eastern European countries, our societies avoided talking about care homes, and especially about mental disabilities. Once these countries gained independence it was necessary to change the general attitude towards these institutions and their residents. And socio-cultural activities and education have played, and still play, a very important role in achieving this.

Eastern European countries are seeing a change in the generalised negative attitude towards care homes. However there are still those who consider it shameful for a family to send an elderly relative to live in a care home. Central and western Europe doesn't share this view. So it is easier and simpler for them to develop long-term care systems and care institutions. Also, they have democratic systems in which the elderly are respected and appreciated, so that integration



Angele Bajoriene (third from left) next to State Secretary Leva Jaunzeme and Modris Karselis with the Latvian association's executive board

is not a big problem there.

The success of a care home depends on the director of the institution. The qualifications of our directors differ greatly from those of other E.D.E. members. It is necessary to create and establish similar standards in all European countries.

I am glad to be part of the E.D.E. Our communication and emotional competence should raise confidence not only among ourselves, but also among those whom we help to live better lives. I believe that our European association has a great future and will continue to offer new perspectives and solutions which we need in our daily work.

■ *Angele Bajoriene, Executive Board of the E.D.E., Lithuania*

The E.D.E. promotes European integration and regional cooperation

The Latvian association for Directors of Social Services SARIDA was established in 2007. Lithuania helped us to join the E.D.E. in 2008; and 11th E.D.E. Congress in 2009 was the first we took part in as a member. The membership in the E.D.E. has given us greater possibilities for collaboration with our colleagues in Europe. Angele Bajoriene organized two international conferences in the Lithuanian Parliament (in 2008 and in 2009). This set a very good example for our politicians. They felt more obliged to discuss long-term care problems. After these events, the Baltic States and Poland began cooperating with each other. We are now in the traditional spring period for meetings. Last year we had a conference in Poland, and in May 2014 we will have a conference in Estonia.

A positive effect of our cooperation is the regular visits to ministries. In 2012, the Polish and Latvian associations had a meeting with officials at the Ministry of Welfare of Estonia. Then, at the end of 2013, the new Board of the Latvian association, together with E.D.E. Executive Board member A. Bajoriene, had a meeting with State Secretary Leva Jaunzeme of the Latvian Ministry of Welfare. After almost two hours of discussion about the importance of the Latvian association, E.D.E. activities and the future of the long-term care system, it was agreed that the Ministry will negotiate directly with care home directors. It is wonderful that the new minister is taking an interest in the association's activities and in care home policy. The views of the E.D.E. are important in our country. With the help of the E.D.E., a representative of the Latvian association has had the opportunity to take courses for E-Qalin Process Manager in Germany. I believe that we will have more opportunities for close cooperation in future.

■ *Modris Karselis, President of the Latvian association*

The Polish Association for Directors of Social Services joined the E.D.E. after the E.D.E. Executive Board meeting in Lithuania in 2006. Following this event, we decided to become E.D.E. members, and are happy that we did so. Our long-term interaction with Lithuanian care homes has been very useful for both parties. Fifteen years ago, Angele Bajoriene started cooperating with the elderly care homes in the Polish town of Suwalki. As time passed, more and more Polish care homes started to cooperate with Lithuanian homes. We now have international integration projects for both residents and staff. Residents present elements of their country's culture and take part in art programs or occupational therapy exhibitions. Staff share good working practices with each other and learn together in various projects.

On the initiative of the Lithuanian association, we established cooperation also with Estonia and Latvia seven years ago. All four coun-

tries have similar pasts, similar situations in long-term care, similar problems. They all understand the Russian language, and this increases the possibilities for cooperation. I believe that in the near future we will all be in a similar financial situation, the language barriers will disappear and we will have more and more possibilities for learning from each other. Our common goals and national traditions will be useful to us.



■ Wacław Kerpert, Vice-President of the Polish association

BEST PRACTICES *** BEST PRACTICES *** BEST PRACTICES *** BEST PRACTICES ***

Quality Certificate for Czech providers of social care services



Since 2011, the managers of Czech care homes have had the possibility to undergo this external quality assessment. The Quality Certificate is an external certification system based on the awarding of points and stars. This system, which was introduced by the Association of Providers of Social Facilities

in the Czech Republic, assesses all key aspects of activities and life at care homes for senior citizens – from the point of view of the senior citizens/clients of these social facilities.

The Quality Certificate aims to improve the quality of care at the certified care homes, points to weaknesses in the provision of care and gives recommendations as to in which areas improvements can be made. In this evaluation system, 300 criteria in five areas (accommodation, catering, culture and recreation, partnerships, care) are assessed, and long-term care facilities can score a maximum of 1000 points and 20 bonus points. The Quality Certificate is awarded for a period of three years in the form of a Gold Certificate (together with written certificates for the areas assessed and an evaluation report).

Since the introduction of the Quality Certificate three years ago, almost 40 care and nursing homes have been certified. Since April 2013, this evaluation system has been applied to care homes for people with dementia, and starting March 2014 day centres for people with disabilities will also be able to apply for assessment. Work on an evaluation system for institutions that provide home care is also in its final stages. The Quality Certificate is under the protection of the Government's "Czech Quality" scheme, which promotes independent and objective quality assessments on the Czech market.

The Quality Certificate provides the clients of care facilities and their relatives, as well as other interested parties, clear and reliable information on the quality of life at the respective facility. The professional feedback also increases the motivation among employees and providers.

■ *Mgr. Petra Kulveitová, Project manager, Czech Association APSS ČR*

"Everything that helps ... from everyday practice for everyday practice"

A symposium on 14.5.2014 in St. Pölten

The task force "Care" of the Working Group of Care Homes in Lower Austria (ARGE NÖ) organises a symposium on a particular topic in the area of care every four months at which it provides specialist information and select content. **On 14.5.2014, tips for everyday life in care will be given on the topic: "Everything that helps ... from everyday practice for everyday practice"**. A variety of alternative care methods that can be applied by both residents and care employees are the focus of the symposium.



The idea behind this approach is that taking care of and paying attention to ourselves is particularly important, because only if we feel good are we in harmony with ourselves. It is only when our body or our minds stop functioning "free of error" that we notice we have ignored a few signals. Constant challenges and ongoing processes of change in our professional lives test our resilience. Although we often find it difficult to believe, it really is in our hands to decide how we want to go through life.

Current studies have proven that alternative therapies and care methods can substantially improve well-being and consequently our health. In the course of the day, renowned speakers will therefore explain a wide range of topics: mental training, aroma therapy, therapeutic wraps and compresses, music therapy, and therapeutic touch.

The event will take place at the Landtagsaal of the NÖ Landhaus in St. Pölten. More information, the programme and registration at www.noehome.at.

■ *ARGE NÖ*