

Identifying and implementing Innovative Approaches in Vulnerable Groups of Older People in the Local Population for Better Health Care and Aging - the Gold Health Care project

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INTRODUCTION

With the number of elderly in Albania predicted to increase drastically in the next decade, following global trends, there is a need for improvement in long term care and equality of health care access among vulnerable groups of this sensitive population.

AIM

The Gold Health Care project aims to implement innovative approaches to healthcare tailored to vulnerable groups of elderly for better healthcare and aging.

METHOD

Is based on EPIS framework, assisted by Health Belief Model and behavioral economics. It consists of three main stages that build upon each other: preliminary context analysis, assessment of barriers and stakeholder analysis; development of tailored healthcare interventions; implementation, evaluation and dissemination. The geographical area where the project is intended to be implemented is the coastal city of **Vlore**, in the southwest of **Albania**, one of the most populous and economically-significant cities in the country.



RESULTS

The project will offer innovative and holistic approaches to care, providing 5 services (health care for elderly vulnerable groups, community health education including e-health, capacity building of health professionals and academic staff, and employment of nursing students) in one shot. The core impact of **Gold Health Care** will be maximizing the effectiveness of interventions among vulnerable groups of elderly in the local population, supporting local health care and social system, giving an added value in terms of vulnerable groups of older people.