

Problem and first time pilot project "Moscow longevity": sociological analysis

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Abstract—The global trend of increasing the proportion of elderly citizens in the total population, increasing life expectancy, improving the quality of medical services, and improving the health of the elderly gradually form a new attitude to the older generation in society. This article describes the experience of a sociological analysis of the problems and prospects for the development of the pilot project “Moscow Longevity”, implemented over the last year in Moscow. The project aims to promote an active lifestyle and the involvement of older citizens in the social life of the city; creation of conditions for affordable active leisure of people of retirement age; the formation of a culture of volunteering among the elderly; promoting the growth of the length and quality of life of older Muscovites. The number of Muscovites involved in the project showed an active dynamic. So in May 2018, more than 100 thousand citizens of the older generation participated in the project, in December 2018 the number of project participants exceeded the number of 180 thousand, and this figure is constantly growing. This article discusses the data obtained during a sociological study of the fall of 2018 in the city of Moscow.

Keywords—Pilot project “Moscow longevity”, older generation, quality of life, increase in life expectancy, social protection, social technologies

I. INTRODUCTION

In today's conditions in Russia, in Europe, there is a worldwide trend of increasing the proportion of senior citizens in the total population, as well as an increase in life expectancy, improving the quality of medical services, improving the health of the elderly.

In Moscow, the most favorable conditions for the development of active longevity, the use of the resource potential of the older generation, both in terms of conditions and quality of life, and the degree of comfort of lifestyle of older Muscovites.

According to Rosstat, the population of the capital at the beginning of 2018 amounted to 12.507 million people. And, antilight number of citizens older than working age is 3.4 million, representing 27.2% of the total population of the city.

Over the past 7 years, the average life expectancy in Moscow has increased by 3.7 years and reached 77, 9 years. Today, the capital is home to more than 400,000 people over 80 years of age and about 600 citizens over 100 years old.

In order to further create conditions for a sustainable increase in the life expectancy of the population of Moscow and to take comprehensive measures to organize the active leisure of citizens of the older generation, on the initiative of the Mayor of the capital S.S. Sobyenin from March 1, 2018 a unique inter-agency pilot project "Moscow Longevity" (the pilot project) was launched on the territory of the capital [2].

The pilot project worked ahead of the task set by the President of Russia to "create decent conditions for active, healthy longevity of the elderly." [1].

The main objectives of the pilot project were:

1. Promoting an active lifestyle and involving older citizens in the social life of the city;
2. Creating conditions for affordable leisure activities for people of retirement age;
3. Building a culture of volunteering among the elderly;
4. promoting the longevity and quality of life of older Muscovites.

Undoubtedly, the implementation of such a large-scale project should have led to serious transformations in the social care system of the elderly:

1. radically change the way social service centres operate;
2. introduce new approaches to social care for older Muscovites;
3. Form an innovative social worker;
4. And to include education, health, culture, physical education and sports institutions, as well as NGOs, in the system of providing services on an ongoing basis.

II. MATERIALS AND METHODS

In order to effectively manage the pilot project, mechanisms have been put in place to implement it:

1. Legal (the necessary legal instruments have been adopted);
2. organizational-management (management structure: 131 structural units have been created in TCSO - departments of social communications and active longevity - OSCAD, Office of Social Communication Development and Active longevity in

DTSN, The Resource Center for the Development of Social Communications, the tools of coordination and control have been created: the Public Council of the project under the Mayor of Moscow, the project coordinator of the DTSN in Moscow);

3. personnel (training and training system, educational programs developed, trained personnel involved in the project);

4. Financial and economic (project financing tools developed);

5. information (developed a system for recording visits to participants by scanning digital information located on the back of the social map of Muscovite; published periodic newspaper of the pilot project "Moscow Longevity" etc.);

6. scientific and methodical mechanisms are under development: research is planned, monitoring of the effectiveness of the project, development of scientific and methodical works.

At present, we can talk about the success of the pilot project, the chief appraiser of which was an elderly Muscovite: more than 180,000 elderly Muscovites took part in the pilot project, the most popular areas of activity recognized - computer courses, Learning English, classes in general physical training, fitness, dance, etc.

According to A.V. Rakova, Moscow's Deputy Mayor for Social Development, "Interest in Moscow Longevity is growing every day. People talk about the project to friends and acquaintances, share their experiences and new achievements, bring new participants. They find new friends and like-minded people, gather in teams of interests, plan, create, present. The participants of "Moscow Longevity" admit that they again felt in demand and significant." [4].

At the same time, the implementation of the pilot project "Moscow Longevity" revealed a number of problems:

1. The presence of low-active ("small") periods of the project: May-September.

2. Limited list of activities that older people can choose depending on where they live.

3. Lack of motivational incentives for senior citizens to participate in the project as volunteers.

4. Lack of training of OSCAD specialists, staff turnover.

5. Problems of interagency cooperation in organizing work with service providers.

6. Organizational and managerial problems of the project implementation (large volume of paperwork, reporting, shortcomings in planning of activities, insufficient logistical support for the project's activities).

The study included an online survey of: OSCAD staff; those responsible for this direction at the AO;

staff of the Centre for Social Communications of the GAU IDPO, who acted as expert specialists, formal questionnaire, as well as questionnaires of "people's experts" by filling out a questionnaire on paper.

The study on "Problems and Prospects for the Development of the *Moscow Longevity Pilot Project*" was conducted between October and December 2018: field stage - from November 12 to 30; the analytical stage is from December 10 to December 29.

The study is based on a study of the opinions of 1,600 respondents.

The pilot project is designed for citizens who have a residence in Moscow and have reached retirement age (men - 60 years, women - 55 years) regardless of the fact of their work and other activities. It provides for the organization of cultural, educational, physical, recreational and other leisure activities for senior citizens in every district of Moscow without attracting funds of citizens.

Joint participation in the pilot project is taken by the executive authorities of the city of Moscow: the Department of Labor and Social Protection of the population, the Department of Culture of the City of Moscow, the Department of Health of the City of Moscow, the Department of Education of the city Moscow, the Department of Information Technology of the City of Moscow, the Department of Natural Resources and Environmental Protection of the City of Moscow, the Department of Sports and Tourism of the City of Moscow, state organizations and institutions under the data Departments, Prefectures of Administrative Districts, District Government of Moscow.

III. RESULTS

The aim of the study "Problems and Prospects for the Development of the Moscow Longevity Pilot Project, some of the results of which are presented in this article, is receiving and objective information about the current state and prospects for the development of the Pilot Project "Moscow Longevity" [5].

The research team set itself the following **objectives**:

1. Identify the main motives for the participation of senior citizens in the events of the Moscow Longevity Project.

2. Determine the level of satisfaction of senior citizens with the project's activities.

3. Identify the most significant, according to the participants of the pilot project and expert experts, problematic issues in the implementation of the pilot project "Moscow Longevity."

4. To study the proposals of older Muscovites and specialists and to develop practical recommendations.

A special organizational structure of agencies and agencies has been created to manage and oversee the project. It includes:

1. Department of Social Communication Development and Active Longevity of the Department of Labor and Social Protection of the City of Moscow.

2. Social Communication and Active Longevity (OSCAD) offices in all Territorial Social Services Centres and their branches.

3. Resource Center for the Development of Social Communications.

4. In the structure of the GAU IDPO DTSN special unit - the Center for Social Communications (cSK), which provides educational support for the implementation of the project.

5. The Department of Labor and Social Protection is the project coordinator.

Analysis of publications describing the specifics of the implementation of the Project "Moscow Longevity" showed the following dynamics of the change in the number of its participants: for the period from March to May 2018 (the first months of the project) submitted applications about 100,000 senior citizens, of whom 75,000 (at that time) have already started classes. [6] In Moscow is already about 130,000 senior citizens have joined the project. [7] In December 2018 and the number of participants in the project exceeded the number of 180,000 and that figure is constantly growing [3].

According to information provided by the First Deputy Head of the Department of Labor and Social Protection, By O.E. Gracheva at a press conference in September 2018 « The average age of the participants of the project "Moscow Longevity" is 67 years 8 months. Territorial Social Services Centre. The oldest active participant of the project is a 98-year-old resident of the city, who attends a wellness program and singing. Among the men, the most senior participant of the project was a 95-year-old resident [8] of the Falcon district (attends computer literacy classes). The majority of participants are women (85.4%).

Analysis of the statistical-analytical and information data of the Department of Labor and Social Protection of the population of Moscow on the interim results of the project allowed to identify the age features of its participants. Nearly half (44.9%) of the number of (44.9%) of the participants are residents of the city from 60 to 70 years old. The smallest (and this is natural) - elderly Muscovites over the age of 80 years. Older citizens between the ages of 55 and 60, despite their relative health, make up only 18.3 per cent, most likely due to their continued employment.

The implemented set of measures on the project "Moscow Longevity" showed that the most popular among older Muscovites are the following areas of activity:

1. "Information Technology" - 32,000 Participants
2. "English" - 21,000. Participants
3. "General physical training" - 19 thousand. Participants
4. "Fitness, simulators" - 16 thousand. Participants
5. "Dancing" - 16 thousand. Participants [3].

One of the tasks facing the organizers of the pilot project, in addition to providing the volume and list of events, was to achieve, even distribution and accessibility of classes in all areas of the capital. to enable people with maximum benefit and a minimum amount of time when traveling on transport to participate in the project.

Implementation of the project is possible only if organizations of different profiles, different departmental affiliations participate in it. As of April 2018, agreements on the provision and services for project participants were included with 1,100 organizations, including: 988 - government organizations, 44 - commercial and 68 - non-profit. more than 340,000 people.

In December 2018, 1,192 service providers were involved in the Moscow Longevity project: 1,061 city institutions, 125 non-governmental organizations and 6 federal universities [3].

Thus, during the entire period of the pilot project there has been an increase in the number of service providers among both state and non-governmental organizations. The analysis shows that there has been a slight increase in the number of non-public sector organizations and institutions among project service providers (by 0.3%).

The elderly have the opportunity to simultaneously take part in several types of activities within the framework of the Moscow Longevity project. 4,492 people [9].

In general, the activities of the Project "Moscow Longevity" allow not only to continue what has already begun (to train senior citizens at the "Silver University", to ensure the work of clubs for interests), but also:

1. Take into account the opinion of older persons in making management decisions affecting their interests (the functioning of public control groups, the development of social movement, etc.);
2. to form an image of active aging and longevity, to help overcome the stereotype of negative perception of old age by people of all ages (thematic activities, volunteer movement);
3. Involve older people in active longevity activities by:
 1. development of education on healthy aging, including among people of pre-retirement age (e.g. courses of future pensioners);

2. Informing the elderly about the socially-oriented services provided by the agencies and organizations of the city and the district;

3. using media resources and social advertising to create an image of active longevity (e.be.);

4. creating conditions for the expansion of informal contact ov through the organization of clubs for the elderly, holding sports - entertainment and tourism for the elderly, live magazine on the Internet.

IV. DISCUSSION

Russia should not only firmly establish its place in the top five economies of the world, but also increase GDP per capita by one and a half times by the middle of the next decade. This is a very difficult task.

The most important basic indicator of the well-being of citizens and the country is, of course, life expectancy. In 2000, it was just over 65 years old in Russia, and for men it was less than 60 years old.

In recent years, the growth rate of life expectancy in Russia is among the highest in the world. Life expectancy has increased by more than seven years to 73 years. By the end of the next decade, Russia should confidently enter the club of the "80 plus" countries, where life expectancy exceeds 80 years. This includes countries such as Japan, France and Germany.

Older people are the object of studying all social sciences. to the elderly generation is associated with the growth of socially conditioned demands, because society is interested in their social and mental preservation, in high qualifications, civic identity, in their ability to think independently and creatively, Interest is also due to improved quality of life and longer life expectancy.

As Professor P.D. Pavlenok notes, social work represents a relatively independent system of elements that are orderly, interconnected and form a certain whole. When analyzing social work as a system, it should be noted that in fact, it is a kind of social system, because it deals with people (in particular, with customers and social workers) and the relationship between them [16].

Social work can also be considered as a kind of large systems, as it includes three components: 1) social work as a science; 2) Social work as a cycle of scientific disciplines; 3) Social work as a form of activity [13].

We have an aractorism of social work as a science, because there is a revealing of the essential links between the subject and the object of social activity; principles and methods (social, psychological-educational, economic, and legal, etc.). In this case, social work is a way of applying theoretical conclusions in solving practical tasks set by society itself [14]. One of the most important features of this science is, first of all, practical orientation, unity of knowledge and skills.

Many associate old age with infirmity, and sometimes so much that they themselves begin to feel

infirm. All this is exacerbated by diseases - an elderly person begins to dive into them, constantly thinking about their sores, visiting the clinic, looking for new diseases. As a result - prolonged depression and fear for their lives.

The project as a whole has already achieved a number of its tasks: it helps "older Muscovites to improve health, gain new knowledge, skills, creative development without attracting citizens' own funds." Gives the older generation the opportunity to live a full life, find new friends, fill their leisure time with useful activities and hobbies [10, 11].

The Moscow Longevity Project has also been announced internationally, having been a finalist in the 2018 World Smart City Awards (attended by 57 countries) in the Inclusive and Sharing Cities category as one of the most innovative and successful projects created for (along with projects from Spain, the United States, Mexico and Brazil) [12]. Thus, all of the above data update on the one hand, a new form of assistance and support to the citizens of the older generation (the events of the pilot project "Moscow Longevity"), and on the other hand, may indicate opportunities to further engage older Muscovites in socially significant and useful activities (as volunteers in the same project), stimulating their opportunities for self-fulfillment and active lifestyle.

The successful testing of the Moscow Longevity project in Moscow can serve as a basis and example for the implementation of similar projects in other regions of Russia. This will allow senior citizens to make the most productive and useful use of their time after retirement.

The results of the implementation of the pilot project "Moscow Longevity" were summed up at a meeting of the Presidency of the Government of Moscow on December 18 this year, the experience is recognized as successful and deserving of its institutionalization in constant activities social organizations.

V. CONCLUSION

The study revealed the level of satisfaction with the Project of representatives of the older generation of the city of Moscow. Thus, the majority (86.4%) of the majority of the majority seniors, participants of the project, are satisfied with the quality of the activities implemented.

Overall, 97% of the «people's experts" rated the implementation of the pilot project on "excellent" and "good".

According to People's Experts, the participation of older Muscovites in the pilot project events changed their lives:

1. improved mood, general well-being (35.7%);
2. expanded the circle of acquaintances, there were new friends (31.4%);
3. opportunity to do your favorite pastime and hobbies (22%) Etc., etc.;

4. "There's been a complete reboot of life" says one respondent.

The Moscow Government's resolution "On the implementation of the Moscow Longevity Project in Moscow on December 18, 2018 No.1578-PP is required to start the implementation of the Project "Moscow Longevity" on a permanent basis from January 1, 2019 [3].

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