



# Next Door Awareness Activities Guide

Fostering neighbourhood participation  
to protect and care for elderly citizens

**Project Number: 2020-1-FR01-KA204-080560**

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

NEXT DOOR aims to promote social capital within neighbourhoods, fostering protection of elderly citizens & increasing levels of self-esteem & quality of life. It relies on the development of skills of professionals working for the community at the local level, improving technical & social competences to support better job performance & their contribution to a cohesive region, putting together community organisations & training providers.

## Table of Contents

Introduction .....	3
Structure of Guide.....	4
Activities.....	4
Activity 1: Multi-Generational Music Event.....	6
Activity 2: Baking Contest and Recipe Exchange .....	8
Activity 3: Multi-generational natural site visit .....	10
Activity 4: Art Therapy Craft .....	11
Activity 5: Traditional Dance Class.....	13
Activity 6: Local History Lecture.....	15
Activity 7: Community Murals .....	16
Activity 8: Photo-portraits and Exhibition .....	17
Activity 9: Kitchen Garden at Your Door.....	18
Activity 10: Neighbourhood Walking Tour.....	19
Activity 11: Photovoice Activity .....	20
Activity 12: Plenary of Local Leaders .....	21
Activity 13: Volunteering .....	22
Activity 14: Neighborhood Olympics .....	23
Activity 15: Pet meet & greet.....	25
Pilot Experience .....	26
Appendix .....	31
Appendix 1: Awareness Activity Participant Feedback Template.....	31
Appendix 2: Awareness Activity Attendance Form .....	33

## Introduction

Awareness raising is directed at the public, namely citizens who are neighbours of the elderly and the elderly themselves and aims to promote action and foster engagement within the local community. The awareness activities will engage citizens by increasing knowledge of the issues that affect the elderly, and drawing attention to where support is needed. However, to ensure the sustainability of the Next Door project, it is important and valuable to involve local professionals in the awareness activities.

In today's rapidly changing world, the issue of elderly isolation and the need for better community engagement and support has gained significant attention. Recognizing the importance of awareness-raising activities, a program of Awareness Activities has been developed to bring innovative aspects to the community based on the Next Door concept.

The Next Door Project's Awareness Activities and Capacity Building element takes a proactive approach by increasing community engagement with older populations through creative and participatory activities that foster a sense of openness and willingness among citizens to help their neighbours. Furthermore, it offers a knowledge development program for professionals, enhancing their skills and expertise in community work. By changing minds and promoting a more proactive attitude among citizens and professionals, this program contributes to the overall well-being and support of elderly citizens.

The methodology presented in the program is designed to be adaptable to different contexts and can be tailored to the specific needs of each country or community. Social exclusion, as a common social factor, manifests in similar ways throughout Europe, making the replicability of this program a manageable task. The tools and interventions are universally structured, ensuring their relevance across different communities.

By introducing new insights and renewing knowledge related to community intervention, this program aims to shift attitudes among community workers from passive to proactive and encourage organisations to embrace preventive interventions rather than reactionary ones. Professionals will be actively involved as partners in implementing awareness activities, increasing their sense of ownership and commitment to taking the model further.

The expected impact of this program extends to the public, as it enhances their knowledge about the challenges of ageing and the importance of supporting elderly citizens. Through awareness-raising activities and community engagement initiatives, this program strives to create a more inclusive and supportive environment for older adults.

Next Door is dedicated to fostering social capital within neighbourhoods, with the goal of protecting elderly citizens and enhancing their self-esteem and quality of life. This initiative centres on the skills development of community professionals at the local level, improving their technical and social competencies. This guide encompasses various activities aimed at achieving these objectives and promoting intergenerational interactions and engagement.



The awareness-raising activities are designed to engage citizens and professionals in the community, creating a more inclusive and supportive environment for older adults. The program seeks to enhance knowledge, shift attitudes, and promote proactive community engagement.

## Structure of Guide

The guide presents seventeen activities that are in template form, including aim(s), description, duration, and needed resources. These activities are interactive, participatory, and designed to promote engagement between generations.

In the appendix, an Attendance Form template is provided. An Awareness Activity Attendance Form should be completed for each event.

## Activities

The activities in this guide are diverse, encouraging different forms of intergenerational interaction and knowledge sharing. From multi-generational music events and baking contests to natural site visits and art therapy crafts, each activity aims to foster connection and learning. The guide emphasises cooperation, physical activity, and community appreciation. These Awareness Activities should be active, participatory, creative, non-formal, and FUN!

For each activity, please make sure you have any required permissions. The following table is for your own records.

<b>Permission from Authorities</b>
Local authority contacted:
Date:
Permission(s) Acquired? Y/N
Special notes:

Further, each activity should involve a local professional to ensure the sustainability of the project and increase use of the Digital Platform. The following table is for your own records.

<b>Local Professional Involved</b>
Contact name:
Contact information:
Brief description of organization:
Number of confirmed participants from organization:

### **Activity Themes:**

1. Multi-Generational Music Event: Facilitates intergenerational interactions through a small concert, a "blind test" game, and an informal exchange.
2. Baking Contest and Recipe Exchange: Promotes intergenerational exchange by hosting a baking contest and encouraging the passing down of baking knowledge.
3. Multi-Generational Natural Site Visit: Offers a chance for continuing education and intergenerational socialisation through a visit to a local natural park.
4. Art Therapy Craft: Provides a creative outlet and intergenerational interaction through art therapy projects.
5. Traditional Dance Class: Encourages physical activity and local community appreciation by teaching traditional dance styles.
6. Local History Lecture: Promotes education and appreciation for local history by hosting lectures and discussions.
7. Community Murals: Engages the community in creating murals that represent and decorate the neighbourhood.
8. Photo-Portraits and Exhibition: Celebrates the local community by offering photo-portraits and organising exhibitions.
9. Kitchen Garden at Your Door: Promotes intergenerational cooperation and education on healthy living by developing an urban garden.
10. Neighbourhood Walking Tour: Encourages physical activity and appreciation for the local community through guided walking tours.
11. Photovoice Activity: Builds a mural to showcase pictures of life in the community and promotes storytelling.
12. Plenary of Local Leaders: Create a space for reflection with local leaders to raise their awareness of the isolation of older people, identifying the potentialities and challenges of each territory to respond to this problem.
13. Volunteering: Reflect and discover peoples' potentialities, channelling them into possible volunteer activities in the community.
14. Neighborhood Olympics: Bring neighbours together and strengthen the social ties in the local community.
15. Pet meet & greet: It allows the community to get to know each other, interact and establish relationships, taking advantage of pets.

Each activity is designed to create a dynamic and engaging environment for both elderly citizens and younger generations. By bringing together people of different ages, these activities aim to contribute to social cohesion, shared learning, and a sense of unity within the community.

## Activity 1: Multi-Generational Music Event

<p><b>Activity</b> Multi-Generational Music Event</p>	
<p><b>Aim(s)</b> The idea of this activity is to facilitate intergenerational interactions.</p>	
<p><b>Description</b> Organization of a small concert in collaboration with a local music school. The event would be divided into 3 parts:</p> <ul style="list-style-type: none"> <li>• 30-minute concert</li> <li>• Small “blind test” (Game explained below)</li> <li>• An informal exchange with food and beverage, including an optional game “find your instrument and get to know more about the player”</li> </ul> <p>In this part, participants would draw a card from a big bowl when they arrive. On the card they would see a specific instrument that someone is playing. At the end of the blind test, the mission is to go find out 5 pieces of information about the player (ex: how long they have been playing this instrument, favourite music to play, etc.).</p>	
<p><b>Target Group(s)</b></p> <ul style="list-style-type: none"> <li>• Older people and their families</li> <li>• Youth playing music and their families</li> <li>• Neighbours</li> </ul>	<p><b>Anticipated Number of People Reached</b> 30</p>
<p><b>Duration</b> 2 hours</p>	<p><b>Site Location</b> Outside Could be organised in the outside premises of a nursing home</p>
<p><b>Needed Resources</b> Contact at a local music school willing to be involved + instruments, music Quiz cards for the “blind test” game and pens or pencils for all attendees. Optional: Small prizes for winners. Box with cards (each with a different instrument) for the second game. Food and beverages, utensils, plates, and napkins.</p>	
<p><b>Other Considerations</b> Are there accessible bathrooms nearby? Is there sun protection available?</p>	
<p><b>Dissemination / Promotion Ideas</b></p> <ul style="list-style-type: none"> <li>• Promoted by: the music school, the youth, their families, the nursing home (if it’s organised there), the city council (if it’s possible to involve them)</li> <li>• Use flyers and posters</li> </ul>	
<p><b>Gamification Option (if applicable)</b> If collaboration with the music school is anticipated, the program could be centred around music from a specific decade or a theme.</p>	



The Game would be to have a “blind test” as part of the concert where participants would have to guess the music being played as quickly as possible.

The second game is to find a player of the instrument that participants will draw before the concert starts.



## Activity 2: Baking Contest and Recipe Exchange

<b>Activity</b> Baking Contest and Recipe Exchange	
<b>Aim(s)</b> Facilitate intergenerational exchange. To pass down knowledge and for younger generations to gain experience baking.	
<b>Description</b> This activity will have different types of participants: judges, baking contestants, and spectators. In the event advertisement, the baking contestants will be given a baking prompt (i.e. yeast cake, cookies, etc.) and will prepare the baked item at home. Contestants will bring their baked item (and recipe) and “register” the entry with the activity coordinator. For the first hour, all contest entries will be displayed at the judging table. All attendees and bakers will receive a voting ballot to pick one winner based on presentation (how it looks) of the baked item. Then, 2-5 judges will try each baked item and deliberate among themselves to pick an overall winner. All attendees could taste the bakes after the judging is finished. The last half hour, the two winners would be announced and receive a small prize. For each baked item, there would be a stack of recipe cards so that attendees could try to bake the items at home. Either the recipes brought by contests could be copied during the contest, or attendees could photograph the recipe on their phone, or the attendees could hand copy the recipe onto blank recipe cards. There is also the possibility for contestants to present their baked item along with a story about why they chose it, where the recipe came from, any memories they associate with the item.	
<b>Target Group(s)</b> <ul style="list-style-type: none"> <li>• Older people and their families</li> <li>• Local culinary students; professional and amateur bakers</li> </ul>	<b>Anticipated Number of People Reached</b> 20-30
<b>Duration</b> 2-3 hours	<b>Site Location</b> School gymnasium City Hall (or city-owned infrastructures)
<b>Needed Resources</b> Display table for baked goods, means for copying recipe cards Prizes (could be certificates) for winners Judges to taste and pick winning item Ballots and a voting box to pick winner Drinks, cutlery and plates and napkins	
<b>Considerations</b> Is the location wheelchair accessible? Is there a restroom or facilities to wash hands nearby?	
<b>Dissemination / Promotion Ideas</b> <ul style="list-style-type: none"> <li>• Post flyers in local bakeries, community centres, schools</li> <li>• Post on social media</li> <li>• Newspaper</li> </ul> Could cover the event / local press such as TV and radio	





**Gamification Option (if applicable)**

N/A

### Activity 3: Multi-generational natural site visit

<b>Activity</b> Multi-generational natural site visit	
<b>Aim(s)</b> Continuing education, environmental stewardship, intergenerational socialization in nature.	
<b>Description</b> Organization of a visit to a natural park in collaboration with the city council. During the event, different activities could be carried out: <ul style="list-style-type: none"> <li>● explanation of the history of the natural space;</li> <li>● observation of the plant and wild life;</li> <li>● importance of preserving the environment and how the municipality is linked to it.</li> </ul> To facilitate intergenerational interaction, some older people would explain to the group the change experienced by the natural space and how it was when they were young, namely traditions, kind of crops, uses, etc.	
<b>Target Group(s)</b> <ul style="list-style-type: none"> <li>● Older people</li> <li>● Families</li> <li>● Youth</li> <li>● Neighbours</li> </ul>	<b>Anticipated Number of People Reached</b> 30 – 50
<b>Duration</b> 3 Hours	<b>Site Location</b> Outside / Natural Park
<b>Needed Resources</b> A Contact with the city council to provide: transportation to the Natural Space, guide to explain history and preservation practices.	
<b>Considerations</b> Have a first aid kit in case of injury while in the natural park. What are accessibility considerations? Does everyone need to bring their own water and food, or will this be provided?	
<b>Dissemination / Promotion Ideas</b> Promoted by: <ul style="list-style-type: none"> <li>● Retirement associations,</li> <li>● Activity centres and community centres for seniors,</li> <li>● City Council,</li> <li>● Supramunicipal entities.</li> </ul>	
<b>Gamification Option (if applicable)</b> For youth, explain to them different Apps to identify different breeds of birds. These could even be used during the event and the younger people could demonstrate the App to seniors.	



## Activity 4: Art Therapy Craft

<b>Activity</b> Art Therapy Craft	
<b>Aim(s)</b> Intergenerational socialisation; rediscovering tactile senses for elderly; social and creative outlet; giving a sense of inclusion within society.	
<b>Description</b> People arrive and find a space at a worktable. Elderly persons and youth will be intermingled. An instructor will explain the craft and the helpers will pass out supplies. Everyone can work together and/or independently to create their artwork. There will be a mini exhibition at the end to display everyone's work – these could also be digitalized and posted to social media to create a longer lasting influence of the activity. Project ideas are: <ul style="list-style-type: none"> <li>Rediscovering nature – participants and project organiser bring things found in nature to use to create craft project (this activity is more flexible, but creations could be a collage, a mobile, or a sculpture)</li> <li>Painting postcards or cards – the finished cards could then be sent to loved ones</li> <li>Ornament-making – this would be especially good around the holiday season and finished products could be gifts</li> </ul> The kids could create a craft for elderly persons living in care homes who could not create their own items.	
<b>Target Group(s)</b> <ul style="list-style-type: none"> <li>Elderly and their families</li> <li>Families with young children</li> <li>Local art students and teachers / Art therapy educators</li> </ul>	<b>Anticipated Number of People Reached</b> 20
<b>Duration</b> 3 hours	<b>Site Location</b> School or art studio Outside if the weather is good Public library in activity room Nursing home / elderly care center Community centre
<b>Needed Resources</b> Crafting supplies, depending on what project is chosen. Tables and chairs. Bathroom facility to facilitate clean-up. Instructor to explain the project, example projects that are already made to display, helpers to pass out supplies. Display table to show off finished crafts. Snacks and drinks, as well as plates and utensils.	
<b>Dissemination / Promotion Ideas</b> <ul style="list-style-type: none"> <li>Flyers and posters through local schools, art clubs and classes</li> </ul>	



- Local press
- Social media

**Gamification Option (if applicable)**

Art therapy idea – younger persons paint “blind” (i.e. blindfolded) or with their non-dominant hand to better understand loss of sight and dexterity associated with ageing.

## Activity 5: Traditional Dance Class

<p><b>Activity</b> Dancing Class – Traditional regional dance, salsa, ballroom, etc.</p>	
<p><b>Aim(s)</b> Knowledge transfer; cultural and traditional awareness and promotion; physical activity and movement; socialising.</p>	
<p><b>Description</b> For the first 30 minutes, amateur or professional dancers (preferably seniors) demonstrate and teach dances to the rest of the participants. Participants partner up, preferably mixing between the generations, to practise the newly learned dance styles for 1 hour of open dance. The dance floor is cleared for a 20-minute break where professional or amateur dancers showcase a few dance numbers. This would be followed by open dance again. Throughout the event, refreshments would be available and there would be ample seating for participants to relax and enjoy the music and watch the other dancers. Optional: There could be another teaching moment where young people demonstrate a new Tik Tok dance and try to teach it to the seniors.</p>	
<p><b>Target Group(s)</b></p> <ul style="list-style-type: none"> <li>● Seniors</li> <li>● Neighbours, families</li> <li>● School students</li> </ul>	<p><b>Anticipated Number of People Reached</b> 20-40</p>
<p><b>Duration</b> 2-3 hours</p>	<p><b>Site Location</b></p> <ul style="list-style-type: none"> <li>● School gymnasium</li> <li>● Public square</li> <li>● Community centre</li> <li>● Parking lot</li> <li>● Nursing home</li> </ul>
<p><b>Needed Resources</b> Music and sound system (including microphone), lighting if event takes place after dark Refreshments – drinks, snacks (like fruit and cookies), plates, utensils, napkins Seating area for resting Dancing floor (linoleum) Teachers / dance demonstrators</p>	
<p><b>Considerations</b> Are there bathroom facilities available nearby?</p>	
<p><b>Dissemination / Promotion Ideas</b></p> <ul style="list-style-type: none"> <li>● Flyers and poster</li> <li>● Local press</li> <li>● Social media</li> </ul>	
<p><b>Gamification Option (if applicable)</b></p>	



Raffle option – everyone gets a ticket and one winner would be drawn and announced at the end of the event. Winner must be present to claim prize, encouraging attendees to stay for entire event. Would need raffle tickets, a container (to put all tickets before picking winner), prize.



## Activity 6: Local History Lecture

<b>Activity</b> Local History Lecture	
<b>Aim(s)</b> Continuing education; social inclusion; giving the elderly the opportunity to share their personal stories; recording local history.	
<b>Description</b> Local historian or history teacher would give 30-minute to 1-hour lecture on a particular, “recent” event or period. Preferably with local overlap. For example, the fall of the Berlin Wall and the reunification of West and East Germany for an activity held in Germany. The event would also have a display table for historical items and photographs that participants could look at before and/or after the lecture. <u>Optional:</u> Elderly participants could share relevant stories or experiences from their own life about the topic/event. They could also bring photos or souvenirs to include on the display table and explain these items to participants on a more informal, conversational level. <u>Optional:</u> Pub quiz style test on the topic before the lecture begins, preferably with intergenerational teams. The quiz would be short, just a few questions, and would be a good way to get all participants to evaluate how much they know about the topic.	
<b>Target Group(s)</b> <ul style="list-style-type: none"> <li>● Elderly</li> <li>● Students (of history), school children</li> <li>● Families, neighbours</li> <li>● Local historians</li> </ul>	<b>Anticipated Number of People Reached</b> 30
<b>Duration</b> 2 hours	<b>Site Location</b> <ul style="list-style-type: none"> <li>● Classroom</li> <li>● Public library</li> <li>● Café</li> <li>● Small theatre (indoor or outdoors)</li> <li>● Local historical site, if relevant</li> </ul>
<b>Needed Resources</b> Projector and laptop (if using slides), microphone Quiz boards (mini whiteboards or chalkboards) and markers/chalk Table to display the mementos or display boards to showcase the photographs	
<b>Dissemination / Promotion Ideas</b> <ul style="list-style-type: none"> <li>● Newspaper – interview or spotlight on one particular story</li> <li>● Social media, posters and flyers at local schools, universities, and historical centres</li> </ul>	
<b>Considerations</b> Is the location accessible? Is there space in the aisles or near the front for wheelchairs?	
<b>Gamification Option (if applicable)</b> A brief historical quiz in the style of a pub quiz with teams (preferably intergenerational) could take place at the start of the event.	



## Activity 7: Community Murals

<b>Activity</b> Community Murals	
<b>Aim(s)</b> Community engagement; intergenerational socialisation.	
<b>Description</b> <p>Engaging members of the community, possibly from different backgrounds &amp; age, through the creation of a mural which will represent and decorate the neighbourhood.</p> <p>The image represented in the mural will be decided through a planning session, so that it really represents the neighbourhood. The mural would be representative of different generations.</p> <p>Following the planning session, a street-artist will design a stencil which will then be reproduced on a wall in a visible part of the neighbourhood by a team of inhabitants under the supervision of the artist.</p> <p>The actual painting of the mural would be a longer activity. Residents from local nursing homes could be invited to watch the mural be painted if they could not participate in the actual painting.</p> <p>(see: <a href="http://Non.sono.un.murales.Segni.di.comunita.conibambini.org">Non sono un murales. Segni di comunità (conibambini.org)</a>)</p>	
<b>Target Group(s)</b> <ul style="list-style-type: none"> <li>• Older people</li> <li>• General public</li> <li>• Families</li> <li>• Young people</li> <li>• Neighbours</li> </ul>	<b>Anticipated Number of People Reached</b> <ul style="list-style-type: none"> <li>• At least 10 to create the murals</li> <li>• At least 100 visitors</li> </ul>
<b>Duration</b> <ul style="list-style-type: none"> <li>• 1 day for the participatory planning</li> <li>• 1 day for the creation of the murals</li> </ul>	<b>Site Location</b> Community space
<b>Needed Resources</b> <ul style="list-style-type: none"> <li>• Street artist to be engaged</li> <li>• Materials (paint, brushes, etc.) as well as ladders if needed</li> <li>• Permission from the municipality to paint and use wall, if in a public space</li> </ul>	
<b>Dissemination / Promotion Ideas</b> <ul style="list-style-type: none"> <li>• Social media</li> <li>• Local media (newspaper, radio....)</li> <li>• Posters and leaflets</li> <li>• Door-to-door</li> </ul>	
<b>Gamification Option (if applicable)</b> N/A	



## Activity 8: Photo-portraits and Exhibition

<b>Activity</b> Photo-portraits and Exhibition	
<b>Aim(s)</b> Celebrate local community; intergenerational recognition and support.	
<b>Description</b> 1 - A photographer will be engaged to offer inhabitants in the neighbourhood the opportunity to be photographed. The photographer could either travel around the neighbourhood and take portraits at various locations, or there could be an established area where local residents would come to have their portrait taken. There could be a short description included with each portrait. 2 - The printed portraits will then be displayed in a neighbourhood exhibition (with permission from the individuals) to celebrate the community and its inhabitants. This exhibition could be in one location or spread throughout the city at various local restaurants, cultural places, transportation centres, etc.	
<b>Target Group(s)</b> <ul style="list-style-type: none"> <li>• Older people</li> <li>• General public</li> <li>• Families</li> <li>• Young people</li> <li>• Neighbours</li> </ul>	<b>Anticipated Number of People Reached</b> <ul style="list-style-type: none"> <li>• At least 20 portraits</li> <li>• At least 50 visitors to the exhibition</li> </ul>
<b>Duration</b> <ul style="list-style-type: none"> <li>• 2 days for the photos</li> <li>• 2 weeks for the exhibition</li> </ul>	<b>Site Location</b> Community spaces – central square, bus and train stations, community centres, local shopping mall, etc.
<b>Needed Resources</b> <ul style="list-style-type: none"> <li>• Professional or amateur photographer with appropriate equipment</li> <li>• Large-size prints of the photos (and frames)</li> <li>• Room(s)/Space(s) for the exhibition</li> <li>• Set up of the exhibition – materials for hanging the portraits, making sure portraits are not subject to weather or vandalism</li> </ul>	
<b>Dissemination / Promotion Ideas</b> <ul style="list-style-type: none"> <li>• Social media</li> <li>• Local media (newspaper, radio....)</li> <li>• Posters and leaflets</li> <li>• Door to door</li> </ul>	
<b>Gamification Option (if applicable)</b> N/A	



## Activity 9: Kitchen Garden at Your Door

<b>Activity</b> Kitchen Garden at Your Door	
<b>Aim(s)</b> Intergenerational cooperation; knowledge transfer; education on healthy living and eating; socializing outside.	
<b>Description</b> Activity to develop a small urban garden. The land would be made available by the municipality. The land could either be a green space, like a park, with the garden planted directly into the soil, or the garden could be in planter boxes throughout the city. Children and elderly people would work together to plant seeds and create a garden space. Elderly participants with gardening knowledge and skills would help to teach the children best practices for planting a new garden. They are expected to develop a small vegetable garden that they can watch grow over time. The community is encouraged to use the produce from the garden (herbs, cabbages, etc.) as part of an initiative to increase community engagement and healthy lifestyles. Although the initial activity is half a day, participation and results would be ongoing.	
<b>Target Group(s)</b> <ul style="list-style-type: none"> <li>• Elderly</li> <li>• Children and parents</li> </ul>	<b>Anticipated Number of People Reached</b> 10 – 20
<b>Duration</b> ½ Day	<b>Site Location</b> Community space – either local green space or central area where a raised garden bed could be located
<b>Needed Resources</b> Plot of land / Wooden or concrete garden beds Planting materials – soil, fertilizer, plants/seeds Garden hose or watering cans and water source Gardening tools – gloves, shovels, hand trowel, spade, shears	
<b>Considerations</b> Volunteers would be needed to ensure that the gardens are continuously watered, weeded, etc.	
<b>Dissemination / Promotion Ideas</b> <ul style="list-style-type: none"> <li>• Social media</li> <li>• Local media (newspaper, radio, etc.)</li> <li>• Posters in community spaces</li> <li>• Leaflets delivered door-to-door</li> </ul>	
<b>Gamification Option (if applicable)</b> N/A	

## Activity 10: Neighbourhood Walking Tour

<b>Activity</b> Neighbourhood Walking Tour	
<b>Aim(s)</b> Physical activity and movement; intergenerational socialisation; local community appreciation.	
<b>Description</b> A central point for participants to meet is established in the promotional materials for this event. A local guide would meet participants at the set time and take them around the local community, providing information on the local architecture, history, and culture as appropriate. The walking tour would last about 1 hour, but there would be opportunities to stop at cafes or other places to sit along the tour.	
<b>Target Group(s)</b> <ul style="list-style-type: none"> <li>• Older people</li> <li>• Neighbours</li> <li>• Students</li> </ul>	<b>Anticipated Number of People Reached</b> 20
<b>Duration</b> 1-2 Hours	<b>Site Location</b> Various – this would take participants either through one neighbourhood or through the city centre
<b>Needed Resources</b> Local tour guide <u>Optional:</u> Participants could be given a balloon or funny hat to help draw attention to the tour.	
<b>Considerations</b> The tour might need to incorporate frequent rest points or take flat, upkept paths to accommodate for people who are not able to navigate uneven ground or have trouble standing and walking for sustained periods of time.	
<b>Dissemination / Promotion Ideas</b> <ul style="list-style-type: none"> <li>• Social media and local media</li> <li>• Posters in public spaces</li> </ul>	
<b>Gamification Option (if applicable)</b> Participants could be asked to wear a certain colour or pattern on their clothes, or some sort of costume, to draw attention to the walking tour and add an element of silliness.	



## Activity 11: Photovoice Activity

<p><b>Activity</b> Photovoice activity Mural “This is us”</p>	
<p><b>Description</b> Build a mural as a communitarian space for citizens to put pictures of “life/activities in the community”.  Citizens are invited to take photos with the theme of “My community and me”. Social and community centres will be invited to participate. Citizens have 3 weeks to insert pictures in the mural. In the social centre, a community worker will provide the equipment/ a camera, and seniors will take pictures according to what they want and like. After the mural is done there will be the inauguration when some citizens come to tell the story behind the photo and why it is special.</p>	
<p><b>Target Group</b> All citizens from the community</p>	<p><b>Anticipated Number of People Reached</b> Involve at least 15 people</p>
<p><b>Duration</b> 3 weeks with the mural expose to build</p>	<p><b>Site Location</b> Park, galeria, community center</p>
<p><b>Needed Resources</b> Produce a mural Cameras to provide social centers</p>	
<p><b>Dissemination / Promotion Ideas</b> Partnership with social center and City Council Distribute flyers in community spaces (e.g Library)</p>	
<p><b>Gamification Option (if applicable)</b> N/A</p>	

## Activity 12: Plenary of Local Leaders

<b>Activity</b> Plenary of Local Leaders	
<b>Aim(s)</b> Community engagement; approximation to the neighbourhood to identify interests and needs	
<b>Description</b> Invite local decision makers from different areas of activity (politics, health, social, etc.) to a joint reflection on how to bring together and involve the community, identifying the strengths and weaknesses existing in the neighbourhoods. The activities also allow local leaders to become aware of the importance of thinking and acting in favour of the well-being and quality of life of older citizens. It is an opportunity to create synergies for collaboration and networking. It is advised that the layout of the room be in a "U" and not in a row (auditorium type), as the idea is that it is not expository, it is supposed to have interaction and sharing between the participants and the moderator.	
<b>Target Group(s)</b> <ul style="list-style-type: none"> <li>Local leaders from different sectors</li> </ul>	<b>Anticipated Number of People Reached</b> <ul style="list-style-type: none"> <li>At least 20 leaders</li> </ul>
<b>Duration</b> 2 hours	<b>Site Location</b> Community space
<b>Needed Resources</b> <ul style="list-style-type: none"> <li>Room</li> <li>Chairs</li> <li>Diverse material that promotes reflection and sharing (post its notes, paper and pen, etc.)</li> </ul>	
<b>Dissemination / Promotion Ideas</b> <ul style="list-style-type: none"> <li>Social media</li> <li>Direct invitations via email or letter</li> <li>Door-to-door</li> </ul>	
<b>Gamification Option (if applicable)</b> N/A	



### Activity 13: Volunteering

<b>Activity</b> Volunteering - Discover your potential	
<b>Aim(s)</b> Community engagement; continuing education	
<b>Description</b> Invite and involve people from the community who are interested and available to become volunteers. All people have knowledge, characteristics and hobbies that they can share and teach. The purpose of this action is to reflect and discover these potentialities, channelling them into possible volunteer activities in the community. The idea is for an informal conversation to take place between the moderators and the participants, which is why it is advisable to arrange the room in a U shape. In addition, inviting people who already volunteer to give their testimony is an asset.	
<b>Target Group(s)</b> <ul style="list-style-type: none"> <li>• Older people</li> <li>• Neighbours</li> <li>• Students</li> </ul>	<b>Anticipated Number of People Reached</b> <ul style="list-style-type: none"> <li>• At least 10 community people</li> </ul>
<b>Duration</b> 1 hour	<b>Site Location</b> Community space
<b>Needed Resources</b> <ul style="list-style-type: none"> <li>• Room</li> <li>• Chairs</li> <li>• Diverse material that promotes reflection and sharing (post its notes, paper and pen, etc.)</li> </ul>	
<b>Dissemination / Promotion Ideas</b> <ul style="list-style-type: none"> <li>• Social media</li> <li>• Direct invitations via email or letter</li> <li>• Door-to-door</li> </ul>	
<b>Gamification Option (if applicable)</b> N/A	

## Activity 14: Neighborhood Olympics

<p><b>Activity</b> Neighborhood Olympics</p>	
<p><b>Description</b> Using a public space in the neighborhood to organize several activities during a weekend, to which anyone living in the area can participate freely – to bring neighbors together and strengthen the social ties in the local community. Activities will include chess, backgammon, bridge competition, or other games/boardgames, to which seniors can participate, being paired with both younger locals and other seniors. Activities that take place in a digital environment or using digital skills will also be part of the agenda, to facilitate the participation of younger locals and to support and encourage seniors in learning to use technology and different devices (playing PvP games on smartphones, tablets: could also be chess or backgammon). At any time, passers-by can watch the leaderboard for each game, choose to participate, or vote/support favorite participants. A notes board will be available during the event, where locals can post about services, ask for services, make announcements, ask for help, exchange contacts, etc.</p>	
<p><b>Target Group</b></p> <ul style="list-style-type: none"> <li>• Senior citizens</li> <li>• General public</li> <li>• Families</li> <li>• Local community</li> <li>• Children, teenagers</li> </ul>	<p><b>Anticipated Number of People Reached</b></p> <ul style="list-style-type: none"> <li>• At least 10-15</li> <li>• At least 50 visitors</li> </ul>
<p><b>Duration</b> 2 weekend days</p>	<p><b>Site Location</b> Community space (a park, pedestrian areas, neighborhood library, schoolyard, sports field, etc.)</p>
<p><b>Needed Resources</b></p> <ul style="list-style-type: none"> <li>• Permission from the city hall to use the space</li> <li>• Volunteers from the community to assist participants, help organize the event</li> <li>• Senior volunteers, from other organizations, to encourage and offer support to the other senior citizens</li> <li>• Digital resources (tablet, phone) for registration and score leaderboard, charging station for devices</li> <li>• Material resources: posters, notes board or flipchart, tables, chairs, benches, games, etc.</li> <li>• Snacks or drinks – brought by participants, organizers, or possible collaboration with food &amp; drinks vans</li> <li>• Prizes for competition winners – trophy, diploma, picture taken and printed, vouchers</li> </ul>	
<p><b>Dissemination / Promotion Ideas</b></p> <ul style="list-style-type: none"> <li>• Social media</li> <li>• Local media (newspaper, radio...)</li> <li>• Posters and leaflets</li> <li>• Door-to-door</li> </ul>	
<p><b>Gamification Option (if applicable)</b></p>	



If not choosing to actively participate in any competition / game, audience can support their favorite participants by voting or sending encouraging messages via a tablet or sign up to be notified by further developments in the running competition, or to be notified about further planned competitions in the neighborhood.

Competition winners can receive a trophy, a voucher, a favor, or a prize, the local community will decide on it.



## Activity 15: Pet meet & greet

<p><b>Activity</b> Pet meet &amp; greet</p>	
<p><b>Description</b> Seniors and other locals are invited to meet the pets of the neighborhood, socialize with neighbors and the local community – since touching animals, spending time with animals can bring a lot of joy. Seniors can watch, interact/play with the participating pets (pets could be screened or registered prior to the event, to ensure full safety of the event), meet their owners/pet parents, learn more about them. The event could also include a networking dimension, to allow seniors to exchange contacts with pet owners, for further meetings, to keep in touch, sign up to accompany the pet owner when walking the pet (dog/cat) or even for pet-sitting. Seniors could sign up to be “friend” to a favorite pet and be kept in touch with any developments regarding the pet’s life – based on volunteering locals, who can send them photos, show them photos on the smartphone, offer to call them via a videoconferencing tool, if available – to encourage and motivate seniors to adopt technology to keep in touch.</p>	
<p><b>Target Group</b></p> <ul style="list-style-type: none"> <li>• Senior citizens</li> <li>• General public</li> <li>• Families</li> <li>• Local community</li> <li>• Children, teenagers</li> </ul>	<p><b>Anticipated Number of People Reached</b></p> <ul style="list-style-type: none"> <li>• At least 10-15</li> <li>• At least 50 visitors</li> </ul>
<p><b>Duration</b> 4 to 6 hours, for 2 days, during the weekend</p>	<p><b>Site Location</b> In a park, near a dog park (place where pets can roam freely and are safe)</p>
<p><b>Needed Resources</b></p> <ul style="list-style-type: none"> <li>• Permission from the city hall to use the space</li> <li>• Volunteers from the community to assist participants, help organize the event</li> <li>• Senior volunteers, from other organizations, to encourage and offer support to the other senior citizens</li> <li>• Digital resources (tablet, phone) for registration</li> <li>• Material resources: posters with participants, note board, tables, chairs, benches, etc.</li> <li>• Snacks or drinks, for participants and pets as well – brought by participants, organizers, or possible collaboration with food &amp; drinks vans</li> </ul>	
<p><b>Dissemination / Promotion Ideas</b></p> <ul style="list-style-type: none"> <li>• Social media</li> <li>• Local media (newspaper, radio...)</li> <li>• Posters and leaflets</li> <li>• Door-to-door</li> </ul>	
<p><b>Gamification Option (if applicable)</b> Seniors who sign up to be “friends” to a pet receive the pet’s file (information about the pet, contact details), and if they continue to be involved for more than a month, they receive a diploma.</p>	

## Pilot Experience

The pilot experience of the awareness activities achieved remarkable success, effectively aligning with Next Door's objectives, and resonating deeply with participants who felt empowered to actively contribute. A significant highlight was the opportunity to engage stakeholders and introduce them to the lives, work, and motivations of those directly involved with the elderly in care homes and palliative care settings. This introduction sparked meaningful discussions and ignited a newfound interest among participants to be more attuned to the diverse needs of all age groups.

Though challenges were minimal, a minor hurdle arose in coordinating convenient timing, dates, and locations that catered to both participants and facilitators. Nevertheless, this minor setback was outweighed by the overwhelmingly positive response from participants.

Participant impressions of the Awareness Raising event reflected a range of perspectives:

- An elderly participant noted that the event facilitated meeting new people beyond familiar circles.
- Another elderly participant expressed a desire for outdoor activities like walks to be included.
- Participants found the events diverse, stimulating, and inclusive across age groups.
- The event was praised for offering networking opportunities and providing insights into the local community's reality.

The evaluation results provided an insightful glimpse into the impact of the event:

- Participants felt well-informed about the event's purpose and goals.
- Activities were lauded for their engaging design, balanced pace, and ample interaction time.
- Networking opportunities were deemed satisfactory.
- Participants acknowledged an increased awareness of their role within the community.
- Motivation surged to enhance community engagement, especially in aiding the elderly.
- Valuable insights were gained on supporting the community and caring for the elderly.

Moreover, the event allowed participants to step out post-Covid and engage in novel activities. The provision of transportation for those with mobility issues was greatly appreciated, emphasising inclusivity. Participants found these occasions conducive to personal rejuvenation.

Key takeaways emerged for participants to implement within their communities:

- Propose diverse activities to ensure broad participation.
- Challenge stereotypes and misconceptions about older individuals.
- Acknowledge the professionalism and dedication of facilitators and volunteers.

When asked about potential changes for future events:

- Participants desired a continuation and expansion of diverse offerings.
- The inclusion of intergenerational activities, capitalising on the skills of the elderly, was suggested.
- Participants expressed interest in activities like films, walks, exhibitions, and outings.
- The success of the bingo event was highlighted for fostering friendly competition and socialisation.



- The musical choir event was praised for bringing artistic engagement closer to the participants.
- The flower workshop resonated particularly with women, invoking nostalgia and creative expression.

In sum, both volunteers and seniors found the activities engaging and invigorating. These events proved instrumental in sharing stories, experiences, and building a sense of community support. The variety of activities enabled inclusivity and catered to various preferences. The well-organised efforts successfully raised awareness and drew the elderly population and volunteer associations together, ultimately achieving their goal.



**Pictures from Portugal:**





**Photos from Spain:**







Photos from Germany:



## Appendix

### Appendix 1: Awareness Activity Participant Feedback Template

#### Participant Feedback Template

Please help us evaluate the event. Your feedback is valuable to us. This questionnaire is anonymous, and the result will be used to improve the project activities and outputs. We thank you for your support.

Please circle the number that appropriately represents your evaluation to each of the items presented:

No.	Items to Evaluate	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I received enough information regarding the purpose of the event (aims and goals).	1	2	3	4	5
2.	The activities were engaging and well designed (good pace, duration, time for discussion and interaction).	1	2	3	4	5
3.	There was adequate opportunity to network with other members in the neighbourhood / community.	1	2	3	4	5
4.	After participating in the event, I have become more aware of my role in my community.	1	2	3	4	5
5.	After participating in the event, I feel motivated to engage more in the community and help the elderly.	1	2	3	4	5



6.	I received interesting insights and knowledge on how I can support the community and help look after the elderly.	1	2	3	4	5
----	---	---	---	---	---	---

7. What is your overall impression about the Awareness Raising event?

8. What are the key takeaways that you can bring home and implement within your community and your neighbourhood?

9. Are there any aspects you would like to change if this event were to be held again? Please explain more.

Thank you once again for your feedback and we hope that you truly benefited from the workshop.

**NEXT DOOR project team**





## Appendix 2: Awareness Activity Attendance Form

<b>Activity Name:</b> _____ <b>Organized by:</b> _____ <b>Date:</b> _____ <b>Time:</b> _____ <b>Location:</b> _____			
	Participant Name (first and last)	Contact Information (email address)	Organization (if applicable)
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			



15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			
27			
28			
29			
30			
31			
32			
33			
34			



35			
36			
37			
38			
39			
40			
41			
42			
43			
44			
45			
46			
47			
48			
49			
50			



### Project Partners



Project Number: 2020-1-FR01-KA204-080560

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.