



Dear Reader,

Please find below a press statement at the occasion of the final stage of our project. “Boys and Girls”. The project aimed to evaluate how social media and new media in general can be used to communicate public health messages to a difficult target group such as adolescents.

It aimed to sensitize young people to some of today’s most pressing public health concerns, and 9 organizations from 8 European countries have been involved in its production.

Sincerely yours,

Willem Stamatou
Publications Officer

Projects

Boys and Girls Project

[A Public Communication Campaign Evaluation to Promote Healthy Lifestyles among European Teenagers](#)

Boys and Girls is the first web series co-financed by the European Commission to sensitize European adolescents about their health-related choices

Brussels August 2012: Boys and Girls is a 25 episodes’ web series targeting 15-18 years old adolescents. The project behind the web series aims to evaluate how social media and new media in general can be used to communicate public health messages to a difficult target such as adolescents.

The web series aims to sensitize young people to some of today most pressing public health concerns including nutrition, alcohol and drug abuse and sexual health and 9 organizations from 8 European countries have been involved in the production.

The project has been developed through an innovative methodology which involves issue experts, the production team and the target audience themselves. As a result, messages, storylines and scripts have been reviewed and validated at each key phase of development by 630 teenagers from 8 countries.



Moreover, 6 adolescents have animated social media profiles in English, Dutch, German, Polish, Italian, Danish and Spanish. The web series has 2 online channels – Youtube and Vimeo – and an official Page on Facebook with about 5.000 fans.

The web series, written by Hollywood scriptwriter *Roger Rueff*, explores the lives of 7 characters. During the episodes, their loves, friendships, dreams and fears weave together in an emotional and touching story, where everyone will have to make choices.

The launch has been held at the European Parliament with the participation of the World Health Organization, Facebook, Youtube, British Heart Foundation and important stakeholders such as representatives from institutional, politic and non governmental organizations and private companies.

The project, which will end in October 2012, is an original attempt to modernize public health related communication to specific target groups.

For media enquires and materials please contact: [Luigi Petito](mailto:Luigi.Petito@ecis.org), 0032 486 619 818

Read more about the project and its outputs: <http://www.boysandgirlslabs.eu/> / <http://www.youtube.com/boysandgirlsweserie> / <http://vimeo.com/channels/332065> / <http://www.facebook.com/Boys-and-Girls-the-web-series> / <https://twitter.com/BoysandGirlsws>

For further information please contact: [Gabriele Schmied](mailto:Gabriele.Schmied@ecis.org)

Events

Upcoming Events

European Centre International Seminar: Professor Ariela Lowenstein (University of Haifa)

On Friday 21 September 2012, 11:00-12:30, Professor Ariela Lowenstein will give an International Seminar at the European Centre on “Generational Intelligence”.

The lecture examines a newly emerging model of intergenerational relationships that takes as its starting point the degree to which it is possible to place oneself in the position of a person of another age, the ‘age-other’. It explores an experiential approach that draws on both sociological thinking on ‘generational consciousness’ and a debate in family gerontology on the relationships between conflict, solidarity and ambivalence. The main emphasis is on the processes of generational experience, and a working distinction is made between the informational ‘intelligence’ that is culturally available to social actors and the degree to which it is possible to ‘act intelligently’.



The latter itemises the steps that would need to be taken to become critically self aware of age as a factor in social relations, including the relative ability to recognise one's personal generational distinctiveness, acquiring understanding of the relationship between generations, critical awareness of the value stance being taken toward generational positions and finally, acting in a manner that is generationally aware. The lecture concludes with a consideration of how sustainable generational relations can be encouraged and the implications for future research into intergenerational relationships.

To register for the seminar please go to: [Website](#)

For further information please contact: [Pieter Vanhuysse](#)

“Beitragskonten auf Umlagebasis – Die neue Welt der Alterssicherung” / Non-financial Defined Contribution Systems – The New World of Old-age Pension Security”

On Monday 24 September 2012 a one-day international event will take place, jointly organized by the European Centre, on “International Experiences with Non-financial Defined Contribution Systems and Possible Reform Options for the Austrian Pension System”.

Bernd Marin will act as one of the keynote speakers and discussion facilitators.

Read more about: [Seminar Invitation](#) (in German)

To register for the seminar please contact: [Mag. Pauline Oberthaler](#)

For further information please contact: [Bernd Marin](#)

EAHSA Conference 2012: “Active Ageing – The Challenge for Providers. Best Practices and Innovations in Housing, Care and Services”

Kai Leichsenring will speak about “Health and Social Care – Partnership Working to Overcome Barriers in Research, Policy and Practice” on 28 September 2012 in Malta.

Read more about: [Conference](#)

For further information please contact: [Kai Leichsenring](#)

Encuentro ETORBIZI de Innovación Sociosanitaria

The Basque Foundation for Innovation in Social and Health Care ETORBIZI will stage a 3-day seminar and conference on “Experiences, Knowledge, Technology and Challenges for Long-Term Care and Ageing” in Bilbao from 8-10 October 2012. Kai Leichsenring will present results of the INTERLINKS project focusing on a cross-national analysis of future perspectives for integrated long-term care.

Read more about: [Conference](#) (in Spanish)

For further information please contact: [Kai Leichsenring](#)



Past Events

Summer School in Public Health Policy, Economics and Management, Lugano (Ticino, Switzerland)

Maria M. Hofmarcher gave a talk in the context of a panel discussion on “Integrated Care Models and Networks” on 24 August. While integration of care is a nested concept recent findings suggest that improved coordination of care which goes beyond disease management is beneficial especially for chronically ill people. Further, while past and projected robust growth of the health workforce in Europe has and is going to balance job losses in other economic areas, the productivity of health workers needs enhancement to keep health systems sustainable.

Recent reform efforts in some countries point to key issues for re-engineering care delivery models to improve both labour productivity and better (chronic) care. First, greater national leadership is needed to support integrated care. Second, financial incentives and payment reforms must be designed to reward care coordination and multidisciplinary care teams. Third, replacing fee-for-service forms of payment by bundled value-based payments is key to reorganize care delivery and to encourage providers to work together and share responsibility for quality and cost. Finally, the health workforce’ skill-mix needs focus as well as the promotion of change management through teaming up to deliver multidisciplinary care with re-defined professional roles.

Read more about:

- Hofmarcher M.M., H. Oxely, E. Rusticelli (2007). Improved Health System Performance through Better Care Coordination, [OECD Health Working Papers](#),
- [INTERLINKS Website](#), and
- Hofmarcher M.M., Tarver L. (2012), Building a Sustainable Health Sector in Times of Crisis: Containing Costs and Promoting Job Growth, to be published

For further information please contact: [Maria M. Hofmarcher](#)

Second International Conference on Evidence-based Policy in Long-term Care

European Centre scholars presented results of their involvement in the FP7 project “Evaluating Care Across Borders” (ECAB), as well as preliminary results from ongoing research on long-term care at the Second International Conference on Evidence-based Policy in Long-term Care held at the London School of Economics and Political Science (LSE), London, 5-8 September 2012:

- Explaining differences in equity in the use of home care services in Europe by *Ricardo Rodrigues* and *Andrea Schmidt*.
- Public reporting of quality in long-term care in Europe: a mapping exercise across six countries by *Ricardo Rodrigues* and *Andrea Schmidt* (based on a report written with Kai Leichsenring, Francesco Barbabella and Lisa Trigg).
- Performance measurement in long-term care in Austria, presented by *Kai Leichsenring*, based on a paper written with Frédérique Hoffmann, Andrea Schmidt, Ricardo Rodrigues and Georg Ruppe.



- Same but different? Cross-border movements of home care providers from Germany to Austria, presented by *Kai Leichsenring*, based on a report written with Andrea Schmidt, Juliane Winkelmann, Ricardo Rodrigues and Dimitra Panteli.

These presentations cover different but nonetheless pertinent issues related to long-term care. While equity in health care use has been extensively studied, the same cannot be said of long-term care services. Are cash benefits contributing to differentiate the care that people from different socio-economic groups receive – e.g. informal care by poorer households and care services by better-off individuals (in: *Explaining differences in equity in the use of home care services in Europe*)?

Is public reporting of quality indicators a sufficiently big stick or tasty carrot to drive improvements in quality of long-term care services, or do users just choose to ignore public reporting?

With its mix of devolved regional competences, reliance on migrant care workers and informal care and the user choice afforded by the LTC allowance, what have we learned from recent developments in performance measurement in long-term care in Austria?

Cross-border movement of care providers could potentially help to address care shortages in European countries. Taking the example of two countries with apparently relatively similar care systems (and a common language), what factors drive or hinder the decision to provide care in Austria by German providers? Is it realistic to talk of markets of care and cross-border provision of care?

Read more about: [Conference](#)

For further information please contact: [Kai Leichsenring](#), [Ricardo Rodrigues](#), [Andrea Schmidt](#)

Im_puls: Diskussionsreihe des BSA Steiermark, September 2010.

Maria M. Hofmarcher gave a talk on global initiatives to promote “healthy ageing” in the context of an annual event organized by the “Bund sozialdemokratischer Akademiker/inn/en Steiermark”. In her presentation she argued that spending related to ageing alone put severe pressure on Austria’s budget, leading to an increase of 3.4 percentage points of the GDP share spent on age-related services, i.e. by 10 billion Euros in the next 20 years according to current projections in the European Commission’s 2012 Ageing report. Recently, both the WHO and the European Commission have paid increased attention to reducing these fiscal pressures by promoting “active and healthy ageing” through e.g. Innovation Partnerships in the context of Europe 2020.

The European Centre for Social Welfare Policy and Research has engaged in several projects dealing with this topic, most notably the “Active Ageing Index”. First results show that Austria compares well to all other EU countries when looking at indicators measuring unpaid activities and independent living. However, when assessing labour market participation and the capacity of active ageing, Austria’s performance is merely better than the EU-average. In total, men rank 6th and women 8th. However, Nordic and Benelux countries are still far ahead.

Read more about: [Active Ageing Index Website](#)

For further information please contact: [Maria M. Hofmarcher](#)



Publications

Journals

Special Issue of “Osservatorio ISFOL”

Marin, B. (2012) ‘Welfare in an Idle Society?’, Osservatorio ISFOL, Vol. 2, No. 2.

Vanhuyse, P. (2012) ‘Do Elderly Voters Lead to More Pro-Elderly Biased Welfare States?’, Osservatorio ISFOL, Vol. 2, No. 2.

Bernd Marin and Pieter Vanhuyse contributed to a special issue of “Osservatorio ISFOL” dedicated to *active ageing*, which also features an editorial introductory article by the Italian Minister for Labour and Social Policy, Elsa Fornero.

On the special issue see: [Website](#)

For further information please contact: [Bernd Marin](#), [Pieter Vanhuyse](#)

Newspaper Articles

[Marin, Bernd \(2005-2012\) Various articles in: Der Standard, in: Die Presse, in: Format, in: Kleine Zeitung, in: Salzburger Nachrichten, in: Der Falter, Vienna, Graz, Salzburg, 2012](#)

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