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1. Introduction

The Northern Periphery Programme (NPP) has a variety of projects in progress oriented towards older people; Greenland participated in the Older People for Older People (O4O) project.
At the beginning of 2008, the Greenland Tourism and Business Council learned about the aim of the project and decided to participate.

The project participants are Rosemarie Elsner, head of the nursing home in Nuuk, and Pia Sandholm Johnsen, head of Elderly Welfare in Nuuk together with an ad hoc group consisting of representatives from the Greenland Tourism and Business Council and a student from Llimmarfik.

Afterwards, we submitted a partnership application to the EU, and a few days before New Year 2008 we received a letter of acceptance.

In November 2008, we attended an international partner meeting in Luleå, Sweden, as observers, because at that point we had not yet been approved by the EU.

I should mention here that Greenland joined this project 12 months after the other participating countries. Scotland, Northern Ireland, Sweden and Finland started the project in early 2008.

The entire project is to be finalised by December 2010.

2. Project description for O4O

The project is a follow-up on a previous NPP project and seeks to address the challenges of a growing elderly population, increasing demands for more mobile and flexible services, a labouring economy and a youth population that is moving to the larger towns/cities for work and education.

O4O focuses on the needs of older people by finding new service areas that can support the health and independence of old people, that specifically target the needs of older people and that augment the existing services which are available in the area (whether they be limited due to a lack of funding or simply because they are not traditionally offered to older people). O4O seeks to help older people to help themselves by exploring the need for services that are based on local needs. O4O's preliminary meeting found cross-national possibilities in the form of social support, help in the home, shopping, transport, exercise for older people, the healthcare system, watchdog schemes, snow removal and fuel supply. O4O seeks to tap into the abilities, experiences and knowledge possessed by older people in order to offer new services/areas. O4O seeks to explore the possibilities for supplying services regionally, taking

into account social and cultural expectations and preferences, including applicable legislation and financial limitations that exist in the individual regions. The O4O project is about getting older people actively involved in their local communities, in the planning and implementation of activities and services for themselves and others. It is a new and alternative approach to services for older people which will hopefully result, in the long term, in more active and satisfied older people as well as reducing the load on the public health services.

Our project in Greenland will be implemented in the new large Municipality of Kommuneqarfik Sermersooq with the help of questionnaires, interviews, citizens' meetings and using local TV, radio etc.

We expect to involve all older people over the age of 55.

3. Greenland's reason for participating in O4O

We applied for financial assistance and asked to be released from our duties for specific periods of time in what used to be the municipality of Nuup Kommunea.

The Committee on Social Welfare dealt with the project and provided a grant of max. 50% financing for the project. The EU provides 50% and the remaining funds must be applied for from various foundations.

The Municipality of Nuuk was at that time busy merging different municipalities to create the enlarged Kommuneqarfik Sermersooq, including two municipalities in eastern Greenland, one municipality in southern Greenland and finally the capital, Nuuk.

As our knowledge about culture in eastern Greenland is very limited, we saw the project 040 as an excellent opportunity for learning more about how older people think in the east, west and south of the country. When do you feel old? How do you want to live as an older person? And what can you do yourself to make your life easier as an older person?

These were all questions where we expected considerable variation in the responses, as the culture in eastern Greenland is very different to that in the west and south. We welcomed the opportunity to describe the needs of older people throughout the new municipality in order to establish a policy for the elderly based on their requirements rather than on our own assumptions. The target group overall is 50+, and it is very interesting to learn about the elderly and their future aspirations.

Another important reason for participating is that Greenland, in terms of its older population, is not particularly visible at an international level, and this gives us an opportunity to exchange ideas and know-how with others in a similar position and facing the same challenges.

We set up a steering group with representatives from the Greenland Tourism and Business Council as well as a representative from the research environment in Nuuk. In addition, we were assisted by two people at public meetings and interviews.

(Names and CVs can be seen in Appendix 1)

4. Action plan for the project

Early 2009:

- Described social services for older people
- Submitted funding applications
- Disseminated information about O4O through the media
- Prepared questionnaires
- Prepared interview forms
- Prepared citizens' meetings
- Participated in international partner meeting in Ireland

Mid-2009:

- Organised citizens' meetings in Nuuk, Paamiut and Arsuk
- Established volunteer groups (O4O groups)
- Drew up lists of resource persons in each town

Late 2009:

- Citizens' meetings in Ittoqqortoormiit, Tassilaq, Kulusuk and Kuumiut
- Maintained contact with O4O groups by telephone
- Participated in international project group meeting in Scotland
- Questionnaires sent out to a selected group of people over the age of 55 (1,500)
- Prepared report on the first year of the project
- Purchased needlework and art supplies for O4O members – paid for by the Inuuneritta Foundation
- Prepared accounts

Early 2010:

- Participated in international partner meeting in Finland
- Organised citizens' meetings in Paamiut
- Telephone meeting with O4O in Arsuk

Mid-2010:

- Citizens' meetings in Ittoqqortoormiit, Kuumiut and Kulusuk
- Organised international partner meeting in Nuuk
- Participated in international partner meeting in Nuuk

Late 2010:

- Write final report
- Participate in final international conference in Scotland
- Prepare accounts

End 2010 changed to 2011:

- Plan and implement courses for resource persons
- Appoint a central person responsible for support of O4O groups
- Final accounts

5. Method of disseminating information

We used seven different methods to disseminate information about the project:

- Newspaper articles
- Radio broadcasts
- Billboard advertising
- Themed newspaper
- Interviews
- Citizens' meetings
- A newsletter

We wrote several articles about O4O for, among others, the national press, trade journals for healthcare professionals and a publication for older people, where we devoted an entire issue to O4O.

The radio station was very interested, interviewing us several times and broadcasting the interviews at different times of day.

Using the questionnaire we received from Scotland to ensure a proper basis for comparison,

we worked with HS ANALYSE to adapt the material to conditions in Greenland, adding six questions to the questionnaire. (The complete questionnaire is included in Appendix 5.)

We applied for funding to a number of foundations, and in 2009 received a grant of DKK 100,000 from the Inuuneritta Foundation, and DKK 150,000 from another foundation targeted at Ittoqqortoomiit.

The interview forms used by the other participating countries were adapted to conditions in Greenland, and selected persons were interviewed in the majority of towns in the Municipality of Kommuneqarfik Sermersooq. (All the interviews can be seen in Appendix 3.)

At the citizens' meetings, we spent 30 minutes informing people about O4O.

6. Data collection

Our data collection began with finding out which social services older people in Kommuneqarfik Sermersooq receive or are eligible for. For example old-age pensions, personal supplements, housing for older people, institutions for older people, home care services, meals-on-wheels, activities, preventive services etc. (A complete list can be seen in Appendix 4.)

The project was to cover the entire municipality of Kommuneqarfik Sermersooq, with the exception of selected settlements and villages. We travelled to all the towns and the selected villages to interview people over the age of 55. (The interviews can be seen in Appendix 3.)

The citizens' meetings were held, but we were only able to form O4O groups in the following towns and villages: Paamiut, Ittoqqortoormiit, Kulusuk, Kuumiut and Arsuk.

The citizens' meetings in Tasiilaq never took place due to a lack of interest. In Nuuk, it was decided to postpone the formation of O4O groups, and when we tried to organise another meeting at a later time, only very few people showed up.

6.1. Citizens' meetings in Nuuk

We held the first citizens' meeting in Nuuk, the capital of Greenland.

The citizens' meeting was held at the nursing home Utoqqaat Illuat, and was attended by 20 people.

We started the meeting with a talk about 040 and its purpose. Afterwards, everyone was

divided into four groups.

The first group consisted of six people, who considered the question:

"Who do you expect to help you in your old age?"

The group arrived at the following:

1. Children spring to mind, when they have the time. But unfortunately you cannot expect your children to do everything.
2. We can help each other by contacting another older person for assistance.
3. A volunteer corps should be set up, without it being an association as such, which can establish contact with lonely old people.
4. We suggest the corps should have an anchorperson.
5. We also suggest that the media should be involved to publicise the initiative.

The second group consisted of four people, who considered the question:

"What do you understand by 'voluntary work'?"

The group arrived at the following:

1. Voluntary work is something you want to do, not something which you feel obliged to do.
2. It is important to be positive all the time and send away anyone who chooses to be negative. Being positive makes us feel stronger, while being negative saps our energy.
3. There are certain barriers which need to be overcome when forming groups with people you don't know, and therefore it is important to 'legalise' it by going on the radio and keeping people informed.
4. What you give to others comes back to you when you are in need.

   It could include:

   1 Taking meals to a neighbour who is unable to cook for him/herself
   2 Being a 'visiting friend' and providing a bit of cheer for the person being visited
   3 Forming discussion groups to discuss Greenlandic literature, spirituality, society etc.
   4 Getting together with people to pursue common interests e.g. singing, socialising, needlework, travelling, music etc.

5 Being a grandmother/grandfather for young people
6 Storytelling
7 Reading aloud
8 Showing old pictures
9 Going for walks together
10 Housing associations must remember to bring people along to their get-togethers who are unable to leave their flats under their own steam
11 Shopping for others
12 Clearing snow
13 Mending clothes

The third group was a Danish-speaking group with three people, who considered the question:

"What kind of housing would you prefer when you get older?"

The group arrived at the following:

1. Where you live depends on your health
2. Residential housing on a single storey or with a lift
3. A two or three-room home depending on whether you are single or a couple
4. It must be possible to have your own 'space'
5. It would be ideal with communal areas in relation to the building e.g. fitness room
6. The home must be prepared for cable TV and an internet connection
7. Shared living/co-housing could be an option with shared facilities. You could own a boat together, or make things together without overly committing yourself
8. Legislation must/should be adapted to the new residential options
9. Must be prepared to contribute financially to the housing and the activities

The group also discussed voluntary work. All three people are still working, and only one has any experience with voluntary work; here, the initiatives often failed, as the volunteers pulled out because they were anxious about committing themselves.

The group could be interested in doing something with others, for example eating together, going for walks etc.

It is a problem that many resourceful individuals – both Danes and Greenlanders – leave Greenland on reaching retirement age, which leaves a vacuum in relation to those that remain, as those with whom they share a past are no longer in the country and are thus unable to help form network groups. Remaining in Greenland ties in with legislation relating to e.g. pension and housing.

Fun activities – for example where volunteers bring along the person for whom they are a 'visiting friend' could be one way of developing this. As one of the group participants said: "Come and bring two friends with you".

The last and fourth group consisted of six people, who considered the question:

"What activities could you envisage doing?"

The group arrived at the following:

1. Entertainment for each other
2. Recounting experiences
3. Dancing
4. Gymnastics
5. Social get-togethers/knitting club
6. Needlework
7. Singing together
8. Inviting young people to make/do something together with the old

The group discussed what is best about spending time with other people.

Togetherness gives you the strength and the will to spend time with other people. You get to know each other and share information and knowledge.

The group also believes that being together with others is healthy for the soul and your mental well-being; there are many lonesome people who are too reserved.

The group also talked about their respective limits/abilities, which differ. You should not force people to do things they do not want to do.

The group also discussed the fact that some people are particularly good at criticising their fellow human beings, especially those that look different or people of whom they are jealous.

We did not establish 040 groups in Nuuk at this time as the attendees wanted to consider it, and the steering group will convene in October 2009 to create 040 groups in Nuuk. At the two subsequent meetings, not enough people attended to form 040 groups.

6.2. Citizens' meetings in Arsuk

Arsuk is a fairly large village with about 140 inhabitants. In its heyday, 350 people lived there, and it was one of the most prosperous villages in Greenland because of the cod fishing.

Unfortunately the cod disappeared, the young left to look for work in the larger towns and now

there are only 200 inhabitants.

We started the working day by visiting the local office and obtaining the names of everyone aged over 55; we then asked for the names of those who might be able to contribute to 040.

Armed with five names, we walked to the commune for the elderly, called the people in question and asked whether we might interview them. We saw them one at a time, and had a good discussion with each of them. We used the interview guide, which can be seen in Appendix 3.

All the interviews can be seen in Appendix 4. There was general agreement that not a lot happens from one day to the next, and that there was a lack of a sense of togetherness. The young have moved away from the village. Most, in fact everybody, wanted to remain in their village once, or if, they need round-the-clock help. The 040 concept is not that far-moved from their own way of thinking. Two of the men we interviewed still share some of their catches with old people in the village, and the women visit the commune for the elderly at least once a week. Everyone was willing to provide input in various ways to 040.

We had borrowed the community hall, made coffee and tea and bought biscuits, and then waited expectantly to see how many people would show up. We were delighted when sixteen people came through the doors, interested and in good spirits.

We started the meeting with a talk about 040, and spoke about our project in Kommuneqarfik Sermersooq.

The participants were then divided into two groups, and each group was asked to consider a particular question.

The first group was asked to consider the question:

"What activities could you envisage doing?"

The group consisted of five people, and the group arrived at the following:

1 Gardening (women)

2 Stone polishing

3 Excursions

4 Needlework (e.g. traditional Greenland clothing, carding muskox wool)

5 Get-togethers/joint excursions

6 Passing on experience to younger men and women, and passing on place names on the map of Greenland

7 Entertaining residents at the commune for the elderly

8 Slide shows for the residents at the commune for the elderly

The second group consisted of five people, who considered the question:

"What kind of housing would you prefer when you get older?"

The group thought the question a tricky one to answer, as it is hard to live in your own home if you are alone and cannot look after yourself. Everyone agreed they would like to stay in the village and teach the young people to show consideration for others. However, there is a big shortage of young people!

The group agreed that a sense of community was paramount – spending time with other people is good for your health. Several participants receive visits from other old people, and they look forward to the next visit; it helps them cope with being alone and makes it easier to live in your own home.

The group discussed bringing up children, and thought that children are able to decide too much, lack boundaries, are given too free a rein and do not respect old people. They feel that what they know about life and nature is being lost as it is not of any interest to the younger generation.

To remain in their own home, they will need help to collect water and with transportation. They also need to be able to cook together.

The group talked about the fact that older men are more withdrawn, that it is hard for men to lose their spouse and suddenly have to cook for themselves and do the washing etc.

Following the group work, the results were presented.

As the last item on the agenda, **040 groups were formed**, and two people in these groups assumed responsibility for organising meetings.

Needlework group

The purpose of this group is to organise needlecraft sessions for the old. It was agreed to involve older people who are not able to leave their homes – i.e. the group would organise visits to people who were known to be lonely and spend some time with them doing needlework.

Cooking group

This group wants to cook for the elderly, and eat together in the community hall with everyone sharing the costs so that people only pay for the food. This group will also think about those who are unable to participate and remember to ask them whether they would like to have a hot meal delivered.

Visiting group

The visiting group will visit lonesome people at both the commune for the elderly and in the village. Many of the women pay visits almost daily to residents at the commune for the elderly, and will now include old people in the village.

Stone polishing

Only one person registered for this activity, but he will find other people who are interested.

The evening surpassed all our expectations, and we returned to where we were staying after the three-hour citizens' meeting. The plan now is that the O4O consultant will return to Arsuk in a fortnight and start up all the groups, and will also help with the practicalities such as booking the community hall for cooking, deciding on fixed agendas and days for the meetings etc.

6.2.1 O4O telephone meeting in Arsuk 12 months later

Unfortunately, we were unable to visit Arsuk because changes in transport services to Arsuk would have forced us to stay there for ten days. Instead, we chose to hold a telephone meeting. The group had reduced in size because some members were ill and some were out of town. However, the group did have activities in progress in the form of weekly visits to do needlework with older people at the commune for the elderly. And any older person in the town who needed it received visits from the 'visiting friends' group. The food group, reading-aloud group and stone-polishing group had not been started, but were expected to start up in the autumn. During the summer everyone is busy fishing and hunting, drying and gathering food for the winter.

6.3. Citizens' meeting in Paamiut

We held a public meeting but unfortunately only three people came to the community hall.

We decided to hold a citizens' meeting two days later.

The day after the unsuccessful citizens' meeting we interviewed ten people. The results of the

interviews can be seen in Appendix 3. There was general agreement that boredom is the worst enemy, and that the old are too reserved, too negative and too difficult to be with. The future was worrying as people are too dispersed, and no longer contribute to the sense of community. Everyone agreed that 040 is a good and necessary idea, and most of the interviewees thought they would be able to play an active role. As for the question about where you would like to live when you are old, everyone wanted to continue living in their own homes if it was possible, but with visits from others.

On Saturday morning at 10 am, 20 people showed up and listened to the same talk as the one we had given in Arsuk. Here too we divided the participants into three groups with us acting as moderators, although someone from the society for the aged as moderator for the last group.

The first group consisted of seven people, mostly men, who considered the question:

"What activities could you envisage doing?"

The group had a wealth of good ideas, such as:

1. Visiting service
2. Talking to people who feel lonesome or others
3. Walks/berry picking
4. Attending to small practical tasks such as shopping, snow clearing, going to church
5. Cooking group

The group agreed that pensioners should be more involved instead of 'washing their hands' of the matter and complaining. There are too many old people who are always negative and have a dispiriting effect on others. It has a big influence on other people's lives. The time has now come to silence these negative old people and cultivate life's positive aspects.

One person thought that you are only respected as an old person once you are dead.

The group discussed societies and associations which are too closed and lack goals and aims for the future. People play bingo without knowing what the money is used for – it doesn't benefit the community, you don't hear anything, the money just quietly disappears.

The group talked about volunteering as stand-in grandparents for young parents with a sick child to look after so they don't have their salaries docked; this would also give your life as an older person more meaning. Older people possess a huge amount of knowledge and wisdom which is lost, and which young people need, so the old need to play a more active role in the community and become involved in raising children.

The group agreed that it would be wonderful if the group for older people in Kommuneqarfik Sermersooq could meet and establish a sense of togetherness and look positively at the future and know that each one of us is responsible for being happy and satisfied.

In Paamiut, some of the not-so-old people still take an older person with them out hunting. Instead of buying a mini-bus for the elderly, it might be possible to buy a boat and organise excursions at sea for them.

The group also thought it would be a good idea to make programmes specially aimed at the older generation about the conditions in Greenland.

The second group consisted of seven people, they considered the question:

"What do you understand by 'voluntary work'?"

The group included a woman who said that she had been a 'visiting friend' for several years for two elderly persons whom she still visits once a week. The people she visits are grateful for the arrangement.

The group had many suggestions for voluntary work:

1. Find groups of people who share an interest e.g. needlework; learn from those who know what to do
2. Find lonesome people who cannot get out of their homes by themselves and take them

for a drive around the town when the weather permits

3. Set up a visiting service, for example at the old people's home, talk with the residents or read aloud to them
4. Collect/bring residents living in sheltered housing for the elderly to events for senior citizens either in the town or at the old people's home
5. Drive people to church on Sundays as above; after church, organise coffee together
6. Organise a telephone chain
7. Encourage families to visit elderly people more frequently
8. Start a choir for singing at birthdays/festivals
9. The group wants to encourage the Technical Department to erect benches in the town

The third group consisted of six people, who considered the question:

"Who do you expect to help you in your old age?"

The group agreed that it was important to be with other old people when you felt you had the energy and, above all, not to shut yourself up inside your house or flat.

We cannot count on our families to help us as they work full-time and have children etc. to look after.

The group thought that municipal employees working with the elderly should be more attentive, and that they should tell them about the measures being implemented on their behalf.

After the respective presentations, there was further discussion and agreement that 040 is not an association for older people but an interest group which aims to instil a sense of community among old people and carry out voluntary work for those who need help. Everyone thought that the 040 groups should not be turned into an association as it may deter people who don't want to join an association from helping.

Following the group work and a long break, **040 groups were formed.**

Visiting group

Needlework group

Nintendo Wii for men

Reading aloud

Two resource persons were elected.

The project group will help to seek funding for a large-screen TV and a Nintendo Wii machine, either from the municipality or foundations.

6.3.1. Meetings with O4O groups in Paamiut 12 months later

Four people attended the meeting. They explained that only the 'visiting friends' group was running, but that it was actually going very well.
The reasons why the other groups were not running included illness among the other group members, lack of meeting venues and 'competition' from the local elderly association.

It was clear that the people who attended the meeting had a genuine desire and enthusiasm for working with the project, because it represents a new approach to spending time together. We emphasised the importance of finding the weakest older people in the community and getting them involved in the project.
Cooperation with the local elderly association was discussed, and we agreed that they should be involved with the activities. However, we also emphasised that participation in O4O groups must not require membership or any payment of membership fees. During the meeting, we talked about the fact that we are doing something for ourselves when we do something for others, because a day will come when we need help ourselves, and there will be others who can provide it.

We brought a Nintendo Wii console and art supplies to the meeting.

We showed photos of activities organised in the other project countries for inspiration, for example IT courses and life stories on film. And we gave the people who attended good advice on how they could get older people in the town more involved. For instance, the Wii group could play at the retirement home, and they could bring needlework supplies with them when they went on visits.

Finally, we informed them that we were planning a course in October in Nuuk for the resource persons, focusing on motivating/maintaining the groups, how to apply for funding etc.
In order to participate in the course, the resource persons had to continue working on the O4O project.

In Paamiut, we had the opportunity to present the O4O project to the local elderly association, which just happened to have a meeting on the same day. There were 34 participants. They were all invited to the O4O meeting at 1 pm the following day.

A representative from the municipal Culture and Leisure Department also attended the meeting and informed everyone that the 'MIK-forvaltningen' building they had been told they could use was to be used by Piareersarfik instead, but that if they were interested, they could use the first floor in the 'Taqisut' building, and that a lift would be installed in the short term, and the ground floor, which older people would also be entitled to use, would be renovated in the long term. The older people were not very enthusiastic about this solution, but it was clear that finding a proper venue in Paamiut is difficult.

The head of the retirement home was enthusiastic about the idea of the men playing Wii at the home and hoped to get the residents involved.

In our search for an appropriate venue for O4O, we found an assembly hall. The venue is suitable for the purpose, with several rooms, a kitchen, toilet and enough space to set up a cabinet for various supplies.

Meeting with older people interested in O4O: In addition to the four members from the O4O groups, three other people attended the meeting.

Because the participants were the same as at those who attended the association meeting on 14 April, we decided to present some of the results of the survey. We received responses from a total of 209 people in Paamiut (with a response rate of 32%).
There were some thought-provoking results, including:
Many people over the age of 55 apparently keep to themselves/take care of themselves.
50% of respondents are involved in voluntary work, and they are motivated by being able to change/influence the situation.
A total of 17 people are very rarely in contact with their families, and 21 rarely receive visits from their families.
44 people know only one person or know no one who could provide them with comfort or support if they had a serious personal crisis!
58% have not participated in local events in the past six months! (This is definitely an action area.)
66% do not participate in projects concerning local matters, which is a high figure considering the apparent willingness to cooperate that is illustrated in Table 11. The results are the same for other questions concerning local activities.
The state of health, both physical and mental, is generally satisfactory, and energy levels are

good; however, activities are still limited due to health issues.
Many people have not heard about the activities that are on offer in the town, which may be due to the fact that there is no local radio station etc.
The number of people who spend time fishing, hunting, picking berries etc. outdoors is remarkably low, as is the number of people who play bingo. The latter figures do not tally with what we hear from people at the O4O group meetings.
Alcohol is not a problem in Paamiut, according to the responses.

We then presented the results of our contact with INI regarding Block V. They are very keen to use the venue as a meeting place, where, in addition to the planned activities, they could cook meals, organise talks, hold dances etc. This initiative is expected to start up in September.

The 'visiting friends' group expressed an interest in a course on how to be a visiting friend. We are exploring the possibility of a course, for example with the Red Cross.

6.4. Ittoqqortoormiit.

To reach the north-east of Greenland, we flew across the Greenland Ice Cap for two and a half hours and landed in Kulusuk, the airport near the town of Tasiilaq, which is also part of the enlarged municipality. From this airport we had to continue our journey with Icelandair for two hours to Nerlerit Inaat (Constable Point), which is the airport for north-eastern Greenland. From Nerlerit Inaat we had to continue in a tiny helicopter with only five seats. 20 minutes later we landed in Ittoqqortoormiit , a small town with 468 inhabitants in north-east Greenland. We had spent eleven hours travelling.

The town has had as many as 600 inhabitants in the past, but many young people have left. There are only two flights each week, so we spent three days here.

The citizens' meeting was held in a light and friendly community building. Eighteen people showed up, all aged over 55.

The meeting followed the same format as before, and the participants were again divided into four groups, one of which was Danish-speaking.

The first group consisted of five people, who considered the question:

“What do you understand by ‘voluntary work’?”

The group agreed that voluntary work is something you decide to do yourself, something which you want to do. At home we voluntarily do our chores, cleaning, washing, cooking, sewing, shopping etc. This is voluntary work which is part and parcel of living. We visit the old people we know and our relations, and help where we can. In Ittoqqortoormiit there are only a few old people, and they all look after themselves. Age and the elderly command considerable respect. The oldest person in the town is 80 years old.

The group talked about the possibility of voluntary work taking the form of helping people who needed to get outside to enjoy a bit of sunshine. There are lots of steep hills in the town, and it is thus impossible to use a wheelchair – the only way of getting about is by car, snow scooter or dog sledge. Helping neighbours with their shopping is something we do already, said members of the group, adding that they share their catches with those that do not have anything.

It was obvious to the steering group that 040 is already an integrated part of life in Ittoqqortoormiit, but the steering group will work to get a place where they can meet and enjoy the company of the other elderly people.

The second group consisted of three people, who considered the question:

“Who do you expect to help you in your old age?”

The group talked about helping each other in the town.

1. They would rather be helped by their close family. They trust them more than other people. The issue here is helping each other with food, financial needs and socially.
2. They would rather have trained people working for them, they inspire more confidence, and you feel secure.
3. Stable home carers. They always show up for work, are always available and are content with their work.
4. Helping other people. Older people help other older people. Resourceful people help those who are weak and infirm.

The third group consisted of four people, who considered the question:

“What activities could you envisage doing in your old age?”

The town has established a club, ‘Kamik’, which meets every Monday in the community hall from 7-9 pm. The club organises three main activities such as berry picking and trips on the fjord.

The target group is anyone who is interested, but at the moment only pensioners and people taking early retirement participate, who each pay DKK 25 a month to join in the activities.

The group said that it is not lonesome living in the town as people are often to be found cohabiting. People are also very helpful towards one another and are good at discussing their problems.

It was mentioned that it would be ideal if it was possible to afford a building where you could set up a drop-in centre which people could use freely – to make themselves coffee, watch TV together, play cards and whatever else they would like to do.

It is important for the group that responsibility for running such a centre does not rest on a single person as it would then be too vulnerable. It was suggested that the venue ‘Umiaq’ should be used; at the moment it is a centre for young people, but they are moving to other premises. The possibilities need exploring.

The group also talked about the fact that the balance between voluntary work and participating in activities is very foggy, as what constitutes an activity for one person could be voluntary work for another.

The group mentioned numerous activities, for example a film club, handicrafts (there is already a small workshop), needlework and carrying out minor repairs for each other etc.

The fourth group consisted of five people, who considered the following question:

“What activities could you envisage doing?”

There was considerable discussion about the activities which are possible in the winter months, which can seem long because of the short days.

The group agreed that winter evenings can be spent in the commune for the elderly, as the residents are unable to leave the premises during the winter because of the snow. The old people who find it easier to get about can come and participate at the commune.

During the discussion, it became clear that there is almost no lonesomeness in the town as strong family ties still exist as in the old days (everyone helps each other according to need).

The following activities were suggested:

1. Singing evenings in the commune for the elderly
2. Reading aloud in the commune
3. Communal meals in the commune for the elderly (for a small charge)
4. Needlework in Nuliakkaat Ittuat, every Tuesday
5. Handicrafts for men at the commune for the elderly
6. Carding muskox wool with Birte and Mikkel Arqe
7. Summer excursions to the fjord in boats

Following presentations of the group work, **040 groups** were formed:

Activity group:

Setting up an activity centre

Two resource persons were chosen.

6.4.1. O4O meeting in Ittoqqortoormiit 12 months later

More than 25 older people attended the meeting with the O4O groups in Ittoqqortoormiit. The groups had been tasked with establishing an activity venue for older people and other interested people, but the process was at a standstill and nothing had yet happened. An appropriate activity venue had been found, but it needed to be renovated, furnished and made usable. The other group had not yet started up activities at the commune for the elderly as they were waiting for the activity venue to become a reality.
After the meeting, where 21 people signed up for the O4O groups, we held a meeting with the school principal who was responsible for the building which the O4O groups wanted to use. The principal gave the green light, and we have applied to foundations for funding for renovation and furniture. In September 2010 we received DKK 150,000. It was possible to start using the building immediately, because the principal was able to lend the groups some furniture. We bought a Nintendo Wii for the activity venue using foundation funding. The groups elected new resource persons, as one of the previous resource persons had died.

6.5. Tasiilaq

Unfortunately we did not succeed in setting up 040 groups in the town of Tasiilaq as only a handful of people showed up at the citizens' meetings. The first time we tried, only one person came. The home care manager helped us, knocking on doors and talking to people we met on the way. We interviewed five people who all thought that the 040 concept is both good and necessary. The second time we tried, four people came. However, they stayed for the full talk about 040, and we will, if sufficient resources are available, find another opportunity.

6.6. Kuummiut

On Monday 31 August we flew by helicopter across some magnificent landscapes, spotting whales and numerous icebergs. The trip lasted approx. 15 minutes. The village has 345 inhabitants and only a few really old people (aged 75 years or more). The village covers a wide area with many slopes. There are four elderly-friendly residential flats in the village.

The citizens' meeting was held in the community hall with lots of steps up to the front door. Fourteen people met up.

At the citizens' meeting, we started with a general discussion about what it is like being an elderly person in Kuummiut. Everyone agreed that it is tough when there is so much snow that it prevents you from getting out and about and visiting other people, but in the summer everyone visits each other. They try to help those who need it, but the days get spent doing all sorts of other things, so it is usually only family members who get helped or visited during the winter. They are aware that some people in the village feel excluded, and that they need extra attention.

Everyone listened to the talk about 040, and divided themselves up into three groups.

The first group considered the question:

"Who do you expect to help you in your old age?"

There was general agreement in the group that there are too few young people because they leave to study and seldom return.

The elderly often visit each other in the summer, but when the winter sets in, it's not easy to get out if you have weak legs, and you can soon start to feel lonely.

The village lacks a sense of community among all ages and a place to meet where it is possible to decide on activities together. The community hall is very expensive to rent, and the money is not available.

The group thought it is easy asking others for help if you need it, and it is almost always forthcoming. The old rules of conduct still apply, with people helping where they can. However, like everywhere else, the village is changing, so there is a tendency for people to keep to themselves.

The elderly take pride in looking after themselves for as long as possible in their own homes, and no one wants to leave the village once they start becoming infirm.

It is common for people to eat together when a family member has had a successful hunting or fishing expedition. Those who did not catch anything share the catch, but it stays in the family.

There is a strong desire to start a community project for all age groups but which is not an association, where you introduce activities which match people's various ages and which enable the older inhabitants to pass on their experience to the young. Those participating also want to do things together with other older people, which could take place at other times.

The second group consisted solely of five men, who considered the question:

"What do you understand by 'voluntary work'?"

Everyone expressed their views on voluntary work and what they understood by it.

Voluntary work is unpaid work performed out of a desire to help others.

The villagers help each other – you help another person who needs help without receiving

anything in return.

1. Working in and maintaining the cemetery
2. Working without pay
3. Working with associations/societies: hunting/fishing association, sports association, Blue Cross, etc.
4. Pursuing your hobbies
5. Sailing for others who are unable to sail or who do not have a boat
6. Going on excursions with others either by boat or sledge
7. Helping others without being paid
8. Keeping the village clean and tidy

The men's group feels there is a need for an old persons' association.

They were encouraged to start up a group for people aged over 55, which they will consider.

The third group consisted of four people, who considered the question:

"What activities could you envisage doing?"

There are no activities for people who have taken early retirement or for pensioners; moreover, there is no activity centre. The community hall was used as and when necessary, but for a charge of DKK 1,200.

Young people in the village respect the older generation, and there are strong family bonds. However, the village has its share of lonesome old people.

They do not dwell on the problem on a daily basis. They quietly go about their daily lives.

When the subject of a visiting scheme was raised, people said that it would be hard to set up as most village inhabitants feed themselves by hunting and fishing and are exhausted when they return home from their trips.

It was agreed to start on a small-scale with the following activities:

1. Needlework
2. Handicrafts
3. Dancing in the daytime

One **040 group** was formed.

Two resource persons were chosen.

6.6.1. O4O meeting in Kuumiut 12 months later

The meeting took place in the assembly hall with extremely poor access for the disabled. The terrain is very difficult, with rotting wooden stairs in several places and a long staircase leading up to the venue. Nevertheless, fourteen people attended the meeting, with seven newcomers.

The groups had still not started up.

We were supposed to meet in the 'service building' upon the recommendation of the nurse, but it was not suitable for meetings. This is unfortunate, because the entrance is suitable for disabled access and it is otherwise suitable for the purpose (it contained a small, unused room with a bed and 'some junk').

It was agreed that the municipality would pay the fee for use of the assembly hall until 31 December 2010. The first booking was on MONDAY 7 JUNE, 10 AM-12 NOON.
The fee for using the venue from 10 am until 12 noon amounts to DKK 150. The person responsible for the assembly hall will contact us after each booked period so that we can make the fee payment to his bank (we have the account details).
The O4O group's supplies, which are currently stored by the resource persons, may be stored in the attic of the assembly hall.

It was discussed whether the meetings should be held all year round or whether to wait until September on account of people's summer activities. It was agreed that they should be held regularly out of regard for the people who do not get out of their houses in the summer.

With regard to venue, it is a problem that there is no disabled access to the assembly hall, to the church, to Pilersuisoq or the municipality. It would be best if we could establish more formal access to the service building!

The people present expressed a strong wish to organise a trip into the countryside. They estimated the cost to be approx. DKK 4,000 with food and drink. They decided to look into the matter and apply to the Adult Care Department in Kommuneqarfik Sermersooq (possibly through us)

6.7. Kulusuk

Kulusuk is a settlement with about 300 inhabitants. It lies within walking distance of the airport. The settlement had just celebrated its centenary.

The inhabitants of the settlement still live according to the old traditional Greenland ways. You

help each other as needed; you share your catch with your family, and help the elderly to get to church on Sunday etc.

Strong family ties still exist, but we learned that in the past 30 years about 100 young people have left the settlement to live in larger towns in order to study/work.

The citizens' meeting was held in the village hall and was attended by ten people.

Those who came split into two groups. The first group of four people considered the question:

"What activities could you envisage doing?"

There is a working group in the settlement which is well run and handles entertainment for the local inhabitants. It is made up of older inhabitants and young in the community. They organise evening entertainment about once a month during the winter.

Apparently 'visiting friends' are needed in the settlement.

The second group consisted of six people. Both groups wanted to consider the same question. The second group also discussed the fact that there were lonesome people in the settlement who needed visiting, so we discussed what you could do when you visited someone. The group suggested reading aloud, going for walks, eating together, singing together, telling stories.

An **040 group** was formed, which would kick off as a 'visiting friends' group.

Two resource persons were chosen.

6.7.1. O4O meeting in Kulusuk 12 months later

Here, the meeting also took place in the assembly hall. The 'visiting friends' groups are going well – six people receive visitors. Open house events are held at the assembly hall for everyone, with attendance by up to 70 people. These evenings, where the disabled can also participate, feature singing, exercises and simple games. The needlework group meets at the school, and they showed us everything they have made. Here, it is also possible for disabled persons to participate.

The resource person said that he had been on the verge of giving up several times, but his wife, who bakes and assists at the events, kept him going.

The assembly hall is not a comfortable venue for the O4O group, so we agreed to contact the school principal to request permission to use rooms at the school. The O4O group took a

break during the summer until September, where everything will start up again. The ‘visiting friends’ groups, however, keep going throughout the year.

The group seems happy and positive, and new members joined at the meeting.

7.0. How the O4O groups work

It is hard for 040 groups to operate independently, as there is no cultural tradition for independently performing group tasks. The uncertainty among most members is clear to see, and therefore it is important to have a local or central person appointed who can support and advise groups.
In future, it is important that the groups are acknowledged by the authorities, since the groups are doing very important work in the various areas and need to be kept motivated.

The idea is that when interacting with each other becomes a reality, and people get to know each other better, it becomes easier to help each other in small ways such as doing the shopping, making a little food, shovelling snow, and other small chores and errands.

8.0. Differences between east, west and south

In eastern Greenland, it was clear that the older people are interested in creating a sense of community across the generations. This may be an old attitude from the past when everyone depended on each other for survival.

In western Greenland, we did not see the same interest, but in that region older people are very concerned about their future lives as old people without very many resources. This does not seem to be a concern in eastern Greenland. However, the survey shows that people living in villages have much more serious mental problems than those in towns. A relatively larger number of people suffer from mental problems in Ammassalik and Illoqqortoormiut compared to the other areas.

The sense of community is greater in the east that in the west of Greenland. This may be because the communities in eastern Greenland are very small compared to the larger towns in western Greenland. Concern about boredom was far greater in western Greenland that in eastern Greenland, where the population is very involved in the community and does not appear to be as materialistic.

According to the survey, the longer the respondents have lived in an area, the happier they are. This also explains the slightly lower level of happiness in Nuuk and Nuussuaq than in the other areas, as people have generally been living in the area for a shorter period of time.

The results of the survey should be compared to the population survey in Greenland from 2005-2007 concerning living conditions, lifestyle and health in order to obtain a broader picture of what is happening in the elderly population.

9.0. The future

In the steering group, we have discussed at length how we can keep the ball rolling in the O4O groups and how we can help them, both financially and with advice etc. The steering group agreed to send out newsletters to all participants to keep them continually informed about what is happening in the O4O groups. Furthermore, Greenland's radio and TV networks have been very interested in producing a one-hour programme on O4O. This will take place when the resource persons come to attend the course in Nuuk.

In the steering group, we will apply for funding to bring together all the O4O resource persons for a seminar/course so they can meet one another, inspire each other to launch further activities and receive training in running voluntary groups. The steering group believes it is important to document milestones and always have a goal in mind.

It will take considerable efforts to keep the O4O groups going and to ensure that the whole approach is reflected in political objectives in order to maintain the level of interest and commitment once the project ends in 2010.

The project group will stay in contact with the O4O groups by telephone and email until political approval is hopefully obtained to appoint one person responsible for providing advice and guidance to the groups of volunteers.

The O4O concept is necessary for social interaction and activation, because older people want to continue living in the same place for the rest of their lives.

Steering group members Appendix 1

Rosemarie Elsner: project manager, aged 54, qualified as a nurse in Denmark in 1977. Has worked for 12 years in the Greenlandic health service and has been head of the elderly sector for 19 years. Trained further at Danmarks Sygeplejerske Højskole in management and administration. Called on as an instructor in everything concerning the elderly at various educational institutions, and teaches courses in dementia to employees working in the elderly sector throughout Greenland. Member of the Ethnic Think Tank and of the steering group for Inuuneritta (the public health programme). Consulted by the regional government on issues relating to the elderly. Certified coach.

Pia Sandholm Johnsen: project employee, aged 51. Received commercial and clerical training, with the emphasis on the social area in Denmark. Has lived in Greenland for 30 years. Since 1986 has worked with the elderly and disabled pensioners, and as a manager has been a driving force in planning and developing the area as a whole. In connection with the municipal reform, was transferred to a coordinating position within the elderly sector. Has a number of administration and development course certificates and is a certified coach.

Jan Mørch Pedersen: aged 36, holds a BA in politics and administration, and an MA in 'European Studies' from Aalborg University. Is also certified in the project management tool PRINCE2 Foundation.
Works as a project coordinator for the Greenland Tourism and Business Council, which is the contact function for NPP in Greenland. Also works with other EU programmes including education, culture and research programmes.
Holds seminars and info meetings about the EU programmes, and has an extensive network, among others to EU contacts in Denmark and to Greenland's representation in Brussels.

Helene Heilmann: aged 47; since 1983 has trained as a social and health care helper and has completed a social and health care assistant course based on a transfer of credits in 2007.
Has worked as an inspector in Kommuneqarfik Sermersooq since February 2008, and conducts visits to elderly people aged over 75 still living in their own homes to implement measures that will ensure they can stay for as long as possible.

Ingeborg Haagensen: aged 59. Trained as a commercial and clerical assistant in 1972. Trained as a social and health care helper in 1986. Worked as a case handler for the City of Nuuk, 1998-2002. Care consultant 2002-2009 in the City of Nuuk. Has spent a total of eleven and a half years working in the

elderly sector.

Appendix 2

Interview guide for old people in connection with 040

Q 1: What do you think life is like for older people in your village/town?

Q 2: What do you think the future holds for older people in your village/town?

Q 3: What do you think about the 040 concept?

Q 4: Would you be able to contribute anything to 040? If so, what?

Q 5: If, one day, you are unable to look after yourself, would you be willing to receive help from other old people?

Q 6: Have you ever offered voluntary help to others? If so, what was it like being involved?

Q 7: What kind of housing would you prefer when you get older?

Appendix 3

Completed interview forms

Arsuk:

Five people who have spent all their lives living in Arsuk.

Q 1: What do you think life is like for older people in your village/town?

1.Boring, especially when you are unable to get out and about alone. There is no sense of community.

2. Very closed society. Difficult to meet with others. Young people have given up helping the older generation, which does not pass on its knowledge. Many people are too negative.

3. Life is easy when you can get around under your own steam.
Several lonely old people. Actually encouraged to participate in gymnastics.

4. It's okay, but probably hard being old when you suffer from an illness.

Q 2: What do you think the future holds for older people in your village/town?

1. Boring.

2.Fearful of falling ill and having to leave the village – want to remain in the village for the rest of their lives.

3.Hopefully better than it is now as our generation is unhappy with the way things are.

4. More travelling. Kommuneqarfik Sermersooq organises trips to meet other old people living in the municipality. There will be a get-together where everyone eats and participates in activities on

a day for the elderly.

5 I hope we can inject a bit of life into the village and get more activities up and running to address the lack of community spirit.

Q 3: What do you think about the 040 concept?

1. Thinking a lot about it. Previously, people were energetic and helpful, but now the young leave the village, and the place has become very quiet.
2. A good idea which should be put into practice.
3. It's not such a remote idea. Young people move to the towns because there is no work here, and they start families. There is a large gap between the young and old.
4. It's a very good idea. We all need help, and other people. It is not good for us to become isolated.
5. Necessary.

Q 4: Would you be able to contribute anything to 040? How?

1. Yes, I could go for walks with the elderly, visit them, talk to them, read aloud and shop for them.
2. Yes, I could visit those who feel lonely together with younger people. Voluntary work is not such an alien idea. I would like to help.
3. I would like to join to help get things started and serve as a prime mover.
4. I am still working, but I spend a lot of time talking with others about what we could do.
5. Yes, you can always help a bit, but at the moment I can't think how.

Q 5: If, one day, you are unable to look after yourself, would you be willing to receive

help from other old people?

1. Yes, I would like to be helped by other old people. I have a good network and good friends who would undoubtedly help me when I need it.
2. Yes, I have already accepted other people's help.
3. Yes, willingly, but I would never ask for help myself – I'd be too shy to do so.
4. Yes, I would like to be helped by older people, but I'm quite certain that my children would help me.
5. Yes, of course, I'd appreciate that, but I would rather be helped by my family.

Q 6: Have you ever offered voluntary help to others? If so, what was it like being involved?

1. I've helped sick elderly people with their shopping and taken hot food round to them. I've also got several people out of their homes to see what's going on around them. It's hugely satisfying being able to help others.
2. Yes, I've shared some of my catch with the older people in the village; it's not such an alien idea – we learned it as children.
3. Yes, I have helped people in the past, and it gave me a lot of pleasure because the people I helped were grateful 'til their dying day.
4. Yes, I have taken food to people who needed it, and did so freely. I have also helped several elderly people with questions about finances, tax etc. The people I helped were embarrassed they knew so little, so they didn't want to ask the municipality for assistance. It's hugely satisfying helping others.
5. I don't know whether you can call visiting other people voluntary help because I am also helping myself so I don't feel lonely. I have also taken meals to someone who was ill and

helped them with their shopping. It is always a nice to be able help others.

Q 7: What kind of housing would you prefer when you get older?

1. If possible, I would like to stay in my own home.
2. There is such a huge gap between the young and the old, so you probably can't count on help from them, so I'll probably end up in an old people's home in Paamiut; however, I'd much rather remain at home or at the commune for the elderly.
3. I want to continue living in my own house if I'm up to it. I don't want to move to Paamiut and live in the old people's home.
4. Under no circumstances will I move to the old people's home in Paamiut – I will stay in the village where I was born.
5. I will die where I was born – here in Arsuk.

Paamiut

Here, ten people were interviewed.

Q 1: What do you think life is like for older people in your village/town?

1. Dull, especially when you are unable to get out and about alone.
2. Boring, there is nothing to do. But perhaps I'm not that good at visiting other people. I don't know that many.
3. There are lots of old people. They have become too negative and too difficult to be with. I visit two elderly people every week. They are too lonely, people feel too excluded, they forget completely how to talk.

4. They are lonely and they weep.
5. The old are from another era. They are too reserved, they never go out, don't want to do anything and are very difficult to motivate.
6. It is hard spending time with the elderly as they are so negative. I get tired of being with them.
7. No one visits me – I have to find my own company. I'm anxious about what will happen when I can't get out and about on my own.
8. Life is easy for those who have a close family, but there aren't many of them left any longer. For the rest, it's hard and lonesome.
9. I don't really know what life is like for them, but I know there are many negative old people in the town who are difficult to be with.
10. It varies. Some people choose to make life difficult for themselves – they don't go anywhere, and so they don't see anyone.

Q 2: What do you think the future holds for older people in your village/town?

1. Those born in the 1950s and 60s will use their computers, attend courses and travel. I'm moving to Denmark to make my money go further.
2. Life will be good if it's possible to travel and visit family.
3. Young people seek work, there is a lack of things to do in Paamiut, there isn't anywhere where we can meet, and people also lack commitment. Each to his own, so the future doesn't look too rosy.
4. Lonely. Society is becoming increasingly fragmented; everybody just looks after themselves.
5. Dull and lonely.
6. Unless people get their act together and establish a sense of community, it will be very lonely

for some.

7. People must learn to be part of a community, as loneliness makes you ill and perhaps even brain-damaged.
8. Lonely and depressing. This makes old people negative, which isn't good because then you don't feel like being with them.
9. I am looking forward to growing old and doing some of the things which I don't manage to do at the moment. I hope to retain my positive outlook on life so people are prepared to visit and spend time with me.
10. Lonely, if you can't look after yourself.

Q 3: What do you think about the 040 concept?

1. A good idea and necessary.
2. An excellent concept if people can drop the idea that everything has to be paid for and instead offer help voluntarily.
3. A good idea, there just needs to be more of us to support it.
4. A nice idea if you know the elderly you need to help.
5. It's OK.
6. I can certainly appreciate that I'm helping myself in helping other people. We need a sense of community.
7. Let's get started – it's definitely called for!
8. A very good idea which is not too far removed from my own way of thinking.
9. It's the sort of life we had previously, when everyone helped each other. I always had to take food which my mother had made round to the elderly.

10. If it's so serious with the young, we elderly must pull our weight.

Q 4: Would you be able to contribute anything to 040?

1. Yes, while I am strong enough, I would like to visit people, but I'm shy, so it will be difficult.
2. I already visit two people once a week. I could collect someone with a rollator and go for walks with him/her.
3. Go for walks, chat with them.
4. Yes, if I have time.
5. Yes, I could, but I'm not quite sure what.
6. I could visit lonely old people, and go to the post office or the INI housing association for them. Perhaps I could take someone who is wheelchair-bound for a walk, but it would have to be round the town centre as otherwise it would be too heavy.
7. Yes, I could bake fresh rolls and take them to an elderly person who needed company, and drink a cup of coffee with her. Help do her shopping.
8. Take an older person out hunting if they felt up to it.
9. Yes, I could read aloud from a book or newspaper.
10. Yes, there are lots of things you could do, it's only our brains that set limits.

Q 5: If, one day, you are unable to look after yourself, would you be willing to receive help from other old people?

1. Yes, it would please me greatly.
2. No problem.
3. Yes, I'd be delighted.

4. Yes, I'd like to, but preferably from my family.
5. Yes.
6. Yes, I'd greatly appreciate that.
7. Yes, that would be really nice.
8. No, I don't want to be helped by anyone other than my family; my wife helps me.
9. Yes, no problem at all.
10. Yes, if it becomes necessary.

Q 6: Have you ever offered voluntary help to others? If so, what was it like being involved?

1. I shopped and took meals round to people; it was a nice thing to do.
2. I visit two elderly people, chat with them and take them for walks. It is a positive experience, and a satisfying thing to do.
3. Yes, I clear snow. I like being able to help.
4. I look after an elderly couple from my old town in northern Greenland which is now deserted.
5. Yes, I take my two neighbours for short drives. We used to go hunting together. It is always fun.
6. Took food to someone who I know never manages to cook for himself.
7. I don't know, I've never thought about it.
8. We have always offered voluntary help to other people who need it as it's something I've done since I was a child, together with my siblings.

9. Yes, I would have thought so, if taking meals to elderly people can be called voluntary help.
10. Yes, I used to help somebody by doing their shopping.

Q 7: What kind of housing would you prefer when you get older?

1. It depends on my health. If I'm ill, I would like to live in an old people's home.
2. In my own home for as long as possible, if I can. I will keep myself going doing gymnastics, drinking coffee and enjoying the company of other people – that will enable me to stay at home for as long as possible.
3. In my own home for as long as possible, hopefully with help from my family.
4. Where I choose. If I am ill at an old people's home or in elderly-friendly housing.
5. Together with other people; would be unhappy living alone in my old age.
6. I would like to live in a community for the elderly where hopefully we can help each other.
7. In my own home for as long as possible.
8. Together with other old people.
9. Ideally in my own home if I can get the help I'll need, alternatively at a nursing home/old people's home.
10. In my own home for as long as possible, perhaps with other family members so they can help me.

Ittoqqortoormiit

Here, three people were interviewed.

Q 1: What do you think life is like for older people in your village/town?

1. We have a great life, we are just worried that they are going to close our town down – it's something that's talked about almost daily.

2. We have a nice time; there are not that many elderly people here. The oldest person, who is 80, lives at the commune for the elderly.

3. Wonderful, I enjoy life at the commune for the elderly where I get all the help I need.

Q 2: What do you think the future holds for older people in your village/town?

1. There are not that many of us, and we know each other well and help each other, so I'm not anxious about the future. We should have more activities and places where we can meet with each other, venues which are open for everyone and where we can have communal meals. When the time comes and I need help, there is the commune for the elderly.

2. It'll be fine; my children will probably help me once I need help.

3. It's OK, but there should be more for us to do.

Q 3: What do you think about the 040 concept?

1. We have always helped each other so this 'new' idea is actually an old one which we have always practised.

2. It is good to help one another; we all know each other and who needs help.

3. This is what we have always done.

Q 4: Would you be able to contribute anything to 040?

1. Yes, I've got lots of energy, I can pay a visit to those who'd like it. I can shop and help where necessary.

2. Yes, I can visit those who need visiting and perhaps cook a meal for them.

3. Unfortunately not as I'm too old, but had I been younger I would have liked to.

Q 5: If, one day, you are unable to look after yourself, would you be willing to receive help from other old people?

1. Yes, I would. I would probably think twice as the help is being provided by older people, but if it is something which you are involved in starting up, it will be easier to ask for help.
2. Yes, I would, but I'd ask my children first.
3. Yes, I'm sure I would.

Q 6: Have you ever offered voluntary help to others? If so, what was it like being involved?

1. It is nice being able to help other people – then you always get help yourself when you need it.
2. Yes, it is very satisfying being able to help others; it makes you feel good.
3. When I was younger, I helped elderly people with their cooking and visited them, and it was always very nice and rewarding.

Q 7: What kind of housing would you prefer when you get older?

1. I want to live in my home town where I was born, and preferably in my own house, but it's OK to move to a commune for the elderly once you become frail.
2. In my own home for as long as possible; my children will help me so I can stay there.
3. I live very comfortably at the commune for the elderly; I get all the help I need.

Tasiilaq

Here, five people were interviewed.

Q 1: What do you think life is like for older people in your village/town?

1. It is very dull when you don't have anything to do.
2. It's hard when you are unable to look after yourself and it's hard to get help from others – your family never has enough time.
3. I think many people feel lonely. I can look after myself, and therefore I can do the things I want, but if you rely on other people, life is probably not that easy. There is too much alcoholism, and people forget to look after other people as they did in the old days.
4. Good – I'm fine, although I think it's hard being old if you are ill and need help.
5. It's hard, and lots of people feel lonely. They are far too inactive and hard to be with because they complain incessantly.

Q 2: What do you think the future holds for older people in your village/town?

1. There should be more on offer, perhaps visits from other people.
2. Lots of people will find themselves feeling lonely, so the future looks worrying. It would be OK if people's outlook on life was more positive, and if everyone took a more constructive approach.
3. It will be very tough if people don't help the elderly and the disabled because many of our young have already left. It is tricky getting about; the old spend a lot of their money on taxis.
4. Perhaps people will wake up when more and more people need help, and there is no one to provide it.
5. The future looks bleak. Lots of people are sick, and who is going to look after them? It's a pity for them; there's no time to look after them.

Q 3: What do you think about the 040 concept?

1. It has to be the only way forward. A really good idea.
2. An essential idea, just as long as people welcome it. Unfortunately there are serious problems with alcoholism among the inhabitants of the town.
3. Everyone is in a position to contribute in some way. A good idea which, unfortunately, has been forgotten. In the old days we always helped each other. Now we're too busy with all sorts of things.
4. People need each other, so 040 is an excellent idea which we recognise from when we were children.
5. A good idea; I hope it gets the support it deserves.

Q 4: Would you be able to contribute anything to 040?

1. Yes, I already help various people with their shopping and pay visits to several old people. I have taken early retirement and have plenty of time, so if anyone wants to listen and give their time to those, life will be easier for everyone.
2. Yes, I'd like to, it's just that I have several grandchildren who I look after, but when I have time I'd be very willing.
3. I would like to help in whatever way I can.
4. I still have a job, but once I retire I'd like to spend my time making other people happy.
5. Yes, I could visit people and perhaps accompany them on walks.

Q 5: If, one day, you are unable to look after yourself, would you be willing to receive help from other old people?

1. Yes, my family will perhaps help me. It is hard asking others for help, but if there's a group which goes round helping people then perhaps it's easier.

2. Yes, when I need help.
3. Yes, but it's hard to ask for help as everyone is so busy.
4. Yes I would, and I'd be very grateful for it.
5. Yes, I would.

Q 6: Have you ever offered voluntary help to others? If so, what was it like being involved?

1. Yes, I do a bit of shopping for several elderly people and also visit them. I help a lot at the commune for the elderly. It makes you feel good.
2. Yes, there are several people who I visit when they ask me to come round. It's OK. I feel sorry for the elderly.
3. Sometimes I take food round to an elderly lady who I know appreciates it as she doesn't have a lot of money. It's nice being able to make others happy.
4. I visit several people at the commune for the elderly; it helps me and it helps them.
5. Nothing I can think of right now.

Q 7: What kind of housing would you prefer when you get older?

1. I would like to live with other people when I grow old – it could well be at the commune for the elderly.
2. I want to live at the commune for the elderly when I can't look after myself.
3. My children will help me; they all live at home.
4. I will live with others in a commune for the elderly where you help each other.
5. In my own home until the day I die.

Appendix 4

CONTEXT MAPPING TEMPLATE

Greenland is participating in 040 with 1 region, the name of which will be changed to Kommuneqarfik Sermersooq by January 1st, 2009 – a new entity comprised of 5 municipalities.

Demographics:

There is still no common definition of seniors except for the one being utilized in the legislation.

People have access to establish private retirement arrangements, and there is a small rest group of civil servants as well eligible to receive their allowance from the age of 55 years.

According to the legislation the definition of a senior is that you have turned the age of 63 years, as you become eligible to receive your public retirement allowance after you turn the age of 63 years. Effective at January 1st, 2009, the legislation will be changed to 64 years and by January 1st, 2010, to 65 years.

It is also possible to apply for an early retirement arrangement from the age of 18 years through 63 years, if your labour ability has been permanently weakened by physical, mental or social reasons. As an example it could be a person of the age of 60, who is physically worn down after a long life as a fisherman or a hunter.

The age pension in Greenland is calculated based on your income. A single age retired may receive max. DKK 110.000 gross annually, correspondent to DKK 9.167 per month. A married couple may receive max. DKK 150.000 annually, correspondent to DKK 12.500 gross per month.

As of January 1st, 2008, 898 persons out of 21.000 citizens receive the age pension.

Legal:

Either commercial or voluntary organizations have legal access to offer services benefitting the seniors. Today youl will find cooperation with e.g. the Seniors Association, the Association of the Disabled, Qeersaat (sports), Oqilaatsukkut (choir), Sanningasoq Tungujortoq (Blue Cross), Peqaatiginiiat (Christian Association) and voluntary individuals. Furthermore official agreements exist with companies performing cleaning, laundry and food services for the seniors.

Most of the active associations function according to their by-laws. As for the commercial agreements they are based on contracts including great importance put to environmental concerns, health issues, staff nursing, extracts from police records etc., as well as ongoing user and quality tests are being performed.

Financial:

Within the municipal budget you may apply for grants for the purpose of running an association. Furthermore the associations raise funds through membership fees, activities such as bingo and through applications to foundations and charitable trusts as well. Furthermore an association advisor has been hired to relay counselling to the associations according to their needs.

The associations may apply for financial resources directly or in writing.

You may apply to the municipalities, the Homerule government, various foundations, e.g. the Nuna Foundation and other associations such as the St. Georgs Gildet (scouts) as well. Most associations seek to cover most of their own costs, but examining their applications you primarily look at their budget, their accounts etc. ahead of a decision made.

Associations in Greenland in most cases finance their activities based on a surplus, primarily stemming from their bingo arrangements. Such associations include amongst others the Senior's Association, the Coffin Association, the Christian Association, the sports associations, the Fishermen's and Hunter's Association and also funds collection arrangements aimed at study tours.

The foundations based in Greenland primarily are small foundations with limited financial resources.

Social-cultura:

Today the following associations offer activities for the seniors: the Senior's Association (activities), the Association of the Disabled (activities), Qeersaat (sports), Oqilaatsukkut (choir), Sanningasoq Tungujortoq (Blue Cross) (activities), Angutit Erinarsoqatigiit (men's choir), N.I.P.E. (choir), Peqatigiinniat (Christian association – Christianity based activities), various voluntary individuals (reading, lectures, showing of films, music and walking arrangements). Besides those you have the municipal Day Centre activities.
A monthly membership fee of an association will be around 1.5 Euro, but most of the activities related costs are covered through external contributions as mentioned earlier.

We are not in possession of any analysis nor research describing the needs of the seniors. That is the reason for us wishing to join the 040 project.

As for the commercial cooperating partnership tests on the level of the quality and the

consumer satisfaction are being performed.

The Inuuneritta Pool for the promotion of health care and preventive projects – Greenland Homerule: www.paarisa.gl

The St. Georgs Gildet for the promotion of the scouts movement in Greenland, for international scouts and scout movements as well as for the children, the youth and the seniors of Greenland.

Providing free time to citizens from their jobs for social work purposes is not a tradition in Greenland, except for a few occasions, e.g. The Arctic Winter Games in 2002.

Then non-profit foundation of Helene and Svend Junge for the support of children, the young people and seniors, and financial support to sports events and the athletes.

Political:

A coalition agreement was signed among three political parties in the new municipality based on the following headlines: 'The future belongs to the children – Renewal – Simplicity – Anchoring'.

A small chapter on the seniors is included in the coalition agreement text says: 'We are determined to work towards the active engagement and participation of our senior citizens as active bridge builders between our cultural roots and the future. They shall be active partners and we shall make use of their knowledge and their competences.'

So far following initiatives have been agreed upon:

We will unveil the need of housing options aiming the senior citizens of the municipality in order to establish housing suitable to the various needs of that specific citizen group.

Counselling of the senior citizens shall be extended. The senior citizens and their relatives shall in due time be given counselling on the issues of becoming older. Furthermore the senior citizens should be given an offer of specific assistance during their preparation towards a life after their retirement. A part of the preparation may be a gradual retirement period from the labour market. As a part of providing care for the senior citizens the offers of domestic help and the courses for the domestic help assistants shall be extended.

We are at this time not aware of the perspectives as the extended municipality will not be officially functioning until January 1st, 2009.

Services:

All senior citizens, their relatives or any relevant cooperation partner – e.g. the health services

sector – may obtain contact in order to establish a wide range of assistance actions. Furthermore preventive visits are made with all senior citizens above the age of 75 years. The domestic help and the day centres keep track of various problems with the senior citizens in need of public awareness and assistance as well.

Any inquiries mostly go to the social services section of the municipality, and here a specially assigned civil servant will refer the charge to the relevant office.

Most of the assistance arrangements are free of charge for the citizen, but you may have to pay for the domestic help, if you have an income besides your pension, and as well you are being charged for disabled transportation services, food services etc.

Financial support from the authorities is provided according to specific and personal needs. Additional specific support may be provided for purchase of diet food, glasses etc.

Throughout the region the municipal authorities may offer personal and practical assistance, e.g. domestic help, day centres and senior citizens homes. The Homerule authorities may offer professional domestic nursing assistance and assistance for disabled persons in terms of various facilities and use of institutions.
Social advisors, various health educations such as nurses, health assistants, health staff generally, educationists and non-skilled staff.

The skilled staff has obtained their educations at the same level as in the Scandinavian countries. The non-skilled staff is being offered relevant courses within move techniques, dementia, senior care etc.

The working week is 40 hours.
The 24 hours institutions are staffed around the clock.
The domestic help is in action from 8 a.m. to 10 p.m.
The City Hall is open from 8 a.m. to 4 p.m.

Besides course relevant to the tasks the staff is also being offered personality courses, supervision, smoking cures, physical exercises etc., and as well suitable clothing for the job and cell phones are provided, food arrangements, transportations arrangements etc.

State of volunteering:

We are not in possession of written documentation on the range of voluntary assistance.

The voluntary work provided for the senior citizens is mainly coming from the middle age / elderly generations of the citizens. Within the sports activities, the scout's activities etc. more voluntary representatives of the younger generation are taking part.

The volunteers are mostly recruited by passing on the word.

There are no official rules covering the voluntary participation. However, most associations are ruled by their by-laws directing their scope of work.

The associations are not organized countrywide.

The politicians are positively minded towards voluntary work and participation of the citizens generally. Voluntary participation is being highly appreciated.

Rosemarie Elsner og Pia S. Johnsen
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