Beat: Health

ACTING FOR OUR SENIORS IS A NATIONAL CAMPAIGN TO SAVE THE MOST ISOLATED

BLUELINEA MAJOR PLAYER ON ELDERLY MARKET

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USPA NEWS - While France has been facing an unprecedented health epidemic for more than two months, initiatives of solidarity with the nursing staff are multiplying. However, at this time of crisis, we must not forget those who suffer from isolation and loneliness. We are thinking particularly of seniors who are the first victims of COVID-19. In this very difficult context for the elderly, Bluelinea, a major player on the Silver Economy market, is launching the “Act for our seniors“ campaign in partnership with several municipalities throughout France. The objective? Make sure that no elderly person is left behind.

A PARTNERSHIP WITH MUNICIPALITIES TO PROTECT THE MOST VULNERABLE----------
As part of its “Act for our seniors“ campaign, Bluelinea offers partnerships to municipalities throughout France, the objective of which is to ensure that no elderly person living alone or isolated is in distress during confinement. . It is a question of setting up a telephone call system to look after elderly citizens. Bluelinea retrieves a complete listing of people over the age of 75 from the municipalities and this is then the S.A.R.A. platform. (Support, Comfort and Assistance Service) which is responsible for calling them. In case of non-response, after several attempts, Bluelinea informs the Town Hall so that the latter can send a municipal employee or a police officer to the spot.
SOLIDARITY ACTION TO AVOID THE 2003 CRISIS----------
The objective of this action: to avoid the errors of the heat wave of 2003. As a reminder, during this period, approximately 25,000 deaths were recorded, the majority of which were seniors who died alone at their home, sometimes found only weeks after their dead. Seniors are not always able to report their distress on their own: confinement, isolation, difficulties with new technologies or sometimes advanced state of senility. It is very important not to neglect social isolation: a reality in normal times and a situation reinforced with the confinement which deprived grandparents of family time, vacation, often conducive to intergenerational exchanges and perhaps large vacation, if the situation continues. Because deconfinement will not solve the problem: the virus continues to circulate freely, the risks are still present: the elderly are therefore invited to be extra vigilant and limit outings. The problem of isolation is therefore likely to last, hence the importance of solidarity companions, the issue very well understood by Bluelinea.
VERY ENCOURAGING FIRST RETURNS TO THE TOWN OF ELANCOURT----------
These actions, considered essential by the town of Elancourt, prompted its CCAS (Center communal d'Action Social) to work with Bluelinea. A choice that became obvious for its Director: “Unable to do this work alone, we turned to Bluelinea, a company in our territory specializing in remote assistance. Their dedicated team of professionals made it possible to quickly reach some 1,400 Elancourt homes and identify the most vulnerable. We were then able to call them back by our CCAS agents, send the municipal police to the homes of people who did not respond. Thanks to this public-private partnership and very complementary work, we have been able to save very precious time, for the benefit of our Seniors. "
THE ACTION IMPLEMENTED AT ELANCOURT HAS ALREADY PRODUCED ENCOURAGING RESULTS----------
o 73% of the seniors contacted had an exchange with the teams; 3% expressed concern and would like to be called back from time to time by the City Council, the need which has been taken into account.
o 15% did not pick up the phone - police and municipal employees have been or are in the process of responding.
o 9% of calls were unsuccessful due to change of contact details or incorrect number. An administrative check has been performed.

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