

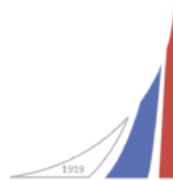
**REHABILITATING THE IMAGE
OF
PRIVATE RUSSIAN ELDER CARE**



WPI



ДОЛГОЛЕТИЕ
БЛАГОТВОРИТЕЛЬНЫЙ ФОНД
ПОМОЩИ НУЖДАЮЩИМСЯ В ПОСТОЯННОМ УХОДЕ



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УНИВЕРСИТЕТ**
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I. Abstract

Caring for aging populations will be a defining issue of the 21st century. Russian elders often require specialized care their families cannot always provide. The *Long Life Foundation* is addressing this growing need through private elder care facilities, but current public perception remains largely negative. Working with the Foundation, we surveyed the facility and its residents to determine the current state of their private facilities. This research informed sample advertisement materials we developed to improve public opinion about these facilities and to attract volunteers and donors.

II. Executive Summary

The goal of this project is to assess and improve the perception of private elder living in Russia. Our team hopes to improve Russian society's perception of private elder care facilities to attract more volunteers and donors. We collaborated with the *Long Life Foundation*, a charitable organization that focuses on providing elders high quality specialized care that their families cannot always provide. Using the *Long Life Foundation's* Moscow region homes, we developed an understanding of the current state of Russian private elder care. Following our visits, we surveyed the Russian public to better understand their views on private elder care. With this data in mind, our team worked to improve the foundation's physical advertising and online presence. Additionally, we compiled a significant amount of research on social isolation and other areas for future IQP teams and created a set of recommendations for future projects. These recommendations will provide a template for increasing public awareness of the homes and improving conditions within the homes through social engagement.

Social isolation results from a lack of meaningful social interaction. Social isolation disproportionately affects the elderly due to the changing social roles and major events such as the deaths of loved ones and hospitalization that occur in old age. Russia's population is aging rapidly. Simultaneously, many elders are being abandoned by their family members due to immigration and other external forces. The lost connection to their family is extremely harmful to the mental health of these elders.

Russia, like much of the developed world, is playing host to an aging population. Russians are living longer, but birthrates are plummeting. In the coming decades, Russia will confront a growing elderly population and a shrinking working-age population. Meeting the demands of this demographic shift will require a massive expansion of Russia's nascent elder care industry. Russia will have to step up to meet these demands sooner rather than later.

Our team visited two facilities operated by the *Long Life Foundation* to make observations, speak to residents, and interview staff. We discovered that these homes offered a level of care comparable to many American private elder care facilities. In both of the *Long Life Foundation* homes, programs such as arts and crafts and gymnastics are available to keep the elders mentally and physically active. In addition, both homes have large common areas to encourage social interaction. The residents we talked to, many of whom suffer from mental or physical disabilities, said that they have plenty of friends within the facilities. Our team administered surveys to the elders to assess their feelings and attitudes toward the home. Despite the efforts of the foundation, social isolation is still extant within the homes: the residents told us that receiving visitors such as ourselves was a rare and exciting experience.

Russian private elder care is effective and relatively inexpensive. However, when we surveyed the Russian public an overwhelming majority of the respondents reported that they never have had an elder relative live in a private elder care facility. There are significant cultural barriers that prevent expansion of the private elder care system. For example, Russians traditionally live with their elderly relatives until they die. Many Russians are reluctant to move their parents into private elder care facilities: some people distrust privatized care on principle, but most people are simply uninformed about the benefits of private elder care. Effective advertising aimed at the children of the elderly, as well as the continual improvement of care provided by the facilities, should be a priority moving forward.

In addition to cultural barriers, elder care facilities such as the ones operated by the *Long Life Foundation* are dependent on charitable donations in order to stay afloat. Despite the relative low cost of the facilities, the pensions and contributions from the families of the elders are often not enough to cover the cost of the care. The *Long Life Foundation* does its best to assist the elderly that need help but are unable afford it. Currently, the Russian government has not given enough financial support to the private elder care industry. The lack of funds available to private elder care facilities has created a large population of underserved elders in Russia. We hope that changing the public's perception of private elder care facilities will result more elders receiving the care they need.

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IV. Introduction

Elders face a wide variety of issues that require specialized care. Private facilities can be a good solution to the problems of Russian elders as they provide palliative care for their residents. Private elder care facilities can be one of the best options for an elderly person's future, in terms of both rehabilitation and social interaction. These facilities have access to modern medicine and specialize in assisting elderly people. The elders in these homes receive a level of care that their families are often unable to provide.

Private elder care facilities are a good solution for the needs of many elderly people, but their negative public image makes it difficult to attract residents. Negative public perception prevents elderly people who need care from receiving it at private elder care facilities. The residents of elder care facilities require constant assistance and attention from the staff which can lead to mental exhaustion for many of the employees of the facilities. A particularly effective way to reduce some of the burden on staff is by utilizing volunteers. One of the greatest needs of the elders who live in private facilities is mental stimulation. Volunteers can easily provide this and also remind the elders that society has not forgotten them.

The goal of this project is to change the Russian public's perception of private elder care facilities. Due to lack of access to public facilities, the scope of this project will be limited to private elder care facilities run by the *Long Life Foundation*. The project's goal will be accomplished by developing sample advertising materials that can be fully developed by future groups. The advertising campaign will have the goal of attracting volunteers and companies to donate their time and resources. The increase of resources available to private elder care facilities will improve the lives of the residents and reduce their feelings of loneliness.

V. Background

Social Isolation

Failing to meet the human need for social interaction can lead to negative mental and physical health outcomes. Social isolation is characterized by loneliness, low self-esteem and depression, which contribute to a sedentary lifestyle. The sedentary lifestyle of the socially isolated elderly is accompanied by the declining mobility of old age. Declining mobility in conjunction with disability compounds the effects of social isolation. As people live longer, with advances in technology and medicine, social isolation will become more common. The problem of social isolation becomes more difficult to manage as elders age. Social networks, disabilities, and the mobility of elders worsen over time, which together compound the social isolation of the elders.

When elderly experience major changes towards the end of their lives, their perception of social interactions can also change. In old age, people face retirement, changing social roles and declining health. Facing a new reality and identity leads to feelings of isolation. In the context of Russia, the fall of the Soviet Union led to massive changes in the lives and roles of elders. Cultural expectations and roles shifted, and the elderly lost some of their revered status in Russian society. As more of Russia's population ages, it will be difficult for the nation to care for their most vulnerable citizens. The rapidly changing dynamics of Russian society has left many elders alone. For example, the migration of family and friends to places of work and abroad has led to many elder Russians simply being abandoned in their own homes (Fitzpatrick, T. R., & McCabe, J., 2008).

In general, human interaction is the best treatment for social isolation. Within this central idea, there are several approaches to reducing social isolation. Each approach can be classified under technology, culture, personal connections, or combinations of each. Technology can help elderly people connect to the outside world, gain social support, engage in activities, and boost their self-confidence (Chen, Y., & Schulz, P., 2016). Technology develops connections with family and the world and reduces social isolation. Cultural integration has a similar effect. Elderly who integrate with and connect to their culture lead less socially isolated lives (Kurian, R., & Uchiyama, C., 2012). The most important tool for reducing social isolation is creating relationships between elderly people and others, a task that is best understood and performed by elder care professionals.

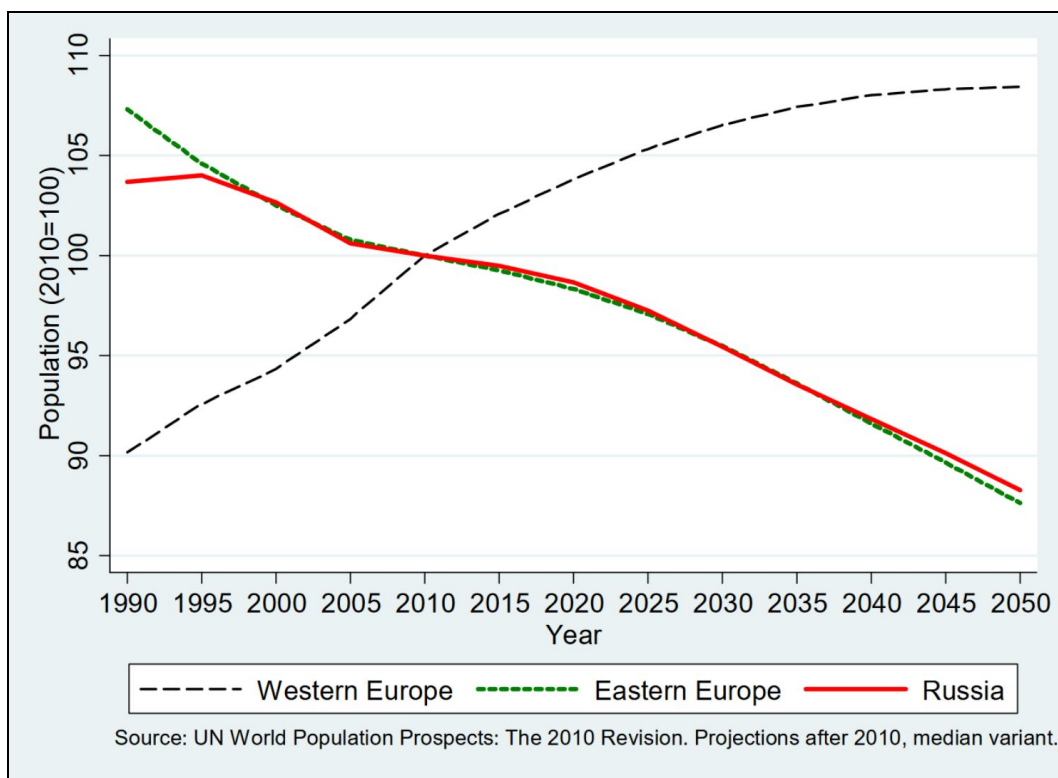
Studies have shown that within private elder care facilities group gatherings have proven to reduce social isolation. Even so-called interventions within an individual's living space has

shown to reduce feelings of loneliness (O'Rourke, 2018). This is something that the Russian public is not necessarily aware of. Social isolation is not enhanced by being placed in a private elder care facility. Although the buildings may be isolated in rural areas, social isolation is reduced due to the collaborative atmosphere that these facilities can provide (O'Rourke, 2018).

Problems Surrounding the Russian Elderly

Demographics

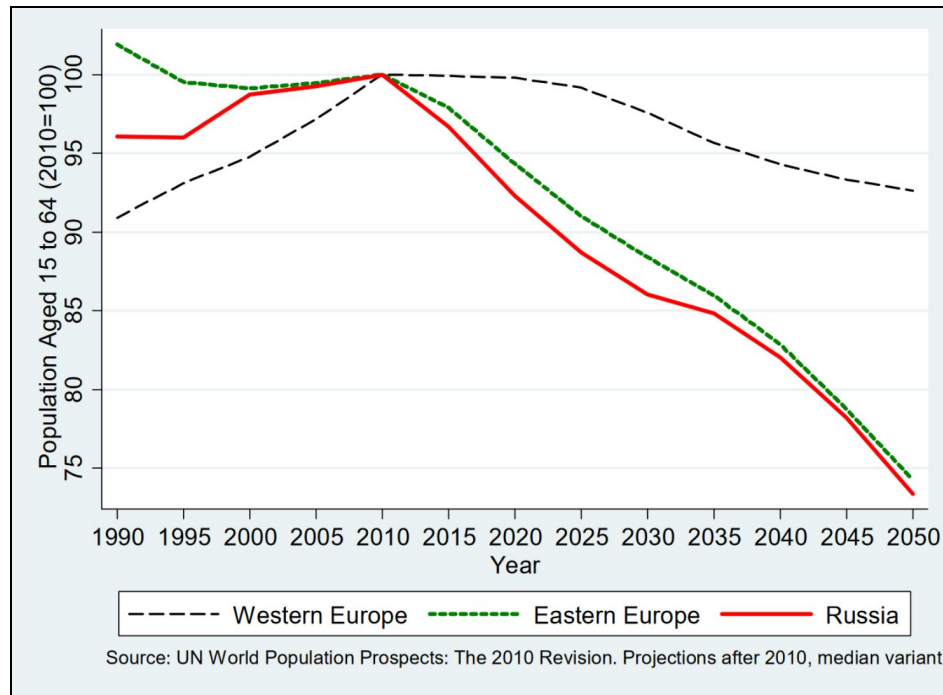
There is significant negative population growth in Russia (Economic and Social Commission for Asia and the Pacific, 2016). According to the CIA World Factbook, Russia has -0.11% population growth, placing them at 205th out of 234 countries for which data is available (Central Intelligence Agency, 2019).



The total Russian population is projected to decrease dramatically (Matytsin, M., Moorty, L., & Richter, K., 2015).

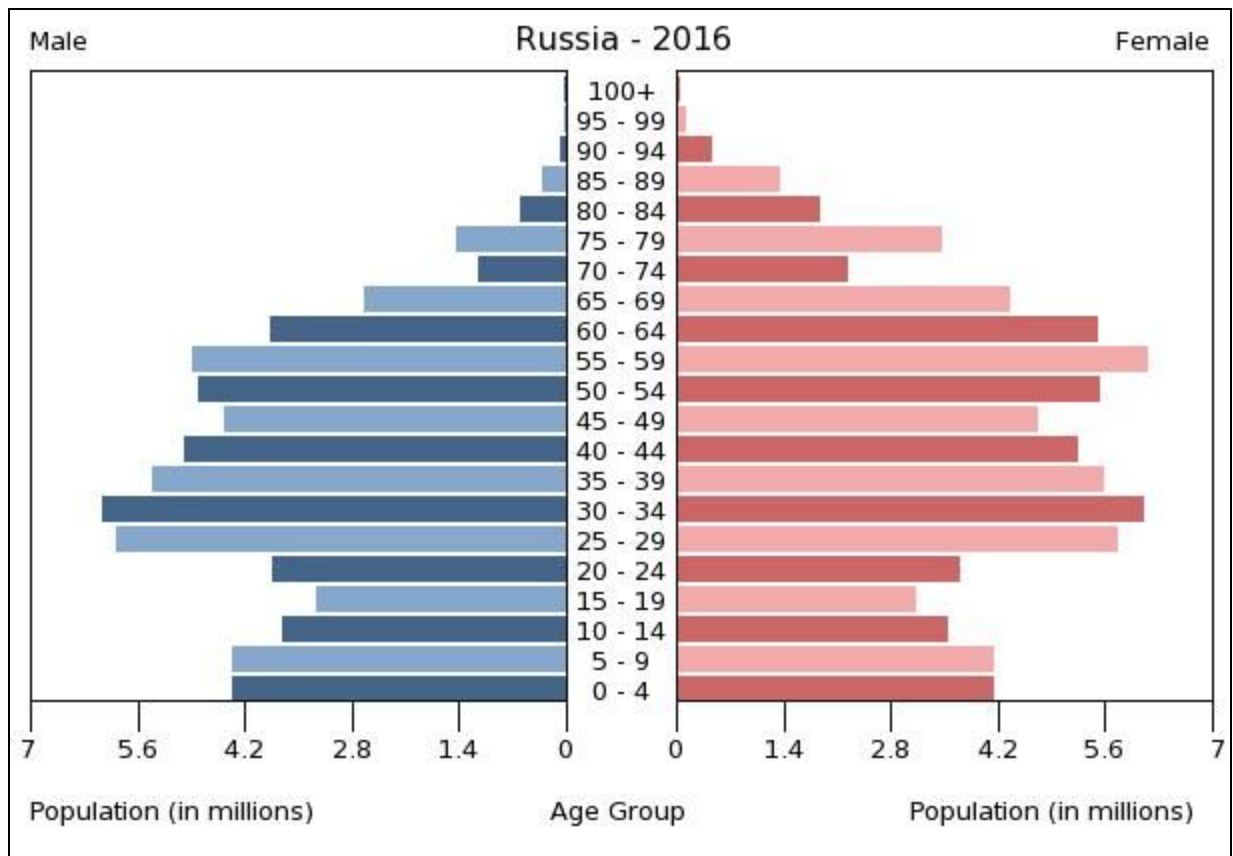
Russia's mortality rate, the 8th highest in the world, is worse than Afghanistan's mortality rate (Central Intelligence Agency, 2019). Even as the population continues to age, mortality among older Russians remains high. In much of Russia, nearly 20% of the population will fail to survive from age 60 to age 65. This mortality rate is even worse among men (Kashnitsky, I., 2018).

Declining birth rates and overall increased life spans have caused Russia's population to age rapidly. The working population, which is people aged 15 to 65, is decreasing quickly (Matytsin, M., Moorty, L., & Richter, K., 2015).



The working population is projected to decrease dramatically (Matytsin, M., Moorty, L., & Richter, K., 2015).

Most elderly people in Russia are female due to high mortality rates among Russian men (Central Intelligence Agency, 2019). As can be seen in the figure below, there are significantly fewer elderly men than women.



Elderly Russian women outnumber elderly Russian men (Central Intelligence Agency, 2019).

Demographic information can be helpful in a host of ways when evaluating the health, culture, and behaviors of a community. As the elderly population grows in a country, the societal characteristics of that country changes in tandem with needs of its citizens. The demographic changes in Russia have led to changes in the nation’s elderly population. Isolation is caused by a dearth of social interaction with friends and relatives, which has become common among Russian elders. This trend is at least partially due to the current system of settlement in Russia and the breakdown of traditional family roles in the last 25 years (Berzin, B. Y., Kuzmin, A. I., & Pyshmintseva, O. A., 2015). The fall of the Soviet Union has proved to be a major driver of population and cultural change in Russia. Many Russians migrated both within and outside of Russia since 1991. The large number of highly educated and culturally aware Russian elders can share their knowledge and invigorate new residences. The shifting demographics of the Russian population will likely play a large role in the future of the country and will shape efforts to improve the lives of its elderly residents.

The growing elderly population has produced a large demand for specialized care. Many elders are unable to obtain the care they require due to the belief that children should personally care for their parents. The growing elderly population in future years will only result in a growing number of underserved elders. If the perception of these homes is not changed, many elders will suffer.

Status of Russian Elderly

Unfortunately, the current state of elderly people in Russia is poor. A study found that Russian elders often have close connections to their family, who traditionally take care of them. However, due to their lack of mobility, their social network of friends can be significantly diminished (Litwin, H., 1995). Russian elders that do not live with their families, such as those in private elder care facilities, are twice as likely to become depressed as those living in multigenerational homes (Tran, T., Khatutsky, G., Aroian, K., Balsam, A., & Conway, K., 2000). This is a major issue for the future of Russian elders. As Russians continue to live longer and longer, rates of injury and disability will increase, resulting in families being unable to take care of their relatives.

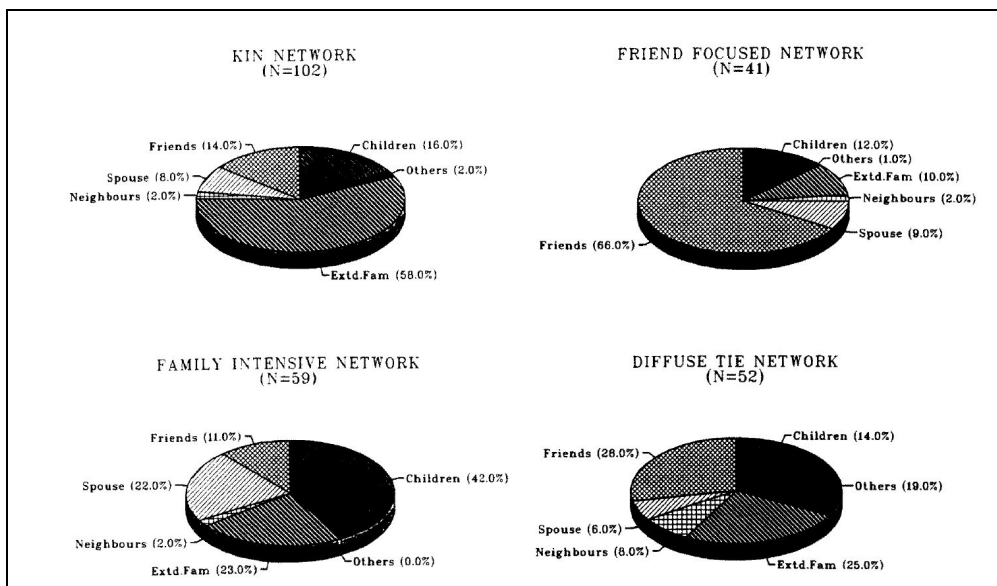
The collapse of the USSR resulted in the loss of some of the social safety net that elders had previously depended on. The transition between regimes in Russia resulted in a largely more impoverished nation (Iecovich, E., Barasch, M., Mirsky, J., Kaufman, R., Avgar, A., & Kolfogelson, A., 2004). The social services that elders used to rely on to avoid social isolation have disappeared (Iecovich, E., Barasch, M., Mirsky, J., Kaufman, R., Avgar, A., & Kolfogelson, A., 2004). Family structures often became too poor to offer meaningful support. Many elderly people were left on their own as their families emigrated. In this harsh environment, it is understandable that a recent proposal to raise the pension age was met with strong disapproval. Many elders would be put at risk of dying before their pensions ever started (Kashnitsky, I., 2018). Unfortunately, the Russian government seems to have neither the funds nor the resources to meaningfully improve their care (Iecovich, E., Barasch, M., Mirsky, J., Kaufman, R., Avgar, A., & Kolfogelson, A., 2004).

Russian treatment plans for elders are often inadequate. According to a study of over 2,000 elderly Russian and Ukrainian Jews, Russia has failed to meet the level of support that elders received in the Soviet Union (Iecovich, 2004). During the USSR, the state was viewed as an entity that met its citizen's needs throughout their lives. The Soviet Union had a stable system of human services that provided for its citizen's needs from birth to death. Culturally, families had more of an obligation to provide for their elders' wellbeing. The systems in place to prevent isolation have somewhat atrophied under the post-Soviet order.

Elderly people, once seen as culturally valuable, are now seen as more of a burden. Due to low pensions and nonexistent savings, they have become more reliant on others to help pay for necessities (Round, J., 2006). Once they are retired, the Russian pensioners generally pursue a

more family-orientated role in society, performing tasks such as like taking care of grandchildren (Ryabova, T. M., Frolova, E. V., Rogach, O. V., & Kirillov, A. V., 2018). However, the physical inability to act as caregivers and fulfill their new social roles can lead many to lose a sense of independence and become depressed.

The elders are being abandoned in their own neighborhoods. As they age, their deteriorating bodies limit them from participating in the social events that keep them relevant in their communities. Community support is vital for elder care facilities. These facilities cannot survive without exchange of resources, such as donations and additional funding (Fitzpatrick, T. R., & McCabe, J., 2008). Elder care facilities have a pressing need to think seriously and creatively to ensure they are functioning in the future (Fitzpatrick, T. R., & McCabe, J., 2008). These facilities for the elderly must strive to create a new life for the elders relying on them to help leave their old life behind. Not assisting them in their transition to a new life and providing support can lead to the elderly becoming isolated. Because these facilities rely heavily on donations from outside communities, or even the government, the perception on these homes must change. The Russian population must not only come to believe that these homes benefit the elderly, but that their time and resources will be used effectively and not wasted.



The composition of social networks of Russian immigrants (Litwin, H., 1995).

The Lives of Russian Elders: Old Stereotypes and New Tendencies

For many Russians approaching old age the future can seem bleak. The government pension is not enough to live on and most Russians never could gain the kind of wealth or

property required to finance their own retirement (Weir, F., 2016). In an interview with *The Monitor* journalist Alexei Simoyanov, an expert with the Institute for Study of Globalization and Social Movements in Moscow, says, "Cuts in subsidies, low professional standards in old age homes, and multiplying bureaucratic requirements just to realize one's rights, all combine to make it increasingly hard to be old in this country" (Weir, F., 2016). Elders face a diverse set of challenges associated with aging. It becomes difficult to treat so many people with such varied conditions.

Russia has a tradition of strong family connection, so many elders live with their families as they age. However, a larger problem emerges when the elderly inevitably begin to develop physical and mental health problems that require intensive care. Some families are wealthy enough to hire healthcare professionals, called "babysitters," who are specially trained in rehabilitation and care for elders (Sarkisyan, D., 2018). However, many relatives of elders are forced to quit their jobs and take care of their pensioner relatives themselves, which is difficult and frustrating work.

Many times, it is not feasible for an elderly person to turn to their family for help. Families often move away from their elder relatives or abandon them completely. In Russia, these elders cannot rely on their government for help either. Bureaucracies do not seek out elderly people who might need help. Even in the case of someone who can be cured easily given time and rehabilitation, like an elder who has been discharged from surgery, social services might never get notified that they exist. Even if social services were notified, they might not give assistance, because hospitals and social services report to different branches of the government, so they often do not cooperate (Sarkisyan, D., 2018). Instead of turning their backs on the elderly, private elder care facilities will give the elders the care they need, and that their families just can't provide them. However, in Russian society placing an elder in a private elder care facility is more disgraceful than leaving them on their own. This perception must change.

Russian Elder Care Facilities

A good option for elders is private elder care facilities. These facilities are often clean, modern, and use evidence-based medicine. There are many facilities, owned by various foundations, both inside and outside of cities. These facilities offer one of the best possible outcomes for the elderly people they house by providing around the clock care, well trained staff, and programs to stimulate and entertain. The reason these private elder care facilities are so beneficial is because they treat each resident individually and design their care around each person's specific needs. However, this high-end care is not something that the average elder can afford (Weir, F., 2016). By some estimates, the home can cost up to \$130/day. For citizens of Moscow there is a government subsidy available, but the bill can still run higher than \$50/day (Sarkisyan, D., 2018).

An alternative path that millions of Russian pensioners take is admission into a state-run elder care facility. These homes are of inconsistent quality and are often severely underfunded. One man, Anatoly Grishin, had a degenerative joint disease that prevented him from getting out of bed. He lived alone, and had lost touch with his relatives, so he was placed in a government-run elder care facility. At this public elderly facility, he was almost entirely ignored by the staff for three months, until he moved to a private facility (Sarkisyan, D., 2018). Most of these public elderly facilities are filled with elders who have drastically different health issues and therefore different needs. These facilities devolve into what experts call “warehousing,” or “human storage.” According to Elizaveta Oleskina, the director of a private elder care facility, “Officials see only two options for elderly care: people either live at home and a social worker visits once a week, bringing groceries, or they’re sent off to a clinic” (Sarkisyan, D., 2018). Many of the elderly people in public homes stay there for long periods of time, with little to no improvement. This is due to the negative mindset that can be caused by “warehousing.” When elderly people are “stored,” it encourages the idea that they cannot be cured. This leads to a much lower standard of care among the nurses and staff of these elderly homes.

Advertising Methods

Elder care facilities usually advertise to the children of the elderly rather than directly to their prospective residents (Carruthers, 2016). Since these Baby Boomers and Gen-Xers are more likely to use internet services, they can be more easily targeted by ads (Strom, 2016). They are also more likely to do their own research, so accessible websites are a major component of most elder care advertisement. These websites need to work well on both desktop and mobile platforms. Around 80% of shoppers do research online before making a major financial commitment, so websites for elder care facilities are usually packed with information and visuals (Strom, 2016). These websites are often supported by social media accounts that highlight residents and chronicle the day to day activities of a facility. The method of advertising online was also supported by our interview with the Director of the *Long Life Foundation*, Vladimir Alekseevich Kavalero. Mr. Kavalero stated that their most effective method of advertising is their online website or online banner ads. These strategies can also generate interest in visiting private elder care facilities. Making these events visible and accessible is a top priority for many elder care facilities (Strom, 2016).

Government Aid for Private Homes

Moscow has continuously supported entrepreneurship and has backed small businesses with incentives such as paying export subsidies, advertising goods and services, equipment leases, and many more. Over the past couple years, Moscow’s industrial production rates have

soared solely because of the city's economic policy. Businesses, small or large, are eligible for huge benefits, especially financial benefits, and those benefits increase every year.

One of the largest advantages businesses within Moscow have is the Moscow Small Businesses Website (mos.ru, 2018). Taxes can usually pose a problem for most business, but the Moscow Small Businesses Website simplifies it. The Moscow Small Businesses Website has an online service that small business owners choose a tax plan best suited for their business. Users simply click the "Choose a Tax Plan" button, reply to seven company related questions, and the website will automatically recommend the best tax plan. The website also compares tax plans and explains why one is better than the other, so business owners also have the freedom to compare options. The website also allows business managers to obtain personal consultations, attend business lectures and seminars, and talk to specialists directly. Also, small businesses within Moscow can declare taxes by completing a service titled "Filling out a Tax Declaration under the Simplified Taxation System" (mos.ru, 2018). When utilizing this service, business owners will allow an online assistant to gather the required documents, usually completed within 24 hours, and send them to those who requested the documents. This service also allows business owners to choose properties and cosign loans, right at the comfort of their own office.

Another benefit Moscow business enjoys from the government is subsidies. Moscow now reimburses leases' costs up to 35 percent, a 10 percent increase from past years (mos.ru, 2018). Also, the Russian Central Bank will compensate businesses that are in debt due to equipment purchase loan contracts. These equipment subsidies include local sewage systems and equipment related to stamping products with markings (mos.ru, 2018). The purpose of these subsidies is to incentivize purchasing Russian-made equipment, which allows companies to meet environmental safety standards, along with eliminating counterfeit industrial equipment. Moscow businesses can also expect help with materials while participating in local and international business fairs. "The maximum subsidy will be 50 percent of the cost up to 350,000 rubles for companies in Russia and 700,000 rubles for participation abroad" (mos.ru, 2018). Compensation is also available for businesses registering, installing and filling out exhibition space. The "Made in Moscow" program also helps small to medium sized businesses rent out spaces to attract investors and clients.

Moscow is ranked the number one city that helps small to medium sized businesses globalize. Local companies in other regions often struggled to export their goods as it is difficult to obtain export certificates as well as figure out efficient transport logistics. The Moscow Mayor at the time of the new subsidy, Sergei Sobyenin, stated, "We are prepared to reimburse exporters for transport expenses and for part of customs and certificate costs during goods exports" (mos.ru, 2018).

Finally, the last major source of aid Moscow gives to small businesses is a system of free education courses related to financial and general information. These courses include subjects

from marketing, corporate governance, personal efficiency to new business legislation (mos.ru, 2018). Managers and employees can take part in several lectures or even schools. As mentioned before, entering a foreign market can be difficult. Therefore, businesses can send attendees to the Moscow School for Exporters where they can learn about customs clearance, taxes, foreign economic legislation, accounting and export tools. Free webinars and training sessions are also offered in marketing, sales, management and state purchases.

VI. Methodology

Understand Life Inside the Home

The main goal of this project was to accurately assess the conditions within elder homes in Russia for verifying or challenging the existing public perceptions. Any proposed programs, advertisement plans, or promotional tools would have to be predicated on a solid understanding of Russia's private elder care system. While our background research allowed us to gain some insight into macro-level forces such as demographics and economics, more detail was required. Assessing the intimate, day-to-day operations of Russian elder care facilities required visiting the facilities in person, observing the conditions directly, and interviewing staff members.

Initial Observations

During our initial visit to the *Long Life Foundation*, our team assessed the general mood, attitudes and overall mental and physical health of the Russian elders we encounter. Our observations during the visit gave us a sense of the necessary scope and depth of our recommendations for future steps. While not providing a complete view of the living facility, this initial impression helped us construct our theoretical framework for our interpretive analysis. From this initial impression, we learned that the facility provides adequate care for the elders, and that our focus should shift more towards changing the public's perception on private elder care facilities.

Survey of Elder Residents

To understand the needs of the elderly residing in the *Long Life Foundation* our team conducted a survey aimed at gathering data regarding their overall happiness and satisfaction with the facility. These results helped us establish a course of action to most effectively help the elderly. The questions on this survey can be seen in Appendix B.

A Broader Perspective

Our initial observations and the results from the survey of the pensioner residents provided us with important information about the lives of the elders. To create context for this information, we interviewed the director of the *Long Life Foundation*, and the psychologist who works at one of the *Long Life Foundation* facilities. The director's interview provided a high-level context of the *Long Life Foundation's* situation and helped focus the direction of this

project. Additionally, the psychologist interview provided a ground-level perspective of the care that is provided for the residents of the facility. These two interviews assisted us in fully comprehending the scope of this project and the needs of the pensioners inside private elder care facilities.

Interview with Director of the *Long Life Foundation*

Our team conducted an interview with the director of the Long Life Foundation, Vladimir Alekseevich Kavalero, to get an overview on the foundation's financial situation, relationship with the government, and advertising methods the home utilizes. As can be seen in the background of this report, the Russian government does not have many policies regarding privately-run elder care facilities. Vladimir Alekseevich helped us a better understand whether pursuing governmental funding for the foundation was reasonable. Additionally, our team gathered information on the fundraising and advertising methods of the facility, as well as their effectiveness with the public. From this interview, our team identified the facility's weak spots in spreading awareness and attracting volunteers. We then developed a course of action to improve their advertising methods and change private elder care facility's reputation among the Russian public. The questions we asked Vladimir Alekseevich can be seen in Appendix B.

Interview with Psychologist of the *Long Life Foundation*

To fully understand the mental state of the private elder care facility residents, we conducted an interview with the psychologist that works at the facility – Fadeeva Svetlana Nikolaevna. The questions in this interview can be seen in Appendix B. This interview focused on the mental state of the residents at different stages of their lives in the facility. We learned that the elderly improved mentally along with their physical recovery as time passed in the facility. Fadeeva Svetlana Nikolaevna works for the *Long Life Foundation*, and directly interacts with with the elderly residents daily. The psychologist facilitates programming for the elderly living in the home and assesses their progress weekly. Therefore, she is the most qualified person to provide us with updates on their mental and physical health. Additionally, the interview acted as a reference for the inner workings of private elder care facilities. Fadeeva Svetlana Nikolaevna explained the methods they take to improve the lives of the elderly and how those practices differ from other options available for elders. This emphasized the importance of this project's goal of changing the public opinion of private elder care facilities, as we learned about the benefits and extensive programming private care facilities like the *Long Life Foundation* provide their pensioner residents. The questions we asked Fadeeva Svetlana Nikolaevna can be found in Appendix B.

Assessing Public Perception of Nursing Homes

One of the main takeaways from our background research and initial discussions with our Russian partners was that the general Russian population views private elder care facilities negatively. This could be due to the reputations of poorly-run publicly-funded elder care facilities in Russia, or because of a cultural focus on personally taking care of older generations. To understand the public's view fully, and potential reasons for the distrust of private care facilities, we engaged with the public directly. We conducted a public survey to assess their opinions about elder care homes. We accomplished this through email aliases provided by the Financial University Under the Government of the Russian Federation, and by performing random sampling by approaching people at a mall in Moscow. The public surveys gave us a general view of a of the public's opinion regarding private elder care facilities and the elderly, but it helped us focus the direction of our project on changing public opinion for the benefit of private elderly facilities throughout Moscow.

Public Survey of Existing Perceptions of Elder Care

The public survey our team conducted aimed to gauge public opinion in as many varying age groups as possible. However, our main demographic is those who have pensioner relatives. We split our survey base into two groups: students received the survey via an email alias at the Financial University Under the Government of the Russian Federation, and the public were sampled randomly at a mall near the Financial University. This gave us results from varying age groups and provided us with the opportunity to see the difference in opinions between generations of Russian citizens. This data helped us plan a course of action on spreading more awareness regarding the kind of treatment the Russian elderly are provided within private elder homes like the *Long Life Foundation*. The survey can be seen in Appendix B.

Attracting Volunteers

To accomplish our goal of changing the perception of private elder care facilities to attract more volunteers and donors, our team developed two main deliverables: a sample internet channel and pamphlet that are examples of materials the found should further develop.

The internet channel is to be completed in future years of the project. The channel includes two major categories of information. The first category of information that the website has is the Russian public's perception on private elderly care facilities, ways that perception can change, and ways to attract volunteers and donors to the *Long Life Foundation*. The section can be seen in screenshots located in Appendix C. The second category of information is focused on

elderly resources that contain legal, medical, entertainment and education resources for the elderly. Our group has focused primarily on the section regarding changing the public perception on private elder care facilities. Future IQP groups can fully develop the website. Research to aid in educational programming for the elderly can be found in Appendix A.

Our second deliverable was a pamphlet that provides an advertisement for the home. It also can be used to spread awareness and attempt to improve existing public perceptions on private elder care systems. The pamphlet provides readers with general information about the home, such as locations, contact information for potential volunteers and donors, and a story from our point of view on private elder care facilities and the services they provide. Additionally, it features short stories the elderly residents of private homes share about their lives and how the home has helped them to cope with the difficulties of old age.

Limitations

Our plan was designed to allow us to understand conditions within the facility and public perception of elder care. We then used that information to challenge public opinion of private elder care facilities. The logical flow of this plan was its greatest strength, as it allowed us to move smoothly from one phase of the methodology to the next. In addition, the free response sections of our public surveys could be administered as informal interviews, increasing the flexibility of our data collection. However, we did not profile any homes outside of the *Long Life Foundation's* system, so we cannot be sure that all private elderly care facilities are operating at their standard. Additionally, we never had access to publicly-funded homes, so we could not draw any comparisons between the public and private systems. There was no way of comparing social isolation in the elder care facilities with social isolation in settings outside the homes outside of conversations with the elders themselves. We did not have access to their family members or any other caretakers outside the facilities. These limitations were mostly built into our methodology due to the nature of our sponsor and were mostly worked around by narrowing the scope of our project. However, they are worth keeping in mind when discussing our results and conclusions.

VII. Results

The Lives of the Residents

The primary objective of the project was to assess and improve the perception of private elder care facilities in Russia to attract more volunteers and donors. We used several methods to

assess the elders' quality of life: visiting the home to assess the general atmosphere and attitudes of the elderly people, administering a written survey to the elderly people, and interviewing the Moscow home's psychologist.

Understanding the *Long Life Foundation* Facility in Moscow

Before talking to the residents of the facility, initial observations were gathered to judge the atmosphere of a *Long Life Foundation* private elder care facility in the city of Moscow. There were about sixty residents at the facility. Most residents cohabitated with others. There were at least two - and as many as six - elderly people living in each room in the elder care facility. One of the largest rooms was dedicated to the five male residents of the home. It is likely that the low number of men present in the home was the result of the low life expectancy among men in Russia, as can be seen in the demographic section of background. Most of the elders in the home were bedridden. A minority of the residents maintained some basic mobility. There was large common area in the home with a table and a television. The common area could accommodate approximately twenty residents. While the residents who were present in the room when we visited were not bedridden, many suffered from mental disabilities and diseases such as dementia. The home was well decorated, making the atmosphere feel less like a hospital and more like a home.

During our visits, we talked to several residents about their social experiences within the facility. Many of them told us that they had friends within the facility, although they also made it clear that they would like more visitors. The large common area was clearly helpful in encouraging social participation. According to the psychologist at the facility, most of the elders participated in the programs and activities the *Long Life Foundation* offered. She explained that much of the programming was aimed at encouraging social engagement as well as mental and physical health. Based upon these observations and conversations, residents at the *Long Life Foundation's* facilities are being treated with social isolation in mind. Of course, every individual has a different experience, with different family situations, friend networks and levels of ability. However, we believe that most elders would experience worse social isolation outside the facility.

Analyzing the Elderly Survey Results

Based on our observations, we selected residents who seemed to be the most mentally fit. This group of mentally fit pensioners still struggled to complete the survey. The residents required the staff to explain meaning of many of our questions. Many were unfamiliar or unable to understand the Likert scale used to answer many of the questions. The survey used can be found in Appendix B. Most of the residents had visual and auditory impairments which

compounded the difficulty they experienced completing the survey. Beyond their physical impairments, many of the pensioners seemed to have a lot of difficulty mentally processing the questions. Accordingly, the staff had to both coach the elders and occasionally fill in the surveys for them. The interference of staff is a potential source of bias in our data. For example, many of the responses to our survey tended to fall on either extreme of the Likert scale. However, most of the elders confirmed in follow up interviews that they did have a satisfactory quality of life within the home. One of the primary benefits that came from administering this survey is that we learned many of the seniors within the home could not function on their own, and probably would never reach the point where they would be able to do so. However, despite this prevalence of disability, they were all satisfied with the conditions they were living in. Some residents even preferred the facility over going back to their families. We used this data in our deliverables to try and accomplish our goals of changing the public perceptions of private elder care facilities.

Interview with Psychologist of the *Long Life Foundation*

To supplement our observations and the information the elders provided in the surveys, we interviewed the facility's psychologist, Fadeeva Svetlana Nikolaevna. A full transcription of the interview can be found in Appendix B.

The private elder care facility's psychologist, Ms. Nikolaevna, underscored the importance of facilities such as the *Long Life Foundation's* facility for the elderly. Summing up the value of elder care, she said that "There are many possibilities of medicine to prolong life, but not to preserve a good quality of life." During our interview, we learned that private elder care facilities such as the ones of the *Long Life Foundation* can improve the lives of elders, especially those with severe limitations, through the holistic approach of palliative care. Ms. Nikolaevna talked at length about high demand the elders place on caregivers. Her work is focused on changing the perception the elders have of themselves and the outside world. "They should look at themselves, understand themselves, and not concentrate on others. But this is possible only by constantly working. You cannot say to them: 'Pay attention to yourself!' They are not used to doing this." From the interview, we found that the *Long Life Foundation's* home does a lot to care for its elder residents. We discovered that the home's programs are designed to promote self-care, which improves outcomes and returns a sense of independence to the elders. Ms. Nikolaevna believed that the self-care and self-image of elderly people in the home improve in a way that it couldn't without the specialized care private elder care facilities provide. The focus on self-care followed the home's emphasis on rehabilitation and preventative care.

Interview with Director of the *Long Life Foundation*

The purpose of the interview with Vladimir Alekseevich Kavalero, the Director of the *Long Life Foundation*, was to better understand the business side of the foundation and explore new ways for our team to help within the scope of our project. The interview with Vladimir Alekseevich was informative and helped inform the direction of our project.

The interview had three goals: to understand Vladimir Alekseevich's future for the *Long Life Foundation*, the effect of government legislation on similar charitable organizations and the feasibility of government assistance, and to learn the best methods for attracting donations and volunteers. Our vision of attracting volunteers to the home and raising awareness was congruent to the vision of Vladimir Alekseevich. During the interview, we concluded that promoting public awareness and volunteering efforts of the foundation's homes would be impactful. We found that the *Long Life Foundation* allowed some seniors to live in the home at a discount, or in some cases even for free, under certain circumstances. Vladimir Alekseevich said that the home was a hybrid entity with both business and charity components. He went on to say that the elderly population was severely underserved: only around 10% of the elderly population that needs assistance receives the care that they require. Vladimir Alekseevich expressed his desire for the home to expand. To expand, the foundation needed more money. The homes were primarily financed through the pensions of the residents and contributions from their relatives. The remaining money was supplemented by donations. Vladimir Alekseevich emphasized the decreased burden on staff using volunteers as well as more donations can help the home serve more of the elderly population.

Vladimir Alekseevich said the best practices for advertising have "three directions: direct advertising, through social networks, image advertising, and services from the state." After our meeting, we decided to use advertisements on social media networks and on pamphlets to promote an internet channel that promotes donation and volunteering.

Perceptions of Elder Homes of the Russian Public

To create promotion materials for the homes of the *Long Life Foundation*, we had to gauge the public's view of these types of homes. We conducted two surveys to this end: one directed towards the students of the Financial University under the Government of the Russian Federation which had 79 responses and a median age of 20, and one directed towards the public which had 49 responses and a median age of 38. Please refer to Appendix B the questions and answers in detail.

Analyzing Results of Pedestrian Survey

To understand the public perception of private elderly homes in Russia, we developed a survey to be given to the public. We collected 49 responses at the Metropolis Mall with an age range of 21 to 78 and a median age of 38. We also collected 79 responses from students at the Financial University under the Government of the Russian Federation with an age range of 17 to 26 with a median age of 20. The students returned virtually the same responses as the public with the exception of a couple of questions. Overall, the students in our sample were less willing to place a relative in a private elder care facility and volunteer at one than the broader public.

Only 4% of the surveyed public had relatives in a private elderly care facility. This result was roughly in line with the portion of elders, that Vladimir Alekseevich said was underserved. Low public interaction with private elderly homes resulted in ambivalence and ignorance towards the homes, as seen in the results of Question 3. 20% of the public both strongly favored or strongly opposed private elder homes despite only 10% of the public having visited a private elder care facility. The lack of information the public had on private elder care facilities was perhaps best illustrated by this statement one respondent made: “Too little social information on this issue. This topic is rather unknown to [me] as I am not informed enough answer to the above questions yes or no.” Despite possessing little information or experience with private elder homes, 71% of the public said that they would never volunteer at an elder facility. The unwillingness to volunteer at these homes could be explained by misconceptions or negative stereotypes that the public harbors. Approximately one third of respondents in the public survey stated that they were not aware that these facilities have specially trained staff to care for the elders. Additionally, 60% of respondents were not aware that many of these types of homes intend to have temporary resident placement with the goal of rehabilitation and independence.

In the comments section, the public expressed the view that the government does not do enough to care for the Russian elderly. The current situation for the elderly in Russia was a result of a lack of legal protection, poor pension funds, and dearth of government programs for the elderly. The public expressed strong opinions against private homes, despite little firsthand experience with them. A common perception shared by all respondents was that private elder care facilities are not seen as accountable for their quality of care. The public may have been more willing to volunteer and donate to private elder care facilities if they were better informed.

Advertising Private Retirement Homes in Russia

Raising awareness and promoting volunteering through advertising may alleviate some of the issues plaguing elder care in Russia. In our interview with Vladimir Alekseevich Kavalero, v,

the CEO of the *Long Life Foundation*, he suggested advertising online as the most effective means of communicating to the public about private retirement homes. The advertisements should target Russians that have elderly parents. In addition, students should be targeted for volunteering. Possible advertising platforms could include social media websites such as VKontakte and Facebook. The advertisements should link to a website that provides information about volunteering opportunities and the *Long Life Foundation*. The information will help combat misconceptions and stereotypes about this type of elder care facility and explain the need and incentives for volunteers.

Website

Our team built the framework for a sample website, although we did not have the expertise to. The website has two primary components. The first component concerned volunteering and changing public perception about private elder care facilities; the second component was designed to have educational, legal, medical, and recreational resources. This second component could later be either integrated into the *Long Life Foundation*' existing website or be developed into a standalone platform. This section also required significant research and computer science knowledge, something our team did not have the time or resources to gather in the amount of time we had to complete this project. As a result, the website primarily focused on recruiting volunteers and changing public perception. Additionally, the public awareness component of the website included information on the effectiveness of these private facilities to dispel common misconceptions about private elder care. Rectifying misconceptions and removing stigma, while showing that peers are participating in these volunteering activities, could encourage people to act and to contribute.

Pamphlet

Physical advertising is useful as a complement to a strong online presence. In addition to the website, our team created a sample of a pamphlet, focusing on our team's experiences, that could be used to advertise the *Long Life Foundation*. The pamphlet could be used to raise awareness of the growing needs of Russia's elderly population. The content of the pamphlet was separated into three main sections: an overview of our visit, some statistics, and a description of the services offered. The overview was designed to cast a positive light on assisted living and its constructive effects on overcoming social isolation. Since this information is largely aimed at the children of potential residents, we highlighted the positive experiences of some of the residents. This information was intended to assuage fears about moving elderly people outside of family homes. Our records demonstrated that elders can be happy and healthy in private facilities. The statistics provide a basis for why private elder care is worth supporting in Russia. For attracting

donors, it is important to establish that the aging population of Russia is a problem, and that private assisted living can be a solution. Our statistics aim to convey both ideas as concretely and succinctly as possible. The services section shows off the various specialized treatments available at the home. On the back of the pamphlet, our team included contact information for the *Long Life Foundation*.

Video

As part of the promotional campaign for the *Long Life Foundation*, a video was created to document our visit to one of the foundation's facilities in the Moscow region "Белозерках". A film team, hired by the *Long Life Foundation*, followed us through our interactions with residents and staff, recording footage whenever possible. Members of our team were interviewed so that we could share our perspective on the project and the home itself. The film team then independently edited and produced a short video, designed to generate interest in the facility. This video was linked and promoted on the *Long Life Foundation's* website as well as their social media pages.

VIII. Conclusion

One of the defining issues of the 21st century is caring for the world's rapidly aging populations. The needs of millions of elderly Russians are not yet being met. However, Russia's burgeoning private elder care system is currently offering care almost comparable to that of western nations, and often at a fraction of the cost. When funding is secured, Russia has already created a blueprint for the future of its elder care system. Whether that vision can be realized depends on expanded governmental and private support, and a large scale shift in mindset from the Russian people. Attitudes towards the private elder care must change for Russia to be ready for the demographic shifts that await.

Private elder care facilities are, of course, only a small part of Russia's elder care system. There are also government-run facilities that take care of elders (Ryumin, A., 2018). Our discussion of Russia's private elder care system in this paper largely excludes these public facilities. While we managed to find some information about life inside government-run homes, it was not enough data to gain a real understanding of the public nursing home system. We only had access to facilities belonging to the *Long Life Foundation*, so we did not have any opportunities to visit or observe the public homes. Government-run facilities likely play an important role in the perception of elder care in Russia, but due to the limitations of our project, we were unable to investigate this connection. Our team does not believe this blind spot constitutes a major threat towards the results and conclusions of this project. However, government-run facilities are still worth looking into, and potentially trying to improve. Any future project teams should consider the possibility of investigating government facilities and policy in relation to elderly Russians.

Future Steps

This IQP should be treated as the first step of a multiyear series of collaborative projects between The Financial University and WPI under the Government of the Russian Federation. When our team first began working on this project, we intended to tackle social isolation within Russian elder care facilities. To that end, we did significant research into the causes and effects of social isolation in the elderly. We investigated methods assisted living facilities and nursing homes throughout the world used to combat loneliness and social isolation. Once we toured the *Long Life Foundation's* facilities, it became apparent that the residents already had many of the programs we were considering proposing. The elders had access to exercise, arts and crafts and other programs – not altogether different from the conditions experienced in American facilities. Through our conversations with the administration of the Long Life Foundation, it became clear

that the more pressing issues were related to the public's perception on private elder care facilities. Russians do not yet have the access or the will to support a large scale private elder care system. While social isolation is certainly an issue within Russian elder care facilities, moving to these facilities is a far preferable option compared to living alone or without adequate treatment. Therefore, our team's priority shifted to raising awareness of the issues the elderly face and raising the profile of *Long Life Foundation's* homes. Improving programming involving other organizations at these facilities is by no means off the table, it just did not end up being a priority for our team. A full summary of our research into social isolation, programming and worldwide best practices can be found in Appendix A.

Advertising Campaign

The *Long Life Foundation* needs higher visibility through better advertising. Due to the significant cultural barriers towards elder care facilities in Russia, the *Long Life Foundation* must prove that its facilities offer a level of care significantly higher than living with families or in government-run facilities. There can be no change until people trust the system. Our team put together a significant background of statistics and analyses that demonstrate how social isolation affects health outcomes overall. Some of this data went into the website and the pamphlet, but these are just small first steps of what would have to be a much larger campaign. Future projects could focus on raising awareness of social isolation and other issues among the elderly, as well as raising the profile of the services the *Long Life Foundation* provides. Even if future project groups decide to move their focus to programs, improving the public opinion of elder care facilities will still be a significant challenge. Time and again, the people we spoke to at the elder care facilities told us that our presence made their day better. Just talking to the elderly for a few minutes was enough to bring them genuine happiness. Future programs should aim to increase the number of social interactions that the elderly residents of these retirement homes experience. Advertising through using simple videos or pamphlets, could be a way of improving volunteer turnout as well as attracting potential individual donors or charities.

Government Grant

The need for more volunteering and philanthropy is well understood by the Russian government. The highly competitive presidential grant, which provides hundreds of thousands of dollars to outstanding charitable organizations, has frequently been awarded to organizations that promote volunteering of the type practiced by *Long Life Foundation* in the past. Going forward, the materials from this IQP and future groups which will build upon our work could be used to apply for the presidential grant in support of future development of these initiatives. Working with Mr. Kavalero, future teams could research and develop an application to compete for the

presidential grant. Mr. Kavaleroov has had experience with applying for government grants as the *Long Life Foundation* has applied before but has received negative feedback. From our interview with Mr. Kavaleroov, which can be found in Appendix B, receiving a grant has been a priority on the facilities list, and would provide the *Long Life Foundation* with enough resources to expand further.

Summary

The goal of this project was to understand and change the public perception of private elderly care facilities in Russia. When the public has a more positive view of these facilities, it is easier to attract volunteers and companies to donate their time. The research we have done in this project shows that visitors and services provided to elderly people dramatically decreases social isolation. We contributed to changing public opinion by creating a pamphlet and the structure of a website for the *Long Life Foundation* to use in future marketing campaigns. We also participated in a video for the foundation to use as an advertisement to attract donors and developed a plan for future groups to continue to help elders.

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X. Appendix A: Social Isolation and Potential Solutions

This appendix is designed to be used as a helpful reference for future IQP groups that will be focused on social isolation in the Russian elderly. For this project, this information was beneficial in understanding the programming that takes place in private elder care facilities in Russia. However, it is mostly focused on improving daily life for the elders who live in these facilities and is therefore not directly related to our project's goal.

Social Isolation

Without social interaction, the mental and physical health of a person will deteriorate. The absence of social interaction, called social isolation, leads to feelings of loneliness, negative self-esteem, and depression (Cornwell, E. Y., & Waite, L. J., 2009). Additionally, the transition and changes that elders experience often are the reasons for entering an assisted living facility. As a result, many elders enter assisted living facilities under stressful circumstances which act as an impetus for depression and social isolation.

Russia has declining fertility rates and difficulty providing for its growing elderly population. Decreased access to connections with relatives and the structure of Russian settlement itself has led to declining social interaction among Russia's elderly. Several institutions around the world have developed approaches to reduce social isolation. Using the technology and resources of the modern age, it is possible to limit the scope of social isolation in elders. It is imperative that institutions which support elders recognize and treat social isolation.

Definition of Social Isolation

Social isolation can be broadly defined as a lack of social support on an individual level. Elderly people experience two main types of social isolation: social disconnectedness, defined as lack of social relationships and low levels of participation in social activities, and perceived isolation, defined by loneliness and a perceived lack of social support (Laveist, T. A., Sellers, R. M., Brown, K. A. E., & Nickerson, K. J., 1997). Especially in the elderly, social isolation has significant negative effects, which exacerbate stressful life transitions, health problems and disabilities.

Social isolation can be measured in a variety of ways. These measurement criteria include social loneliness: a lack of integration and companionship, and emotional loneliness: a lack of an attachment figure (Ron P., 2004). Emotional loneliness mostly stems from a lack of family

interactions and can be difficult to solve. Small social networks, infrequent social interaction and lack of participation in social activities and groups contribute to social disconnectedness. Social loneliness can be mitigated through general interpersonal engagement (Cornwell, E. Y., & Waite, L. J., 2009). Diagnosing and treating these components is the most important step in combating social isolation. Problems arise when individuals become detached from their social networks and lose access to meaningful interpersonal interactions.

Social Isolation in the Elderly

Elderly people experience disproportionately higher levels of social isolation relative to the general population. Erin Cornwell and Linda Waite (2009), at the Cornell University and the University of Chicago respectively, point out that the elderly often face health problems and abandonment issues that can impede their ability to connect with their communities. These health problems include declining mobility and cognitive abilities. Not having the means or ability to connect with their communities increases social isolation of elders and reduces their feelings of independence. Elders are losing contact and connection to their communities all around the world (Fitzpatrick, T. R., & McCabe, J., 2008). Many countries are experiencing declining birth rates and a loss of family cohesion. As a result, an increasingly large number of elders are becoming socially isolated. Social isolation in the elderly has become an important policy issue and topic of research for many governments around the world (Kurian, R., & Uchiyama, C., 2012).

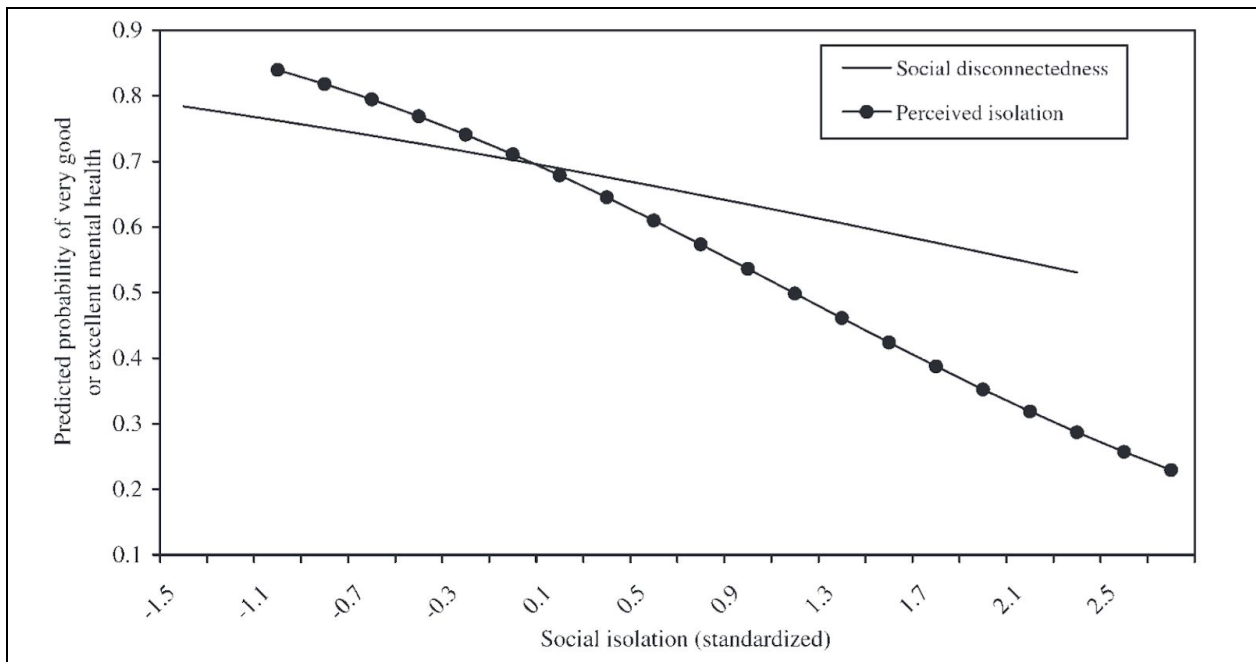
Causes

Social isolation and exclusion stem from a variety of factors. A study published in *Czech Sociological Review* examined the circumstances of socially isolated elderly Slovenians (Hrast, M. F., Hlebec, V., & Kavčič, M., 2012). They found material deprivation, poor health, and spatial deprivation were the primary causes of social isolation. In addition, they found that women, widows, and those living alone were most vulnerable to social isolation. The most significant finding of their paper is that many isolated elders were attempting to take steps to reconnect with their communities but were unable to succeed due to poor health and lack of resources. In addition to not being able to connect to their communities despite their efforts, socially isolated elders viewed themselves as having possessed a low socioeconomic status and wellbeing (Gouda, K., & Okamoto, R., 2012).

Effects

Social isolation is highly damaging to the mental and physical well-being of elders. Socially isolated adults experience a range of health risks including increased systolic blood

pressure, impaired cognitive function, depression, diminished immunity to Alzheimer’s Disease and higher risk of death according to a paper published in the Journal of Aging and Health by Caitlin E. Coyle and Elizabeth Dugan (2012).



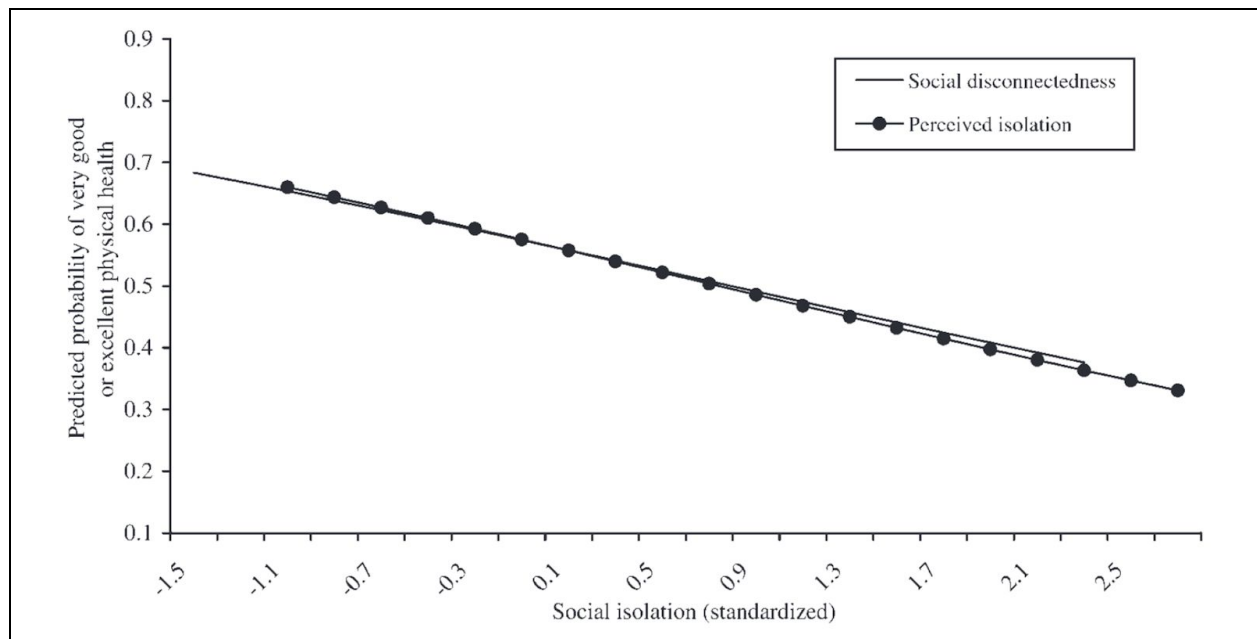
Social isolation is correlated with poor mental wellbeing (Cornwell, E. Y., & Waite, L. J., 2009).

Due to social isolation, elder citizens are more likely to suffer from clinical depression, which is challenging and expensive to care for. A 2004 study of Medicare beneficiaries estimated that between 4% and 25% of elder citizens suffer from some type of depressive disorder. Researchers discovered that these elders are more than three times as likely to visit emergency services and require hospitalization than elders without depression (Wu, A. W., Anderson, G. F., & Cooper, L. A., 2004). Most of these hospital visits were found to be preventable. Depressed elders failed to receive adequate treatment due to the cost of mental health services and the stigma of counseling. Because many of the afflicted elders had a weak social support network, these treatment issues were unlikely to be resolved (Wu, A. W., Anderson, G. F., & Cooper, L. A., 2004).

Nursing homes dramatically increase the incidence of depression among the elderly. In the United Kingdom, the rate of depression among the elderly population is 15% (Steptoe, A., Shankar, A., Demakakos, P., & Wardle, J., 2013). This number rises to 40% among the elderly population residing in nursing homes or geriatric hospitals. Studies carried out in the United States show similar results when comparing depression levels of the elderly residing with the community versus nursing homes (Ron, P., 2004). The emotional vulnerability of elderly individuals who reside in nursing homes is greater as many of them need to adjust to the loss of a

spouse in addition to the unfamiliar environment of the nursing home. Some research has pointed to the fact that nursing homes do not always offer a welcoming environment for an elderly individual who has just lost a spouse. The resulting feelings of loneliness and isolation can lead to worsening depression.

Older adults that suffer from depressive episodes are at an increased risk of experiencing suicidal thoughts. The highest risk of suicide stems from the feeling of failure, in this case failure to be able to care for one's self and lack of support. Many elders in nursing homes experience poor mental well-being. Symptoms include melancholia, lack of general interest in life and fears of isolation (Ron, P., 2004). Pnina Ron suggests there are five factors affecting the deteriorated mental health of the elderly in nursing homes: negative stereotypes of nursing home staff, society's negative stereotypical attitude towards nursing home residents, lack of control in a nursing home framework, insecurity and lack of privacy, and disconnection with friends and family (Ron, P., 2004). Deterioration in health and function, loss of a spouse and the experience of loneliness as a result were found to be the main causes that resulted in placement in nursing homes. Elderly people in nursing homes must undergo intensive adjustment processes when being admitted into nursing homes. It was also found that most elderly residing in nursing homes were widowed (Ron, P., 2004). The stressful circumstances that often place elders in nursing homes frequently cause depressive episodes which can greatly worsen the health of an elder. Depression also reinforces social isolation and a sense of loneliness as elders are left feeling unmotivated to socialize.



Social isolation is correlated with poor physical wellbeing (Cornwell, E. Y., & Waite, L. J., 2009).

Social isolation and loneliness are both tightly associated with mortality rates among elder citizens. A 2013 study surveyed 6,500 adults age 52 and older within the United Kingdom to discover the extent of this connection. The subjects were asked a range of questions designed to isolate feelings of loneliness and social isolation. A follow up was conducted seven years later to determine mortality. After adjusting for sex, age, illness and other factors, the authors concluded that social isolation was a direct predictor of mortality in older adults. The emotional experience of loneliness, while found to be related to social isolation, was not nearly as good of a predictor of mortality. They concluded that while steps should be taken to improve the quality of life in elder citizens by reducing both loneliness and social isolation, efforts to reduce social isolation would likely have the best effect on mortality (Steptoe, A., Shankar, A., Demakakos, P., & Wardle, J., 2013). Social relationships may also encourage adults to seek medical treatment and often motivate older adults to take better care of themselves and avoid negative health behaviors. Social relationships have also proven to act as a buffer to the negative health effects of stress (Coyle, C. E., & Dugan, E., 2012). Other research has pointed towards family support being the most effective factor in reducing feelings of depression (Ron, P., 2004).

Response to Treatment by the Russian Elderly

There have been several attempts to treat social isolation in elders around the world. Most of these efforts have focused on improving housing for the elderly, with assisted living centers using new activities and techniques to keep their residents socially active. Ultimately, improving social engagement has been shown to improve quality of life for elder citizens. A 2003 study of American assisted living residents found that social engagement led to decreased mortality rates, slower functional decline, increased happiness and quality of life and decreased depressive symptoms (Zimmerman, S., et.al., 2003). Social engagement was measured in three categories: participation in activities, contact with friends and family, and social withdrawal. Three types of facilities were surveyed, with a range of activities and resources available. Large facilities were found to promote the most social engagement. These facilities usually had a significant number of activities that fostered strong interpersonal bonds between the residents (Zimmerman, S., et.al., 2003).

Among Russian immigrants in the United States, lack of use of treatment services is a major issue. A 2001 study of elderly Russian immigrants in Boston found that the cultural beliefs prevalent in the Russian community often led to avoidance of certain health services and over-reliance on others (Aroian, K. J., Khatutsky, G., Tran, T. V., & Balsam, A. L., 2001). Using a combination of individual interviews and focus groups, researchers were able to create a behavioral model for elderly Russian immigrants. These Russians were found to frequently use hospitals and services like Meals on Wheels, while avoiding dentists, psychiatrists, nursing homes and assisted living. Loneliness, depression, and heightened health vigilance leads to a

preference for lengthy hospitalization and numerous diagnostic tests and referrals in elderly Russian immigrants. The researchers concluded that due to the widespread nature of these issues within the Russian community, the problem was cultural rather than individual. Although this study was done with Russian immigrants in Boston, who have a different cultural perspective than those who live in Russia, the cultural avoidance of treatment discovered in this study makes treating social isolation difficult. The situation taking place in Boston is likely like that in Russia, as it is a similar cultural background that causes Russian immigrants to avoid seeking care.

In Russia itself, treatment is also a major issue in and of itself. In general, Russians have different cultural expectations of treatment and care as compared to western patients. Especially among Russians who grew up in the Soviet Union, there is an expectation for personal contact and accommodation. Instead, most treatment plans used by doctors are composed of individualized risk assessments and long term, goal-oriented programs, concepts which are foreign and uncomfortable to many Russians (Borovoy, A., & Hine, J., 2008). In effect, standard practices of Western medicine ran contrary to what they understood as medical care. When doctors and staff treating Russian patients were required to take cultural sensitivity training, they adjusted their care accordingly. The result of this training and adjustment was an improvement in the healthcare outcomes of the Russian patients.

Current Practices and Treatment Options

Social isolation has been proven to be dealt with through creative programs like volunteer-friendly visiting programs, psychosocial group rehabilitation, technology for social networking, or even group physical activity (Coyle, C. E., & Dugan, E., 2012). Introducing older adults to new social networks has proven to be effective towards combating social isolation and increase feelings of belonging.

Elder centers in America have been designed according to the “voluntary organization model” - the thinking that suggests that socialization and leisure should be the focus of elder center programming (Fitzpatrick, T. R., & McCabe, J., 2008). As elder centers have evolved since the Older Americans Act, many of them have developed unique programs and services (Fitzpatrick, T. R., & McCabe, J., 2008). Social factors such as isolation and lack of access to a community are the critical challenges that are lacking attention and need to be addressed to ensure that elder centers aren't forgotten in the community. In addition, when elders were asked what they wanted to do with their spare time, they answered with a variety of potential programs that aren't currently prevalent in elder centers. Elders wanted to spend their time volunteering, traveling, improving their fitness, learning, enjoying the outdoors, creating art, and pursuing cultural activities (Fitzpatrick, T. R., & McCabe, J., 2008). Elder centers of the future must place more value on needs-based programs for elders (Fitzpatrick, T. R., & McCabe, J., 2008). New

programs should also address the mobility of elders in elder homes as well as attend to ongoing health concerns including social isolation (Fitzpatrick, 2008). In assisted living facilities in the United States, where there is a constant pressure to stay within budgets, values and underlying assumptions can conflict. The resulting tensions can lead to lower quality care for elders, which in turn can increase the prevalence of social isolation (Cirka, C., & Messikomer, C., 2012).

Assisted living follows a “social model” of care rather than the “medical model” of the nursing home. Naturally, the best models of assisted living can provide some of the best social care for the elderly. However, many of these facilities fail to completely live up to stated values. According to a 2012 study of ethics in assisted living, ethical codes are often left up to employees’ best judgement (Cirka, C., & Messikomer, C., 2012). Even in best cases, high turnover among staff can still lead to ethical issues. A lack of formalized guidelines can lead to harmful variations in treatment. Another problem for assisted living is the shifting nature of elderly care in general. As the human lifespan increases, the chances that an elderly person needs constant medical care also increases (Cirka, C., & Messikomer, C., 2012). Assisted living facilities are not designed to provide care for the elderly 24/7, and it can result in increased movement between hospitals, nursing homes and the assisted living facility itself. In general, it is significantly harder for the oldest and most vulnerable elders to remain socially engaged (Cirka, C., & Messikomer, C., 2012).

United States Nursing Homes

Among developed nations, the United States is unique. These differences in culture and geography have made the experience of elder citizens in America significantly different than most other countries. Just 6.3% of Americans over the age of 60 live with a younger family member (Paying for Elder Care, 2019). Americans, especially those in the workforce, are likely to move around a lot. Their elderly relatives usually cannot follow them. As a result, elders are often expected to be self-sufficient enough to survive on their own, even if that means working well into their Seventies. Of course, not all elderly people can live alone without help. In America, specialized care facilities and treatment for the elderly have developed to meet the needs of disabled or impaired elders. Around a million Americans live in dedicated assisted living or nursing homes. While this is a massive number that will only increase in coming years, it accounts for just 3% of all elder citizens in the United States (elderliving.org). In addition, “retirement friendly” communities exist in places like Florida, catering to elders who want to live independently in a more structured community. Largely because of these communities, almost 20% of all Florida residents are elder citizens (elderliving.org).

Living in nursing homes or assisted living is expensive. On average, elders in assisted living facilities pay around \$45,000 per year. Elders in nursing homes regularly pay \$80,000 per year or more (Paying for Elder Care, 2019). Programs like Medicare and Medicaid reduce this

cost significantly; in fact, elder care accounts for 46% of all federal domestic spending in the United States. Many states also have independent programs that reduce the financial burden on elder citizens. Even with these programs, costs can still be prohibitively high (Paying for Elder Care, 2019). Because of these high costs, elderly people regularly aim to live independently if possible, only entering dedicated elder care facilities after emergencies or at the direction of their families.

Technology and Social Isolation in Elder Facilities

Social isolation has been proven to be reduced through interactions with technology. Placing elders into online social networks can foster independence and social inclusion in elderly care facilities. Multiple studies have shown that loneliness and depression can be decreased using technology and social media. In one such study, elders reported higher amounts of involvement in daily activities, less depression, and a sense of empowerment (Saunders, E. J., 2004).

However, it seems that technology cannot be used as a complete replacement for human interaction. A German study found that social networking could increase elders' opportunity for social inclusion, but that it was ineffective in replacing "real life" socialization. According to the paper, "Online connections on their own are not enough to combat social isolation in isolated elder citizens. However, it can put the power to improve social inclusion into the hands of the people that need it the most, promoting independence in the elder citizens studied."

(Domínguez-Rué, E., & Nierling, L., 2016). Technology can increase connectedness, social support, and engagement for elderly people, but the positive effects of information and communication technologies seem to be short term, and generally do not last for more than six months after the technology is first used (Chen, Y., & Schulz, P., 2016).

Another challenge that must be addressed when considering implementing technology to combat social isolation, is the tendency of elders to struggle with modern technology. The internet is a useful tool for connection, but elderly people lack the knowledge to use computers to their full potential (Saunders, E. J., 2004). In addition to their lack of aptitude, elders tend to believe technology is only meant to be used by young people. This "technophobia" is decreasing as more elderly people learn to use computers and the internet, but it is a significant barrier when designing social programs.

Cultural Integration among Russian Elderly

Culture is an important aspect of identity, especially for elderly people. The sense of belonging that is associated with cultural or community engagement can be a major deterrent for social isolation. Programs that aim to improve integration of elders into their culture and

community have been successful, and models developed for this type of integration have been introduced in many places around the world.

Many elders live in cities that are not built with the specific needs of the elderly in mind. However, cities are often hotbeds of cultural activity that can serve to improve community engagement. In Mexico City, a revitalization project taking place in the historic city center has transformed the lives of the elders that call the city home. These people, despite limited mobility and increased social isolation, must survive in one of the busiest cities in the world. Over the last 20 years, the historic district has been renovated thoroughly through both public and private means, which has led to increased policing and the elimination of many stores, restaurants and street vendors. Older residents are mostly poor, receiving unstable financial support mostly from the government. Due to gentrification and higher rents, many elders are forced to work small part time jobs to survive. However, the historic district is an important physical and symbolic resource. Wide streets allow elders to walk to most shops safely, and public parks and gardens hold an important place in the cultural identity of many elders. The area's public art and museums also serve to ground older citizens in the culture and heritage of the region, and local churches engage in significant support efforts. When interviews were taken from the elderly Mexicans living in the area, most concluded that the renovation projects did not pose a threat, even if they did not benefit from them. Despite the difficulties caused by the renovation, the historic district offers even the most vulnerable elders a largely dignified and satisfying retirement (Salazar, C., & Paquette, C., 2006). These districts offer a sense of place for elders.

Sense of place is an important concept in studies of cultural integration. According to a 2002 study of the concept, sense of place can be defined as "the meaning an individual hold for an environment ... a feeling that may be altered and enriched by objects placed in the space." (Miller, N., 2002). The study, focusing on assisted living facilities in rural Appalachia, found that possessions can be used to integrate elder citizens into facilities. A survey of 23 elder citizens found that common objects from previous homes, including furniture, art and photographs, radios and televisions were often important components of their experiences in assisted living. These objects, when present, assisted in developing a sense of space for the elders. On the other hand, deprivation of these possessions was found to have strong negative impacts, including loneliness and social isolation. Many residents who did not bring personal items were simply resigned to living out the last of their days in facilities with no sense of home (Miller, N., 2002). Allowing elders to buy little trinkets and shop for items that can allow them to develop a sense of place and belonging.

Shopping can be a significant deterrent against social isolation for many vulnerable populations. The elderly benefit immensely from market interactions. Numerous studies have shown that weak, but in-person interactions can be particularly helpful for reducing the effects of social interactions. Elders with a diminished social network were found to build social ties with

shop owners and staff in a consumer setting. These ties were found to reduce feelings of loneliness and isolation, especially in cases where traditional social support was not always available. Shopping trips were found to have positive impacts on the physical health of elders as well. Although most of the social ties reported were largely illusory, market interactions were shown to be a significant source of integration into the local community and a strong deterrent against social isolation (Kang, Y., & Ridgway, N., 1996).

Renting out spaces in elder centers to local companies has been shown to also generate some positive effects. Instead of taking elder citizens out to shopping centers, this model inverts the scenario, bringing the shopping to the elders. A few elder centers in the United States have permanent restaurants or coffee shops within them, such as Starbucks. These are designed to bring in outside consumers, increasing the amount of interaction between the elders and the community. Similarly, some elder centers, like the Low Country Elder Center in Charleston, SC offer memberships to people who wish to participate in elder center activities. These elder centers also market themselves as hosts for community events. All these activities, while turning a profit, are designed to improve elders' engagement with their culture and community (Fitzpatrick, 2008). Importantly, these activities also bring the interaction to the elders, rather than the other way around; when programs for social engagement require old people to travel, they potentially risk damaging existing social supports and making things worse. Some studies have shown that even simply leaving the home can do more harm than good for elder citizens. Providing in home cultural and community services could be an important next step in elder care (Laveist, T. A., Sellers, R. M., Brown, K. A. E., & Nickerson, K. J., 1997).

In addition to government organizations and social work programs based out of elder centers, WPI students have worked on integrating old people into their community. A 2017 IQP developed a plan to facilitate integration between separated populations of North American elders in Cuenca, Ecuador. The Authors conducted interviews with both locals and the elders. Using their perspectives, the IQP team formulated a proposal to reach out to elders through opportunities for community engagement. Examples of these opportunities included a program to introduce elders to a local companion, who would aid in introducing them to the local culture. The team found that the most important factor for successful integration was having members of the community encourage engagement. This "grass-roots" approach proved most effective in ending isolation among the elders (Claveau, J. O., Colecraft, K. N., Vaccaro, M., & McNeill, T. J., 2017).

Educational Programming for the Elderly

A powerful tool to increase community engagement, reduce poverty and social isolation, and improve the quality of life of the elderly is education and lifelong learning. Many countries

around the world are facing aging populations. The aging populations have less people of working age which means fewer resources will be available to take care of the elderly. In addition, elderly poverty will increase as the resources of the state are increasingly strained to provide care for the elderly. One solution that has been proposed is to promote lifelong learning (Fan, C. X. 2013). The popularity of an education based solution is due in large part to the growing recognition that today's society is knowledge based. It is incredibly difficult for people to function and integrate into today's society without an education. Many elders, due to war, different political and economic systems, and reconstruction, have been left without a good education (Díaz-López et al., (2017)). As a result, many elders are poorly integrated today. Integration in society is a preventative measure against social isolation and depression in the elderly.

A significant impediment to elderly education efforts is the problem of time and space (Fan, C. X. 2013). Many elders are unable to travel and do not have the time to spend in a traditional setting to receive education. As a result, cloud computing based education can be a potential solution. Cloud based education platforms eliminate the need for the elderly to travel and allows the elderly to learn at their own pace when they wish to.

The elders want to learn. Elder citizens want to stay interested and continue enjoying life as much as possible. Not only will education improve their mental health, but it allows them to make important contributions to culture based on reflection and their accumulated knowledge and experience (Boulton-Lewis, 2010). Education and learning among the elderly will also allow them to adapt to changes within the environment in areas such as technology, lifestyle and overall health. Lifelong learning, as Boulton-Lewis mentions, would enable the elderly to keep up with technological and scientific advances to maintain the quality of their lives by “enhancing self-reliance, self-sufficiency, and coping strategies in areas of physical health and social relationships” (Boulton-Lewis, 2010). In an Australian study, the elderly was reported to have enjoyed learning because it kept their brains active and they enjoyed the challenge, and after further research the elderly who were stimulated mentally showed less decline in memory and continued growth in verbal knowledge well into their late seventies (Boulton-Lewis, 2010).

Although it is well known that the ability to learn and store information decreases over time, given time and enough motivation, the elderly can achieve significant learning outcomes (Boulton-Lewis, 2010). For the elderly, the ability to retrieve information, either through auditory or visual methods, are maintained into the late sixties (Boulton-Lewis, 2010). Also, when elderly was asked why they were motivated to pursue opportunities to continue learning, they're main reason was to keep their minds active. Studies have shown that no matter the age, an active mind is the best deterrent for mental illness. Also, the strongest factor for the elderly in favor of them learning is that although they learn slowly and need more practice, motivation will be strong enough to learn new skills (Boulton-Lewis, 2010).

Importance of Personal Connections among the Russian Elderly

A study published in the *Journal of Aging Studies* conducted by Howard Litwin at the Hebrew University of Jerusalem examined the social networks of elderly Russian immigrants in Israel (1995). He found four distinct social networks among the elderly Russians: the family network, the kin network, the friend network, and the diffuse tie network. Even among immigrants, a significant portion of the elders had family and kin networks. What was lacking across age, sex, marriage status, and socioeconomic status was friend networks.

Benefit of Friends to the Elderly

An IQP from 2010 analyzed the benefits the elderly community in London, England receives from the Lunch Club for Older Persons run by the Commonsense Trust (Withrow, A. K., Corcoran, I. C., & Over, R. A., 2010). The data found by the authors supports the statement that social interaction among peers improves the quality of life of the elderly by improving resident's mental health. The Lunch Club, and similar activities, provide elderly customers with the recommended amount of daily exercise, a nutritious meal, and an abundance of social interaction. Activities like the Lunch Club give elderly people motivation to involve themselves in society, which promotes mental health by allowing participants to develop an emotional support network (Withrow, A. K., Corcoran, I. C., & Over, R. A., 2010). With elders across the board lacking friend networks, it is incredibly important that elder care facilities put an emphasis on the development and fostering of friendships among their residents. This is directly affecting their perceived sense of social isolation and their health.

Benefit of Family to the Elderly

In addition to friends, connection to family is important for elders. Community care can be defined as, "provision of help, support and protection to others by lay members of societies acting in everyday domestic and occupational settings" (Zimmerman, S., et.al., 2003). The older a person becomes, the more dependent they are on the care of others. Outside the family there is little evidence of substantial inputs of care by members of the community since they are outside of immediate family. However, more and more elderly people are surviving into old, old age without any children or other relatives. Many elderly people are also outliving their spouses while having few children. A detailed study of a small group of families caring for severely disabled elderly relatives found that the average time spent on activities on weekdays were 3 hours and 24 minutes, where 3 hours and 11 minutes of the time were taken up by wives and 13 minutes by husbands. 15 of the 22 wives spent at least two hours a day caring for their elderly

loved ones while none of the husbands spent anywhere near this amount of time. The burden of elderly care seems to be falling on the shoulders of the women in the family even though the number of women in the labor force is also increasing (Hazel Qureshi, A. W. 1989). At the same time, women and widows are the most vulnerable to social isolation. Family connection plays an incredibly important role in the way that Russian elders see their sole roles and self-worth post retirement (Frolova Elena, A., & Malanina Veronika, A., 2016). As said previously, once the elderly reaches the age of retirement they begin taking on more family-oriented roles in society such as taking care of grandchildren. The elderly feel they have a purpose, a feeling of usefulness. Family, along with feelings of belonging, encourage the elderly to continue to have feelings of positive self-worth rather than the opposite - being placed in a retirement home forced to twiddle their thumbs as they sit in the same chair for hours on end. Also, in many cultures, like Russian and Iran, the elderly was once seen as powerful, influential members. However, due to change in modern society and family re-structures, elderly influence has been reduced (Hajinejad, F., Ravanipour, M., 2013). The elders are satisfied with themselves if they can play roles in their family post-retirement, even when they have chronic health problems, and their roles in the family are investments so they have someone to turn to when they can no longer completely take care of themselves (Hajinejad, F., Ravanipour, M., 2013). The roles elders play also have shown to have significant implications for their mental and physical health, and if a family were to abandon them, or not sometimes look to them for guidance or help, even in the smallest of aspects, it could be seriously detrimental to that elders' thinking about their self-worth (Hajinejad, F., Ravanipour, M., 2013).

In a certain study, the elders were classified into two distinct roles within the family: the referral role, classified by problem solving, maintaining secrets and being the leader, and the supportive role, classified by security provider and the role of financial supporter (Hajinejad, F., Ravanipour, M., 2013). The referral role was defined as “a person who used their abilities and experiences to help people and to gain a proper social place, and the supportive role was defined as “cooperation, help and supports that the elders provide for their friends and family members” (Hajinejad, F., Ravanipour, M., 2013). In conclusion, elderly need the companionship felt by interaction with family more than those made by making friends.

Best Practices Around the World in Elder Care

New, experimental facilities in Japan and the Netherlands exhibit some of the best quality elder care in the world. In both nations, cultural integration is a cornerstone of their newest care programs. One program in Japan involved placing elderly men and women, even those with dementia, into small scale retirement homes. Instead of focusing on medical care, elders participated in traditional roles of the household. These roles included cleaning, cooking, and in

some cases, watching after children. These activities allowed the residents of the facility to maintain a level of independence and dignity. Feeling useful in their community led to feelings of gratification and empowerment (Kurian, R., & Uchiyama, C., 2012). Similar strategies were found to be applicable even in much larger facilities. In this case, including the elderly residents when designing and implementing social activities was found to have several benefits. Residents were healthier, less costly to take care of, and rated higher in Social Quality. Another successful Japanese program used a system of volunteer networks to monitor elder citizens. These social workers were embedded into a network of specialists, diagnosing and treating behavioral and medical issues more efficiently. Again, this network proved to reduce medical costs while improving social quality, while at the same time connecting elders to their communities in new ways (Kurian, R., & Uchiyama, C., 2012).

The Netherlands has made similar efforts to improve the quality of life for its elderly citizens. One approach focused on revitalizing a deteriorating community through the introduction of an elder home. The facility was built around a central hub of restaurants, a library, doctor's offices and other fixtures, affording residents a guided but independent lifestyle. The hub was also opened to the entire town, creating a space where elders and ordinary people could interact. A youth center was set up nearby to encourage intergenerational social interaction. This project resulted in a strong sense of integration into the community for the residents of the elder care facility. Throughout care centers in the Netherlands, special care was given to make sure that elder living facilities functioned as a part of their community rather than as something separate. These efforts have led to a more dignified and connected aging process for elder citizens (Kurian, R., & Uchiyama, C., 2012).

XI. Appendix B: Surveys and Interviews

Elderly Survey

Survey

English

Hello, we are students from the Financial University. We want to emphasize that this is not an attempt to sell you anything or solicit funds. We're conducting this survey with local elders to learn how they feel about their living conditions and social interaction. Your responses will remain strictly confidential. This survey will remain anonymous unless you sign your name at the bottom. Thank you.

1. Just to confirm, you are currently a resident of an elder housing facility.
 - A. Yes.
 - B. No

2. Gender:

- a. Male
- b. Female
- c. Other
- d. No answer

Now, on a scale of 1 to 5, 1 being "Very Dissatisfied" and 5 being "Very Satisfied," please share how satisfied or dissatisfied you are with the following list of factors.

3. Your current living situation:

Very Dissatisfied 1 2 3 4 5 Very Satisfied

4. Your general relationships with others:

Very Dissatisfied 1 2 3 4 5 Very Satisfied

5. Your connection to your family:

Very Dissatisfied 1 2 3 4 5 Very Satisfied

6. Your connection to your friends:

Very Dissatisfied 1 2 3 4 5 Very Satisfied

7. Your connection to your community:

Very Dissatisfied 1 2 3 4 5 Very Satisfied

8. The quality of your retirement home:

Very Dissatisfied 1 2 3 4 5 Very Satisfied

9. The quality of programs offered by your retirement home:

Very Dissatisfied 1 2 3 4 5 Very Satisfied

10. Your level of independence:

Very Dissatisfied 1 2 3 4 5 Very Satisfied

11. Your general happiness:

Very Dissatisfied 1 2 3 4 5 Very Satisfied

Thank you for taking time to complete the survey.

Would you be willing to be interviewed? Yes / No

If yes, please write your name: _____

Russian

Здравствуйте, мы студенты Финансового университета. Подчеркиваем, что это не попытка продать вам что-то. Мы проводим этот опрос с людьми почтенного возраста, чтобы узнать, как вы относитесь к своим условиям жизни и окружению. Ваши ответы не будут разглашены. Если не хотите, Вы можете не подписывать лист. Спасибо.

1. Пол:

- a. Мужской
- b. Женский
- c. Свой вариант

По шкале от 1 до 5, где 1 - "Очень недоволен", а 5 - "Очень доволен", оцените уровень Вашей неудовлетворенности или удовлетворенности по следующим факторам.

2. Уровень Вашей жизни в настоящий момент:

Очень недоволен 1 2 3 4 5 Очень доволен

3. Ваши взаимоотношения с остальными вообще:

Очень недоволен 1 2 3 4 5 Очень доволен

4. Связь с семьей:

Очень недоволен 1 2 3 4 5 Очень доволен

5. Связь с друзьями:

Очень недоволен 1 2 3 4 5 Очень доволен

6. Связь с обществом:

Очень недоволен 1 2 3 4 5 Очень доволен

7. Качество услуг дома престарелых:

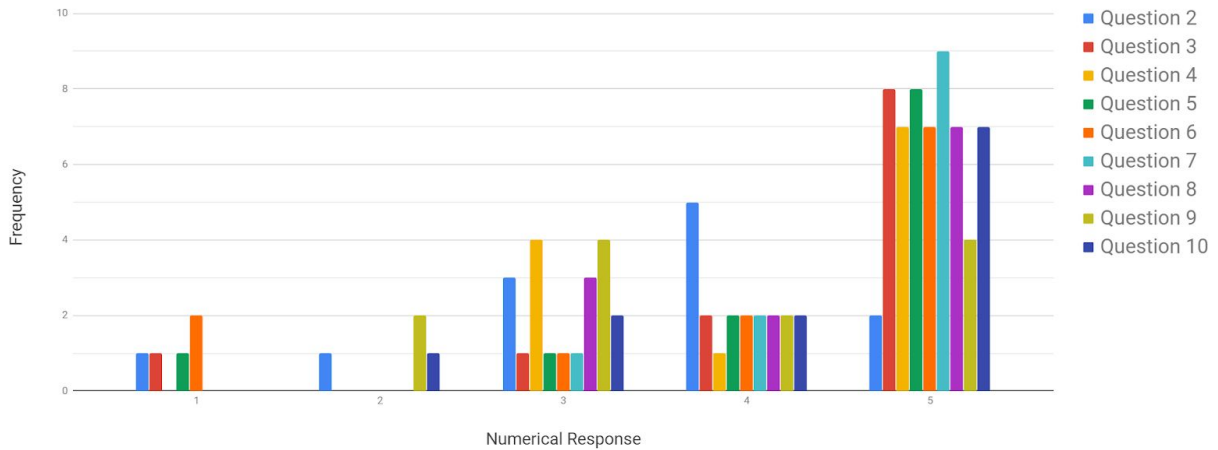
Очень недоволен 1 2 3 4 5 Очень доволен

8. Качество предлагаемых домом престарелых программ:

Очень недоволен 1 2 3 4 5 Очень доволен

9. Степень Вашей независимости:

nse 8												
Response 9	F	4	5	5	5	4	5	5	4	4		Y
Response 10	F	4	4	4	4	4	5	5	5	5	N	Y
Response 11	F	3	4	3	5	1	5	3	2	3	N	N
Response 12	F	4	5	5	5	5	4	5	5	5	N	Y



Psychologist Interview

Questions

Why do you think that elder homes are helpful for elderly people?

Почему вы думаете, что дома престарелых полезны для пожилых людей?

When elders enter the home, what is their mental state? What about when they leave the home?

Когда пожилые люди поступают в дом, каково их психическое состояние? А когда они выходят?

What do you think the elder home does for elderly people that their families can't do?

Как вы думаете, что делает дом престарелых для пожилых людей, чего не могут сделать их семьи?

What do you do as part of your rehabilitation program?

Что вы делаете в рамках вашей программы реабилитации?

We want to bring more volunteers to the home, do you think that would be beneficial?

Мы хотим привлечь больше добровольцев к дому, как вы думаете, это было бы полезно?

Our plan is to get resources from advertising and reaching out to organizations. What services do you think the elderly people would benefit from?

Наш план состоит в том, чтобы получить ресурсы от рекламы и контактов с организациями. Как вы думаете, какие услуги будут полезны пожилым людям?

Transcript

The transcript below was translated from Russian to English by Ekaterina Filatova:

Why do you think nursing homes are helpful?

Because the situation in the world has changed, because older people are getting more and more, the population is aging. There are many possibilities of medicine to prolong life, but not to preserve a good quality of life.

In most families, there are usually 1-2 children, and someone always must be with an elderly relative. That's good if the family has enough material wealth and if the living space allows you to allocate a nurse, or 2, which is better of course. Unfortunately, there are few such families, at least in our country. Most families have housing and material problems, so basically all adult children (40-50 years old) must work, just to live. So, the question arises, what to do with an elderly relative to avoid the situation that he will have to sit alone at home?

Nowadays there are quite a few examples, when a child cannot give his parent to a nursing home because sense of guilt and duty. "I gave you my youth, now you do something for me" ... And we have it spread. We are faced with problems, when healthy people of 40-50 years old end up in clinics with nervous breakdowns, because elderly relatives/parents, who sit alone at home and go crazy, require constant communication, attention, and for a person, who has worked all day, it is really hard.

Here we potentially save the health of the generation of 40-50 years old, a generation that is able to work and provide a decent old age to their parents. As for me, worthy old age includes the quality of life, the occupation of pain syndromes, satiety, dressing, supervision, care and communication. After all, there is no secret that when adult children come home after difficult working day, his mother or father, who are alone all day, need to talk. Here is an example of my own dad, who «squeezes out all the juices» to his daughter. Clearly you cannot refuse to communicate.

Could you give your parents to this nursing home?

I wanted to give my father, but I could not, because at that moment his wife, my mother, was quite independent, she was 70 years old, and she was still working. Mom was categorically against it - for her this is also unacceptable, probably due to feelings of guilt. For me, on the contrary, this is normal, because when my father died, my mother came down instantly. She held on to the fact that she needed to help her husband. Now mom is already 80, we quite often discuss her attitude towards nursing homes, and she herself says that if it is inadequate, I should not “suffer” with her.

What is the mental state of people when they come to you?

Initially, it depends on the diagnosis. If a person entered with physical disabilities, and he understands that he will be helped here, this is one state, if he does not understand, another.

If he understands whether his condition changes (his attitude to where he is) over time and if so, in what direction?

It is changing, but for a long period. Especially it is difficult for people, who have cognitive functions, to come to terms with the loss of abilities, independence since they miss and yearn. For them it hurts, shame. The problem is that in a state of helplessness, it seems to any person that other forces have a lot. Often their inadequacy is due to helplessness, it seems to them that their children can do anything.

From the beginning it is important to convey to the person an understanding of the need to accept their helplessness. And only when I sympathize with their helplessness, when they recognize their condition, can they think about their children.

What conditions do you think a nursing home can provide better than a family?

It all depends on the opportunities of the family. Well, when there is a separate apartment and the ability to hire several nurses. I would choose this option. But in most cases this opportunity is missing.

The most important aspect is professional care for an elderly relative. After all, almost all children have a certain attitude towards their parents - a kind of hierarchy. Whatever mature I am, I still will always have a gentle attitude to my mom, I will feel sorry for her. In the case of a nurse, the relationship is neutral: she will do her job and that's it. They will not have an emotional charge towards each other.

What are you doing in a rehabilitation program? Can you tell me what you usually do?

Usually, my program includes gymnastics, reading, crosswords, crafts, watching old movies, etc. The main thing is motivation. The emphasis is not on the actions themselves, but on the fact that they communicate with each other, see what others are doing.

I always try to touch on the psychic moments.

Are you trying to awaken in them the desire to do something?

No, I do not encourage them to do something. It's impossible. They need to be sent so that they pay attention to themselves. For example, there is one old lady who does not like to do something, she needs to be persuaded. And every time I say to her: "You don't like to strain yourself, but you want to go home, and you think that you can be at home. But how will you do it if you don't want to work?"

So, otherwise I always connect this with the mental problem that brings them suffering. It is important that they have an understanding that their relatives and we are not bad, and that they should look at themselves, understand themselves, and not concentrate on others. But this is possible only by constantly working. You cannot say to them: "Pay attention to yourself!" They are not used to doing this.

Is there any progress in these occupations?

No

Does it happen that the client is diligently engaged, and it helps him to recover and to return home?

This happens only when a person comes for physical rehabilitation, but I do psychological rehabilitation.

The goal of training, even of the same gymnastics, is not in the movement itself, but in that this movement helps to include the work of the brain, to strain, so that the neural connections work. I try to explain it to them. Neural connections are formed only when we do something difficult, something that is not easily given. The purpose of such daily activities is to preserve the quality of life. From this, life expectancy, of course, does not increase, but the quality at a concrete moment will improve. Quite often they say that after exercise they feel physically better. Of course, the pain does not go away, but the feeling that you feel your body, your muscles, is important for them.

One of the parts of our program is to attract volunteers. Do you think it will be useful for older people if, for example, we organize an ensemble or hold a concert?

Yes! When volunteers come, when children or adults perform, for older people this is an indication that people come to THEM, that the society has not forgotten THEM, and that people want to do something pleasant for THEM!

They treat their relatives, the people who work here as something ordinary, taking our work for granted.

We want to raise public awareness of this problem. What organizations do you think we could attract?

Raising public awareness means avoiding attitude to the nursing homes as doom. So, society should talk more about it everywhere. Schools and kindergartens can organize trips and performances in nursing homes. In addition to them, organizations of persons with disabilities. It is important that older people see motivation. You can also interest some large firms.

I think it is also possible to apply to all prefectures, to municipalities. For example, my husband sponsored a disability organization through municipalities.

Administrative Interview

Questions

Do you mind if we record this conversation?

Вы не против, если мы запишем интервью?

We just gave our presentation on our general direction of this project. What do you think?

Что вы думаете о показанной вам презентации?

Is it feasible?

По вашему, наш план осуществим?

Is our plan similar to what you had in mind?

Он близок к тому, что вы хотели с самого начала?

What do you believe Russia's society's opinion is towards nursing homes?

Как вы считаете, как в России относятся к домам престарелых?

In your experience from fundraising and trying to attract investors, what has been the general reaction?

Как вы привлекали/привлекаете средства? Привлекали ли вы когда-нибудь инвесторов?

How do you think your private nursing home compares to public nursing homes that are often seen as "warehouses" for the elderly?

В чем ваш санаторий похож на государственный дом престарелых, и какие у них различия?

How are private nursing homes financed?

Как финансируются пансионаты?

Do elderly residents receive any financial support if they can't afford the care?

Есть ли льготы и/или субсидии, программы поддержки для тех, кто не может позволить себе уход?

In what ways do you want the government to support The Long Life Foundation? Why?

Каким образом государство может поддержать ваш фонд? Хотите ли вы привлечь внимание к проблеме, чтобы внести новые предложения в законодательство? Если да, есть ли у вас программа действий?

From your experience, who would we have to contact to get government assistance with our project?

Кто мог бы оказать нам такого рода государственную поддержку? Знаете ли вы заинтересованных людей?

Is there anything preventing the home from getting a grant at this time?

Есть ли что-то, что мешает получить вам президентский грант сегодня?

Is the *Long Life Foundation* a non-profit organization? *If he says no* Is the organization profitable?

Долголетие - коммерческая организация?

Если да, получаете ли вы прибыль или терпите убытки?

What is the legal status of the foundation?

Какой официальный статус организации?

Would politicians benefit from backing private nursing homes or would they face backlash?

Могут ли чиновники и политики приобрести выгоду от этого вопроса или вы ожидаете отрицательную реакцию?

Желаете ли вы привлечь средства без помощи государства? Обладаете ли вы какими-либо ресурсами для этого помимо денег?

Would investment bankers back an investment for a private nursing home? Do they receive any tax breaks?

Как налоговое законодательство влияет на фонд?

Существуют ли налоговые препятствия иили льготы?

Рассматриваете ли вы возможность взять кредит?

Do you think there exists an underserved population of disabled elders that need the services of elder care facilities, but are reluctant to make the move?

Существует ли люди, недополучающие помощь в вашем направлении?

If we wish to really gauge public opinion, who do you believe we should get in touch with for survey distribution?

Кого по вашему стоит активизировать, чтобы менять общественное мнение

If we were to begin a fundraiser, who do you recommend we contact to spread awareness? What organizations do you turn towards to attract volunteers?

Если мы начнем сбор средств, кого бы вы порекомендовали в целях повышения осведомленности?

Do people seek out jobs at nursing homes or do you have to recruit your employees?

Хотят ли люди работать сиделками/сидельцами или вы испытываете трудности с привлечением рабочей силы?

How do you advertise to attract clients for the home?

Как вы привлекаете клиентов в дома?

Transcript

The transcript below was translated from Russian to English by Filatova Ekaterina:

What do you think about the purpose of our project? Does it coincide with your vision?

It fits. This is one of the most important goals of not only the social policy of the state, but of the whole life.

We received a letter from Mrs. Pastukhova with a program, one of the fundamental points of which was the development of the Internet channel. There are no programmers among us, we will not create a channel, but we will be able to think through its content. Does this suit you?

Yes, it does.

Based on what we have outlined and already partially implemented (prepared questionnaires, attracted the scientific community of our university, outlined a plan to attract volunteers and develop your YouTube channel and Facebook group, in which the student will be involved; in the near future we will conduct a survey people who are not directly related to your nursing home), what do you think about it?

Our today's communication, more precisely, a separate section (with these Americans), he runs ahead of everything that I would like to do with you, together with a financial university. I would like to do some research and exploration work within our relations. I see it this way: the scientific community of your faculty or of the whole university will study the problematics, and within this perspective there should be a separate isolated direction, let's call it "look from there to here or from here to there."

Would you like to expand your organization?

Yes, I would! I want to expand the organization and work with you (with the faculty) on a long-term basis. Specifically, in your group, you dictate what you need and are interested in, and we will already work on and think about where to put your ideas. The first step should be like a flag symbolizing our work. That is, we must start, raise the flag, then we will correct the direction of our work.

Is there anything in our country at the level of legislation that hinders or, on the contrary, helps to realize plans and ideas in this area?

There are 2 components in our foundation, one is the accumulation of material, monetary funds, assistance, and its direction for solving problematic social issues. And the second part is specifics. That is, we are a foundation, and we made a nursing home and helped specific people. I am more practitioner in life. When I worked as the head of real estate at the Financial University, I solved practical problems. The decision to join the university to the Financial University was mine.

So, does our vision coincide with yours?

Yes, it is the same.

We want to start with changing public opinion.

Resorts, boarding schools for the care of the elderly, today there is also the common name - "centers for long-term residence", most of them were still in the Soviet Union and have remained now, as a legacy. These houses have remained, and many people also have attitudes towards them since those times. A nursing home is a kind of Soviet hospital ...

Today in society there is a problem of caring for people of advanced age, and it is not surprising that private organizations, that are engaged in solving this problem, began to emerge.

Do you have many competitors?

In Moscow and the Moscow region there are about 750 private resorts with a total number of guests about 10,000. About 10-12 years ago, the first of them appeared, which began to provide care for the elderly, and then it began to develop.

Now, the state does not have a clear regulatory framework for the regulation of this activity. However, for the last 3-4 years the state is actively studying this moment. In addition, there are already some tax benefits, that is, we are completely exempt from paying taxes. And this is a huge support. There are also presidential grants. But we have not yet received it. At the moment, there is a big controversy over how this direction will be developed. Since when it is not regulated, there are no standards and norms, unscrupulous people have the opportunity to abuse it.

Am I right that boarding houses operate solely through charitable funds raised?

Usually, all boarding houses operate at the expense of funds paid by the relatives of the elders.

Do you consider business activities that will cover the needs of the fund? Federal law says that entrepreneurial activity can cover the needs of a charitable organization.

We do not object to this, we consider it as one of the options that we will accept funds from “benefactors” and use them in our interests. Our website describes in detail what purposes such funds can be used for.

But this is not the main thing, is this?

Specifically, our foundation today does not focus on this, because we are committed to helping the existing ones and creating new boarding houses, launching them on a paid basis.

Of course, at the expense of funds that come to us from charities, we partially finance some costs. For example, a charitable foundation pays us rent in Minsk Street, which is about a million rubles a month! This allows us to further resettle people either at no cost or to reduce fees.

Do you have a lot of people for free?

Little, about 6-8 persons. We have more people to whom we provide various benefits, such as, benefits to war veterans, to labor, victims of Chernobyl. We give a discount on accommodation, in some cases up to 15%. We also have targeted programs, when a person is in a difficult situation (he has no relatives / relatives cannot help), and then we keep this person completely.

Two weeks ago, there was a hearing in the State Duma and, where a law on social entrepreneurship was passed. It has not yet passed the Federation Council and it has not entered into force. It spelled out many points concerning the support of organizations such as ours. Social enterprises will receive assistance from the state in the form of subsidies, subsidies, free premises.

Do you think we could interest someone from the business? Maybe there are some contacts through which we can declare ourselves?

I invited Mikhail Abdurakhmanovich to become the co-chairman of the foundation. Since for me this is a worthy person whom I have known for a long time, whom I respect very much, I made him such an offer, and he is considering it.

Any attraction of resources, even if it is charitable, requires preparation, study. Even just to pick up these “wealthy people with money”, compose and send them letters - all this is not so simple.

Are there many famous graduates of the Financial University among them?

Including. There are many graduates of the Financial University or children whose parents are engaged in business and who could participate in funding.

But, on the other hand, today there are a lot of funds and there are a lot of advertising to attract resources. And this work is not systematized: everyone does what he does.

Maybe someone from politicians could be interested in this?

The social function of the state is the most important thing that the state has. And considering the fact that the number of elders in our country is a significant part, and it is constantly growing, the creation of conditions for normal retirement is an essential function of the state. In recent years, the state increasingly declares this. Laws are being passed at the level of federal authorities, at

the level of the president, the prime minister and Golikova.

Decree of the Government of the Russian Federation of December 30, 2012 N 1478 "On property support of socially oriented non-profit organizations", in which it is written, about gratuitous provision of premises or discounted provision. And it does not work. We appealed to the charity fund about this economy to the president and the prime minister. We applied twice and received refusals from the Federal Property Management Agency on their behalf.

We turned to the Council of the Federation on the social policy committee, presented all our letters to them and asked the legislature to see why we were refused. If we do not have to pay money for rent, we will be able to use it for something more useful. For example, open another house.

Minskaya has a high rent, 1.5 million rubles a month, the buildings are federal property. We managed to reduce it to 850 thousand rubles. such rent allows this object to function. Our foundation won the tender for the lease of these premises; we signed the lease only in March of this year. That is, we took this room as it was, but I hope that when you arrive next time, there will be a little bit better.

How will the third floor differ from the first and second?

Will you go there yet? Well, come in, take a look.

I'm going to take the third floor now - furniture is being placed there. We plan to make medical offices there, office premises, we will be doing a rehabilitation center.

Do you think there are many people in our country who do not receive additional assistance in this direction?

According to various estimates, only 10% are currently receiving assistance.

What about fundraising? How do you feel about raising loans?

We use this method. We generally try to use different options. What distinguishes our foundation from others, is that, on the one hand, we have a charity block, and on the other, a business block. We conclude an agreement with the relatives of our guests and use these funds for the benefit of the foundation.

Also, we take loans. Right now, we want to invite you to the boarding house under the Klin, Belozerki. We opened this boarding house last July, before we had opened it, we needed to do some serious repairs, and we spent several million rubles.

What labor do you attract? And is there enough of it?

Pretty complicated question. There are few good specialists. I tried a lot to attract medical specialists of junior and middle staff. But the problem is that they have a different psychology, and many things they do, not always work. After all, this work is difficult not only physically, but also psychologically. We are now actively engaged in this issue. And my current project, which I am implementing on behalf of the foundation, will consist in the creation of a center for advanced training or personnel training in this area. First of all, these are nurses, secondly - the managers, and thirdly - junior medical staff (put an IV, give pills, put an injection).

Now we are creating this only for our organizations. But the plans are to do this as a separate business, on a paid basis for nurses, including volunteers, such as your students. I had volunteers who came for a vacation to a forest lake sanatorium and worked there.

How do you attract customers?

Advertising. There are 3 main directions in our strategy.

The first is open, direct advertising: social networks, contextual advertising, marketing advertising. We are actively developing the project to create an Internet channel. We are already on YouTube, and on Zen, and on Facebook. And I think here we can join hands. I regard cooperation with you as promising. Due to the difference in age, we may not see any new ideas, ways, and you are young, fresh, promising, you have quick thoughts and you can tell a lot of interesting things.

The second direction is image advertising, it does not give a direct quick result, but it forms a certain circle of people who know who we are and what we do. They have a positive opinion that they can spread in their own narrow circle.

And the third direction - the provision of services to the state.

Public Survey

Questions

What is your age?

Сколько Вам лет?

On a scale from one to five, how do you feel about private elder homes? One is most negative and five is most positive.

По шкале от одного до пяти оцените, как вы относитесь к частным домам престарелых? Один - резко отрицательно, пять - положительно.

Have you ever visited a private elder home?

Вы когда-нибудь посещали частные дома престарелых?

Would you utilize a private elder home for your family members?

Воспользовались бы вы услугами частного дома престарелых для членов вашей семьи?

Do you view people who put their elderly relatives in private elder homes as irresponsible?

Считаете ли вы людей, которые отдают своих пожилых родственников в частные дома для престарелых, безответственными?

Did you know that many elderly people in private elder homes only stay there temporarily for rehabilitation?

Знаете ли вы, что многие пожилые люди в частных домах престарелых только временно остаются там для реабилитации?

Did you know that private elder homes have staff that are specially trained to help residents heal quickly?

Знаете ли вы, что в частных домах престарелых есть персонал, специально обученный помогать жителям быстро лечиться?

Do you believe the government should get more involved in elder care?

Считаете ли вы, что правительство должно принимать более активное участие в уходе за пожилыми людьми?

Do you think that the elders are fully protected by the law?

Как вы думаете, защищены ли пожилые люди полностью перед законом?

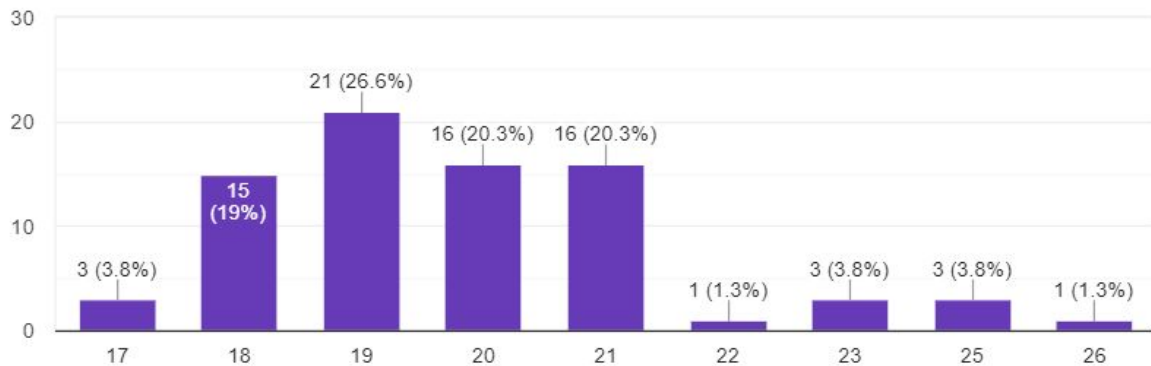
On a scale from one to five, how often do you see advertisements for private elderly homes? One being not often five being very often.

По шкале от одного до пяти оцените, как часто вы видите рекламу частных домов престарелых? Один - очень редко, пять - очень часто.

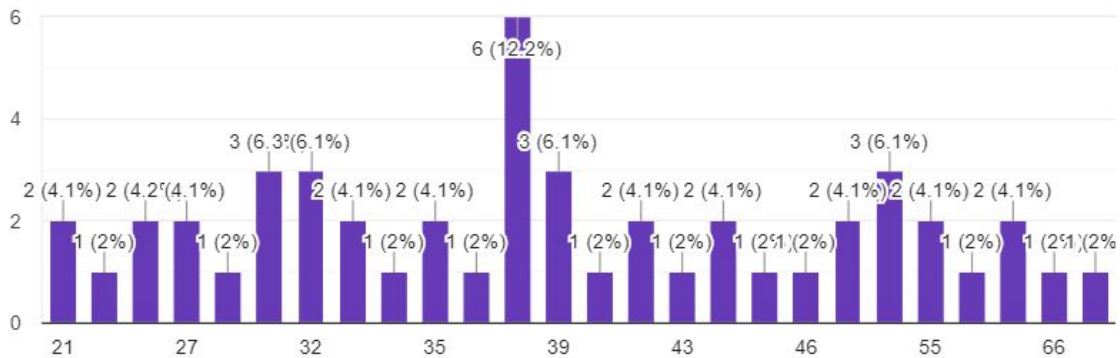
Results

Q1: What is your age?

Student:

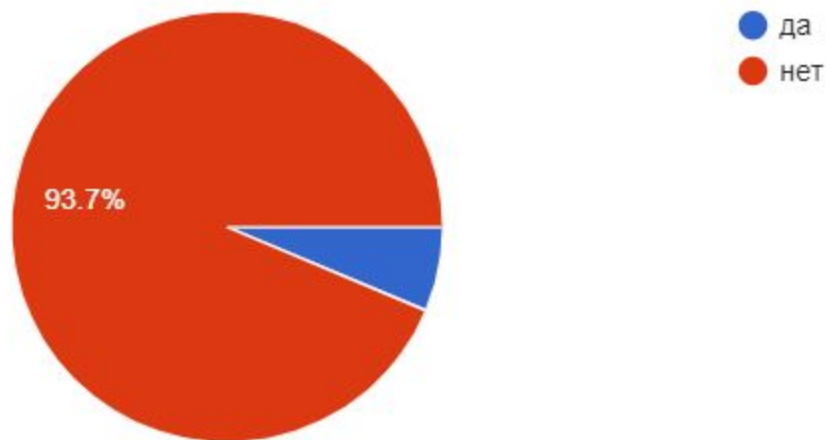


Public:

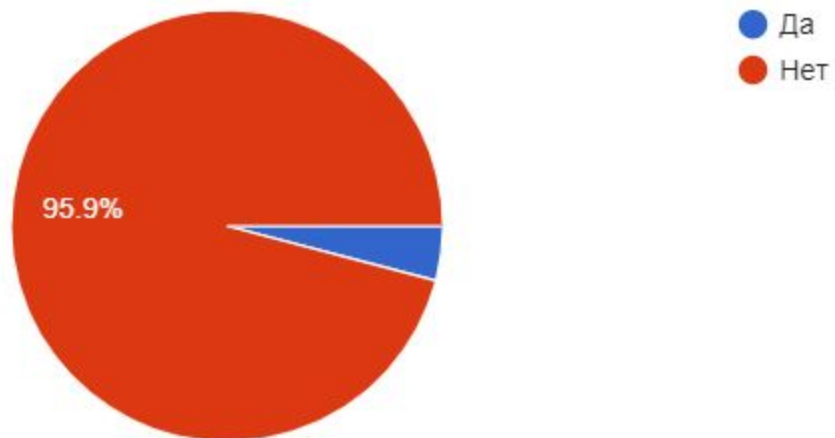


Q2: Do your elderly/elder relatives live, or have lived, in a private nursing home?

Students:

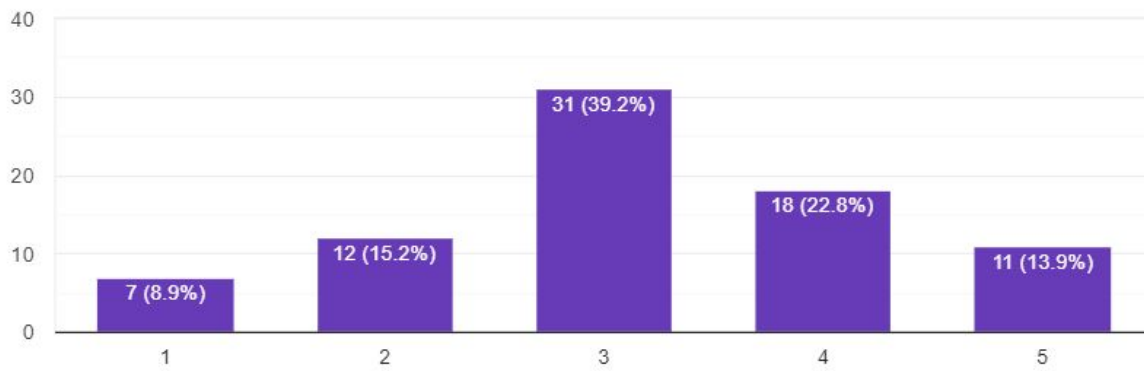


Public:

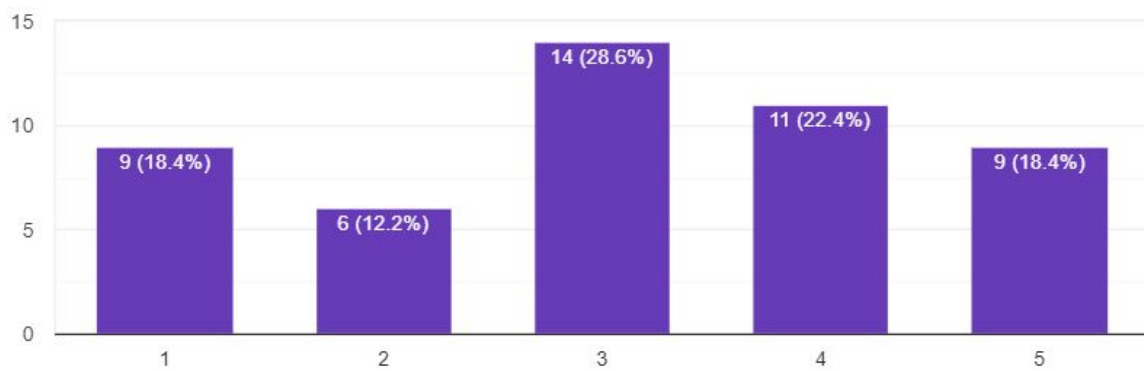


Q3: On a scale from one to five, rate how you treat private nursing homes? One is sharply negative, five is positive.

Students:

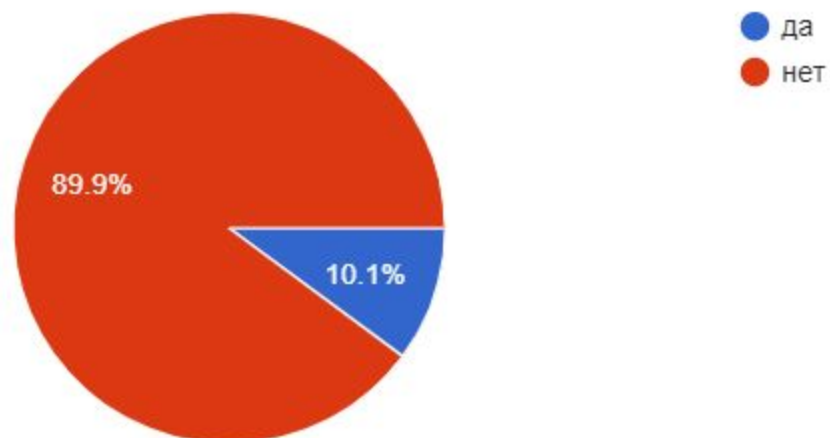


Public:

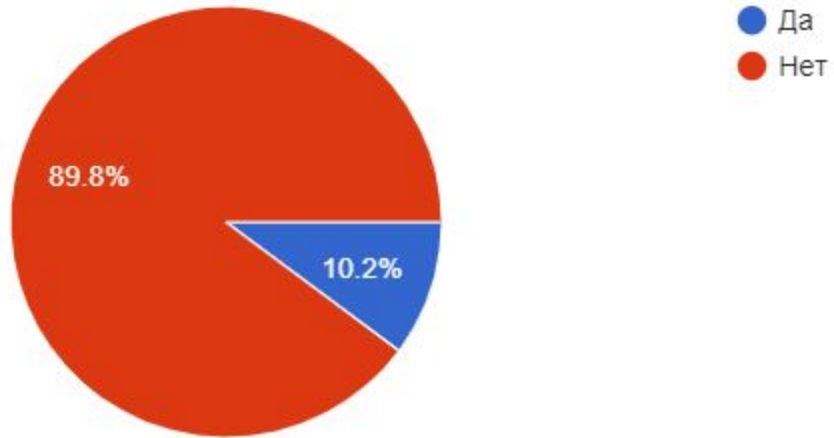


Q4: Have you ever visited a private nursing home?

Students:

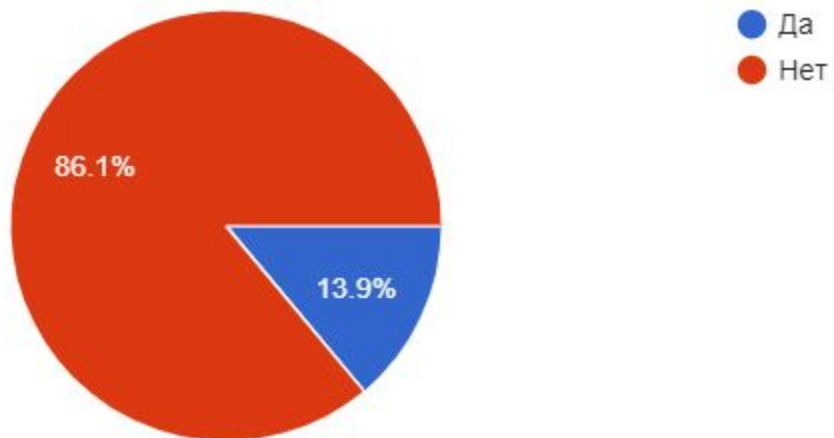


Public:

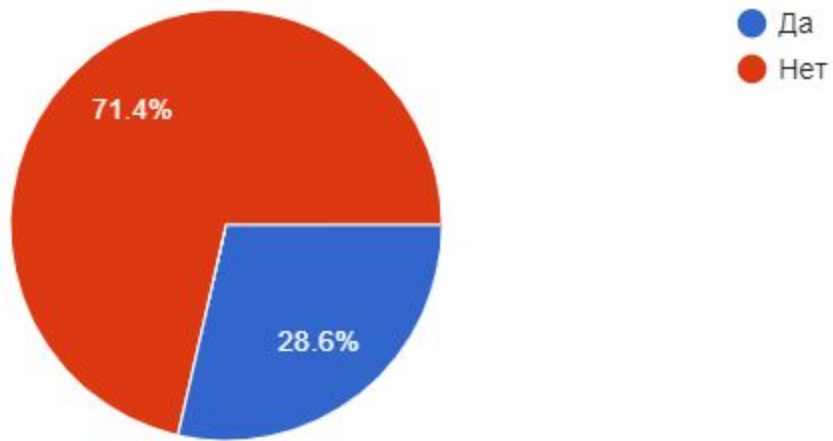


Q5: Would you volunteer at a private nursing home?

Students:

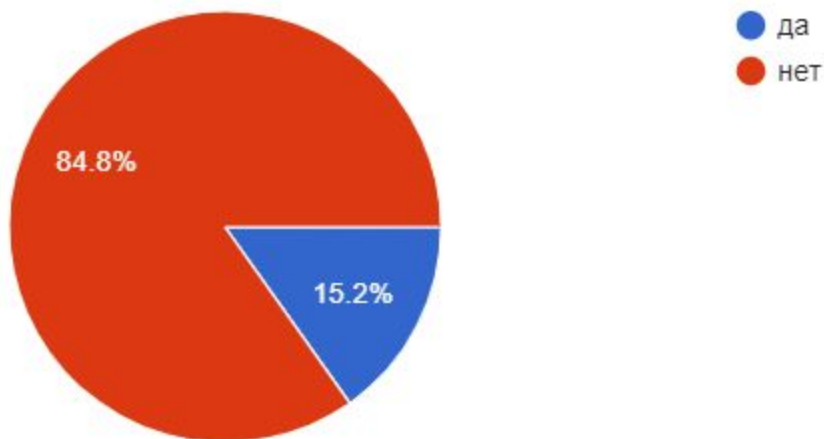


Public:

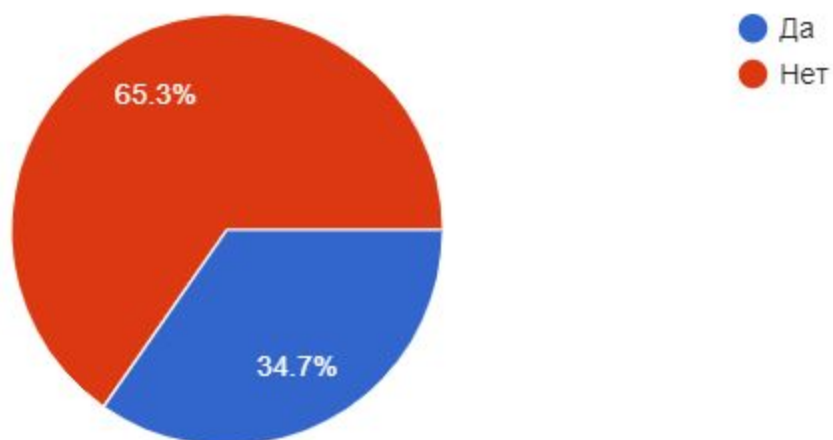


Q6: Would you use a private nursing home for your family members?

Students:

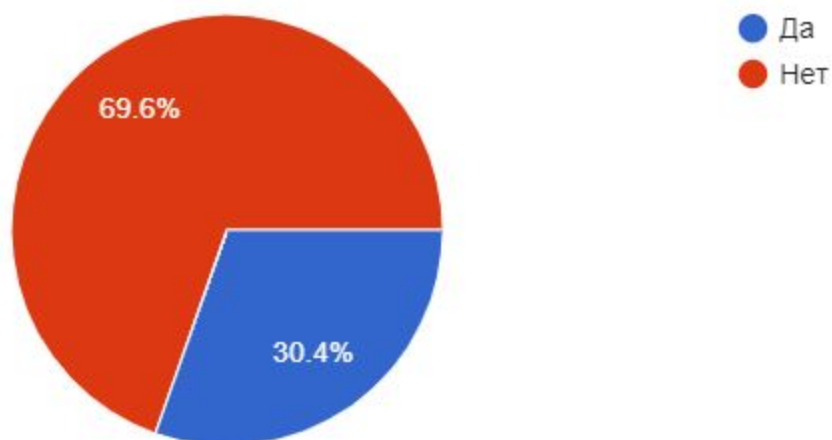


Public:

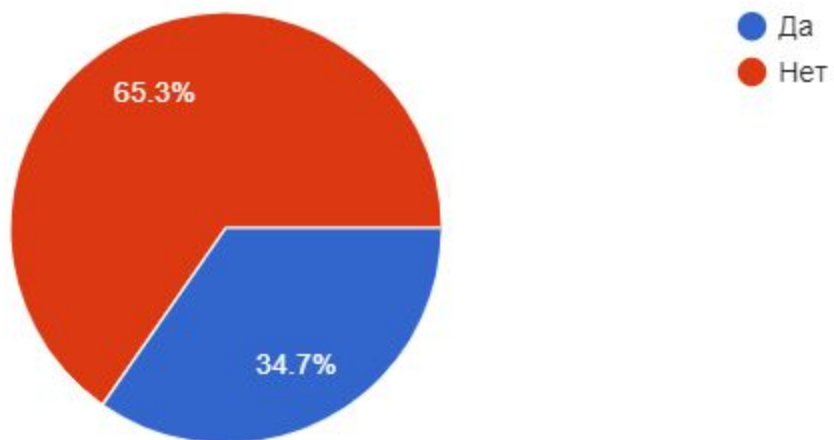


Q7: Do you think that people who send their elderly relatives to private homes for the elderly are irresponsible?

Students:

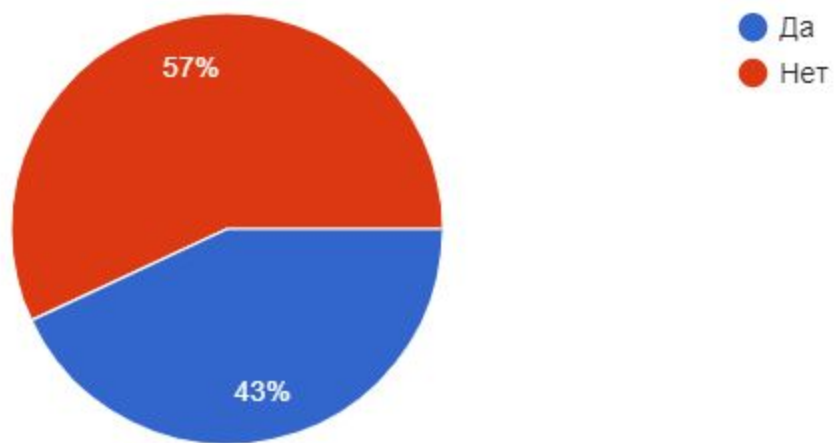


Public:

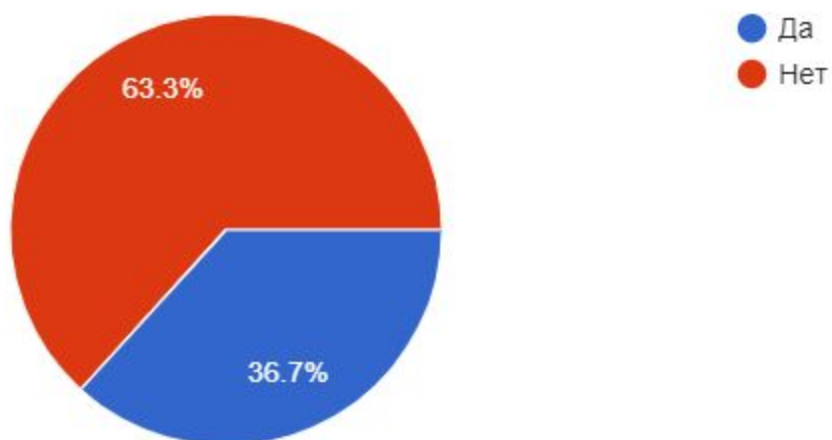


Q8: Do you know that many elderly people in private nursing homes only temporarily stay there for rehabilitation?

Students:

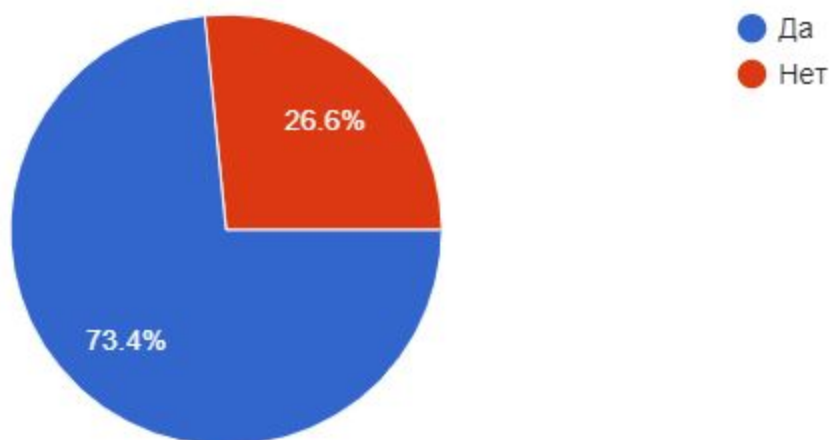


Public:

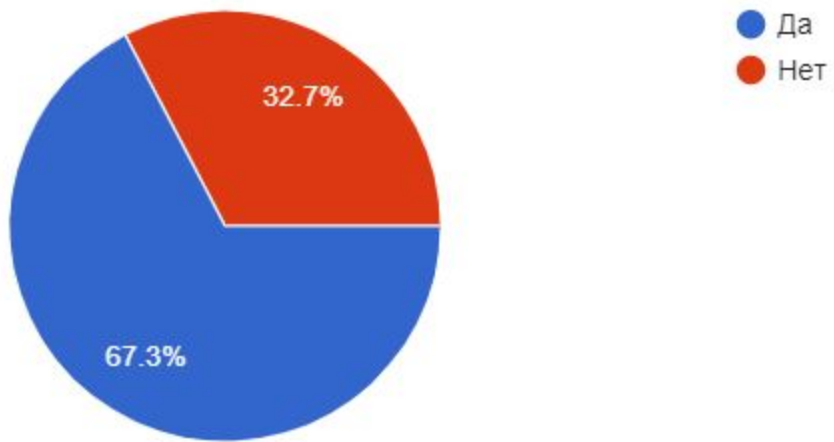


Q9: Do you know that in private nursing homes there are staff specially trained to help residents get quickly treated?

Students:

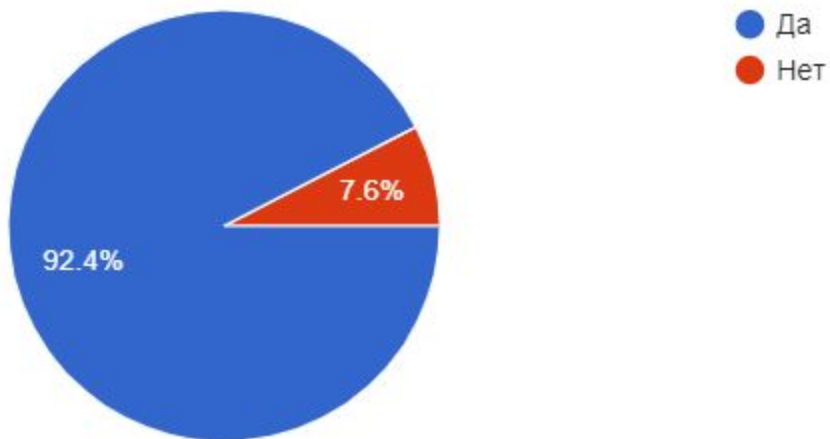


Public:

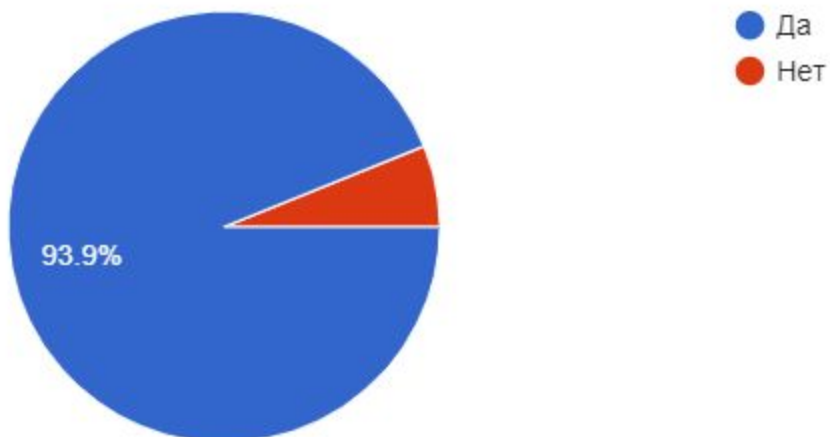


Q10: Do you think the government should be more involved in the care of older people?

Students:

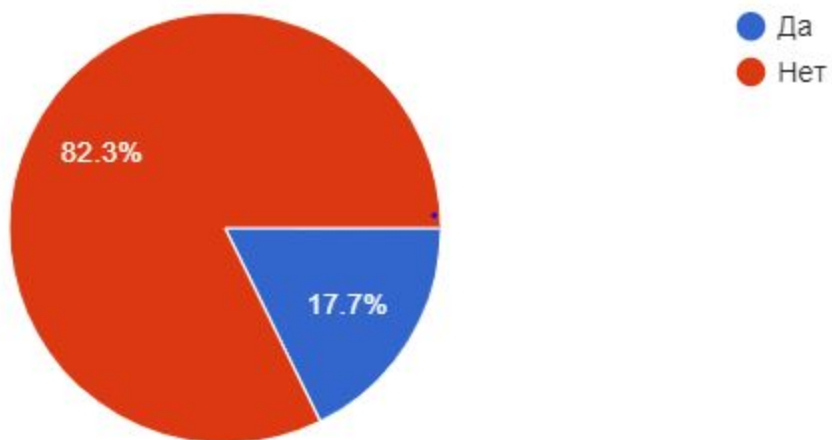


Public:

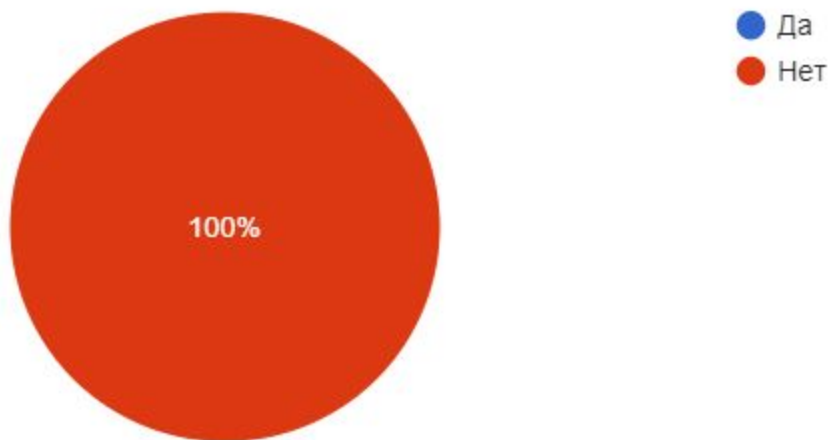


Q11: Do you think older people are fully protected before the law?

Students:

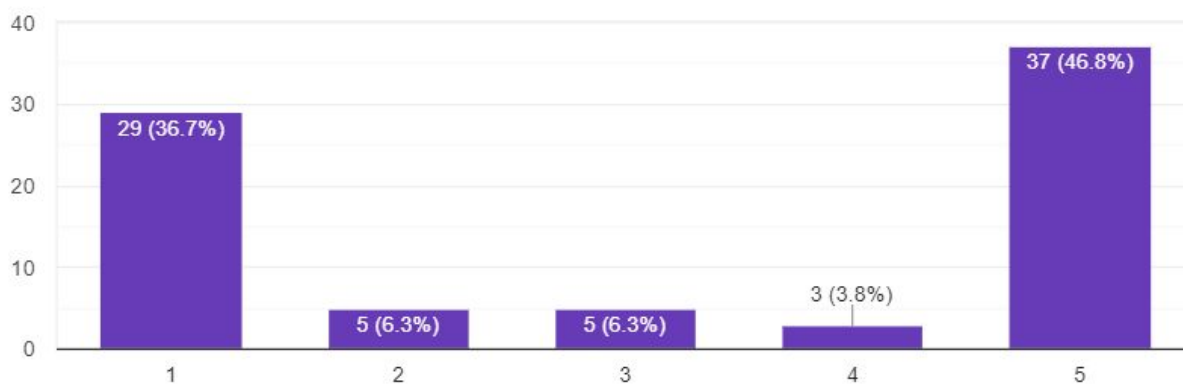


Public:

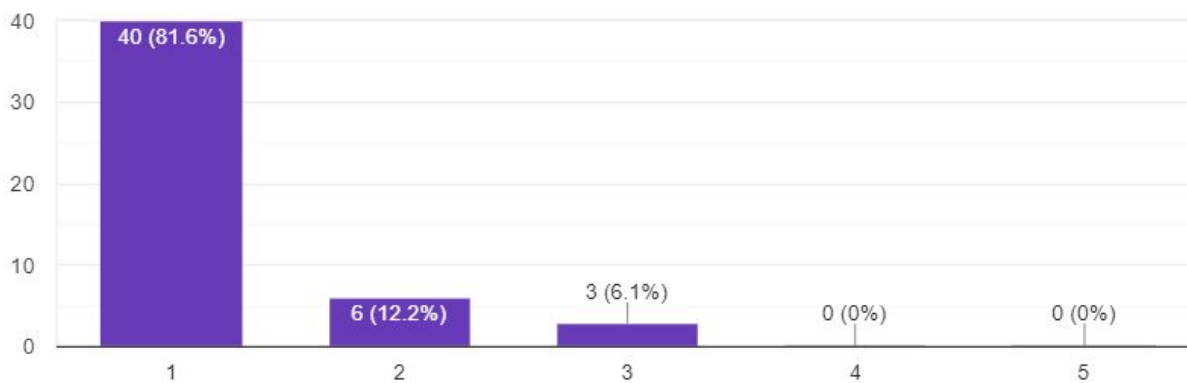


**Q12: On a scale from one to five, rate, how often do you see ads for private nursing homes?
One - very rarely, five - very often**

Students:



Public:



Q13: Do you have anything else to say to us?

Student:

There are many cases of mistreatment in nursing homes and this situation does not give me rest, and also discourages any desire to encourage this direction. Popularizing such establishments can be a bad experience, since giving away elderly relatives many families forget about them, and this leads to the fact that the staff feels the power over the helpless old men and commits illegal acts. By such actions is meant both inaction and actions of a negative nature.

Attitude towards older people should be much better than it is now. Pensions must be at least 3 thousand more than the subsistence minimum. Old people need to be treated with respect. I hope that soon there will be normal ramps for disabled people, they will increase pensions and it will become a little easier for the elderly to live. It depends on the situation.

Public:

The state should take care financially, morally, the staff.

it's for the rich

Not in this country. The old men are not protected, they are reserved in the trash, pensions are small, blind people are not walking

Developing a network of private houses is correct, and the state should invest more in it. That was worthy care for the elderly, because they are the same children. It should be developed at the same level as kindergartens.

This direction should not be given in private hands, all that is private, without control.

Depends on the name. Control from the state.

We must set an example to the government, we need television broadcasts, advertisements. Not everyone can afford it (expensive)

As kindergartens, the same should be for the elderly. It is necessary to control.

Depends on the quality of services.

Depends on circumstances of the family members.
You cannot overdo it. The bigger, the better

Elders and people with disabilities should receive more attention from the state

I believe that parents should be in the circle of a loving family! It is terrible for them if you suddenly have to "put" them in a nursing home. I have no experience, but maybe there are beautiful houses where older people are happier than with their family!
respectful of old age

Russia lacks private-partner (state subsidized) nursing homes. This system is actively used in the United States and Canada (initially they went from Canada). Private nursing homes participate in grants and receive partial redemption of their programs with grants. This interaction system works successfully for nursing homes with a focus on rehabilitation (i.e. these are inpatient facilities, but the patient is in them until the full recovery)

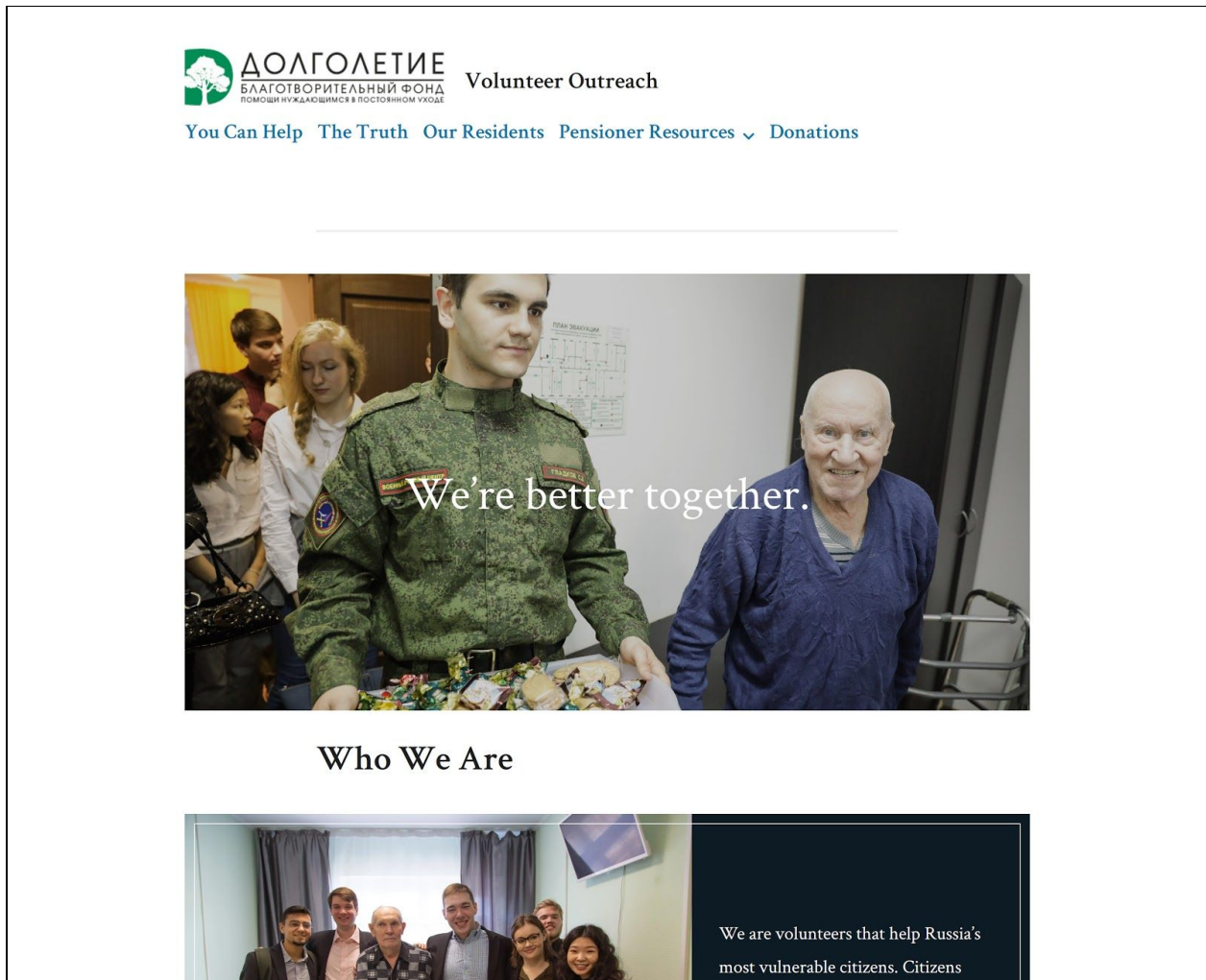
The current situation with the "houses" is not happy. Those were care for the elderly at a level are expensive. Those that are more accessible (up to 50 thousand / month) do not provide proper care, the elderly in most cases are left without attention and without rights. The picture is sad.

Too little social information on this issue. This topic is rather unknown to me than I have a clear informed answer to the above questions yes or no

XII. Appendix C: Deliverables

Website

Below are screenshots of a sample website that could be used to change perceptions and attract volunteers.





ДОЛГОЛЕТИЕ
БЛАГОТВОРИТЕЛЬНЫЙ ФОНД
ПОМОЩИ НУЖДАЮЩИМСЯ В ПОСТОЯННОМ УХОДЕ

Volunteer Outreach

[You Can Help](#) [The Truth](#) [Our Residents](#) [Pensioner Resources](#) [Donations](#)

True Grit: Meet Alexander Pavlovich Manannikov



Veteran of the Great Patriotic War, Alexander Pavlovitch Manannikov is an example of human fortitude.

Alexander Pavlovitch Manannikov is like many of the residents in the homes of *The Long Life Foundation*: he in the home for rehabilitation so



ДОЛГОЛЕТИЕ
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Pensioner Resources



Educational Resources

Nulla quis volutpat nisl, eu varius erat. Donec venenatis sed purus a sagittis. Fusce lacus nisl, sagittis vel lorem vitae, porta pretium ex. Mauris dignissim condimentum quam, mollis suscipit massa ultrices id. Fusce a egestas eros, sit amet placerat nibh. Morbi nec arcu elit. Vestibulum vitae sollicitudin mauris.




Medical Resources


Nulla quis volutpat nisl, eu varius erat. Donec venenatis sed purus a sagittis. Fusce lacus nisl, sagittis vel lorem vitae, porta pretium ex. Mauris dignissim condimentum quam, mollis suscipit massa ultrices id. Fusce a egestas eros, sit amet placerat nibh. Morbi nec arcu elit. Vestibulum vitae sollicitudin mauris.


Pamphlet


Below are pictures of and content written for an advertising pamphlet deliverable.

Our Team

 Jack Chase
Mechanical Engineering
2021

 Devin Hainsworth
Chemical Engineering
2020


 Naomi Harrison
Robots/Mechanical Engineering
2020

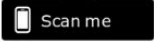
 Oliver Hasson
Aerospace Engineering
AE, 2020

Contact us

+7 (495) 255-13-56-57
+7 (906) 078-70-15
info@fond-dolgolet.ru
fond-dolgolet.ru

Your donations and volunteering can ensure that the last years of life are happy rather than painful. Thank you for your generosity.





ДОЛГОЛЕТИЕ
БЛАГОТВОРИТЕЛЬНЫЙ ФОНД
ПОМОЩИ НУЖДАЮЩИМСЯ В ВОСТОЗННОМ УХОДЕ

ФИНАНСОВЫЙ УНИВЕРСИТЕТ
WPI

An American University's Take on Private Russian Senior Living



One of the residents who we were able to talk to was Alexander. He flew a bomber in the Soviet days and used to be an avid skier. Now, at 91 years old, he requires the specialized care the home offers. He may have lost his legs, but he never lost his love for life!

Our team talked to a number of pensioners during our trip. They all said that they have lots of friends, but they would love more visitors!

With continued donations, seniors can stay in The Long Life Foundation's homes for r900/day or less.

Services

The Long Life Foundation homes offer a range of services to keep seniors happy, healthy and engaged



Fresh meals prepared daily

Programs and activities to keep body and mind healthy

On-site psychologist and medical treatment

Dedicated and well-trained staff

Facts and Statistics

- Russia's population is shrinking overall, but the elderly population is increasing
- Government pensions are not enough to allow for most Russian seniors to live independently
- Russia's working-age population will decrease by 10 million people over the next 20 years
- Around 20% of Russian pensioners suffer from some type of disability