

# Adopting an Age-Sensitive Lens to Policy Making The Arab Region Experience

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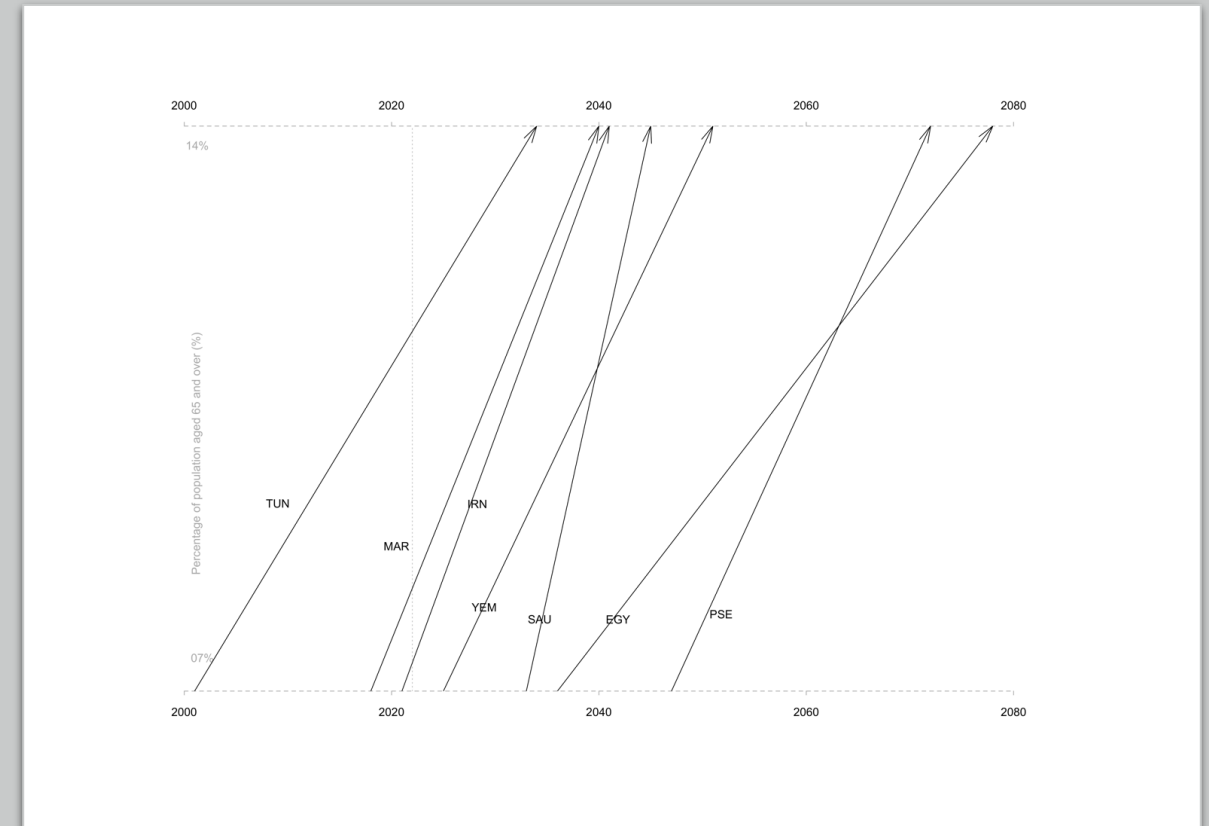
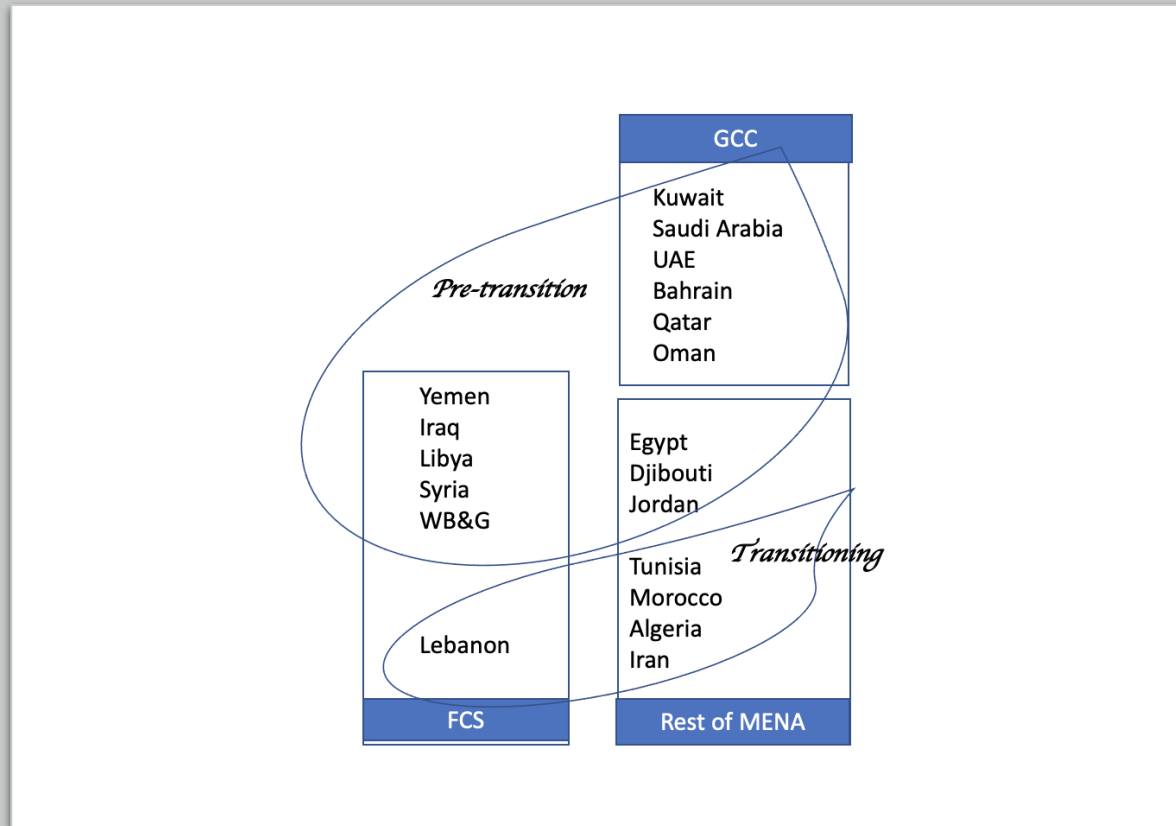
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# Ageing in the Arab Region: Opportunities and Challenges

- Pace of change
- Population dividends
- Culture and norms
- Heterogeneous experience (vertical & horizontal)



# Evolving Long-Term Care Markets: International Trends and the Arab Region



- Personalisation
  - Person-centred approaches
  - Choice and control
  - Cash-for-care schemes
- Ageing in place
  - Moving away from residential (care homes) to home care
- Marketisation
  - The role of the private sector
- Independence & Self-care
  - Advanced Technology
- Families & communities

Reliance on the family  
The 'invisible' welfare scheme

(un)sustainability of family care

- Socio-economic and demographic changes
- Emotional burden
- Competing opportunities

Suitability/adequacy of care

LTC jobs one of the fastest growing markets across the globe

Attracting women in particular  
Labour gender-gaps

Employment opportunities within a context of high female unemployment rates

# Case Study: LTC in Egypt



- The role of families & charitable organisations
- The Universal Health Insurance (UHI) launched in 2018
- Social protection: two schemes ‘Takaful’ (solidarity) and ‘Karama’ (dignity) since 2015
- The Older People’s Rights’ Law currently, 2021, being debated
- New initiatives currently in progress: The Golden Card; ‘Al-Tadamun’ older person’s companionship programme
  - Piloted in 2019 with 51 successfully trained individuals
  - A new scheme is currently being prepared



LTC market is estimated to be one of the major growth sectors in KSA (esp. rehabilitation, extended care facilities, psychiatric centres and home health care)

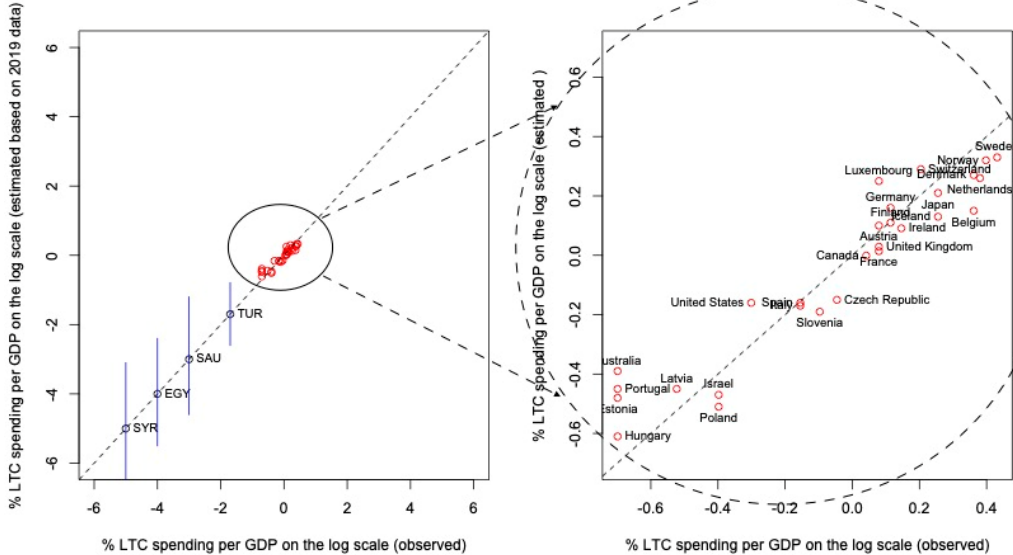
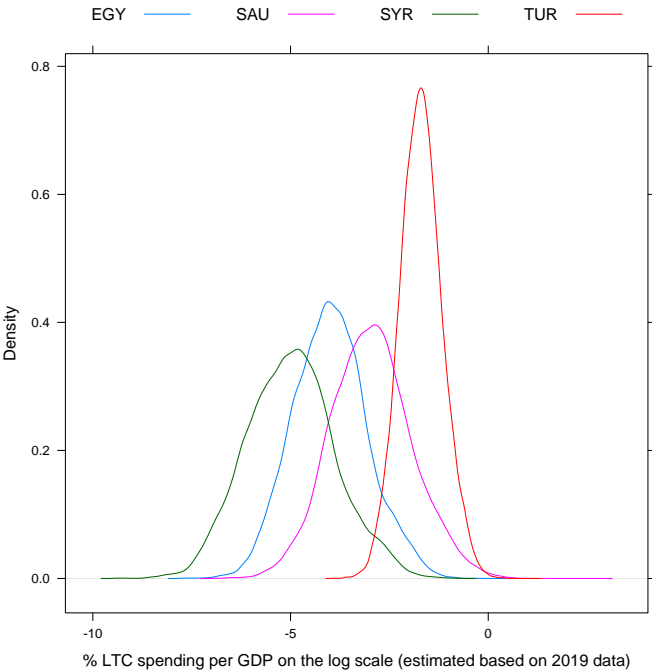
Health care transformation as a part of the 'Saudi Vision 2030'. Home care is a core element

Funded by the government with some services purchased from the private sector

# Case Study: LTC markets in the Kingdom of Saudi Arabia

# Funding LTC: A win-win situation

- A window of relatively low cost
- Young population
- Job creation opportunities



# Main-Streaming Ageing: An Eco-System Approach



Empower  
older people  
& enhance  
self-care

- Through the life course & Public engagement (language and images)
- Support informal carers

Create  
formal  
mechanisms  
for LTC  
provision

- Market shaping
- Holistic approach
- Set standards and regulations
- Partnership working & integrated services

- Integrated Care: cost and responsibility sharing
- Develop and train a diverse workforce
  - Creation of job opportunities and career opportunities
  - Capitalise on the window of youth dividends
- Pilot & evaluate
- Funding and financing LTC
- Lessons from COVID19



# MENARAH

## Thank you for listening

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