

## THE FIVE GUIDING PRINCIPLES OF EAHSA

The Guiding Principles of the European Association for Homes and Services for the Ageing (EAHSA) provide the basis for the way EAHSA thinks the senior living industry must develop in order to keep the industry viable, sustainable and responsive to future demands and needed developments.

These Five Guiding Principles are:

### 1. Preserving dignity

- Older people have to be treated with respect;
- Maintain and enhance the daily rhythm of the individual is the primary objective of any organisation providing long term care (not the other way around);
- Empowerment and promotion of responsibility leads to self esteem and stature: *maximise the extent to which an individual organises and is in charge of their own life; also let them take care of and support, both staff and each other.*

### 2. Nurturing spirits in life

- Bring normal life in: *rumours and incidents.*
- Take care of spiritual needs: religious needs and/or self-reflection and self-insight and awareness;
- Show them the positive aspects of the autumn/winter in life;
- Lifelong learning: stimulate the brain cells not only by "brain games", but also through the arts and education (art/projects/dissertation), and participation in mainstream society

### 3. Comforting in partnership

- Provide a "partner " approach rather than a "client centred" approach: sharing, teamwork and organising together;
- Make mutual respect and autonomy basic values;
- *"It's my home, so who sets the rules?"*

### 4. Encouraging diversity in housing and services

- Diversity is a cornerstone for a sustainable system for elderly care;
- Connect to individual, regional and national lifestyles instead of diagnoses;
- Need for more consumer choice - market segmentation and price differentiation.
- Partnership with other industries

### 5. Adopting a carefree and modern approach

- The ultimate goal: ageing at home environment as defined by the person herself
- Welcome innovations: technology and new care approaches;
- Dementia care: social support approach, not a medical model of care: Re-vaule the sanctity of life.
- Workforce: reflecting and developing new approaches in order to secure the workforce for the industry
- Raise public profile and prestige of care and care workers with respect that this work is and will be, mainly women's work.

- Support and encourage good working conditions, pay, social security and continuing education, child- and day care and mature workers entry into a caring profession.
- Recruit ethically from other countries and support exchange programs and geographical mobility (but not a "care-drain").