



**Programs of the Association for Women's Career Development in Hungary (AWCDH)  
dedicated to the UN Decade of Healthy Ageing  
as Partner of the Faculty of Health at the University of Debrecen  
at the Gerontology Days 2021 International Scientific Conference  
25 -26 November 2021**

**AWCDH PANEL  
25 November 2021**

**PROGRAM**

**Chair: Dr. Péter Takács (Faculty of Health, University of Debrecen)**

**Speakers:**

**Andrea Ferenczi, President of the AWCDH:  
*Strictly Over 60***

**Katalin Hajós, Media Expert:  
*Are we friends with the media? Is the mirror distorted or just blurred? Elderly, Covid, Media.***

**Ildikó Modláné Görgényi, Adult Education Expert:  
*Keeping Up In The World Of Digitalization  
A Multiple Generation Challenge***

**ABSTRACTS**

**Andrea Ferenczi, President of the AWCDH:  
*Strictly Over 60***

**Abstract:**

I feel lucky to be ageing at a time when the milestones of the ageing process are increasingly prolonged and opportunities for the older generations are expanding in almost every area of life. Of course, this is true only for those who make a conscious effort to remain active participants and contributors to our accelerated lives and not see themselves as vulnerable and injured “outsiders”. I would like to share my experiences of a long and meaningful life, as well as my knowledge of ageing that I gained on the WHO and “Family-Friendly Country” (Családbarát Ország Nonprofit Közhasznú Kft.) courses in 2020 which I have been continuously enriching ever since. As a first and foremost step, I wish to help seniors to realize their own values, interests and potentials. I wish to bolster their self-confidence and their belief in themselves, thereby helping them to be less exposed to discrimination and the toxic effects of ageism. While we can primarily expect people over 60 to understand ageing, still, let's not forget how exciting the world of those 18 and over seemed to us as children, a world that was off limits to us. With this in mind, I hope that although my talk is aimed at people over 60, it will also appeal to the interest and curiosity of younger people as well, whose resentment of ageing and older people often comes from their fear of one day becoming just like them. It is therefore all the more important to reassure them with good examples, to show them that one can be a smart, useful and lovable person in old age, too, and that alongside the negative changes, ageing brings positive changes as well.

And here I am thinking mainly of women. Let's turn a deaf ear to the beauty adds. The fact is that beauty is fleeting. To quote a line from István Örkény's play, *Cat's Play, (Macskajáték)*

*"The hardest to endure is old age that deceives itself with youth."*

**Katalin Hajós, Media Expert:**

***Are we friends with the media? Is the mirror distorted or just blurred? Elderly, Covid, Media.***

**Abstract:**

During this pandemic, stereotypes about the elderly in the media have intensified. The media reflects a societal attitude and puts everyone over the age of 65 under the same hat: It ignores the differences in our way of life, the condition of our health, our roles and opportunities in society and in our families. Since the start of this global catastrophe, the online presence of seniors has been growing steadily and digital interfaces are playing an increasing role in their lives. By presenting more positive examples, the media can do a lot for intergenerational understanding and cooperation. And by using social media, older people can also actively shape their image.

**Ildikó Modláné Görgényi, Adult Education Expert:**

***Keeping Up In The World Of Digitalization***

***A Multiple Generation Challenge***

**Abstract:**

The digital world is a great challenge for all generations.

The steps of digital development are followed by analyzes, decision-making processes and strategies. In relation of Hungary there are the Proposal for a Decision of the European Parliament and of the Council establishing the 2030 Policy Program “Path to the Digital Decade” and the National Digitization Strategy 2021-2030.

Digital developments are changing our lives in communication, at work, in education, in our daily lives and in our private lives.

Covid 19 has created a different life situation and accelerated technological development, as well as giving new impetus to the use of digital tools of communication.

During this time almost all generations have done their activities in the digital world wherever possible.

Many good possibilities started, many good practices have been developed and will be presented.

In the digital world, the repository of ideas is constantly expanding almost “every minute”.

Many good opportunities have been launched, many good practices have been developed and will be presented. In the digital world, the repository of ideas is constantly expanding almost “every minute”.

**AWCDH SECTION**

**26 November 2021**

**Hosts:**

**Ágnes Bene PhD. (University of Debrecen)**

**Andrea Ferenczi (AWCDH)**

**Speakers:**

**Prof. Jolanta Mackowicz, Ph.D, Pedagogical University of Krakow (Poland):**

***Education in Old Age in the Experiences of Polish Euro Grandparents***

**Dr. Susan B. Somers, President of INPEA – International Network for the Prevention Elder Abuse:**

***A Step Forward with the Help of a Friend of Older Persons***

**Ms. Willeke van Staalduinen**

**CEO AFEdemy; Vice-Chair and Grant Holder COST Action:**

***Action For Smart Healthy Age-Friendly Environments***

## **ABSTRACTS**

**Prof. Jolanta Mackowicz, Ph. D**, Institute of Educational Sciences Pedagogical University of Krakow,  
Authors: Prof. Jolanta Mackowicz, PhD and Joanna Wnek-Gozdek, PhD

Affiliation: Pedagogical University of Krakow (Poland)

### ***Education in Old Age in the Experiences of Polish Euro Grandparents***

#### **Abstract:**

Economical migration of adult Poles often leads to all families going abroad or to mixed marriages that live with children in another country. Such situations generate limited contact with grandchildren due to both, physical distance and often language barrier which is a natural consequence of being born and raised abroad. Moreover, the pandemic that has existed for 2 years has deepened these barriers and strengthens the uncertainty and fear for the safety (health) of the loved ones.

Polish seniors who want to maintain relationships with their loved ones face the challenge of overcoming language barrier and learning to communicate using modern technologies (for example, Skype). The main objective is to present the role of different forms of education addressed to seniors in overcoming barriers in international, inter-generational (remote) relationships, and to describe the ways seniors participate in socialization and acculturation of their grandchildren growing up in another country.

The research results presented in this presentation are part of a wider research that is (successively) presented at the conferences and will be the subject of different publications. The conclusions obtained in the first stage of the research (2018) were presented during the 10th International Conference on Education and New Learning Technologies in Spain.

### **Dr. Susan B. Somers, President of INPEA – International Network for the Prevention Elder Abuse: *A Step Forward with the Help of a Friend of Older Persons***

#### **Abstract:**

INPEA expanded its international scope from 2001-10 by developing a presence as a non-governmental organization with special consultative status at the United Nations. Because it is the only NGO with this status that has a specific focus on elder abuse, it has effectively worked to bring this issue to the fore using UN Commissions and special working groups. It takes the lead in developing specific statements for other NGOs to sign onto for the CSW, CSD, Open-Ended Working Group and other world government meetings, and plans and presents interventions at these forums. To do so requires understanding of the highly technical language and processes of the UN, something for which it has developed expertise and leadership.

The World Health Organization's (WHO) study shows that 1 in 6 older persons experience violence, abuse and/or neglect globally. A further Report on Ageism shows that 1 in 2 are ageist. And, the COVID-19 Pandemic has laid bare decades of human rights violations against older persons.

Utilizing principles of cooperation and the tools at its disposal, INPEA strives to raise awareness of violations of older persons human rights to the world stage.

One recently published tool is the UN ECE Guidelines for Mainstreaming Ageing (ECE/WG.1/37)

Another, is World Elder Abuse Awareness Day (WEAAD) 15th June, established by INPEA in 2006.

INPEA continues to build capacity among the global NGO community to advocate at the local level for a new convention on the human rights of older person.

### **Ms. Willeke van Staalduinen**

#### **CEO AFEdeMy; Vice-Chair and Grant Holder COST Action: *Action For Smart Healthy Age-Friendly Environments***

#### **Abstract:**

Smart, adaptable and inclusive solutions can help improve and support independent life throughout the course of life, regardless of age, gender, disabilities, cultural differences and personal choices.

A holistic approach that optimizes social and physical environments, supported by digital tools and services, allows to provide better health and social care, promoting not only independent living, but also equity and active participation in society. This approach follows the United Nations' line-up, with the

Sustainable Development Goals (in particular Objectives 3 and 11), stating that sustainable environments for all ages represent the basis for ensuring a better future for the entire population. The challenges of different sectors, such as ICT, the building industry and urban planning and the health and social care, as well as those of citizens and their communities are interlinked. Responding to these challenges will foster awareness and support for the creation and implementation of smart, healthy and inclusive environments for present and future generations.

From this insight, a new concept was developed and well received: Smart Healthy Age-Friendly Environments (SHAFE). The by the EC approved Thematic Network of 2018 evolved into a Stakeholders Network of about 170 organisations and it is represented in several European projects and networks. COST Action NET4Age-Friendly brings together over 320 researchers from 46 countries. Capacity building to support the implementation of SHAFE is present in Erasmus+ projects.

The presentation will give an overview of relevant development and insights to support the building of smart, inclusive societies.

**Further information:**  
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