



DÉPARTEMENT
**BOUCHES
DU RHÔNE**





Define digital inclusion of seniors as priority action :
a case study with “Les Maisons du Bel Age”
(senior houses)

Population in the Bouches du Rhône department :

2 034 357 people

24,5 % are over 60 years old

- The department invents a new local public service specifically dedicated to seniors.
- To combat isolation and assist seniors with their administrative procedures, the Department is opening "Maisons du Bel Âge" throughout the territory.

Maisons du Bel Âge : 4 main missions



1
Inform,
orient,
accompany



2
Ensure
a health
watch



3
Offer activities,
fight against
isolation and
prevent
dependency



4
Reintroduce
public services
throughout
the region
in collaboration
with the French
Post Office

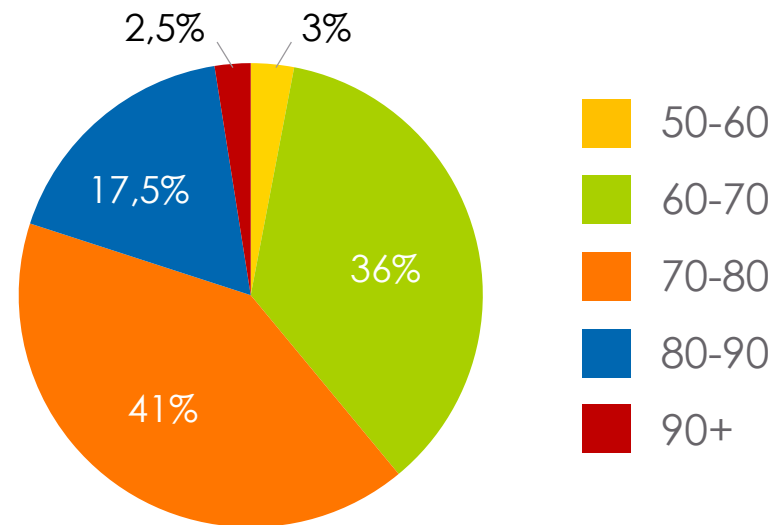
17 000 users already registered, 1 60 000 queries proceed, 30 000 queries linked to a digital process

72%
women



28%
men

77
Average age

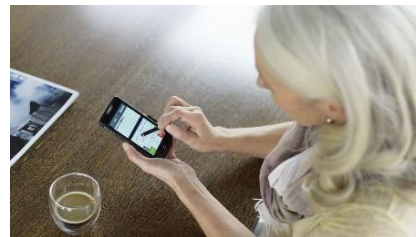


Several actions of digital inclusion are carried out according to 4 axes

1- Help



2- Train



3 – Provide computer equipment



4 – Fun and well-being



1 - Help



In the "Maisons du Bel Age", the agents help the seniors in their administrative procedures, in particular those on line

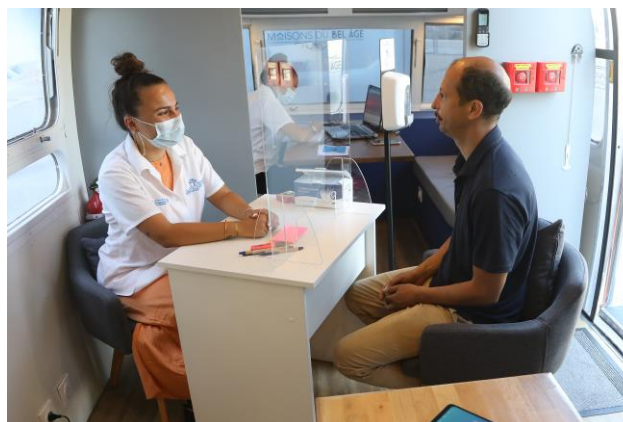


A connected caravan travels the department to bring this new public service closer to the people



Special operation :
In the context of the Covid health crisis, implementation of a call center dedicated to seniors with online appointment scheduling to enable their vaccination

Focus on the connected caravan



2 - Train



Training sessions (12 hours) in the use of laptops for absolute beginners.
Target: train 3,000 to 5,000 seniors (2021-2024)



In all the "Maisons du Bel Age", individualized help is offered to better use your phone, tablet or laptop

4 – Fun and well-being

Digital technology must also be seen as a means of relaxation and escape. 2 projects have been set up to meet this expectation.



Game consoles will be available in the Maisons du Bel Age (whose positive effect has already been demonstrated)



Initiations to virtual reality (with travel, relaxation and cognitive stimulation modules)
This activity was a real success in the experimental phase (including in the caravan), and will be offered this year in all the Maisons du Bel Age



Thank for your attention

