



# Conference of Partners

★ 27-28 February 2018 ★  
Brussels

## Education and training: Healthcare staff innovative education

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# Discloser of Interest

## No financial conflict of interest to declare

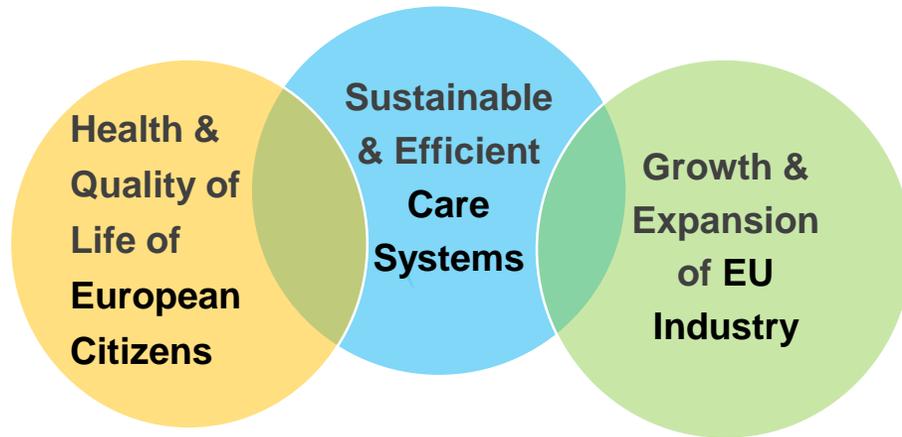
- *Professor of Geriatrics / Medical University of Graz/ Austria.*
- *President of the Austrian Society of Geriatrics and Gerontology.*
- *Secretary of EUGMS (until 09/2015).*
- *Member of the European Innovation Partnership on Active and Healthy Aging (EIP-AHA) A3 Action Group- Focus on Nutrition (Frailty and Functional Decline).*
- *Member of JPI/HDL - Joint Action on Malnutrition.*



# The EIP on Active and Healthy Ageing Approach

**+2 Healthy Life Years by 2020**

***Triple win for Europe***



## **SIX AREAS OF INTERVENTION**

- A1. Adherence to treatment
- A2. Preventing falls
- A3. Frailty & cognitive decline
- B3. Integrated care
- C2. Independent Living
- D4. Age-friendly environments

- Launched 2012 as part of Europe 2020 Strategy.
- A stakeholder-led, cross sectorial, collaboration initiative for research, innovation & intervention.
- Reach a critical mass for action by pooling EU resources/ expertise & recognising innovation / excellence.

## **TWO STREAMS FOR ACTION**



# Achievements

- *Shift the focus in favour of a **more proactive model**, change management, integrating health and social care and stratifying needs.*
- *A3 partners are focusing on **innovative approaches** from **prevention** to emergency and home care.*
- ***Development, testing and implementation of new models**, strategies and tools for health promotion, disease prevention, empowerment, self-care, **community-based interventions** and integrated care.*



# Focus of the EU Commission in Tourism

- *Stimulate competitiveness in the European tourism sector.*
- *Promote the development of sustainable, responsible and high quality tourism.*
- *Consolidate the image and profile of Europe as home to sustainable and high quality destinations.*
- *Maximise the potential of EU policies and financial instruments.*



# Status Quo

- *Since 2014, EURES6 - the EU Job Mobility Portal - offers a dedicated section for generating skills passports for the tourism and hospitality sector.*
- *It allows jobseekers to present their skills profiles, document their formal and informal qualifications, and have their experiences endorsed by previous employers. At the same time, employers can search for job candidates to fill vacancies.*
- *A list of skills for three tourism subsectors - adventure, cultural and blue tourism, has been integrated into EURES' Skills passport.*



# EURES' Skills Passport for Tourism Industry



Cultural Tourism



Adventure Tourism



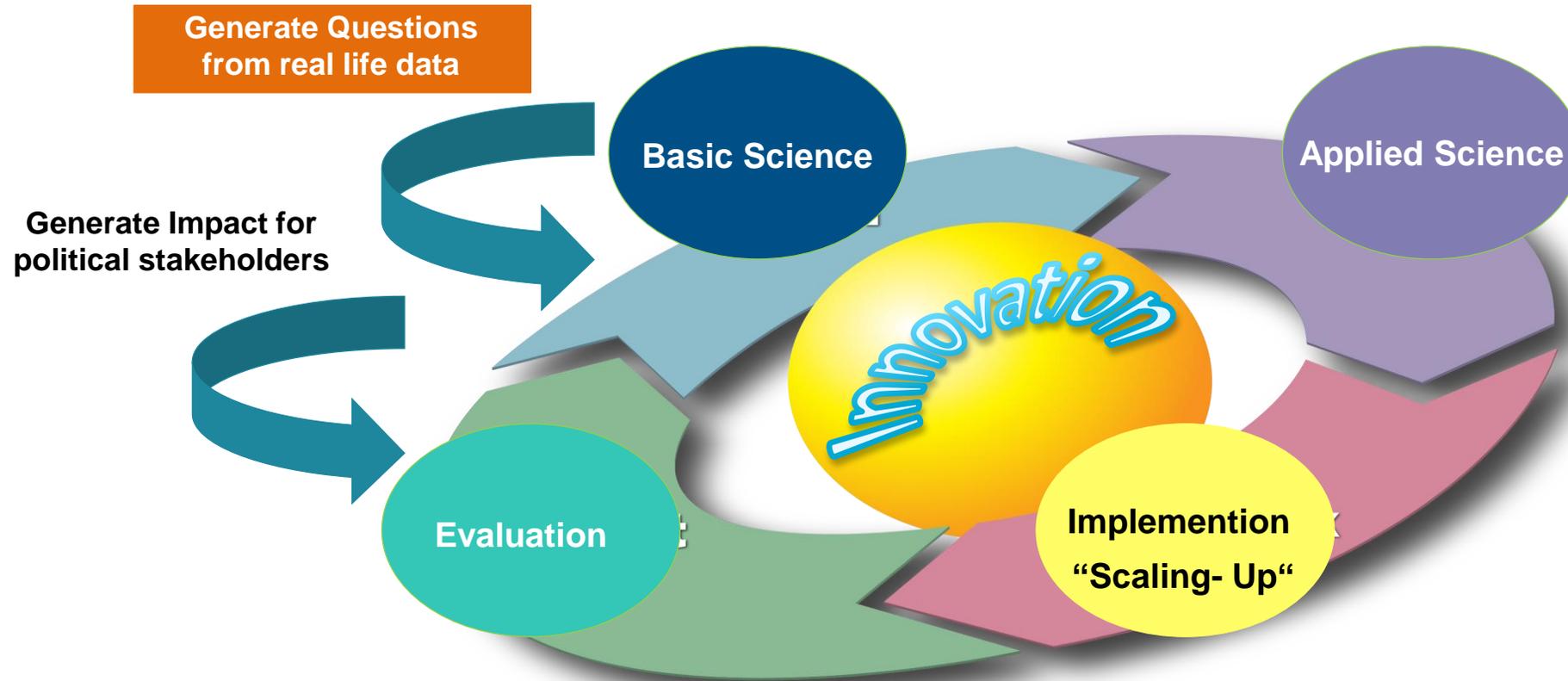
BLUE

TOURISM

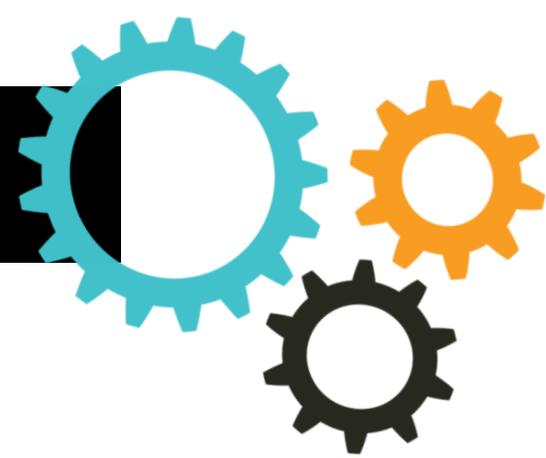
We miss Active Ageing !



# Innovation Cycle / European Innovation Partnership



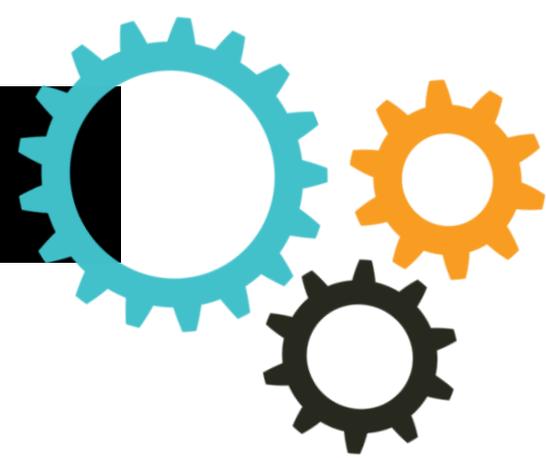
# Skills and Competencies needed I



## *Education and Training Considerations*

- *Broader generalist and specialist knowledge for all workforces, need for further knowledge and training in disability, dependency strategies and strengthening the overall prevention and self-care ability of the population*
- Promotion of health and well-being
- Critical aspects of multidisciplinary team working such as: leadership, communication, quality and innovation.

# Skills and Competencies needed II



## *Workforce planning considerations*

- Changes in existing workforce professions (supply increases or decreases) may not sufficiently match the future population health needs and demands, mapping supply and demand as well as quantification and projections for the future
- Care being located closer to people's homes and revised primary care systems
- Design will likely accelerate the need for areas of competence such as prevention, self-care, multidisciplinary team working and communication
- Matching the distribution of ageing populations and the required workforce

# Recommendation

- *Every education/training program in the field of frailty prevention must be evaluated to gain knowledge about efficacy and effectiveness of the program.*
- *More local, national and European projects for education/training of the workforce involved in frailty prevention need to be funded cross-bordering silos.*
- *EU-funded projects need more transparency. All information should be available in English. Evaluation reports must be published on common databases.*



# Future to Go!

Past

Present

Future

- *Respond to current and anticipated labour market demand.*
- *Forecasting skill needs, strategy development and planning of provision can be hindered by the development of tourism policy and education policy in different “policy silos”.*
- *Strategic planning (at national or regional) level through different mechanisms that bring together key stakeholders that can take a wide view of the sector or sub-sectors thereof.*
- *Adult and continuing education can have great flexibility and can respond well to employers’ needs, but it is difficult to organise systematically and in most countries.*

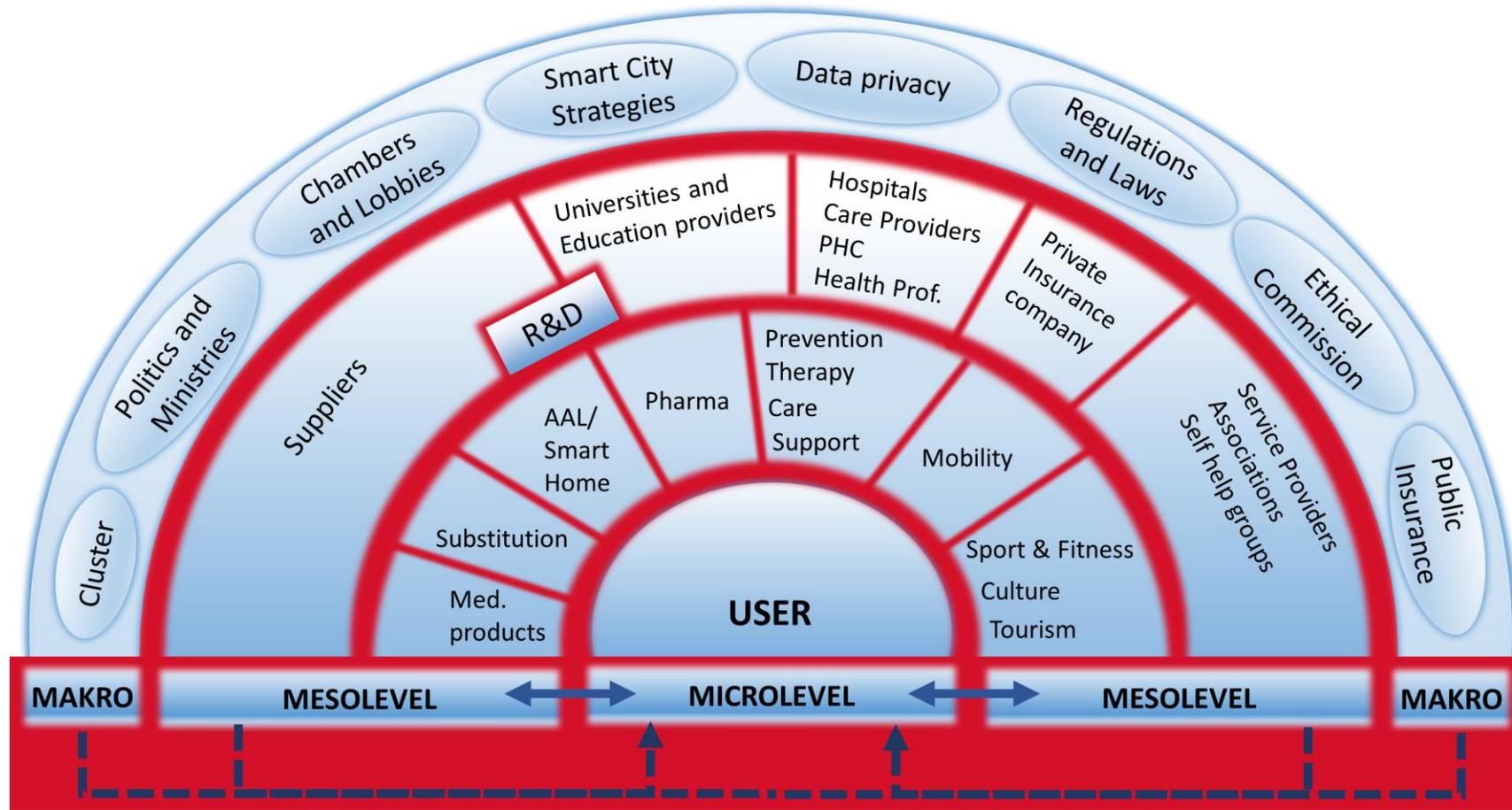


A close-up photograph of an elderly couple smiling warmly. The woman, on the left, has short blonde hair and is wearing a light-colored top. The man, on the right, has short grey hair and is wearing a light blue shirt. They are both looking towards the camera with bright, genuine smiles. The background is a soft, out-of-focus light blue.

**Thank you!**

[www.eiponaha.eu](http://www.eiponaha.eu)

# Integrated Healthy Ageing in the Region Styria



# Education and Training 2020



- Each EU Member State is responsible for its own education and training.
- ET2020 sets the primary goal of european co-operation.
- Primarily implemented through the open method of coordination.

Four strategic objectives:

- *Making lifelong learning and mobility a reality;*
- *Improving the quality and efficiency of education and training;*
- *Promoting equity, social cohesion and active citizenship; and*
- *Enhancing creativity and innovation, including entrepreneurship.*



# Background ...

- *Tourism sector accounts for almost 25 million jobs in Europe (around 11% of the total employment) (WTTC Travel and Tourism Economic Impact Report 2015 - European Union).*
- *Employment both to highly qualified, as well as to low - skilled workers.*
- *Contrary to other sectors, tourism industry still relies almost exclusively, and has to rely, on competences and skills of its human capital.*
- *The sector does not appear high on the list of the most popular graduate jobs, in particular due to negative perception of the job quality, seasonality and limited career prospects.*



# However, ...

***Skills mismatch** is among the fundamental problems hampering the competitiveness of the tourism industry !*



# Tourism Business Portal ...



Provides information, tutorials and tools for SMEs to learn more about various skills, such as setting-up, managing, promoting and going digital with their tourism business.

*[http://ec.europa.eu/growth/tools-databases/tourism-business-portal/index\\_en.htm](http://ec.europa.eu/growth/tools-databases/tourism-business-portal/index_en.htm)*

EU Commission is developing the European Skills/Competences, Occupations and Qualifications (ESCO) classification specifically dedicated to skills profiles needed in the tourism sector.

*<https://ec.europa.eu/esco/home>*



# Tools at EU Level

- *Setting reference levels of European average performance (“European benchmarks”) towards which Member States agree to work. European benchmarks relate to adult participation in lifelong learning, achievement of basic skills, tertiary educational attainment, early school leaving and early childhood education.*
- *Common reference tools and approaches.*
- *Peer learning and the exchange of good practice.*
- *Period monitoring and reporting.*



# Evidence Based Programs

- *Those programs that have been found to be effective based on the results of rigorous evaluations are often called “evidence-based.”*
- *A rigorous evaluation typically involves either an experimental design (like that used in randomized controlled trials) or a quasi-experimental design.*
- *Evaluations that do not include any type of comparison group, for example, do not allow for any conclusions to be made about whether the changes seen in program participants are related to or caused by the program.*

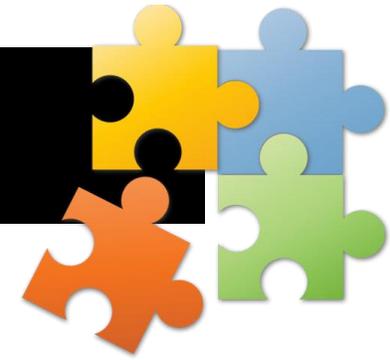


# Advantage of Evidence Based Programs (EBPs)

- *Utilizing an EBP increases the odds that the programme will work as intended and that the public good will be enhanced.*
- *Greater efficiency in using limited resources on what has been proven to work as compared to what people think will work.*
- *Proven effectiveness facilitates community buy-in and the recruitment and retention of program participants.*
- *EBPs may have cost-benefit information available.*



# Methods - Good Practices



- *18 educational / training programmes were identified in five countries across the EU.*
- *Ranged from short online courses to specialized master programmes.*
- *France, Spain and Ireland seem to follow a national education strategy.*
- *None of these projects seem to be evaluated according to Kirkpatrick's criteria or impact on health care (effectiveness) - no EBPs detected.*

# Review of EU Projects ...

*Opportunistic search within the partners in the JA Advantage data-bases screened (Cordis - 97 pages, Chafea - 61 records, EIT health - 26 projects, EIP-AHA, list of DG Sante (project list).*

<b>PERSILAA</b>	Netherlands	Closed	Healthcare professionals, students, older adults
<b>SUNFRAIL</b>	Italy, Emilia Romagna	Ongoing	Healthcare professionals
<b>FACET</b>	Wales, UK	Ongoing	General population, healthcare professionals



# Programmes Currently on the Market

## Erasmus+

- Actions aiming at increasing learning opportunities and mobility of individuals, through the mobility projects for both higher education and vocational education and training learners and staff
- Actions aimed at enhancing the cooperation in the education sector at different levels mainly through joint Master's degrees, strategic partnerships, knowledge alliances and sector skills alliances.

## Grand Coalition for Digital Jobs

- Multi-stakeholder partnership that facilitates collaboration between business and education providers, public and private actors in order to attract young people into ICT education and to retrain unemployed people .
- Offer more ICT training co-designed with industry; implement job placement programmes; provide more digitally-aligned degrees and curricula at all levels and types of training and education; and motivate young people to study ICT and pursue related careers.



# Conclusion



- *The main challenge is not to create better tourism education and training “systems”. Instead, it is to create better educational pathways into and within tourism occupations.*
- *A key determinant of the performance of tourism education and training is the overall effectiveness of the national (or regional) education and training system.*
- *Improvements in skill levels of employees in tourism occupations are largely dependent on the wider drive to improve the performance of the tourism sector.*
- *The main skill gaps and shortages reported by employers relate to soft skills, language skills, interpersonal skills and ICT skills rather than to tourism-specific skills.*
- *There will be an increasing need for education and training systems to respond to developments in technology and ageing populations by providing new skills and preparing people for new occupations.*

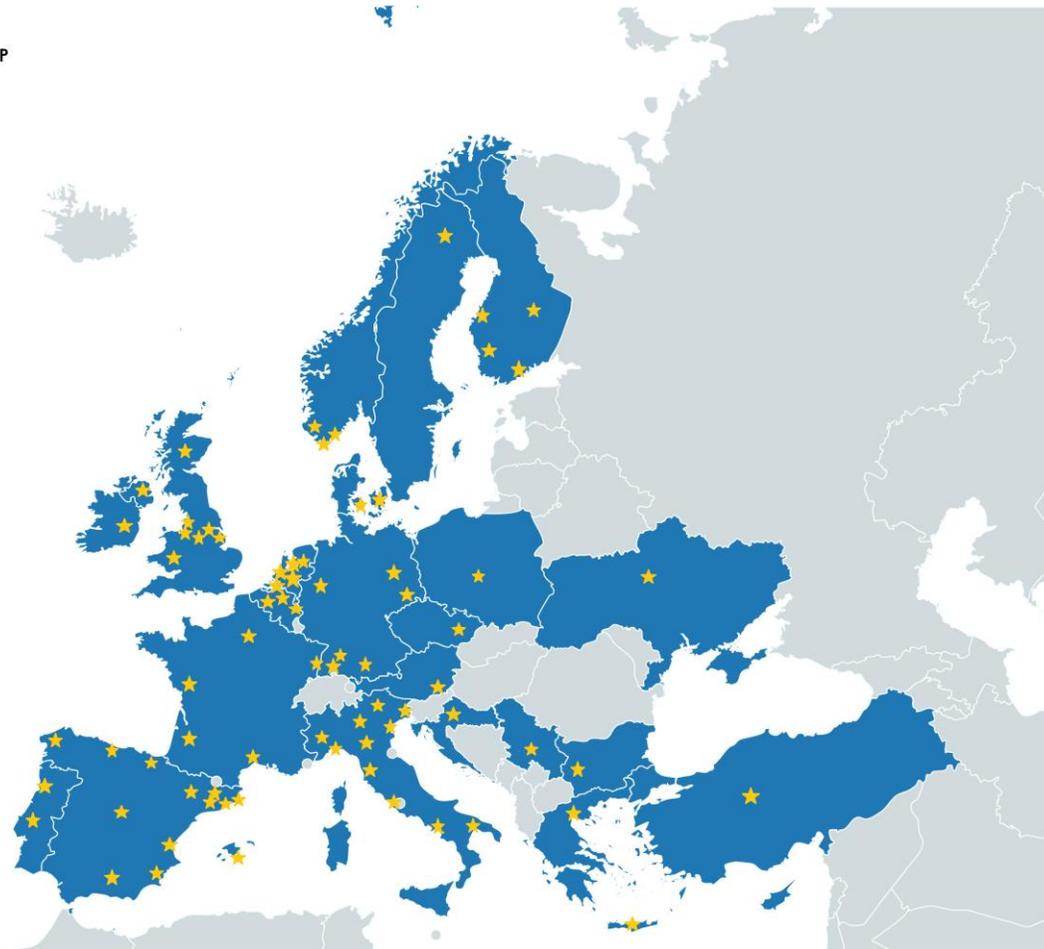


# Reference Sites ...

Geographic coverage of the EIP  
on AHA Reference Sites



Reference Sites



European Innovation  
Partnership on Active  
and Healthy Ageing



European Innovation  
Partnership on Active  
and Healthy Ageing

REFERENCE SITE



European Innovation  
Partnership on Active  
and Healthy Ageing

PARTNER

