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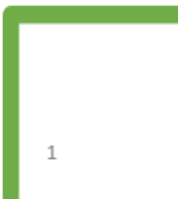
- **CHANGEMAKERS: CREATIVITY AND VALUE CREATION (BMHP5014_LON)**

DR DIOLA BIJLHOUT - MODULE LEADER

ASSIGNMENT 1-E-PORTFOLIO

ARTEFACT TASKS:

- **MIND-MAP**
- **A FLYER**



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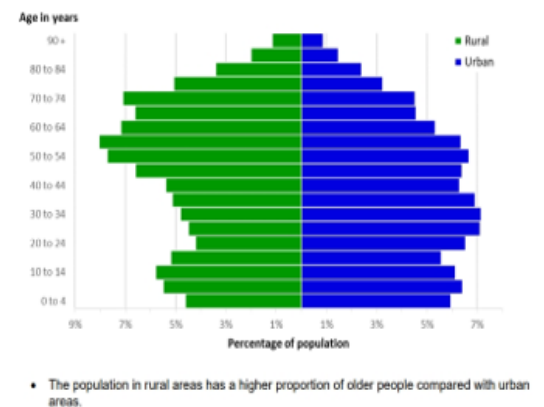
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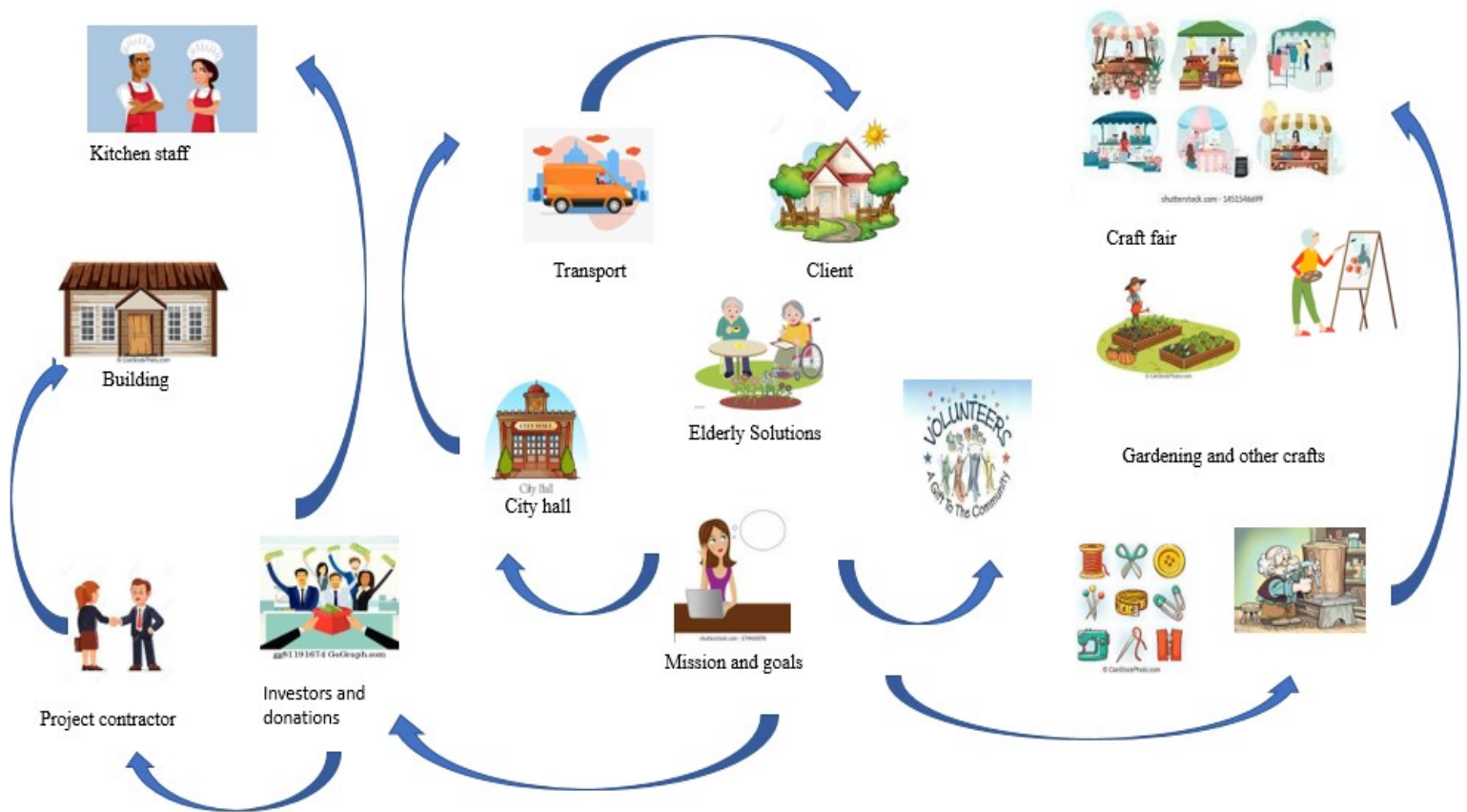
INTRODUCTION

According to the data of GOV. UK, on average, in England there are 3% more people over 65 in rural compared to urban areas and 7% more in sparsely populated rural areas. Nearly 8% of all people over 50 living in rural areas live alone in poorly serviced areas. With food and heating costs rising, some elderly people in England are having a tough time making meals and paying their bills. The goals of this project are supporting older people living in remote areas to decrease isolation and improve health, wellbeing, and connection.

Many of the factors contributing to health risks in rural communities are related to access to health services and care. The lack of regular public transport impacts both the daily living costs of rural households and access to services. People in rural areas must travel further to access public health and care services like GPs, dentists, hospitals, and other health facilities. The project also provides the provision of transport so that people can get around more easily when they need to visit a doctor for a medical examination or buy medicines. Also, having support that is close by will contribute to seniors' sense of safety, comfort, and connectedness. Another goal of the project provides the opening of a kitchen to serve the population in the isolated area.

The project also involves volunteer support and fundraising.





ARTEFACT 1 - MIND-MAP

The mind map shows the activities that I intend to carry out as well as the steps that I need to take to realize them.

For the implementation of the project, I will invest personal funds and conduct a campaign to raise additional funds. With the collected funds, I will hire a contractor to help me implement the project. With their help, I rent a building, and they will also provide the equipment for the kitchen and take care of the systems and safety.

Cooperation with the regional council is also planned. I can use their van to deliver the food to the customers. This will save me the cost of my own van.

I will also hire kitchen staff to prepare the food and drivers for delivery and transport. I will also need volunteers to help people in the homes, in case of need, so I will organize a campaign to recruit volunteers.

Among the goals of the project is to stimulate people to express their creativity. Older people usually do something because they have a lot of free time, and they do not like to be idle. For example, women knit or sew, men take care of the garden, produce vegetables, and others are engaged in carpentry, making various wooden objects such as decorative cups, plates, etc. The project envisages providing a market for their products, which will help people increase their income.





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A FLYER

To inform the community about my activities, I have prepared a flyer.

The logo represents hands holding a heart with two figures of elderly people inside the heart. The idea is to show our concern for the welfare of the elderly.

The flyer also contains brief information about who we are and what we do. There is a van that represents the transportation services we offer, and also pictures depicting shopping, communication, crafting that show other aspects of the activities we offer.

There is a sign asking people to donate and also a speaking balloon image calling for volunteers.

Various photos show help for the community by volunteers.

There are two photos of an adult couple. A woman waving and a man giving a thumbs up, showing people's joy, and also a couple of seniors dancing, showing how our activity has made their lives easier.

The flyer contains a contact phone number and a website address where people can get more information.

The background is light so that the photos I put up can stand out.



CONCLUSION

Whether they reside in the city or the countryside, older people ought to be able to prosper. They ought to have access to basic services and be able to lead active lives.

The percent of old people living in rural areas is rising, and while country living has many advantages, it can also make it harder for older people to get by. The low population density and long distances between residential and commercial centres typical of rural areas affect the cost and form of services offered to older people. Poor transportation alternatives, social exclusion and loneliness, problems accessing vital health and social care services, and difficulties using banks or post offices are among the major problems.

When older people participate in activities that promote their health and independence, they feel less isolated. But due to their isolation from other areas and the lack of adequate local resources, older persons in rural areas frequently find it difficult to participate in these activities.

With this project, we will help the elderly to not feel lonely and isolated. We will work together with them, for them and their well-being. Together, we can do it better.



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