



European
Commission

EASI - EMPLOYMENT AND SOCIAL INNOVATION PROGRAMME

“RURALCARE” - INTEGRATED SOCIAL AND HEALTH CARE IN THE HOME AT RURAL SCALE

INNOVATIVE HIGHLIGHTS

- A new way of organising and delivering long-term care in rural areas, which is preventive and flexible enough to respond to individual care needs

SCALE AND TYPE OF SOCIAL INNOVATION

- Incremental Service and Process Innovation

CALL NAME

Call for proposals on social innovation and national reforms - Long-term care

COUNTRY

Spain

POLICY AREAS

Develop and test innovative approaches to LTC provision with the aim to address the challenges of access, affordability, workforce, quality and sustainability of LTC; Develop sustainable multi-level partnership models that would facilitate the implementation of social innovation in LTC provision; Use of social innovation in LTC policy planning and monitoring.

TARGET GROUPS

National, regional and local authorities
NGOs
Higher education and research institutions

COORDINATOR

Social Services Management of Castilla y León

CO-BENEFICIARIES

European Social Network
Fundacion Personas
Disputación Provincial de Valladolid
Universidad de Valladolid

EU CONTRIBUTION

€ 2,218,210.37 (80% of the total costs)

TOTAL COSTS

€2,772,762.97

DURATION

October 2020 - September 2023

WEBSITE

<https://ruralcare.eu/>

SUMMARY OF THE ACTION

RuralCare aims to pilot an innovative approach to long-term care in a rural area in the Region of Castilla y Leon mainly for older people and people with disabilities and chronic diseases, notably women. The project expects to test a new form of intervention that will guarantee equal access to long-term care services, making them more affordable and sustainable, and producing other benefits to rural areas in terms of social and economic activation. RuralCare will pilot the approach in 74 municipalities, test a multi-level partnership composed of public and private stakeholders, and use an evidence-based approach for future policy planning and administrative reforms. The project will perform segmentation of households at risk, considering different factors to improve their conditions by proximity services, family support, health care, adaptations of the household products, support and participation in the community.

*Keywords: **affordable and sustainable long-term care, partnership, evidence-based approach, policy reform, tailored services***

The region of Castilla and Leon is particularly impacted by the challenge that rurality and ageing impose on the entire EU. Its low population density, high dispersity, rapid ageing and high life expectancy limit the access to long-term care services, making them of poor quality and extraordinarily expensive, resulting in the unsustainability of the current way social and healthcare services are provided (mostly in residential and daily care facilities). The project team identified the need for accessible and adaptable care services that respond to the population's requirements.

“ We know that people with long-term care needs want to be cared for in their own homes, which is an important aspect for us to address in the project”

OBJECTIVES

01

- Test a model of integrated long-term care adapted to rural areas, which is affordable, of higher quality, and is based on users' needs and aspirations

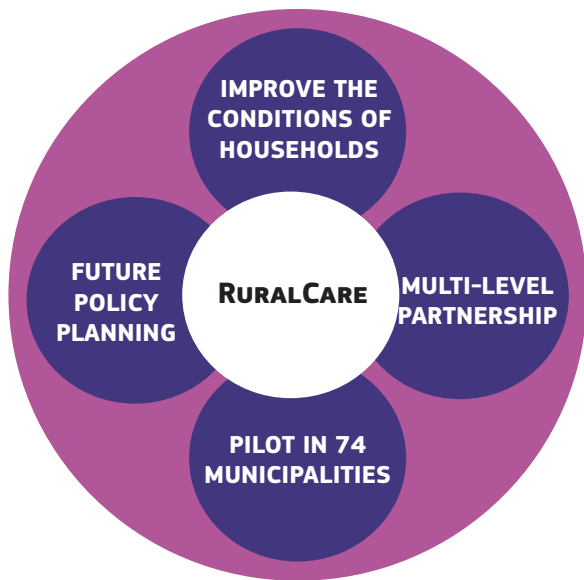
02

- Gather evidence about the benefits, including in terms of economic efficiency, of this new model in view of its possible upscaling to the whole region

03

- Provide other benefits to rural areas in terms of social and economic activation

CONTEXT AND NEEDS



- 1** COMPARATIVE STUDY: IN-DEPTH ANALYSIS OF CASE STUDIES, A BENCHMARKING STUDY, AND THE RURAL TERRITORY
- 2** A NEW MODEL OF PERSON-CENTRED CARE WILL BE DEVELOPED AND PILOTED IN A GEOGRAPHICALLY BOUNDED TERRITORY
- 3** EXPERIMENTAL METHODOLOGY BASED ON A COUNTERFACTUAL ANALYSIS

METHODOLOGY

The RuralCare project can be divided into three distinct parts. First, a comparative study will be developed including the analysis of some case studies and a benchmarking study. Second, a new model of person-centred care will be developed, based on home care and integration between healthcare and social services, both public and non-profit. The model will be preventive and proactive, by adapting to the needs of care users at every stage of life according to their own life plans. A pool of volunteers and the use of ICT tools will help to provide services and support in a flexible way. Finally, the effectiveness and efficiency of the project will be evaluated with an experimental methodology based on a counterfactual analysis.

RESULTS

A new model of person-centred care will be tested by 150 persons, in 74 municipalities in the province of Valladolid in Castilla y Leon. Care services will be based on individual life plans agreed between care users and care professionals, according to users' needs. The piloting stage has been preceded by a comparative study including the analysis of some case studies, a benchmarking study, and an indepth analysis of the rural territory where the project will be piloted. Person-centred care will rely on a set of services and resources available in the local communities: trained informal carers, services provided by volunteers, community services and coordination mechanisms to ensure integration between healthcare, social and care services. Staff involved in the project will be trained in person-centred care. The effectiveness and efficiency of the project will be evaluated with an experimental methodology based on a counterfactual analysis against two control groups (150 people each) of home-based traditional care and residential care, respectively. On the basis of the project's results, the project team intends to influence national institutions and policymakers to adopt the approach experimented and reform long term care policies in Spain.

“ We want to offer a service which is flexible enough to address care issues of the population at every stage of life as needs are evolving with the time”

“ Our model is a preventive and proactive model adapting to the needs of the person for now and the future as the service is flexible and adaptable”

“ The main goal of the project is to offer a new model and try to convince the national institutions that the project is financially feasible”



The project has a very innovative nature, especially in terms of organising and delivering long-term care in rural areas, as the project team developed a preventive and flexible enough model to respond to individual care needs and desires. Therefore, the innovative points can be divided into two distinct parts: the actors involved in care actions and how the service is delivered. On the one hand, the development of a multilevel partnership bringing together regional and local authorities, public and non-profit service providers, and local communities made the service more responsive to the needs of beneficiaries. Additionally, the availability of diverse and well-trained care professional profiles working together in a coordinated manner helped the partners to provide a more comprehensive service. On the other hand, the integration between social and health services, the development of users' life plans and the introduction of technological tools made the project more efficient given the difficulties of the population in question.

TRANSFERABILITY AND UPSCALING

After the pilots prove to be successful, as the project team expects, a feasibility study will be conducted for the extension of RuralCare to the whole Region of Castilla y Leon as well as a roadmap for its implementation. Then, the model and the results from the project will be presented to other autonomous regions. The last step of the upscaling process will be to influence a national policy reform of long-term care. To ensure scaling up, the project has developed a multilevel partnership in which local and regional administrations, private and public care organisations are all involved in the pilot. A working group has been organised at the national level with IMSERSO, the National Institute for Older People, to include the policymakers from the beginning of the project. Another working group gathers the Spanish autonomous regions and IMSERSO.



© Luis Silva / <https://cargocollective.com/luissilva>

PROJECT CANVA



This document has been prepared for the European Commission however it reflects the views only of the authors, and the European Commission is not liable for any consequence stemming from the reuse of this publication. More information on the European Union is available on the Internet (<http://www.europa.eu>). © European Union, 2021

The reuse policy of European Commission documents is implemented based on Commission Decision 2011/833/EU of 12 December 2011 on the reuse of Commission documents (OJ L 330, 14.12.2011, p. 39). Except otherwise noted, the reuse of this document is authorised under a Creative Commons Attribution 4.0 International (CC-BY 4.0) licence (<https://creativecommons.org/licenses/by/4.0/>). This means that reuse is allowed provided appropriate credit is given and any changes are indicated.

For any use or reproduction of elements that are not owned by the European Union, permission may need to be sought directly from the respective author and rightsholder.