

Development strategy of Coalition -2010

General strategy

Aims:

- life quality improvement for aged people by support of their ability to solve their own problems, participation in social life, increase of public sector potential which helps aged people.

Tasks:

- to reveal the most important issues which refer to the aged people activity, to develop resources and possibilities for their positive solution; to reveal important social and economic indicators which define aging of Russian population for an effective consolidation of the resources we possess; to further the development of Russian and international gerontological sector in order to solve common problems.

Methods:

- to develop communication between all interested parties of state public health, social protection, civil sector systems; to assist in development of voluntary services, also among aged people by inspiration for creation of different groups which represent their interests; to continue the resource center of gerontological NCE website support in order to secure aforementioned methods, to continue the distribution of "Pravo pozilih" coalition bulletin in electronic version and other published literature, to organize different kinds of partnership meetings between sectors, to cooperate with mass media.

Communication strategy

Aims:

- to increase the positive image of aged people in Russia, the importance of voluntary sector in Russia;
to distribute information of Interregional "Pravo pozilih" coalition activity.

Tasks:

- to develop communication with mass media in all possible ways, to increase partnership with all interested persons and institutions including power institutions of all levels.

Key concepts:

- aged people have rights; aged people participate in social life and state affairs; voluntary sector is an independent one and can not be turned into political institution; participation in voluntary movement improves aged people socialization, increases their abilities to solve their own problems and help other vulnerable aged people; voluntary sector is an important partner for the state when important social problems have to be solved.

-

Strategy of voluntary deeds

Aim:

- increase of voluntary deeds importance and professionalism as a possibility for aged people to participate in social and state life.

Tasks:

- to develop and distribute the best experiences among social institutions; to support institution efforts in the development of their voluntary activity; to assist a positive image of voluntary deeds in state, society and the whole country; to support aged people in their strivings to become volunteers and to take part in voluntary movement.