RURACTIVE OPEN CALL - CHALLENGE 11

Title of the challenge	**Artistic / creative and cultural solutions to help older people stay mentally and physically active and sociable, enabling them to take a proactive approach to improving their health and wellbeing**
Dynamo (pilot location)	North-East Scotland, UK
RDD (Rural Development Driver) *addressed by the challenge*	Local services, health and wellbeing / Culture and cultural innovation
Overall context description and specific context to be addressed by the challenge	Certain risk factors, including loneliness / social isolation and lack of mental or physical activity, can increase people's likelihood of developing neurodegenerative diseases like Alzheimer's and dementia, particularly in older people. As our population ages and rural communities depopulate simultaneously, there is a need for older people and the current health system to take a proactive approach to improving their mental and physical health, to prevent an epidemic of neurodegenerative diseases. Perth and Kinross is a district of Scotland with a higher than average proportion of the population that are demographically ageing. We are looking for solutions in the artistic / creative / cultural space, combined with digital technologies or tools, to help older people, proactively improve their mental and physical health and thus decrease their risk of developing neurodegenerative diseases like Alzheimer's and dementia. These could incorporate engagement with the physical landscape and/or support biodiversity.
Scope of the Challenge	Provide older people with digital technologies or tools incorporating an artistic / creative / culture element, for them to take a proactive approach to improving their health and wellbeing and feeling that they are continuing to play their part as valuable members of the rural community.
Solution requirements	• Digital technologies or tools, incorporating an artistic / creative / cultural element aimed at improving the health and wellbeing of older people.

	• Innovations should preferably include an interactive / social element. • Possibly a virtual reality tool allowing older people to attend cultural events or local exhibitions from the comfort of their homes. • Any solutions incorporating digital technologies or tools should be easy for older people and/or their carers to use. Low emission and climate adaptive solutions will be preferred. Gender considerations should be integrated into the solution to ensure inclusivity and address the specific needs of different population groups.
Specific objectives and expected outcomes	An improvement in the reported overall health and well-being over a 5-year period of a defined group of older people who are involved in such a solution.
Available resources	• A network of artists / creatives that can help develop and/or test solutions with older people. • Links to communities in the pilot area who can help find suitable candidates for using the solutions. • Links to established care and wellbeing networks and solutions. • Stakeholders in the cultural events space. • Expertise from the James Hutton Institute on promoting active health care for groups of older people in rural areas.