

Gdańsk Social Economy Conference



Union Nationale de l'Aide, des Soins
et des Services aux Domiciles.

National Union of Home Help and Care Services

Présentation of UNA

- Founded on January 17th, 1970
- Non profitable Association (French 1901 law)
- State-approved
- A social militant network and movement
- Employers' labor union
- Purpose: promote a policy of maintenance, support and caring at home

Présentation of UNA

UNA

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Momar LO

management and financing

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UNA : a social militant movement

UNA claims:

- an access to home help, care and services for all .
- By its action to the elderly, disabled , sick persons, families in difficulties or individuals, UNA asserts its social link creator's role .
- UNA ceaselessly exercises its duty of militancy through major societal debates, as at present regarding the implementation of then 5th social welfare risk.

First French network of home help and care services

UNA groups together 1218 members Countrywide

- Structures took care at home in 2007 of 805 000 persons :
 - elderly,
 - disabled,
 - families in difficulties
 - and individuals.



First French network of home help and care services

- UNA network offers 18 families of services :
 - advice and assessment of social situations,
 - help to the person
 - Home health care services
 - social intervention to families
 - reception of the children
 - meal at home,
 - Housekeeping,
 - Minor home fixing ...

First French network of help, care and services at home

- UNA network groups together 144 000 professionals (managers, care service coordinators, area managers, home interveners).
- In 2007, UNA network realized 57 475 appointments and created 11 610 net jobs,
- UNA is also a **union of employers**, present in negotiations with social partners, particularly those concerning the finalization of an unique branch collective labor agreement

Orientations and objectives of UNA

- Increase our offer's awareness to the general public, to Key accounts, but also to the prescribers and to the partners,
- Help in a **better appropriation** of our offer of services by our network members
- Endure the **cohesion** of all benefits and offered services

Structuration of UNA's offer of services

- UNA and its network
 - Objective: bear and relieve the values of UNA
 - ⇒ Put the individual in the centre of action
 - ⇒ Contact all publics, but with a bet ahead of the heart of job of structures
 - Objective: Take into account the special needs of each and every structure
 - ⇒ an offer which is modular
 - ⇒ keep the 3 entrance keys : "individual ", "home " , " children "

Structuration of UNA's offer of services

UN and the public

A clear offer

⇒ An entrance key which easily guides the customer to the category of benefits fitting his need

⇒ An offer which gives a broad but precise vision of different benefits and services that structures are capable of supplying

Offer which the public can easily identify with

⇒ Individually- oriented service

⇒ "Seniority" notion not put forward

Structuration of UNA's offer of services

=> A “need” but not “public” oriented offer

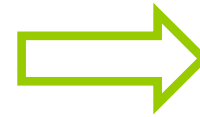
- In which all the public can easily be identified with
- Which avoids confusions and amalgam (ex: 2 levels of housekeeping services correspond to 2 different needs for the same public: old persons)
- Which is the gleam of customers expectations and not the network organization

=> a directly "operational" offer

- Which structures the national and local communication actions
- Which gives marketing tools that can be directly exploited by structures:
 - A specific and adapted promise to each of the 3 entries

Example of structuring of the offer of services

UNA network is in charge ...

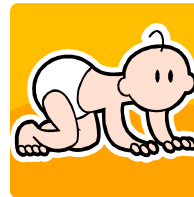


an answer to every need

of you and of your fellows,



of your children,



your home

« Guarantee social maintenance »

« Look after your children »

« Produce a service »

Example of structuration of the offer of services

UNA takes charge of you and of your fellows ...



TARGETS:

- disabled persons
- persons in temporary disability
- Elderly, the sick
- Mother's help

Care in your home

-Nurses at home

Help in your home

- For good living conditions: home help; bring of meal; delivery of shopping among which drugs
- For your well-being: hairstyle, aesthetics,
- For your administrative steps

help out of your home

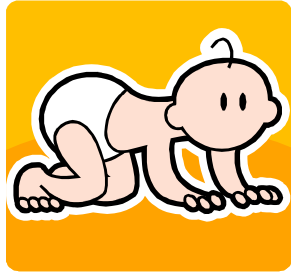
Accompanied transport
Day Reception
Animation community centers

Help to helpers

Psychological support
"Groups of word"
Accompaniment and training in care

Example of structuring of the offer of services

UNA care for you children ...



TARGETS:
family with children

Child minding in your home

- Shared child minder
- Baby sitting
- child minding in your home
- Reception in a structure

School accompaniment

- School support
- Helps in assignments

Example of structuring of the offer of services

UNA take charge of your home...



TARGETS:
All the public

Household / removal	Household and removal
Gardening	Small jobs of gardening Maintenance of the garden
Fixing things	Small and big handy man works
Animals	Promenade Care
Computer science at home	Training in basic software Hardware Repair Installation of computers

TELE ASSISTANCE

**Toujours là
au bon moment**

Avec votre spécialiste de l'aide
et des soins à domicile,
décidez d'une téléassistance sur mesure



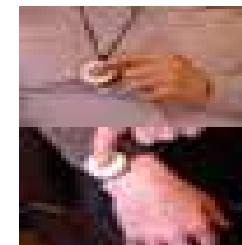
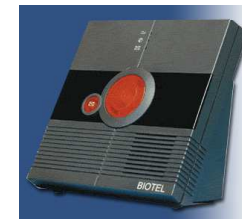
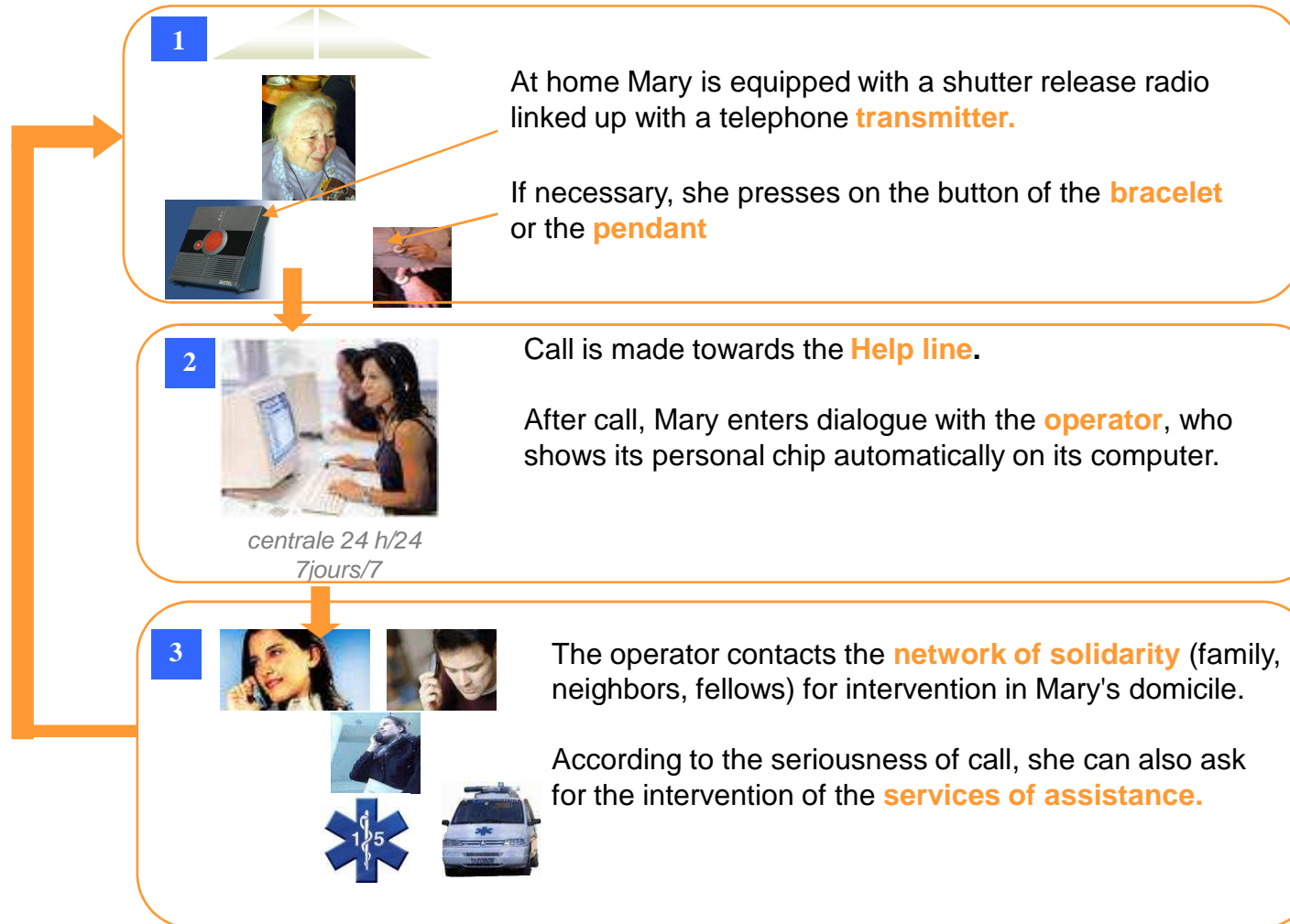
UNA
téléassistance
Solidaires et vigilantes

Definition of “Tele assistance”

- TELE ASSISTANCE service permits by the supplement of a particular equipment in a telephone device, to make , by a very **simple maneuver** , a distress call to the center
- “TELE ALARME” or “TELE ASSISTANCE” is a service which guarantees to persons who wish to stay at home despite their advanced age , disability or illness, a permanent contact with a help line which could trigger off necessary intervention if need be .
- “TELE ASSISTANCE” is a supplementary element of the implementation of maintenance at home.
- The “TELE ASSISTANCE” must meet the need of security but also take into account the relational and affectionate needs of subscribers.
- it is first and foremost a guarantee of rescue and help twenty-four hours a day and seven days a week ...

How are you getting on ?

Calls triggered off by the subscriber



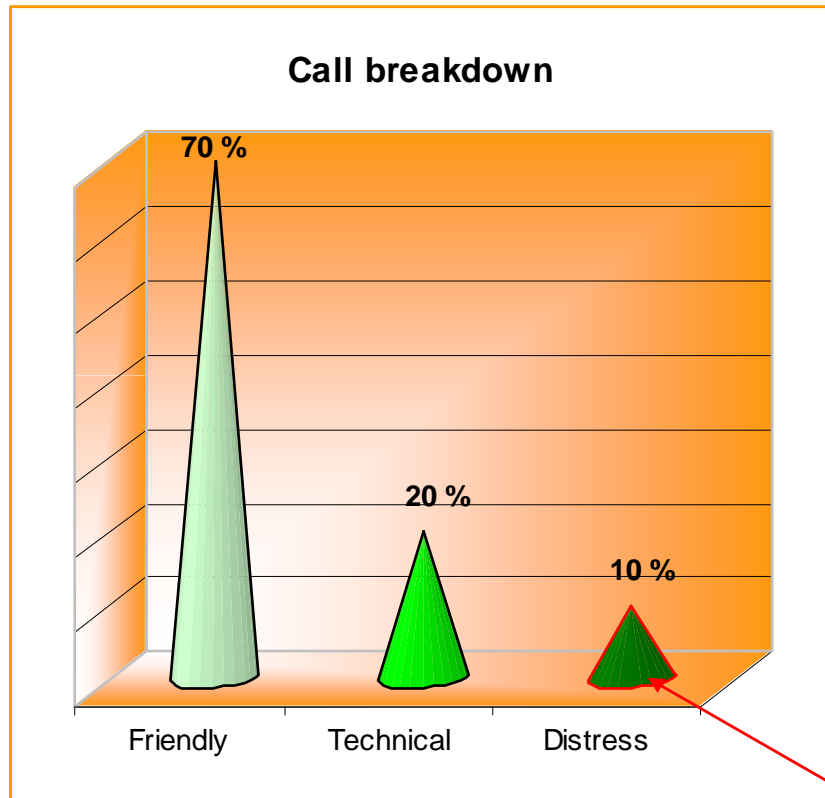
which is concerned in France

- More than **250 000 “Tele- assisted”** in France among whom **80 % of women**.
- The call to the service is very often late (80 years), further to:
 - a fall,
 - a heavy pathology,
 - an isolation after a decease...
- Contracts of a length about **3/4 years**.
- Terminations for :
 - departure in establishment,
 - decease,
 - inability to use of the equipment...
- **The family, helping network, the medical area** are the prescribers for more than **85 %** of cases.
- The disabled persons are little equipped.
- **1/3** of the subscribers **do not carry the shutter release on them**.

European comparative

Countries	Estimate among subscribers	Complete population	Population of more than 65 years	equipment of more than 65 years
Germany	400 000	82 500 000	13 200 000	3,03% (5)
France	250 000	60 000 000	9 600 000	2,60% (6)
Italy	125 000	59 000 000	8 260 000	1.21% (9)
Great Britain	1 700 000	59 700 000	10 149 000	16,75% (1)
Spain	250 000	42 300 000	7 614 000	3,28% (4)
Portugal	5 000	10 500 000	1 785 000	0,28% (10)
Sweden	175 000	9 000 000	1 170 000	14,96% (2)
Belgium	25 000	10 400 000	1 768 000	1,41% (8)
Swiss	25 000	7 500 000	1 425 000	1,75% (7)
Luxembourg	10 000	451 600	76 772	13.03% (3)

Typography of calls



Among which 4 % further to a fall

➤ **friendly calls**

For a psychosocial listening, of empathy, against isolation, various information ...

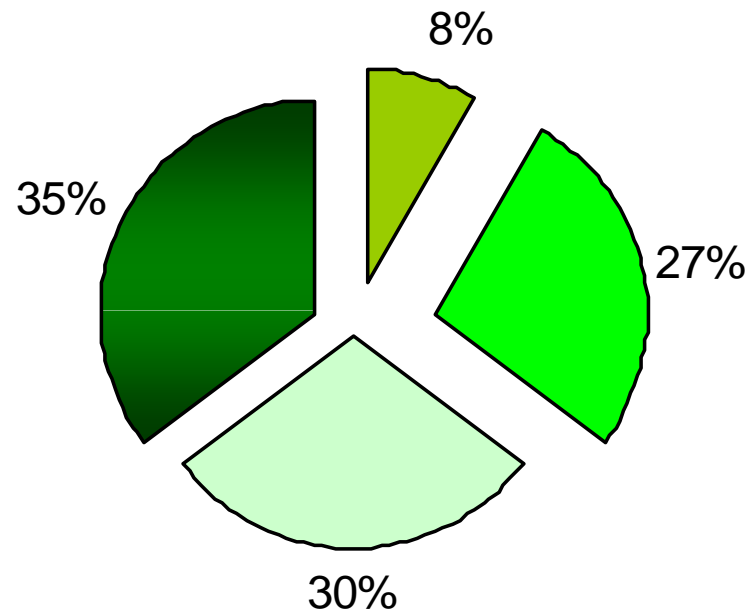
➤ **Technical calls**

Further to the installation, in tries of equipments...

➤ **Distress calls**

Requiring the call of the network of solidarity or professional networks for intervention...

Presentation by type of structure



The commercial models are very contrasting:

Social economy has customers « point by point » for practically 90 % of its park, (individual contract) versus Companies whom make B to B.

- **Profitable companies**
Bank, Insurance, “Télé assistance” company,
- **Public Organization...**
- **Social economy**
Associations, confederations,
- **Other,**
Local microstructures, doctors, private hospitals, nursing homes...

“TELE ASSISTANCE”

one of the tools of maintenance at home

No matter age or disability, a very broad majority of people wish to live and to die at home.

Several criteria must be assessed

needs
in human help, in
care, in technical
helps, etc

personal, family, environmental
situations

**the feeling of
insecurity** expressed by
the person or her circle
that it is linked to a real
risk (falls) a fantasized
risk

It can happen in case

of a geographical isolation, a feeling
of loneliness

of an exit of hospitalization, a loss of
temporary autonomy,

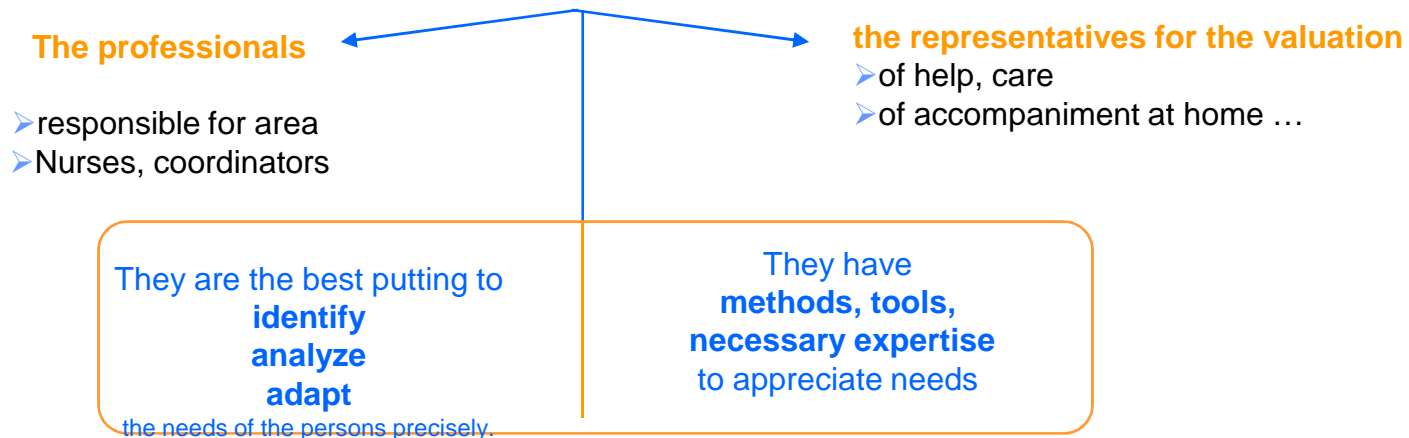
of a pathology, an evolution of psychological situation, need of accompaniment

“TELE ASSISTANCE”

a supplementary service at home

The “télé assistance” has as **objective**
to reassure the subscriber in his home, his familiar circle and also the professionals between two interventions

The “télé assistance” answers a **need**:
He must be assessed and revalued according to evolutions of individual situations



the professional dealers
home helps, nursing auxiliaries, médico-psychological helps) travelling nurses ...