

A Multi-national Survey Of Learning Needs In Healthy And Active Ageing As Rated By Potential Students, Employers, Academics And Key Stakeholders

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Background

- **Healthy and active ageing (HAA)** and **age-friendly society** frameworks can be employed to maximise the opportunities and to address the challenges of the ageing EU population
- The EMMA Consortium is developing an EU-based **masters in active ageing**
- The goal of the masters is to provide professionals with knowledge, tools and **skills for systemic active ageing promotion** across the continent

Objective

- To **identify learning needs** in relation to HAA and age-friendly society, as perceived by multiple stakeholders across six EU countries

Method

- A **survey** was developed by the research team in consultation with the literature, academics and older people
- The survey was **piloted** at one site prior to **translation** for distribution online in the participating countries (see map)

Target groups

Student group	Employer group	Academics	Other stakeholders
<ul style="list-style-type: none"> • Senior undergraduate • Recent graduates 	<ul style="list-style-type: none"> • Management level staff in private and public sectors 	<ul style="list-style-type: none"> • Teaching staff 	<ul style="list-style-type: none"> • Advocacy groups • "Expert" older people • Policy makers

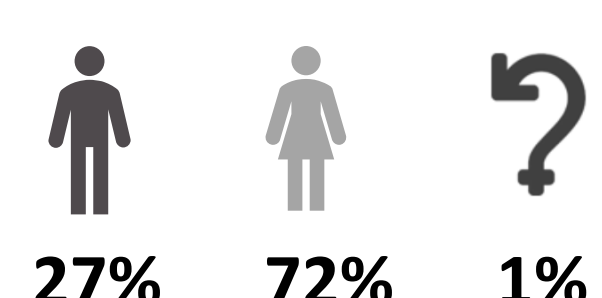
- Participants ranked the importance of **14 broad topics** and related content on a 5-point Likert scale, and also could suggest other topics
- The survey asked about **interest** in studying active ageing and preferences for **module structure** and aspects of **delivery** (e.g. English language, online v face-to-face learning)
- Demographics and descriptive results on the above are presented

Results

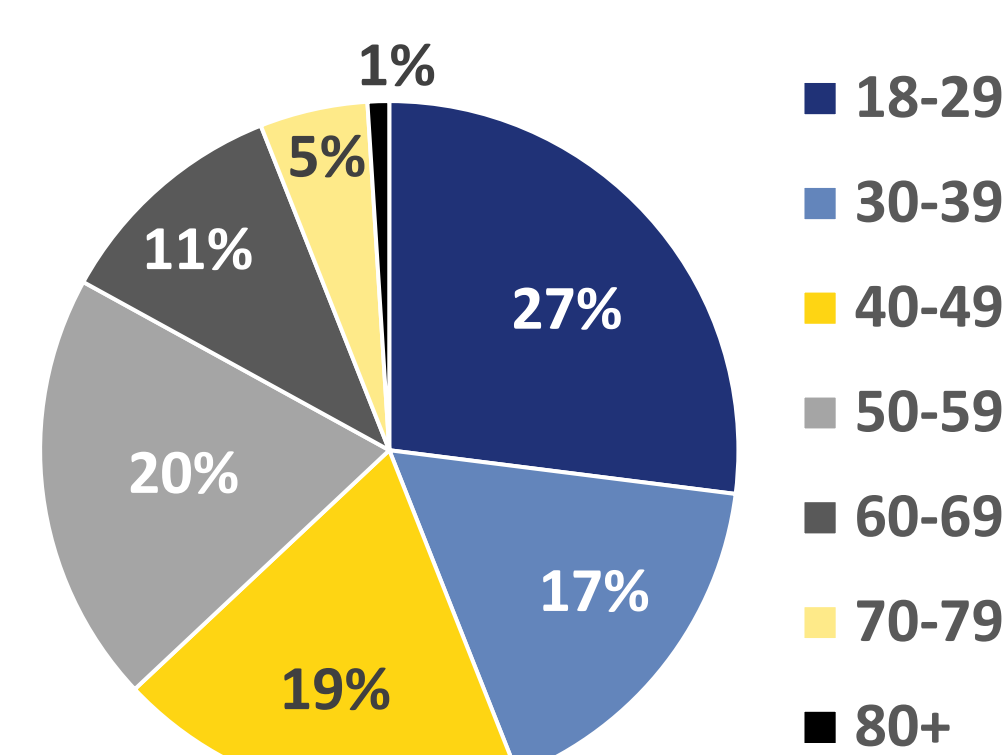
1 Demographic data

- Responses without data on content topics were excluded from analysis, leaving **N=757 surveys**

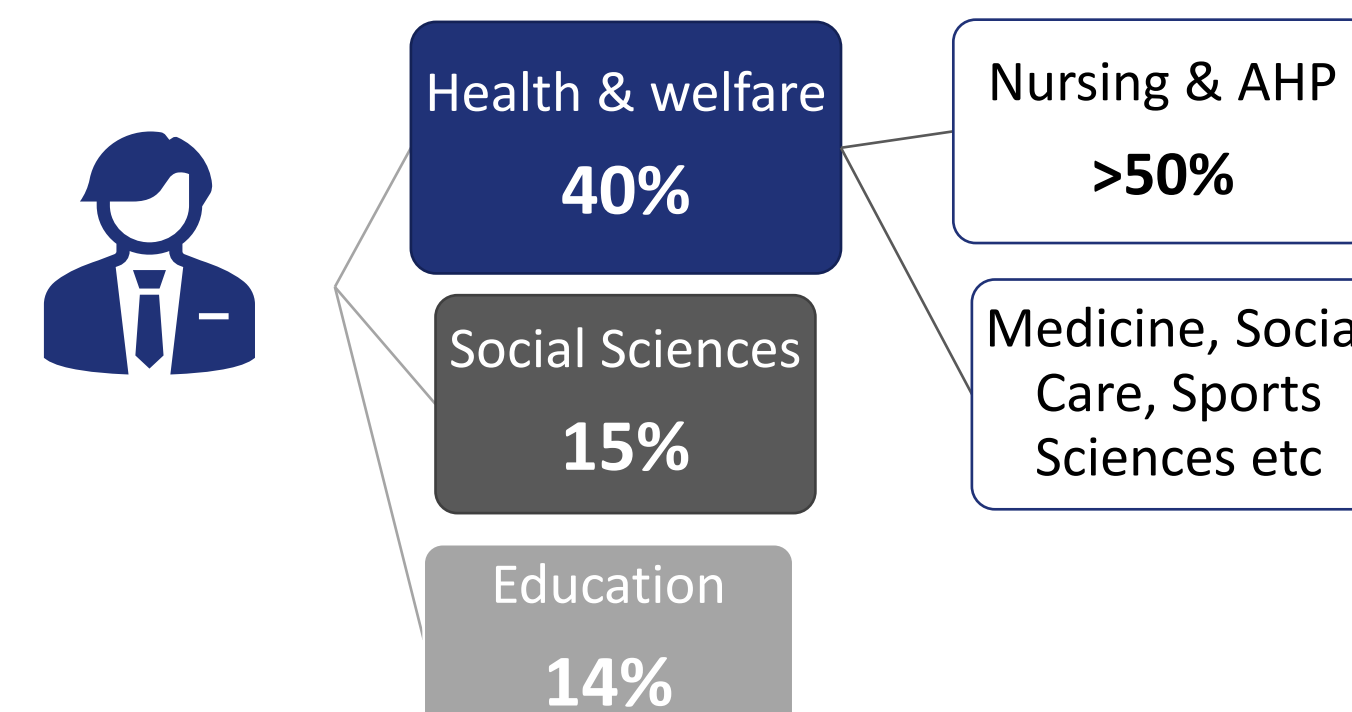
Gender (N=623)



Age groups (N=631)



Occupational background (N=619)



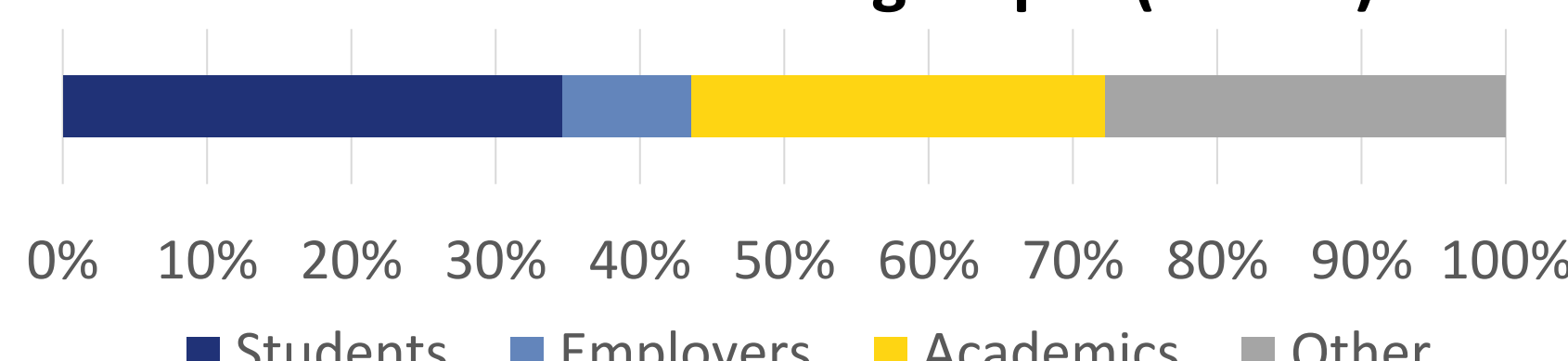
Map of participating countries



Responses by country (N=757)

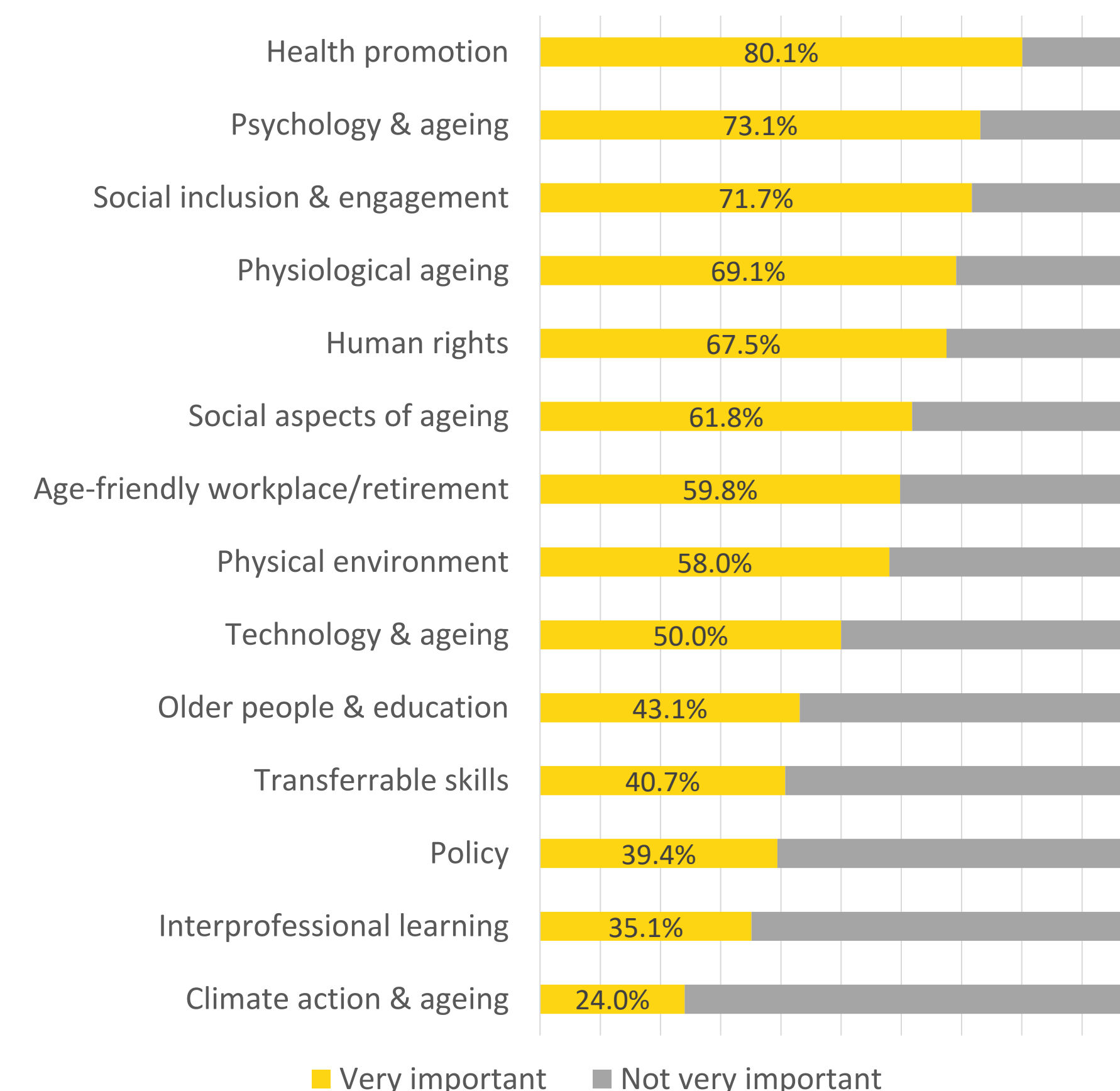
Greece (22%), Austria (19%), Slovenia (18%), Ireland (18%), Portugal (18%), and Finland (6%)

Distribution of stakeholder groups (N=757)



2 Course content

Degree of Importance (14 broad topics)



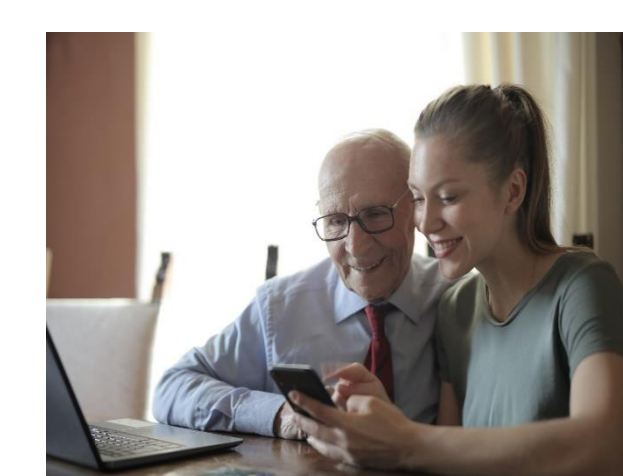
Interest in studying active ageing (N=220)

81% of respondents were interested in studying active ageing. Of these:

- 24% preferred a **full masters** degree
- 53% preferred **short courses** or modules
- 23% preferred to choose individual modules to **create their own degree**

Reasons for interest (N=177)

- **78%** Increase knowledge & skills
- **63%** Personal growth & development
- **37%** Academic development



Taught in English?

- Ireland 100% Greece 76% Austria 71%
- Slovenia 65% Portugal 56% Finland 32%

Course delivery (N=177):

- **33%** prefer fully online learning
- **11%** prefer face-to-face learning
- **56%** prefer blended learning



Conclusion

- The **majority of the proposed topics were viewed as important** for students in active ageing
- **Short courses** focusing on healthy and active ageing might be a worthwhile avenue
- While the programme will be delivered online and in English, the data show **interest in additional offline activities** and partial **delivery through alternative languages**

For further information

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