Promoting active and healthy ageing among Basque population through an adapted MAHA mobile application

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Introduction: The population over 65 years of age in European countries is increasing in recent years. This demographic change of society in the European Union (EU) leads to increased costs in health and social care systems, as care and prevention measures for all ages are becoming increasingly expensive. Related to this population, changes that constitute and influence ageing can be related to biological, physiological, and psychosocial changes. To tackle this challenge, promoting healthy ageing has become a key to improve the lifelong health and wellbeing of ageing population.

The EU-funded GATEKEEPER project aims to ensure healthier independent living for ageing populations offering digital solutions for early detection and personalised interventions to ensure healthier independent living for ageing populations. The Basque Country implement and assess the effectiveness and user experience of a self-managed mobile for healthy habits promotion.

Aims, Objectives, Theory and Methods: The main objectives of the intervention are to encourage active and healthy ageing, promoting physical activity, cognitive training, and social participation. The purpose is to enhance independence, autonomy and improve the well-being of older people, and increase the empowerment of older people and their caregivers by making accessible health educational materials.

The adapted MAHA App will offer activities for older people to 1) reinforce the socialization 2) promote habits and attitudes that lead to healthy lifestyles 3) promote active ageing and empowerment and 4) delay or reduce the deterioration in the state of health, falls, hospitalizations, institutionalizations, or dependence.

Results: This study is quasi-experimental, longitudinal (pre-post, prospective and without a control group) will involve 10,000 older people and/or their caregivers. It has been defined a multi-channel and community-based recruitment strategy at Basque country regional level that will involve more than 20 organizations/entities from the Basque Health Ecosystem. Some organizations that have confirmed their participation as recruiters are Integrated Healthcare Organizations, School of health Basque Public Telecare service, Healthy Ageing Foundations, Social Services Groups or Seniors Associations.

As part of the engagement strategy, the adaptation of MAHA have been done in a co-creation process where some organization that will promote the intervention has collaborate in the content
development and identification as well as end-users. Promotional materials such as leaflets, posters, website or promotional video will be made available to the participants in order to create the interest of 10000 users to download the App.

**Conclusions:** Innovative solutions are emerging as an alternative to promote healthy living habits in older people. Apps like MAHA can contribute to a longer, independent and self-sufficient quality of life and promote healthy lifestyles among ageing people that enhance independence, autonomy and improve their well-being, promoting their physical, cognitive and mental activity and social participation.

**Applicability/transferability/Sustainability:** MAHA App facilitate and complement the monitoring of individualized care plans, providing information about health to their users and favoring the shared decision-making. Designed with end-users also improve adherence to prescribed treatment, promote the self-assessment and contribute to a longer, independent and better quality of life of ageing people.