



Novi Sad Development Plan, as a master-plan for creating a specific programs, offered an opportunity to reassess previous practices and develop the Public Health Program, Healthy Ageing Program and policies that include elderly people's needs and active participation. Associations of pensioners participated in the adoption.



## Actions and interventions for Age-friendly Environments

Novi Sad finances projects of Gerontological Center & PHC:  
- Day care for elderly  
- Geronto housewives  
- Home treatment and care  
The newly built hospital for COVID-19 patients has been partly repurposed for palliative care and Mental Health Center.

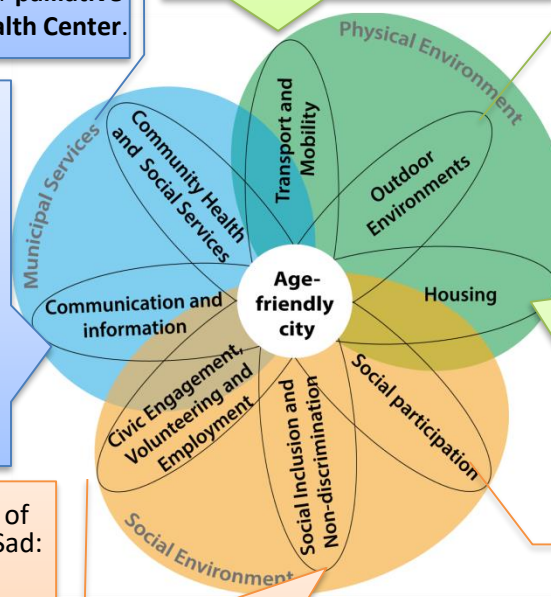
**NSmart** Public transport of 14€/year for 65+ and free of charge for elderly with lower than average pension.  
**NS Bike - Bicycle rental system**  
- 16 rental stations  
- App. for the elderly is still testing.

**Outdoor gyms, chess boards, bocce ball courts** In the parks and residential areas of Novi Sad, urban furniture is being installed that enables the socializing of the elderly and recreation.

**Social housing** In 2023, 25 flats were sold for approx. 50% of total price. Criteria were inclined to multi generation families.  
**Center for Social Work Novi Sad, solving requests for:**  
- cash grant social assistance,  
- another person's assistance and care allowance,  
- one-time financial aid.

**Local manifestations with transgenerational characteristics**  
• Mental Health Festival (Institute of Public Health of Vojvodina)\*\*  
• Olympics of sports and recreation (APNS)  
• "Sunny autumn of life" (Novi Sad Red Cross)  
• "Open door" – preventive health examinations (PHC of Novi Sad)  
• New inclusive spaces for cultural events etc.

**Serbian National Theater** offers a 30-50% discount for pensioners (for repeated performances).  
**"Age +" regional project of Novi Sad Humanitarian Center (NSHC):** Encouraging greater participation of the elderly in dialogue with decision makers; improving the capacity of service providers; increasing the offer of support services; increasing the visibility of the elderly and reducing age discrimination.



**Info center for elderly**  
The goal: to improve the availability and variety of home care services, help in the home, psychosocial support and improvement of the social protection system. 4 humanitarian organizations & N. Sad.

**APNS** - Associations of pensioners of Novi Sad:  
- Day Care Center  
- Organizing travel  
- Computer training  
- Laundry and ironing  
- Section for cultural activities  
- Project planning, participation in local policies planning and advocacy for better social participation.

\*Novi Sad Health Profile



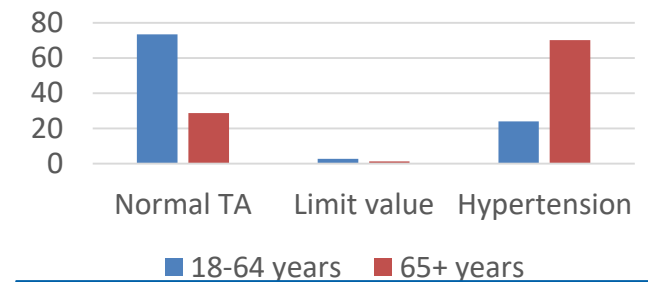
\*\*8th Mental Health Festival. Slogan: Empathy. Some activities:



## Evaluation and Monitoring

„Novi Sad Development Plan 2023-2030“ is a new Instrument for decision making. Novi Sad Health Profile\* (with health status analysis) showed that there is an urgent need to a better control of elderly people health determinants. According to the 2023 health interview certain highly spread biological risk factors explains such need (following graph).

**HYPERTENSION, 65+ years, Novi Sad, self reported data**



## HEALTH EMERGENCY PREPAREDNESS

At least 9 bylaws regulate activities in emergency situation in Novi Sad.

„Novi Sad Local action plan for migration management 2022-2025“ refers to the following categories:  
- Refugees  
- Internally displaced persons  
- Readmission Agreements returnees  
- Migrants in need (with no status determined)  
- Asylum seekers  
- Individuals coming from Ukraine.

**During summer heat waves** Novi Sad provides drinking water in public spaces, broadcasting elderly-specific alerts and appeal for the population to pay attention to relatives and neighbors living alone.

**Shelter for the homeless** People with no residence (apparently mostly elderly) can receive hygiene treatment, food, acquire relevant documentation, health or social services etc.

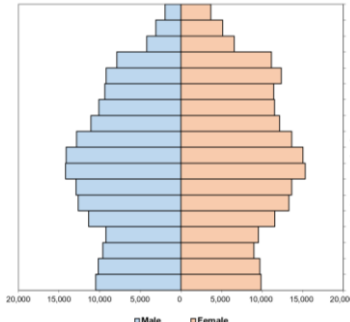
Contact: [novisad.zdravgrad@izjzv.org.rs](mailto:novisad.zdravgrad@izjzv.org.rs)



## Insights from Healthy Ageing Profile

Some data about Novi Sad (N=368.967):

- **23,3%** inhabitants are **over 60** years.
- Currently **6 of 10** people over 80 are women.
- In Novi Sad more than **36.000** people over 60 live without spouse or partner, mostly women.
- **20** national minorities.
- **Age index (>60/<20):** 1,3.
- **Maturity of the population (% of 65+):** 17,7%.



## Your age-friendly journey

„Novi Sad Development Plan 2023-2030“ is implemented through **4 priority goals** and 43 key measures (14 of which refer to the elderly)

1. A "Smart" city
2. Human potential

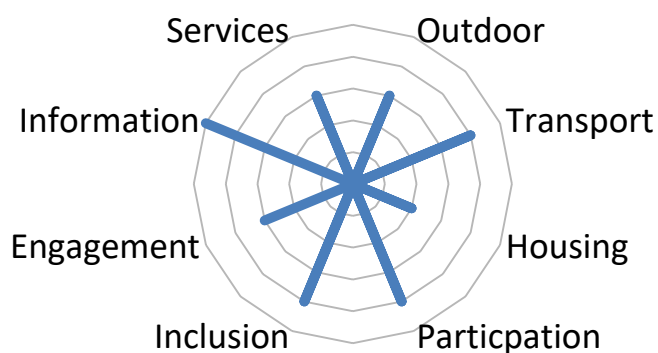


3. A sustainable economy
4. Good governance



**Vision:** „...A city of approachable and supportive people who respect differences and make everyone feel welcome in Novi Sad.“

## Influence over the age-friendly domains



- [www.infocentarzastarije.org.rs/](http://www.infocentarzastarije.org.rs/)
- <https://visitdistrikt.rs/en/>
- <https://udruzenje-penzionera-gns.net/dnevni-centar-2>
- <https://nshc.org.rs/>