

Status & Inklusiveness

“Working with care...”

Quotes from the report “Design inom vård och omsorg”:

”Att titta på professionerna och att arbeta med att höja deras status. Ju mer specificerad du är inom ditt yrke, desto högre status har du idag. Men om man tittar på personal inom till exempel äldreomsorgen så har de lägre status. Därmed lägre respekt för sitt arbete.”

(To work with improving the status of the professions. The more specified you are within your profession, the higher status you have today. But if you look at staff within elderly care for example, they have lower status. And thereby less respect for their jobs)

Elisabet Linder, Praktikertjänst

”Man skulle kunna förmedla möjligheten att utvecklas i sitt arbete, ge personalen mer ansvar, ge dem en känsla av att inte vara utbytbara, inte bara ett namn på ett papper. Man måste försöka förmedla att detta är ett jobb att vara stolt över.”

(You could communicate the possibility to evolve within your job, to give the staff more responsibility, to give them a feeling of not being replaceable, not just a name on a paper. You have to try to communicate that this is a job to be proud of.)

Elisabet Linder, Praktikertjänst.

”Det är viktigt att få folk att förstå att det är roligt att vara med att arbeta inom vård och omsorg. Det är det som är det viktigaste just nu.”

(It is important that people understand that it is fun to work with healthcare. That is the most important thing right now.)

Kajsa Hjelte-Terve, Edsby Slott

”Det viktigaste är att arbeta med personalen och deras inställning. Det finns fortfarande personal som arbetar inom äldreomsorg som kanske inte har valt det yrket i första hand. Och vi måste anställa sådana personer också, eftersom det är brist på arbetskraft.”

(The most important is to work with the staff and their attitudes. There are still people working within elderly care who might not have that occupation as a first-hand choice. We have to employ those persons too, since there is a lack of manpower.)

Madeleine Wallberg, Attendo Care.

Group task

Working with care and elderly services is in general not considered a high status occupation today. How can we as designers help to change that? Try to think of solutions beyond higher wages such as interior, clothing, product design, TV-shows with Brad Pitt (!?), festivals, etc. Visualize your ideas!

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“Aid for aid devices”

Quotes from the report ”Design inom vård och omsorg”:

“Idag ställer man högre och högre krav på personliga och snygga hjälpmedel. Det sker ett generationsskifte nu. Den generation som vant sig vid att kunna köpa en ny mobiltelefon, bara för att det skulle kännas bra med en ny modell, kommer att ha andra krav när de blir äldre.”

(Today we have increased demands of personal and aesthetically pleasing aid devices. A new generation is getting older. A generation that are used to be able to buy a new mobile phone, just because it would feel nice with a new model... this generation will have other demands and needs when they get older.)

Marcus Heneen, Ergonomidesign

“Varför ska en rullator se ut som om man är misslyckad när man drar den framför sig? Det är pinsamt. Det är fult. Gammalt. Synen går tillbaka här. När man t ex köper käppar är det billigt att köpa de gråa tråkiga käpparna med metallstång, fast det finns hur fina käppar som helst som inte gör att man känner sig ynkelig och skruttig.”

(Why does a walker have to look as if you are failed when dragging it in front of you? It's embarrassing. It's ugly. Old fashioned... For example, when you buy canes it's cheaper to buy the gray ones with metal – although there are beautiful sticks out there that don't make you feel pitiful and weak.)

Kajsa Terve-Hjelte, Edsby Slott

Aid devices (*hjälpmedelsprodukter*) are not the most attractive products on the market today... But there are examples where the design of aid products looks different. One of them is the company *Holdme* that were recently rewarded with the Stockholm City Innovation Prize.

Hold me was founded by a physiotherapist, Marie Falkman and a stylist, Eva Littorin. They set out to do “fashion out of bandages”. See pictures on the next page! Also see www.holdme.se

Group task

How can we design aid products that work and look better? How can we (by strategies, design, social innovations) change the image of aid products in order to make it a more attractive market? **How would you want aid products to look when you need them? Redesign and visualize one product.**

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“Blind Design Collective”

Anna has a very weak vision and she needs an assistant for many tasks in her everyday life. However, Anna would like to be able to manage more things on her own - and therefore she needs your help.

This Saturday afternoon Anna is going on a blind date. She wakes up and is getting dressed. She wants to wear her new red sweater... **How can you help her differ on her red and blue sweaters that are in the same material?**

She's heading out to the kitchen and opens the fridge. Anna loves fruit juices and she always keeps a couple of flavours in the fridge. **How can you help her to choose the mixed grape and passion fruit juice?** (Anna has not learnt how to read braille).

Now Anna is ready to head out and she wants to check so that her hair looks alright. **How can you help her?**