

# 銀齡樂活節

Active Ageing Festival

健康 · 樂活 · 自癒力

Health, Well-Being, Self-Healing







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# 緣起



全世界都變老了  
2015 年至 2050 年間  
全球 60 歲以上人口的比例將幾乎翻倍  
從 12% 增加到 22%

在台灣  
2025 年將邁入超高齡社會  
65 歲以上的老年人口占比將超過 20%  
老化速度更是世界第一

年齡歧視盛行  
老一定等於「無用」與「負擔」嗎  
然而  
沒有意外的話  
每個人都會變老  
我們不需要去嫌棄未來的自己

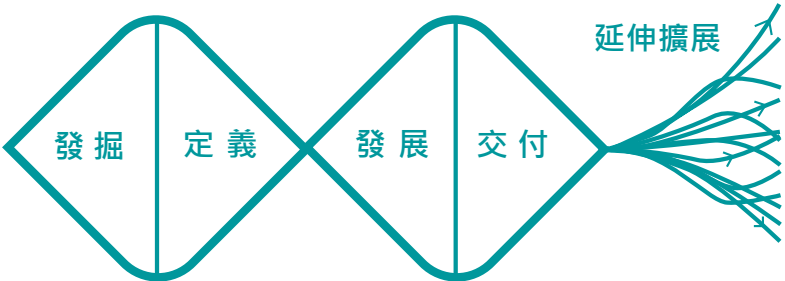
長壽世代應是享受生命延長的美好  
而不是為了一口氣而活著  
一個人老了  
不只是一個人的事  
而是一個家的事  
是一個社區、城市、國家的事

我們的初心  
楓紅象徵著生命墜落前最美好的時光  
正向面對老後

點亮希望的光 無憂無慮樂觀開朗  
平安健康 每一天都神采飛揚  
點亮希望的光 悠然漫步人生長廊  
幸福路上 每一天都充滿陽光

# 設計脈絡

透過雙鑽石設計流程  
發掘、定義、發展、交付與延伸擴展  
創造銀齡樂活節  
送給 55 歲以上族群樂活安老的人生預習  
陪伴 65 以上族群的活在當下練習  
以聯合國定義的 10 月 1 日國際老人日為啟動日  
健康 樂活 自癒力為主軸



## 健康

世界衛生組織於 2016 年將健康老化重新定義為「發展和維護老年健康生活所需的功能發揮的過程」

## 樂活

世界衛生組織於 2002 年提出活躍老化，並將之定義為「提升民眾老年期生活品質，並達到最適宜的健康、社會參與及安全的過程」。

## 自癒力

揚生慈善基金會創立於 2012 年，以預防於未病的概念提倡自癒力，希望藉由強化自癒力讓每個人健康到老、臥病很少。2016 年，台灣多位跨領域專家學者共同研議自癒力，並定義為「與生俱來自我療癒的能力，它讓身體內各生理機能系統和諧運作，維持在身心平衡狀態。」簡而言之，自癒力就是身體裡的醫生。



## 自癒力 (Self-Healing)

自癒力為與生俱來自我療癒的能力，它讓身體內各生理機能系統和諧運作，維持在身心平衡狀態。



## 銀齡樂活節

健康 · 樂活 · 自癒力

銀齡樂活節以更貼近銀齡族群的需求、更有溫度的角度出發，包含多元有趣的互動式劇場、策展及深入社區的「咖棒」創意教具箱，帶領長者一邊玩樂，一邊學習自癒力和聰明慢老。

戲劇

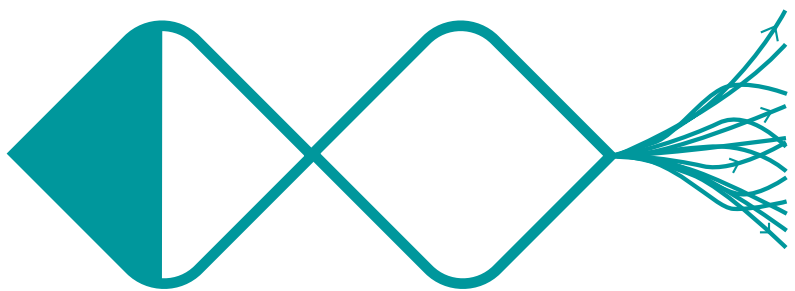
策展

創意教具箱

### 搭起健康老化與創意高齡的橋樑

「老」跟你想的不一樣





## 【發掘】

### 當全世界都變老了，然後呢？

#### 了解

- 長壽世代來臨，人類平均壽命延長，不健康平均存活年數也延長到 8.47 年，現代人主要是由於長期生活型態不良所引起的慢性病而離世。
- 需長期照顧者，約占 65 歲以上族群的 13%，這代表 87% 的高齡者雖然可能有慢性病，卻仍然可以生活自理。

#### 痛點

- 平均 8.47 年無法生活自理、需要照顧的日子，造成個人及其家庭成員生活品質不佳。
- 退休後日子很長，一時失去生活重心、不知道該做些什麼，擔心身心退化、失智失能，若需他人照顧也擔心為家人帶來麻煩，與經濟無法負擔。

#### 洞察

- 市場上少有針對高齡者設計的服務與產品，普遍以年輕族群為主。
- 高齡者約有 5 成只受過 9 年以下的正規教育，服務與產品的設計更要貼心考量。
- 高齡者最在乎的事是「健康」，但不知如何提升健康，或儘管有概念卻無動力執行。
- 下一代很忙，陪伴高齡者不容易，高齡者常有孤寂感。

#### 訪談與問卷

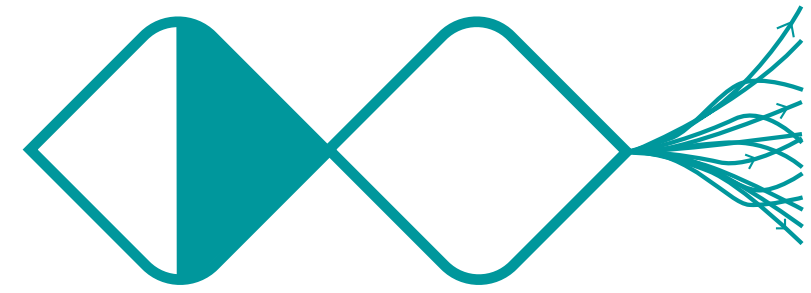
- 對 662 位 60 歲以上族群進行「人生中最重要的一件事」排名調查，前三名為健康、活在當下、財務自主。
- 高齡者喜歡人際互動、參與社會，希望被認為是有用、有價值的人。

高齡者最在乎的事是「健康」，但不知如何提升健康，或儘管有概念卻無動力執行。





傳統授課模式容易讓高齡者覺得枯燥乏味，健康知識要能接地氣、與生活連結、有趣味性與促進人際互動，才能提升參與動機。



## 【定義】

### 做正確的事—找回身體裡的「自癒力」醫生

#### 解讀發現

- 縮短不健康平均存活年數，可以提升生活品質。
- 調整生活型態，可以預防慢性病。
- 多出門接觸人群、學習健康識能，有助於降低痛點。

#### 確定主題

- 「自癒力」概念推廣——每個人身體裡都有個名為自癒力的醫生，強化自癒力可以健康到老、臥病很少。

#### 什麼最重要

- 強化自癒力，從 3+1（飲食、運動、習慣與人際）四面向著手。

#### 優先順序

- 鼓勵出門、參與學習。
- 以循序漸進、慢慢引導，取代一次到位。
- 少即是多，知識量要減少，互動性要提高。

#### 設計挑戰

- 高齡者異質性高，教育程度、社經地位、城鄉生活環境……等落差大，吸收能力與學習方式也因而不問。
- 傳統授課模式容易讓高齡者覺得枯燥乏味，健康知識要能接地氣、與生活連結、有趣味性與促進人際互動，才能提升參與動機。





邀請高齡領域工作者、青年與高齡者共創與體驗，從中修正內容與引導方向。



## 【發展】

### 銀齡樂活節翻轉年齡歧視・享受生命延長的美好

#### 創意概念

- 通常節慶象徵是開心的，如兒童節，但是到老了，似乎是多與不開心連結的「弱」與「殘」，能否重新翻轉呢？
- 重陽節多與祭祖、感恩有關，而非高齡者本人，能否有個正向的銀髮節呢？
- 10月1日為聯合國訂定的「國際老人日」，希望大眾關心長者，重視長者的貢獻，降低年齡歧視。

#### 腦力激盪

- 以10月1日「國際老人日」為中心，發展「銀齡樂活節」，主軸為「健康・樂活・自癒力」，以正向態度迎接老後，想像自己可以有個美好的晚年；一般大眾也可藉此理解「老」和傳統刻板想像很不一樣，可以很活躍、不拘束的面對生命。
- **大型展演**：以戲劇與實境體驗方式呈現，傳遞「老」可以不是負面的代名詞，並於其中體驗如何提升自癒力。
- **社區活動**：發展城市鄉村都適用的模式，設計遊戲化教具箱，以社區為中心，小團體模式進行。
- **行動劇**：藉由戲劇與互動，讓大眾了解青銀差異，與不同世代能夠如何彼此包容與學習。

#### 草圖與樣本

- **大型主題展演**：運用大富翁桌遊的概念，展成實境大富翁舞台劇，搭配可以回家可以練習的工具。
- **社區教具箱**：一個手提行李箱，裝有各種虛擬登山的遊戲化學習道具，可以帶領高齡者在虛擬登山體驗中，體驗自癒力概念與3+1的練習。
- **行動劇**：描繪不同世代的隔閡與年齡刻板印象，探索如何突破年齡框架，達到跨世代共融。

#### 試錯

- 邀請高齡領域工作者、青年與高齡者共創與體驗，從中修正內容與引導方向。





在活動中自然學習讓自己健康的方法，更正向面對自己的老後。



## 【交付】

### 戲劇・展覽・遊戲——搭起健康老化與創意高齡的橋樑

#### 服務： 銀齡樂活節 系列活動

➤ 主軸：健康・樂活・自癒力

➤ 《人生大富翁》舞台劇與策展：藉由國中老同學的聚會與人生情仇的演繹，帶領參與者一起蓋出「健康、學習、溝通陪伴、活在當下」4棟房子，與第5棟每個人心中、名為「身體力行」的房子，並體驗提升自癒力的練習。

➤ 「咖棒」創意教具箱：由登山隊長帶領參與者體驗虛擬登山活動，完成6大關卡，體驗多元運動、飲食知識、口腔照護技巧、認知功能刺激與人際互動。

➤ 《我們跟你想的不一樣》行動劇：述說成長背景相異的三個世代，在家庭中常見的互動情境，以及隱藏在其中的年齡刻板印象與世代隔閡，透過檢視彼此的關係、開始溝通，達到跨世代共融。

➤ 大型展演 - 《人生大富翁》：以城市為主，邀集社區組織、地方政府共同參與，每場 80-300 人。

#### 模式

➤ 社區活動 - 「咖棒」：培訓推廣大使進入社區帶領「咖棒」創意活動，每場 20-50 人。

➤ 行動劇 - 《我們跟你想的不一樣》：在人潮聚集、不同年齡層均會出現之處舉辦，每場百人。

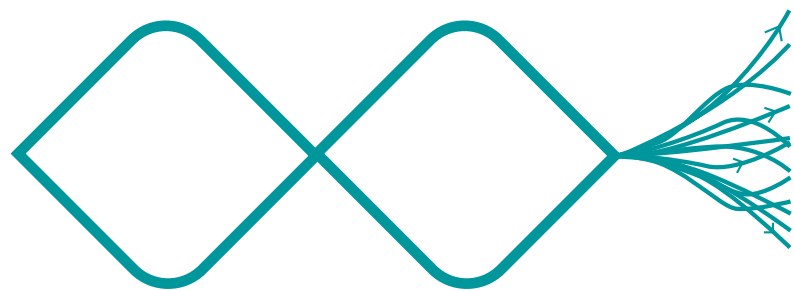
#### 成功要素

➤ 會想要再次參加、樂意分享給親友、願意因此多出門走動、能學習讓自己變健康的方式、可以更正向面對自己的老後、對於「老」不再那麼恐懼、願意多接觸老人。

#### 推出

➤ 2019/09、2020/09、2021/09





## 【延伸閱讀】 「老」跟你想的不一樣

### 創意概念

- 藉由社區與長者回饋，持續改善呈現與引導模式。

### 擴大

- **大型展演 - 《人生大富翁》**：於新北、花蓮、彰化、台中、雲林、金門、苗栗、嘉義、台北 9 個縣市舉辦 20 場舞台劇，並於台北策展，共 8,038 人參與。
- **社區活動 - 「咖棒」**：培訓 365 位推廣大使進入 21 縣市、188 鄉鎮，帶領 555 場「咖棒」主題活動，共 12,415 人參與。
- **行動劇 - 《我們跟你想的不一樣》**：於台北、台中舉辦場 6 場實體演出，並有一場線上演出，共 1,166 人參與。

### 建立 合作網路與 夥伴關係

- 建立和 8 個地方政府、743 個社區，19 個大專院校的合作。
- 培力 365 個社區 KOL，提升帶領技巧、增強帶領自信心。

### 影響力

- 超過 95.0% 的推廣大使，認為「咖棒」主題活動能提升活動帶領技巧、自信心，並能啟發活動帶領創新構想。
- 「咖棒」參與者之健康識能、生活品質、正向情緒、參加健康課程與活動意願在統計檢定上均有顯著提升。
- 看完《我們跟你想的不一樣》後，表示願意尊重不同世代的程度，增加到 80% 以上者，佔投票者的 97%；表示願意和另一個世代相處的意願，增加到 80% 以上者，佔投票者的 87%。

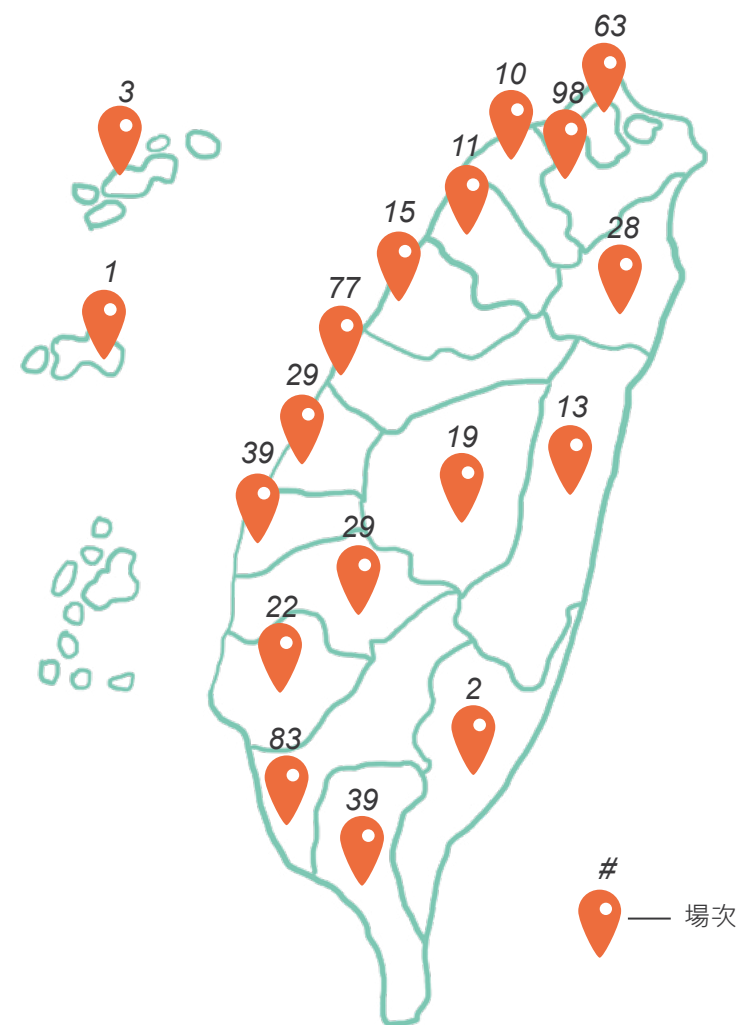
## 2019-2021 銀齡樂活節

582 場次

21,619 參與人數



[Video 01](#)



## 參加者分享

- **《人生大富翁》舞台劇參與者**：活動是舞台劇結合大富翁遊戲，相信每個人小時候都玩過大富翁遊戲，今天讓我勾起兒時的美好的回憶，又達到寓教於樂的效果。今天最深的感觸，是我覺得當我們有一定年齡以後，要保有好奇心，好奇心可以讓生活變得更生動有樂趣。
- **「咖棒」推廣大使**：透過劇情鋪陳，帶著長者步步破除難關，同心協力一起努力攻頂，長者的自然反應與回饋，真實的呈現他們也想融入、不想被孤立！從帶領中我也得到成長，學習不同帶領技巧，及如何將活動氣氛炒熱，真的很棒！
- **「咖棒」參與者**：我就覺得很開心呀！就好像是吸收了很多的芬多精一樣，我覺得這個銀齡樂活節設計的整個過程非常的用心，讓我們這些長輩、就是銀齡族，真的覺得受益良多。



# 銀齡樂活節

## 健康・樂活・自癒力

【大型展演】  
《人生大富翁》舞台劇



【行動劇】  
《我們跟你想的不一樣》



【大型展演 - 全台巡迴】  
《人生大富翁》舞台劇



【大型展演】  
《人生大富翁》策展



【社區活動】  
「咖棒」創意教具箱



【社區活動】  
「咖棒」創意教具箱





## 活動設計架構

# 《人生大富翁》舞台劇

1<sup>st</sup>

健康

有了健康，才能充滿活力的生活，並且正向的完成人生每一件事。



2<sup>nd</sup>

學習



活到老，學到老，充實自己不嫌晚。

3<sup>rd</sup>

溝通  
陪伴



勇敢表達愛人的感受，多擁抱家人、朋友，開口說「我愛你」。

4<sup>th</sup>

活在  
當下

人生只能活一次，不要讓昨天的遺憾跟明日的擔憂偷走了今日快樂！



6<sup>th</sup>

## 提升自癒力互動練習

現場由健康管理師帶領長者一起練習提升自癒力的活動，並贈送長者每人一本練習手冊，開心看劇同時，也可以把健康帶回家！



身體  
力行

5<sup>th</sup>

第5棟房子是「身體力行」，接下來就把大富翁的主導權交給觀眾自己，「有一天不如這一天」，記得去實踐目標！



## 活動設計架構

# 《人生大富翁》策展



### 1<sup>st</sup>

#### 樂活健康 · 吃對多動

身體健朗是人生續航的根基

- 了解肌少症
- 肌力檢測
- 了解如何預防肌少症



### 2<sup>nd</sup>

#### 樂活學習 · 永保好奇

刺激大腦越活越年輕

- 設計 50 張主題卡片，含保健、哲理、科技、旅行、藝文五大面向。
- 每張卡片都有小知識。
- 挑選卡片並組裝自己的「好奇心手冊」帶回家。



### 3<sup>rd</sup>

#### 樂活人際 · 珍惜親友

好的溝通始於好的聆聽

- 錄製十組不同關係之間常講的話語，及其背後真實的想法。
- 十組關係包含爺奶、父母、子女、兄弟、朋友及感恩的人等。
- 拿起聽筒，播打電話 0-9 號碼鍵，聆聽心聲。



### 4<sup>th</sup>

#### 樂活當下 · 感恩此刻

一心一用穩定生活的節奏

- 戴上耳機聆聽引導，體驗「自動導航系統」的運作。
- 提醒回到當下，帶入正念 (mindfulness) 概念。
- 鼓勵在生活中練習正念飲食及呼吸。



紅樓八角堂，環視八方，八面通透  
不管你從何方步入，條條通向樂活人生

### 5<sup>th</sup>

#### 樂活人生 · 始於實踐

設下目標一步步向前邁進

- 拿一張「身體力行」明信片，為明年的自己寫下目標。
- 將明信片投入「銀齡樂活節信箱」。
- 揚生於隔年把明信片寄給觀眾。





# | 活動設計架構 | 「咖棒」創意教具箱

「咖棒」取日文行李的諧音，也有好棒的意思！



### 1<sup>st</sup> 山間小屋

自癒力 / 人際

- 介紹自癒力 & 銀齡樂活節
- 暖身 & 隊呼教學



### 6<sup>th</sup> 攻頂了

人際

- 明信片
- 大合照



### 2<sup>nd</sup> 秘境探險

運動 / 人際

- 蜂群來襲
- 擊退山老鼠
- 划船渡大河
- 穿越神木群



### 3<sup>rd</sup> 野炊

口腔 / 營養 / 人際

- 口腔動動
- 野炊 (自癒力餐盤)



### 4<sup>th</sup> 峰迴路轉

運動 / 人際

- 緊急抽筋
- 勇闖獨木橋
- 花團錦簇
- 地上畫記號
- 路斷攀岩而上



### 5<sup>th</sup> 神秘天梯

認知

- 簡單計算





## 《我們跟你想的不一樣》跨世代對話行動劇



### 線上影片版

我們將這齣劇拍攝成影片，跟大眾分享，共同締造高齡友善環境。

## 我們跟你想的不一樣



溝通陪伴 123：①主動詢問 ②相互了解 ③溫暖微笑與擁抱

夢想不是年輕人的專利，每一個人都可以完成夢想，不論年紀。

音樂是不分老人跟年輕人的，用心去唱就會好聽。

獨立、好學、活出優雅的老年生活。

一個人老去，只是他的外貌，心跟腦袋不老。

老，無人可免，但你可以提前努力，讓這一段路走得順。



透過戲劇增進不同世代對彼此的理解。



台北華山展演現場，齊聚不同世代的民眾觀劇。



行動劇中安排多處與現場觀眾互動



邀請民眾看劇後反思與回饋





# Active Ageing Festival

Health. Well-being. Self-Healing



# Origin

The world is getting old  
Between 2015 and 2050  
The proportion of the global population over 60 will almost double  
Increase from 12% to 22%

In 2025  
Taiwan will become a super-aged society  
Every 1 in 5 people over the age of 65  
The aging speed is No.1 in the world

Ageism prevails  
Does old age necessarily mean "useless" and "burden"?  
However, no surprise  
Everyone gets old  
We don't need to despise our future selves  
Longevity generations should enjoy the beauty of life extension  
rather than living for a breath  
A person gets old  
Not just about one person's matter  
A family matter  
A community, city, country matter

Our original intention  
Maple red symbolizes the best time before life falls  
Face old age with positive manner

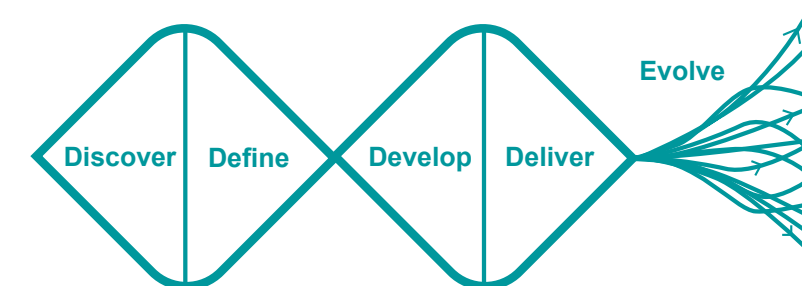
*Light up the light of hope, carefree, optimistic and cheerful  
Safe and healthy every day*

*Light up the light of hope and take a leisurely stroll through the  
growth corridor*

*On the road to happiness, everyday is full of sunshine*

## Design Thinking

Through the Double Diamond design process  
Discover, Define, Develop, Deliver and Evolve  
Create Active Ageing Festival  
A life preview for the people over 55 years old  
Accompany people over 65 to live in the present moment  
Cross the United Nation defined International Day of Older Persons on October 1st  
Health, Well-Being, Self-healing as the main theme



### Health Ageing

The World Health Organization in 2016 redefined healthy ageing as "the process of developing and maintaining the functional ability that enables wellbeing in old age."

### Active Ageing

The World Health Organization proposed active aging in 2002 and defined it as "the process of optimizing opportunities for health, participation and security in order to enhance quality of life as people age."

### Self-Healing

Yang Sheng Foundation was established in 2012 to promote self-healing concept and prevention is better than treatment. By strengthening self-healing power, everyone will be healthy to old age and with independent living capability.

In 2016, a number of cross-disciplinary experts and scholars in Taiwan jointly discussed the self-healing and defined it as "a natural born healing power, that coordinates respective physiological system function smoothly. It keeps our body and mind in a homeostasis state." In other words, self-healing is the doctor in the body.



# Self-Healing ( 自癒力 )

Self-Healing is a natural born healing power, that coordinates respective physiological system function smoothly. It keeps our body and mind in a homeostasis state.

Strengthen Your  
**Self-Healing**自癒力  
and Keep Diseases Away  
through



# Active Ageing Festival Health. Well-being. Self-Healing

The "Active Ageing Festival " aims to be closer to the needs of the older adults. It includes abundant and interesting interactive drama, curations, and a creative teaching aid suitcase, called "KABAN", for communities. It leads the elderly with diverse activities while having fun, learning self-healing concept and ageing slowly.

Drama

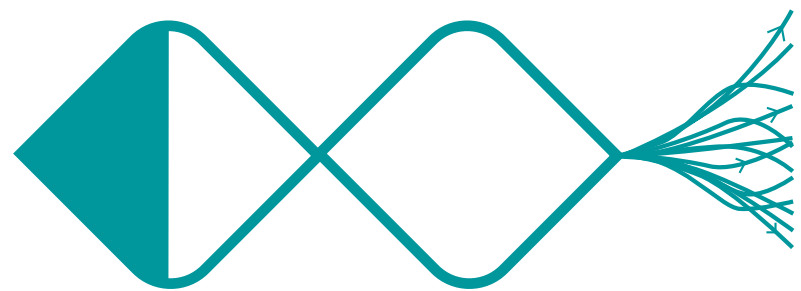
Curation

Creative  
Teaching  
Aid Box

## Build the Bridge Between Healthy Ageing and Creative Ageing

"Old" Is Not What You Think





## 【Discover】

# When the World Gets Old, Then What?



The most important thing for the older adults is "health", but they don't know how to improve their health, or they have concepts but have no motivation to implement them.

### Understanding

- The longevity generation is coming. The average life expectancy of human beings is prolonged, and the average unhealthy life span is also extended to 8.47 years. However, modern people die mainly due to chronic diseases caused by accumulated unhealthy lifestyle.
- Those who need long-term care account for about 13% of the population over 65 years old, which means that although 87% of the elderly may have chronic diseases, they still have the capability for independent living.

### Pain Points

- An average of 8.47 years of being unable to take care of themselves and needing to be taken care of, resulting in poor quality of life for individuals and their family members.
- Retirement life is getting longer as our life span extends. Older adults may lose the focus of life and don't know what to do.
- Worry about physical and mental deterioration, dementia and disability. If one needed someone to be taken care of, he or she may also worry about bringing trouble to his/her family and being unable to afford it economically.

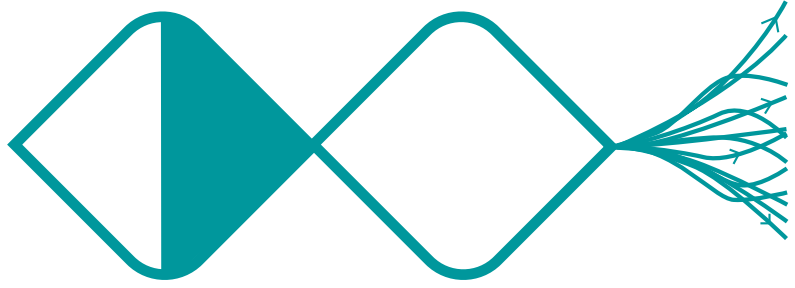
### Insights

- There are few services and products designed for the older adults in the market, and they are generally dominated by young people.
- About 50% of the older adults have only received less than 9 years of formal education, and the design of services and products should be considered more intimately.
- The most important thing for the older adults is "health", but they don't know how to improve their health, or they have concepts but have no motivation to implement them.
- The next generation is very busy, it is not easy to accompany older adults, and the older adults often feel lonely.

### Interview & Questionnaire

- In a survey of 662 people over the age of 60 on the "Ten Most Important Things in Life", the top three were health, living in the present moment, and financial independence.
- Enjoy personal interaction, participate in society, and want to be seen as useful and valuable people.
- Want to be able to live independently and not depend on others.





## 【Define】

# Do the Right Thing — Find Back the "Self-Healing" Doctor in the Body



The traditional teaching style is easy to make the older adults feel bored. Health knowledge must be grounded, connected with life, interesting and promote interpersonal interaction in order to increase the motivation to participate.

### Interpret Findings

- Shortening the years of unhealthy life span can improve the quality of life.
- Lifestyle adjustments can prevent from chronic diseases.
- Go out more to meet people and learn about health literacy will help reduce pain points.

### Identify Theme

- Promote the concept of "self-healing" — everyone has a doctor called self-healing in their body. Strengthening the self-healing can make you live long and die short.

### What Matters Most

- Strengthen self-healing and start from 3+1 integrated actions (healthy diet, proper exercise, good lifestyle and interpersonal relationships).

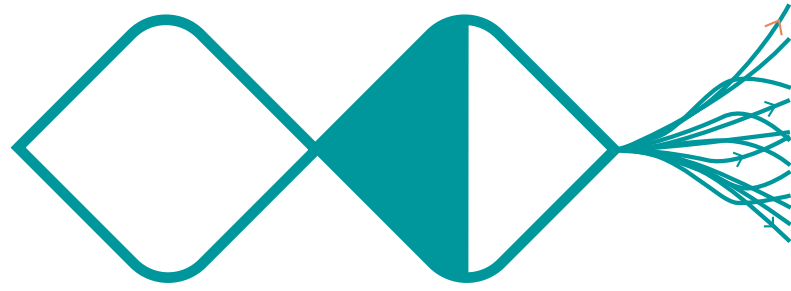
### Priorities

- Encourage going out and participating in lifelong learning.
- Step by step guides, instead of once in place.
- Less is more, the amount of knowledge should be reduced, and the interaction should be increased.

### Design Challenges

- Older adults have high heterogeneity, and there is a large gap in education level, socioeconomic status, urban and rural living environments, etc., and their learning cognitive capacity are also different.
- The traditional teaching style is easy to make the older adults feel bored. Health knowledge must be grounded, connected with life, interesting and promote interpersonal interaction in order to increase the motivation to participate.





## 【Develop】

### Active Ageing Festival — Combat Ageism. Enjoy the Beauty of Life Extension



Invite ageing service practitioners, young people and older adults to co-create, co-design, and revise the content by iterations.

#### Creative Concept

- Usually the symbols of festivals are happy, such as Children's Day, but when we get old, the "weak" and "disabled" nouns seem to be more connected. Can it be reversed?
- The Double Ninth Festival in Taiwan is mostly related to ancestor worship and gratitude, rather than the elderly themselves. Can there be a positive festival?
- October 1st is the "International Day of the Elderly" set by the United Nations, hoping that the public will care about the elderly, value the contribution of the elderly, and reduce age discrimination.

#### Brainstorm

- Focusing on the "International Day of Older Persons" on October 1, the "Active Ageing Festival" was developed. The main theme is "health, well-being, and self-healing". We welcome the older adults with a positive attitude, and we can have a beautiful old age with each other. The general public can also understand that "old" is very different from traditional stereotypes, and we can face life in a very active and unconstrained manner.
- **Large-scale performances:** Presented in the form of drama and real-world experience, conveying that "oldness" is not a negative synonym, and experience how to improve self-healing power.
- **Community activities:** Develop models that are applicable to both urban and rural areas, design gamification toolboxes, and implement community-centered, small-group models.
- **Action drama:** Through drama and interaction, let the public understand the differences between the younger generation and older adults, and how different generations can be inclusive and learn from each other.

#### Sketches & Mock-ups

- **Large-scale performances and curations:** Use the concept of the Monopoly board game to develop a real-life Monopoly stage play, with tools that can be practiced at home.
- **Community Teaching Aid Box:** A carry-on suitcase with various virtual mountaineering gamified learning props, which can lead the elderly to experience the concept of self-healing and 3+1 practice in the virtual mountaineering experience.
- **Action Drama:** Depicting the barriers and age stereotypes of different generations, exploring how to break through the age frame and achieve cross-generational integration.

#### Trial and Error

- Invite ageing service practitioners, young people and older adults to co-create, co-design, and revise the content by iterations.





## 【Deliver】

### Drama. Curation. Games — Build a Bridge between Healthy Ageing and Creative Ageing



Want to participate again, willing to share with relatives and friends, willing to go out more, can learn ways to make themselves healthy, can face their old age more positively, less fear of "old", willing to contact the elderly more.

#### Service Active Ageing Festival Series Activities

- **Main Theme:** Health. Well-being. Self-Healing
- **The stage play and curation of "Monopoly in Life"** : Through the gathering of old school classmates and the interpretation of life's love and hatred, the participants were led to build 4 houses of health, lifelong learning, living in the present moment, communication and companion, and the fifth house is in everyone's heart, called "taking actions", and then experience the practice of enhancing self-healing.
- **"KABAN" creative teaching aid box:** Instructors led the participants to experience virtual mountaineering activities, complete 6 major levels, experience multiple physical activities, nutritional knowledge, oral care skills, cognitive function stimulation and interpersonal interaction.
- **"We Are Different from What You Think" Action Drama:** It talks about three generations with different growth backgrounds, the common interaction situations in the family, and the age stereotypes and generational gaps hidden in them. By examining each other's relationship and beginning to communicate , to achieve cross-generational communion.

#### Model

- **Large-scale performance - "Monopoly in Life"** : It was mainly held in cities, and community organizations and local governments were invited to participate, with 80-300 people per performance.
- **Community Activities - "KABAN"** : Train promotional ambassadors to enter the community to lead "KABAN" creative activities, 20-50 people per session.
- **Action Drama - "We Are Different from What You Think"** : Held in a place where crowds gather and people of different ages will appear, with 100 people per show.

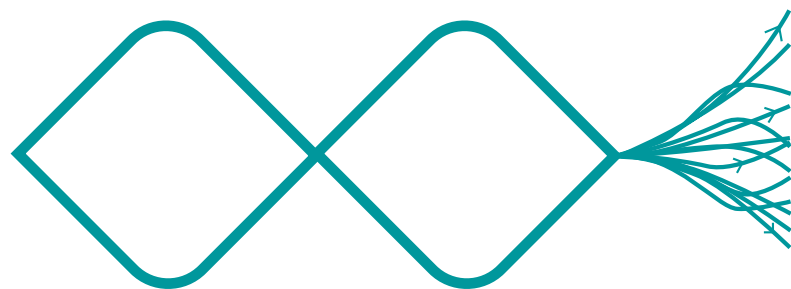
#### Define Success

- Want to participate again, willing to share with relatives and friends, willing to go out more, can learn ways to make themselves healthy, can face their old age more positively, less fear of "old", willing to communicate with the elderly more.

#### Launch

- 2019/09, 2020/09, 2021/09





## 【Evolve】

### "Old" Is Not What You Think

#### Continuous Improvements

- Continuously improve the presentation and facilitation model through community and older adults feedbacks & interviews & workshops.

#### Scale Up

- **Large-scale performance - "Monopoly in Life"** : 20 performances were held in 9 counties and cities including New Taipei, Hualien, Changhua, Taichung, Yunlin, Kinmen, Miaoli, Chiayi and Taipei, and an interactive curation was held in Taipei with a total of 8,038 participants.
- **Community Activities - "KABAN"** : 375 promotional ambassadors were trained to enter 21 counties and 188 townships and led 555 "KABAN" creative activities with a total of 12,415 participants.
- **Action Drama - "We Are Different From What You Think"** : 6 physical performances were held in Taipei and Taichung, as well as an online performance, with a total of 1,166 participants.

#### Build Partnership and Network

- Established cooperation with 8 local governments, 743 communities, and 19 colleges and universities.
- Cultivated 365 community KOLs (Key Opinion Leaders) to improve leadership skills and enhance self-confidence.
- More than 95% of the promotional ambassadors believe that the "KABAN" theme activities can improve leadership skills, self-confidence and inspire innovative ideas.

#### Social Impacts

- The participants' health literacy, quality of life, positive emotions, and willingness to participate in health promotion activities were significantly improved after statistical testing.
- After watching "We Are Different from What You Think", participants expressed their willingness to respect different generations increased to more than 80%, accounting for 97% of the voters; those who expressed their willingness to get along with another generation increased to more than 80% , accounting for 87% of voters.

### 2019-2021 The "Active Ageing Festival" Distribution Map

582 sections

21,619 participants



[Video 01](#)



### Feedbacks

#### ● "Monopoly in Life" stage play participant

*The activity is a stage play combined with the Monopoly game. I believe that everyone has played the Monopoly game when they were young. Today, it brought back fond memories of my childhood and achieved the effect of educating and entertaining. The deepest feeling today is that I think that when we reach a certain age, we must maintain curiosity, and curiosity can make life more vivid and interesting.*

#### ● "KABAN" Promotional Ambassador

*By laying out the plot, taking the elders to overcome the difficulties step by step, and working together to reach the mountain top, the elders' natural reaction and feedback truly shows that they also want to integrate and do not want to be isolated! I have also grown from leadership, learned different leadership skills, and how to heat up the atmosphere of the event, which is really great!*

#### ● "KABAN" participants

*I feel very happy! It seems that I have absorbed a lot of phytoncide. I think the whole process of the design of this Active Ageing Festival is very attentive, and we elders, the Silver Age people, really feel that we have benefited a lot.*



# Active Ageing Festival

## Health. Well-being. Self-Healing

【 Large-scale performance 】  
The Stage Play of  
"Monopoly in Life"



【 Action Drama 】  
"We Are Different from  
What You Think"



【 Large-scale performance - Road  
Tour Around Taiwan 】  
The Stage Play of  
"Monopoly in Life"



【 Large-scale performance 】  
The Curation of  
"Monopoly in Life"



【 Community Activity 】  
"KABAN" Creative  
Teaching Aid Box



【 Community Activity 】  
"KABAN" Creative  
Teaching Aid Box





# Program Design Structure

## The Stage Play of "Monopoly in Life"

學習

### 2<sup>nd</sup> Lifelong Learning

Embrace lifelong learning never too late.



溝通  
陪伴

### 3<sup>rd</sup> Communication and Companion

Bravely express your feelings about love. Hug your family & friends more often and say, "I love you".



### 4<sup>th</sup> Living in the Present Moment

Life is so short. Don't let yesterday's regrets and tomorrow's worries steal your today's happiness!

活在當下



### 5<sup>th</sup>

### Taking Actions

The 5th house is "taking actions". And then hand over the dominance of the monopoly game to the audience. "Today is better than someday", remember to practice the goal!

身體力行

### 1<sup>st</sup> Health

With health, we can live a vibrant life and make positive accomplishment.

健康



### 6<sup>th</sup> Interactive Exercises to Enhance Self-Healing

A health promotion instructor will lead older adults to practice activities to improve their self-healing, and each older adult will be given an illustrated manual. You can not only enjoy the drama live, but also take the new learning back home.





# | Program Design Structure The Curation of "Monopoly in Life"



## 1<sup>st</sup> Be Healthy. Eat Right and Exercise More A Healthy Body Is the Foundation of Life

- Understand sarcopenia.
- Check your own muscle strength.
- Understand how to prevent sarcopenia.



## 2<sup>nd</sup> Be a Lifelong Learner. Keep Curiosity Stimulate the Brain for Active Ageing

- Design 50 theme cards, including five aspects of health care, philosophy, technology, travel, and art.
- Each card has some knowledge
- Pick and assemble your own Curiosity Handbook to take home.



## 3<sup>rd</sup> Be Social Connected. Cherish Family and Friends Good Communication Starts with Mindful Listening

- Record 10 different dialogues often spoken between cross relationships, and the real thoughts behind them.
- Ten groups of relationships include grandparents, parents, children, siblings, friends, and someone you are thankful for.
- Pick up the handset, push the number button among 0-9 on the telephone, and listen the inner voice from it.



The Red House Octagon Building overviews every direction, symbolizing no matter where you are from, we could all step into a healthy and wellbeing life.

## 5<sup>th</sup> Be Happy. Start with Practice Set Goals and Move forward Step by Step

- Take a blank postcard and write down your goals for next year.
- Put the postcard into the "Active Ageing Festival Mailbox".
- Yang Sheng sent postcards to audiences the following year.



## 4<sup>th</sup> Be the Present Moment. Be Grateful Bring Mindfulness to Daily Life

- Put on headphones to listen to the guidance and experience the "Automatic Pilot Mode".
- Reminders to return to the present moment, bringing the mindfulness concept.
- Encourage the practice of mindful eating and breathing in life.





## Program Design Structure

# "KABAN" Creative Teaching Aid Box

"KABAN" means suitcase in Japanese, and also have "better" meaning in mandarin.



### 1<sup>st</sup> House on the Hill Social interaction



### 6<sup>th</sup> Hit the Top Social interaction



### 2<sup>nd</sup> Uncharted Adventure Physical exercise Social interaction



### 3<sup>rd</sup> Cooking and Mealtime Oral care skill Nutritional knowledge Social interaction



### 4<sup>th</sup> More Challenges Physical exercise Social interaction



### 5<sup>th</sup> Build on the Ladders Cognitive Stimulation





# Program Design Structure

## "We Are Different from What You Think"

### Action Drama



[Video](#)



Tips 123 for Communication and Companion: 1) Active inquiry 2) Mutual understanding 3) Warm smiles and hugs.

Dreams are not reserved for young people. Everyone can fulfill their dreams, regardless of age.

Singing from the heart will move others, no matter what the music generations coming from.

Independent, lifelong learning, and aging gracefully.

When we age, our appearance will get old, but it shouldn't limit our mind and spirit.

Being old is inevitable, but you can prepare in advance to make the life journey smoothly.



Young people acted as older adults to enhance understanding of different generations.



At the Huashan performance site in Taipei, people from different generations gathered to watch the show.



Interactions with audiences were arranged in action dramas.



Invite the public to reflect and give feedbacks after watching the drama.



學習

溝通  
陪伴

活在  
當下



[www.ysfoundation.org.tw](http://www.ysfoundation.org.tw)

揚生慈善基金會成立於 2012 年，推廣前端預防的全人「自癒力」概念，從自我覺察建立到健康自主管理的整合行動，達到健康老化，提升生活品質與幸福感，期許每個人都有個尊嚴與優雅的老後生活。

Yang Sheng Foundation, established in 2012, aim to promote healthy aging from a holistic view of Self-healing concept to build up self-awareness and health self-management through the integrated models for a better quality of life and aging gracefully with dignity.