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SOCIAL INNOVATION FUND SIF

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Social Activation of Seniors through Media Education
innovative educational programme for seniors organizations



www.sasme-project.eu

under the patronage of



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PATRONAT HONOROWY



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Komisja Polityki Senioralnej

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The **SASME project** aims to provide adult education institutions with a comprehensive set of methods, materials and tools supporting senior organizations in social activation of the elderly people.

The **SASME Program** – the main product of the project - consists of:

- a training method based on trainings in the classroom and voluntary work-based learning, training program and materials supporting trainers in content delivery,
- educational materials supporting seniors in acquiring knowledge on media (educational movies and printed brochures)
- tools and pro-seniors activities - educational board game, European Senior voice magazine, Senior Card social campaign – discount card for senior.
- Handbook for senior organizations presenting good practices in implementation of SASME program.

The **SASME Program**:

- Comprehensive solution for Senior organizations
- Combination of educational methods – trainee-centred teaching, edutainment, learning by experience in one program
- Volunteering
- Engage local communities in social affairs
- Preparation of NGOs for the role of facilitators and promoters of the SASME program
- Raise awareness of the problem of ageing society

WHY **SASME** ?

The following groups can benefit from the **SASME Program**.

1. Seniors:

- education in media and shaping social skills;
- possibility to work for the magazine;
- raising awareness of challenges encountered at an old age (fraud, health problems, etc.);
- impact on strengthening the local community.

2. Senior organizations:

- ready-to-use methods and tools to support seniors;
- increased competences of trainers;
- more volunteers;
- bigger impact on local community.

3. Enterprises:

- raising interest of seniors in company's products/services;
- greater visibility in local community;
- positive publicity (CSR).

4. Local authorities:

- contribute to the well-being of the local elderly members of the community;
- the SASME Program can be freely accessed to increase the senior activation in society.

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