münster.land.leben
GESUNDHEITSVERSORGUNG, TEILHABE UND WOHLBEFINDEN IM RURALEN RAUM

Innovation for Society

Project Partner
Sturzmanagement mit bürgerschaftlichem Engagement (Stu.bE),
münster.land.leben

Project Period
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Project Team
❖ 3 Master students
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» Initial Situation
Münster.land.leben is an initiative that promotes regional health development in Münsterland, North Rhine-Westphalia, Germany.

"Fall management with civic engagement", also referred to as "Sturzmanagement mit bürgerschaftlichem Engagement (Stu.bE)", is one of the sub-projects under the initiative. The aim of this sub-project is to establish a network between people at risk of falling and their helpful neighbours.

The aim of this student project is to generate empirical evidence and insights to support the project idea of Stu.bE via business model approach. The motivational factors, barriers, and expectations of the people at risk of falling to receive support and their neighbours to engage in fall management and offer help will be examined.

» Objectives
To deliver an evidence-based business model that provides solutions to the following questions:
a. What are major barriers and challenges of civic engagement ?
b. What are the expectations of citizens to engage in fall management within their community? How do we facilitate civic engagement in this context?

» Procedure
To construct an evidence-based business model, secondary and primary research was conducted. A lean canvas business model specific to fall management with civic engagement is constructed and presented to provide actionable and entrepreneurial ideas for the Stu.bE project (See bottom).

Literature research on the health status in Germany, motivational factors and transfer barriers regarding to fall management and civic engagement are investigated.

Based on secondary research, two empirical surveys (one for each target group) were developed and pilot-tested. The surveys were distributed in rural area of Germany (population density < 150/ km² or < 6,000 inhabitants) - except North Rhine-Westphalia - via convenience sampling. The data was analysed using the statistical software tool IBM SPSS Version 24.

» Results
A total of 106 and 23 responses were collected from the support givers and support receivers respectively. The geographical distributions of respondents are shown below:
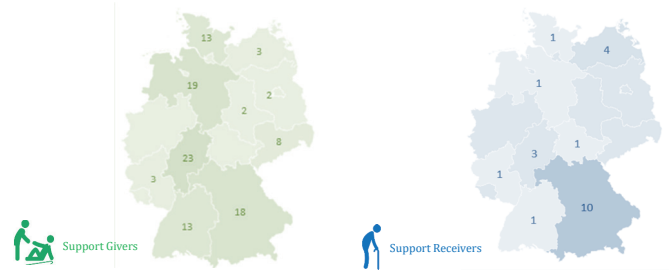
The average age of support receivers is 52.6 years-old. Around 60% or respondents state that they have concerns about a fall during showering or bathing. Only two (8.7%) respondents are currently using a home emergency call service to secure help.

The average age of support givers is 42 years-old. Around 70% of respondents find organised neighbourhood beneficial and indicate that they would help people after a fall. A majority (91.8%) of respondents is willing to spend 1 to 5 hours a week on voluntary work. One-third of the respondents would volunteer between 6 and 10 hours per month. Support givers are mainly driven by three factors: getting together with other people, doing something for the common good and having fun.

» Conclusion and Recommendations
To better encourage civic engagement in fall management, it is essential to provide a helpful, connected, and fun atmosphere. Information exchange via channels like the Internet and/or friends and acquaintances is also preferred.

Lean Canvas Business Model
Support Givers   Support Receivers

Problem	Solution	Unique Selling Propositions	Unfair Advantage of Stu.bE Project	Customer Segments
Lack of time is one of the biggest obstacles for support givers to volunteer. In addition, too few direct requests lead to a lack of commitment	An interest on social engagement exists, but hindered by lack of free time.	• Possibility to help other people	• Expertise in health, care, psychology	**Support givers**
	A general interest on a domestic emergency service exists.	• Fun in engagement	• Experience in research on issues in the health sector	• 18-60 years
Most support receivers have concerns about falling when they shower or bath.	**Key Metrics**	• Getting together with other people	• Access to students	• Average income
	> 30% are not willing to engage socially.		• Existing cooperation with three municipalities	• Residents in rural area
People who are over 60 years-old are particularly prone to falls.	• > 30% who are living alone are over age of 60	• Doing something for the common good		• Willingness to provide support in the neighbourhood
	• 50% get help and care from relatives		**Channels**	**Support receivers**
	• 25% get help and care from nursing services		Information sources for volunteer work:	• 60+ years
			• the Internet	• Chronically ill
			• friends & acquaintances	• Living in rural area (and wish to stay there)
				• Willingness to accept support from the neighbourhood
				• Fear of falling