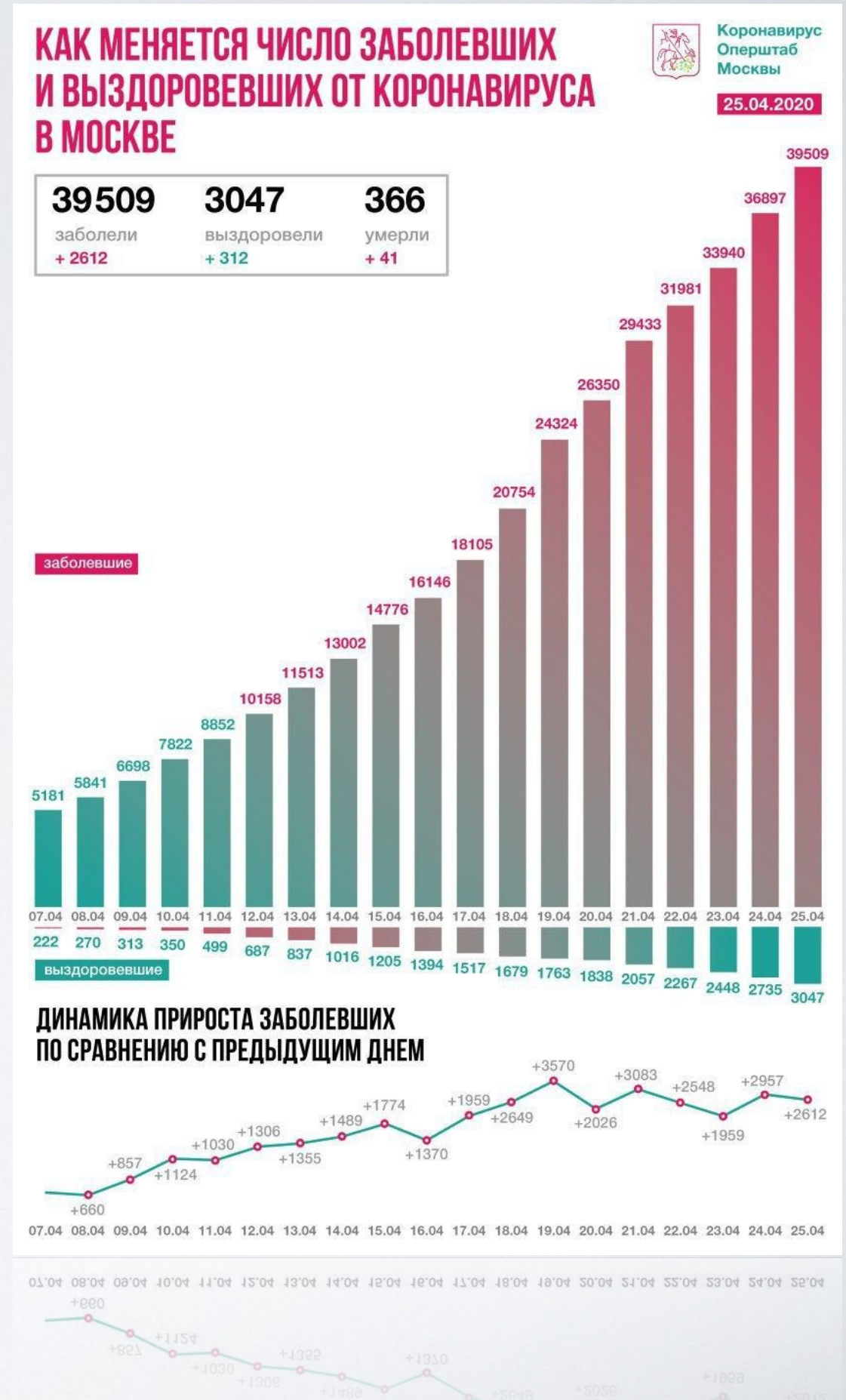


SOCIAL COMMUNICATIONS OF THE OLDER PEOPLE IN CONDITIONS OF SELF- ISOLATION ON THE EXAMPLE OF “MY SOCIAL CENTER” IN MOSCOW

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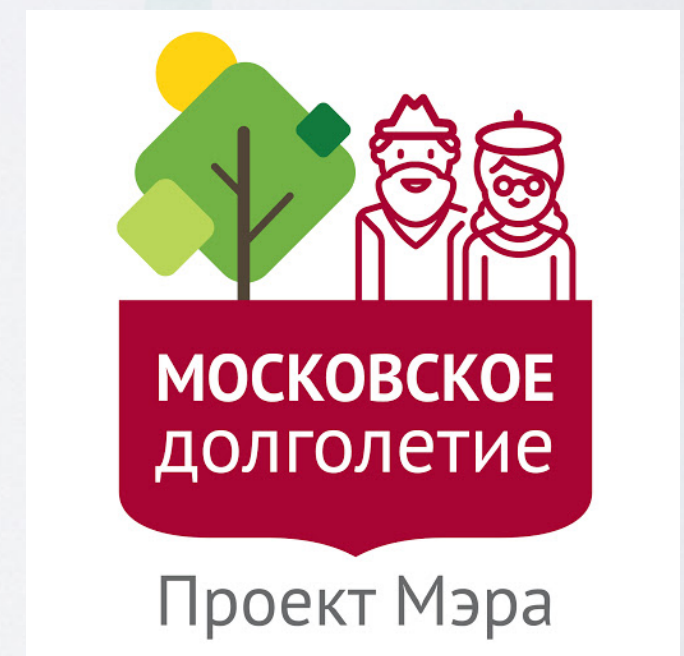
Pandemic COVID-19

The pandemic of the new coronavirus infection COVID-19 has changed the lives of not only residents of Moscow, but also the billion people around the world.



Moscow social programs

One of the most important projects of the Russian capital in the social policy is the Moscow Longevity project of the Mayor, which has been started in December 2018. The main goal of this project is to increase the life expectancy of the older people of Moscow.



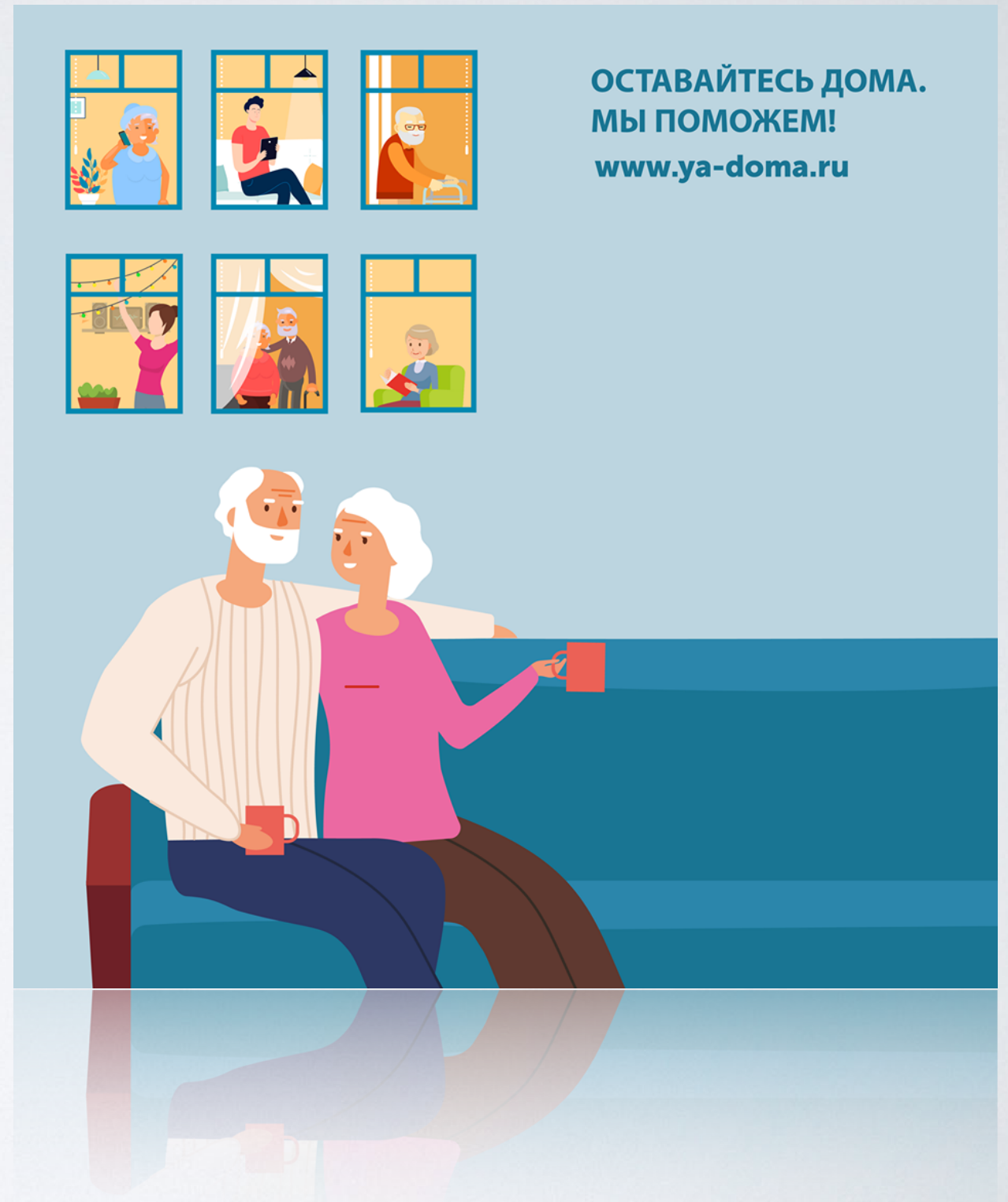
“My Social Center”

“My Social Center” is a new type of institution that differs from the main social centers. Here we trying to create special atmosphere where people would meet, study and spent free time with friends.



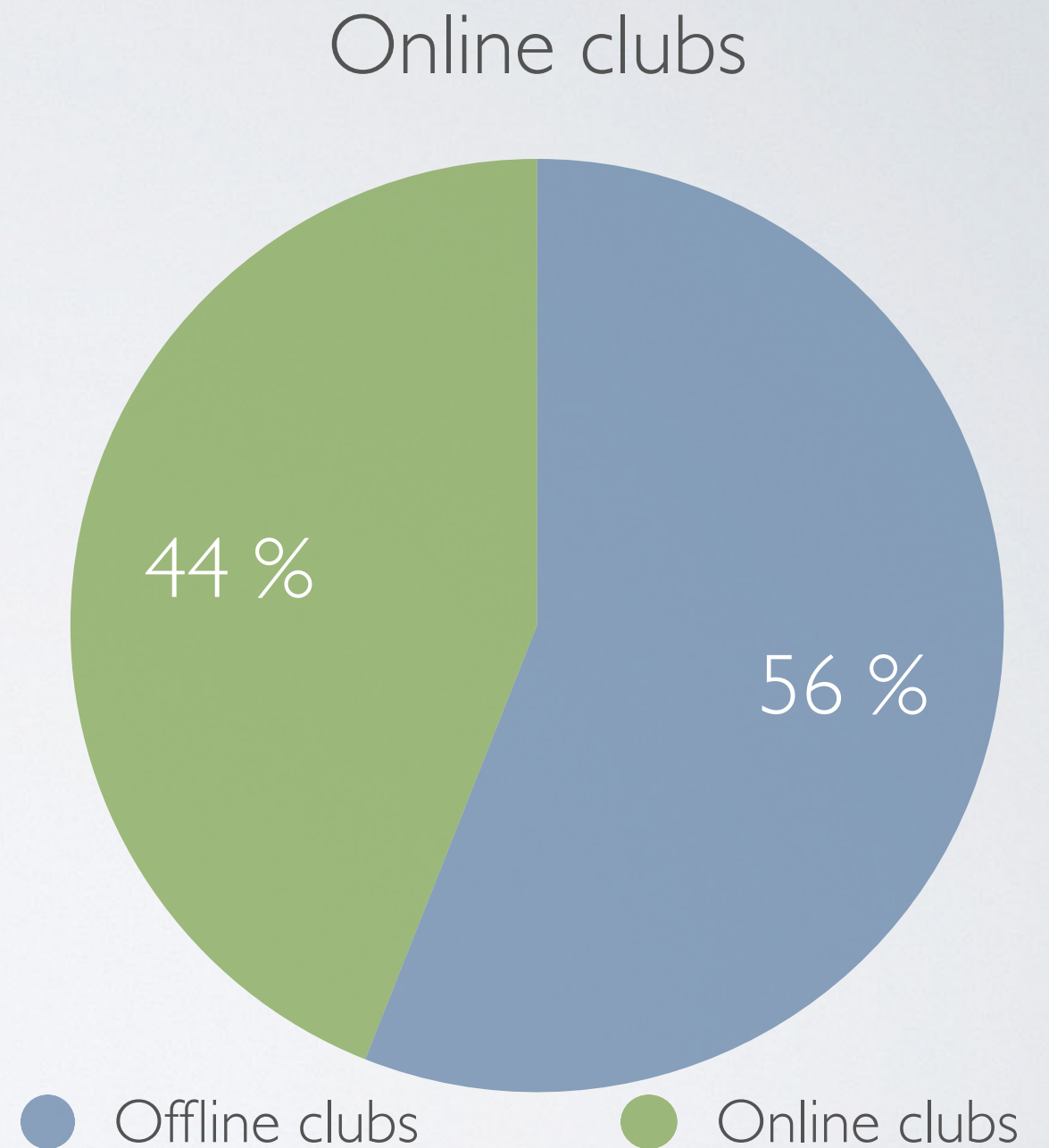
Moscow experience

In accordance with the order of Moscow Mayor Sergei Sobyenin, all residents of Moscow, regardless of age, have to stay home without good reason. Besides all cultural, sports, entertainment, etc. are temporarily closed.



Moscow experience

To support the elderly residents of Moscow and make their stay at home more comfortable, the Ministry of Moscow city Government and the head of the Department of Labor and Social Work prepared a number of measures, including the transfer of the club activities of the MSC into an online format.



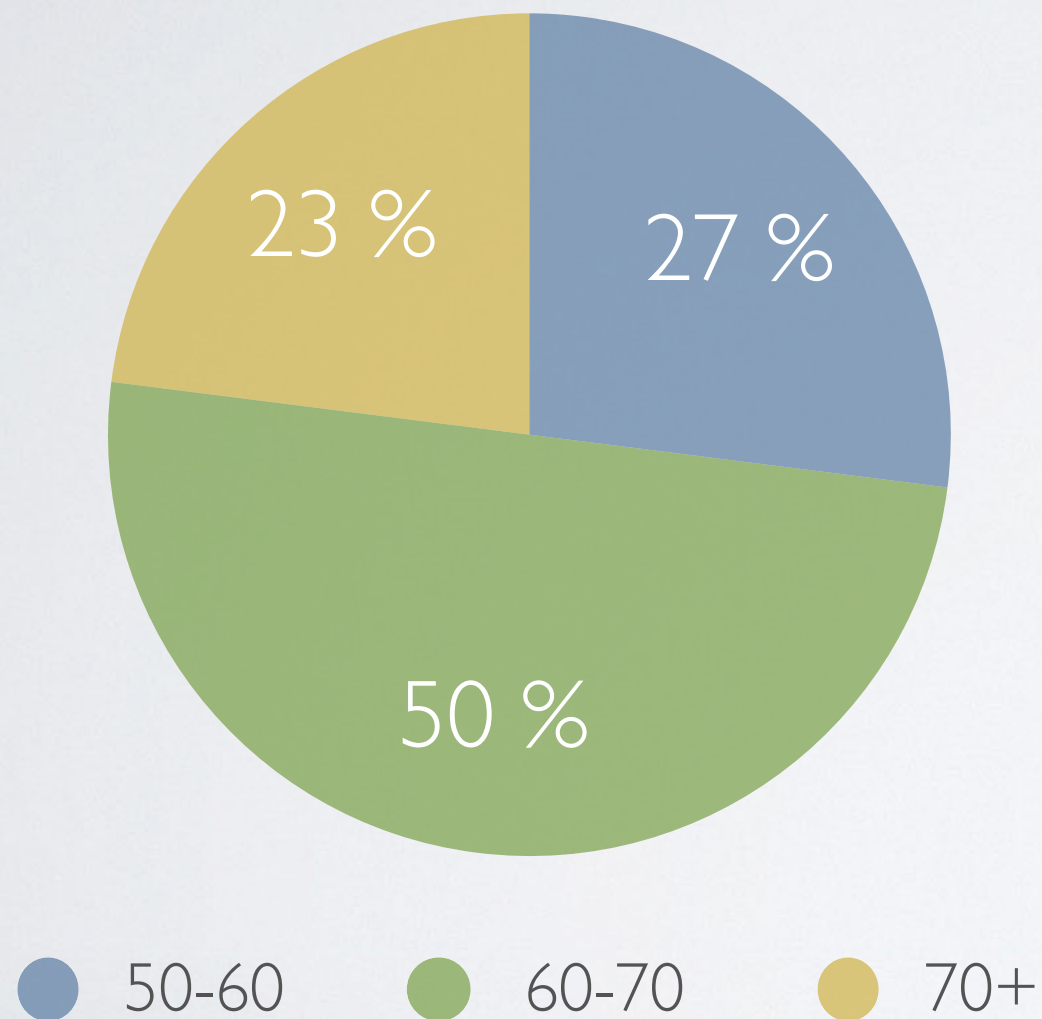
The number of participants in the online clubs MSC "Tagansky"

Before the pandemic, more than 30 clubs were involved in My Social Center on Tagansky district. The largest consisted of 20 or more members. Almost half went into the online format - 14.

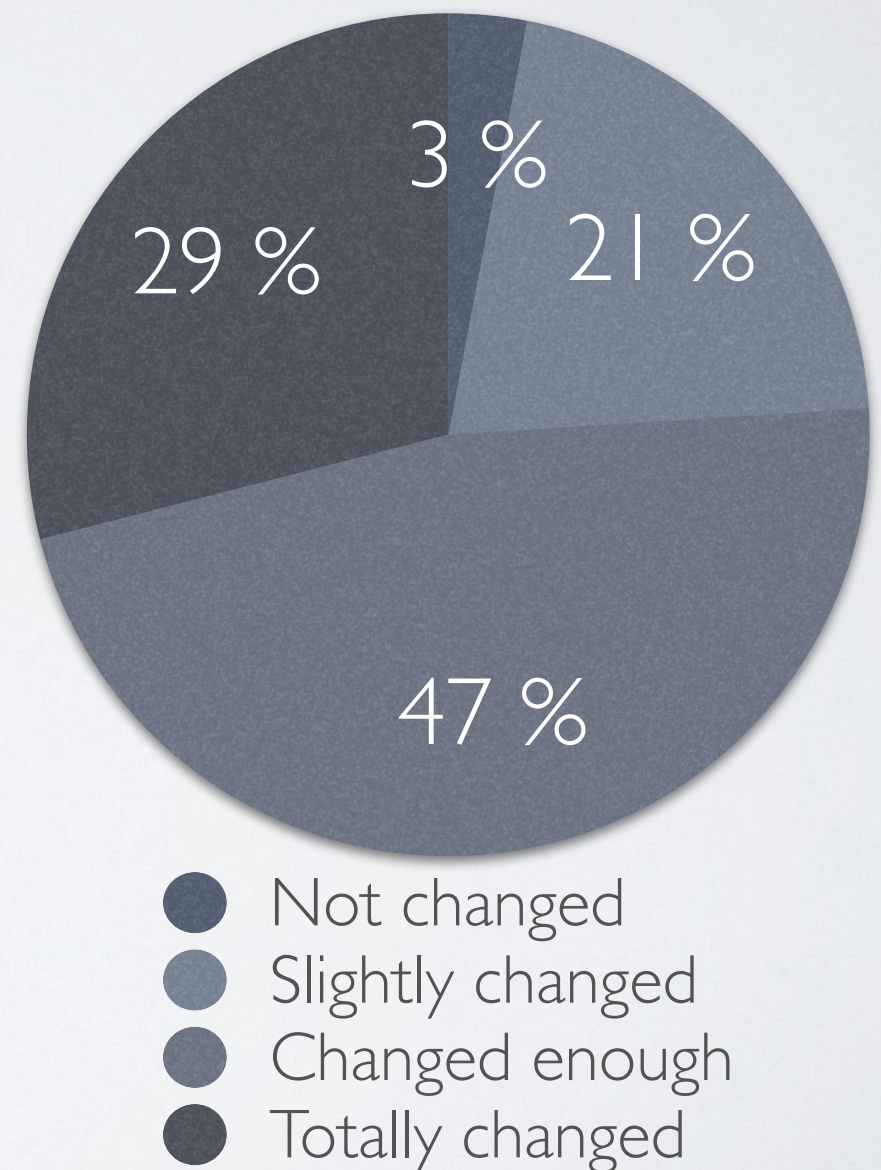
Name of clubs	Number of members	Number of online members	Average number of members
Клуб "Художественное слово"	15	9	8
Клуб "Финансовая грамотность"	24	21	11
Клуб "Творчество" (рисование)	30	26	16
Клуб правильного и здорового питания	10	10	10
Испанский разговорный клуб "Hola!"	10	10	10
Клуб "Тайцзи-цюань"	11	9	9
Клуб "Время назад"	10	25	18
Клуб "Аптекарский Сад"	10	16	6
Клуб любителей природной флористики	25	23	17
Творческий клуб "Досуг"	25	24	14
Клуб "СоцТур"	37	250	147
Клуб "Созвучие"	52	17	14
Клуб "Пластика танца"	11	11	11
Клуб бардовской песни "ГАЛС"	4	3	3

The effect of self-isolation on daily life

Age of respondents

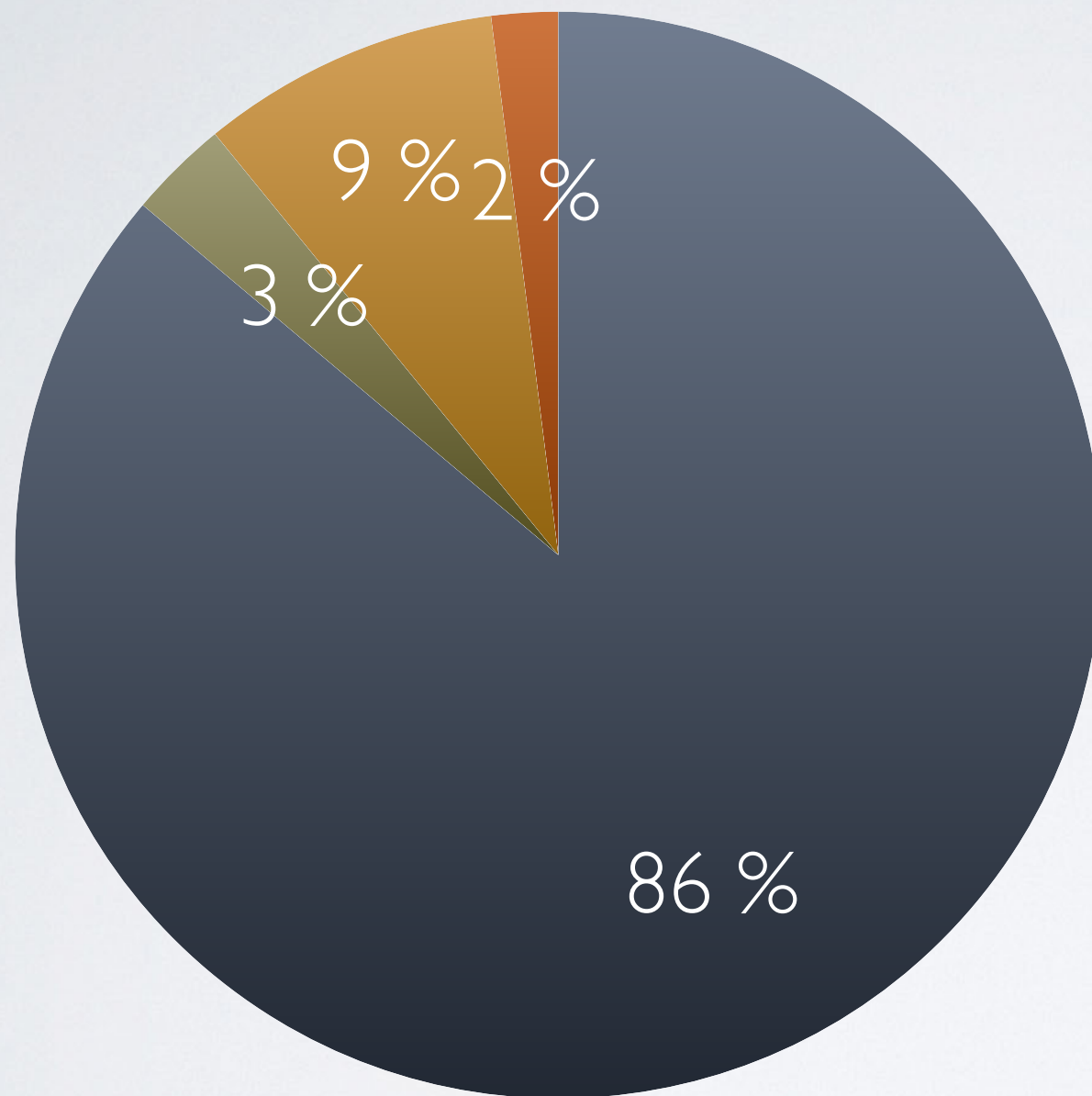


Has your life changed?



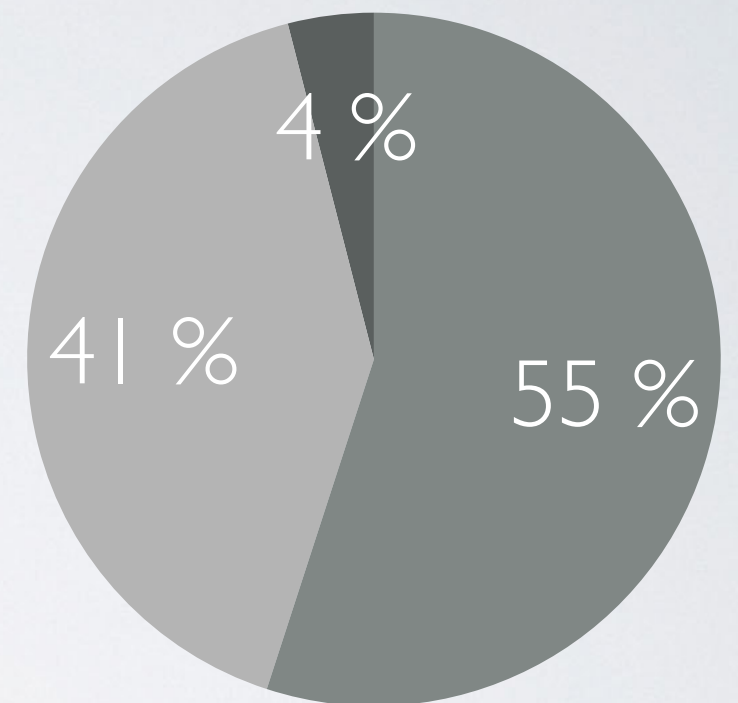
The effect of self-isolation on daily life

How do you communicate with friends?



- WhatsApp (other messengers)
- Social networks
- Skype (Zoom)
- In person

Do you communicate less?



- Yes
- Difficult to answer
- No

Conclusion

- It is vital for people to maintain social communications, primarily with those who have common interests with them.
- Online communication allows us to continue socializing outside of everyday topics.
- Participation in online clubs helps older people learn modern technologies that were previously inaccessible to them or not interesting due to the lack of need for them.