

Public Policy for Digital Inclusion and Literacy for the Elderly in Brazil: Active and Healthy Aging Program

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The internet in the world began to be developed to be operated by internal academic professionals and students. It only began to be implemented in a commercial context from 1995 onwards. In Brazil, in the years after 1995, there was the implementation of political/strategic bases for the Internet, such as, for example, the creation of the Internet Management Committee, with one of its objectives being to encourage the development of Internet services for both academic purposes as commercials. In addition, in consecutive years, several public policy instruments were created to implement connectivity and electronic devices.

Thus, the internet management committee, through the Regional Center for Studies for the Development of the Information Society (Cetic.br), addressed in the 2021 report that the number of accesses by users over 60 years of age on the Internet grew by 34%, in 2019, to 54%, being a relevant growth for society that, according to data in the last census carried out by the Brazilian Institute of Geography and Statistics (IBGE), in ten years, (2010- 2020) the share of people aged 60 or over, increased from 11.3% to 14.7% of the population, representing around 3 million elderly people in Brazil.

Contributing to the growth of the elderly population in Brazil, there was also an increase in participation in the digital sphere, as can be seen in table 1, which demonstrates the need to implement public digital literacy policies for the elderly, knowing that they currently make up an important portion of internet users, using services that are constantly linked to digital scams.

Table 1 - Main uses of the internet by the elderly population

Percentage of elderly	Internet mainly usage
34%	Internet to make online inquiries
75%	Digital banking services
75%	Use the Internet to watch streaming

	videos
78%	Download applications on your cell phone
85%	Access social networks.

Source: Febabram, 2022

That said, the Brazilian government instituted Decree No. 10,133/2019, granting the Active and Healthy Aging Living Program, under the coordination of the Ministry of Women, Family and Human Rights, which, in addition to the innovative character of the government initiative to with digital inclusion aimed at the public over 60 years old, it also has its two objectives aimed at promoting the independence of the elderly in relation to the use of IT tools, digital and social inclusion, enabling the elderly to participate in health, technology and digital, education, and physical mobility, improving their quality of life. The program also seeks, as mentioned in its second objective, to promote actions that contribute to the effective exercise of the rights of the elderly, such as active and healthy aging.

The aforementioned objectives must be developed through physical activity, health-related actions, lectures, as well as courses that enable you to make good use of technological resources.

To implement the initiative, in the States and Municipalities, the Ministry of Women, Family and Human Rights provides computers, webcams, printers, image projectors or televisions depending on the population of each municipality and budget availability, with the Federal District being eligible and the States and Municipalities, provided that:

I - request to join the Viver Program - Active and Healthy Aging;

II - have advice from active seniors;

III - develop actions aimed at the elderly in at least one of the fields of action of the Viver Program - Active and Healthy Aging, specified in the sections of art. 3rd;
It is

IV - have a safe space, with broadband internet and accessibility, suitable for receiving and installing the equipment that will be donated, in accordance with the provisions of art. 8th.”

Regarding monitoring of this policy, the decree declares that the National Secretariat for the Promotion and Defense of the Rights of Elderly Persons of the Ministry of Women, Family and Human Rights is the body responsible for monitoring, through the registration of the beneficiary public and partners locations, as well as through on-site evaluation.

The Secretariat also proposed, in a document describing the program, the objective of contributing to the promotion of the right to active and healthy aging, respecting the peculiarities of each municipality and each participant (Secretaria Nacional de Promoção e Defesa dos Direitos da Pessoa Idosa, 2019).

Thus, it can be noted that, in the legislative and public policy sphere, Brazil, as one of the ten most populous countries in the world, only in 2019 began to grant digital inclusion measures for the elderly, it is necessary that the active internet government institutions start to include this perspective in the studies and analysis, in view to propose ways to bring more representation to academic researches and technical debates. This same initiative is also imperative to be implemented in civil participation environments with regard to internet governance events and debates respecting the adopted multisectoral character, promoting the effective inclusion of social agents and representation of the different actors in civil society, and their plurality.

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