

Grandparents and elderly people in difficulty, 2 thousand solidarity boxes are arriving

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SENIOR ITALIA
FEDERANZIANI



Offer a concrete gesture of solidarity and closeness to Italian grandparents and elderly people in difficulty. This is the goal of 'We deliver a smile', the initiative of Senior Italia Federanziani and Unilever. Unilever will prepare and deliver throughout Italy two thousand gift boxes with products for daily use, from foodstuffs to those for hygiene and personal and home disinfection, while the social centers for the elderly members of the Federation will function as sorting places, with the coordinators who will allow to detect and report the most critical situations in the area.

The seniors, therefore, will become protagonists of the solidarity action towards their own peers: an example of community welfare that can represent a new participatory and supportive model of development. In fact, they will be the ones inside the centers to sort the boxes and deliver them to the most needy senior families.

The 'Deliver a smile' initiative will also be an opportunity to draw attention to economic difficulties, isolation and the importance of psychological support for many over 65, especially in this historical phase. In fact, the greater difficulties of connection with informal networks made up of friendships, the neighborhood and the elderly centers can further undermine the sense of security and health of the elderly, already put at risk by a virus that sees them more vulnerable than the others. population groups.

"A fundamental part of our action is to integrate material solidarity into a wider action, aimed at contrasting the loneliness of the elderly who, as recently highlighted by Pope Francis, is the drama of our times. In fact, through our initiative we want to underline the importance of solidarity networks" declares Roberto Messina, president of Senior Italia FederAnziani.

“The services and support that can be offered by volunteering and associations, with the precious help of companies, are all the more important in a phase like the one we are going through. The widespread solidarity that has played a large part in supporting people in difficulty since from the beginning of the pandemic, it contributes to restoring the sense of union of a collective capable and willing to take action to start again from concrete actions” concludes Messina.

“Unilever has been close to Italy and has tried to make the maximum contribution since the first moments of the emergency with economic and product donations to the Italian Red Cross, to hospitals and healthcare facilities. However, our commitment and support to the country in which we have lived and operated for more than 50 years continues even beyond the first phase of emergency” comments Fulvio Guarneri, president of Unilever Italia commenting on the initiative.

“We want to pay particular attention to the most vulnerable and senior population groups: we do this by bringing the products they may need in their daily lives into their homes, from food to products for disinfection and, more importantly, a smile and a moment of companionship through the precious solidarity work carried out by Senior Italy volunteers, of which we are proud partners in this initiative” concludes Guarneri.