International Post Corporation

Home care: La Poste has already supported 50,000 seniors in 10 years

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To mark the 10th anniversary of its "Looking After My Parents" service, which combines home visits by postal workers with remote assistance solutions, La Poste is reviewing its work dedicated to supporting seniors to remain in their homes. Launched in 2016, this service allows caregivers to regularly check on the well-being of an elderly relative. In ten years, nearly 50,000 people across France have received support. Currently, more than 300 visits are conducted every day.

The desire to grow old at home is shared by a large majority of seniors. However, for many families, geographical distance, professional constraints, or the difficulties of daily life sometimes make it complicated to provide regular support for an elderly relative.

This problem is set to intensify in the coming years. Indeed, France will have nearly 6 million people aged 75 to 84 by 2030, an increase of approximately 47% compared to 2020.

In the coming decades, the number of people over 85 will increase sharply: they are expected to reach nearly 5 million by 2050, compared to around 2 million in 2023.[1]

To address these challenges, La Poste developed "Veiller sur mes parents" (Looking After My Parents) in 2016, a service that leverages its extensive network and the local presence of postal workers. The service combines social visits, remote assistance services, and coordination with emergency services to help seniors remain in their homes and provide greater peace of mind for their families.

In ten years, nearly 50,000 people have received support. Currently, 300 postal workers make 300 visits daily, including friendly checks, verifications, and maintenance of telecare equipment. Each month, nearly 22,000 alarms are processed, and three emergency hospital transports are dispatched daily following an alert.

Faced with the accelerating aging of the population, "Veiller sur mes parents" (Looking After My Parents) provides a concrete solution for families who want to enable their elderly loved ones to remain at home for as long as possible. In ten years, the service has supported nearly 50,000 beneficiaries throughout France. Every day, it helps ensure

seniors can remain safely at home, notably through three emergency transports to the hospital triggered by a telecare alert. Thanks to the local presence of postal workers, we can offer this service across the entire country, including the most rural areas.

Vincent Deloche

Marketing Director for Consumer Services at La Poste

In Périgny, Charente-Maritime, Ms. Martin, a service user, testifies: " Three weeks ago, I fell in my kitchen and couldn't move. I pressed the button on my bracelet and was connected to the telecare service. Emergency services were immediately alerted, and the firefighters arrived within minutes. They took me to the emergency room where I received treatment. I had broken my hip. The 'Looking After My Parents' service truly saved my life. "

Source: La Poste Groupe

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