From Literacy to Longevity:

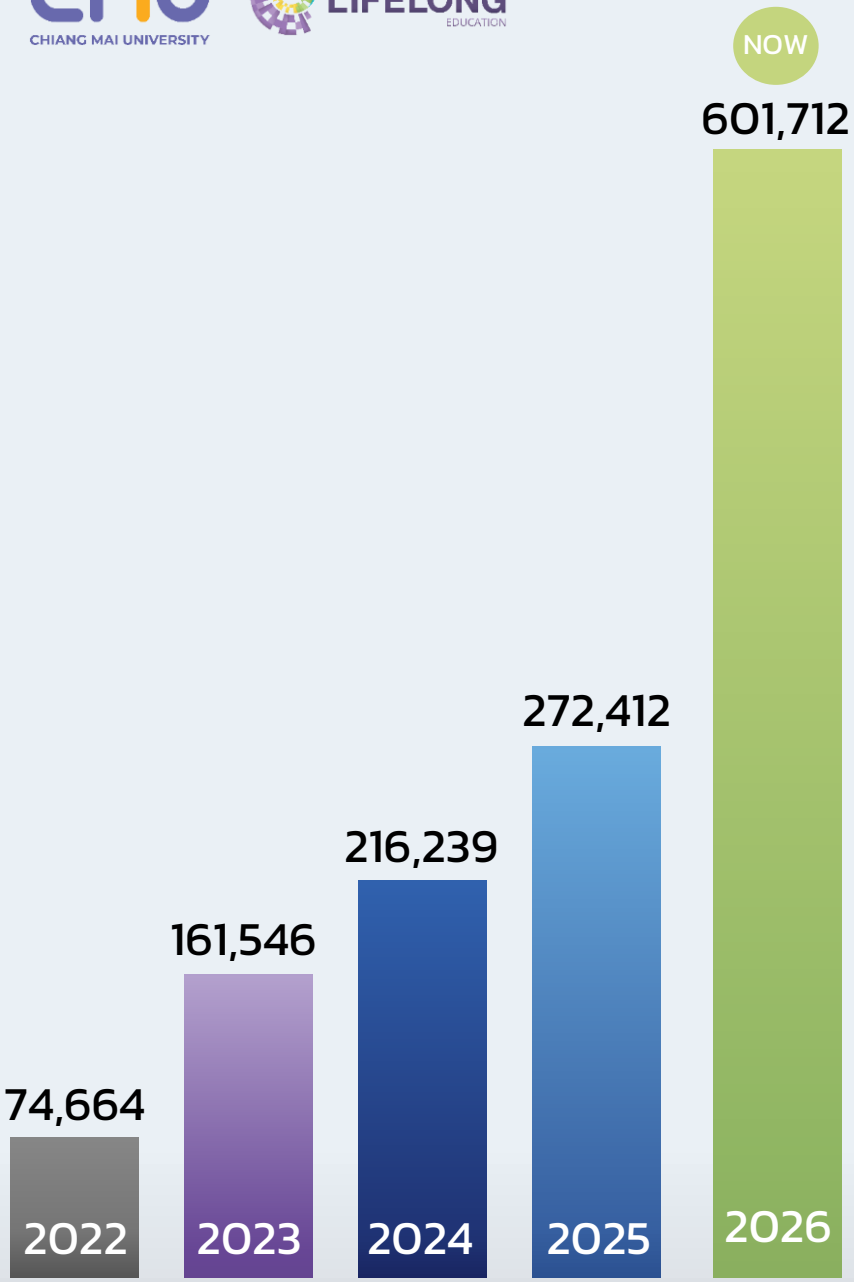
Building the Community Machinery That Keeps Older Adults Learning



Assoc. Prof. Nuttee (Tom) Suree | Director, School of Lifelong Education, Chiang Mai University, THAILAND

5 Years of CMU Lifelong Education

We have gone GLOBAL







Skills 4 Youth

1. Effective Communication
2. Metacognition
3. Problem-solving and Planning
4. Algorithmic thinking
5. Leadership for Teamwork
6. Interpersonal Relationships
7. Self-management
8. Perseverance
9. Technology Skill
10. Creativity and Innovation

FAQ | Log In | Become a Member | EN

EdSociate

A Learning and Community Platform for Higher Education Instructors

A program to develop the capabilities of academic personnel to keep pace with global changes and new educational landscapes, while enhancing teaching and student support competencies.

Browse Courses | Program Details

EdSociate | CHIANG MAI UNIVERSITY LIFELONG EDUCATION | CMU SDGS



About
Program information

EdSociate Webinar
A series of online learning events for university instructors

Knowledge Hub
Resources and learning materials

Program Review
Updates and outcomes

EdSociate Empowering Educators to Teach, Inspire, and Develop 21st-Century Skills

MEDEE

Multi-generation Entrepreneur Development Educational Ecosystem



14.5 million

22.4% of the population (DOP, 2026)

62.5%

Not in paid work (NSO 2024)

64.5%

Education below primary level (NSO 2021)



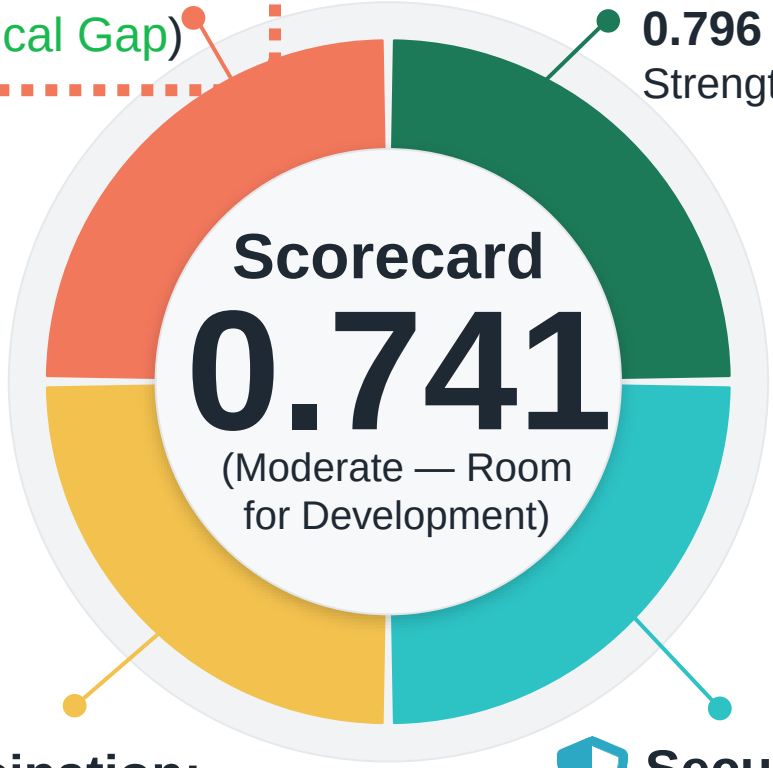
Thailand is a fully aged society. A digital service that assumes high literacy, inherent tech confidence, and spare money will leave them behind.

Active Ageing Index (AAI)

*Baseline overview from **140,012** older persons*



Health: 0.649
(Lowest — Critical Gap)



Enabling Environment: 0.796 (Highest Strength)





Participation: 0.757
(Moderate)

Security: 0.758
(Nearing High)



Where are we falling behind?
(Lowest average scores)





The main barrier is not access to public services; it is daily behavior, physical activity, and digital disconnect

Physical Inactivity
(Scores: 0.40 - 0.65)

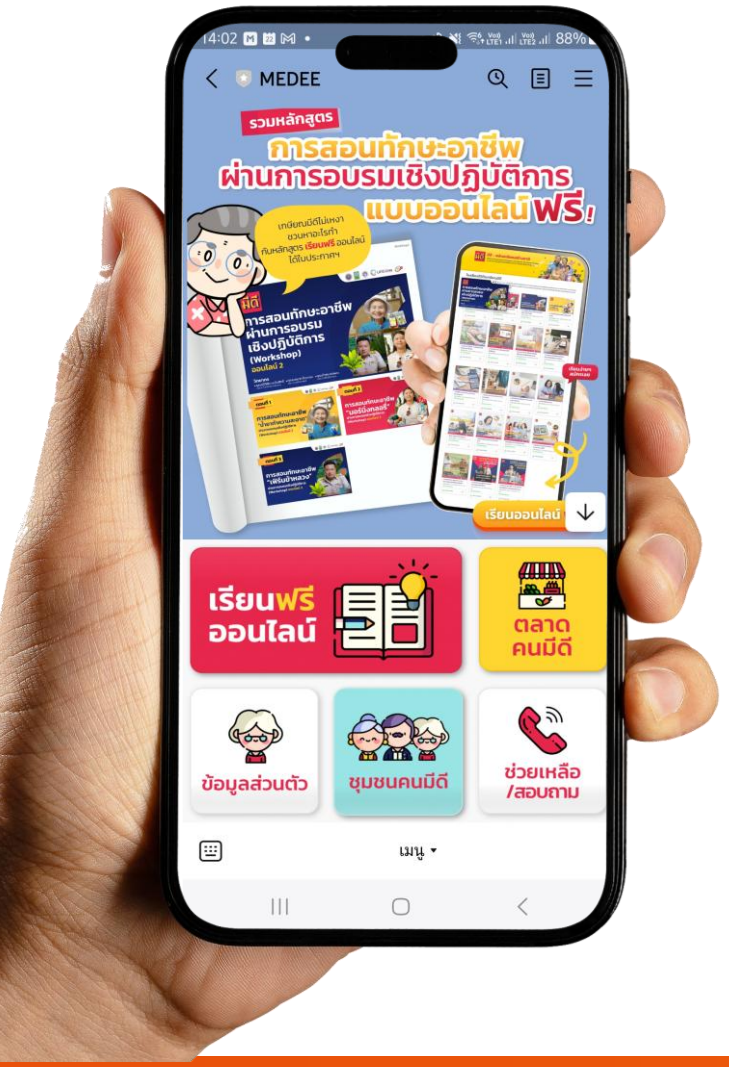
- Lack of continuous light exercise
- Lack of moderate and heavy physical activities

Digital & Information Disconnect
(Scores: 0.66 - 0.69)

- Low internet usage & access
- Low engagement for learning

Social Isolation
(Scores: 0.59 - 0.70)

- Low participation in clubs/groups
- Lack of community volunteer work
- Self-health assessment is also critically low



The Context:

Most older Thais already own smartphones and use LINE daily

The Reality:

Yet, digital disconnect scored in the bottom three of the active ageing metrics (0.66-0.69)



The true gap isn’t hardware.
It is trust, relevance, and human support.

10 Essential Online Courses for Thai Older Persons





CHIANG MAI UNIVERSITY LIFELONG EDUCATION

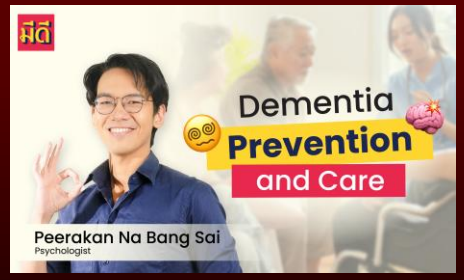






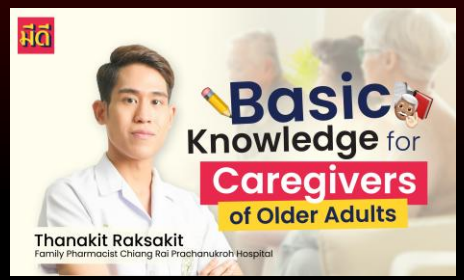












Design Decision 1: Meet Them on LINE

Watch short, accessible lessons

Chat directly with a live local coach



Take quizzes & earn certificates

Access the community marketplace

Rebuilding the entire learning journey inside the messaging app Thais use daily. Learning instantly becomes social.

CHIANG MAI UNIVERSITY
LIFELONG EDUCATION

40 Online Courses Designed for Thai Older Persons





Social Impact

Real-life Practice

Learning

Key Success Factor: 1,150+ MEDEE Trainers Nationwide













92 MEDEE Projects Promoting Active Ageing in Thailand



CMU CHIANG MAI UNIVERSITY LIFELONG EDUCATION

Design Decision 2: The Human Layer

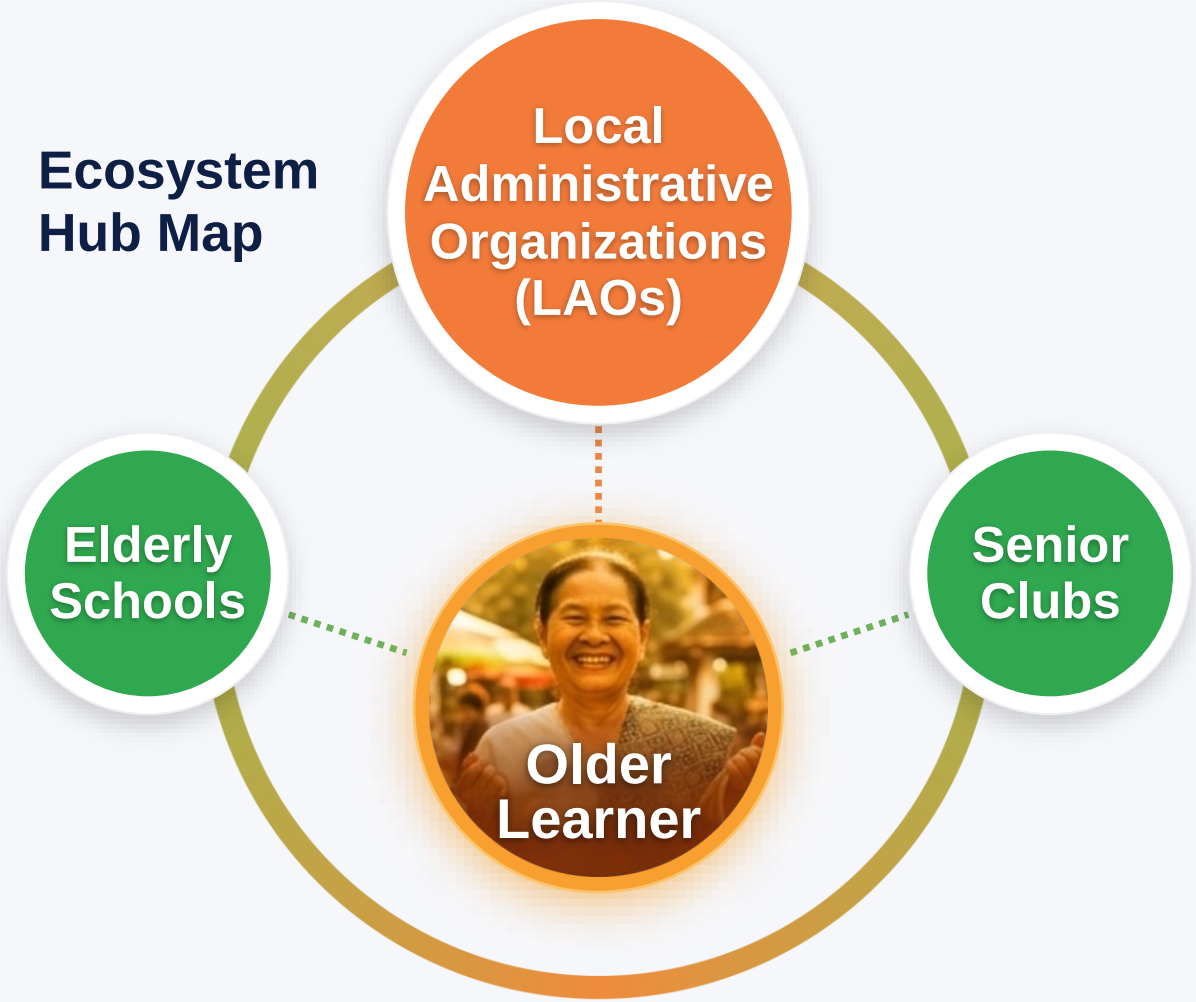
1,150+

Certified MEDEE Trainers

Community Leader Upskill Program

Equip community agents and local executives to lead locally.

Ecosystem Hub Map



We didn’t build new institutions; we trained the ones older adults already trust.



Senior Clubs

Senior Citizens Council

Elderly Schools

Min. of Social Development

Local Administrative Organization



A Strong Community to Support Seniors



Older persons receive adequate support

Buddhist Temples

Center for Quality of Life for Older Persons

Local Schools

Community Hospital

ADVOCATE

Advancement of Community Agents, Trainers & Executives





LAO Officers

- Up-Skill/Re-Skill/New Skills
- Customizable Model
- Local Active Ageing Centers

ADVOCATE



Older Persons

- Deploys Senior School Framework
- Promotes Older Persons' Products
- Bridges Partner's supports

MEDEE

Local Active Ageing Learning Center (LALC)

The Key Propeller for Community Health Literacy



Local Administrative Organization (LAO)
Main Host (Policy / Budget / Personnel)



Educational Institution, Academic Mentor
(Knowledge Base / Quality Assessment)



Sub-district Health Promoting Hospital / Village Health Volunteers (VHVs) (Data / Fieldwork / AAI Follow-up)



Elderly Group, Key Success Factor
(Co-design Activities / Reflect Real Needs)



Private Sector, Driving Force
(Resources / Market / Distribution Channels)

NotebookLM

Scaling Mechanism Through 4 Layers:
University as Core, Local Community as Implementer

Knowledge & Empowerment



CMU (Lead Institution)

Developed knowledge, AI tool curricula, and database systems

13 Local Educational Institutions

Supported operations, monitored results, and provided close consultation

52 Local Administrative Organizations

Core leaders in designing, initiating, and driving activities (Key Implementer)

ADVOCATE Working Committee

LAO personnel + VHVs + community leaders collected AAI data for 140,000 people

Data (AAI)

THE ADVOCATE ECOSYSTEM: LOCALIZED STRATEGIES, GLOBAL LONGEVITY

Empowering communities through tailored interventions and the evidence-based science of the Blue Zones.

The Customizable Model



1. Assess (AAI)
2. Analyze (Context)
3. Select (Pattern Match)
4. Customize (Localize)
5. Execute & Evaluate

The Power 9 Blueprint



The 2025 Objective: Integrate the Power 9 into Northern Thai culture to elevate the Active Ageing Index (AAI) beyond traditional metrics, discovering the ultimate Thai Blue Zone.

HABIT 1 Keep moving



Did you know?
Active people over 50 lived about 3.5–3.7 years longer than inactive people.

Try today
- Walk 15–30 min after meals
- Get up every hour
- Garden and do housework

HABIT 2 Live with purpose



Did you know?
People with a clear purpose (ikigai) had about 46% lower risk of death than those without one.

Try today
- Write a goal for this month
- Take a small role in your community
- Teach a skill to young people

HABIT 3 Unwind



Did you know?
Long-term stress quietly harms the body. Long-lived people unwind every day.

Try today
- Pray or meditate before bed
- Nap or sip warm tea
- Play music you love
- Take 5 deep breaths when upset

HABIT 4 Stop at 80% full



Did you know?
Eating slowly gives yourt brain time to feel full, so you don't overeat.

Try today
- Use a smaller plate
- Eat slowly, chew well
- Keep dinner lightest
- Leave the table once full

HABIT 5 Eat plants & beans



Did you know?
Switching to a plant-rich diet at 60 may add about 8 years for women and 8.8 for men.

Try today
- Add beans or tofu
- Fill half your plate with veg
- Choose brown rice
- Eat less processed food

HABIT 6 Relax in the evening



Did you know?
Evening chats with friends help keep Blue Zones people healthy.

Try today
- Visit friends or relatives
- Talk with family after meals
- Sip herbal tea

HABIT 7 Feed your spirit



Did you know?
Regular religious practice is linked to about 4 extra years of life and 33% lowe risk of death.

Try today
- Go to the temple often
- Pray or chant
- Join a meditation group

HABIT 8 Family first



Did you know?
Long-lived people care for elderly parents, live near their children, and make time for family.

Try today
- Eat 1 meal a day together
- Call family who live far away
- Tell grandkids old stories

HABIT 9 Good friends



Did you know?
Loneliness can harm health as much as smoking 15 cigarettes a day.

Try today
- Join a seniors' or exercise club
- Find a buddy
- Cook or garden with neighbours

Take the challenge!

Each night, note your score.
In 4 months, count your stars!



Note : Habit 6 adapts the original "Wine at 5" to "Relax in the evening", based on current health evidence while keeping the focus on social time with people close to you .

EACH NIGHT, COUNT YOUR DAILY **Power 9** HABITS.

Write the number in today's box.

NOVEMBER 2026						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Proudest habit : .....

To do more often : .....

DECEMBER 2026						
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Proudest habit : .....

To do more often : .....

JANUARY 2027						
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Proudest habit : .....

To do more often : .....

FEBRUARY 2027						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

Proudest habit : .....

To do more often : .....

The Power 9

1. **Keep moving:** walk, garden, do chores
2. **Live with purpose:** a happy reason to get up
3. **Unwind:** pray, nap, breathe deeply
4. **Stop at 80% full:** before you feel stuffed
5. **Eat plants & beans:** half a plate of veg, less red meat
6. **Relax in the evening:** chat with friends or family
7. **Feed your spirit:** temple, merit, meditation
8. **Family first:** eat together, call the kids
9. **Good friends:** join a club, find a buddy

Research references

https://cmu.to/power9



WEEK 1	3 habits a day
MONTH 1	5 habits a day
MONTH 4	6-7 habits a day

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Habit Book

MEEDEE Edition

POWER 9

Secrets of the Blue Zones



In 5 places called the **"Blue Zones"**, many people live long, healthy lives : Okinawa (Japan), Sardinia (Italy), Nicoya (Costa Rica), Ikaria (Greece) and Loma Linda (USA).
They share 9 daily habits: the Power 9.

POWER 9



"Try one small habit at a time. Each day, mark how many you did in the calendar. After 4 months, **see how you've changed!**"

Scale & Reach: Five Years of Growth



39,400 Learners (including 25,566 older persons)

1,150+ Certified trainers Across communities

All 77 Provinces reached

11.88 SROI (Social Return on Investment)

70+ Institutional partners





Expanding From Chiang Mai to ASEAN Member States

ESCAP

United Nations Economic and Social Commission for Asia and the Pacific

CHIANG MAI UNIVERSITY LIFELONG EDUCATION

SCHOOL OF PUBLIC POLICY CHIANG MAI UNIVERSITY

Regional Workshop on Enhancing Digital Literacy for Older Persons in Asia and the Pacific—Strengthening Digital Inclusion for All Ages

Showcase by MEDEE | Active Ageing in Thailand

19 November 2025







Contributed to ASEAN Policy on Silver Economy



Co-advocated for Priority Area 3 "Lifelong Learning and Productive Engagement" under the ASEAN framework on the silver economy (ASEAN Forum Manila, June 3–4, 2026)

MEDEE Vietnam: Catalyzing Digital Lifelong Learning for Healthy Ageing

A Thailand–Vietnam cross-country innovation scaling a proven digital ecosystem to 12.8 million older persons through Intergenerational Self-Help Clubs (ISHCs).

13.9%

Vietnam's population entering "aged society" status within a decade.

9,000+

Existing Intergenerational Self-Help Clubs (ISHCs) ready for digital transformation.

3.11 SROI

Thailand's proven MEDEE digital learning model is ready for cross-border adaptation.

CMU-Thailand **Tech & Evidence**



Brings the proven MEDEE platform and Action Research methodology.

Co-Design and Adaptation

Vietnam / VIOBA **Scale & Trust**



Brings 15 years of grassroots experience & access to 12 million ISHC members.

- Elevated social connectedness and psychological resilience
- Health literacy and self-care capacity
- Evidence-based policy briefs

Phase 1 (Months 1–6): Foundation

Phase 2 (Months 7–18): Co-Design & Pilot

Phase 3 (Months 19–24): Scale

Digital Health Advocacy





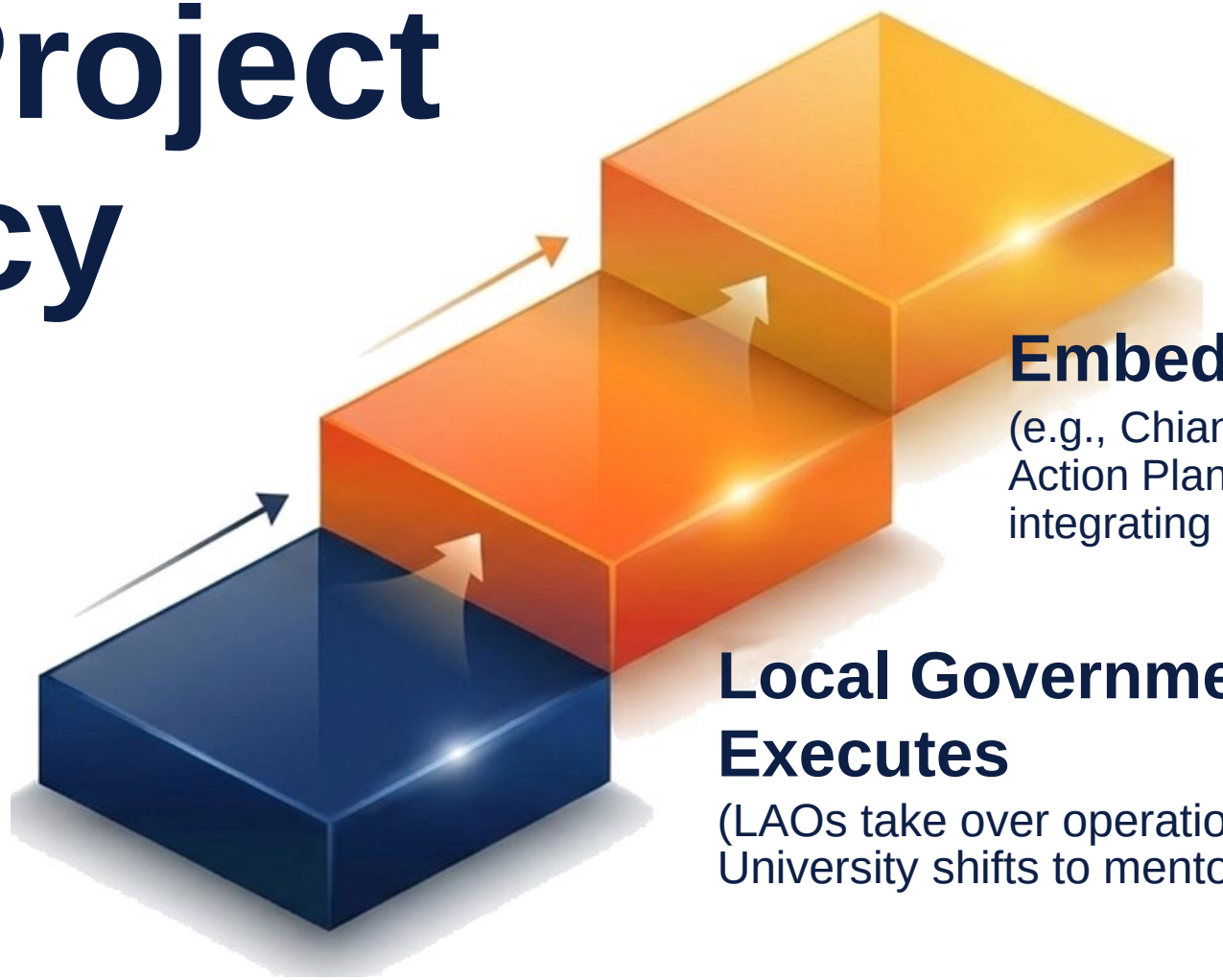
TRUST BEFORE TECHNOLOGY

Lifelong Learning, Intergenerational Design,
and University-Community Partnership
for Digital Inclusion in Thailand



Invited by HelpAge, UN-ESCAP, and UNFPA to present on "Digital Inclusion and Policy for Older Persons" at the Asia-Pacific Regional Conference on Population Ageing, Oct 27-30, 2026

From Project to Policy



University Leads
(Develops baseline data, curriculum, and trainer systems).

Local Government Executes
(LAOs take over operations; University shifts to mentor/QA role)

Embedded in Policy
(e.g., Chiang Mai Provincial Elderly Action Plan, successfully integrating 22 separate agencies)

Customizable model ensures no community starts from zero, matching each location to its community readiness

Policy Implications

Fund the human layer: Dedicate budget to community trainer networks, not just digital platforms.

Use trusted institutions: Deliver through elderly schools, senior clubs, and local governments.

Repurpose universities: Utilize them for research, credentialing, and quality assurance, not for one-off training.

Build on existing apps: Do not build new systems. Piggyback on daily habits.



CMU CHIANG MAI UNIVERSITY LIFELONG EDUCATION

Chiang Mai 'Training Valley'

The Upskilling Hub for Thailand and ASEAN



CMU CHIANG MAI UNIVERSITY LIFELONG EDUCATION