



Welcome to Workshop 5

<Active Aging>

Friday 18.10.2013, 14:30 -16:00

Agenda

- **Welcome and Introduction** Herbert Hartmann
- **Target groups and fitting exercise programs**
Introduction: Walter Brehm (DTB, Germany)
Example: Anna Kooreman (UISP, Italy)
- **Recruitment & Education of Instructors**
Introduction: Pjal Pauly (DTB, Germany)
Example: Leeni Asola-Myllynen (SVOLI, Finland)
- **Strategic Planning and Implementation**
Introduction: Herbert Hartmann (DTB, Germany)
Example: Ingrid Peeters (OKRA-Sport, Belgium)
- **Round Table Discussion (including auditorium)**

What is the problem?

**High potential benefits
of regular physical activity
and sport**

conflict sharply with

**Low level of physical activity and sport
within the target group of older
and moreover of very old people**

The potential of sport and physical activity to improve the quality of life, namely:

- Improvement of well-being, fitness and health
- Retention of independence and mobility
- Improvement of social situation through sociability, common interests, communication, co-operation, social exchange, social integration into a group
- Strengthening of personal identity and self-image
- Experiencing a new challenge and purpose of live.
- Physical activity and sport is an indispensable component for successful aging!

Health effects of physical activity and sport for older and very old people:

- Lower risks of cardio-vascular deceases.
- Decrease of blood preasure.
- Improvement of blood fat level.
- Improvement of blood sugar level.
- Strenthening of the skeleton-muscle system
- Optimisation of body weight.
- Prevention of osteoporosis.
- Improvement of brain functions.
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Physical activity of Europeans

(Source: European Commission, Special Eurobarometer No.334
Sport and Physical Activity)

	25 -54 years old	55 -69	70+
Regularly or reasonable regularly (at least 1x per week)	65%	64%	58%
Rare or never	34%	34%	42%

Physical activity of Europeans

(Source: European Commission, Special Eurobarometer No.334
Sport and Physical Activity)

	15 -54 years old	55 -69	70+
Regularly or reasonable regularly (at least 1x per week)	a) 65%	a)64%	a) 58%
a) non-sporting physical exercise			
b) sporting physical exercise	b)40%	b) 28%	b) 22%
Rare or never	a) 35%	a) 36%	a) 42%
	b) 60%	b)72%	b) 78%

What are the challenges?

- More interventions in order to promote physical activity and sport for older people from more and different stakeholders!
- For social-political interventions:
Physical activity promotion has moved rather high on the political agenda on the global level (UNO; WHO) as well as on European and national level. (2012 European Year of Active Aging).

The European Commission, Education and Culture DG (EAC) has launched call for tenders in the frame of the “2012 Preparatory Action in the Field of Sport” /Section 2, focusing the target group of older people.

Challenges for the sport sector:

- Evaluation studies concerning the success of interventions for promoting physical activity for older people suggest placing those actions into well structured, thematically adequate environments with a big range of coverage (setting orientation).
- In this respect especially the sports organisations with their clubs offer the appropriate frame.

- Numerous sport-organisations in Europe are already active for the target group of older people.
- But a lack of systematic and comprehensive planning and implementation of such programs is obvious.
- Moreover, the sport sector has limits in its outreach to inactive older people.
- Cross-sectoral partnership and networking with organisations involved with older people (e.g. welfare organisations; senior homes; community departments; church organisations) are needed to improve active and healthy living.



The ActiveAge project is receiving support from the European Commission, Education and Culture DG, under the “2012 Preparatory Action in the Field of Sport” – Grant agreement no. EAC.2012 - 0558



- <ActiveAge> is a transnational project that fosters the exchange of knowledge and experience to counteract the physical inactivity of older people through capacity building for physical activities and sport programs of aging people in well-structured and wide-spread settings, **with the starting point in sport-organisations.**
- 13 partners (9 sport-organisations; 2 universities, 1 city administration) from 9 European countries are involved.

The general project aims:

- To elaborate guidelines and recommendations for the promotion of health-enhancing physical activity programs for ageing people in sport organisations.
- To test the recommendations via new or enhanced actions within Policy-/Strategy Development/Networking; Human Resource Development; and Exercise Program Development
- To establish a cross-sectoral European Network /Platform “Active and Healthy Aging through Physical Activity and Sport” and to link this network to other European Networks/Platforms, such as HEPA-Europe; AGE-Platform; EUNAPAA, etc).

The project aims are pursued in 3 working groups:

- **WG 1: Designing and implementing strategies and programs for the promotion of physical activities and sport in sport-organisations.**
- **WG 2: Recruitment and education of instructors for elderly people.**
- **WG 3: Target Groups of elderly people & matching Exercises Programs**

The <Active Age> Project

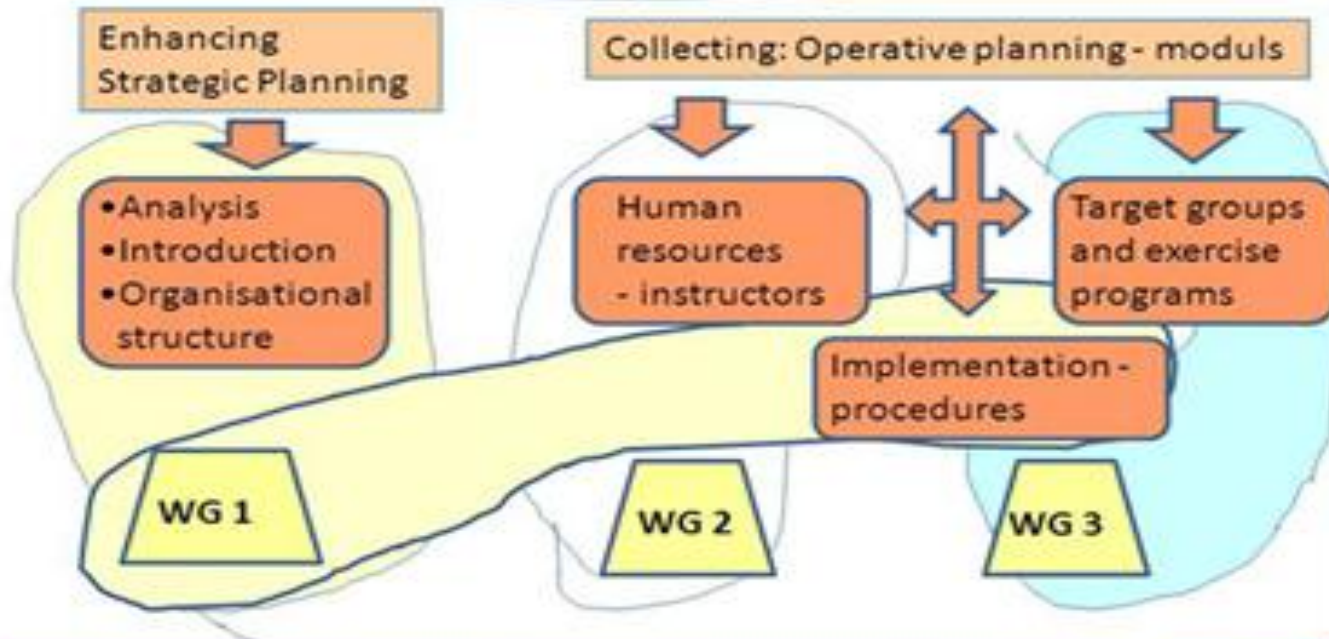
Vision:
Encouragement of older adults for more physical activities and sport in the setting of a sport-cub.



Mission:

Capacity-Building for physical activity in
'Sports for All'-Organizations
and strategic planning

Objectives:



Working Groups:

Expected results:

Tool kits for capacity building

Continuation by networking



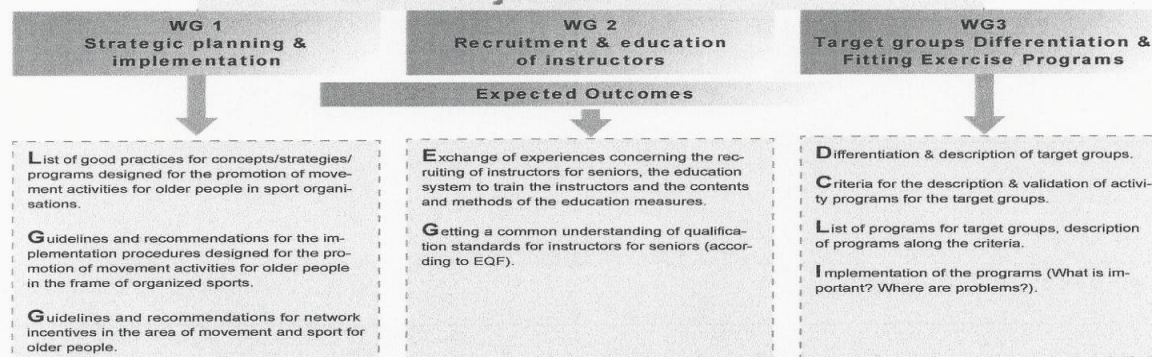
Our Vision

Encouragement of older adults for more physical activity and sport in the setting of a sports-club.

Our Mission

Capacity building for physical activity of older adults in sport organisations.

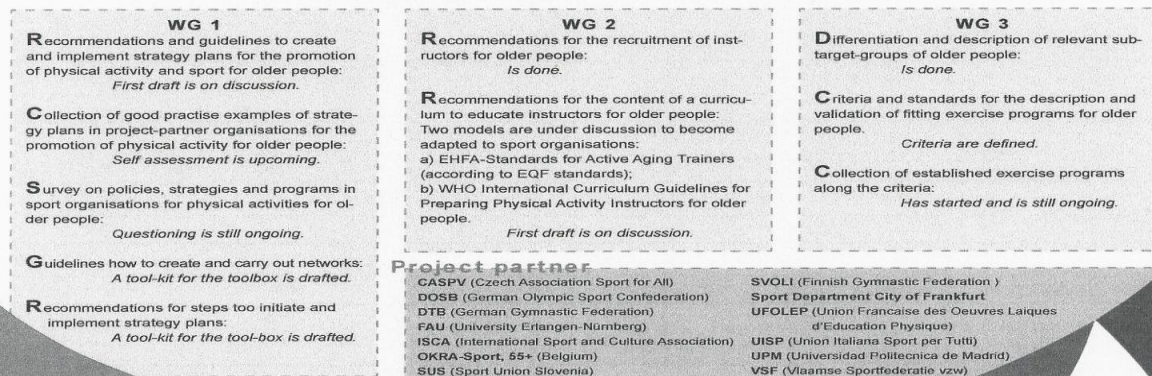
Our Objectives



Our main deliveries

1. The Active Age Handbook: Capacity Building for Physical Activity of Older Adults Recommendations – Guidelines – Practical Tools to create and implement strategies and programs in sport organisations
2. The European Sport Network for Active Aging

Interim Report on Expected Outcomes



Project partner

CASPV (Czech Association Sport for All)
DOSB (German Olympic Sport Confederation)
DTB (German Gymnastic Federation)
FAU (University Erlangen-Nürnberg)
ISCA (International Sport and Culture Association)
OKRA-Sport, 55+ (Belgium)
SUS (Sport Union Slovenia)

SVOLI (Finnish Gymnastic Federation)
Sport Department City of Frankfurt
UFOLEP (Union Française des Oeuvres Laïques d'Education Physique)
UISP (Union Italiana Sport per Tutti)
UPM (Universidad Politécnica de Madrid)
VSF (Vlaamse Sportfederatie vzw)

The Project management and contact persons

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Drafts

**Guidelines for Planning and Implementation of
Promotion Programs
for Older People in Grassroots Sport
Organisations**

**Policy- and Strategy-Development for Interventions in
Sport-Organisations for the Target Group of Older People**

A framework to create policy- and strategy-plans for capacity building
for <active aging> through physical activity and sport.

International networks on Active Aging

- **HEPA Europe** Working Group on Active Aging
- **EUNAAPA** (European Network For Action On Aging And Physical Activity (www.eunaapa.org))
- **EGREPA**/European Group for Resaerch into Elderly and Physical Activity (www.egrepa.org)
- **Age-Platform** Europe (www.age-platform.eu)
- **ISAPA** (International Society for Aging and Physical Activity)
- **Active Aging Network** Australia (www.activeagingnetwork.org)
- **ICAA**/International Council of Active Aging (www.icaa.cc)
- www.seniorensport.eu ?
- European Partnership on Active Healthy Aging (www.healthyaging.net)