



STRATEGIC PLANNING

OKRA-SPORT

- OKRA-SPORT is the sport federation of OKRA, recognised and subsidised by the Flemish government.
- OKRA has 1.159 local clubs and 206.585 members. It's the biggest organisation for 55+ in Flanders.
- 903 of these clubs are affiliated with OKRA-SPORT with 47.500 sporting members.
- Seniors are not only participants, they also guide the activities.

Strategic Planning

5 main tasks

Strategic planning for 4 years - Year Action Plans

- Organizing sportactivities
- Organizing education
- Guiding sportclubs
- Informing clubs and members
- Promoting sportactivities

METHOD

- Data collection: facts – inventarisation and evaluation – results of analyses
- Conclusions
- Strategic and operational objectives for the next 4 years
- Year Action Plan: strategic and operational objectives for the coming year

TRANSLATION IN PROJECTS



FACT

- Research has shown that more than half of the 55-plussers haven't enough physical activity to be healthy and to age actively.

I. ORGANIZING ACTIVITIES

EVERY STEP COUNTS: 2009 - 2010

- Sensibilisation campaign that encourages to have more physical activity.
walking → pedometer
- Personal goal in 10 weeks
→ health benefits
- Training schedules by KULeuven
- Community project



TARGET GROUP?



RESULTS

- Every step counts
 - 394 participating clubs
 - 20 residential care centres
 - 7000 participants of which 2000 sedentary people

EVERY PEDAL COUNTS

2011 - 2012

- Same model
- With attention for the sedentary people
 - Program for home exercise machine
 - Possibility to rent / buy an electrical bike
- 3671 participants (928 sedentary people)
 - 122 clubs
 - 46 residential care centre

II. ORGANIZING EDUCATION

- PEEREDUCATION
- LOCAL IMPLEMENTATION
- TRAIN THE TRAINER:
 - The importance of physical exercise
 - Technical education
 - ‘It’s OK to infect the others’



III. GUIDING SPORTCLUBS

Walking Box – Cycling Box

- Description and material for the test to determinate the beginning level
- Training programs for the participants
- Specific materials: pedometers – bicycle helmets ...



IV. INFORMING CLUBS AND MEMBERS

Information about the importance of physical activity to be healthy and to age actively

- Presentation ' exercise more for a better life '
- Articles in our magazine for the members
- Face to face conversations

V. PROMOTION

- Face to face
- Website and newsletter
- Magazine
- Flyers on public places





THANKS FOR YOUR
ATTENTION!