



*The National Programme for
Sport and Physical Activity for Older People*

**FREE
SERVICE**



FitLine

01 805 7733

Get more physically active...
by phone!



*The National Programme for
Sport and Physical Activity for Older People*

FitLine

FitLine



What we do

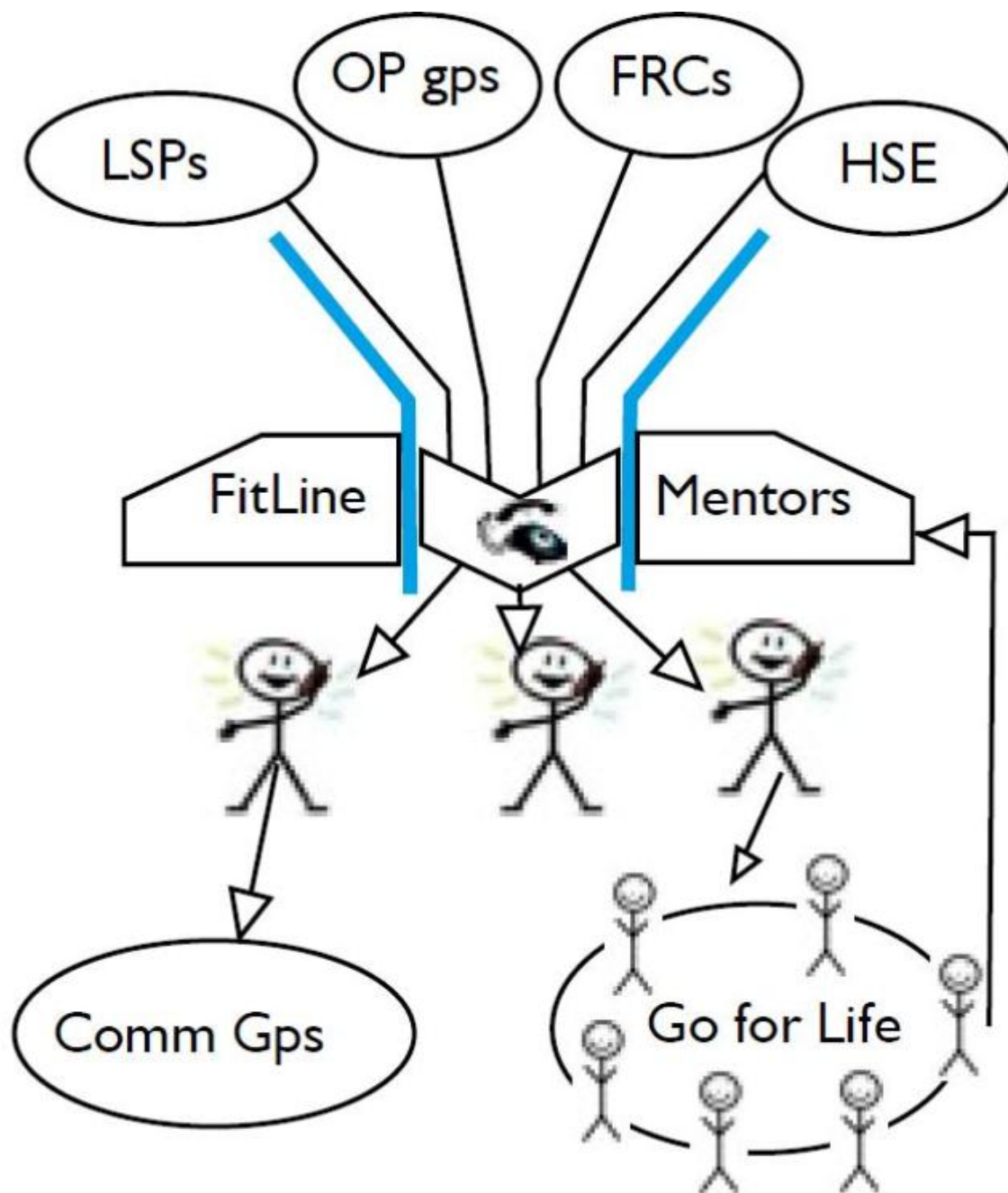
- Contact
- Capacity
- Linking

Why we do it

- Isolated
- Font of youth
- Social

How we do it

- Phone calls
- Peer mentors
- Partnership



Origins



Go for Life



Active Choices



Stanford Health Promotion
Resource Centre

Age and Opportunity



Irish Sports Council



Senior HelpLine



Smokers QuitLine



Key Activities



Recruitment

Non-group members
Rural
Disadvantaged

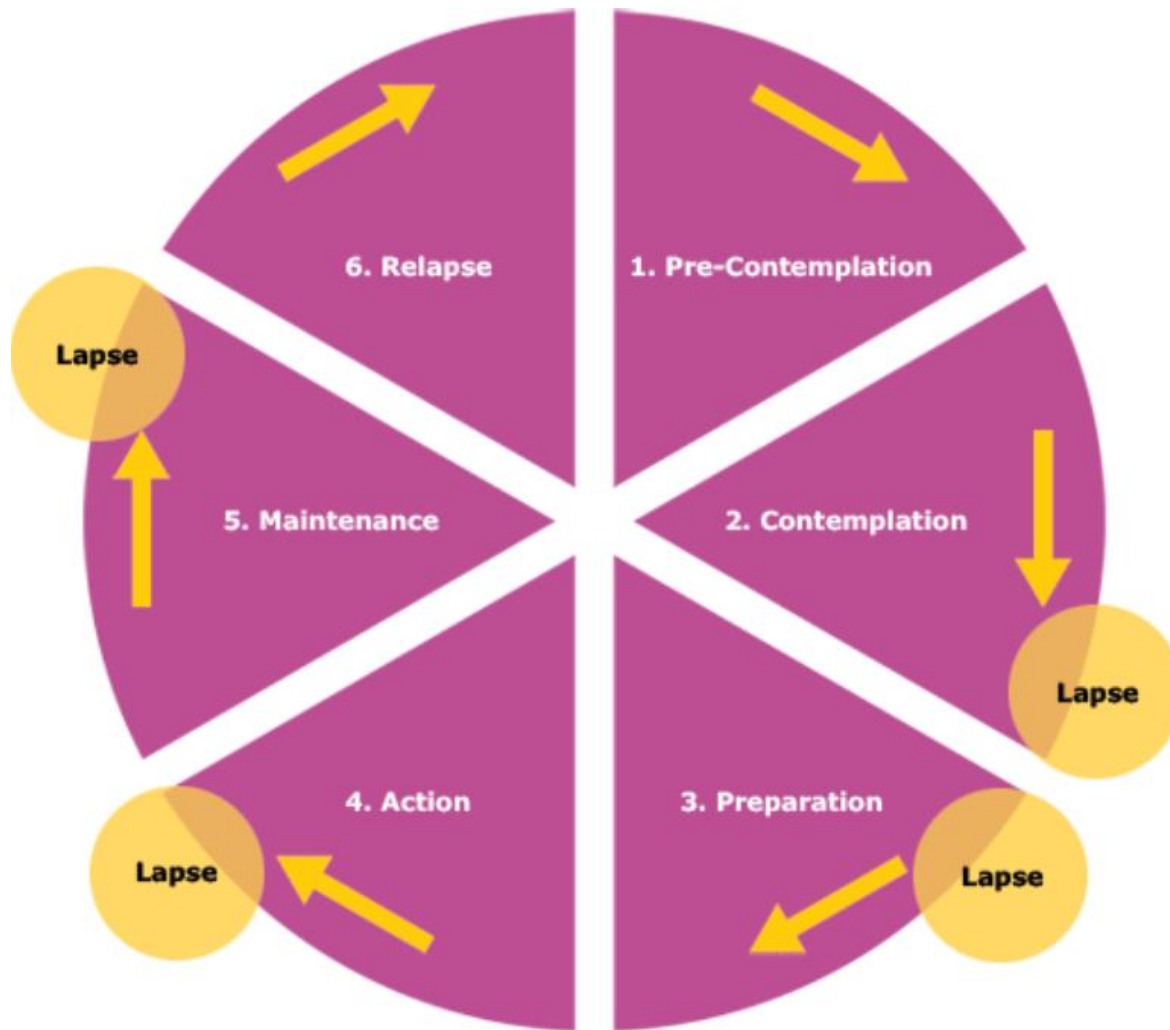
Support

Ongoing support
Feedback
Events

Training

Benefits of PA
Motivational Interviewing
What's going on

Evidence Based & Theory Informed

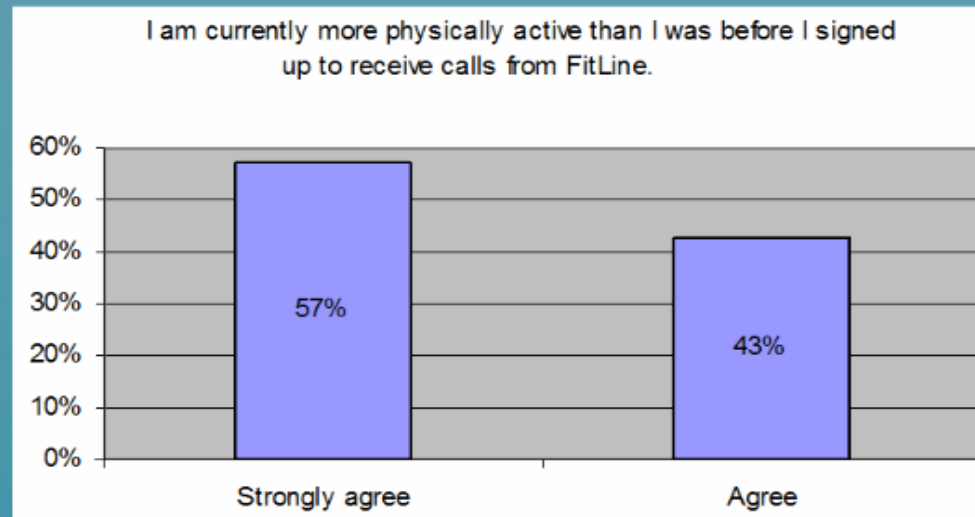


Evaluation



Participants

- Thought more about PA
- SOC consistent with research
- Increased PA



Evaluation



Mentors

- Increased knowledge of moderate intensity PA
- Maintained or increased own PA

Stories



- ~ Stella, Drogheda
- ~ First Call, Bridie
- ~ Walking in DLR



Budget



Pilot

Venue & Calls: 1,200

Supervision: 500

Training & Follow Up: 800

Participant workshop: 200

Postage/Tip Sheets: 100

Motivational Event: 200

Total (1 centre): EU3,000



Budget



Shoestring

Freephone Number: 600

Cost of Calls: 1400

Supervision: 500

Ongoing training: 800

Promotional Materials: 400

Motivational Events: 300

Total (2 centres): EU4,000

Budget



In Kind

Volunteer Hours
Go for Life Salary
Partner Salary
Venue Hire
Promotion

Set Up: EU15,000
Maintain: EU11,000



Future Priorities



Recruitment

CD Projects,
Local media,
Churches

Mentor Support

Information,
Supervision,
Training,
Social Events

Feedback

CRM updates,
Workshops,
Resource Updates



bea(taine)festival

agewise

age & opportunity

ageing
WITH confidence



creative
exchanges



The National Programme for
Sport and Physical Activity for Older People

**FREE
SERVICE**



FitLine

01 805 7733

Get more physically active...
by phone!



Questions?