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Limburg

MOVING MINDS

VOMNET Lithuania
SPORTELEN – The social experience
(Stefan Delen)



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Belgian context



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Evolution and impact on society

- Belgian life expectancy is rising:
 - Male: 77,4 years (2005) → 79,8 years (2014)
 - Female: 82,5 years (2005) → 84,3 (2014)
- Pension age around 65 years
→ Under political pressure
- Resting homes and service flats have limited capacity (8/100 65+)
→ Large queues → people live longer at home → Social isolation



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Activity recommendations 65+

- At least 150 minutes per week moderate physical activity
 - Preferably spread throughout the week
- At least 2 times a week
 - Flexibility training
 - Strength training
 - Balance training
 - Fall prevention
- Reduce sitting



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Important needs

- Stimulating self training @ home
 - Exercises that participants can practice themselves at home
- Creating initiatives in the neighbourhood
 - Easy access network to engage in physical activity



Benefits of sport/movement



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Why participate in sporting
activities at an elder age?



Health benefits of movement/sport

- Common known general health benefits, such as wide prevention of several diseases (heart diseases, cancer, Parkinson, dementia,...)
- Because of the evolution mentioned earlier:
 - Fall prevention
 - Being able to do all day activities
 - Stimulating movement and body Orientation





Social benefits of movement/sport

- 50+ people are anxious that they will get isolated in society
- Non-regular 50+ sporters give up 'being together' as primary reason to engage in sporting activities, as well as to persevere.
- Social cohesion is THE added value to sport for older people





Organisations that focus on this target group



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Organisations with focus on the target group





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Combining health and social
benefits



Organisation: Sport.Vlaanderen



January 2016



**#SPORTERS
BELEVEN
MEER**



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- Sport.Vlaanderen campaign 2009-2015 and continuing
 - At the start of the campaign, less than 25% of 50+ population was moving enough to become fitter
- Not a new sport or activity, but a change in mentality for the target group (50+)
- Bringing people together
- 'Move as you are'





A **SPORTELAAR** meets the following **4 requirements**:

- He isn't too serious about himself
- He likes to move, without getting exhausted
- He likes to SPORTEL, especially to get in contact with other people
- And he enjoys life!

→ Frequently, the 'sport' activity is combined with cultural or gastronomical activities



- What did they create?
 - Website: www.sportelen.be
 - SPORTEL activities per discipline/community
 - Possibility to contact other SPORTELAARS in your neighbourhood
 - Physical condition test
 - One day of testing, measurements and exercises in collaboration with local community
 - Results and advice concerning your fitness
 - Sports federations for seniors
 - Exclusive sports program for this target group
 - SPORTEL events (ex. Flemish Senior Games and other initiatives)




Browser tabs: voldoen aan de eisen engels - Gr x, Bewegen is gezond, ook na je 50 x

Address bar: sport.vlaanderen/sportactiviteiten/voor-elke-leeftijd-wat/sporten-na-je-50ste/

Navigation: Vlaanderen | SPORT VLAANDEREN | Contacteer ons | Over ons | Mijn sportkampen | Mijn Sport Vlaanderen

Menu: SPORT VLAANDEREN | Waar sporten v | Sportactiviteiten ^ | Sportkampen | Kennisplatform | Topsport in Vlaanderen v | Voor organisaties, sportbegeleiders en topsporters v | Q

Breadcrumbs: Je bent hier > sport.vlaanderen > Sportactiviteiten > Voor elke leeftijd wat > Sporten na je 50ste



Sporten na je 50ste

Bewegen is gezond, ook na je 50ste verjaardag!

- > Nog steeds een uitgebreid Sportelaanbod
- > Vind een Sportelactiviteit in jouw buurt

Ben je ouder dan 50 en wil je in beweging blijven? Je bent niet alleen. Dankzij onze campagne 'Sportelen: Beweeg zoals je bent', die van 2009 tot 2015 liep, zijn meer en meer 50-plussers gaan inzien dat bewegen ook op latere leeftijd erg gezond is.

Nog steeds een uitgebreid Sportelaanbod



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Browser tabs: voldoen aan de eisen engels - G... Vind een activiteit die bij je past | +

URL: sport.vlaanderen/sportactiviteiten/vind-een-activiteit-die-bij-je-past/?query=55%20;55plus;sportelen;vijftigplus;50plus;50%20;vijfenvijftigplus;gezondheidsrally;gezondheidrally;wandelquizz;wandelquizz:sport...

Filters:

- Wat: Alle types
- Waar: Alle locaties
- Voor wie: Alle leeftijden
- Trefwoord:

Zoeken

18 Sportactiviteiten

Voor wie


- 3 - 5 jarigen
- 6 - 8 jarigen
- 9 - 11 jarigen
- 12 - 15 jarigen
- 16 - 17 jarigen
- 18+
- 55+

☐ Enkel Sport Vlaanderen activiteiten

☐ Enkel G-sport activiteiten

☒ Sporten na je 50ste

05 nov. 2019 - 18 dec. 2020




Sportelen: Zwem je fit en aquagym 60+

Elke dinsdag van 16u tot 17u. Elke vrijdag van 12u tot 13u. Een half uurtje zwemmen afgewisseld met...

📍 sportcomplex Sint-Pieter, Sint-Truiden

€ 2,5 euro

06 december 2019




Sportelteam Malle

Het Sportelteam Sport Vlaanderen komt met een testbatterij de algemene conditie van de 50-plussers...

📍 Land Van Playsantiën, Malle

€ gratis

06 december 2019



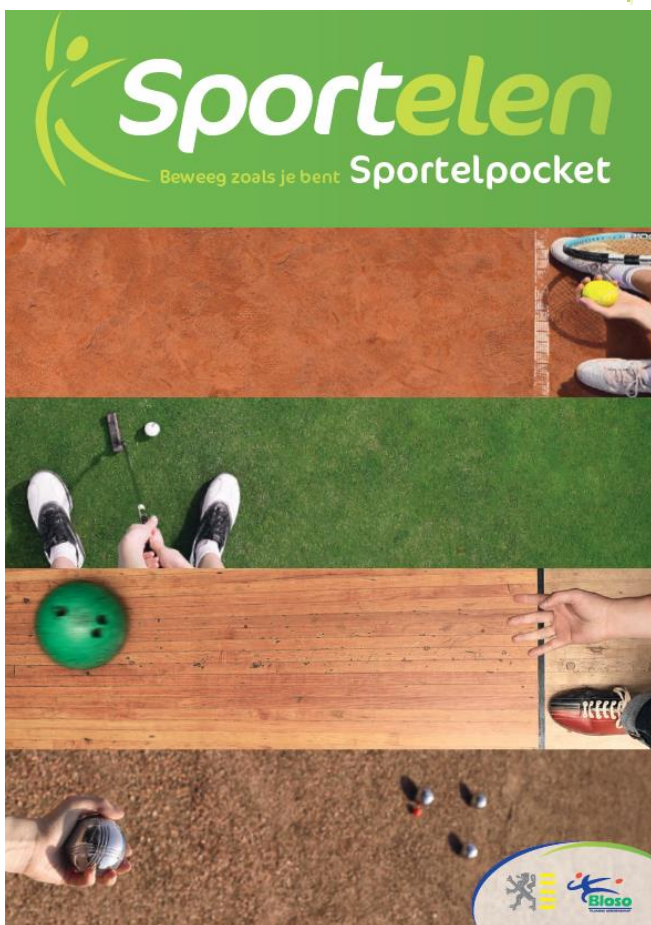
Wandeling Gijmel-Wolfsdonk

Gratis wandeling voor senioren van Gijmel naar Wolfsdonk en terug (10 à 12 km). Bij deelname aan 10...

📍 OLV van Fatimakerk, Langdorp (Aarschot)

€ gratis

scroll



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Other good practices



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Moving neighbors, Casa Cura &
'Gluren bij de buren'



Good practices

- 'Gluren bij de burenen'
 - Combining retirement homes and daycare facilities or elementary schools in the same building or nearby
 - The movement of the children motivates the elderly people to participate and be active (stories, dancing, drawing, making music, cooking,...)
- Project Casa Cura (Leuven)
 - Students living together with seniors who need home care
 - Win-win for students and seniors



Project: 'Moving neighbors'



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What?

- = Social – movement project
- Purpose of the engagement:
 - Acquaintancy new neighbors
 - Improvement of the personal health and fitness



Targets?

- MOVE TOGETHER in own neighborhood
- MOVE MORE AWARE together
- OTHER WAY OF ACTIVITY in own neighborhood
- Results in:
 - An improvement of physical health
 - An improvement of integration within the neighborhood (social cohesion)
 - Stimulation of public places and announcements of physical activities
 - Knowledge of 'FITBIT'
 - Facilitator/motivator is a student-coach



Context

- In the center of Leuven 32% of the inhabitants live in poverty.
- 25% of the 100 000 habitants in rural areas around Leuven live in a risc situation of poverty.
- Recruitement of attendees happens in collaboration with our partners ('t Lampeke, Mannenstraat, Cassablanca)
- 2 target groups:
 - Young people in poverty
 - Elderly people



Who?

- +/- 25 – 60 years
- Locals of Leuven
- No grade of PA and looking for a good motivation and guidance to improve their own pattern of movement.
- Classification of participants:
 - neighborhood
 - 2 persons together
 - Big groups for meeting appointments and final session.



Plan of Movement for 10 weeks

- You accept the challenge in pairs with the help from student-coaches.
- Realisation of a change of behavior in daily patterns
- The impact of changes will be supervised by wearables (Fitbit) and measurements of fitness (pre and post)



Student coach

- Creating an exercise plan in consultation with participants
- To facilitate meetings between pairs/groups and neighborhood to create a 'healthy' and 'warm' neighborhood.
 - Weekly meetings of pairs and neighbors
 - Halftime: drink
 - 1 informal appointment with the pairs.
 - Final session



Benefits for the student

- Growth in motivational thinking
- Growth as physical coach
- Development in creating movement plans
- Coaching of adults and people in poverty
- Experience and knowledge in case of implementations of technology, the tool for motivating people to get started to move!



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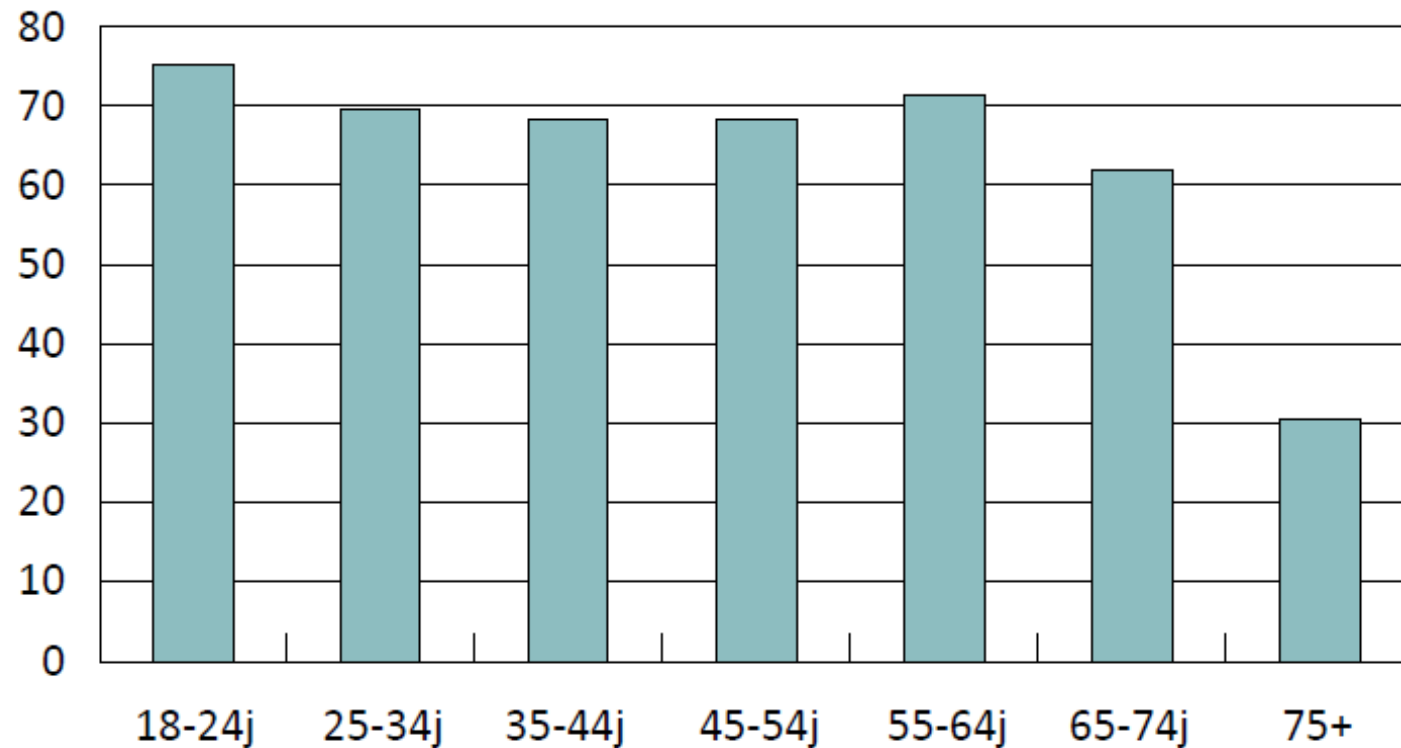
Is there a positive effect?



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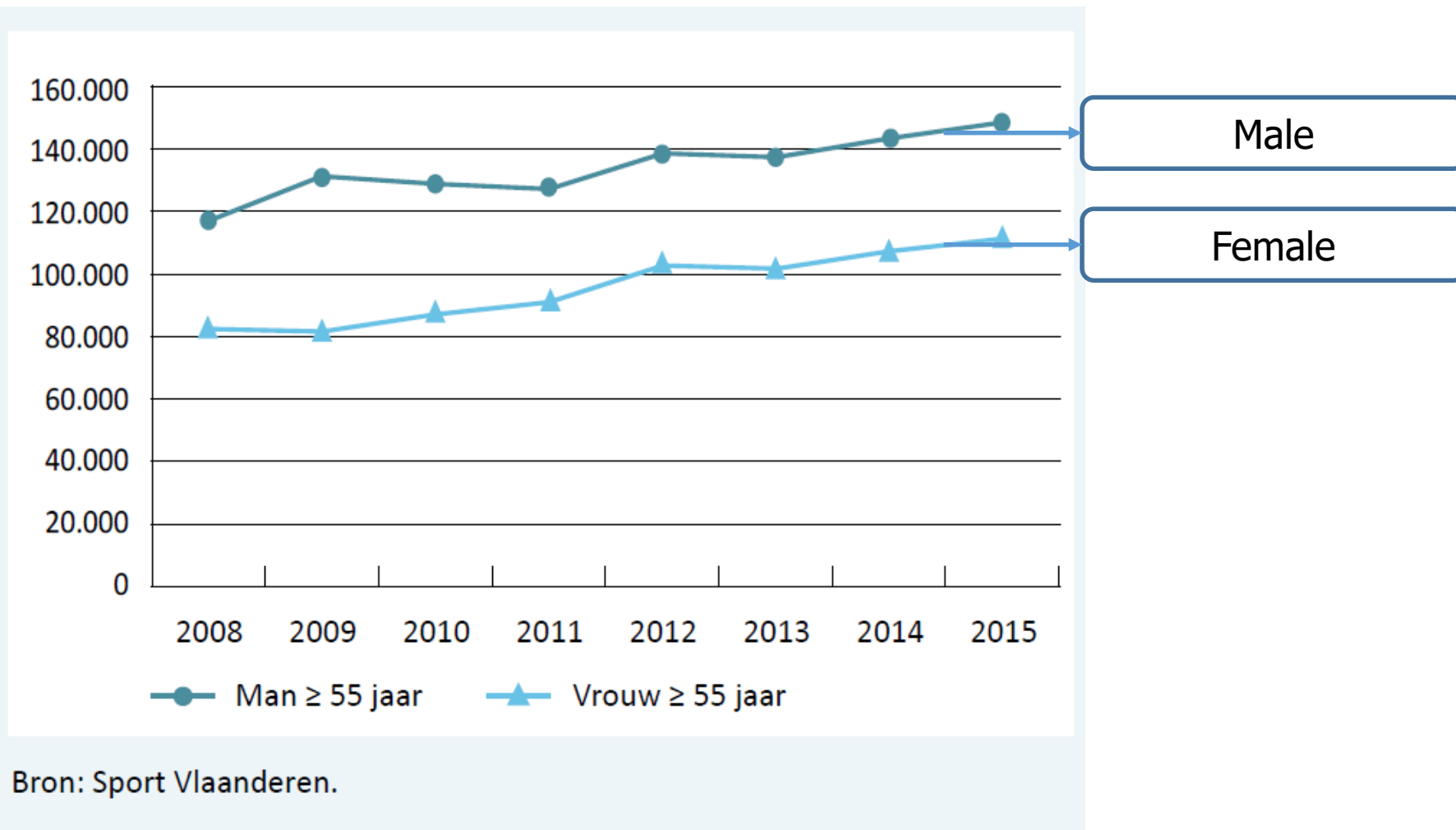


Percentage sport participation versus age



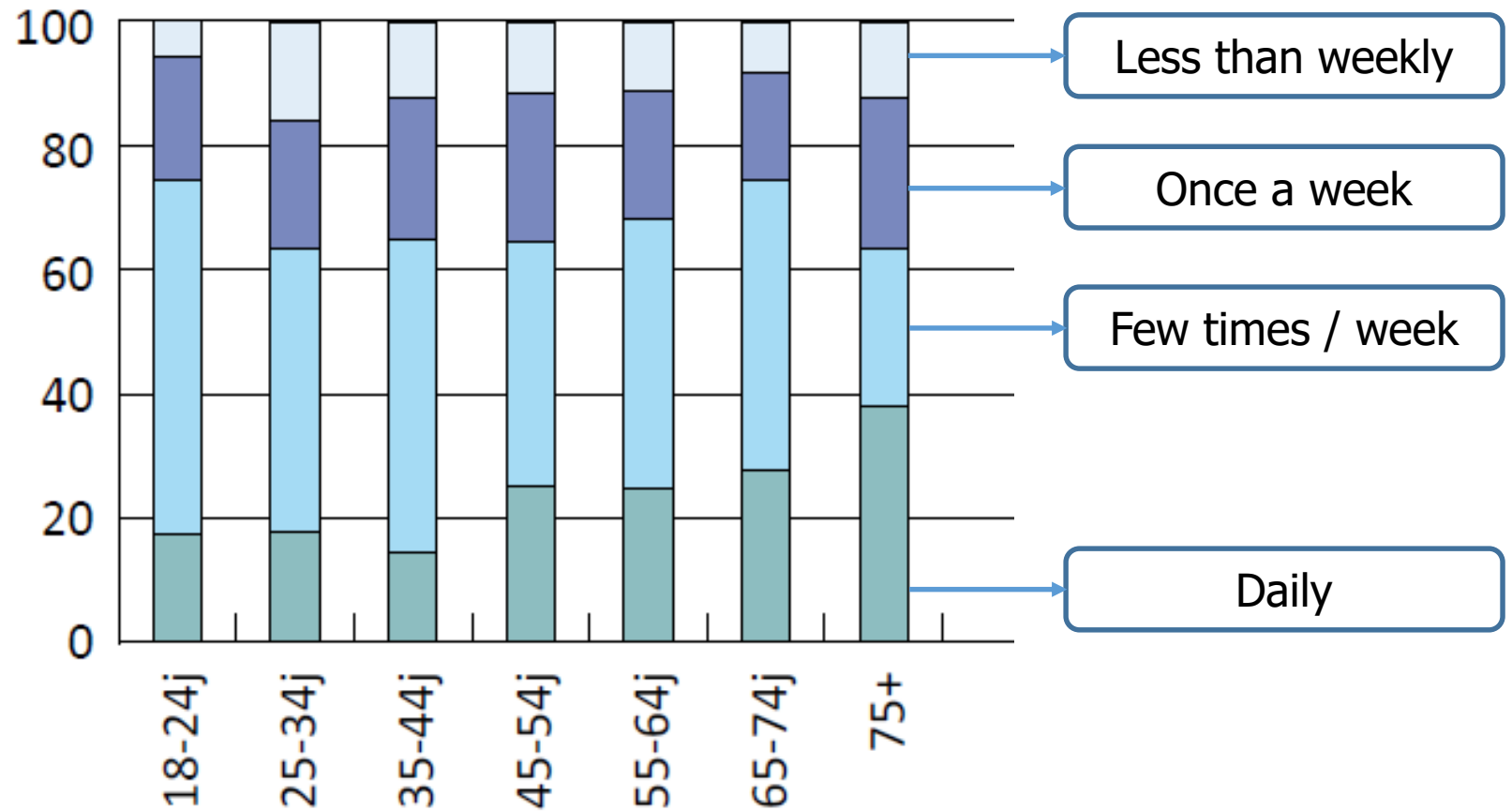


Evolution of 55+ sports club members, according to gender





Percentage sport frequency versus age





Most popular sports in Flanders

2016
1. Cycling
2. Walking
3. Running/jogging
4. Fitness
5. Swimming
6. Football
7. Tennis
8. Dancing
9. Yoga
10. Combat sports



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Thank you for your attention



KIITOS
HUOMIOSTA