



National report on Work Package 1:

Belgium

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A. Template for the summary of the 15 interviews

Done:

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I. ACTION

1. Is your organization engaged in any activity with regard to the promotion of physical activity and health among older people?

Fill in the following table by putting an 'x' in the right cell.

	Sport sector		
Government	Yes	x	x
	No		
NGO	Yes	x	x
	No		

	Health care sector		
Government	Yes	x	
	No		x
NGO	Yes	x	
	No		x

	Social care sector		
Government	Yes	x	x
	No		
NGO	Yes	x	x
	No		

	Three other sectors		
Government	Yes		
	No		
NGO	Yes	x	
	No	x	x

Summarize the 15 answers by using the following sub questions;

- **In what kind of activities are the organizations involved?**
- **Is there a specific difference between the sectors?**

Summary;

11 out of the 15 interviewed representatives are engaged in activity with regard to the promotion of physical activity and health among older people (= 'engaged organizations'). All the organizations from the sport and social care sector are active in this theme. The organizations who are not involved in these activities are situated in the health care sector and the media.

Kind of activities the organizations are involved in;

- courses for senior trainers
- guiding of sport clubs
- organization and offer of activities, courses and holidays
- competition and recreational
- recommendations and amendments on policy planning
- promotion of an active lifestyle
- project development, education and advocacy
- info-sessions
- individual advise about physical activity and nutrition

- national study day
- magazines through which this theme is promoted
- program offered by local sections
- national program book from which departments can choose their themes
- promotion of activities
- introductory and updating courses
- tournaments between clubs
- sport holidays
- big seniors events e.g. Brussels moves, seniorkicks,...
- sport days for rest-homes

2. If your organization is engaged in activities with regard to the promotion of physical activity and health among older people. Does your organization plan to increase or decrease, these activities during the next year?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities with regard to the promotion of physical activity and health among older people (thus the number of X's matches the number of engaged organizations).

		Sport sector		
Government	Increase	x		
	Same	x		
	Decrease			
	Not clear			
NGO	Increase	x	x	
	Same			
	Decrease			
	Not clear			

		Health care sector		
Government	Increase	x		
	Same			
	Decrease			
	Not clear			
NGO	Increase			
	Same	x		
	Decrease			
	Not clear			

		Social care sector		
Government	Increase			
	Same			
	Decrease	x		
	Not clear	x		
NGO	Increase			
	Same	x	x	
	Decrease			
	Not clear			

		Three other sectors		
Government	Increase			
	Same			
	Decrease			
	Not clear			
NGO	Increase			
	Same	x		
	Decrease			
	Not clear			

Summarize the 15 answers by using the following sub questions;

- What are the general intentions?
- What are the reasons given?
- Is there a specific difference between the sectors?

General intentions;

Four organizations plan to increase these activities next year, of which three from the sport sector. Also, four organizations mention they will offer the same number of activities.

Reasons:

- increased demand for qualified coaches
- main objective of organization
- need of an adjusted program
- depends on the composition of the committee
- not the core business => same
- foundation of a working group 'healthy aging'
- already the biggest department health promotion of Belgium, not the intention to focus more on seniors
- priorities and attention for this theme depend on the composition of the welfare committee
- decrease because of another year theme
- We want to continue to innovate. We always try to respond to the offer of the market and to the demand of the seniors.

3. If your organization is currently not engaged in activities for the promotion of physical activity and health among older people. Is your organization interested in/does your organization plan to engage in such activities in the future?

		Sport sector		
Government	Yes			
	No			
	Not clear			
NGO	Yes			
	No			
	Not clear			

		Health care sector		
Government	Yes			
	No		x	
	Not clear			
NGO	Yes		x	
	No			
	Not clear			

		Social care sector		
Government	Yes			
	No			
	Not clear			
NGO	Yes			
	No			
	Not clear			

		Three other sectors		
Government	Yes			
	No			
	Not clear			
NGO	Yes			
	No		x	x
	Not clear			

For the organizations currently not engaged in activities, but which plan to do something in the future, summarize the type of activities.

Summary;

Of the four organizations not engaged in activities for the promotion of physical activity and health among older people, only one organization plans to engage in such activities in the future.

Answer of this organization from the health care sector;

- within the scope of the teaching package cardiovascular prevention, the theme will be fleshed out more clearly in the education of the student

4. If your organization is currently not engaged in activities for the promotion of physical activity and health among older people. Are there any specific problems or barriers which obstruct your organization from engaging in such activities?

		Sport sector		
Government	Yes			
	No			
	Not clear			
NGO	Yes			
	No			
	Not clear			

		Health care sector		
Government	Yes		x	
	No			
	Not clear			
NGO	Yes			
	No		x	
	Not clear			

		Social care sector		
Government	Yes			
	No			
	Not clear			
NGO	Yes			
	No			
	Not clear			

		Three other sectors		
Government	Yes			
	No			
	Not clear			
NGO	Yes			
	No		x	x
	Not clear			

For the organizations which do have barriers, summarize the type of barriers given.

Summary;

Of the four organizations not engaged in activities for the promotion of physical activity and health among older people, only one organization mentions barriers to engage in these activities.

The problems given by this organization from the health sector;

- disabled seniors with limited abilities
- physical activity that is only situated within the scope of health care in the rest homes
- complicated country: federal health care ⇔ Flanders is authorized for prevention
- oldest seniors are forgotten, all initiatives are focused on the younger and more autonomous seniors. Projects, campaigns and activities need to be extended to the oldest seniors.

5. Please describe which effects these activities with regard to the promotion of physical activity and health among older people have had so far/you expect them to have?

Summarize the type of effects given.

Summary;

- more initiatives from cities
- recognition of importance of qualified trainers
- increase of attendees
- continuation of participating in sports
- thus far much has been done for the younger seniors, the government should try to reach the older seniors and older immigrants who are not reached by the commercial circuit.
- team spirit
- difficult to demonstrate effects when working on primary prevention

- increased awareness among the seniors, sector and organization
- increased interest in the field, e.g. popularity of info sessions
- high social engagement
- increased physical fitness
- mainly the younger seniors have been reached, the government should focus on the group of older seniors who are not reached by the commercial circuit
- higher focus on sport and physical activity in the local sections
- higher physical activity
- psychological health increases
- positive effect on fear
- more organizations are offering activities
- seniors stay fit for a longer time than before
- during our activities they stimulate each other to sport or to be active

- Are these activities being evaluated?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector		
Government	Yes	x	x	
	No			
	Not clear			
NGO	Yes	x		
	No			x
	Not clear			

		Health care sector		
Government	Yes	x		
	No			
	Not clear			
NGO	Yes	x		
	No			
	Not clear			

		Social care sector		
Government	Yes	x	x	
	No			
	Not clear			
NGO	Yes	x		
	No	x		
	Not clear			

		Three other sectors		
Government	Yes			
	No			
	Not clear			
NGO	Yes			
	No			
	Not clear	x		

Summarize the type of evaluations given.

Summary;

Eight out of the eleven engaged organizations evaluate their activities.

Type of evaluations;

- form for students of the trainer courses
- forms for participants
- organizing team who evaluates the activity
- meetings with the following items being discusses : number of participants, length of trial, pauses,...
- evaluation of development of instruments
- process evaluation
- satisfaction measurement
- community evaluation

- evaluation by participants of activities and service using a form
- report with results of organizes activities
- evaluation of numeric goals
- organizers emit a report on the board meeting
- informal evaluation by the chairman of what participants think of the activities
- evaluation of activity by someone of the department

- Have there been unintended positive or negative effects?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector		
Government	Yes			
	No	x	x	
	Not clear			
NGO	Yes	x	x	
	No			
	Not clear			

		Health care sector		
Government	Yes		x	
	No			
	Not clear			
NGO	Yes			
	No		x	
	Not clear			

		Social care sector		
Government	Yes	x		
	No	x		
	Not clear			
NGO	Yes	x		
	No	x		
	Not clear			

		Three other sectors		
Government	Yes			
	No			
	Not clear			
NGO	Yes		x	
	No			
	Not clear			

For the organizations which experienced unintended effects, summarize.

Six out of the eleven engaged organizations have experienced unintended effects.

Positive effects

- suddenly a completely different network is tapped, the network of all the people involved in exercise and sport
- creation of a big network of organizations which have the same goals and/or methods.

Neutral effects

- preference of activities without competition
- response depends on provinces, success of activities depends on region
- important to be clear about the target group and the needed abilities

Negative effects

- injuries because seniors sometimes are inadequately prepared

- Ministry of welfare and the ministry of sports fight each other. The item 'physical activity' is not easy to locate
- Matheus-effect: all the recourses end up at the higher educated middle class.
- too little feedback from activities we promote
- people sometimes tend to overestimate themselves
- people who are becoming older complain sometimes that the activities are to heavy, while in the past they didn't
- Not always easy to differentiate. Only possible for big groups, sometimes lack of personal to do this.
- Number of seniors coming to our centre decreases slightly each year, because of several reasons:
 - * In the past we were almost alone, today the offer is much more elaborated.
 - * Seniors can longer care for themselves and are independent. They only need our centre at an older age (70-80).
 - * General trend of seniors who are leaving Brussels.

- Is the organization satisfied with the effects?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector		
Government	Yes	x	x	
	No			
	Not clear			
NGO	Yes	x		
	No			
	Not clear	x		

		Health care sector		
Government	Yes	x		
	No			
	Not clear			
NGO	Yes	x		
	No			
	Not clear			

		Social care sector		
Government	Yes	x		
	No	x		
	Not clear			
NGO	Yes	x		
	No	x		
	Not clear			

		Three other sectors		
Government	Yes			
	No			
	Not clear			
NGO	Yes	x		
	No			
	Not clear			

Please give a summary based on the following questions;

- **Is there a general trend in the answers?**
- **What are the reasons for satisfaction/ dissatisfaction?**
- **Do you notice a difference between the sectors?**

Summary;

Eight out of the eleven organizations are satisfied with the effects.

Reasons for satisfaction:

- positive response
- cooperation with different partners
- able to respond to the needs
- because of a competitive and recreational offer
- well organized event

- boom in this field
- hope to be able to fulfill the demand
- almost no drop out
- approachable offer because we are an organization for friends in familiar surroundings
- through organized activities, seniors will participate in activities which they would never start on their own
- the difference between physical fitness of seniors now and 30 years ago is huge
- because we try to offer activities for all the seniors

Reasons for dissatisfaction:

- difficult to reach the sedentary older and younger seniors
- because not all the groups of seniors are reached

II. CONCRETE EVENTS RELATED TO ACTION (OPPORTUNITIES)

6. Which concrete situations or events caused your organization to engage in activities with regard to the promotion of physical activity and health among older people?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector		
Government	Situations or events named	x	x	
	No situations or events named			
	Not clear from answer			
NGO	Situations or events named	x	x	
	No situations or events named			
	Not clear from answer			

		Health care sector		
Government	Situations or events named	x		
	No situations or events named			
	Not clear from answer			
NGO	Situations or events named	x		
	No situations or events named			
	Not clear from answer			

		Social care sector		
Government	Situations or events named	x		
	No situations or events named	x		
	Not clear from answer			
NGO	Situations or events named	x	x	
	No situations or events named			
	Not clear from answer			

		Three other sectors		
Government	Situations or events named			
	No situations or events named			
	Not clear from answer			
NGO	Situations or events named	x		
	No situations or events named			
	Not clear from answer			

Summarize the type of situations or events mentioned by the organizations

Summary;

Ten out of the eleven organizations are caused to engage in these activities by concrete situations or events.

Mentioned events and situations;

- creation of a pedagogical cell and the new sports list

- ageing of the population
- because of the existence of European and world championships
- necessary to come together and meet each other in a pleasant atmosphere
- social relevance e.g. fall prevention
- hired by other organizations for our methodical way of working
- by order of the welfare agency
- because of customers of all ages
- statistics
- based on a survey we set our priorities
- we take into account bottlenecks like the ageing of the population
- promotion of new campaigns
- because of our mission of socio-cultural work

- Have there been international or national political situations or events causing your organization to engage in such activities?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

	Sport sector		
Government	Yes	x	
	No		x
	Not clear		
NGO	Yes	x	
	No		x
	Not clear		

	Health care sector		
Government	Yes		
	No		x
	Not clear		
NGO	Yes		
	No		x
	Not clear		

	Social care sector		
Government	Yes		
	No	x	
	Not clear	x	
NGO	Yes		
	No	x	
	Not clear	x	

	Three other sectors		
Government	Yes		
	No		
	Not clear		
NGO	Yes		
	No		x
	Not clear		

Summarize the type of political situations reported by the organizations.

Summary;

Only two organizations from the sport sector out of the eleven organizations are caused to engage in these activities by international or national political situations or events.

Kind of political situations or events;

- emergence of sports list
- decree on sport federations
- the way the organization was formed ensured funds
- for certain political parties, health and life quality of retirees is more important than for other parties

- Have there been public support or situations in the media causing your organization to engage in such activities?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector		
Government	Yes	x		
	No			
	Not clear	x		
NGO	Yes	x		
	No	x		
	Not clear			

		Health care sector		
Government	Yes		x	
	No			
	Not clear			
NGO	Yes			
	No		x	
	Not clear			

		Social care sector		
Government	Yes			
	No	x	x	
	Not clear			
NGO	Yes	x		
	No			
	Not clear	x		

		Three other sectors		
Government	Yes			
	No			
	Not clear			
NGO	Yes			
	No		x	
	Not clear			

Summarize the type of public support or media situations.

Summary;

Only four organizations situated in all the sectors out of the eleven organizations are caused to engage in these activities by public support or situations in the media.

Type of public support or media situations;

- media campaign from Bloso about senior sports
- motivated by the positive reactions of seniors
- we react from what we read in the media, e.g. the Sportel campaign

- Have there been any scientific results causing your organization to engage in such activities?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector		
Government	Yes	x		
	No	x		
	Not clear			
NGO	Yes			
	No	x	x	
	Not clear			

		Health care sector		
Government	Yes		x	
	No			
	Not clear			
NGO	Yes			
	No		x	
	Not clear			

		Social care sector		
Government	Yes	x	x	
	No			

		Three other sectors		
Government	Yes			
	No			

	Not clear		
NGO	Yes	x	x
	No		
	Not clear		

	Not clear		
NGO	Yes		
	No	x	
	Not clear		

Summarize the type of scientific results.

Summary;

Six out of eleven organizations are caused to engage in these activities by scientific results. Notable is that all organizations from the social care sector are spurred on by science.

Type of scientific results;

- literature as a base for the course-content
- research on all the undertaken activities
- effectiveness study
- investigation of existing evidence
- results of studies
- statistics
- information or support from science will be published to promote physical activity and to convey the public

III. GOALS

7. Does your organization have any goals regarding the activities for the promotion of physical activity and health among older people?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

	Sport sector		
Government	Yes		
	No	x	x
	Not clear		
NGO	Yes	x	x
	No		
	Not clear		

	Health care sector		
Government	Yes		
	No	x	
	Not clear		
NGO	Yes	x	
	No		
	Not clear		

	Social care sector		
Government	Yes	x	
	No	x	
	Not clear		
NGO	Yes	x	
	No	x	
	Not clear		

	Three other sectors		
Government	Yes		
	No		
	Not clear		
NGO	Yes	x	
	No		
	Not clear		

For the organizations with goals, summarize the type of goals.

Summary;

Six out of eleven organizations have goals regarding this theme.

Type of goals;

- organize activities
- organize staff and updating training
- supervision of affiliated clubs
- representation in several commissions and policy institutions
- communication and promotion
- inform the public
- increase the number of active older people
- extension of target groups to seniors for the info and active sessions
- identical system of health goals as that from the health organization UNO
- to bear in mind the diversity of women
- to support local initiatives with equipment and accommodation
- deliver information packets to departments
- offer diverse sports for different groups of ages
- to recruit professional personnel
- to offer teambuilding activities
- to start a cooperation with the government
- to keep seniors fit and healthy and make sure that they feel comfortable in our city

For the organizations without goals, summarize

Summary:

- mission and goals concerning health promotion, but not for specific target groups
- goals for projects, not for the entire organization
- permanent mission to keep the seniors active
- no specific goals, but memoranda points

Are there any remarkable difference between the sectors?

No clear differences between the sectors.

- How important are these goals compared to other goals of the organization?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector		
Government	Important			
	So-so			
	Not important			
	Not clear	x		x
NGO	Important	x		
	So-so			
	Not important	x		

		Health care sector		
Government	Important			
	So-so			
	Not important			
	Not clear		x	
NGO	Important			
	So-so		x	
	Not important			

	Not clear		
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	Not clear		
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		Social care sector		
Government	Important			
	So-so			
	Not important	x		
	Not clear	x		
NGO	Important			
	So-so	x	x	
	Not important			
	Not clear			

		Three other sectors		
Government	Important			
	So-so			
	Not important			
	Not clear			
NGO	Important		x	
	So-so			
	Not important			
	Not clear			

Summarize the importance of goals regarding the activities for the promotion of physical activity and health among older people compared to other goals.

Summary;

For two organizations goals regarding this theme are more important than other goals. For two other organizations it's the opposite and for three organizations these goals have the same importance. Four organizations mentioned that it's hard or impossible to compare the importance of different goals. No specific differences between the sectors.

Reasons given;

- curative medicine is more important than preventive medicine
- important objective, but there are things that are more essential for older people, namely income and care

- Are these goals specific and concrete?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector		
Government	Yes			
	No			
	Not clear	x	x	
NGO	Yes	x	x	
	No			
	Not clear			

		Health care sector		
Government	Yes			
	No			
	Not clear		x	
NGO	Yes		x	
	No			
	Not clear			

		Social care sector		
Government	Yes	x		
	No	x		
	Not clear			
NGO	Yes			
	No	x	x	
	Not clear			

		Three other sectors		
Government	Yes			
	No			
	Not clear			
NGO	Yes			
	No		x	
	Not clear			

Summarize these concrete goals.

Summary:

Four organizations work with concrete goals and four others don't, all of them spread over the different sectors. Of the social care sector three of the four interviewed engaged organizations don't work with concrete goals.

Type of concrete goals;

- number of participants
- number of organized events/ sessions/ activities
- number of qualified trainers
- organization of courses for committee members and teachers
- number of new sport clubs that will be established
- number of participants/ members
- promotion equipment

- Are these goals relevant and realistic?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector		
Government	Yes			
	No			
	Not clear	x		x
NGO	Yes	x		x
	No			
	Not clear			

		Health care sector		
Government	Yes		x	
	No			
	Not clear			
NGO	Yes		x	
	No			
	Not clear			

		Social care sector		
Government	Yes		x	x
	No			
	Not clear			
NGO	Yes	x		
	No			
	Not clear	x		

		Three other sectors		
Government	Yes			
	No			
	Not clear			
NGO	Yes		x	
	No			
	Not clear			

Summarize how relevant and realistic these goals are.

Summary;

The majority of the engaged organizations stated they are working with realistic and relevant goals (8 out of 11).

Reasons given;

- having a target group who hasn't been reached before
- goals based on bottom up inquiry
- plans made by the health administration, who in turn uses statistics from the Flemish institute for health promotion
- in the context of keeping as much members active as we can
- based on objective data

- organizations are sometimes not able to pay for the infrastructure

- Are these goals shared/agreed upon within the organization?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector		
Government	Yes			
	No			
	Not clear	x		x
NGO	Yes	x		x
	No			
	Not clear			

		Health care sector		
Government	Yes			
	No			
	Not clear		x	
NGO	Yes		x	
	No			
	Not clear			

		Social care sector		
Government	Yes	x		x
	No			
	Not clear			
NGO	Yes	x		x
	No			
	Not clear			

		Three other sectors		
Government	Yes			
	No			
	Not clear			
NGO	Yes		x	
	No			
	Not clear			

Summarize the degree of agreement within the organization.

Summary;

For the majority of the engaged organizations these goals are shared/agreed upon within the organization (8 out of 11). All of the interviewed organizations from the social care sector answered 'yes' to this question.

The way these goals are shared/ agreed upon;

- every level of the organization is represented in a policy working group
- goals are discussed in the policy planning
- low profile goals so that everyone accepts them
- no opposition, but not everyone of the institute is closely involved
- projects are being discussed on strategic meetings with all managers and responsible people
- plans about preventive medicine are mostly approved unanimously, it's a theme that is not discussable politically
- discussed on the general meeting
- part of our policy and tradition

IV. OBLIGATIONS

8. Does your organization have any obligations regarding the activities for the promotion of physical activity and health among older people?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

	Sport sector		
Government	Yes		
	No	x	x
	Not clear		
NGO	Yes	x	
	No	x	
	Not clear		

	Health care sector		
Government	Yes		
	No	x	
	Not clear		
NGO	Yes		
	No	x	
	Not clear		

	Social care sector		
Government	Yes		
	No	x	x
	Not clear		
NGO	Yes		
	No	x	x
	Not clear		

	Three other sectors		
Government	Yes		
	No		
	Not clear		
NGO	Yes		
	No	x	
	Not clear		

For the organizations with obligations, summarize the type of obligations.

Summary;

Only one organization from the sport sector has obligations regarding this theme. It has obligations towards Bloso and the socialistic mutuality.

For the organizations without obligations, summarize why there is an absence of obligations.

Summary;

Ten out of the eleven engaged interviews don't have obligations regarding this subject.

Reasons;

- because it's not a main objective/ core business
- because we work on the health goals of welfare and movement is not (yet) an explicit objective, we hope that physical activity (not sport!) becomes an objective
- obliged to strengthen the community-sentiment but we don't have to use sport or physical activity to attain this
- we don't receive any subsidies, so have no obligations
- general obligation from the Flemish community to inform and sensitize the elderly and the entire population
- general mission and are free to fulfill this however we want

- Are these obligations/expectations important compared to other obligations of your organization?

	Sport sector		
Government	higher importance		

	Health care sector		
Government	higher importance		

	same importance	x	
	lower importance		
	Not clear	x	
NGO	higher importance	x	
	same importance		
	lower importance		
	Not clear	x	

	same importance		
	lower importance		
	Not clear	x	
NGO	higher importance		
	same importance		
	lower importance		
	Not clear	x	

		Social care sector	
Government	higher importance		
	same importance		
	lower importance		
	Not clear	x	x
NGO	higher importance		
	same importance		
	lower importance		
	Not clear	x	x

		Three other sectors	
Government	higher importance		
	same importance		
	lower importance		
	Not clear		
NGO	higher importance		
	same importance		
	lower importance		
	Not clear	x	

Summarize the importance of obligations regarding the activities for the promotion of physical activity and health among older people compared to other obligations.

Summary;

As most of the organizations don't have obligations, this question is answered by only two organizations:

- for one organization these were almost the only obligations
- general obligation to work around healthy aging, physical activity is one of the means
- impossible to compare because we are free to fulfill our five main assignments

- Are there intra-organizational obligations/expectations?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector	
Government	Yes		
	No	x	x
	Not clear		
NGO	Yes	x	
	No	x	
	Not clear		

		Health care sector	
Government	Yes	x	
	No		
	Not clear		
NGO	Yes		
	No	x	
	Not clear		

		Social care sector	
Government	Yes	x	x
	No		
	Not clear		
NGO	Yes	x	x
	No		

		Three other sectors	
Government	Yes		
	No		
	Not clear		
NGO	Yes		
	No		

	Not clear		
--	-----------	--	--

	Not clear	x	
--	-----------	---	--

Summarize the type of intra-organizational obligations/ expectations.

Summary;

Six organizations have intra-organizational obligations/expectations, of which four from the social care sector.

Type of intra-organizational obligations/ expectations;

- They expect us to work with seniors on physical activity, to offer strong projects and build a network with strong partners in Flanders to start projects
- A horizontal policy is needed. If we want to promote physical activity among seniors, the right infrastructure is necessary to do this. It's a theme which must be included in each policy departments.
- We expect the government to take more initiative and to stimulate the seniors more to become active.
- We have to promote our new offer via the different communication channels: a magazine for the committee and a fair for members of the committee.
- obligated to have a good contact with the member organizations
- obligated to consult our board
- An attitude on sport and exercise that we take must be presented to our board and must be approved.
- Organizers of activities expect us to promote these activities.
- We are obligated to have a good contact with the member organizations.
- obligated to consult our board
- A stand on sport and exercise that we take must be presented to our board and must be approved.

- Are there external obligations/expectations coming from international or national political institutions?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector		
Government	Yes	x		
	No	x		
	Not clear			
NGO	Yes			
	No	x	x	
	Not clear			

		Health care sector		
Government	Yes			
	No	x		
	Not clear			
NGO	Yes			
	No	x		
	Not clear			

		Social care sector		
Government	Yes			
	No	x		
	Not clear	x		
NGO	Yes			
	No	x	x	
	Not clear			

		Three other sectors		
Government	Yes			
	No			
	Not clear			
NGO	Yes	x		
	No			
	Not clear			

Summarize the type of these obligations/expectations coming from political institutions.

Summary;

The majority of the organizations state there are no obligations/expectations coming from political institutions (8 out of 11). For the two organizations who did, these are the obligations/expectations;
 - minister who encourages this theme
 - we have to deliver an annual report to the region

- Are there external obligations/expectations coming from the media or the public?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector		
Government	Yes	x		
	No	x		
	Not clear			
NGO	Yes	x		
	No	x		
	Not clear			

		Health care sector		
Government	Yes			
	No			
	Not clear	x		
NGO	Yes			
	No	x		
	Not clear			

		Social care sector		
Government	Yes			
	No	x	x	
	Not clear			
NGO	Yes			
	No	x		
	Not clear	x		

		Three other sectors		
Government	Yes			
	No			
	Not clear			
NGO	Yes	x		
	No			
	Not clear			

Summarize the type of these obligations/expectations coming from the media or the public.

Summary;

Only three of the interviewed organizations experience external obligations/expectations coming from the media or the public. All of these three point to the public and not the media.

Type of external obligations/expectations;

- demand and expectations from the population e.g. variety in activities and an offer in the surroundings
- seniors have high expectations, they expect quality and they want to be informed about everything

- Are there external obligations/expectations coming from science?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector		
Government	Yes			
	No	x	x	

		Health care sector		
Government	Yes	x		
	No			

	Not clear		
NGO	Yes		
	No	x	x
	Not clear		

	Not clear		
NGO	Yes		
	No		x
	Not clear		

	Social care sector		
Government	Yes	x	
	No	x	
	Not clear		
NGO	Yes	x	x
	No		
	Not clear		

	Three other sectors		
Government	Yes		
	No		
	Not clear		
NGO	Yes		
	No		x
	Not clear		

Summarize the type of these obligations/expectations coming from science.

Summary;

Only four organizations mention obligations/expectations coming from science, of which three come from the social care sector. None of the sport organizations mentions obligations/expectations.

Type of external obligations/expectations;

- science expects the implementation and translation of their results into workable projects
- regularly, doctors are making the government aware of the importance of physical activity
- they expect that we search respondents or give interviews

V. RESOURCES

9. Does your organization have resources allocated to the activities for the promotion of physical activity and health among older people?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

	Sport sector		
Government	Yes	x	
	No	x	
	Not clear		
NGO	Yes	x	x
	No		
	Not clear		

	Health care sector		
Government	Yes		
	No		x
	Not clear		
NGO	Yes		x
	No		
	Not clear		

	Social care sector		
Government	Yes	x	
	No	x	
	Not clear		
NGO	Yes	x	
	No		
	Not clear	x	

	Three other sectors		
Government	Yes		
	No		
	Not clear		
NGO	Yes		x
	No		
	Not clear		

For the organizations with recourses, summarize the type of recourses.

Summary;

Seven of the eleven engaged organizations do have recourses to be active in this subject. Several organizations mentioned that they have recourses, but not a separate budget for the seniors.

Type of recourses;

- promotion through leaflets, booklets, websites,...
- financial budget
- sport promotion
- holiday centers
- secretary
- funds are released with the current priority policy
- recourses obtained through the recruitment of members
- a budget for all the target groups together, not specifically for seniors
- budget available for preventive health care
- no separate budget to work with seniors
- recourses from CM
- for the accommodation, departments are dependent on their municipalities
- subsidized by the Flemish Community for projects, courses and monitors. We also get equipment.

For the organizations without recourses, summarize the reason for the absence of recourses.

- voluntary activity of organization
- specific recourses are situated in the regular operation on health promotion, there are no funds to start projects
- the only recourses are volunteers & magazines

- Describe these resources in comparison with other resources of your organization.

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector		
Government	Better			
	Same			
	Worse			
	Not clear	x		x
NGO	Better	x		
	Same			
	Worse			x
	Not clear			

		Health care sector		
Government	Better			
	Same			
	Worse			
	Not clear		x	
NGO	Better			
	Same			
	Worse			
	Not clear		x	

		Social care sector		
Government	Better			
	Same		x	

		Three other sectors		
Government	Better			
	Same			

	Worse	x	
	Not clear		
NGO	Better		
	Same		
	Worse		
	Not clear	x	x

	Worse		
	Not clear		
NGO	Better	x	
	Same		
	Worse		
	Not clear		

Summarize the resources allocated to the activities for the promotion of physical activity and health among older people compared with other recourses.

Summary;

As six organizations gave an unclear response, this question seemed to be difficult to answer. Two organizations reported they have more recourses for this theme compared with other recourses, two have less recourses and one organization states the recourses are the same.

Comparison of recourses;

- all recourses are for these purposes
- we have recourses for health promotion and physical activity for older people is part of this
- impossible to compare, it's a proportion
- Very small amount. 0,2 % Of the Flemish budget goes to preventive health care. Secondary prevention receives more attention than primary prevention.
- impossible to estimate
- we have more recourses for sport than for culture, but still a lot of projects are not subsidised and thus must be financed by the participants

- Are leadership and responsibilities defined regarding the activities?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector		
Government	Yes	x		
	No			
	Not clear	x		
NGO	Yes	x	x	
	No			
	Not clear			

		Health care sector		
Government	Yes	x		
	No			
	Not clear			
NGO	Yes	x		
	No			
	Not clear			

		Social care sector		
Government	Yes	x		
	No	x		
	Not clear			
NGO	Yes	x	x	
	No			
	Not clear			

		Three other sectors		
Government	Yes			
	No			
	Not clear			
NGO	Yes	x		
	No			
	Not clear			

Summarize these responsibilities and leaderships defined within your organization.

Summary;

The majority of the engaged organizations have defined leadership and responsibilities for this theme (9/11).

Kind of leadership and responsibilities;

- master (=seniors in athletics) committee and someone who follows up the masters.
- small responsible team
- project teams
- 4 health promoters and 2 product coordinator
- responsible person for the department family care and health promotion
- In the parliament, people can choose for wellbeing and health, these are always responsible for this theme within their own party. Within the commission they choose between wellbeing and public health. Furthermore there is the minister of wellbeing and public health.
- responsible person for the national offer, departments organize the local offer on their own
- chairman of the committee sport & physical activity
- leader/ workgroup per activity

- Are relevant parts of the organization included in decision-making processes regarding the activities?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector		
Government	Yes			
	No	x	x	
	Not clear			
NGO	Yes	x		
	No	x		
	Not clear			

		Health care sector		
Government	Yes		x	
	No			
	Not clear			
NGO	Yes		x	
	No			
	Not clear			

		Social care sector		
Government	Yes	x	x	
	No			
	Not clear			
NGO	Yes	x	x	
	No			
	Not clear			

		Three other sectors		
Government	Yes			
	No			
	Not clear			
NGO	Yes		x	
	No			
	Not clear			

Give a summary of relevant parts included in decision-making processes.

Summary:

The majority of the engaged organizations has relevant parts of it's structure included in decision-making processes (8/11). With three organizations answering 'no' to this question, the sport sector is the exception.

Relevant parts of the organization;

- board of directors

- sport commission
- board of governors
- external guiding team
- internal project team
- steering committee
- the parliament has to approve everything, mostly it follows the commissions in it's decision
- management board
- general meeting/committee
- policy consultation that studies the themes
- management consultation of members of the board

- Are there sufficient finances to carry out these activities?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector		
Government	Yes	x		
	No			
	Not clear	x		
NGO	Yes	x		
	No	x		
	Not clear			

		Health care sector		
Government	Yes			
	No	x		
	Not clear			
NGO	Yes			
	No	x		
	Not clear			

		Social care sector		
Government	Yes			
	No	x	x	
	Not clear			
NGO	Yes			
	No	x	x	
	Not clear			

		Three other sectors		
Government	Yes			
	No			
	Not clear			
NGO	Yes			
	No	x		
	Not clear			

For the organizations with sufficient finances, what are these concrete budgets and if possible, summarize the allocation of these finances.

Summary;

The only organizations with sufficient finances come from the sport sector. One organization states that no extra finances are required because the federation doesn't want to increase the offer.

For the organizations with insufficient finances, summarize the reasons or problems given.

Summary;

Most of the engaged organizations reported a lack of finances(8/11).

Reasons for this deficit/problems given;

- not enough resources to promote all the projects and to support the clubs
- seniors seem to be inferior to youth and top sport

- general shortage of finances for health promotion
- lack of targeted subsidies
- initiatives are projects from the ministry but there's no consistency in these projects
- lack of subsidies for executive organizations
- need of compensating subsidies for seniors, because of the commercial health promotion targeting younger families
- mostly the financing is limited to a couple of projects, a structural financing of e.g. all municipalities is needed
- insufficient finances to work on a structured way on this theme
- passive activities like card games and coffee gatherings are supported, while the focus should be on being active
- departments can spend maximum 25 euro's per hour to pay a trainer, it's difficult to find the right man on the right place
- with more finances we would undertake more: we would recruit more staff and do research to support our commission
- structural deficit

- Is there enough and adequately qualified personnel to carry out the activities?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

	Sport sector		
Government	Yes	x	x
	No		
	Not clear		
NGO	Yes	x	
	No		
	Not clear	x	

	Health care sector		
Government	Yes		
	No	x	
	Not clear		
NGO	Yes	x	
	No		
	Not clear		

	Social care sector		
Government	Yes	x	x
	No		
	Not clear		
NGO	Yes		
	No	x	x
	Not clear		

	Three other sectors		
Government	Yes		
	No		
	Not clear		
NGO	Yes	x	
	No		
	Not clear		

For the organizations with enough and qualified personnel, give an overview of the available personnel and of the qualifications.

Summary;

Seven out of the eleven engaged organizations have enough and qualified personnel.

Overview of the available personnel and of the qualifications;

- all the trainers need to be qualified
- only volunteers, no personnel
- qualified people who are skilled in physical activity and health
- the administration is always approachable for information
- 5 employees (the other work is done by a lot of volunteers)
- external monitors via e.g. Vlabus

- seniors

For the organizations with a lack of personnel and insufficiently qualified personnel, summarize the main problems.

- qualified personnel at the national secretary, not always at the provincial secretaries
- lack of staff is a reason for cancelling projects
- shortage of trainers, who are volunteers
- we would like to take more action and be more involved but this is impossible due to a lack of personal

- Are these activities carried out on the basis of a problem and needs assessment?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector		
Government	Yes			
	No	x	x	
	Not clear			
NGO	Yes	x		
	No	x		
	Not clear			

		Health care sector		
Government	Yes		x	
	No			
	Not clear			
NGO	Yes		x	
	No			
	Not clear			

		Social care sector		
Government	Yes	x		
	No	x		
	Not clear			
NGO	Yes	x		
	No			
	Not clear	x		

		Three other sectors		
Government	Yes			
	No			
	Not clear			
NGO	Yes			
	No		x	
	Not clear			

For the organizations that do carry out activities on the basis of a problem and needs assessment, summarize these problems and needs.

Summary;

Approximately half of the engaged organizations said their activities are carried out on the basis of a problem and needs assessment, the other half reported the opposite.

Type of problem and needs;

- adjusting the activities in the context of a notified problem like a high average age
- social relevance
- increasing demand
- in function of statistics of e.g. the higher council of medicine we take action
- Seniors need to be sensitized to be physical active

For the organizations without problems and needs as a trigger for action, how come this is not the case or are there may be other things mentioned that causes the organizations to carry out activities?

- organization is convinced that qualified trainers are necessary

- Is the organization able to adjust these activities, if necessary, quickly to new situations/events?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

	Sport sector		
Government	Yes	x	x
	No		
	Not clear		
NGO	Yes	x	
	No	x	
	Not clear		

	Health care sector		
Government	Yes		
	No	x	
	Not clear		
NGO	Yes	x	
	No		
	Not clear		

	Social care sector		
Government	Yes	x	
	No	x	
	Not clear		
NGO	Yes		
	No		x
	Not clear	x	

	Three other sectors		
Government	Yes		
	No		
	Not clear		
NGO	Yes		
	No	x	
	Not clear		

Summary:

Approximately half of the engaged organizations stated they are able to adjust quickly to new situations/events.

How can organizations adjust quickly to new situations?

- using digital course texts
- because seniors have a lot of time
- foundation of a department health promotion
- e-mail helps us to communicate faster

Summarize why some organizations aren't able to adjust quickly?

- committed to international organizations
- a parliament works always slow
- It is difficult because everything has to pass the board and the general meeting and they don't meet often. It is a large group because all the different organizations are represented.
- We work with a year program and thus on long term. We also work with a bimonthly magazine so it take's a while to announce something to the public. To inform people costs money, so we weigh out whether it's worth it.

- Are international or national (political) organizations supporting these activities?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector		
Government	Yes			
	No	x	x	
	Not clear			
NGO	Yes	x	x	
	No			
	Not clear			

		Health care sector		
Government	Yes		x	
	No			
	Not clear			
NGO	Yes			
	No		x	
	Not clear			

		Social care sector		
Government	Yes	x		
	No	x		
	Not clear			
NGO	Yes	x		
	No			
	Not clear	x		

		Three other sectors		
Government	Yes			
	No			
	Not clear			
NGO	Yes			
	No		x	
	Not clear			

For the organizations supported by these other organizations, summarize the type of support.

- cooperation to organize activities, (management) courses and training
- international support from FISPT
- support of the European and world organization for master athletics for the organization of championships
- internationally not, nationally supported by several partners (Vigez by Okra, S-Sport, KUL)
- Vigez supports the development
- we receive subsidies from CM and trainers from a dance organization
- only supported by a subsidy

- Are the media or the public supporting these activities?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector		
Government	Yes			
	No	x	x	
	Not clear			
NGO	Yes	x		
	No	x		
	Not clear			

		Health care sector		
Government	Yes		x	
	No			
	Not clear			
NGO	Yes			
	No		x	
	Not clear			

		Social care sector		
Government	Yes	x		
	No	x		
	Not clear			
NGO	Yes			
	No	x		

		Three other sectors		
Government	Yes			
	No			
	Not clear			
NGO	Yes		x	
	No			

	Not clear	x	
--	-----------	---	--

	Not clear		
--	-----------	--	--

For the organizations supported by the media or the public, summarize the type of support.

Summary;

Only four engaged organizations reported support from the public. Almost all of the organizations emphasize a lack of interest of the media for elderly in general.

Type of support;

- volunteers and clubs who promote the activities
- support and attention for a specific project 'boebs'
- appreciation from the public
- positive feedback from the public

- Is science supporting these activities?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are engaged in activities.

		Sport sector		
Government	Yes			
	No	x		x
	Not clear			
NGO	Yes			
	No	x		x
	Not clear			

		Health care sector		
Government	Yes			
	No			
	Not clear		x	
NGO	Yes			
	No		x	
	Not clear			

		Social care sector		
Government	Yes	x		
	No	x		
	Not clear			
NGO	Yes	x		
	No	x		
	Not clear			

		Three other sectors		
Government	Yes			
	No			
	Not clear			
NGO	Yes			
	No		x	
	Not clear			

For the organizations supported by science, summarize the type of support.

Summary;

The majority of the engaged organizations (8/11) stated they don't feel any scientific support. The only organizations who reported support from science come from the social care sector.

Type of scientific support;

- concerning physical activity for seniors, I for the first time the respondent notices a cooperation between KUL (faber), Okra and Vigez
- by participating in research and evaluation

- we are able to ask advise if we make a policy document action plan

Intersectoral structures

10. With respect to the promotion of physical activity and health among older people, with which other sectors is your organization cooperating (please do not indicate your own sector)?

Fill in the following table by putting an 'x' in the right cell, for all the organizations , thus 15 X's.

Sport sector									
		health		(sport)		social		education	other
Government	1		x						
	2	x				x			
	3						x	x	
	4								
	5								
NGO	1		x				x		
	2								
	3								
	4								
	5	x				x			

Health care sector									
		(health)		sport		social		Other health care providers (doctors, specialists, paramedics, nurses, physiotherapists,...)	Partner organizations, local health services, scientific institutes, health insurances
Government	1			x		x			
	2				x				x
	3								
	4						x		
	5								
NGO	1								
	2			x					
	3								
	4				x	x	x	x	
	5								

Social care sector										
		health		sport		(social)		Welfare	Public transport, environmental planning, safety and accessibility	Higher education
Government	1			x	x					
	2	x								
	3							x		
	4								x	
	5									
NGO	1									
	2			x	x					x
	3		x							
	4	x								
	5									

Three other sectors									
		health		sport		social		education	other
Government	1							x	
	2	x		x		x			
	3		x				x		
	4				x				
	5								
NGO	1								
	2								
	3								
	4								
	5								

11. In the context of the promotion of physical activity and health for older people, we consider an intense cooperation with the following sectors desirable in the future:

Fill in the following table by putting an 'x' in the right cell, for all the organizations , thus 15 X's.

Sport sector									
		health		(sport)		social		Education	media
Government	1		x						
	2								
	3	x				x			
	4						x	x	
	5								
NGO	1								
	2								
	3						x		
	4								x
	5	x	x				x		

Health care sector										
		(health)		sport		social		Education	Public transport, environmental planning, safety and accessibility	Partner organizations, local health services, scientific institutes, health insurances
Government	1									
	2			x						
	3				x	x		x		
	4						x			x
	5									
NGO	1									
	2									
	3			x						
	4				x	x	x		x	
	5									

Social care sector											
		health		sport		(social)		Local councils	Public works and quality of public domains	Science	(Higher) Education
Government	1										
	2										
	3	x		x							
	4								x		
	5							x		x	
NGO	1										
	2										
	3				x						x
	4	x	x	x							x
	5										

Three other sectors										
		health		sport		social		education	other	
Government	1									
	2									
	3			x						
	4						x			
	5	x			x	x	x		x	
NGO	1									
	2									
	3									
	4									
	5									

B. Summary of focus group meeting

On our focus group, eight participants were present. Three of them cancelled the day before, one didn't show up. Fortunately the distribution physical active- sedentary stayed at 50-50%. As premised in the matrix there were four women and four men, we only deviated slightly from the age distribution. Three of the four physical active people were older than 70. For the inactive group the age distribution was respected as in the matrix.

After a general introduction of professor Christophe Delecluse we asked if there were any reactions on this introduction. Below a list of notable opinions that were mentioned;

- As some of the present persons followed a sport scheme at our university, they complained about a lack of guidance and motivation after this program. They perceived the last lesson as like everything stopped, they didn't receive any suggestions to continue at another organization or to proceed with another program.
- The main reason to participate is the social aspect. People like to gather, to talk and to make friends. This is also why our program to be active at home didn't work. They don't want to be active on their own, it is the group that attracts them. Another mentioned reason is to feel good.
- One man used a pedometer for a current project running at our university and was very enthusiastic and motivated due to this little instrument.
- Someone would like to learn to swim but couldn't find an organization that offers courses for older people.
- Someone said he preferred outdoor activities. This was also mentioned during my interviews.

After these reactions on the introduction we asked for the **current offer**. Organizations mentioned were Seniorama, OKRA and sport organizations (walking). According to the seniors, The Health Insurance Funds have a limited offer. The municipal offer is not known by the participants.

The **television program with a teacher** demonstrating some exercises on the Dutch channel is popular, we don't have a similar program in Belgium. The seniors think there's enough information in magazines (e.g. Plus magazine), but reading the effects of physical activity is not a trigger to become active. They need a concrete offer. Popular activities are: walking, swimming, aqua gym, tai chi, yoga, start to run, cycling, seniorobics, gymnastics and dance.

Then, we asked for **barriers** to become more active or other things that need to change.

- **Prices** are sometimes very high (e.g. swimming, fitness). 'We get a pass for free public transport, why not a discount for sports?'
- In the **summer** the offer almost disappears.
- A combination of tourism and physical activity could be interesting. There is no offer at the moment.

- Older people don't always feel comfortable among young people. A separate swimming hour for seniors would be nice for example.
- It has to be clear what is expected and what the content is of the offer. Older people are scared that they will fail or are not fit enough.
- There has to be an adjusted offer for different groups of seniors. There's a big difference in the abilities of older people. In this context, age is an important factor but not always the most indicative factor for physical fitness.

C. Summary of feedback workshop

On our workshop, 14 people were present. Together, they represented 11 organizations which are situated in the following sectors:

- Sport sector: FROS, VAL, S-Sport, Vlaamse Badmintonliga, Gymanstiekfederatie, VTS
- Health care sector: CM, LOGO, Socialistische mutualiteiten
- Social care sector: OKRA
- Science: KUL

After a brief introduction about the objective of the PASEO study we started with presenting the results of the interviews and the focus group. This presentation served as a guideline and inspiration for topics during the discussion later on.

The following issues were mentioned by the participants. These are no conclusions, but opinions of the occupants ;

- The age is not important, it's not necessary to divide into different age categories. But we have to adjust the kind of activities and the moment we offer these activities.
- We always talk about 'the offer', but we must stimulate people to be more active in there daily activities.
- There is no 'bridge' between the sport federations and the senior associations. Also a coordinator between the municipal sport office and the sport federations would be useful.
- Municipalities don't use the offer or don't organize projects enough. Sometimes they are not aware of what is happening in their own community.
- Seniors tend to prefer socio-cultural organizations. Sedentary seniors are rather deterred by sport federations than attracted. Therefore, the current 'Sportel campaign' should also be promoted outside of the sport sector.
- We have to give responsibility to the seniors and take care that we don't act and talk in their place.
- Discussion whether seniors should be guided/trained by other educated seniors or by younger qualified trainers. Probably this question depends on the kind of activity.
- There's no Belgian or Flemish TV channel specifically for seniors.
- Physical activity should be promoted as a cure for depression, as this latter issue is a very actual problem among seniors.
- The health sector should incorporate physical activity more in it's general working.
- There is a 'touristic' offer (↔ focus group)

- Guidance is often a problem. Frequently, physiotherapist are used.
- Lack of guidance for chair aerobics.
- Gymnastics Federation; Difficult to have an overview. No offer addressed to clubs.
- Need of an inventory of the offer so that seniors can be referred.
- 1000 'new teachers'
- Rest homes don't spend money on this theme.
- Easy accessible activities and projects are needed to attract both seniors and the other sectors.
- Community centers or operations are not taking up ideas or projects.
- Also immigrants are difficult to reach, as they didn't grow up with our 'sport and active' culture.
- We should unite people from the OCMW's, community associations and social service centers. At the moment, each organization needs to be addressed separately, which is inefficient and tiring.
- In the summertime many seniors are on vacation. Accommodations are closed because of maintenance. An alternative offer during these months could be interesting.
- The media should visualize sporting behavior of seniors in famous tv programs and series.
- Many municipalities subscribed on the new decree 'sport for all'.
- The communal offer is unstructured and even the municipalities sometimes don't know what's going on in their own town.
- Generally, people who already are active are reached by projects or campaigns. Because only the sport structures are used, a lot of people will not be reached.
- Do these campaigns have a long-term effect?
- The need of qualified trainers depend on the type of sport or activity: gymnastics ↔ walking.
- Thus far we are unable to contact or get in touch with the sedentary group. Doctors could very useful to reach this group. At this moment only the people with health problems such as heart patients or obese people are recommended to be more active, while doctors should emphasize the preventive effect of physical activity in stead of using it only as secondary or tertiary prevention.

BARRIERS:

- No communication with the communal sport service.

- Problem of communication: mostly the seniors are informed by friends.
- There is a need of personnel/volunteers to support this theme structurally.
- Infrastructure is a problem, lack of sport facilities.
- There's a great difference between coaching youngsters and seniors.
- Some activities fall between the department of sport and wellbeing.
- It's not always easy to get volunteers educated. People are often not aware of updating courses.
- There's a huge offer, but not everyone is a member of a socio-cultural association or health insurance. An independent offer is needed.

OPPORTUNITIES:

- The linking of nutrition and physical activity could be interesting to promote this theme.
- CM: We don't focus on seniors, but we do reach them

=> A cooperation between CM and start to run could be interesting. CM could promote this activity.
- The moment on which seniors retire is crucial to promote physical activity, with for example a discount coupon .
- Firms also guide their personnel in the retirement process, so they should be approached to get involved.
- A prevention card (~Zoersel) which all seniors receive and on which they are urged to visit the doctor for a check up. The doctor on it's turn will promote a physical active lifestyle.
- Sport clubs are interested in working with seniors, but need to be convinced.
- As seniors are most interested in respectively nutrition, physical activity and social contact we should integrate them and offer them together .
- Opportunity of brisk walking.
- Public spaces like public gardens can be used much more creatively.
- Programs could be implemented in family care.

• General conclusions of WP1

After conducting the interviews, hearing the voice of the seniors during the focus group and having discussed the promotion of physical activity among sedentary older people during the workshop it is clear that there is a lot of interest for this theme. As we only interviewed Flemish organizations, we should speak about the Flemish situation of the interviewed organizations and not the Belgian one (the Flemish community is authorized for sport and health prevention for example). We would like to emphasize that we are talking about what we have heard of the interviewees, the seniors during the focus group and the representatives on the workshop. The results of this first work package made it possible to assess the existing capacities for physical activity among sedentary older people among these actors.

The current offer regarding promotion of physical activity among sedentary seniors is huge and very differentiated. However there are some problems.

First, mainly the younger seniors and seniors who already are physical active are reached by the current initiatives. The following groups of seniors seem to be 'hard to get';

- sedentary seniors
- older seniors
- disabled seniors
- immigrants

Several reasons were given for this problem. Often, this theme is only promoted via the sport sector, where these groups are totally unrepresented and thus not reached. Also, these groups are commercially uninteresting because they have limited financial power. At last, often these seniors are scared to be incompetent. Working as local as possible is a frequently mentioned solution to reach these groups, because of the local social life. Also, transport is a very important issue for older people. Acting local can circumvent this barrier.

A second problem is the lack of a clear overview of the existing activities. An inventory of the offer is needed so that not only seniors know where to go, but also the organizations would know from each other what they are doing exactly.

Third, it's not always clear who is responsible or authorized to engage in this subject. The ministry of wellbeing and health is authorized for the most issues concerning seniors. Because the sport sector is obviously often involved in these activities, problems arise. Some activities concerning senior sport neither belong to the sport or health policy. A lot of activities or sports practiced by seniors are not on the 'sport list' and so don't qualify for subsidies. A more flexible use of this list could be a solution.

Most of the interviewed organizations who are engaged in promotion of physical activity for older people do have goals, but much less obligations. The majority of these organizations state that they have recourses, but mostly there is no budget allocated to this specific target group. Activities are mainly financed by the general budget of the organizations.

An opportunity to receive more attention and interest for this theme, to make it a more 'hot' item and to sensitize the elderly is to emphasize the health effects of physical activity. Health is also a means to activate the policy. The positive effect from physical activity on physical fitness and prevention for several complications must be stresses, but should also be communicated as a cure for depression, which is a very actual problem among seniors. An offered package of nutrition, social

contact and physical activity would be much more attractive for seniors than promoting physical activity on its own. During our focus group, seniors stressed that the social aspect is the most important reason to participate, even above the health effects. It's very important to keep this in mind.

To promote physical activity among seniors, an horizontal policy is necessary. It's a theme which must be included in all policy departments. If we want seniors to be active, the right infrastructure and facilities must be available.

There have been a lot of projects from the ministry, but there's no consistency. We need continuity and an intense work on the local level.

Remarkable is the lack of support from the media. Elderly only come into the picture incidentally or on a negative or ridiculous way. Yet, the media can play a very important role in not only making the people aware that they are still able to do something by showing examples of sporting seniors, but also putting pressure on the government to spend more attention on this target group. Sporting behavior from seniors or physical active seniors should be visualized in television programs and series. The Netherlands have a very popular television program with a teacher demonstrating some exercises. We don't have a similar program in Belgium.

Several suggestions for a new or better cooperation between organizations or services from the same or different sector were given:

- There is no 'bridge' between the sport federations and the senior associations.
- A coordinator between the municipal sport office and the sport federations would be useful.
- Municipalities don't use the offer or don't organize enough projects. Sometimes they are not aware of what is happening in their own community.
- We should unite people from the OCMW's, community associations and social service centers. At the moment, each organization needs to be addressed separately, which is inefficient and tiring.
- Sport organizations could be subsidized for cooperating with other associations, so they would be motivated to put their trainers at disposal.
- Sport federations expect help and support from the federations of senior sports, because of their knowledge.
- A better communication between OOK and BLOSO might be interesting.
- More guiding from 'medisch verantwoord sporten' is needed. There is no medical control and no certificate of good health. A 'health pass' is necessary, specially for seniors.

- Easy accessible activities and projects are needed to attract both seniors and the other sectors.
- A better overall communication with the communal sport service.
- As the national health services reach a great percentage of seniors, it's interesting to involve them in the promotion of this theme.
- Firms often guide their personnel during the retirement process, so they should be approached to get involved.
- Programs could be implemented in family care.

At last we would like to present some interesting practical suggestions or ideas:

- Again, the importance of the social aspect must be underscored.
- High membership fees are a barrier for seniors.
- Older people don't always feel comfortable among young people. A separate swimming hour can be a solution for example.
- It's very important to define the target group, the content and the time schedule for these activities. Seniors want to know what is expected from them. If not, they are scared to fail or have fear that they will not be fit enough.
- There has to be an adjusted offer for different groups of seniors. There's a big difference in the abilities of older people. In this context, age is an important factor but not always the most indicative for physical fitness. It's not necessary to divide into different age categories, but the kind and content of activities and the moment these activities are offered should be adjusted.
- We must stimulate people to be more active in their daily activities.
- We have to give responsibility to the seniors and take care that we don't act and talk in their place.
- In the summertime many seniors are on holiday. Accommodations are closed because of maintenance. An alternative offer during these months could be interesting.
- There's a huge offer, but not everyone is a member of a socio-cultural association or health insurance. An independent offer is needed.
- The moment on which seniors retire is crucial to promote physical activity, with for example a discount coupon.
- A prevention card which all seniors receive on a particular age on which they are urged to visit the doctor for a check up. The doctor on its turn should promote a physical active lifestyle.

- Public spaces like public gardens can be used much more creatively.