



National report on Work Package 1:

FINLAND

Coordination of Project:
Mirja Hirvensalo

Research Assistant:
Irinja Lounassalo

A. Template for the summary of the 15 interviews

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	X
	No			
NGO	Yes	X		
	No			

	Health care sector		
Government	Yes	X	X
	No		
NGO	Yes	X	X
	No		

	Social care sector			
Government	Yes	X	X	
	No			
NGO	Yes	X	X	X
	No			

	Three other sectors		
Government	Yes	X	
	No		
NGO	Yes	X	X
	No		

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?

Organizations are promoting health enhancing physical activity and functional capacity among older people through the following activities:

- Allocating money for the promotion of physical activity and health
- Deciding of allocation of money through the State Budget
- Legislation
- Planning and executing the State Council's decision of principle on the promotion of health through physical activity
- Organizing sport services and exercise groups for older people
- Organizing physical rehabilitation for older people
- Organizing courses and education for instructors, peer instructors, physiotherapists, nurses etc.
- Collaboration between sectors, universities, EU and other national and international organizations
- Coordinating and organizing projects, programs and campaigns on this area
- Establishing the good practices found in these programs
- Affecting on sport policies
- Promoting community planning and environmental planning that activate people
- Producing material and writing articles and reports
- Carrying out scientific research of this area
- Distributing information and informing people about the advantages of this work

Differences between sectors:

There aren't any major differences between sectors. In all sectors promotion of physical activity is seen as a way to improve health. Usually in Finland Health and Social Care Sector are seen as one. The difference between Sport Sector and Health and Social Care Sector in Finland is that Sport Sector is promoting the recreational physical activity and Health and Social Care sector promotes physical activity via physical rehabilitation.

Every sector is involved in campaigns and projects and every sector finds the promotion of health among older people important. Scientific results and collaboration between sectors were seen important part of this work in all sectors.

- 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	X
	Same	X	
	Decrease		
	Not clear		
NGO	Increase	X	
	Same		
	Decrease		
	Not clear		

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

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

		Three other sectors	
Government	Increase		
	Same	X	
	Decrease		
	Not clear		
NGO	Increase	X	
	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?**

Because of the continuously increasing number of older people the general intention in every sector is to increase these activities. Investing on physical activity among older people is considered very important because physically active older people are healthier and they can live at home longer independently. This is a way for saving society's money and increasing citizens' quality of life during their last years.

Unfortunately some of the interviewees said that the recession might have a negative influence when trying to increase these activities but every organization plans to continue working in this area and keep the effort at least on the same level as before. There weren't any specific differences between sectors except that NGOs in Health Care Sector are very determined to increase these activities.

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?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are **NOT** 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 organizations which are not engaged).

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

		Health care sector		
Government	Yes			
	No			
	Not clear			
NGO	Yes			
	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			
	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:

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?

Fill in the following table by putting an 'x' in the right cell, only for the organizations which are **NOT** 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 organizations which are not engaged).

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

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

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

Summary:

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.

- Finding good practices through projects, campaigns and programs
- Establishing the good practices, methods and models in practice
- Functional capacity, balance, strength plus mental, physical and social well-being among older people have improved
- The amount of older people participating in instructed physical activity groups have increased and older people are more physically active in general
- The sport services for older people have increased significantly
- Raising awareness
- There are more qualified and educated instructors for older people
- Changes in laws and effects on policy-making
- Establishing a instructor network for the promotion of physical activity
- Getting inactive people active and participating in physical activity
- Attitudes towards physical activity of older people have improved
- The results from scientific researches have proved how effective physical activity can be in the promotion of health among older people

- 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	X
	No			
	Not clear			
NGO	Yes	X		
	No			
	Not clear			

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

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

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

Summarize the type of evaluations given.

- Evaluation of campaigns, programs and projects and also the evaluation of training courses for instructors
- National evaluation of the effectiveness of physical activity for promotion of health among older people
- Scientific evaluation of scientific research
- Customer feedback: Feedback collected from the participants from exercise groups (written and oral)
- In exercise groups there might be physical testing and measurements (e.g. testing of strength)
- Qualitative evaluation is carried out through interviews
- Evaluation of the amount of older people participating in exercise groups and events
- Evaluation of laws and definitions of policies of this area. The evaluation is based on scientific facts.
- Organizations evaluate their own work

- 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	X	
NGO	Yes		
	No	X	
	Not clear		

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

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

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

For the organizations which experienced unintended effects, summarize.

Positive effects;

- Successful projects, programs and campaigns (especially Strength in Old Age –program has been a success in many ways)
- Through the Strength in Old Age –program the experts of this area have started to educate themselves more
- The commitment of people and peer instructors to programs
- Positive feedback from older people

Negative effects;

- There still are little bit negative attitudes towards the physical activity among older people though attitudes have improved since the eighties.
- Not all decision-makers value yet the importance and meaning of the promotion of physical activity among older people. They don't understand if we invest on it know it will save a lot of money in the future.
- Lack of resources and lack of facilities
- Excessive bureaucracy

- 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	X	
NGO	Yes	X	
	No		
	Not clear		

	Health care sector		
Government	Yes	X	
	No		
	Not clear	X	
NGO	Yes	X	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	X	
	No		
	Not clear		
NGO	Yes	X	
	No	X	
	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?**

General trend is that organizations are satisfied with the effects. Every organization is doing the best they can with the resources given.

The reasons for satisfaction are:

- The increased number of physically active older people
- The exercise groups for older people are full
- Health projects and programs have been successful
- Generally health has improved among older people
- Peer instructors have committed to the action which enables more and more older people to participate

The reasons for dissatisfaction are:

- The lack of resources, facilities and finances

- The lack of a law which would help us to reach every senior citizen (e.g. every municipality would have to organize a physical examination for people in certain age where there would be instructors how to start a physical life-style).
- The progress of health enhancing physical activity among older people is too slow.
- There still are lots of inactive and over-weight older people in Finland
- Collaboration between sectors, governmental organizations and NGOs isn't strong enough yet
- The effort government puts in this area isn't enough. They should do more.

There aren't lots of differences between sectors.

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	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			

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

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

		Three other sectors		
Government	Situations or events named	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			

Summarize the type of situations or events mentioned by the organizations

- In many organizations physical activity for older people has been part of their tasks for a long time
- The growing number of older people and aging of population obligates organizations
- The demands, expectations and needs coming from the field
- The successful results from projects and programs
- The development of democracy and the changes in the operational environment
- The values (e.g. giving everybody equal possibilities to participate in sport)
- Results from scientific studies

- 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	X
	No		
	Not clear	X	
NGO	Yes	X	
	No		
	Not clear		

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

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

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

Summarize the type of political situations reported by the organizations.

Many interviewees said that they have participated in political events though some of the organizations go to these events to distribute their own know-how of this field. In other words the organizations are already engaged in these activities before they participate in these political situations and events.

Organizations have participated in following events:

- Political events, symposiums, meetings, seminars, conferences, congresses and educational events
- Organizations have invited experts to lecture about this field
- Organizations have been part of different EU funded and political health enhancing programs
- Generally EU and WHO have an influence on this field
- Some organizations are part of the work that the Committee of Health Enhancing Physical Activity does
- Participating in policy-making

- Has 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	X
	No		
	Not clear	X	
NGO	Yes		
	No		
	Not clear	X	

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

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

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

Summarize the type of public support or media situations.

Again interviewees said that it's the other way around: the organizations who are promoting the physical activity of older people contact the media so that knowledge concerning this field would get some publicity. In other words these organizations are engaged in this action already without the help of media though the importance of media was acknowledged. Through media it's possible to get the message through to the public so organizations need media's help in this task.

The following situations concerning the public support and the media were named:

- News in the media might arouse researchers' and policy-makers' attention
- Published articles about the importance of preventive work and promotion of physical activity has an influence on the work of the organizations
- Based on the news that are written in the media, these organizations try to do everything they can to fulfill the demands of the public
- Finnish Sport Federation (SLU) is a partner with the media. They even have had programs and projects together with YLE (a Finnish broadcasting company)

- 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	X	X
	No			
	Not clear			
NGO	Yes	X		
	No			
	Not clear			

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

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

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

Summarize the type of scientific results.

Many organizations find the scientific results to be the basis for their work and that scientific results have an influence on their work. Especially legislation and decision-making is based on scientific facts. Some organizations found that it's their duty to transfer the scientific results in practice. The results got from programs and projects motivate organizations to act more in this field.

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	X	X	X
	No			
	Not clear			
NGO	Yes	X		
	No			
	Not clear			

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

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

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

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

- Promotion of physical activity and health
- Maintaining the physical fitness
- Activating the inactive
- Improving and evaluating health and functional capacity among older people
- Improving not only the physical well-being but also the social and mental well-being
- Prolonging the time for independent living at home
- Cutting down society's costs by increasing the physical activity among older people
- Increasing the number of older people participating in physical activities
- Allocating resources
- Implementing projects, programs and campaigns
- Creating good practices
- Increasing collaboration between sectors and organizations working in this field
- Distributing information about the benefits of physical activity
- Organizing sport services and physical rehabilitation for older people and to guide people to use these services
- Increasing the usage of the senior card (a special card for older people which enables them to participate to public sport services for free) in municipalities
- Studying health promotion of older people by doing research work
- Raising awareness
- Developing infrastructures related to physical activity

Are there any remarkable difference between the sectors?

There are no remarkable differences between 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	X	X
	So-so	X	
	Not important		
	Not clear		
NGO	Important	X	
	So-so		
	Not important		
	Not clear		

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

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

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

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

The importance of these goals depended on the general responsibilities of each organization. None of the interviewees denied the importance of these goals but their organization might have had other goals as well for example concerning health and physical activity of the whole nation – not necessary only the older people. If an organization worked in every aspect of health they couldn't favor one goal over the other (e.g. children's health was considered as important as the health of older people). Mainly organizations considered these goals more important than other goals of their organization or as important as the other goals. The functional capacity of the elderly is found to be a big challenge because we know that the elderly are the ones who will cost a lot of money for the public health care in the future. That's one of the reasons why the promotion of physical activity among older people is considered a significant goal at the present moment.

- 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	X	X	
	No	X		
	Not clear			
NGO	Yes			
	No			
	Not clear	X		

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

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

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

Summarize these concrete goals.

- In programs and projects the goals are very concrete and they are derived from scientific results
- Most of the organizations don't have concrete quantitative goals but they have many qualitative goals.
- The quantitative goals are for example the number of people organizations want to get to participate in exercise groups in their organizations or how many people should be living at home at certain age

- 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	X	X	
	No			
	Not clear	X		
NGO	Yes	X		
	No			
	Not clear			

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

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

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

Summarize how relevant and realistic these goals are.

- The results achieved through different health promotion programs have been really good which proves that the goals that have been set have been realistic.
- In government level many interviewees said that the goals are relevant but not necessary realistic always.
- Lack of finances is a problem for achieving these relevant goals.
- Goals are based on the knowledge and scientific facts we have in our use right now which makes the goals relevant.

- 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	X	X
	No		
	Not clear	X	
NGO	Yes	X	
	No		
	Not clear		

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

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

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

Summarize the degree of agreement within the organization.

Within most organization these goals are agreed upon. Every organization finds this work important.

Disagreements within organizations arise from everybody's own interests: others want to emphasize research, others development work and others projects and programs. Organizations that are responsible for the health promotion of the whole nation have disagreement on where to put the main focus: on promoting the health of children, youth, adults or older people.

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	X	X	X
	No			
	Not clear			
NGO	Yes	X		
	No			
	Not clear			

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

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

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

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

These organizations are obligated to take care of the promotion of health and physical activity among older people in following ways:

- Administrative obligations
- Allocation of resources
- Organizing sport services and exercise groups for older people
- The constitution obligates parliament to take care of the health of every citizen – including older people.
- Coordination and organization of projects, campaigns and programs
- Keeping up the dialogue between science world and practice
- Distributing information and know-how
- Taking care of pensioners' rights and benefits – including the right to participate in physical activities
- Ethical obligations

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

Every interviewee from sport, health care and social care sector felt that their organization is obligated to promote physical activity and health among older people. There were only two interviewees who didn't feel that they are obligated to work in this area. They worked in the field of research and they said that nobody can obligate them but they want to research specifically this area and they find it important.

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

	Sport sector		
Government	higher importance	X	
	same importance	X	
	lower importance		
	Not clear	X	
NGO	higher importance		
	same importance	X	
	lower importance		
	Not clear		

	Health care sector		
Government	higher importance	X	
	same importance		
	lower importance	X	
	Not clear		
NGO	higher importance	X	
	same importance		
	lower importance		
	Not clear	X	

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

	Three other sectors		
Government	higher importance		
	same importance		
	lower importance		
	Not clear	X	
NGO	higher importance		
	same importance	X	
	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.

In seven organizations out of sixteen these obligations were defined as being higher importance. Four organizations defined the obligations to be as important as other obligations within their organization. This is understandable since the ministries, parliament and some of the organizations have other obligations as well so they can't emphasize older peoples' health at the expense of for example children's health.

One of the interviewed called Hannakaisa Heikkinen works in parliament. She finds these obligations to be even less important than other obligations in parliament. She said this derives from the lack of knowledge in this area: there simply aren't enough experts of this area represented in parliament. Another member of parliament called Susanna Huovinen who was also interviewed didn't have so negative image of the situation. According to her there are lots of different obligations and the parliament has to take care all of them – including physical activity and health of older people.

In many answers the interviewees pointed out that they find their organization to be responsible of this work but they aren't the only ones. Collaboration and sharing the responsibilities between sectors and organizations was considered very important.

- 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	X	X	X
	No			
	Not clear			
NGO	Yes			
	No			
	Not clear	X		

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

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

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

Summarize the type of intra-organizational obligations/ expectations.

Most of the interviewees considered they are obligated to promote the health and physical activity among older people. For example the purpose of the organization, the constitution law or different articles obligate organizations and their workers.

- 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	X	X
	No			
	Not clear			
NGO	Yes			
	No			
	Not clear	X		

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

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

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

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

The governmental organizations and institutions found there to be external obligations coming from international or national political institutions. Only two NGOs out of eight felt the same way.

The Governmental Platform, EU and WHO obligates some organizations to act in this field.

The obligations and expectations coming from political parties were for example:

- making policies and recommendations
- implementing and coordinating programs and projects
- creating collaboration inside EU
- promoting health and physical activity among older people
- organizing sport services for older people

- 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	X	
	No			
	Not clear	X		
NGO	Yes	X		
	No			
	Not clear			

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

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

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

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

Most of the governmental organizations and institutions felt there are external obligations and expectations coming from the media or the public. Only three out of eight interviewees from NGOs felt the same way.

The following obligations and expectations were named:

- People play slot machine games and that money is allocated to the promotion of health by RAY (Finland's slot machine company). The public expect their money to be allocated wisely.
- Taxpayers obligate that their tax money is allocated reasonably
- The electors obligate members of the parliament
- Members of the senior citizens' associations obligate the decision-makers of the associations to take care of their rights and benefits
- The media don't literally obligate the decision-makers but of course decision-makers have to react on the things media brings to their attention. Needs and wishes are expressed via media.

- 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	X	X	X
	No			
	Not clear			
NGO	Yes	X		
	No			
	Not clear			

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

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

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

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

All together 13 out of 16 interviewees found that science and scientific results have an important influence on their work. According to the interviewees results from scientific studies obligate them. The decision-making, new further studies, programs, projects and campaigns are all based on scientific proof. It's important that the public gets real information based on scientific results. Organizations that do research work themselves feel that the science obligates them. The Finnish Centre for Interdisciplinary Gerontology has also financial expectations towards the Ministry of Education which is funding 5-10% of their research work.

V. RESOURCES

- 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	X	X
	No			
	Not clear			
NGO	Yes	X		
	No			
	Not clear			

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

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

Mainly interviewees answered whether there are financial resources.

About two million euro in a year from the state sport budget go to the promotion of physical activity and health among older people.

RAY (Finland's slot machine company) and Veikkaus (Finnish game company) are also funding this work.

Financial resources are go to:

- The salaries of instructors, physiotherapists, researchers, members of parliament and other workers of this field
- Equipment and rent of facilities and generally for organizing the sport services for older people
- Programs, projects and campaigns
- Development work
- Research
- Congresses
- Education and courses
- Politics
- Rehabilitation
- Public transportation for older people which enables them to come to exercise groups
- Events
- Making and distributing materials

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

There were no such organizations.

- 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	X		
	Worse	X		
	Not clear	X		
NGO	Better			
	Same			
	Worse			
	Not clear	X		

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

		Social care sector		
Government	Better	X		
	Same			
	Worse			
	Not clear	X		
NGO	Better			
	Same	X		
	Worse			
	Not clear	X	X	

		Three other sectors		
Government	Better			
	Same			
	Worse			
	Not clear	X		
NGO	Better			
	Same			
	Worse	X		
	Not clear	X		

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

Resources allocated for these activities differed considerably between organizations. For many interviewees this was a difficult question to answer because their organization might have had other obligations as well so they couldn't put all their resources for the promotion of physical activity among older people even though they considered it very important.

There is a general lack of money which makes it difficult to allocate the resources equally for all parts of health promotion (e.g. children, youth, adults and older people). The lack of money is a problem for many organizations.

Especially the members of the parliament thought there should be more money allocated for this area because in the long run it would save society's money and this money could be then allocated to other causes. They said that the promotion of health and physical activity among older people is very small part of the state's annual budget.

On the other hand Kari Koivumäki, the Planning Officer of the Department for Cultural, Sport and Youth Policy from the Ministry of Education, pointed out that the situation is much better in Finland than it is in many other European countries.

A positive sign is that the meaning of physical activity for promotion of health among older people is recognized and discussed. Organizations try to find ways to get more resources for this work.

- 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	X	X
	No			
	Not clear			
NGO	Yes			
	No			
	Not clear	X		

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

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

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

Summarize these responsibilities and leaderships defined within your organization.

- Organizations had hired personnel to work in this field and to promote the health and physical activity among older people.
- Every interviewee working in these organizations knew their responsibilities of this field.
- The leadership was defined within organizations.

- 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	X	X	X
	No			
	Not clear			
NGO	Yes	X		
	No			
	Not clear			

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

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

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

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

Every interviewee said that the relevant parts of their organization are included in decision-making processes regarding the promotion of physical activity and health among older people. The decisions of this area are discussed and then agreed upon in organizations (e.g. in the National Sport Council the responsibilities regarding these activities are directed to the division of adapted physical activity. In the division the experts of this field make decisions concerning the health promotion of older people).

- 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			
	No		X	X
	Not clear		X	
NGO	Yes			
	No		X	
	Not clear			

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

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

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

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

Only interviewees from the Finnish Centre for Interdisciplinary Gerontology and Lappeenranta University of Technology said that there are sufficient finances to carry out those research projects they have committed to at the moment. The finances go to research in these two organizations.

Interviewee Taina Rantanen from the Finnish Centre for Interdisciplinary Gerontology said that if there isn't enough money they apply more: money can't be an obstacle for their research work. Helinä Melkas from Lappeenranta University of Technology said that there are enough finances to do those research projects they have committed right now but more research should be done and then more personnel should be hired as well. That would require more finances.

The budget of the Finnish Centre for Interdisciplinary Gerontology is about one million euro in a year and half of that money goes to salaries.

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

Governmental organizations and NGOs in sport, health care and social care sectors don't have sufficient finances to fulfill all the needs and requirements of these activities. There are always more expectations than there is money to fulfill them. The number of older people is increasing rapidly which means that even more money should be allocated to these activities in the future.

There is plenty of knowledge and willingness to promote health but there is lack of money. Many interviewees felt that the scarce resources should be allocated a bit differently so that better results could be achieved with the same amount of money (e.g. more finances for educating peer instructors or developing collaboration in local level and between sectors).

The lack of money is specifically seen in:

- hiring personnel (lack of money for salaries)
- renting facilities (many organizations have problems with getting facilities for the exercise groups)
- organizing exercise groups
- Individual guidance which is needed for example in rehabilitation

- 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	X
	No			
	Not clear			
NGO	Yes	X		
	No			
	Not clear			

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

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

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

For the organizations with or without enough and qualified personnel, give an overview of the available personnel and of the qualifications and of the problems.

This question was a bit difficult for many interviewees to answer because there are qualified personnel but not enough which means that at the same time the answer to this question was yes and no. That is why this summary includes both sides of the answer: organizations who have enough qualified personnel and who don't have it.

In Finland there seems to be expertise of this area but organizations don't always have the resources to use as much of this expertise they would like to. Compared to the expectations coming from the field there should be more personnel but there isn't money to hire them. In the future even more personnel are needed for fulfilling the expectations of the growing number of older people.

Luckily the situation of qualified personnel has improved during the last years. Through the national health promotion programs organizations have been able to educate hundreds of sport instructors for the elderly – especially peer instructors – all over Finland. In the sport institutes, in the University of Jyväskylä and in the University of Applied Sciences there are certain educators specialized in the research and the educational side of this area. Through these educators the knowledge transforms better than before to the field along with the students. Organizations for senior citizens have trained many peer instructors for their own needs. The number of instructors is growing non-stop but so is the need.

Thanks to the increasing collaboration between sectors some interviewees pointed out that they have the opportunity to use the best expertise there is in Finland and get opinion from other sectors' experts even though those experts wouldn't be in the employ of these organizations. Collaboration is the key word.

However, In Finnish parliament there seems to be a lack of expertise in gerontology. Even though members of parliament can always contact the experts of gerontology Hannakaisa Heikkinen, a member of parliament and an expert of gerontology, wished that there would be more expertise of gerontology within Finnish parliament.

In the field of research of exercise gerontology there is a general lack of doctors in Finland.

- 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	X	X	X
	No			
	Not clear			
NGO	Yes	X		
	No			
	Not clear			

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

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

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

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

Every interviewee said that their work is based on problem and needs assessment.

The assessment of problems and needs was carried out in following ways:

- collaborating with different sectors, organizations and people acting on the field
- making scientific analyses and using scientific methods for identifying the needs and problems
- making reports
- seeking the problems and then finding money to solve them
- collecting feedback from the participants

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?

Such organizations didn't participate in this interview.

- 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	
	No	X	
	Not clear	X	
NGO	Yes		
	No		
	Not clear	X	

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

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

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

How can organizations adjust quickly to new situations?

NGOs seem to be more able to adjust quickly to new situations than governmental organizations. This probably results from the fact that bureaucracy isn't that bad in NGOs plus they are usually smaller organizations than governmental institutions. Especially in health promotion projects and programs the adjustments are quite fast to do.

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

Governmental institutions can't adjust as quickly as NGOs. This results from the big size of governmental organizations and the slow tempo of changing politics, annual state budget and legislation. Lack of money and personnel is also one reason why it's difficult to change goals quickly in the public sector after the goals have once been set.

- 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	X	X	X
	No			
	Not clear			
NGO	Yes	X		
	No			
	Not clear			

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

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

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

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

The support gotten from other organizations is:

- Getting finances e.g. from ministries, EU, RAY (Finland's slot machine association), Academy of Finland, Veikkaus etc.
- Getting materials, information, equipments and ideas from international and national organizations (e.g. from the Age Institute, ministries etc.)
- Being involved in national and international projects and programs
- Having significant alliances with international and national organizations and institutions (e.g. EU, WHO, GeroCenter, Universities etc.)
- Collaboration

- 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	X	X	X
	No			
	Not clear			
NGO	Yes			
	No			
	Not clear	X		

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

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

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

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

The support gotten from the media is:

- Published articles in magazines and newspapers on the meaning of physical activity for the health promotion of older people. This raises awareness. When this topic is brought up in the media it might motivate somebody to start a hobby which promotes health
- Local newspapers support local organizations
- Some organizations have their own bulletin for their members where they publish news concerning their organization
- Advertising via media

Even though the promotion of physical activity among older people is brought up in the media more than before some interviewees claimed that it's still isn't enough. The media seems to be interested in competitive sport and the physical activity of children. Older people don't get enough attention in the media.

The support gotten from the public is:

- People participate in projects and programs
- Older people train themselves to be peer instructors
- The public supports the decisions of parliament
- People play RAY's slot machine games and in this way they fund some of the work
- People give feedback

- 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	X	X	X
	No			
	Not clear			
NGO	Yes	X		
	No			
	Not clear			

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

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

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

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

The support gotten from scientific results is highly valued. Scientific facts from researches help and support the decision-making and work in this field.

The support gotten from science:

- Knowledge and information
- Newest results to support this work
- Expertise
- Collaboration
- Scientist are interested of doing research e.g. for ministries

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			other	other	other
Government	1											
	2											
	3											
	4			X					X			
	5	X	X					X	X		X	X
NGO	1											
	2						X					
	3	X										
	4									X		
	5											

Health care sector									
		(health)		sport		social		other	other
Government	1								
	2								
	3								
	4						X		X
	5			X				X	
NGO	1								
	2								X
	3								
	4	X		X		X	X		
	5		X		X			X	

Social care sector										
		health			sport		(social)		other	other
Government	1									
	2									
	3								X	
	4				X					X
	5					X				
NGO	1									
	2					X				X
	3		X	X				X		
	4								X	
	5	X						X		

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

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			other	other	other
Government	1										
	2										
	3										
	4										
	5	X	X	X			X	X	X	X	X
NGO	1										
	2										
	3										
	4	X					X			X	
	5										

Health care sector									
		(health)		sport		social		other	other
Government	1								
	2								
	3								
	4								
	5			X		X		X	X
NGO	1								
	2								
	3								
	4	X		X		X	X	X	X
	5		X		X				

Social care sector										
		Health		Sport		(Social)	other	other	other	
Government	1									
	2									
	3									
	4							X	X	
	5	X			X	X	X			
NGO	1									
	2									
	3									
	4		X		X	X		X	X	
	5	X		X			X			

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

B. Summary of focus group meeting

Please make a summary of the most important findings and conclusions of the focus group (max 2 pages). Please do not forget to mention the number of participants (refer to their position in the matrix of the focus group)

FOCUS GROUP MEETING IN FINLAND, 16th of June

Finland's Focus group meeting was held on the 16th of June in the University of Jyväskylä. Eight older persons participated in this meeting. Three of them were 60-70-years old and five of them were over 70-years old. All of them were physically active according to their own words. The meeting lasted two hours and the preparation for the meeting took 10 hours of work.

The meeting concentrated in sport services offered for older people in the City of Jyväskylä and in the region of Jyväskylä because the participants were from Jyväskylä. Every participant thought that it's the duty of municipalities to organize public sport services for older people.

General trend among the participants was that in Jyväskylä the public sport services for older people are organized quite well. There are possibilities for example to participate in different exercise groups, go to the gym, swim or dance. The facilities are also quite good for skiing and walking in nature in Jyväskylä.

The senior card for people who are over 70-years old is highly appreciated. It costs 67 € per year and with that card pensioners have the right to go to the gym and swimming free-of-charge. It motivates them to be physically active. However, the participants had some suggestions for improving the card. They wished that in the future the senior card would concern younger seniors as well. The age could be lowered to 65-year-olds. This modification of the card might increase the number of physically active - thus healthy - older people. It might prevent dropping out of physically active lifestyle after retiring and it might even motivate those people who weren't active during their working age to become physically active when retired.

Another improvement that the participants hoped for the card was the modification of the card's time. Now there is a certain time frame when you can use it. For example in the main swimming hall of Jyväskylä the card is valid only from noon until 3 pm. The participants hoped that the time could be changed for example from 6 am until 5 pm.

The participants were also satisfied with the rehabilitation and exercise groups for veterans which are organized well in Jyväskylä. However, they wished that this kind of rehabilitation would be expanded to concerning every pensioner in Jyväskylä – not only veterans.

The free transportation for exercise groups for older people was also highly valued among the participants. Unfortunately there have been some cost cuts of this service among older people with disabilities which didn't satisfy the participants because now it's expensive and difficult to organize transportation to get for example to swimming hall.

Other problems mentioned for participating in physical activities were walking aids, diseases, dizziness, expensive services, attitude problem, lack of time, lack of appropriate facilities and lack of qualified instructors. Participants underlined that those instructors who have graduated from the Faculty of Sport and Health Sciences are qualified but smaller organizations don't always have qualified instructors.

The participants also hoped that the positive effects of physical activity would be brought up in the media and in the public more. More visible publicity about the meaning of physical activity was hoped for. Publicity might raise awareness and even motivate the inactive to become active. Other thing mentioned for arousing motivation was positive atmosphere in exercise groups.

Suggestions for improving the sport services in Jyväskylä region and for motivating the inactive older people were: 1) organizing free transportation to the swimming hall for physically disabled, 2) making the suggested changes for the senior card, 3) cutting down prices, 4) developing parks suitable for every generation (e.g. making a place for playing boules in every park), 5) setting up services closer to home, 6) including studies of physical activity among older people in the training program of health care professionals, and 7) keeping the level of exercises easy enough in the groups for the beginners.

Participants also suggested organized group walks. Walking is an easy way to start physical exercise: it's not too heavy and in a group you get support from your peers. A support from a friend and from a group was considered very important when activating the inactive. Also attitudinal upbringing was mentioned. Older people don't necessarily have faith in their physical capacities and someone might even say they shouldn't do physical exercises because they might hurt themselves. Older people need to be encouraged to be physically active and they need to be informed about the good influence physical activity has on health.

The participants also hoped that the facilities would be in their use at more appropriate times. They hoped that sport clubs would organize more sport services for older people – not only for children and youngsters.

In general the participants had lots of suggestions for improving the sport services for older people in Jyväskylä. Lack of resources gets in the way of implementing every suggestion but it should be possible to carry out some of the ideas.

C. Summary of feedback workshop

Please make a summary of the most important findings and conclusions of the workshop (max 2 pages). Please do not forget to mention the number of participants (refer to their position in the matrix that was applied to selected the representatives for the interviews)

FEEDBACK WORKSHOP IN FINLAND, 17th of August

Finland's Feedback seminar was held on the 17th of August in Age Institute in Helsinki. The workshop lasted four hours and the preparation for the workshop took 30 hours of work. During spring 2009 sixteen persons from different organizations were interviewed for PASEO-project for assessing existing capacities for physical activity promotion among sedentary older people in Finland. Out of the 16 organizations eight organizations were represented in Finland's feedback workshop. Sport sector was represented by Kari Koivumäki from the Ministry of Education and Eila Ruuskanen-Himma from Finnish Sports Federation, Elina Karvinen from Age Institute and Marjo Forder from the Finland's Physiotherapy Association of Gerontology represented health care sector, social care sector was represented by Tiina Rajala, Erkki Partanen and Kirsti Mustakallio who were from different senior citizens' associations and Elina Varjonen from Finland's Slot Machine Association represented other sectors.

Workshop started with a short introduction of PASEO-project and it moved on to summarizing the results of the interviews. After that there was a discussion about the challenges in this field in Finland and what are the actions we need to do in Finland to promote health among inactive older people.

In Finland the work of promoting physical activity among older people has started years ago. Many organizations promote physical activity among older people and there are quite many active older people in Finland but there is still lot to be done. The biggest challenge seems to be the same challenge as PASEO has set: activating the inactive.

Finland's present organism for physical activity is not adequate to cover the needs arising from the older people – especially the inactive ones. Some older people have grown away from physically active lifestyle (e.g. obese and depressed older people). There is a law in Finland saying that everybody has the right to be active. This law doesn't come through among older people in small municipalities because all municipalities don't have associations who could organize these services. Small municipalities might also lack resources, possibilities, qualified personnel and facilities to organize adequate sport services for elderly. This means that something has to be done.

The problem is that we don't reach those people who are inactive and who don't have any motivation to become active. We need to create a network so that we can contact those people who are involved in older people's everyday life (e.g. relatives, instructors, nurses etc). Development of collaboration and dialog was seen important - especially the increase of collaboration between sport sector and health and social care sector. NGOs wished to have more support from the public sector.

Involving possibly also Finnish Medical Association to the PASEO-project was seen as a way of reaching the inactive older people.

The following questions aroused from the discussion in the feedback workshop:

- 1) What are the organizations and actors who reach the inactive older people best?
- 2) What are the actions we need to do to reach the inactive older people?
- 3) How can we allocate the development work in to those areas that need it the most?
- 4) How can we get the decision-makers in regional level to assimilate the latest data from the exercise gerontology research better than before?
- 5) How can we get the best benefits out of PASEO-project?

It was concluded that we need to continue the dialog which aims to develop collaboration. In addition, Kari Koivumäki promised to discuss about the future of PASEO-project in the Ministry of Education. Hopefully during fall 2009 PASEO-project will be one part of the health enhancing strategy for older people in Finland. The discussion of this strategy has already started in the Consultative Committee of Health Enhancing Physical Activity which is established in the Ministry of Education. Other ministries, Finnish Sports Federation, Finland's Slot Machine Association and other NGOs are members of this committee.

It was decided that Finland's PASEO-project is trying to create a strategy for the promotion of health and physical activity among older people as a co-operative work with the Consultative Committee of Health Enhancing Physical Activity and with the help of the national network which we are starting to develop from this moment forward.

D. General conclusions of WP1

Please make a summary and make your final conclusions regarding the existing capacities for the promotion of physical activity among sedentary older people in your country.

All together 16 person were interviewed from Finland. Half of them worked in governmental organizations and half in NGOs. Four persons from sport sector, four from health care sector, five from social care sector and three from other sectors were interviewed. In Finland social care sector and health care sector are usually seen as one sector which made it difficult to categorize the interviewees in these two sectors.

Generally every interviewee felt that their organization is partly responsible for the promotion of health among older people. Organizations were involved in the promotion of physical activity among older people in different ways. For example they allocated finances, were responsible of legislation, organized sport services, did research, coordinated programs, organized physical rehabilitation, were responsible for educating instructors and distributed materials and information.

Every organization had set goals concerning the promotion of physical activity among older people and the goals were agreed upon within organizations. Interviewees found these goals important and significant – especially now when the number of older people is increasing and the life expectancy is growing. Investing on physical activity among older people is considered very important because physically active older people are healthier and they can live at home longer independently. This is a way to save society's resources and to increase citizens' quality of life during their last years.

The effects of the promotion of physical activity among older people have been positive. The amount of exercise groups for older people, the number of participants and the number of qualified instructors have increased. Mental, physical and social well-being has improved, some inactive people have become active and the general awareness of the importance of physical activity has improved. Also good practices have been found via programs and projects and some laws have been changed.

The meaning of scientific research of this area was found very important and it was held as the basis for this work. Without scientific facts organizations can't justify the importance of the promotion of physical activity among older people. Especially legislation and decision-making is based on scientific results. Fortunately the quality of gerontological research is high in Finland. The scientific results are distributed to the usage of organizations that transfer the results into practice. Especially the Age Institute has done an amazing work with applying the scientific results in practice.

The biggest problem of the promotion of physical activity among older people is the lack of resources which came up in most interviews. Governmental organizations and NGOs in sport, health care and social care sectors don't have sufficient finances to fulfill the needs and expectations coming from the field. The number of older people is increasing rapidly which means that even more money

should be allocated to these activities in the future. Some interviewees thought that the recession will have a negative influence in the possibilities of promoting physical activity among older people. Every interviewee hoped there would be more money for these activities. All sectors try to do as much as they can with the resources they have and they try to come up with new ways for saving up money and at the same time providing these services for larger amount of people. There are qualified personnel in Finland but lack of resources is an obstacle for hiring them. NGOs also found the lack of facilities and high rent of facilities a problem.

Organizing training courses for volunteer peer instructors has become quite popular not only because it's cheaper than hiring professional instructors but also because it seems to motivate older people to participate in organized exercise groups.

The collaboration between sectors is seen as an important factor when promoting physical activity among older people. The importance of collaboration came up in most interviews though especially NGOs hoped there would be even more support and collaboration coming from the governmental institutions.

There have been quite many projects, programs and campaigns concerning the promotion of physical activity among older people in Finland. Most organizations who were involved in this interview are participating or had participated in coordinating or organizing these programs. The programs have been successful; especially the Strength in Old Age –program in which organizations from all sectors have been part of. Results from the Strength in Old Age –program are very positive: the number of older people participating in physical activities has increased and the strength, balance and general well-being of the participants have improved.

Challenges for the future are establishing the good practices gotten from the programs all over Finland and allocating the scarce resources more effectively. The biggest challenge is activating the inactive. There is also a need for preventive work. We treat illness but we don't concentrate enough in prevention. Increasing physical activity is one way to do that.

According to the interviewees ways for promoting physical activity among older people more efficiently are collaboration, improving dialogue and distributing more information between sectors and sharing responsibilities between organizations. The interviewees also found it important to get more visibility in the media and to listen the voice of older people.

When compared to other European countries interviewee from the Ministry of Education pointed out that the situation in Finland is quite good in the field of promoting the physical activity of older people. We have knowledge, information and qualified personnel for this work. The amount of finances allocated to this area is relatively high compared to other countries. Our organizations are committed to this work and our programs have gotten good results. However, there is still much to do and it's difficult to say what kind of new needs will arouse from the increasing amount of older people.