



Physical activity promotion for older people

Barbro Westerholm M.P, Sweden
and
AGE, Older People`s Platform
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Healthy Ageing

A necessary challenge in the 21 century

- **Demography – from pyramide to a house with low ceiling – increase of the number of older people in all countries**
- **Economic development, climate changes**
- **The development of new, expensive, medical treatments**
- **We have to prevent disease and promote health as far as possible**

Healthy ageing "ingredients"

- **To feel needed, part of society**

- **Healthy lifestyles**
 1. Nutrition
 2. Physical activities
 3. Injury prevention
 4. Substance abuse/misuse: alcohol, tobacco,
 5. Adequate use of medicines
 6. Prevention of elder abuse

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Physical, mental health and wellbeing,
Recommendations at EU -level

The EU should promote the integration of gerontology and geriatrics specialisations in medical, nursing and paramedical professions

- **The EU should pay specific attention to the needs of older people in their campaigns promoting a healthy lifestyle**
- **In OMC activities older people should be identified as a target group in the exchange of good practice on national health education programmes**
- **The EU should launch an awareness campaign and promote strong collaboration with local authorities and senior`s NGO to develop programmes that meet the needs of older people**

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Recommendations at national level

- * **Provide opportunities for inexpensive, accessible recreational physical activity for older people**
- * **Develop national grant schemes to enable local groups to provide social and emotional support to older people and empower them to get more active and involved in local society**
- * **Develop research to evaluate the benefits of these programmes in the short and long term**
- * **Prioritise older people as target group in national mental health promotion and campaigns**



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Recommendations at local level

- **Develop partnership with national government and local organisations to develop appropriate physical activity programmes for the older people to prevent falls and help older people keep physically fit**
- **Local health authorities can provide access for professional support for exercise programmes at home or in the wider community**
- **Ensure that outdoor or indoor environments where activities take place are appropriate, safe and pleasant**



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Recommendations at NGO level

- Create simple information brochures on the benefits of physical exercises (e.g. with examples of easy physical excersises that can be done at home or the community) and disseminate as widely as possible among the older people and their carers
- Develop awareness campaigns specially targeted at national governments to increase the knowledge of the benefits a national physical programme for older people can bring.

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Recommendations at citizen level

- The benefits of physical activity are extremely important for all individuals during their life course and it is never too late to start
- Individuals should seek support from public health authorities, friends, family and health professionals to take active part in these programmes
- Seek medical advice prior to getting involved in these programmes

Final comment

- Bridge the gap over the "Valley of Death" where so many skeletons of knowledge are buried
- Communicate, motivate all levels in society to use the knowledge about what can be done to reach the goal

Healthy ageing