

De nieuwste versie is aangevuld met gegevens over B en G; deze is gebruikt voor isapa 2004; nancy eggelstone

In addition, it is important that there is a renewed recognition of the needs and capabilities of a heterogeneous group of older people. People vary considerably in terms of level of ambition, degree of health and independence. An integrated package of programmes should therefore meet a number of criteria:

- age differentiation
- policy vision based on age differentiation
- systematic approach to physical activity promotion projects
- variation in physical activity and sporting activities
- financial and organisational structuring
- quality standards for leadership and facilities

First steps

From the point of view of public health it is important that people who are inactive become more physically active. From the welfare perspective physical activity contributes to social participation and integration and helps prevent isolation. For the very old physical activity is important with a view to social contacts, enjoyment and maintaining essential functions.

To this end, action is underway on two fronts:

1) Zorg Onderzoek Nederland (ZON) (Care Research Netherlands) is an institution that plays an intermediary role with respect to research and development in the fields of health, prevention and care. The Government commissioned ZON to design a long running activity programme "Bewegen en Ouderen" (Moving and elderly persons). On the basis of evidence-based programmes implementation of this programme is now in preparation.

1) Within the framework of the national campaign "*55plus in beweging*" (55plus on the move), MBvO in co-operation with Groningen University have initiated a strategic policy for the coming years for programmes for ages from 55 to the very old.

The aim is to get considerably more older people moving by combining man (and woman) power and funding, on the basis of an integrated policy of national, provincial and local policies. The *55plus in beweging* campaign will provide education and information, as well as implement promotion projects and methods and work out organisational structures aimed at co-operation. Within its framework, evidence-based programmes will be implemented in practice, notably in MBvO programmes and sports clubs. Relevant projects include:

- GALM (for those aged 55-65) (Groningen Active Living Model)
- Senioren in de Sportvereniging (for those aged 55-65) (Seniors in sports clubs)
- Thuis Bewegen (for those aged 60-80) (Physical activity at home)
- Goed Oud Worden / Gezond Bewegen (for those aged 65-80) (Ageing Well /Movement for health)
- Tehuis in Beweging / Bewegingsactiveringsprogramma BAP (for the very old) (Physical activity for people in sheltered housing and homes / Physical activity promotion scheme)

The various projects explained:

GALM (Groningen Active Living Model)

GALM is a joint initiative of the Werkgroep Bewegingswetenschappen (Human Movement Science working group) of Groningen University and the Landelijke Stichting MBvO.

Its **aim** is to encourage inactive elderly people to become more active in order to enhance their well-being and health. A **method** has been developed on the basis of theoretical insights and international and national expertise. It is characterised by an individual approach: people who have just started to become more physically active are offered guidance, for an extended period, in their change of behaviour by way of a physical activity programme, taught in group sessions (social support) and tailored to participants' needs and preferences. The project, which was designed nationally, is supported by provincial consultants and implemented by local groups. The scheme is run under the *55plus-in-beweging* label.

Senioren in de Sportvereniging (Seniors in sports clubs)

This project is a joint initiative of the Stichting Spel en Sport (Games and sports foundation) and NOC*NSF (National sports federation). Its **aim** is that sports associations and sports clubs are stimulated and supported in the creation of specific sports programmes for elderly people. The scheme, initiated at national level, is supported by provincial sports councils. The **method** consists in providing material (leaflets, video, leadership's training concepts etc.) for sports leaders and trainers, who can use them with or without further assistance.

Goed Oud Worden (Ageing well)

The Goed Oud Worden project was initiated by TNO Leiden (Netherlands Institute for applied scientific research), jointly with the Dutch branch of the Red Cross (Nederlands Rode Kruis, NRK) and the Landelijke Stichting MBvO.

Its **aim** is the promotion of health and the maintaining of independence in elderly people. Its **method** is based on a short running scheme (six weeks) incorporating health education specially focused on ageing, by a special education official for seniors and the American physical activity programme for elderly people SMILE, taught by MBvO leaders. TNO co-ordinates the project at national level for local authorities who apply for it, while NRK and MBvO provide education officials and leadership respectively. Goed Oud Worden is run under the *55plus-in-beweging* label

Gezond Bewegen (Moving for health)

This project is still under preparation. It is developed by the Landelijke Stichting MBvO together with the provincial consultants of Zuid-Holland and Noord-Brabant. The same **method** is used as in GOW: it consists of an educational part and a physical activity part. The difference is that in this programme the two parts are linked. Issues to be dealt with include fall prevention programmes, relaxation, exercises for neck and shoulder complaints and exercises to learn to perform daily activities efficiently and without strain (like e.g. lifting techniques).

Tehuis in Beweging (Physical activity in sheltered housing and homes)

This project was initiated by the Landelijke Stichting MBvO. It was developed, and is implemented, mainly by provincial MBvO consultants. Its **aim** is to provide, in spite of their increased need of care, a realistic and responsible physical activity programme for residents and elderly people in sheltered housing and day centres. The **methodology** is based on educating staff in homes about the value of physical activities within the package of activities already being run, and on the introduction of these activity programmes. Currently new modules are being developed which incorporate parts of the Moving-for-health project.

Bewegingsactiveringsprogramma BAP (Physical activity promotion scheme)

A specific scheme for elderly people suffering from dementia was developed by the psychiatric department of Amsterdam Free University. Its **aim** is to change inactivity into more active behaviour. The scheme consists of 60 exercises aimed at supporting people with dementia disorders in their adjustment to the effects of dementia. The **method** is based on training staff in residential homes. The scheme, once learned by staff, is introduced to residents by the staff themselves.

Thuisbewegen (Physical activity at home)

The **aim** of the project is to encourage people to do regular exercises in their own environment in order to maintain or enhance their health. Even people who are not physically active or housebound due to a handicap or illness can use this home training programme as a means of doing something about their inactivity. The **method** is based on the development of specific materials; currently available are a 'homefit 60+' package-plus-cassette with exercise poster, booklet and video 'Kwiek'. Elderly people can purchase the material on their own initiative, but it can also be promoted by agencies providing home care, MBvO leadership or other welfare agencies working with the elderly. People may be assisted or supported in working with the exercise programme by either volunteers visiting people at home or professional carers working with elderly people.

In addition, programmes are currently being developed, aimed at 'special need' groups, like for instance the chronically ill, as well as programmes featuring special activities, like for instance Sportief Wandelen (Brisk walking) and Bewegen in de Natuur (Activities in the open air).