



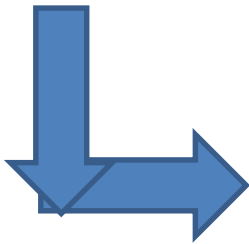
Keeping the elderly active

Ideas – beliefs - challenges

Ideas and beliefs

- Concrete projects:
 - Individual starting point
 - Personal program during a well defined period
 - In a social setting guided by peers
 - Personal goal





okra sport
trefpunt 55+

Ideas and beliefs

- How? Thinking 'out of the box'!



Ideas and beliefs

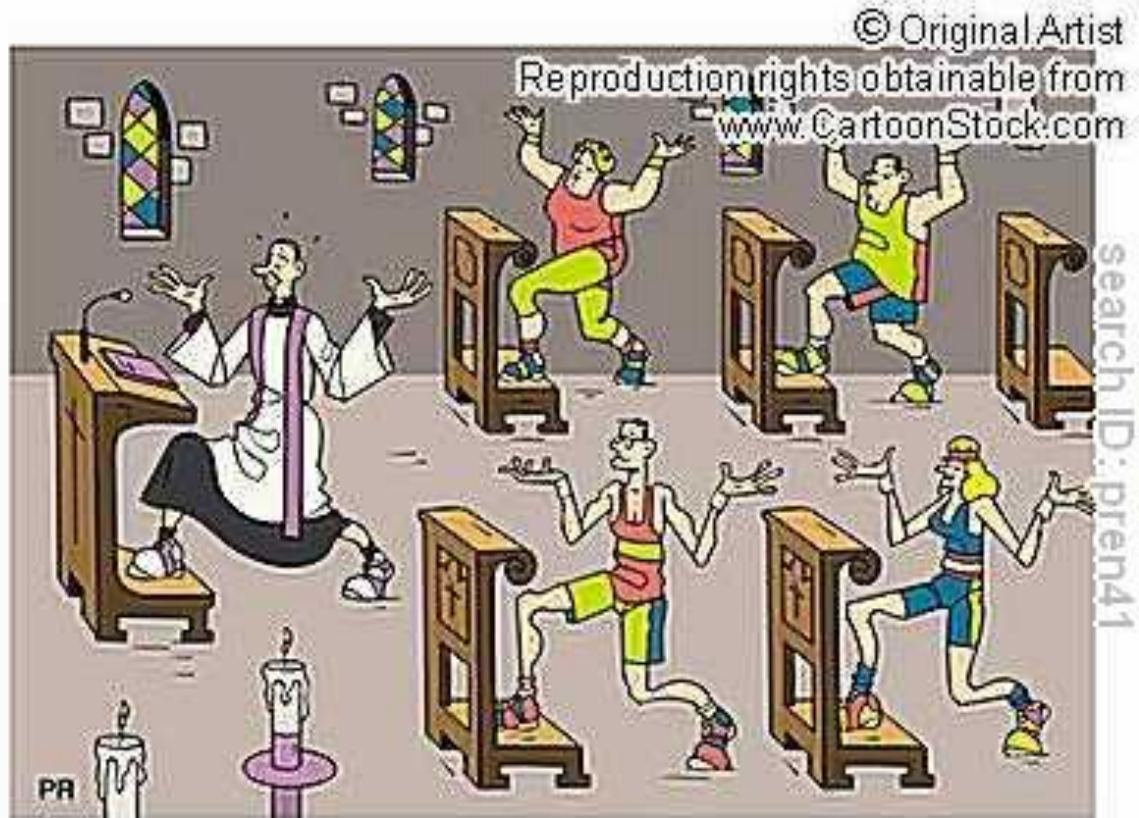
- Coming to new challenging settings

Move Transfer

Every step

counts in

prison



Challenges

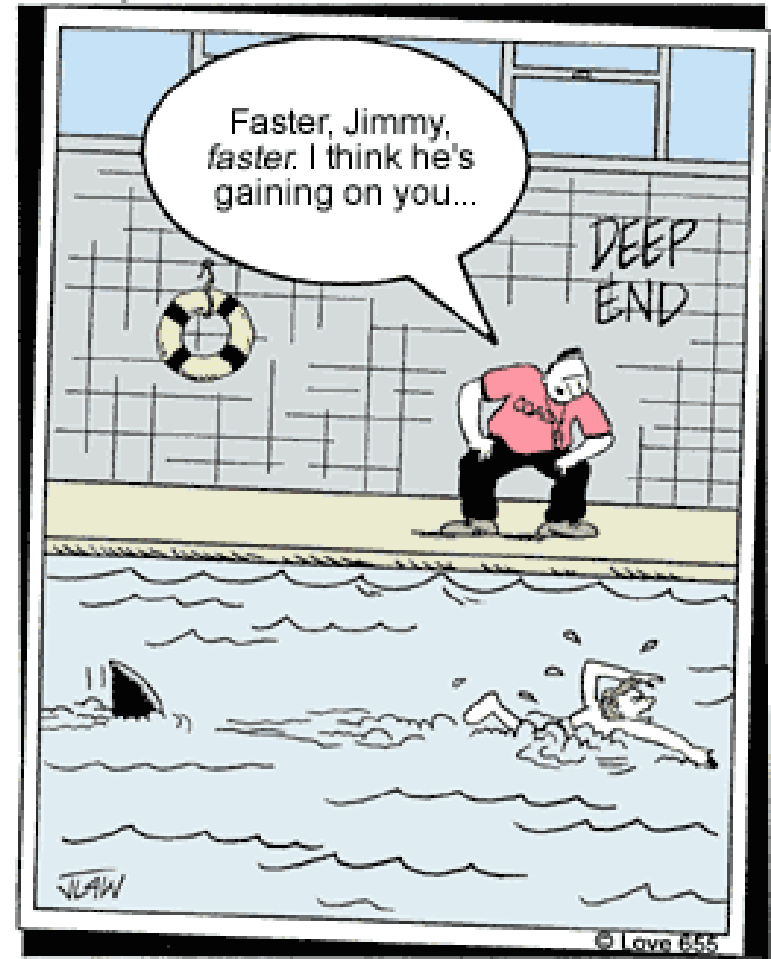
- How to motivate inactive elderly people?
- Importance of peer education!



Challenges

Snapshots at jasonlove.com

- From 'mustivation' to motivation
- Education of ambassadors of Movement
- Method ABC
 - Autonomy
 - Belonging
 - Competence



Mr. Pimble's controversial swimming class.

Challenges

- Developing new projects together with experts and volunteers
- Exchanging experiences with other organisations in Europe → Moving Age Platform



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“What fits your busy schedule better, exercising one hour a day or being dead 24 hours a day?”

THANKS FOR YOUR ATTENTION