

# THE ROLE OF PHYSICAL ACTIVITY IN HEALTHY LIVING AND ACTIVE AGEING

## New Health Multiplier Event & Active Ageing Communities Final Conference

6 October 2022  
9:30-16:00  
Thon Hotel EU  
Rue de la Loi 75, 1040 Brussels

**This unique one-day event organised by EuropeActive in the heart of Brussels focuses on the role of physical activity in healthy living and active ageing.**

In the morning, the main results of the **New Health project** will be presented, focusing on the role and education standards of “Healthy Lifestyle promoters”, and how these newly trained professionals can improve physical activity, healthy eating, mental well-being and a healthy lifestyle among their target groups.

The afternoon will explore the **Active Ageing Communities** methodology, research results and project outcomes. Researchers and keynote speakers will present how the AAC programme contributes to the promotion of healthy lifestyles and social inclusion among older adults, linking it to other initiatives in the broader policy context of an Ageing Europe.

### Full Programme

09:30 – 12:00 **New Health Multiplier Event**

9.30 – 9.45 **Welcome & Registration**

9.45 – 10.00: **Introduction & Presentation of the New Health Erasmus+ Project**

*Julian Berriman, Educational Services Director at EuropeActive*

A brief introduction to the main goals and direction of the New Health Project, the importance of its work in promoting active healthy lifestyles across Europe, and how this relates to the Sectoral Manifesto for EuropeActive’s Horizon 2025 in working toward getting more people, more active, more often.

## 10.00 – 10.45 **The Development of Standards for Healthy Lifestyle Promoter**

**Dr Anna Szumilewicz**, Associate Professor at Gdansk University of Physical Education and Sport

The presentation will focus on the “Healthy Lifestyle Promoter” qualification and learning outcomes developed in the frame of the “New Health” Project. Healthy Lifestyle Promoters are professionals who support communities and individuals to make positive lifestyle changes, using initial lifestyle screening tools and other educational materials.

## 10.45 – 11.00 **Coffee Break**

## 11.00 - 11.45 **New Health – Healthy Generations!**

**John Van Heel**, Project Director at New Health Foundation

The proportion of physical inactivity of citizens in the EU remains unacceptably high: 42% of EU citizens do not exercise or practice sport at all, more than 70% do not meet healthy food guidelines and more than 50% are suffering daily from too much stress. This session will present the outcomes and potential of the New Health programme and how it can initiate a trend toward reversing the increase in chronic ill-health and a shift from health care to effective prevention, thus laying a strong foundation for healthier future generations.

## 11.50 – 12.00 **The Lifestyle Scan Campaign in Belgium**

**Farid Kempnaers**, Coordinator of Fitness.be

This session will focus on the “National Lifestyle Scan” campaign successfully implemented in Belgium by Fitness.be, based on the Lifestyle Scan developed in the frame of the New Health project.

## 12:00 – 13:30 **Lunch & Network time**

**IMPORTANT: Lunch will be provided at the THON Hotel for people who have confirmed their registration.**

## 13:30 – 16:00 **Active Ageing Communities Conference**

### 13:30 – 13:45 **An Introduction to the Active Ageing Communities Project**

**Cliff Collins**, Senior Advisor at EuropeActive

Introduction and policy context to the “Active Ageing Communities” 2-year project (2021-2022) co-funded by the Erasmus+ programme of the European Commission and coordinated by EuropeActive, which involved 500 older people in 18 fitness centres from 6 European countries: Czech Republic, Finland, Greece, Ireland, Italy and Portugal.

### 13:45 – 14:30 **Outcomes of the Active Ageing Communities Programme Implementation in 6 European Countries**

**Paolo Caserotti**, PhD, Professor MSO, Department of Sports Science and Clinical Biomechanics, Center for Active and Healthy Ageing, University of Southern Denmark

**Mathias Skjødt Christensen**, MD, Department of Sports Science and Clinical Biomechanics, Center for Active and Healthy Ageing (CAHA), University of Southern Denmark

**Nicole Blackburn**, PhD, Lecturer, Institute of Nursing and Health Research, School of Health Sciences, Ulster University

**Laura Coll-Planas**, PhD, Foundation on Health and Ageing & UAB, Universitat Autònoma de Barcelona

This session will present extensively the AAC programme, a 24-weeks community-based intervention for older adults designed for fitness and recreational sport environments with the aim of creating communities for active and healthy ageing, as well as the main outcomes of the research based on the data collected on 500 older people and on interviews of participants and fitness instructors from 6 European countries.

### 14:30-15:00 **The Social Dimension of Physical Activity**

**Mark Tully**, Director of Research Medical School at Ulster University

Regular physical activity offers numerous physical health benefits as people age, leading it to be identified as one of the most effective non-pharmacological health-enhancing interventions for older adults. Recent evidence has demonstrated that physical activity has broader social and emotional impacts for older adults, such as reduced loneliness and improved mental wellbeing. This talk will describe the role of physical activity in healthy ageing, and explore the social and emotional determinants of physical activity in older adults, which have implications for future policies and interventions.

### 15:00 – 15:15 **Coffee Break**

### 15:15 – 15:45 **Active Healthy Ageing in Wales**

**Diane Crone**, Professor of Exercise and Health and Director Centre for Health, Activity and Wellbeing Research at Cardiff Metropolitan University

After a presentation of the ageing context in Wales, this session will focus on the 'ACTIF - Active, Connected and Engaged' peer mentoring project conducted by the National Institute for Health Research, where over 55's support over 65's to be more active, connected and engaged over a 6 month period designed for them to be independent at the end of the duration. It will also introduce the ATAIN network, which brings together a multidisciplinary, cross sector myriad of organisations, researchers and professionals to address barriers to physical activity and to harness health benefits.

### 15:45 – 16:00 **Q&A and Closing**