

KEY PROJECT

Strength in Old Age

Implementation

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AIMS AND BACKGROUND

The project is part of governmental health promotion Key Projects (2017–2018). The aims are

- 1) to make municipalities aware of good practices of health exercise and older target groups,
- 2) register over 100 new municipalities in the project and commit municipal authorities to the activities, and
- 3) engage the target group in beneficial exercise activities.

The target group consisted of community-living 75+ persons with decreased mobility.

The project is based on the Strength in Old Age program where NGOs and various municipal sectors develop and implement good practices of strength and balance exercise and outdoor exercise in cross-sectorial collaboration with the support of Age Institute's mentoring.

METHODS

The implementation of detailed good practices of health exercise (see table) are supported in the key project municipalities with the following means:

- Segmentation of municipalities: defining support needs
- Communication: thematic info packages in e-mail, support phone calls
- Training the trainers courses: strength and balance exercise, outdoor exercise
- Regional learning networks: workshops, online learning environments, Facebook homepage

Follow-up and evaluation: initial mapping, questionnaires, evaluation calls and feedback



Municipalities were encouraged to participate in the project with the incentive of cost benefits.

RESEARCH RESULTS

So far **107** municipalities have registered into the project. Most of the municipalities have formed a cross-sectorial collaboration group to coordinate local activities.

Over **250** trainers were trained. A learning network has been established in 10/18 regions.

A MID-TERM QUESTIONNAIRE (12/2017, n=54) showed that the majority of municipalities have implemented 1–3 good practices. The most popular good practices included:

GOOD PRACTICE	IMPLEMENTED IN MUNICIPALITIES
Intensive exercise period in the gym, further training groups and mobility tests	52
Outdoor exercise friends	39
Health exercise with peers	36
Exercise councils of older people	35

CONCLUSIONS

Easily applicable good practices have been widely popular and municipalities have committed to the development of the target group's exercise needs. Strength in Old Age activities continue in the mentoring program where new municipalities will be chosen by the end of the year.