



# The National PASEO Alliances

## for Physical Activity Promotion among Older People



### **The PASEO Project**

Building Policy Capacities  
for Health Promotion  
through Physical Activity  
among Sedentary Older People

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## **Successful Alliance Building for Physical Activity Promotion among Older People**

PASEO stands for "Building Policy Capacities for Health Promotion through Physical Activity among Sedentary Older People". The project has been funded by DG SANCO since 2009. PASEO intends to stimulate policies for the promotion of physical activity among sedentary older people in 15 European nations.

PASEO has set its focus on strengthening policy capacities in two key areas:

- Building intersectoral capacities by linking organisations across multiple policy sectors (i.e. health, social care, sport) to enhance their efforts to promote physical activity among older people
- Building intraorganisational capacities (i.e. personnel, resources, co-operations within organisations) to enhance their efforts to promote physical activity among older people

One of the main activities of the project so far has been to set up regional or national intersectoral alliances in all participating nations. These alliances will, under the lead of the PASEO project partners, engage in a number of meetings to develop and implement systematic actions for the promotion of physical activity among older people in 2010.

As of January 2010, associated and collaborative partners of PASEO have made a tremendous effort in setting up these alliances. In all nations, important and powerful governmental and non-governmental organisations have committed themselves to take action for the promotion of physical activity among older people in the year 2010.

The PASEO project team would like to express its gratitude to DG Sanco for the opportunity to carry out this exciting work. The following pages are intended to present some of the remarkable alliances that have been forged in the different nations.

***Alfred Rütten**  
PASEO Project Coordinator*

## PASEO Project Countries



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*[The name of the Austrian alliance  
has not been established yet]*



## Austria

### Alliance Vision

To promote physical activity in the second half of life throughout the state of Vienna.

### Associated Partner

#### **University of Vienna**

Centre for Sports Sciences and University Sports  
Department of Sport Pedagogy  
<http://zsu-schmelz.univie.ac.at>

### Collaborating Partner

#### **Vienna Health Promotion**

[www.wig.or.at](http://www.wig.or.at) (under construction)

### Alliance Partners

City Commissioner for Senior Affairs  
Vienna Adult Education Centre  
Fund for Social Affairs in Vienna – Laundry Service  
Austrian national sports associations (ASKOe, ASVOe, SPORTUNION)  
Austrian senior organizations of a political party (PVOe, OeVP)  
Educational Institute of the Austrian Catholic Church  
Sophien Hospital, Institute for Physical Medicine and Rehabilitation  
Austrian Federal Association of Physiotherapists  
Vienna Municipal Department 17 – Integration and Diversity  
Vienna Municipal Department 18 – Urban Development and Planning  
Vienna Municipal Department 51 – Sports Office  
Vienna Municipal Department 53 – Press and Information Services  
Vienna Municipal Department 42 – Parks and Gardens  
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**universität  
wien**

- ▶ The alliance is the **first effort in the state of Vienna** to implement an action plan for physical activity for older adults.
- ▶ The alliance has contacts with a large pool of **external experts** from various institutions, including the **Austrian Ministry of Health**, the **Austrian Ministry of the Environment**, and the **Austrian Ministry of Social Affairs**.

## Ronde Tafel: sport, bewegen en gezondheid

*Round Table: Sports, Physical Activity and Health*



Belgium



Alliance Vision To join the forces of the Flemish Ministry of Sport and the Flemish Ministry of Health and Welfare and to coordinate all initiatives and actions that have been initiated until now.

Associated Partner **Katholieke Universiteit Leuven**  
Faculty of Kinesiology and Rehabilitation Sciences  
[www.kuleuven.be/english](http://www.kuleuven.be/english)

Collaborating Partner **Flemish Government – Ministry of Sport**  
[www.cjasm.vlaanderen.be/sport](http://www.cjasm.vlaanderen.be/sport)

Alliance Partners The Associated and Collaborating Partners will select the alliance partners at the beginning of February.

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- ▶ The alliance will be the **first to join forces** in an organized way regarding physical activity and health for older adults in the field of **sports, health and welfare**.
  - ▶ The alliance features a **close cooperation** between the **Flemish Ministry of Sport** and the **Flemish Ministry of Health and Welfare**.



*[The name of the Czech alliance  
has not been established yet]*

## Czech Republic

Alliance Vision To promote health and physical activity among older people in the Czech Republic

Associated Partner **Palacky University in Olomouc**  
Faculty of Physical Culture, Center for Kinanthropology Research  
[www.cfkr.eu](http://www.cfkr.eu)

Collaborating Partner **National Institute of Public Health (SZÚ)**  
[www.szuh.cz](http://www.szuh.cz)

Alliance Partners  
National Institute of Public Health  
Ministry of Health, Department of Public Health  
Czech Association of Sports for All  
Czech Sokol Organization  
Czech Touristic Club  
Association for the Physically Disabled  
Association of Social Care Providers

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- ▶ The alliance will be **among the first to bridge the gap** between the sport, health and social sector **in the area of health promotion for older people** in the Czech Republic.
  - ▶ The alliance features a **pathbreaking cooperation** between the Ministry of Health, the National Institute of Public Health, and NGOs with a broad scope of clients and membership across the Czech Republic.
  - ▶ The alliance is supported by the **Ministry of Health** through a **grant** for projects enhancing health in the framework of the **National Program for Health**.

## Allianssi toimenpideohjelman luomiseksi

"Action Plan" Alliance

## Allianssi tietoisuuden lisäämiseksi

"Raising Awareness" Alliance



Finland



Alliance Vision	To create a national physical activity action plan for (sedentary) older people ("Action Plan" Alliance) and to raise awareness about the issue among the actors in the field ("Raising Awareness" Alliance).
Associated Partner	<b>University of Jyväskylä</b> Department of Sport Sciences <a href="http://www.jyu.fi/en">www.jyu.fi/en</a>
Collaborating Partner	<b>GeroCenter Foundation for Research and Development</b> <a href="http://www.gerocenter.fi/index_e.html">www.gerocenter.fi/index_e.html</a>
Alliance Partners	Finnish Ministry of Education Subcommittee of National Sports Council City of Jyväskylä The Age Institute National Institute for Health and Welfare Finnish Association of Geriatric Physiotherapy The Central Union for the Welfare of the Aged (Vanhustyön Keskusliitto) National Seniors' Organization Eläkeläiset ry National Seniors' Organization Eläkeliitto Central Association of Finnish Pensioners Finnish Centre for Interdisciplinary Gerontology Finland's Slot Machine Association RAY Lahti School of Innovation
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- ▶ Finland has **two alliances**, one geared at developing an action plan and one directed at raising awareness among the important players in the field.
- ▶ The "Action Plan" Alliance is the **first group of experts** in Finland putting their main focus on planning a **national action plan for sedentary older people**.
- ▶ The alliance **cooperates closely** with the **Finnish Ministry of Education** and the **Finnish Ministry of Social Affairs and Health**.



## Réseau Français Activ'Age

*French network Activ'Age*

### France

#### Alliance Vision

To promote and facilitate physical activity among older people in France

#### Associated Partner

##### **University of Nancy**

Faculty of Medicine, School of Public Health  
[www.sante-pub.u-nancy.fr/esp](http://www.sante-pub.u-nancy.fr/esp)

#### Collaborating Partner

##### **French Ministry of Health and Sport**

[www.sante-sports.gouv.fr](http://www.sante-sports.gouv.fr)

#### Alliance Partners (selection)

French Ministry of Employment  
French National Olympic and Sports Committee  
Regional Social Services Department, Ile de France  
French Federation of Sport Retirement  
French Federation of Physical Education and Gymnastics  
French Sports for All Federation  
National Federation of Quality of Life of Older people  
National Federation of the French Mutual insurance  
National Federation for Health Education  
National Federation for seniors in the rural area  
French Sport and Culture Federation  
National Foundation of Gerontology  
National Institute for Prevention and Health Education  
National Institute for Sport, Expertise and Performance  
National Union of Doctors  
National Union of Retired Older People

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**Ecole de Santé Publique**  
Faculté de Médecine  
Nancy-Université

- The alliance is the **first to focus on physical activity among the elderly** and to facilitate multisectoral projects. It brings together some of the most important actors in the field from the health, sport and social sectors.
- The alliance is **connected with two national plans**: The national "Aging well Plan" and the "National Nutrition and Health Programme (PNNS)".

# Bayerische Allianz zur Bewegungsförderung für ältere Menschen

*Bavarian Alliance for Physical Activity Promotion  
among Older People*



Germany



Alliance Vision To promote physical activity among older people in the state of Bavaria

Associated Partner **University of Erlangen-Nürnberg**  
Institute of Sport Science and Sport  
[www.sport.uni-erlangen.de](http://www.sport.uni-erlangen.de)

Collaborating Partner **Bavarian Ministry of Health – Public Health Agency (LZG)**  
[www.lzg-bayern.de](http://www.lzg-bayern.de)

Alliance Partners  
Bavarian Sport Association  
Association of Bavarian Adult Education Centers  
Bavarian Association of Physiotherapists  
Kneipp Association of Bavaria  
Association of Bavarian Self Help Groups  
Association of Bavarian Spas  
Bavarian Rheumatism League  
Bavarian Nursing Association  
AOK Sickness Fund  
BKK Sickness Fund  
Bavarian Association of Statutory Health Insurance Physicians  
Bavarian Association of Doctors  
Bavarian Association of Pharmacists

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- ▶ The alliance is the **first effort in Bavaria** to implement the **German National Action Plan for Nutrition and Physical Activity** (inform).
  - ▶ The alliance links **some of the most important players** in the field **in Bavaria**, especially from the sport and healthcare sector.



## Δίκτυο φορέων για την προώθηση της Φυσικής δραστηριότητας στους ηλικιωμένους

*Intersectoral Network for the promotion of physical activity among older people*



### Greece

#### Alliance Vision

To promote physical activity among older people in the Thessaloniki region

#### Associated Partner

##### **Democritus University of Thrace**

Department of Physical Education and Sport Sciences  
[www.phyed.duth.gr](http://www.phyed.duth.gr)

#### Collaborating Partners

##### **Veteran track & field athletes Association of Northern Greece**

##### **Alzheimer's Disease Association of Central Macedonia**

##### **Aristotle University of Thessaloniki**

[www.med.auth.gr/hospitals/indexeng.html](http://www.med.auth.gr/hospitals/indexeng.html)

#### Alliance Partners

Sport Medicine Association of Northern Greece  
Geriatric & Gerontological Association of Northern Greece  
Hellenic Red Cross of Thessaloniki  
Harissio Foundation  
Social care department of Prefecture of Thessaloniki  
Hellenic Veteran basketball players of Thessaloniki  
Athletic Department of Evosmos

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- The alliance is the **first to connect previously unconnected partners** in the Thessaloniki area for the common cause of promoting physical activity for older people.

## Salute nel Movimento

Health by Exercise



Italy

Alliance Vision	To promote physical activity among older people in the Veneto region <i>"We take the healthy move"</i>
Associated Partner	<b>University of Verona</b> Faculty of Exercise and Sport Science <a href="http://www.motorie.univr.it">www.motorie.univr.it</a>
Collaborating Partner	<b>Centro Regionale di Riferimento per la Promozione della Salute</b> Regional center for the promotion of health, decision making, and policy implementation <a href="http://www.crrps.org">www.crrps.org</a>
Alliance Partners	Local Health Authority ASL Council of Veneto Municipalities National Association for the Third Age Active for Solidarity ANTEAS
Contact Information	Università degli Studi di Verona Facoltà di Scienze Motorie c/o Prof. Dr. Federico Schena Via Casorati, 43, 37131 Verona ITALY <a href="mailto:federico.schena@univr.it">federico.schena@univr.it</a> <a href="http://www.attivipersalute.it">www.attivipersalute.it</a> (under construction)



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- ▶ The alliance will gather **actors from different levels** in order to increase the level of knowledge and improve the skills for building a general awareness on the topic as well as to develop quality actions towards common goals.
  - ▶ The alliance has a special **focus** on educating policy-makers on how to **implement** health knowledge. One **special target group** covered are **mentally diseased** older people.



## Lietuvos fizinio aktyvumo ir sveikatos asociacija

*Lithuanian Physical Activity and Health Association*



### Lithuania

Alliance Vision To promote health enhancing physical activity in the Lithuanian population

Associated Partner **Lithuanian Academy of Physical Education**  
Faculty of Sports Biomedicine  
[www.lkka.lt](http://www.lkka.lt)

Collaborating Partner **Lithuanian Public Health Association**  
[www.lvsa.lt](http://www.lvsa.lt)

Alliance Partners Association of Local Authorities in Lithuania  
Lithuanian Association "Sport for All"  
Lithuanian National Olympic Committee  
Lithuanian Special Olympics Committee  
National Health Board of Lithuania  
Lithuanian Medical Association  
Lithuanian Physiotherapists Society  
Public Health Bureau, Kaunas City Municipality  
Public Health Bureau, Rokiškis City Municipality  
Seniors' Initiatives Centre  
Kaunas House of Generations  
Kaunas Women's Employment Information Centre  
Lithuanian Confederation of Industrialists

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- The national alliance will be the **first non-governmental organization** in Lithuania that will unite the efforts of organizations from different sectors to promote health enhancing physical activity and take an **active part in HEPA** policy development.
- The alliance has started a **dialogue with three national ministries**: Lithuanian Ministry of Health, Lithuanian Ministry of Social Security and Labour, and Lithuanian Ministry of Education and Science.

## Werkgroep "sedentaire ouderen"

Workgroup "sedentary older people"



Netherlands



Alliance Vision To promote physical activity among sedentary older people in the Netherlands

Associated Partner **TNO Kwaliteit van Leven (TNO Quality of Life)**  
[www.tno.nl](http://www.tno.nl)

Collaborating Partner **The Netherlands Institute for Sport and Physical Activity (NISB)**  
[www.nisb.nl](http://www.nisb.nl)

Alliance Partners  
Bone & Joint Decade Campaign  
CBO Quality Institute  
Dutch Municipality and Health Service Center Association GGD  
Royal Dutch Society for Physical Therapy  
Ministry of Public Health, Welfare and Sports  
National Societal Entrepreneurs Group  
Netherlands centre for social development  
Netherlands Institute for Health Promotion and Disease Prevention  
National Organization Physiotherapists in Geriatrics  
Omroep MAX Broadcast Organization  
Dutch association for seniors

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- ▶ The alliance is **part of Fit for Life The Netherlands**, a new initiative which aims at promoting physical activity among elderly.
- ▶ The alliance will be groundbreaking in being **directed explicitly at sedentary older people** in the Netherlands.
- ▶ The alliance will **give smaller organizations and organizations** not involved in other alliances the **opportunity** to improve their capacities and to cooperate.



*[The name of the Norwegian alliance has not been established yet]*



## Norway

**Alliance Vision** To raise awareness concerning the need for promotion of physical activity, to establish best practice models for intersectoral collaboration initiatives aimed at the promotion of physical activity among older people, and to establish systems for increasing competence in the field

**Associated Partner** **Oslo University College**  
Faculty of Health  
[www.hio.no](http://www.hio.no)

**Collaborating Partner** **Norwegian Directorate of Health**  
[www.helsedirektoratet.no](http://www.helsedirektoratet.no)

**Alliance Partners**

- 60 pluss Senior Sports Club Oslo Sports Confederation
- Senior Dance Norway
- The Senior Citizen Council
- Norwegian Retirement Organization
- The Norwegian Physiotherapy Association
- The Church City Mission
- University of Sports
- Primary Health Workshop
- Norwegian Women's Public Health Association
- County Parliament of Telemark
- County Parliament of Østfold
- Norwegian Healthy Cities Network
- Norwegian Public Health Association
- Norwegian Trekking Association
- The Norwegian Senior Citizens Association
- International Health and Social Group
- The National Council for Senior Citizens

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- The alliance will develop collaborative strategies in concordance with the **National Coordination Reform** and the **National Action Plan** on Physical Activity.
- The alliance has connections with the **Ministry of Health and Social Care Services**, to a large number of **municipalities** and several **counties**.

*[The name of the Polish alliance  
has not been established yet]*



Poland

Alliance Vision To promote physical activity among older people in Poland

Associated Partner **National Institute of Public Health/National Institute of Hygiene**  
[www.pzh.gov.pl](http://www.pzh.gov.pl)

Collaborating Partner **TKKF nationwide society to promote physical education**  
[www.zgtkkf.pl](http://www.zgtkkf.pl)

Alliance Partners European Association for Promotion of Physical Activity 50+  
Forum 50+  
"Aktywni" Foundation  
Polish Gerontology Association  
University of Physical Education in Warsaw

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- ▶ The alliance **collaborates** with the "Program Rekreacji Ruchowej Osób Starszych" (**PRROS**), a program to promote physical activity among older people, and "Stop Upadkom Seniorów" (**SUS**), program to stop accidents among seniors.
  - ▶ The alliance has a **nationwide scope** thanks to the participation of TKKF, the biggest organization of its kind in Poland.



## Programa Nacional de Marcha e Corrida

### Caminhar para um envelhecimento saudável

*Walk Your way to a Better Aging*



#### Portugal

**Alliance Vision**  
To promote regular walking as a way to improve healthy living habits in the elderly in every municipality of Portugal

**Associated Partner**  
**University of Porto**  
Faculty of Sports  
<http://ciafel.fade.up.pt>

**Collaborating Partner**  
**Portuguese Institute of Sport**  
[www.idesporto.pt](http://www.idesporto.pt)

**Alliance Partners**  
Regional directorates of the Portuguese Institute of Sport  
Portuguese Athletics Federation  
Contacts with various municipalities are currently being established

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- ▶ The alliance is in line with the **political agenda of the Portuguese government** to promote and spread physical activity among all the citizens,
- ▶ The alliance plans to **establish a national network of technicians** (at least one in each municipality) specialized in walking programs so that, for the first time, all cities will have similar **walking activities all over the country**.
- ▶ The alliance has additional **contacts** to various **athletics/sports associations** and **teams**, former **athletes**, and **local organizations**.

## Red Extremeña de Promoción de Actividad Física y Deporte

*Network for the Promotion Physical Activity and Sport of Extremadura*



Spain



Alliance Vision	To promote physical activity among sedentary older people in the Extremadura region
Associated Partner	<b>University of Extremadura</b> Faculty of Sport Science <a href="http://www.unex.es">www.unex.es</a>
Collaborating Partner	<b>Regional Government of Extremadura</b> Ministry of Youth and Sport and Ministry of Health and Dependence <a href="http://www.juntaex.es">www.juntaex.es</a>
Alliance Partners	Ministry of Education – Government of Extremadura Ministry of Tourism – Government of Extremadura Regional Council of the Elderly Federation of municipals of Extremadura Adult Education Associations Rural Development Network of Extremadura Foundation for Youth and Sports Foundation for health development
Contact Information	Universidad de Extremadura Facultad de Ciencias del Deporte c/o Prof. Dr. Narcís Gusi Av. de la Universidad s/n 10071 Cáceres SPAIN <a href="mailto:ngusi@unex.es">ngusi@unex.es</a>



- The alliance will **connect complementary resources** of different agents or partners. While previous networking efforts usually joined partners for doing specific new programs, this initiative could help connect and reinforce previous sectoral programs and actions.



## Svensk Allians för fysisk aktivitet hos äldre personer

*Swedish Alliance for physical activity promotion  
among older people*



### Sweden

Alliance  
Vision

To increase the possibilities for older sedentary people to become physically active

Associated  
Partner

**Karolinska Institutet**

Department of Neurobiology, Care Sciences and Society  
<http://ki.se>

Collaborating  
Partner

**Swedish National Pensioners' Organization**

[www.pro.se](http://www.pro.se)

Alliance  
Partners

National Board of Health and Welfare  
Swedish National Institute of Public Health  
Municipality of Kristianstad  
Swedish School of Sports and Health Sciences  
Swedish Association for Senior Citizens  
The Swedish National Association of Senior Citizens  
Swedish Institute of Assistive Technology  
Swedish Rheumatism Association  
Swedish Gerontology and Geriatric Organization for Physiotherapists  
SATS Sports Club  
Swedish Sport Confederation  
Friluftsförbundet - Outdoor-life for everyone

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**Karolinska  
Institutet**

- ▶ The alliance is so far the **only one** in Sweden to address **sedentary older people** in particular.
- ▶ The alliance has additional **external contacts** to **MPs** of Swedish National Parliament, the Swedish **National Centre for Research in Sports**, and the **Swedish Geriatric Association**.

## Contact PASEO

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