



# PROJECT OKRA SPORTS Belgium

To stimulate physical activity and exercise



EVERY STEP COUNTS



EVERY PEDAL COUNTS



## FACT

- Research has shown that more than half of the 55-plussers haven't enough physical activity to be healthy and to age actively.

# EVERY STEP COUNTS: WHAT?

- Sensitization campaign that encourages to have more physical activity.  
walking → pedometer
- Personal goal in 10 weeks  
→ health benefits
- Training schedules by KULeuven
- Community project



# TARGET GROUP?



# APPROACH

- PEEREDUCATION
- LOCAL IMPLEMENTATION
- TRAIN THE TRAINER:
  - The importance of physical exercise
  - Technical education
  - 'It's OK to infect the others'

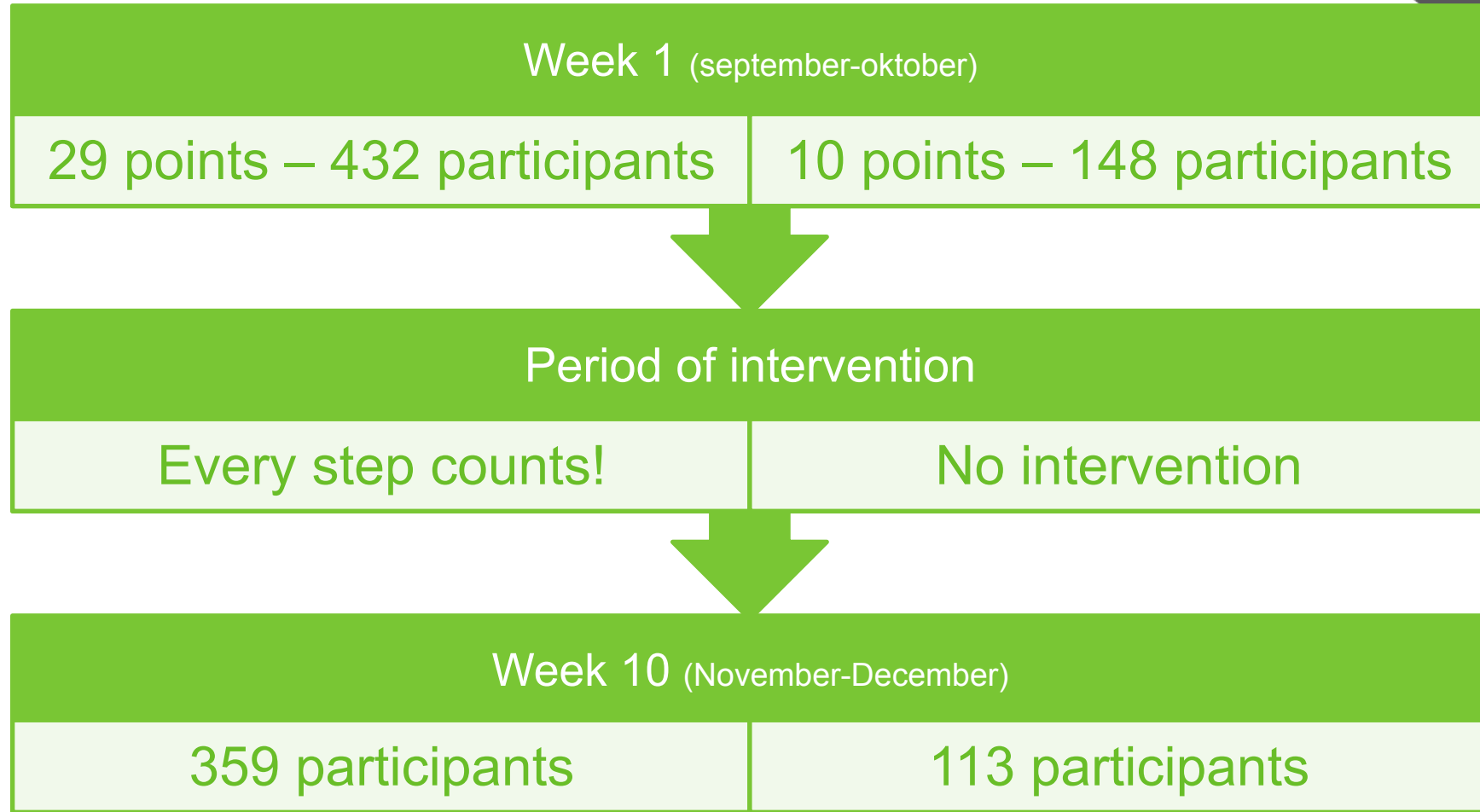


# RESULTS NUMBERS



- Every step counts
  - 394 participating clubs
  - 20 residential care centres
  - 7000 participants of which 2000 sedentary people

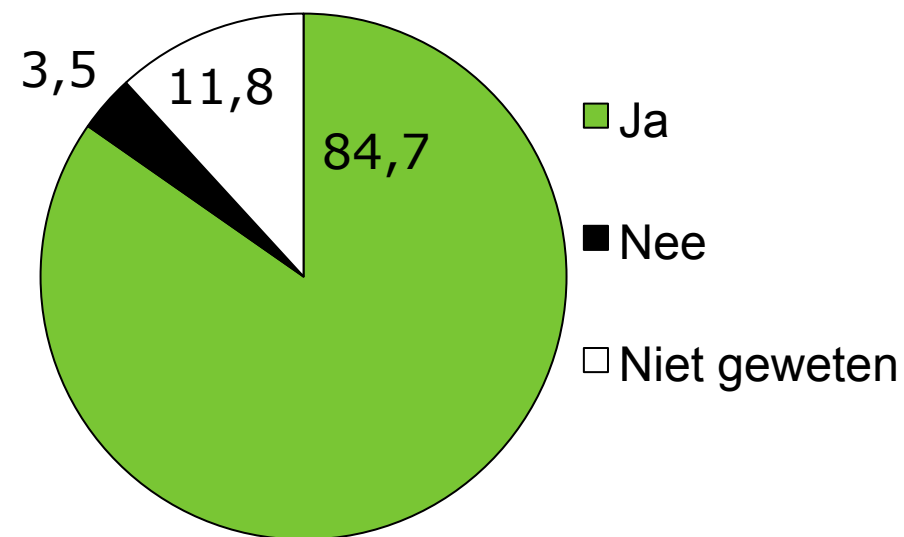
# RESULTS



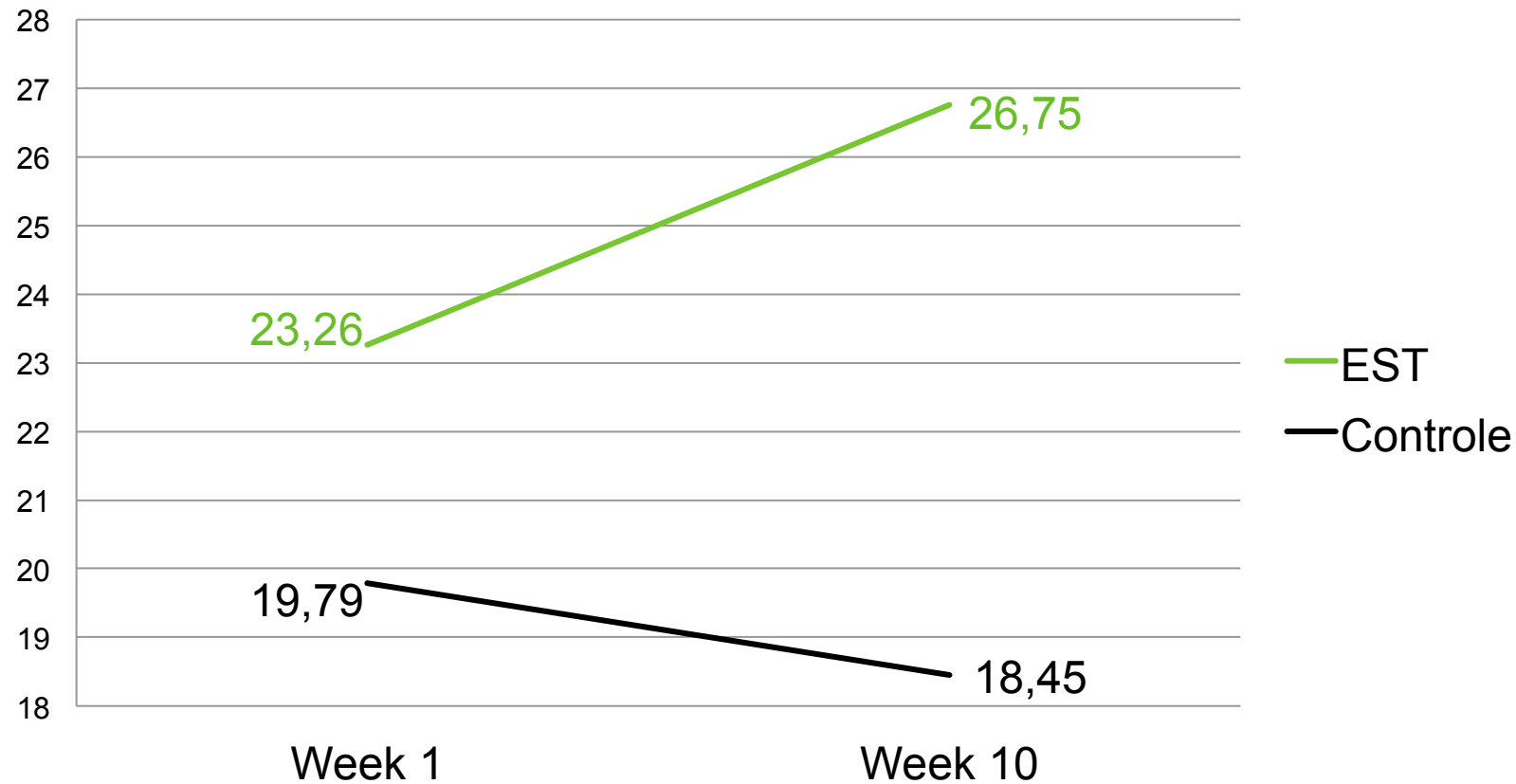
# RESULTS



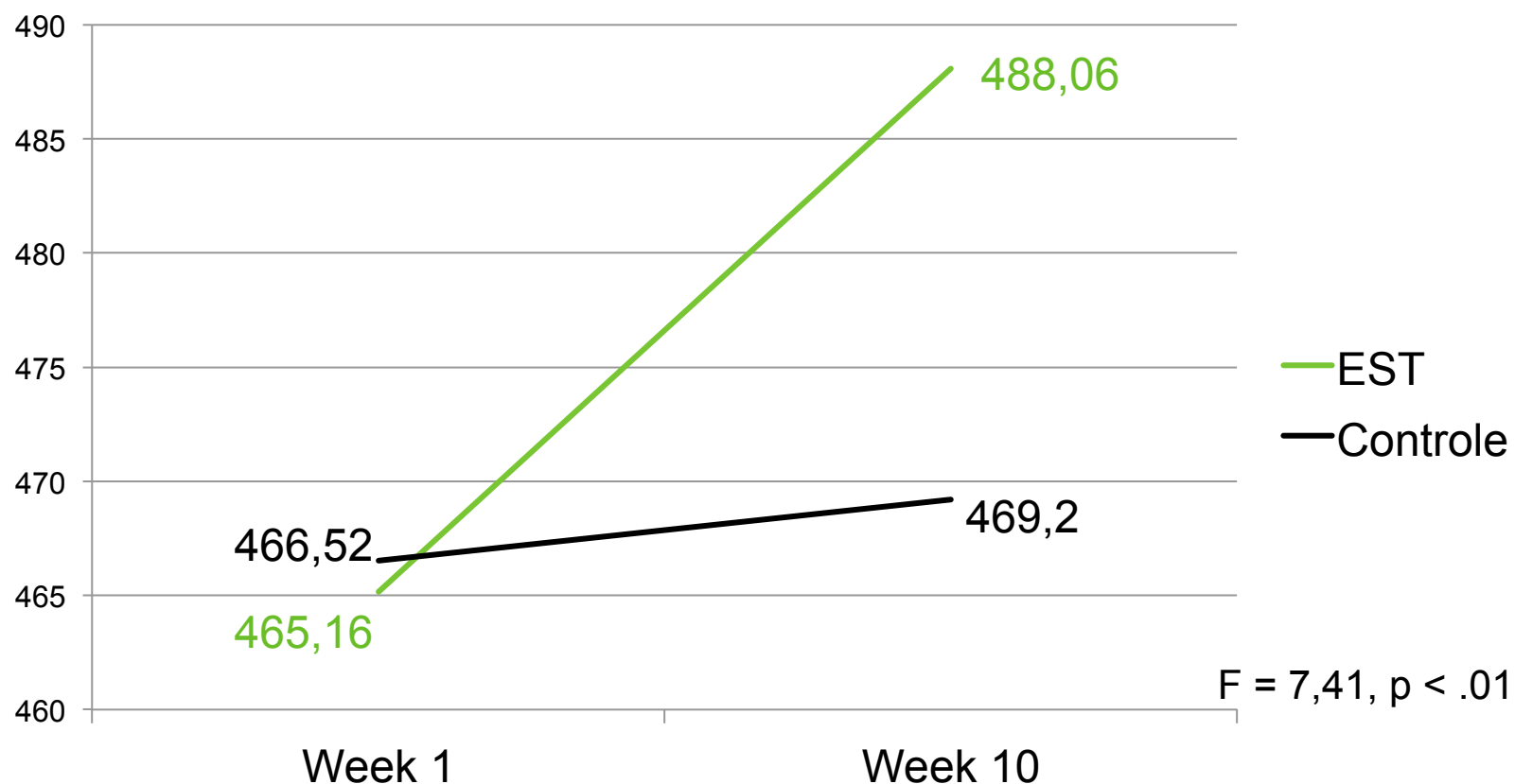
## Finishing Elke Stap Telt!



# RESULTS EXERCISE

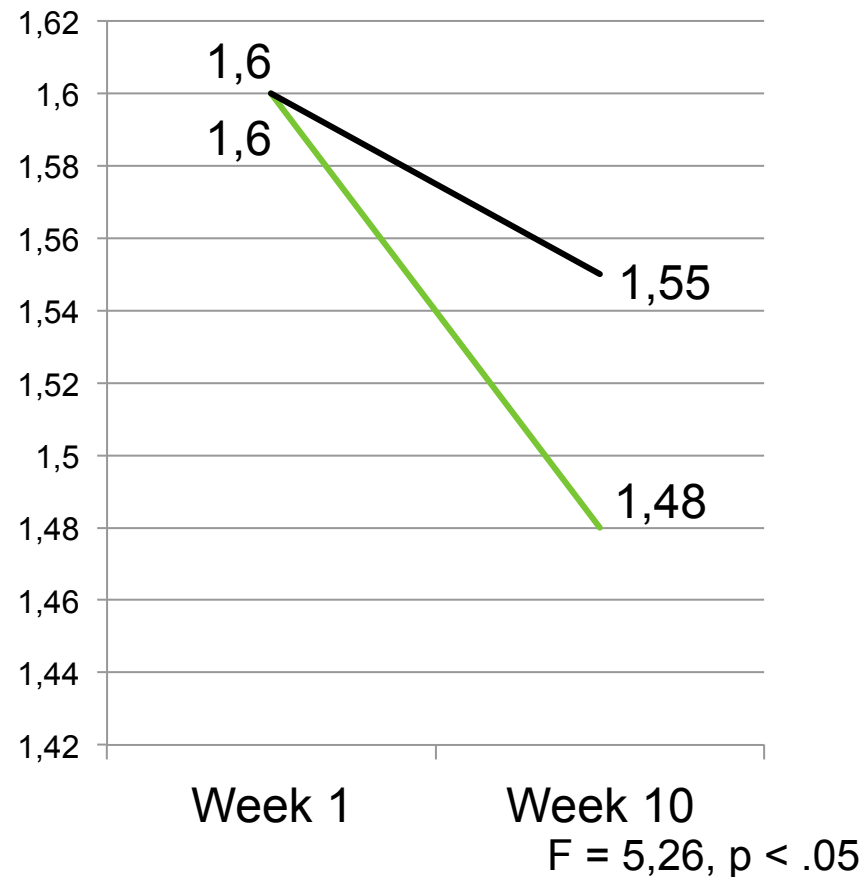


# RESULTS FITNESS/WALKING - TEST

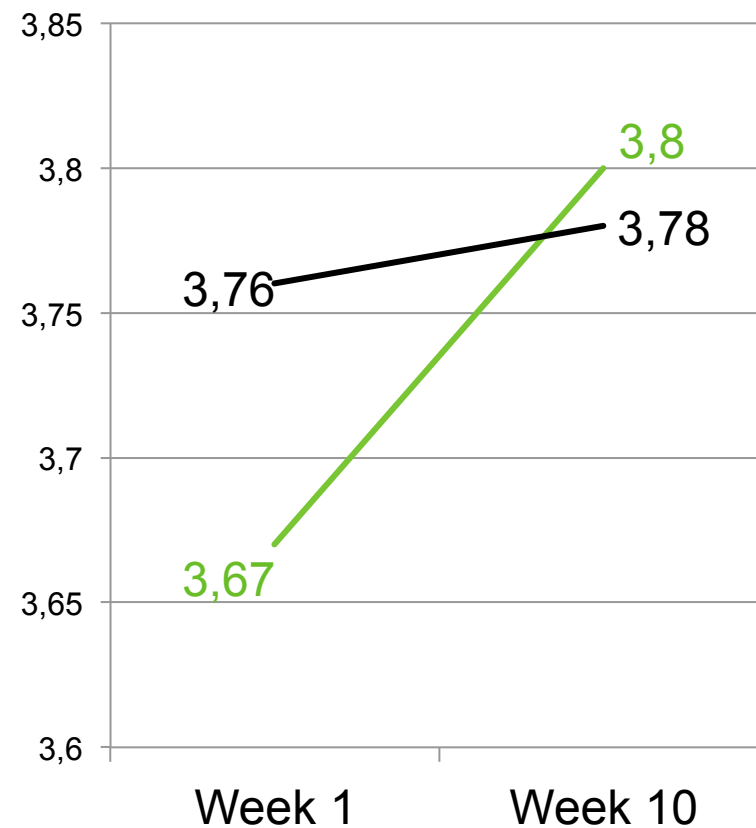


# RESULTS WELL-BEING

## FEAR



## HEALTH



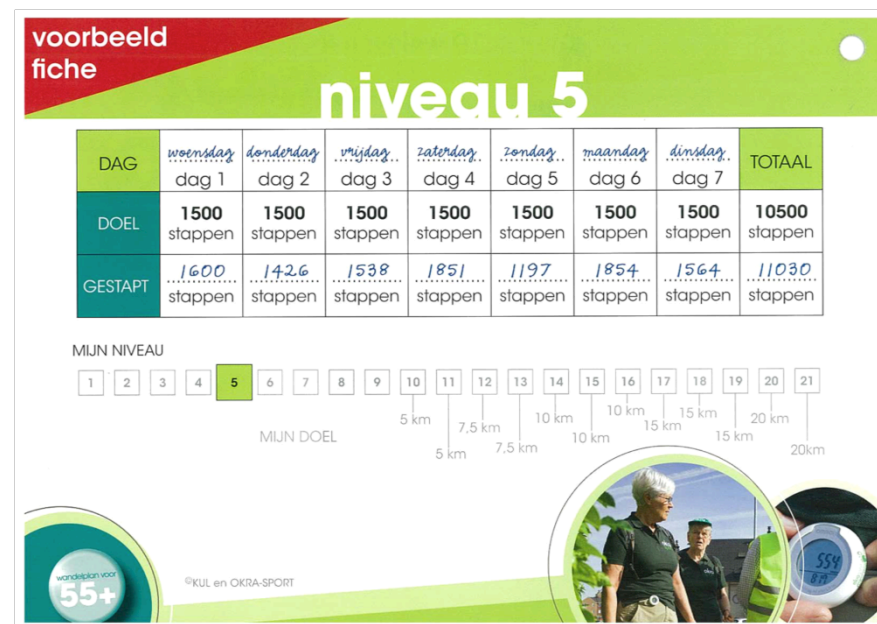
# SUCCESSFACTORS

- Working with a scientifically based program.
- Involvement of volunteers from the start.
- Local implementation
- Peer-education
- Program: adapted to fitness skills and building up
- Social benefits: meeting and supporting each other!



# SUCCESSFACTORS

- We realize this together: social control and social contact
- Solid and beautiful elaborated material
- Anchoring ensured
- Cooperation with partners: KULeuven, VIGeZ, Familiehulp DVV, ...



# CONTINUATION

- EVERY PEDAL COUNTS (2011 – 2012)
  - Same model
  - With attention for the sedentary people
    - Program for home exercise machine
    - Possibility to rent / buy an electrical bike
  - 3671 participants (928 sedentary people)
    - 122 clubs
    - 46 residential care centre



# CONTINUATION



- 'Every step counts' in SportZeeland (2012)
  - 10 cities
  - 350 participants
- In prison (2013)
- PortaAL
  - Cities can enrol in the project 'Every step counts'



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