

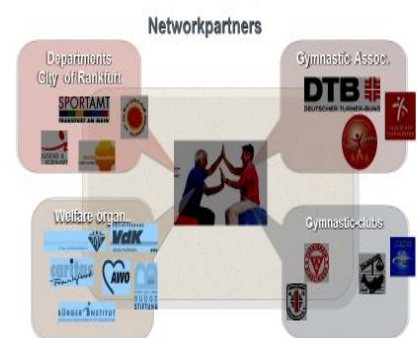
Partnership with the welfare sector

Case Study: Frankfurt Network “Active up to 100”. A multi-sectoral partnership to promote HESA for old old people

Outline of the partners involved

The German Gymnastic Federation (DTB) is a strong partner for more quality in later life. More than 1 mill people over 60 years are member in gym-clubs. DTB is the biggest provider of physical exercise and sport programs for older people in Germany. More than 27.000 special courses for elderly people are offered in 11.000 gym-clubs by 26.000 specially educated instructors. Moreover the DTB is trying hard to approach hard to reach inactive elderly people through special projects and programs.

To get access to the target group of very old people (80+) is rather difficult for a sport association alone and need cooperation with organizations, who have a closer contact to this target group on the local level and to use their contacts and infrastructure to encourage their clients for participation and to support the initiatives. Local senior organizations, welfare-organizations, community departments with reference to elderly people on one hand and to physical activity promotion on the other hand and sport-clubs had been assembled in a network. Actually 4 community departments, 5 welfare organizations, 1 professional partner for ambulant senior support and inpatient stay in senior homes and 11 sport- and gymnastic clubs in the city of Frankfurt are included in the network.



Why and how did partnership happen?

The network is an outcome from a pilot project funded 2010/2011 by the German Federal Ministry of Family, Seniors Women and Youth. The intention of the project was to initiate activity groups for high-aged people (over 80 years) who have never done sports and who still live at home. Within the call for tenders cross-sectoral partnership on the local level was demanded. Due to good contacts to the regional gymnastic association and local gym-clubs the DTB was able to identify relevant local partners with a good access to the target group of very old people.

The project had been carried out very successfully under the leadership of DTB. After the end of the project phase all partners decided to make the project outcomes sustainable and founded the “Frankfurter Netzwerk – Aktiv bis 100”. DTB withdraw from his leadership, but under the leadership of the regional gymnastic association the network is still very active and expanding continuously, both including new stakeholders and creating new exercise groups all over the city.

What are the aims of the partnership?

The general and common aim is to provide more and better opportunities for physical activity for very old people.

Generally speaking the sport sector stakeholders are able to provide qualified exercises programs for the special target group of elderly people, but they must be encouraged and need special advice, to set up particular groups for old old people. The sport- and gym-clubs offer the exercises programs with specially educated instructors. The evidence-based program has been developed by DTB and includes exercises "Prevention of Falls", "Strengthening of Muscles", "Maintenance of Mobility" and "Brain Training". The federation educate the instructors to carry out the exercise-program.

The stakeholders from the social welfare sector with reference to the target group of elderly people should encourage their clients to participate in the exercises. Moreover they might make available appropriate facilities or transport possibilities for mobility restricted participants.

The community departments (for sport, health promotion& prevention, social affairs, multicultural matters) should support with promotion activities and funds.

How is the partnership managed and implemented?

The network is managed by the regional gymnastic association after foundation through the German Gymnastic Federation in relation to the project "Active up to 100" in 2012. The network partners meet 2-3 times a year to coordinate the work. The providers of the exercise programs act independently.

What are the benefits of the partnerships?

The continuously increasing number of groups and participants since 4 year gives evidence that the hard to reach target group of very old people can be effectively approached through cross-sectoral partnership with stakeholders engaged with elderly people.

The engagement for this special target group conveys for all partners a high societal and political recognition.

The welfare partners are able to offer their clients an additional, health related activity, they would not be able to realize themselves.

The sport- and gym clubs are able to gain new members. More than 70% of the participants usually become club-members.