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COLLABORATING ORGANIZATIONS

Senior fitnes z.s.
Kosatky Karviná – swimming section, z.s.
MTP Delfin Cieszyn
Bildungswerk des Landessportbundes Sachsen e.V.

SENIORS IN MOTION





ABOUT THE PROJECT

This methodology is the outcome of the project **Seniors to sports ground, not to hospital** Number : **579632-EPP_1-CZ-SPO-SSCP**, supported by the **Erasmus+Sport**.

INFORMATION

The goal of the project was to provide a background for all those who are interested in realizing physical activities for the seniors. The main output, apart from this handbook, is also the educational platform **www.fitseniors.eu**, where all information about healthy aspects of exercise, courses for trainers and practical videos are available.

The handbook was created on the basis of five days of joint partner meetings in 2017.

ABOUT PARTNERS. WHY JUST THESE?



The applicant organization - Senior fitness z.s. - is an association with the target in realization of physical activity for seniors in all its aspects - preparing the trainers, organizing of the regular exercise and communication with the seniors.

The German partner brought into the project many years of experience with effective PR practices and experience in trainers education.

Seniors mostly prefer the water physical activities. From this reason are Kosatky Karviná and Delfin Cieszyn perfect partners. They are used to work with all age categories.

MOTION ACTIVITY AS THE BASIS OF STABILITY AND HEALTH

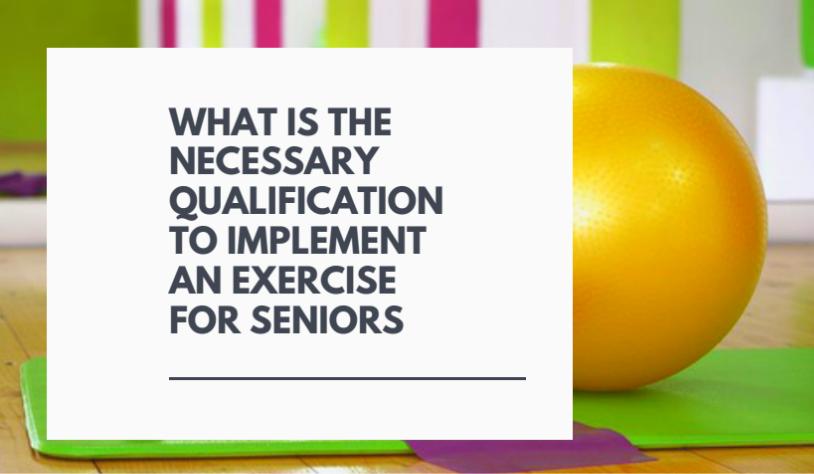


Regular physical activity has a very positive effect on the health of individuals regardless of their age. Movement affects a person at many levels.

At the **health** level, this is a very basic element of prevention. It is necessary to distinguish between physical activity, which is **vital** and exercises, which we call **sport**. The absolutely vital physical activity, which ensures the basic proper functions of the organism, is considered about 30 minutes of any movement daily. Can be walking or working in the garden...

Sport is every activity what is above this proper limit and is regular. Sport should be done at least 3 times a week for one hour.

For seniors, you need to adjust **the content** of sports activities. However, it is not desirable to reduce their **scope**.



**WHAT IS THE
NECESSARY
QUALIFICATION
TO IMPLEMENT
AN EXERCISE
FOR SENIORS**

In The Czech Republic, a trainer needs to undergo a course in Health Physical Education, which is accredited by the Ministry of Education Youth and Sports. Such a course is offered by more organizations in the Czech Republic (Senior fitness z.s., Palestra and others). The course lasts 150 hours. To participate in it there are no specific requirements. You must reach 18 years of age and high school education. The course ends with an exam.

In Poland, the situation is very similar. The trainer, who wants to practice independently, must complete a course of Recreation Instructor - Fitness Specialist. This course has a theoretical part (100 hours) and a practical part (150 hours). The course ends with an examination and must be accredited by the Ministry of Sport. Requirements for admission to the course are 18 years of age and completed secondary education as in the Czech Republic.

In Germany, the situation is a bit different. The type of a course needed depends on previous education of applicant and on the way of subsequent use in practice. Independently work with seniors can only people who are educated, for example in the following fields: physiotherapist, graduate of sport faculty, sport therapist and similar. Other applicants can cooperate with any organization on the field of exercise for seniors and for this purpose can attend any special course. Complete information about courses and also practical courses offers one of the project partners Bildungswerk für Landessportbundes Sachsen e.V.

THE MOST COMMON DISEASES IN OLD AGE AND METHODOLOGY OF SENIORS' HEALTH PHYSICAL EDUCATION



The vast majority of people today are experiencing the age limit (65 years) and a high percentage of them survive this limit. It is estimated that there will be more than 40% of the population older than 60 years by the year 2050. Essential for seniors' health is their functional ability and just a certain degree of so-called disability.

This is a limitation to the inability of certain physical, psychological or social functions and activities resulting, for example, from disease, function disorder or age. We distinguish five types of somatically disabled disability of seniors by dominant cause. This is pain, instability of the whole body or its parts, muscle weakness, inefficiency with symptoms of dyspnoea and fatigue, or other causes. Prognosis of somatically handicapped has the greatest importance in affecting the stability and mobility of the lower limbs.

The World Health Organization's Health 21 project, based on the findings of the world's studies, supports the reality of ensuring successful ageing and healthy active ageing without the expansion of sickness in seniority.

The most common diseases of seniors and use of physical activity as part of therapy are described lower.

HEART AND VESSEL DISEASES

An essential part of circulatory disease therapy is a change in lifestyle including an adequate level of physical activity. This is essential in reducing the risk factors of this disease both in the primary and secondary prevention. In the whole population the mortality rates decrease for these diseases and reduces their incidence.

Properly chosen and dosed loads have a beneficial effect on the circulatory system. Its positive results come in a regular movement mode that is well controlled.

Even an attenuated organism tolerates an individually assigned burden according to its capabilities. Heart muscle has the ability to progressively increase your performance and adapt to workload.

RESPIRATORY SYSTEM DISEASES

Respiratory functional disorders (both lung obstruction - narrowing of the airways or pulmonary restriction - limiting the functional area of the lungs) result in respiratory distress called respiratory insufficiency. The tolerance is very clearly limited to the small body load, fatigue and dyspnoea are increased.

Movement has an irreplaceable place in all stages of the disease. By moving, we try to mitigate the impact of the symptoms of lung disease on the weakened individual, thereby increasing the quality of his life. The body of an impaired individual with pulmonary diseases can adapt to an appropriately chosen locomotor activity in old age that respects the pathological changes of lung function and does not overload the weakened organism.

METABOLIC AND ENDOCRINE DISORDERS AND DISEASES

Among the most common disorders and most common diseases in this area we include obesity, diabetes mellitus (diabetes) and metabolic syndrome. These most common metabolic diseases have a major cause in risky lifestyle, including diet with large amounts of sugar and fat and low exercise activity.

Moreover, the obesity overloads the supporting joints and spine and thus increases the risk of progression of joint arthrosis.

When physical activity is associated with a change in the lifestyle, it leads to significant weight loss, it has a very positive influence on metabolism, improves physical fitness and performance, has a preventive positive effect on the reduction of the risk of illness that can arise from obesity.

KIDNEY DISEASE

In older people, it is predominantly chronic, which is due to insufficient kidney function in prolonged illnesses such as diabetes, heart failure, kidney stones and frequent inflammation. Above all, the renal filtration capacity is reduced, resulting in reduced removal of waste materials resulting from the conversion of fabrics. Functions drop to 75-25 % of normal values. This is accompanied by low ability to maintain indoor environment and other disorders.

Properly selected and controlled exercise activity is an appropriate complement to overall therapy and should be used to enhance physical fitness. It allows the individual to perform normal daily and working activities, thereby improving his / her quality of life.

ONCOLOGICAL DISEASES

Malignant tumours and side effects of treatment destroy the tissues and their function. They limit the quality of life of an individual. Most patients have undergone a very demanding treatment with a number of side effects with possible toxic damage to the liver, heart and other organs. The immune system is weakened. The weakened individual is subjectively very tired often with depressed personality tuning. Very light exercise has a beneficial effect. It can have a positive preventative effect on the stabilisation of the weakened organism even in the elderly and contributes to the improvement of both physical and mental state. Motion should be managed by a trained specialist in cooperation with an oncologist.

GYNAECOLOGICAL DISEASES

After operation stands

For older women it is mostly stand after gynaecological operations from the reason of malignant or non-malignant tumours, bleeding, prolapse of uterus an so on. Some complicating adhesions come and bring the pain and motion system especially in the pelvis area.

Incontinence

Incontinence is another common illness when there are difficulties in keeping in urine. Its incidence increases with age when the sphincters are no longer sufficiently fulfilling their function.

All of the afore mentioned gynaecological diseases are characterised by insufficient pelvic floor muscles, which are weakened and do not fulfil their function.

Adequate physical activity has an indispensable role in women's hygiene.

Particularities are a limiting factor and it is therefore necessary to recall that the weight of the burden in the form of lifting loads is unsuitable. Overloading of the pelvic floor with increased abdominal pressure may affect the position of the pelvic organs. Typical endurance and strength exercises are also inappropriate, with a maximum load leading to pathological fatigue. We do not recommend sports with the risk of trauma. Risks are also activities where a woman encounters shakes, shocks or high risk of infection.

The motion regime should primarily fulfil the compensatory task. When choosing a movement content, it is necessary to take into consideration the aspect of health - the exercise should be focused on balancing muscular dysbalances, maintaining and improving the articular mobility and maintaining self-sufficiency. In addition to complex action, the motion content should be focused on the pelvic floor muscles, which is weakening in the elderly.

NERVOUS AND NEUROPSYCHIC DISEASES

Nervous and neuropsychic weakening is the cause of an earlier feeling of fatigue that can be manifested by incoordination. If motion control is impaired, which affects the overall momentum, motion stereotypes and co-ordination need to be restored. Exercise is rather relaxing, so that the persistent increased tension is diminished. Much effort can not be made when doing exercise, which tends to increase muscle tension. We omit activities of an emotional character, in which the possibilities of the organism are very easily overcome. Neurosciences are related, among other things, to a lifestyle lacking a stress compensation factor. The habit of movement mode is a good contribution to a better life.

SENSORY DISEASES

Sensory organs are sensors perceiving stimuli from the environment and mediating feelings of life and perceptions. Sensory organ function is very closely related to the activity of the nervous system and the brain. Old hearing loss is common, it needs to be taken into account. In the process of ageing, we experience impaired vision due to degenerative changes - myopia, glaucoma, and so on. Decreasing the functionality of the visual analyzer means deterioration in orientation and co-ordination when human is in the environment.

Physical activity stimulates sensory organs to act, but it is always necessary to look at their possibilities and possibilities of the whole organism.

Activities that lead to improved co-ordination of the visual and motor analyzer are appropriate. These are exercises of orientation, visual perception, visualization exercises.

In hearing and speech disorders, we place emphasis on rhythmic exercises. Rhythm and dynamics are essential components of movement expression in various activities. Of particular importance to the rhythm of movement, breathing, heartbeat and other rhythms are dynamic cyclical activities where the stresses alternate with relaxation. In the daily motion program, we recommend that you include tasks that can be mastered to give you a sense of assurance and self-confidence.

MOTION SYSTEM - ITS DISORDERS AND DISEASES

The state of the motion system is crucial to performing any movement activity because the propulsion system is the maker of all movement. Already the ageing process limits its functional capabilities, let alone any disorder or illness.

The state of the motion system very often reveals what physical activity was represented during the life of the individual.

Muscle imbalance

This is the cause of many health problems of the locomotive system. It arises by malfunction of individual muscle groups of striated muscles.

The muscles tending to respond to long-term static and wrong motion habits by shortening their resting lengths results in uneven joint load.

Joint Blocks

They are another negative phenomenon in the motion system. Functional disorders, as well as structural changes, affect the joint system. They appear in various spinal sections - blockage of the thoracic spine and ribs, cervical spine, blockages at the junctions between the cervical and thoracic spine, between the thoracic and lumbar spine. Joint blocking is manifested by the restriction of movement in one or more directions. Pain is projected not only in the spinal section but also in the internal organs innervated by the respective nerve root from the blocked site.

Arthrosis

The motion system's function is disturbed by other changes and illnesses. These are mainly arthrotic changes that restrict movement in the joints.

Arthrotic changes must be taken as part of our lives because their occurrence in the aging process is frequent.

Arthritis

Compared to arthrosis, it is an inflammatory process. Tissues produce inflammatory substances that affect, for example, the joint lining, resulting in redness, warmth, swelling, pain and limiting function. Symptoms are similar to those seen in arthritis, only the doctor may decide whether it is a rheumatic disease. It is a very acute illness, it affects even more joints at a time. It often passes into the chronic stage, and in a few years there is a significant reduction in joint activity to deformities.

Osteoporosis (bone thinning)

This is a general disorder affecting the older generation. Osteoporotic changes in the bone system are characterized by a decrease in mineral content and bone tissue having reduced ability to form.

METHODOLOGY OF MOTION ACTIVITIES FOR SENIORS



Principles of motion activities in musculoskeletal system disorders

In general, physical activity should be regular everyday, the intensity of the load should be determined individually in relation to the fitness of the individual and the degree of compensation for their illness. For this type of illness, it is sufficient to have a low and moderate intensity of more than 30 minutes. We choose such physical activities that do not overload the supporting joints but involve large muscle groups.

Motion programs and activities are part of a preventive program of healthy ageing and improve the sense of health and quality of life. The selection of activities must be subordinated to: health status, age, gender, movement experience and seniority level.

Health condition

The principle is to respect the limits of the illness of the seniority on the basis of medical examination. Based on a history, subjective assessment of the difficulties and objective examination, we determine the form of appropriate movement and intensity of the load. Every senior in motion program must know the limits, the shape, the length and the intensity of the movement activity. The load intensity is monitored according to pulse rate at safe levels after the elderly.

Age

Ideally, we assess the fitness of an individual and compare it with the population age standard. The physician's stress test is most appropriate. We can recommend a field test by walking. If the senior tolerates a walking speed of 4 to 5 km / h then we can consider him as average. At this walking speed, we measure the heart rate. Based on the results of a doctor's examination or an orientation test, we will set the safe heart rate limit and form of training.

Sex

Gender differences in the organization of the human body create different assumptions for the movement activities that are part of the normal life as well as for the movements actively engaged in the life regime. Statistics show that women live on an average age higher than men. Also known is the fact that they are not affected by some diseases because they are protected by the hormone screen. The percentage equals after the climacterium. In women, we find a higher percentage of osteoporosis, which limits the movement forms (contraindicates jumps and movement activities with the risk of falls). Men are more characterized by muscle spasms, stiffness and shortening of the muscles.

Movement experience and performance of the organism

The fitness of the organism and the movement experience are best attained at an early age, and they are more permanent in character. Those individuals who have been sporting during their lifetime and have not over-burdened themselves are far more likely to cope with the burden even during ageing than those who are starting at a later age.

A photograph of a person riding a bicycle on a grassy hill. The person is wearing a light-colored patterned shirt and dark shorts. The bicycle is a dark-colored mountain bike. The background is a clear blue sky and tall grass.

SUITABLE PHYSICAL ACTIVITIES IN OLDER AGE

We are based on the principle of maintaining the function, the overall condition, the overload. We prefer endurance and strength activities (static load up to 30% of maximum power). Suitable for hiking and cross-country skiing. Cycling, swimming without jumping and diving. Uninterrupted without jump, golf while adhering to the correct shot technique.

We recommend dynamic cyclical endurance activities. These are all movements in which muscle stresses alternate at the same time with its release, large muscular groups are involved in action, where movement is coordinated with breathing, energy is obtained with constant oxygen access. The length of the time span is at least 30 minutes and the intensity of the load is in the range of 50 to 60% of the maximum. If they are included in the exercise program regularly, often and in the long run, they increase the functional capacity of the whole body. This category includes walking, swimming, cycling and ergometer, etc.

TARGETED BALANCING EXERCISES



In order to conduct regular dynamic cyclical activities, such as winter and summer tourism, cycling and more, our driving system must be functional. In addition to the aforementioned activities, its functionality will also provide regular purposeful exercises to gain and maintain muscle balance, exercise to increase overall muscle toning, and to program correct motor stereotypes. We call these exercises as balancing exercises and the process by which we act on the motion system by the balancing process. The quality of the movement must be preserved - precise movements performed based on physiological patterns. These are slow movements-guided by which the body performs much better than swift swing movements. Driven motion is still under control, we can correct it to ensure its accuracy. We can perceive it and feel emotionally.



UNSUITABLE PHYSICAL ACTIVITIES

The limiting factor for each exercise activity is the various types of health impairment that are more numerous with the increasing number of years.

Undue stress on the human body leads to faster wear in all directions. High intensity activities approaching the maximum are inappropriate for everybody after the fortieth year of life. The pursuit of high performance in any of the sports industries is at the expense of health. We can reject the performance concept because it does not lead to compensation and prevention in most populations. Demonstration of this is a health problem in performance athletes.

The body is also damaged by a high load that does not match its capabilities. It often happens at an earlier age when changes in the ageing process are not taken into account. Muscles and muscle tendons are overloaded. Their functionality is limited by microtrauma (minor injuries). The entire propulsion system is weakened. The cardiovascular system can not provide a higher load, it is overloaded.

Although the body adapts to increased exercise, it is the cause of pathological reactions that lead to health problems later and mostly to manifest illness. The management level of the central nervous system is aggravated by the onset of fatigue, and it all means a deterioration of the health condition. The result of our action is the opposite of what we expected.

Unsuitable physical activities are also those that are included in motion programs without previous training, without gradual methodical guidance. As an example, we can go for hiking without the right stereotype of walking, etc.

In addition, they are activities that aim to increase strength or strength training, where high resistances are overcome. The isometric contraction of the muscles predominates (the muscle tension is high for a long time). In the course of their implementation, in the case of improper conduct, there is blood flowing in certain parts of the muscular system, breathing, pressure overload of the heart, which can be risky. We do not recommend wearing and lifting heavy loads even during our youth.

Unsuitable activities include those with rapid changes in positions. These are, for example, frequent quick starts in different directions, jumps and impacts. Such activities often cause injuries, inflammation in the site of the muscular ligament, and microtraumas.

Exciting coordinate exercises, acrobatic exercises burden the nervous system and can be a source of stress and nervous fatigue. The ageing organism can no longer sufficiently deal with the demands placed upon it in these activities.

Very often, we are convinced that we have a lot of move. The normal exercise we perform is not always a stimulative impulse. It is a movement activity that we can characterize as fast-running movements. We do it without thought, based on long-established stereotypes. You are often wrong, non-economic. Congestion of individual spinal sections, joint system. Examples include misdirection, poor posture, shallow breathing, uneven lifting and carrying weights, etc. In the long-term job, however, many movements have also been automated, but have been developed on the basis of incorrect mobility habits, which could lead to structural changes in overloaded areas of the propulsion system.

As another example, swimming can be used, which is very often recommended as very appropriate. Especially women in old age visit swimming pools, where for a long time they swim the breasts with their heads above the water. The head in the curve weighs the cervical spine, and there is also a greater bend in the shoulders. Even weekend activities in the garden are often not optimal. These are mostly movements, where the static activity with the force component prevails. Muscle contraction prevails over relaxation, and this uneven distribution puts high demands on the cardiovascular system again in terms of pressure overload.

For the above reasons, we do not recommend sporting games, downhill skiing, gymnastics, aerobics, water sports, judo, but also very often running tennis for those over sixty years of age without previous training. In individuals with bad technique and inability to relax during the game, tennis can cause a risk of overload when blood pressure rises. There are also negative domestic work such as knitting, embroidering, crochet, heavy work in the garden, maintenance work demanding for muscle strength, etc. The unilateral focus of activities both in sport and in common activities leads to overloading and muscle dysbalances.



ORGANIZATIONAL FORMS OF PHYSICAL ACTIVITIES

- Individual programs
 - Walking, swimming programs
 - Individual training on an ergometer
 - Domestic exercise programs
 - Group exercises (60 min 1-2 times a week)
 - Ideal group of up to 15 individuals
 - One-week reconditioning stays (ideally twice per year)
-

Individual exercise programs

Emphasis is placed on morning warm-up so that the joint system is prepared for normal daytime activities. It can take up to 20 minutes to suit the individual. We usually include exercises that activate a deep stabilization system, breathing exercises and exercises that maintain joint mobility.

During the day, we recommend a 15 to 20 minute exercise activating a deep stabilization system - the center of the body, breathing exercises and exercises for the centering and stability of lower limb, spine and shoulder joints.

To increase and maintain fitness we recommend individual walking programs, ergometer training (bicycle ergometer, eclipic trainer). Important is the information for a trained individual about a safe training heart rate. The ideal range is between 50% and 55% of the pulse rate - ie according to Karvonen between the resting and the maximum heart rate (220 - years).

An exercise unit more focused on the balancing process can only contain balancing exercises that are primarily focused on joint relaxation and muscle stretching. Subsequently, dynamic strength exercise and training of movement stereotypes are included. Preference is given to the lowest exercise positions that are less demanding for the muscles to maintain an upright posture. Exercises in higher exercise positions are included according to possibilities and movement experience. We chose the guided movements performed in a slow rhythm.

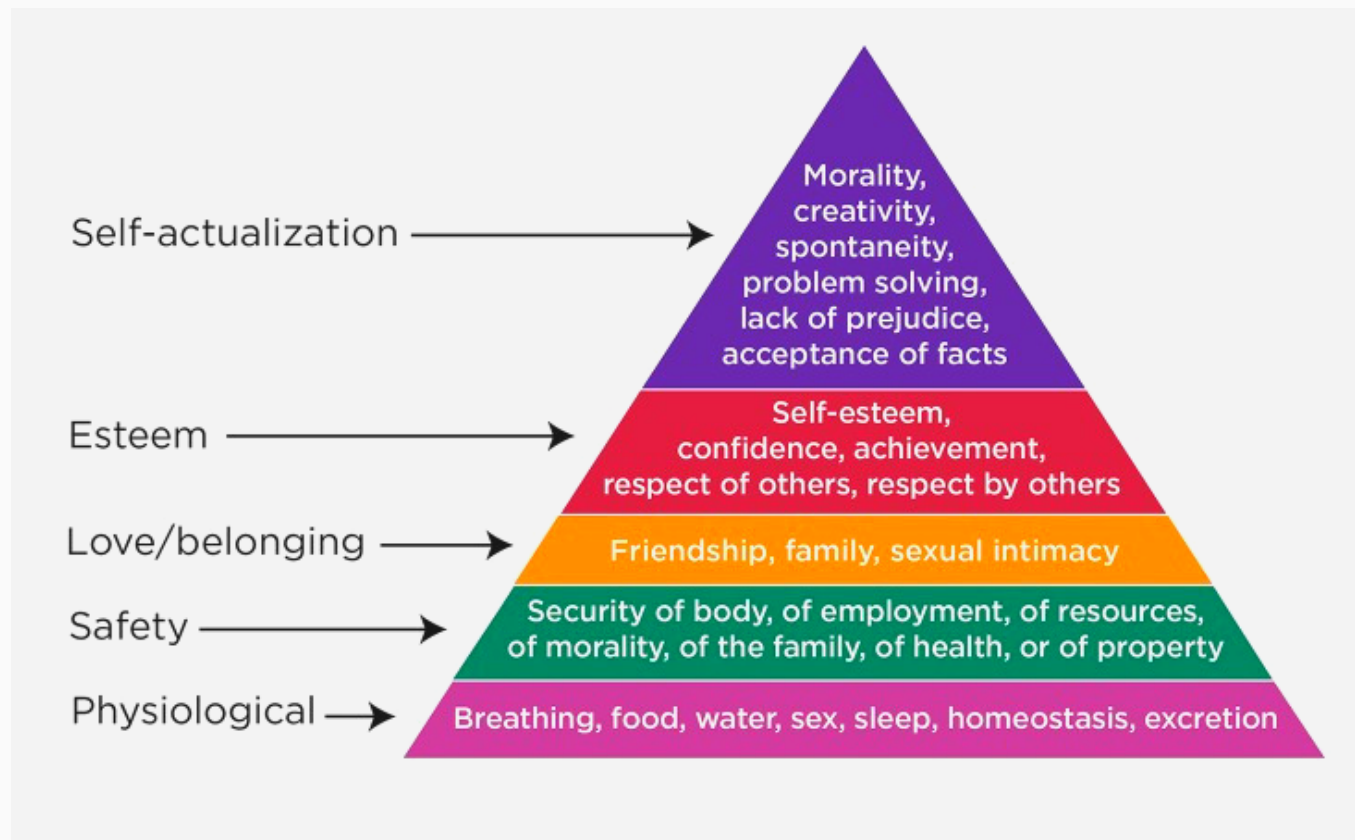
We must always take care of the exact position of the chosen position and the exact execution of the exercises in order to achieve a targeted effect. Particular emphasis is placed on improving upright posture and walking, breathing, and for these stereotypes, we create all the prerequisites in the propulsion system. We coordinate everything with breathing and relaxation. These policies apply to all ages. The balancing process is a common program that should always be included, and it does not matter what kind of weakening is the individual doing. It's about remediating the motion system to make it happen. Such a lesson can take 20 to 60 minutes. Other organizational forms such as walking or cycling tours, swimming, etc. should be included as complementary forms of activities in the exercise program because they already have their specific character, they activate the organism in other contexts, they have their demands on the propulsion system. Each such activity should be preceded by a perfect training and balancing process so that the propulsion system can cope with the demands of the individual activities in order to be perfectly prepared for these activities and meet their requirements. Collective organized forms of physical activities can be strongly recommended. They are mostly led by experienced physiotherapists, trainers. Professional experience has positive results. However, a visit to an organized exercise unit is only a guide to regular everyday homework. This is the only way to achieve the expected result.

MOTIVATING SENIORS

The project is trying very hard to find the most effective methods of addressing the seniors and encouraging them to actively engage in sports. This effort is based on the fact that many organizations know very well how to train seniors, know why seniors are important, but they can not motivate seniors to move.

One of the main ideas of how to address seniors is : **"Which needs of seniors could be reacted to by sport?"**

We start from the basic well-known Maslow oasis of pyramid needs.





MOTIVATING SENIORS

From basic physiological needs, we can simply fill the need for **movement** with sport or physical activity. The movement required to maintain good functioning of the human body is defined as at least 30 minutes of daily exercise - just walking, cycling, gardening, etc. This type of movement is not defined as a sport. This need for movement must be fulfilled in order to preserve the basic **health** of the organism.

At the level of safety and security, sport or other regular exercise activity can also be used very well in the elderly. It is not just about the possibility of **selfdefense**, it is about the overall feeling of freedom of movement in space. Seniors who are used to moving do not have to worry about frequent falls or other injuries.

The third level of needs also offers a large field of activity. Seniors generally have a lack of social contact, so it is essential for them to find an environment where the social climate feels a friendly atmosphere and **belonging**. Sporting and physical activities for the elderly are generally conducted in the form of more than competition, so it is very helpful to motivate the seniors to sport to clearly formulate and specify the needs of the community and to communicate with them.

The fourth level - the need for recognition and respect, offers sport a large field of competence in the case of competitive activities. However, in the case of seniors, security must be taken into account here. To many seniors, the feeling of self fulfilment is enough to make the move regularly.

The need for can be very well utilized when involving seniors in activities management and their operation. Seniors can become part of the organization's team. Become a trainer, an instructor, a coach, and continue to develop the idea of sport. This is an experience that is a vital element in organizational development that works with seniors - trainers and their involvement in the organization.



SPECIFIC ASPECTS THAT PREVENT SENIORS FROM ENGAGING IN SPORTING AND PHYSICAL ACTIVITIES

There is no doubt today about the benefits of movement and exercise for human health, yet it only trains a small part of the population. Mostly due to their own "comfort" but with various excuses for lack of time etc.

However, it is not always indolence of the older generations of seniors and pre-seniors, but also quite specific barriers that prevent them from participating in the exercise.

As part of the work with the elderly, it is necessary to pay attention not only to the health, but also to the psychological point of view. First and foremost, how to get the seniors to practice. It means, then, how to dismantle their specific blocks in acquiring new members.

So what to emphasize on the possible information materials, which can be addressed by seniors:

Paradoxically, this is a barrier to an elderly person's own health concern. An elderly person already knows that he is not immortal or invulnerable, and the most common concern is fear of dependence on others. While the positive contribution of exercise to your own health is not immediately observable, any injury could make life difficult. And that would feel instantly.

How about this block? As long as new members are recruited, it is necessary to emphasize that instructors are trained not only in terms of general medical conditions, but also in terms of individual health problems, constraints or illnesses, and this aspect will also be respected during exercise. This means that it will not endanger anyone in the sense that the trainer will be able to exacerbate his or her difficulties, but on the contrary, they will try to eliminate or at least prevent the deterioration of the situation.

Within the framework of the exercise itself, it is appropriate to show the mentioned individual approach (addressing by name, skip recommendation for some exercises, etc.)

Another common sense of seniors is the feeling of "falling power". Senior often does not believe he can do the same thing as the others. If he gets an offer for training, it often raises doubts that he has mastered something like that. It is therefore useful and effective to emphasize on the promotional materials that the exercise is for everyone and there is no need for significant physical fitness.

Not everyone is easily familiar with the new company, and this shyness is even more common in seniors. They lack the rage of youth and carefree immediacy.

At the same time, many of them suffer from a lack of social contact and a new friendship community would welcome.

In promotional materials, it is worth highlighting the fact that the participants can see new people and get new friends. It is possible to recommend that a practitioner brings a friend within and motivate them by having the pair paid for several hours of exercise.

An important issue is also the financial difficulty of the activities. Seniors must be assured that payments for activities will not be liquidated for them. On the other hand, experience clearly shows that free activities in the long term do not work well.

TARGET GROUPS THAT SHOULD BE ADRESSED AND THEIR NEEDS

To work with seniors, it is necessary to define in detail for each activity being created, who is to be its target group (TG). It is then appropriate to define the specific needs of the TG.

Here is a list of target groups for the project being discussed.

Activity: Group exercise in gym

Target group: TG are mainly seniors who are relatively healthy, do not have stronger physical restrictions because they will practice on the ground and come up. However, they may have limitations such as breathing, hypertension, etc. These seniors are over 60 years old.

Needs that can be focused on in advertising materials:

In general:

- Keep health
- Improve physical fitness
- Be in a nice team
- Achieve appreciation and respect

TARGET GROUPS THAT SHOULD BE ADRESSED AND THEIR NEEDS

Specifically:

- Sufficient strength for time spent with grandchildren
- Find new friends in their age category for further cultural and social events
- Feeling that they can learn something new that can be used well and makes sense
- Motivation to become a trainer

Activity: Group exercise on chairs

Target group: TG is made up of severely restricted seniors, who spend most of their time passively in the household, for example by watching television. The age of these seniors is usually 70+.

Needs that can be focused on in advertising materials:

Specifically:

- Improve movement possibilities
- Create options for activities other than watching TV
- Allow meeting with friends and family
- Ensure your own household needs
- Make purchases, etc.

TARGET GROUPS THAT SHOULD BE ADDRESSED AND THEIR NEEDS

Activity: Group pool exercise/swimming

Target group: TG are seniors who are relatively healthy, but may have lighter movement restrictions for "land-based" exercise. Age category 60+. Women who do not like sinking their heads! - This must be remembered - senior women do not want to dive.

Needs that can be focused on in advertising materials:

In general:

- Keep health
- Improve physical fitness
- Be in a nice team
- Achieve appreciation and respect
- Maintaining dignity (shy in the case of nudity in front of others or younger people in the pool)

Specifically:

- Sufficient strength for time spent with grandchildren
- Find new friends in their age category for further cultural and social events
- Feeling that they can learn something new that can be used well and makes sense.

Activity: Outdoor physical activities (nordic walking...)

Target group: Seniors who are active and move have as a means to stay outdoors and friends. They do not have the main motivation for the movement itself, but for what it brings - a trip, acquaintance, etc.

Needs that can be focused on in advertising materials:

In general:

- Have a look somewhere
- The desire to spend time in the outdoor environment

Specifically:

- See places that have long been tempting
- Then take grandchildren to discover places

TARGET GROUPS THAT SHOULD BE ADRESSED AND THEIR NEEDS

Activity: Walking football

Target group: Seniors - predominantly men, former footballers who can no longer play because they can not run.

Needs that can be focused on in advertising materials:

In general:

- Preserve current habitual habits
- Keep fit

Specifically:

- Keep a "group" of footballers
- Enjoy an adrenaline football match
- Competitive - Men strongly favor physical activities that are competitive in nature.

The list of possible and appropriate activities is far from definitive and depends on the specific activity the organization wants to implement. However, it is always very useful to define the target group and its needs in advance. Based on defined needs, information materials are very easy to produce.



EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
Operační program Praha – pól růstu ČR



KULTURNĚ KOMUNITNÍ CENTRUM SENIOR FITNES

NORDIC WALKING

*Všechny zájemce o pohyb v přírodě zveme
na zajímavý turistický výšlap!*

Vybíráme pro vás trasy s technickými i historickými zajímavostmi a krásnými přírodními scenériemi. Pohybujeme se většinou po pohodlných rovinatých lesních pěšinách, jen místy zdoláváme trochu náročnější výstupy a sestupy. Udržujeme rozumné tempo - kocháme se krásou přírody, fotografuje a děláme přestávku na občerstvení. Doporučujeme turistické hole a dobré obutí! V případě nepříznivého počasí lze trasu zkrátit.



Každé úterý a čtvrtek od 14:00 do 16:00 hod.
pod vedením lektorů Mgr. Jitky Hlaváčkové a Jana Šimla

TUTO SLUŽBU NABÍZÍME ZCELA ZDARMA DO NAPLNĚNÍ KAPACITY.
V případě Vašeho zájmu se hlase na níže uvedených kontaktech:



Senior fitness z. s., Uralská 6, Praha 6
tel.: 281 910 522, 777 778 760 (Bára Kašparová)
recepce@seniorfitness.cz, www.seniorfitness.cz

HOW TO ADDRESS SENIORS?

In this section we will focus on how to reach the maximum number of seniors and achieve that they incorporate regular exercising into their lives. Our own experience has shown us that the addressing is conducted from two sides, partly by the organization itself and partly by concrete **trainers**. In practice they are the most important and effective "element of promotion".



COMMUNICATION WITH SENIORS BY THE ORGANIZATION ITSELF

The organization itself has the task of informing the seniors about the two main issues - the importance of regular movement in general and the specific activities it organizes itself.

The importance of physical activity in general

In this area it is necessary to relentlessly inform the public about the importance of regular movement for seniors. The topic of seniors' regular sport is still a rather marginal topic, and any further information towards the public increases the potential number of seniors practising exercises and thus it has its undisputed significance. In these awareness-raising events it is necessary to focus not only on health, but also on social integration, the openness of the organization's collective and a qualified background for activities. In the promotion it is good to rely on the statements of specific people who have the trust of seniors (collaborating physicians, famous personalities, etc.).

This promotion is mainly aimed at seniors who are not currently practicing exercises or sporting. Here we need to specify and accentuate the specific benefits of moving for seniors. It is possible to create promotional materials for specific groups of seniors, such as diabetics or people with endoprotheses, etc. With the information for a particular group of seniors, the target group is better identified, this narrower target group provides a better opportunity to convey the benefits of movement. This promotion can have a bigger impact than the promotion focussed on "all seniors".

The possible channels of this promotion are:

- Television broadcasts in all types of programs. An interview with an organization representative, possibly in combination with a celebrity who sympathizes with the organization, or with a senior who is already practicing and his positive feedback can be a motivation for other seniors.
 - Printed periodicals (national, regional, thematic, etc.). In these periodicals there it is possible either to insert a "flyer" in the form of advertising or to provide an interview with the representative of the organization. If necessary, it is advisable to provide again space for the seniors who are already trained and can provide positive feedback, or a statement of a famous and sympathising personality.
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- Leaflets distributed by mail or other form of access to the seniors directly to their home is a fairly effective form of public education.
- Organization's own periodicals - even electronic newsletters work well, seniors can already use mail. But it is advisable to distribute the printed ones at the same time.

Our experience clearly showed that there is no need to fear the competition. On the contrary, it is always beneficial to cooperate with other multinational non-profitable organizations, business institutions, sports clubs or public authorities. Collaboration always brings more benefits to the target audience than anxious "guarding know-how" and worrying that our clients could go to someone else. They will not go - if they feel good about you, they will stay with you and participate in activities of other organizations that only fulfils our common goal - to activate the seniors.

The specific events the organization arrange by themselves

Seniors want to take care of their health, but often not in the first place. It's a psychic block that tells them that only old people care about health, and it's hard for them to admit they're already old. So they do not go for exercises only because it is healthy, they will go there only, if they feel good and capable of performance and if there is good and friendly instructing.

This is all the need for the seniors to make sure of the promotion. The fact that you are not only about the health aspect of the thing, but also about feeling good, having fun and not shy about all the physical activities. The social dimension of each sport or physical action is always as important as its sport / physical dimension, and it should always be mentioned in the promotion of the event.

Experience shows that actions that have a competitive character attract more men. Since men are significantly less involved in senior activities than women, it is a good idea to implement these competitive actions and slowly draw people into action. Men will also engage in non-competitive events over time, precisely because they will be pleased to be among the known people. They will not go to the competition first, but to the collective. For men namely, the motivation is often reversed, they want primarily competition and then collective, unlike the women for whom the team is at the top. They will only take part in the activities if they feel well in the group. This is a big difference in the motivation of women and men in senior age, which needs to be aware of when creating promotional materials.

The just-starting project "walking football" serves the purpose of men involvement. This completely new sport which is supported by UEFA has been introduced in the Czech Republic since 2017.

Germany has some amateur "sports games" that have defined performance limits for seniors. Limits are set in such a way that they can be reached for seniors, but only with regular training. This is exactly the type of activity that motivates and is uniquely aimed at men.

Each action may have a slightly different target group, although it will still be the seniors. Per event, which will run multiple kinds of activities it is appropriate to create still more types of promotions. Make leaflets "for women" and "for men" for example. The work team must always have a clear idea of who wants to reach out. What are the interests of this group, or her concerns?

In general, experience shows that women prefer collective activities and men individual and competitive.

Openness of the organization

The organization must clearly declare that it wants new entrants to take part in its activities. It has to act friendly as a great team and at the same time a team which likes to accept new members.

Trainers must be clearly informed about how to communicate with new entrants and participants so that they feel comfortable in the new environment. A particular trainer is the first person, with whom a new trainee will come into direct contact.

At the same time it is very effective if the organization offers the possibility of long-term cooperation in our case as a trainer, instructor or coach. Seniors thus gain the ability to identify with the organization and find a new sense of empowerment and need. A senior, who participates in the exercise as a trainee can with time complete the qualification and become a trainer. In this way, the activities offered in the field of movement for seniors are completely naturally and effectively extended.

Partners organization

Each organization has its other partners. Very often they are other non-profit organizations, sports organizations, but also public authorities as municipalities and regions. These partners strengthen confidence in seniors in the organization.



COMMUNICATION WITH SENIORS BY TRAINERS

Practice shows that the character of an instructor / trainer / coach himself, who is in contact with the target group of seniors, is absolutely **crucial**. It works best, when trainers are elderly. The seniors then perceive good fitness and trainer health as highly motivating. Exercise groups **led by seniors** always have much higher attendance than groups led by young instructors. In the presence of young trainers are many seniors ashamed, fear failure, women are ashamed of their shape, etc. They do not feel such anxieties in front of the trainer-senior.

Trainers-seniors naturally have other seniors around themselves who can motivate to movement and invite them to their training groups. These tutors have other friends-seniors and those others. It naturally adds to the effect of the snowball and other seniors are attached to groups. The reason why the method works better for seniors than for other target groups is that senior citizens are still less trustworthy, and of course they no longer have such a high need to "discover" or test new things, and just to tell somebody what they are doing, to whom they trust, is a crucial motivational factor.

However, to enable trainers themselves to disseminate information on their activities in their surroundings, it is necessary the organization creates a certain background and conditions. It is essential that all activities which the trainers inform about are traceable on the organization's website. It is not possible for those interested in exercising to look at the site and find nothing on them. The website increases the credibility of trainers who naturally extend their trainers among their friends. It is important for the organization to introduce its specific staff, trainers and other officials on its website, best with photos. Seniors need to know who is behind the organization who they can turn to. Especially in case of activity Exercise on chairs, where trainers come directly to seniors' homes, this factor turned out to be the key. Publishing photos and medallions of instructors raised interest in chair exercises by more than 30% within one month. The seniors had the feeling that they "already know who will come to them". Before that they did not want "someone else to come to them".

ORGANIZATION NEEDS TO PAMPER TRAINERS!

From the above information, it is essential that organization respects the trainer and responds adequately to his / her needs and impetus.

The basic necessity is building and enhancing the feeling that the trainer is not just "rehearsing and going", but that he is really an indispensable part of the organization's team.

The trainer, if he comes up with an idea of any improvement, needs to feel that the organization welcomes it and is ready to help it as much as possible. Increasing reward for the trainer depending on increasing number of trainees is also an incentive element. The trainer can be rewarded by the number of seniors involved in the group. However, experience shows, that just financial motivation is relatively low for seniors. The organization's "personal care" of the trainer, as well as the incentive setting of financial rewards are effective.

At a time when trainers really feel united with the organization, they inform of its activities even more, than if they account themselves external collaborators. Seniors generally need a sense of acceptance and necessity, and if the organization can strengthen it in their instructors, it has certainty they devote to it.

ORGANIZATION NEEDS TO PAMPER TRAINERS!

Things that can support trainers to talk about their activities are, for example, organizer's t-shirts, leaflets that they can give their acquaintances, posters that they can post on etc. Even these little things allow trainers to communicate more effectively with seniors in their immediate surroundings. At the same time, they can remove shyness from trainers who may feel like they "intrude upon someone". If they only pass the leaflet, it can be easier for them.

A very strong element is the regular meeting of trainers - this is only possible in larger cities or in smaller regions, where the distances are well placed.

CULTURAL DIFFERENCES

When performing any activities for the elderly, account must be taken of cultural differences in individual countries and sometimes also in individual regions. Seniors are a group that is usually rather traditional and accepts "news" worse. It is therefore appropriate to always build on what works well in the locality and develops it.



CONCLUSION

We believe that this methodology has served as a basic guide to the topic of seniors' movement. She showed what to look for and pay attention to.

If you have decided to start moving activities for seniors, we also invite you to visit www.fitseniors.eu to find information and videos with specific exercise groups that can be a useful inspiration.

In case of interest, you can always contact any of the organizations involved in the project and get more information about it.

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