

Detailed ISCA-Program

“Staying Active & Healthy in Later Life”

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The societal and political background:

Like hardly another topic aging has moved into focus of public interest. The population in our modern societies is gradually growing older. The age pyramid has changed due to higher life expectancy and lower birth rates. Very soon the majority of the living persons will be older than 60 years. No generation before in history had the chance to reach a lifespan as long as now. Improved health care, better nutrition, ongoing activities and involvement in social life had contributed for many more people to maintain a greater vitality and to reach a longer lifespan.

This progress in personal human life creates on the other hand societal challenges. Higher expenditures for pensions, explosively rising costs for health care, poverty and social isolation of parts of the “growing grey generation” are some characteristics which mark socio-political challenges regarding the living situation of senior citizens.

The demographic changes and the expected societal consequences have pushed the topic of aging high on the political agenda all over the world. Numerous national governments and international institutions like the United Nations or the European Union have launched particular political statements, programs and projects. The EU has declared 2012 as the “European Year of Active Ageing and intergenerational Solidarity”.

References:

- www.who.int/ageing/publications/active/en
Key document:
“Knowledge translation on ageing and health: policy framework 2012”.
<http://ec.europa/eurostat>

Definitions:

Both, the individual expectations and needs for a longer life and the societal challenges of the “growing grey generation” are demanding an intensive involvement of the sport movement for the target group of senior citizens. We know today through a lot of scientific researches and through personal reports on experiences given by senior citizens that

manifold improvements to the quality of daily life of senior citizens can be achieved through physical exercises and sports, namely

- Improvement of well-being, fitness and health
- Retention of independence and mobility
- Improvement of social situation through sociability, common interests, communication, co-operation, social exchange, social integration into a group
- Strengthening of personal identity and self-image
- Experiencing a new challenge and purpose of live.

Therefore physical activity and sport stands for an indispensable subject of successful and healthy aging!

But the substantiated benefits of regular sport involvement are in contradiction with the exercises adherence patterns of older adults. Only 33% of Europeans between 55-69 years old are regularly or with some regularity involved in physical activities and sport, and more over 50% never exercise. In the age group 70+ only 22% are physically active and over 65% never exercises.

References:

- www.healthyaging.net/fitness/diet/mentalwellness/socialwellness
- <http://ec.europa/eurostat>

Publication:

„Active ageing and solidarity between generations. A statistical portrait of the European Union 2012“.

The overall aims:

The overall aims are long-term goals, ISCA hopes to achieve together with its member organisations. The objectives will be the following:

- To facilitate co-operation and partnership between member organisations working already in this field of action.
- To raise awareness, to motivate and to offer practical support to more ISCA members to develop and to improve their own activities for senior citizens.
- To support the development and implementation of programmes for senior citizens.
- To take a stand and create image for ISCA to become recognised as a competent and powerful partner with regard to the individual and social needs of elderly people inside and outside the sport system.
- To facilitate co-operation with other international <Sport for All> organisations and as well cross-sectoral partnership with senior organisation, to develop and carry out programmes and projects in regard to the diverse requests of senior citizens.

ISCA Actions and Services

The past years have already seen numerous national and few international sport organisations, particularly in the area of <Sport for All>, taking up the challenge to contribute more to the well-being and quality of life of elderly people by particular projects and programmes.

According to its general philosophy of commitment to social obligations the International Sport and Culture Association (ISCA) commits to contribute also to well-being and to life-quality of senior citizens. Therefore ISCA has followed the call to become a member on the AGE-Platform Europe (www.age-platform.eu). The AGE-Platform Europe is a European

network of around 167 organisations of and for people aged 50+, which aims to voice and to promote the interests of senior citizens.

Also a number of ISCA members have focused on activities related the target group of older people and some of them have gained a strong position in this field of activities. However, despite rather good progress, it seems still to be necessary to encourage more associations to become strongly involved, to build more capacity for this subject and to develop a more systematic approach with a conclusive and consistent program. ISCA's "Priorities 2011-2013" point out that the target group of senior citizens should come into the focus of actions in kind of a particular program as a long-term strategic approach. This mission paper will outline the frame for this program.

Knowledge, data and information sharing:

- Collection and documentation of good practises.
- Compilation of important national and international political documents about strategies on active and healthy aging.
- Provision of newest findings in researches and literature on this topic.
- Cross-sector partnership to other stakeholders committed to older people, e.g. AGE-Platform, EUNAAPA).

Networking and Consultancy:

- Enlarging partnership and setting up a network of partners with previous experience in this field of action, including external partners.
- Making expert consultants available to member organisations to assist in the development of national strategies, programs and projects in the area of physical activities and sport for elderly people.
- Assisting member organisations with little or no experience in developing their own original campaigns, programmes and projects.

Planning guidelines, tools and education:

- Inventory and provision of topical exercise programs for different target groups of older people.
- Planning guidelines for SfA organisations and clubs for a particular strategy on active and healthy aging.
- Implementation of the topic of older people into educational events like congresses, conferences and seminars.
- Compilation of a catalogue with current topics and competent experts and speakers for the education and training of instructors.
- Carrying out of specific seminars and workshops for instructors.
- Drawing up of common qualification standards for instructors working with older people in sport.
- Negotiating study tours.

Political lobbying and fundraising:

- Presentation of the programme to umbrella organisations that consider the importance and promotion of physical activity and sport for the target groups of elderly people on the political agenda, in particular UN, WHO, EU and to foundations committed to the goal of the programme.
- Fundraising for projects in coordination with the member organisations of

ISCA

- Partnership and agreements with other stakeholders, committed to the topic to co-operate and coordinate initiatives.

Implementation and carrying out of the program:

This mission paper aims to operate as a draft concept for a long-term program. ISCA see itself as an initiator, moderator and supporter of actions taken to improve physical activity and sport adherence of older people. The program needs high commitment of ISCA members as well.

The Executive Committee will appoint a working group of experienced people to develop the program and its measures step by step, according to available resources. A certain budget will be allocated yearly to the program.

A member of the Executive Committee will be in charge of the program and the working group. He/she reports on the working plans and the progress regularly to the Committee and the General Assembly.

The ISCA office will support the work and allocate a staff person to the program.