



ActivAge

SUPPORTING AGEING ADULTS TO STAY ACTIVE

Newsletter n.1

The project

The European population is ageing rapidly. As people are living longer, how can their quality of life be maintained in old age?

ActivAge is an Erasmus+ project that promotes a pro-active approach to ageing. An easily accessible online interface profiles the users and recommends personalised paths aimed at maintaining the physical, cognitive and social abilities.

ActivAge ambition is to switch from the usual conservative "crisis management" approach, to a pro-active perspective aimed at promoting and supporting an active and healthy lifestyle in the ageing population.

Key results of the project:

- ⇒ data collection and analysis on the lifestyle and habits of the over 65's in order to understand which factors (physical, cognitive, social, etc) mostly impact on the well-being of the ageing population";
- ⇒ an online interface that performs a basic profiling of the users, and proposes them a personalised improvement path towards a more active and healthier lifestyle;
- ⇒ *ActivAge Digital Knowledge Centre* offering online training modules and a database of useful initiatives and resources in the field of culture, sociality, physical activity, art, long-life education.



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Research on best practices

The phenomenon of population aging is an inevitable process in most economically developed countries. The constantly growing trend catalyzes the interest of various scholars who aim to identify the pillars of successful aging.

ActivAge aims to promote active aging by supporting, disseminating and sustaining healthy behaviors among the aging European population.

The report, in line with the model presented by the WHO (WHO, 2002), highlights that the fundamental elements of active aging, autonomy and independence, are based on physical activity, health, social inclusion, lifelong learning, culture, creativity, and information and communication technologies (ICT). These are also key elements in boosting health promotion and preventing risky behaviors.

The Report presents the results of a survey on the habits of the aging population developed in France, Italy, and Slovenia and of the Multiplier Events organised in the three Countries involved.



Pills from the ActivAge research...

THE ELDERLY AND PHYSICAL ACTIVITY

In the observed countries - France, Slovenia and Italy - the elderly population was found to be active and autonomous in carrying out daily routines. Physical activity such as walking, swimming and cycling is widely practiced especially in Slovenia (90.2%) and Italy (83.8%). In France, the propensity to physical activity is lower (76%) but still very significant. These data allow us to exclude a tendency to inactivity and to a sedentary lifestyle of the aging European population.

SOCIAL INCLUSION AFTER RETIREMENT

A majority of seniors in France, Italy and Slovenia take part in social activities such as meeting with friends, participating in associations and clubs at least 4 days a month, confirming that they are not isolated from the social point of view. The feeling of inclusion generates a virtuous circle that has beneficial effects on the emotional wellbeing. Regular interaction with family members of all ages allows intergenerational exchange and comparison. 20% of the interviewees are involved in volunteering activities at least twice a month, which contributes to their feeling socially useful even after retirement.

AGING AND HEALTH

In our sample, a majority of the Europeans over 65 consider that their health condition is in line with their age, and show tendency not to be worried about it. They are also autonomous, they are able to manage daily chores independently, and are able to make physical efforts such as climbing stairs.

LIFELONG LEARNING CULTURE AND CREATIVITY

We observed a significant propensity of the elderly to engage in reading as a regular cultural activity (> 70%). This is particularly noticeable in the French elderly population, followed by the Slovenian and, finally, by the Italian sample, which also boasts a high rate of over-65 readers.

THE ELDERLY AND ICT

The majority of the observed sample (> 80%) uses technologies (computers, laptops, tablets, netbooks and internet) on a regular basis at least twice a week. This data suggests that the digital divide has narrowed significantly compared to the past.

Would you like to know more?



Visit the ActivAge website and download the full research:

<https://www.activage-project.eu/project-results/>

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