

D.12 - DISSEMINATION REPORT



JOIN4JOY (N. 101050674)

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EXECUTIVE SUMMARY

This report defines and structures the Join4Joy dissemination and communication plan in four sections.

1. The first section describes the scope and objectives as part of the Work Package 5 on Communication and Dissemination of the project.
2. The second section defines the project's dissemination and communication strategy, identifying goals, target audiences.
3. The third section describes the channels that support the dissemination and communication strategy, including the website, social media, events and publications. It also reports on networking and meetings with key actors, and the production of digital and paper-based dissemination materials.
4. Finally, the fourth section outlines a monitoring system for key performance indicators to measure and evaluate impact of communication activities.

This report provides a comprehensive overview of the dissemination activities carried out during Join4Joy implementation period 01/06/2022 – 31/05/2025.

PROJECT PRESENTATION OVERVIEW

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Sedentary behaviour (SB) and insufficient physical activity (PA) has increased substantially over the last decades and especially with the COVID restrictions. SB increases with age and older adults are the least physically active age group.

Robust evidence shows the health benefits of regular PA and the harms of high levels of SB along the ageing process. Moreover, enjoying PA is a key element to adhere and maintain this healthy behaviour. However, the content of the programmes has been traditionally determined by the focus on the functional benefits of PA to prevent age-related disability.

Therefore, Join4Joy aims to:

- co-create a programme for community-dwelling older adults (JOIN4JOYC), and for long-term care residents (JOIN4JOY-LTC), focused on enjoyment and applying a social inclusion perspective to reduce socio-economic, cultural, health and disability-related barriers to access physical activity;
- create local and global virtual communities of practice to share knowledge and experiences and enhance the sustainability of the project;
- train professionals and students on behaviour change techniques with a social inclusion perspective;

- implement and evaluate the programme regarding feasibility, acceptability and impact; e) replicate the training with the train the trainers methodology. Accordingly, a co-creation process with end-users, family members, professionals, students and policy makers will be conducted through focus groups. A programme based on PA reinforced with self-management strategies to promote behaviour change will be the basis for the co-creation.

In addition, the Octalysis gamification framework will be used to define the enjoyment component. We will develop a programme guide and an online training platform linked to the virtual communities of practice. We expect to reach a total of 144 end-users, 9-15 students and >300 professionals and to impact current research, policy and practice by promoting a change in the PA culture.

1. JOIN4JOY DISSEMINATION OBJECTIVES

The dissemination and communication plan is part of the overall activities of Work Package 5, which aims to:

- Keep project partners and multi-stakeholder communities informed and engaged through timely updates and shared initiatives, especially when collaborative input was required.
- Deliver clear and coherent messaging about Join4Joy to all target audiences, including policymakers, Physical Activity/sport professionals, and the general public.
- Support and promote a range of events to encourage knowledge exchange, networking, and cross-sectoral dialogue.
- Successfully transfer the results to appropriate decision-makers to achieve their continued and sustained promotion and support.
- Develop high-quality and visually coherent dissemination materials that reinforced the project's identity and enhanced its visibility across various channels.

Partners involvement & duties

All the project partners share responsibility for the communication, dissemination and exploitation of Join4Joy project. In this document the roles are clearly defined and tasks clearly and appropriately allocated among partners.

Dissemination tasks will be managed by ISES (IT) and Exploitation tasks by SIELBLEU (FR) however, all project members are expected to actively contribute by:

- Identifying and informing about dissemination opportunities (e.g. events, publications, etc.) by updating the document in the project joint repository on a regular basis;
- Contributing the contents of their respective work packages to press releases, presentations, etc.;
- Using their network to support the dissemination of project information;
- Presenting the project at relevant conferences, workshops and other events;
- Helping to promote Join4Joy training events, in particular engaging key stakeholders to act as multipliers and to motivate participants.

2. DISSEMINATION STRATEGY

The dissemination strategy in Join4Joy consisted of four sequential key stages:

1. **Raise Awareness** – At the beginning of the project, the dissemination aim was to let potential stakeholders know what the consortium was setting out to do. The consortium's vision and strategies were promoted as wide as possible.
2. **Inform** – As the project progressed, the purpose of the dissemination was to raise awareness among students/trainers and potential participants in the pilot actions making understandable the outstanding advantages that Join4Joy enables.
3. **Engage** – As the Join4Joy programmes took shape, we focused more on stimulating interaction from the community. The consortium implemented initiatives to facilitate and encourage feedback from the community.
4. **Promote** – With the launch of Join4Joy exercise programmes for older adults 65+ and the online training course for students and professionals, the purpose of dissemination was to promote the programmes and the course.

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In our dissemination strategy we make the distinction between “one-way” communication activities which aim to raise awareness and inform audience segments and “two-way” communication activities which aim to generate interaction between project partners and the wider community.

The consortium's strategy can be summarised in the following diagram:



Target groups

The target groups and stakeholders that have been included in the dissemination strategy and reached via communication tools and channels have been:

- *NGOs*

To encourage them to lobby policy-makers to consider the findings made by the project.

- *Policy makers*

To inform them about the issues addressed by the project.

To engage them in a dialogue about organized group PA for 65+ as tool for social inclusion.

- *Scientific Community/Academia/University students*

To inform them about the project scientific results.

To participate in the project free online course.

- *Assisting/care centres and/or community centres*

To encourage them to implement the project exercise protocol.

- *General public*

To raise awareness of the importance of PA for the maintenance of health status; of PA in the prevention and treatment of diseases.

Approach to each target group

Although most of the dissemination and outreach tools and channels are appropriate for the majority of the different targets, it is recognised that some tools and channels are better suited to a specific audience.

Thus, each tool and channel encompasses different measures, which have been used to address different target groups at different stages of the project implementation, as shown in the table below.

DISSEMINATION TOOL/CHANNEL	TARGET GROUPS	WHY	INVOLVEMENT
Brand identity	NGOs Policy makers Scientific Community/Academia General public	The visual identity will be defined taking into consideration the overall concept of the project and its target audience	Inform
Project Website	Community-dwelling and institutionalised older people NGOs Policy makers Scientific Community/Academia General public	It is the access door to the project's world with information about activities and results	Inform
Social network profiles	NGOs General public	To create interactions in established online communities around the project and its topics	Inform/Engage
Traditional Media/ Press	Community-dwelling and institutionalised older people NGOs Policy makers General public	To inform the general audience on the project and engage families and caregivers of potential participants	Inform
Scientific publication	Scientific Community/Academia	To inform the scientific community about the project's results to encourage new actions and future researches	Inform/Consult
Events	Community-dwelling and institutionalised older people NGOs Policy makers Scientific Community/Academia General public	To disseminate the project's knowledge	Inform/Consult/ Engage

Guidance on contractual project management

During the project implementation, the consortium fully applied and respected: GRANT AGREEMENT ARTICLE 17 — COMMUNICATION, DISSEMINATION AND VISIBILITY

17.1 Communication — Dissemination — Promoting the action

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner. Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

17.2 Visibility — European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):

https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027_en

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos. For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

17.3 Quality of information — Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate): *“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”*

17.4 Specific communication, dissemination and visibility rules

Specific communication, dissemination and visibility rules (if any) are set out in Annex 5.

17.5 Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Article 28). Such breaches may also lead to other measures described in Chapter 5.

3. DISSEMINATION APPROACH

This chapter describes the different elements of the dissemination and communication plan starting from the visual identity and including the dissemination channels that have been identified to reach the stakeholders and target groups of Join4Joy.

It is written with EACEA “How to communicate your project. #CommsJourney. Tell your story. Make an impact” in mind which can be found here <https://op.europa.eu/en/publication-detail/-/publication/429c34ff-7231-11ec-9136-01aa75ed71a1> and HORIZON EUROPE definitions (https://rea.ec.europa.eu/publications/communication-dissemination-exploitation-what-difference-and-why-they-all-matter_en) of:

Communication: Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges. Inform about and promote the project and its results/success.

Dissemination: Transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research. Describe and ensure results available for others to use: focus on results only.

This chapter also lists the concrete implementations that have been performed through these channels by Join4Joy during WP5 implementation.

Visual identity

One of the first actions of the communication activities was the development of the project's identity. This identity is meant for non-verbal (often visual) representation of the Join4Joy brand, and it comprises important branding elements, namely: the project logo, printed materials and general brand style. It is worth mentioning that all current and future project related materials (and tools) are developed in English and formatted in line with the Erasmus+ visual guidelines.

Project logo

The main branding element is the logo. The logo plays a crucial role in the brand recognition and is linked with a non-verbal representation of the project, which must be consistent. The logo serves as the project's identification and should be associated with the project. Therefore, it should be included in all documentation and promotional materials.

The Join4Joy logo is displayed below. The bright colours have been chosen to transmit joy and fun while the 3 embracing figures want to transmit the sense of movement in group.

Project templates

ISES, in order to full exploit the potential of the project visual identity, developed .doc, .ppt and social media templates to be used by partners.



Developed dissemination materials, tools and actions

A multi-channel strategy supports the implementation of the communication and dissemination plan to the wide variety of target groups and stakeholders. The following list provides an overview of the channels that Join4Joy has used and plans to continue to use.

- Website - Communication
- Social media - Communication
- Networking and meetings - Communication
- Dissemination materials - Communication and Dissemination
- Publications and policy dissemination - Dissemination
- Participation at dissemination events - Dissemination

Join4Joy Website

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The cornerstone of the online communication strategy is the Join4Joy website hosted on the <https://www.join4joy.eu/> domain (functioning in its full capacity since M6). The website is conceived as a one-stop-shop, where all external stakeholders and project partners can find information about the relevant Join4Joy related initiatives; can collaborate, share information, and benchmark innovative practices; and discover the latest initiatives. The website integrates key aspects of the project as the main communication channel of the project, targeted at the widest possible audience, its contents are expressed in English, Danish, French, German, Italian and Spanish – this will facilitate that all visitors understand the project messages. The website has been a key element of the project's dissemination and communication strategy, since it provided a powerful communication platform for internal and external purposes. The website served as a knowledge platform for the target audiences and as a place to publish findings and provide open access to documents and information, such as reports and publications, and project-related news.

Having in mind the different audience it attracts, the website's focus was on presenting the project and its work in a way that is appealing to all visitors. In that sense, most attention was paid to conveying core contents in an attractive and comprehensive manner. It followed

the project's overall visual identity and was designed to guide visitors' attention to content matter in an appealing way. The homepage uses the projects logo while incorporating appropriate images relevant to the projects work. The project core messages are displayed in eye catching shapes using the brand secondary colours.

The website comprises project related information and is divided into several sections

- Home page (Screenshot 1): Main promotion of the project.
- Background (Screenshot 2): Description of the rationale of the project.
- The project (Screenshot 3): Description of the project objectives and activities.
- Results (Screenshot 4): Section to download the public deliverables and check the project publications.
- The partnership (Screenshot 5): Description of the partnership composition.
- [Free course](#) (Screenshot 6): Introduction and rules to enrol in the free educational training course for students and professionals who want to complement their education in the promotion of physical activity in older age.
- FAQ (Screenshot 7): Some Frequently Asked Questions (and answers) on physical activity among people aged 65+.
- Contacts (Screenshot 8): Details to contact the management team of the project (1 contact per partner).

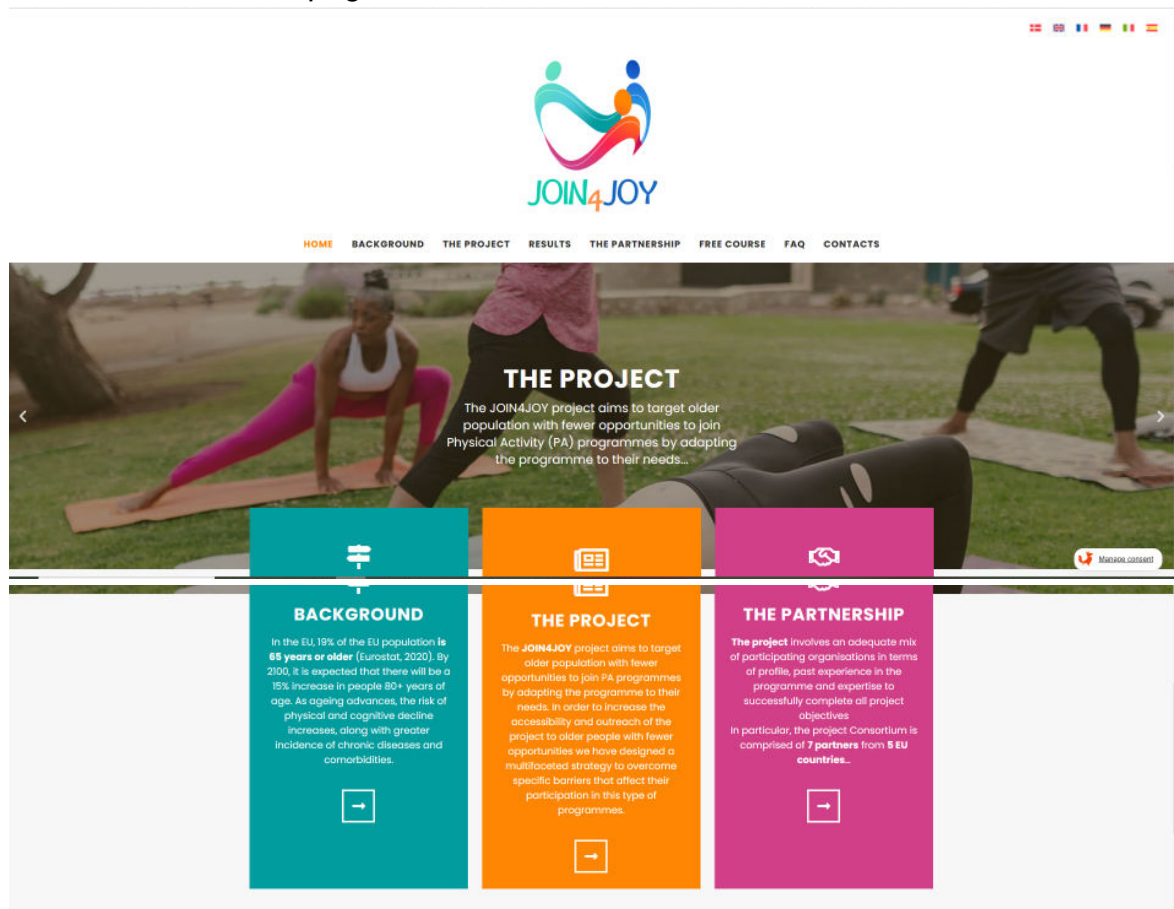
12

The bright colours of the different sections reprise the colours of the project logo.

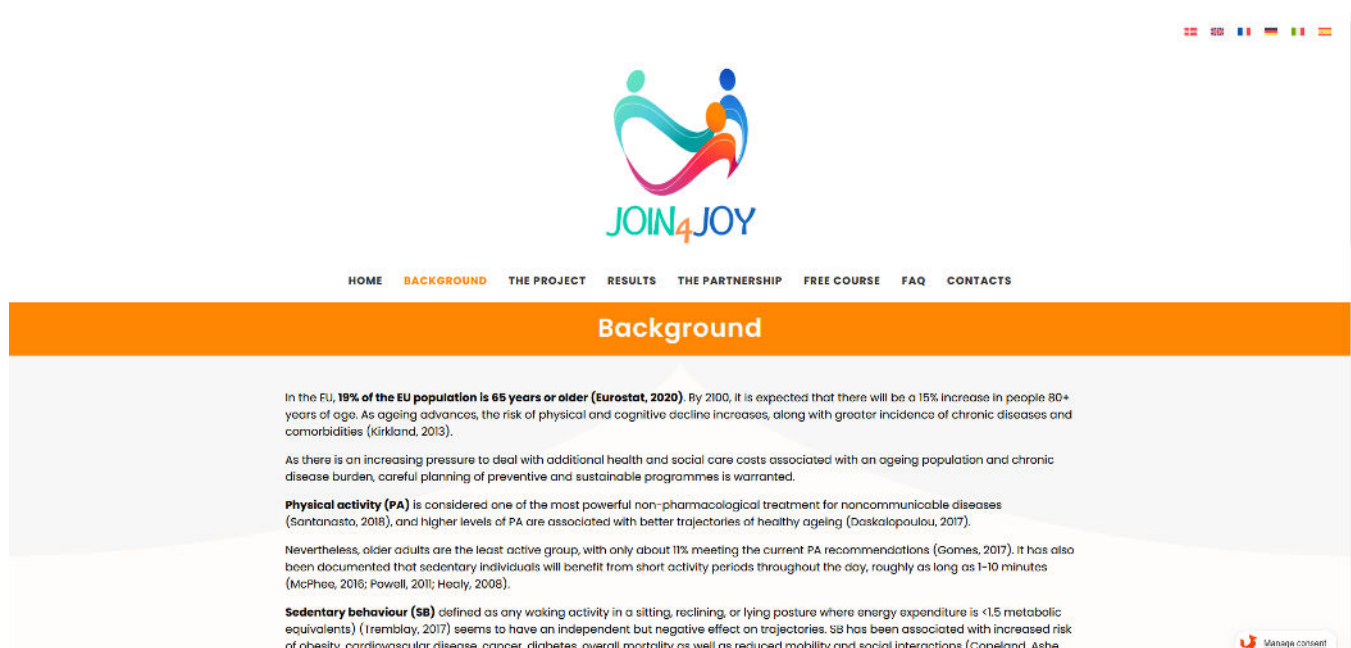
The photos are also in line with the scope of the project “to create an exercise programme based on joy & fun”.

At the bottom of the page, the website fulfils the EU/EACEA requirements by displaying the EU emblem and the official mention.

Screenshot 1. Home page



Screenshot 2. Background



The screenshot shows the 'Background' page of the JOIN4JOY website. The header features the JOIN4JOY logo, which consists of three stylized human figures in blue, orange, and green, with the text 'JOIN4JOY' below it. A navigation bar includes links for HOME, BACKGROUND, THE PROJECT, RESULTS, THE PARTNERSHIP, FREE COURSE, FAQ, and CONTACTS. The main content area has an orange header with the title 'Background'. The text describes the EU population aged 65 and older, the risk of physical and cognitive decline, and the importance of physical activity (PA) and sedentary behavior (SB). A 'Manage consent' button is visible in the bottom right corner.

JOIN4JOY

HOME BACKGROUND THE PROJECT RESULTS THE PARTNERSHIP FREE COURSE FAQ CONTACTS

Background

In the EU, **19% of the EU population is 65 years or older (Eurostat, 2020)**. By 2100, it is expected that there will be a 15% increase in people 80+ years of age. As ageing advances, the risk of physical and cognitive decline increases, along with greater incidence of chronic diseases and comorbidities (Kirkland, 2013).

As there is an increasing pressure to deal with additional health and social care costs associated with an ageing population and chronic disease burden, careful planning of preventive and sustainable programmes is warranted.

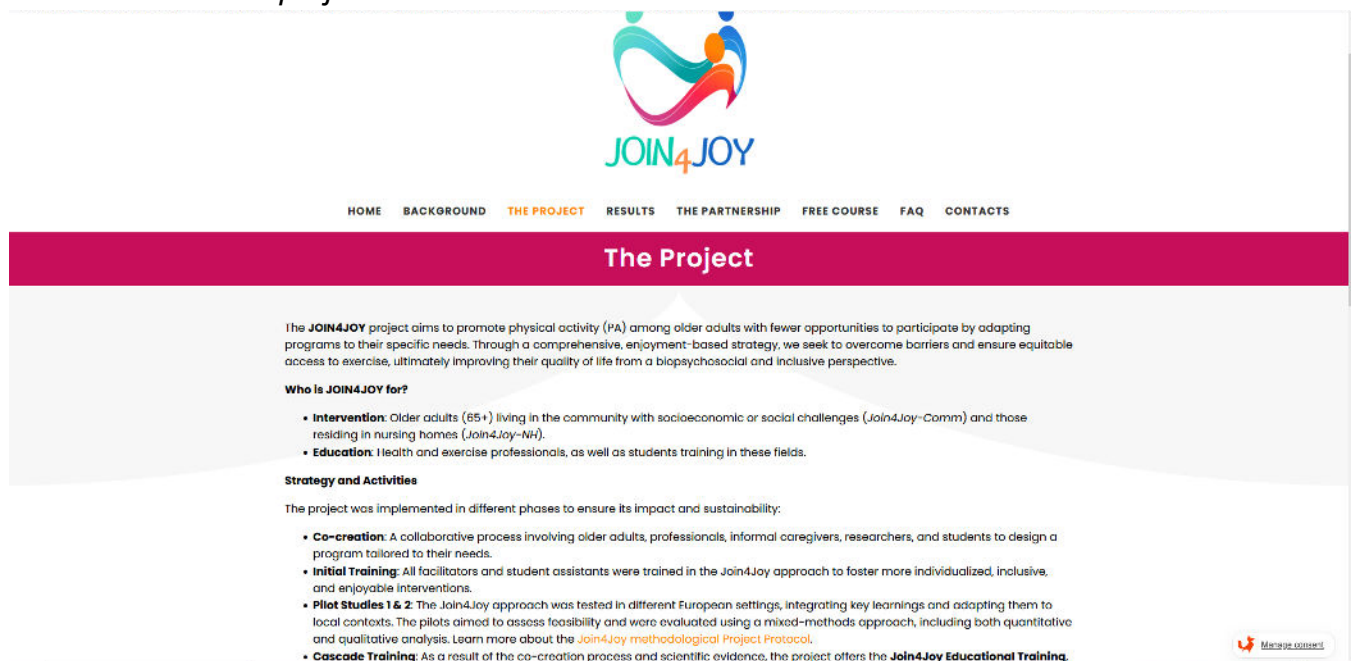
Physical activity (PA) is considered one of the most powerful non-pharmacological treatment for noncommunicable diseases (Santanasto, 2018), and higher levels of PA are associated with better trajectories of healthy ageing (Daskalopoulou, 2017).

Nevertheless, older adults are the least active group, with only about 11% meeting the current PA recommendations (Gomes, 2017). It has also been documented that sedentary individuals will benefit from short activity periods throughout the day, roughly as long as 1-10 minutes (McPhee, 2016; Powell, 2011; Healy, 2008).

Sedentary behaviour (SB) defined as any waking activity in a sitting, reclining, or lying posture where energy expenditure is <1.5 metabolic equivalents (Tremblay, 2017) seems to have an independent but negative effect on trajectories. SB has been associated with increased risk of obesity, cardiovascular disease, cancer, diabetes, overall mortality as well as reduced mobility and social interactions (Copeland, Ashe,

Manage consent

Screenshot 3. The project



The screenshot shows the 'The Project' page of the JOIN4JOY website. The header features the JOIN4JOY logo and a navigation bar with links for HOME, BACKGROUND, THE PROJECT, RESULTS, THE PARTNERSHIP, FREE COURSE, FAQ, and CONTACTS. The main content area has a pink header with the title 'The Project'. The text describes the JOIN4JOY project aims to promote physical activity (PA) among older adults with fewer opportunities to participate by adapting programs to their specific needs. It also outlines the intervention, education, strategy, and activities. A 'Manage consent' button is visible in the bottom right corner.

JOIN4JOY

HOME BACKGROUND THE PROJECT RESULTS THE PARTNERSHIP FREE COURSE FAQ CONTACTS

The Project

The **JOIN4JOY** project aims to promote physical activity (PA) among older adults with fewer opportunities to participate by adapting programs to their specific needs. Through a comprehensive, enjoyment-based strategy, we seek to overcome barriers and ensure equitable access to exercise, ultimately improving their quality of life from a biopsychosocial and inclusive perspective.

Who is JOIN4JOY for?

- **Intervention:** Older adults (65+) living in the community with socioeconomic or social challenges (Join4Joy-Comm) and those residing in nursing homes (Join4Joy-NH).
- **Education:** Health and exercise professionals, as well as students training in these fields.

Strategy and Activities

The project was implemented in different phases to ensure its impact and sustainability:

- **Co-creation:** A collaborative process involving older adults, professionals, informal caregivers, researchers, and students to design a program tailored to their needs.
- **Initial Training:** All facilitators and student assistants were trained in the Join4Joy approach to foster more individualized, inclusive, and enjoyable interventions.
- **Pilot Studies 1 & 2:** The Join4Joy approach was tested in different European settings, integrating key learnings and adapting them to local contexts. The pilots aimed to assess feasibility and were evaluated using a mixed-methods approach, including both quantitative and qualitative analysis. Learn more about the [Join4Joy methodological Project Protocol](#).
- **Cascade Training:** As a result of the co-creation process and scientific evidence, the project offers the **Join4Joy Educational Training**.

Manage consent

Screenshot 4. Results

HOME BACKGROUND THE PROJECT **RESULTS** THE PARTNERSHIP FREE COURSE FAQ CONTACTS

Results

- Results of the community programme evaluation
- Results of the LTC programme evaluation
- Dissemination report

Publications

1. Boosting enjoyment and social inclusion to increase physical activity and reduce sedentary behaviour among older adults: protocol for a feasibility study to test the JOIN4JOY approach in five European countries
<https://bmjopen.bmj.com/content/14/7/e083291>
2. What needs do experts and future Physical Activity and Sport professionals perceive to promote healthy aging? Professionals and students' views
<https://merit.url.edu/es/publications/what-needs-do-experts-and-future-physical-activity-and-sport-prof>

Manage consent


Screenshot 5. The partnership

HOME BACKGROUND THE PROJECT RESULTS **THE PARTNERSHIP** FREE COURSE FAQ CONTACTS

The Partnership

The project involves an adequate mix of participating organisations in terms of profile, past experience in the programme and expertise to successfully complete all project objectives.

In particular, the project Consortium is comprised of 7 partners from 5 EU countries which are:



UNIVERSITAT DE VIC
UNIVERSITAT CENTRAL
DE CATALUNYA

UNIVERSITY OF VIC (Spain)

Project Coordinating Institution – was founded in 1997. It is a public institution under private management, which provides public service in the areas of teaching, research and knowledge transfer within its field of expertise. Together with other educational institutions, it is part of a larger federation called Central University of Catalonia. With more than 12,000 active students per year, the University of Vic runs campuses in the cities of Vic, Manresa, Barcelona, as well as a smaller-sized setting in Granollers. Its mission is to develop knowledge and innovation to serve the region, and it has a distinctive international vocation. In the year 2022, its accounted for 35 entry-level degrees, 17 masters of science and 10 doctoral programs.

The Research Group on 'Methodology, Methods, Models and Outcomes of Health and Social Sciences' (M3O) is a multidisciplinary and interuniversity group of more than 50 professionals focusing on health, nutrition, well-being, healthy aging and functional diversity. Led by Javier Jerez Koig, the group is directly involved in the Join4Joy Project for joyful, inclusive physical activity in the elderly population, living in the

Manage contact

Screenshot 6. Free course

HOME BACKGROUND THE PROJECT RESULTS THE PARTNERSHIP **FREE COURSE** FAQ CONTACTS

FREE COURSE

This course is for you if you have previous education or experience working with older adults. It is especially indicated for graduates of health or sports sciences, but also to nurses, nurse assistants, occupational therapists, physical trainers and students who wish to obtain a broader perspective on PA interventions with older adults.

What does the Join4Joy online educational training consist of?

The course is structured around **10 short video capsules**, plus 2 optional capsules. Each capsule is about 8 minutes long. The total duration of the course is estimated at 2 hours. Completing the course leads to the attainment of an Educational Batch (diploma) by Universitat de Vic.

Overall progress % 19

- Capsule A: Health-related components of physical activity
- Capsule B: Physical activity guidelines for older adults
- Capsule 1: Introducing JOIN4JOY
- Capsule 2: AGEING: What happens to our body when we grow older?
- Capsule 3: Physical activity and sedentary behaviour
- Capsule 4: JOIN4JOY ground principles
- Capsule 5: Motivation and initial interview
- Capsule 6: JOIN4JOY framework and enjoyment
- Capsule 7: JOIN4JOY gamification and Octalysis
- Capsule 8: Equity and social inclusion
- Capsule 9: Introducing behaviour change
- Capsule 10: Supporting behaviour change
- Optional: Capturing your understanding
- Optional: Satisfaction survey

The [course](#) is available in English, Spanish, German, Italian, French, Danish, Catalan.

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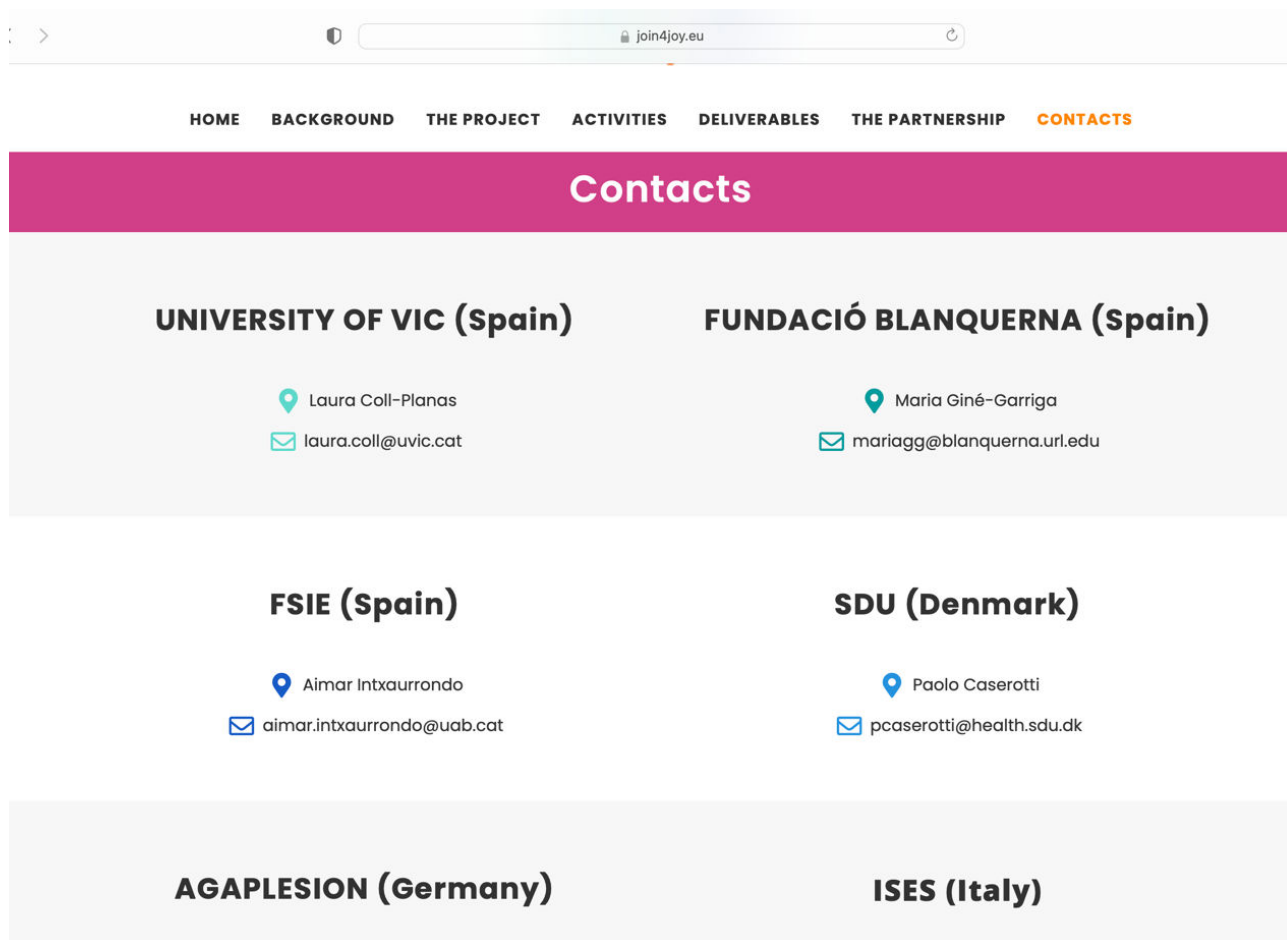
Screenshot 7. FAQ

HOME BACKGROUND THE PROJECT RESULTS THE PARTNERSHIP FREE COURSE **FAQ** CONTACTS

FAQ

- WHY SHOULD I BE PHYSICALLY ACTIVE? +
- HOW MUCH PHYSICAL ACTIVITY DO I NEED? +
- WHAT IS THE BEST EXERCISE FOR OLDER ADULTS? +
- HOW MANY TIMES A WEEK SHOULD I EXERCISE? +
- I HAVE NOT EXERCISED FOR MANY YEARS, WHERE SHOULD I START? +
- WILL PHYSICAL ACTIVITY HELP TO REDUCE MY RISK FOR SPECIFIC DISEASES AND CONDITIONS? +
- DO I NEED TO SEE A DOCTOR BEFORE BEGINNING A PROGRAMME OF PHYSICAL ACTIVITY? +
- IS EXERCISE SAFE? +
- AM I TOO OLD TO EXERCISE? +

Screenshot 8. Contacts







Social Media

Join4Joy social media strategy aimed at providing interested stakeholders with information and new developments in the project, but it also reaches out to new target groups and a broader audience. Social Media played a promotional role for the project and promote visibility of the project to a wide range of audiences. Social medias popularity, ease of access and rapid information flow identifies it as a very effective online dissemination tool.

By publishing selected news on the LinkedIn and/or Twitter profiles of each of the partnering institutions the project outcomes and results reached very broad population in a direct way and gave wide visibility if the project.

ISES prepared on a 3 months basis an editorial plan in English to promote both project progresses and achievements but also information on the project topics.

Official partners' social media profiles to tag in the posts:

				
UVIC		X	X	X
FSIE	X		X	X
FB	X		X	
ISES	X	X		X
SIEL BLEU	X		X	X
SDU	X	X	X	X
ULM	X	X		X

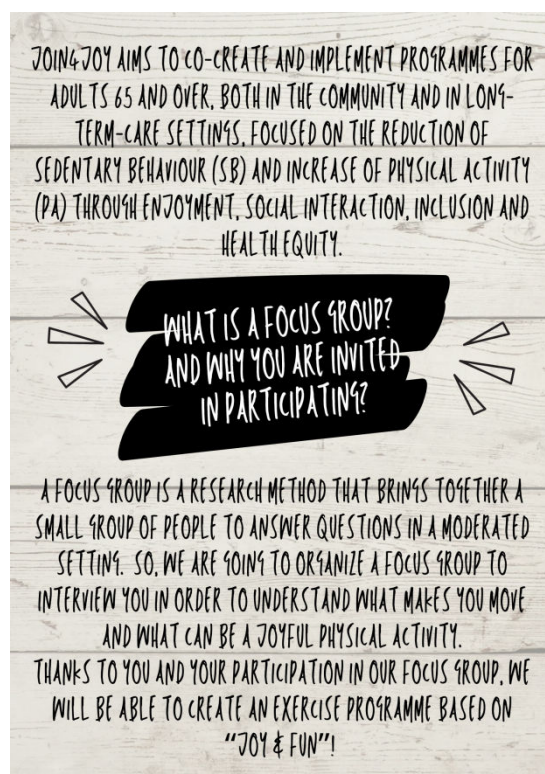
Here some examples of social media posts:



Dissemination Materials

Appropriate dissemination actions require coherent and clear messages illustrating evolving content. The creation of dissemination materials was triggered throughout the project life course through the publication and launch of materials such as presentations, flyers, leaflets. Partners were invited to translate any dissemination materials designed to ensure all stakeholders are engaged.

Flyer promoting the initial Focus Groups with potential end users:



Flyer to enrol trainers in the pilot actions



Material to promote the recruitment in the pilot actions

¿TIENES MÁS DE 65 AÑOS?

JOIN4JOY

www.join4joy.eu





Co-funded by the European Union



Muévete

Participa en sesiones de ejercicio suave, adaptadas a tus capacidades e intereses, diseñadas para que todas las personas puedan disfrutar moviéndose a su ritmo. Realizaremos estiramientos, caminatas y otras actividades.



Disfruta

Descubre el placer de la actividad física con un programa entretenido y variado que te hará sentir con la energía renovada después de cada sesión.



Comparte

Forma parte de un grupo reducido, en un espacio seguro donde encontrarás apoyo y podrás compartir experiencias mientras cuidas tu salud.

Martes de 11 h a 12 h a partir de septiembre en la Fundació Enllaç.

Para más información contáctanos llamando al **934 573 739** (Evelyn Parras)

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Co-funded by the European Union


Forma parte de este programa internacional diseñado exclusivamente para adultos mayores de 65 años que enfrentan desafíos o barreras sociales.




En JOIN4JOY, creemos que el disfrute y la interacción social son clave para vencer el sedentarismo y fomentar una vida activa.

Trabajamos con estrategias que te inspirarán a cambiar tus hábitos, con el objetivo de integrar la actividad física de manera natural en tu rutina.

¡Únete a JOIN4JOY para disfrutar de una vida activa y plena!

¡Te esperamos!





¡Disfruta moviéndote!

Contacto
julia.ferres@uab.cat
www.join4joy.eu/es/



Let's GO!



Nuestro Objetivo

Crear e implementar un programa de actividad física para personas mayores de 65 años basado en el disfrute, con una perspectiva inclusiva.

¿Por Qué Participar?



La actividad física es una de las mejores herramientas para envejecer de manera saludable.

El 90% de personas mayores de 65 años no cumple con las recomendaciones de actividad física.

El comportamiento sedentario es un importante factor de mortalidad que gana relevancia con la edad.

El disfrute es un elemento clave para que la actividad física se convierta en un hábito.

Nuestros Principios

- 1 Ser conscientes de la inclusión y el respeto de todos los individuos.
- 2 Reconocer las diferencias en preferencias y significado de las actividades.
- 3 Enfocarse en la inclusión social: superar barreras de acceso.
- 4 Promover la actividad física y reducir el comportamiento sedentario como hábito de vida.
- 5 Diseñar sesiones con una perspectiva holística (no solo ejercicio físico).
- 6 Utilizar la teoría de la gamificación para fomentar la participación.
- 7 Comprender el papel clave del entrenador/a.
- 8 Involucrar a otros profesionales.
- 9 Buscar la sostenibilidad.

¿Tienes más de 65 años?
 ¿Vives en la comunidad?
 ¿No realizas actividad física de manera regular?

¡Únete al proyecto!

JOIN4JOY



Flyer to promote the free online training course

Treballes amb
ADULTS GRANS?
Potser això se t'està passant per alt...

join4joy.eu

Institucions col·laboradores:



 **GAUDIR**
Aprèn a fomentar l'adherència i sostenibilitat del programa a partir d'una entrevista motivacional.

- Atenent a la individualitat (també en grup!)
- Flexibilitzant les intervencions.
- Aprenent tècniques de gamificació.

 **ARRIBAR A MÉS GENT**

- Amb mesures d'inclusió social.
- Entenent i enderrocant les barreres (culturals, d'autoeficàcia, etc.)

 **ACOMPANYAR BASAT EN L'EVIDÈNCIA**

- Planificació d'estratègies.
- Reforç amb Tècniques de Canvi Comportamental.

QUALIFICA'T AMB AQUESTS CURSOS ONLINE
Clau al curs: JOIN4JOY

Accés ja disponible

Escanejant els QR



Català Espanol Française

Per a professionals i estudiants de salut i exercici
COMPLETAMENT GRATUÏTS

Events

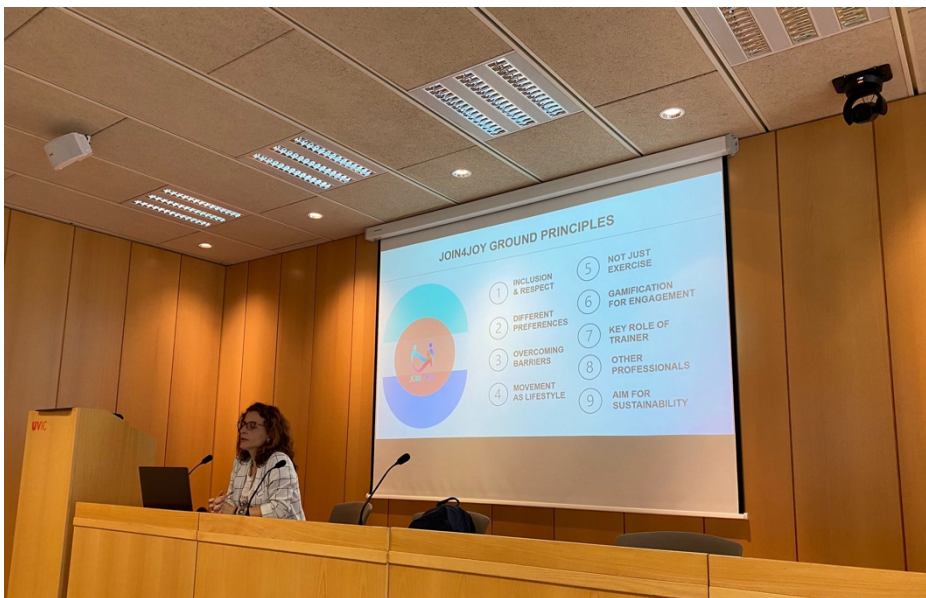
Each partner organized 2 public/open events in the course of the project:

- an initial public event to launch the project activities and inform the professionals of the possibility to participate in a European training course.
- a final public event to publicise the outcomes of the project and the benefits obtained for older adults living in community and long-term care settings through their participation in the project at the relevant target groups and stakeholders and all other interested parties.

Each event in each project country registered the presence of 50+ participants for a total of more than 500 people (media, older adults, professionals and students) reached and informed on the project.



Events in Spain



22









Events in Germany



Conferences

The project has been also presented in:

- Annual Meeting of the German Society of Geriatrics 2023
- Annual Meeting of the European Geriatric Medicine Society EuGMS 2023 Congress.
- 2ª Jornada de Fisioterapia en la Cataluña Central in 2024 (Spain).
- III International Physiotherapy Congress FTP'24 (Spain).
- Annual Meeting of the German Society of Geriatrics 2024
- I Congreso Internacional en Actividad Física y Salud en población general, clínica y especial in 2025 (Spain).
- Jornada iExperience 2025. Consorci Hospitalari de Vic.

III International Physiotherapy Congress FTP'24. [Click to access programme.](#)



iExperience 2025.
Consorci Hospitalari de Vic.

19th Congress of the European Geriatric Medicine Society. [Click for abstract book.](#)



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DGG- Jahreskongress 2023 [Click to access abstract book.](#)



DGG- Jahreskongress 2024 [Click to access abstract book.](#)



Other types of events: ISES, IT - Bring a Friend parties

Between Pilot 1 and Pilot 2, ISES organized 3 events where participants in Pilot 1 could show to some friends and families the dance moves learnt during the 12 sessions. We asked them to bring with them 1-2 friends each who could be interested in being involved in the project (Pilot 2). At the beginning of the events, Join4Joy researcher, Dolores Forgione, introduced the project, the trainer and the pilot. At the door, there was a sign up sheet to collect contacts of interested people. The events were really successful because they really were expression of the project: joy and movement. Each event registered around 80 participants for a total of 240 (circa).



Web publications, press, interviews, direct communication

During all 36 months of the project all the partners were very active in their local areas, regarding to web publications, press, interviews, direct communication with journalists and project target groups. Articles about the project have also been published on numerous blogs, websites, and press media across Europe.

IL PICCOLO

VENERDÌ 3 NOVEMBRE 2023 13

SOCIETÀ ALESSANDRIA



TESORI IN VETRINA Profumi e sapori della eccellenza del territorio in via e piazza del centro storico e nel cortile della Camera di Commercio in via Vichari



**Con Ises
'Join4Joy!'.
attività fisica
per over 65
in 12 lezioni**

■ Partirà giovedì 9 novembre 'Join4Joy!', il progetto europeo realizzato dall'associazione Ises per incoraggiare l'esercizio fisico e l'attività fisica per adulti over 65 attraverso divertimento, interazione sociale e inclusione. Nel 2020 il 19% della popolazione che aveva un'età pari o superiore ai 65 anni, secondo i dati Eurostat 2020 l'attività fisica è considerata uno dei più potenti trattamenti non farmacologici per le malattie non trasmissibili e i livelli più elevati di esercizio sono associati migliori prospettive di invecchiamento sano.

Per favorire la mobilità e l'interazione sociale saranno 12 le lezioni, completamente gratuite, che si svolgeranno tutti i giovedì dalle 10.30 alle 11.30 in via

Giovanni Bruno 198. «Join4Joy! è dedicato agli over 65 che hanno una vita un po' sedentaria e non hanno mai fatto attività fisica di gruppo», spiega Dolores Forgiione, referente di Ises. Lo scopo è quello di muoversi, in gruppo, attraverso un programma di esercizi basati sulla gioia. Non sarà un allenamento classico nel nostro caso daremo spazio alla musica e alla danza, lavorando la partecipazione con la scuola di ballo The Kitchen Swing.

L'iscrizione può essere effettuata chiamando il numero 0471756278 oppure via mail all'indirizzo dolores.forgione@associazioneises.org.

La fiera San Baudolino, ci siamo quasi L'11 e 12 novembre banchi e assaggi

Tartufi, funghi, salumi, formaggi, vini e tanto altro: tra le sorprese i cocktail e il cavolo di S. Giovanni. Caccia: «Promozione grazie alle nostre eccellenze»

■ Il conte alla rovescia, per l'edizione numero 37 della Fiera di San Baudolino, si inizia sabato 11 e domenica 12 novembre - nel cuore di Alessandria - tantissimi funghi, salumi, formaggi, vini e tanto altro, reale e conserve e tutti i tesori delle nostre terre torrenarie in vetrina. Pronti per essere scoperti - e gustati - da appassionati, giovani o curiosi. «La Fiera di San Baudolino», scrive il presidente della Camera di Commercio di Alessandria, Gian Paolo Caccia, «è un'occasione importante per promuovere l'Alessandria come un territorio

coltore agrodolci. È tradizione ritrovare nella via del centro e nel nostro cortile gli agricoltori del settore enogastronomico, capaci di offrire un pubblico sempre più numeroso, affascinato e entusiasta a gustare prodotti di qualità».

Sorprese cocktail

Tra le sorprese, quest'anno, l'appuntamento all'ultimo piano di Palazzo del Monumento (via San Lorenzo 21). Incontrerà infatti la prima edizione di «VinoCocktail a Palazzo», in cui i Comuni di Tortona, Alessandria e le Enotiche regionali della provincia di Alessandria, l'Al



Assaggi - nella Corte

nepi. Il corteo della Camera di Commercio sarà il cuore



della rassegna. Il tema è storico: incontro-cinque del tutto e lì si potranno trovare - e assaggiare - pane, focaccia dei pasticcieri alessandrini, il cardo gallico Presidio Slow Food (in esposizione pure il 'pangabbe', una sorta di pan-biber con cardo gallico crollato ai suoi interni) e il nuovo prodotto inserito nell'Ata del Cibo, ovvero il cavolo di San Giovanni. Preparato da un il solitario del Mandragora che come sorprende 'visti mandragora'. È attenzione: non mancherà ovviamente la zuppa di ceci della Merella.

Viale all'ex San Francesco «Palazzo Rosso» aggiunge l'interesse al Comune, Giovanni Bonino - sostiene con entusiasmo San Baudolino,

mettendo a disposizione, gratuitamente, le vie del centro al fine di accogliere al meglio i visitatori che nel weekend dell'11 e 12 novembre verranno in visita ad Alessandria».



non mancherà ovviamente la zuppa di ceci della Merella.

Il corteo della Camera di Commercio sarà il cuore

MARCELLO FEOLA

LAURA TONELLI

14 VENERDÌ 24 GIUGNO 2022

SOCIETÀ ALESSANDRIA

L'idea 'Join4Joy': percorsi di attività fisica per over 65

L'associazione Ises unica realtà italiana coinvolta assieme a Università ed enti di mezza Europa Obiettivo: coinvolgere singoli, Rsa e pure circoli

■ Inizia una nuova avventura, per l'associazione Ises. E, questa volta, non riguarda la formazione e il futuro lavorativo dei detenuti dei penitenziari alessandrini, ma l'attività fisica degli anziani. «Si chiama 'Join4Joy' il progetto che ci vedrà impegnati con tante realtà di tutta Europa - racconta Dolores Forgiione - Proprio qualche giorno fa abbiamo tenuto un meeting in streaming con gli altri partecipanti: si tratta di un percorso finanziato dal-

l'Unione Europea nell'ambito del programma "Erasmus Plus Sport" e durerà 36 mesi, fino al 31 maggio 2025».

Anche la formazione

Come si svilupperà l'impegno? «La prima parte sarà di co-creazione e co-progettazione della parte di attività fisica basata sul divertimento (da qui il termine 'joy' - divertimento - nel nome). La particolarità è che questa sarà più sviluppata con gli over 65 da un lato e con i per-

sonal trainer e gli operatori di settore dall'altro, rivolta a soggetti attivi ma anche a case di riposo, centri diurni e circoli».

Di cosa vi occuperete voi di Ises? «Saremo focalizzati sul 'community setting' come danesi dell'Università di Odense - spiega Forgiione - e ci dedicheremo nello specifico non alle Rsa (che toccheranno a francesi e spagnoli), ma a gruppi di anziani che andremo a identificare anche grazie alla collaborazione del Cissac e di altre associazioni impegnate sul territorio. A ottobre, poi, è previsto un incontro in Spagna con gli altri partner per definire la 'road

map' che ci porterà alla fase di co-creazione del programma di attività fisica. Uno schema che sarà comune per tutti, anche se nei vari Paesi ci sarà libertà di adattamento in base alle singole esigenze e magari pure alle richieste che verranno avanzate».

Tempi? «Sicuramente entro la fine dell'anno la casistica dei vari programmi, mentre per avviare i corsi con le persone credo circa un anno. Ed è un iter importante, perché potrebbe proseguire anche dopo grazie alla formazione di coach e istruttori».

MARCELLO FEOLA

Famiglia
Gapp, incontri per supportare le fragilità dei minori

■ Sono 8 i preadolescenti e 10 gli adolescenti con problematiche alimentari, emotive, relazionali e scolastiche seguiti dall'associazione Gapp attraverso interventi psico-educativi con attività laboratoriali (espressivo-creative, psico-corporee, di sostegno scolastico e pasto condiviso). Dal 2012, grazie al co-finanziamento delle Fondazioni Sociali, Cra e Crt e alle partnership di associazioni e istituzioni del territorio, Gapp ha promosso progetti sociali con il preciso obiettivo di rispondere alle diverse forme di disagio minorile e familiare, attivando dispositivi terapeutici per poter accogliere il bisogno specifico di giovani e genitori.

Oggi, «A Gappi for you» è un lavoro di rete con i servizi sociali territoriali (Cissac), con il consultorio Ucipecm, la Cooperativa sociale Company & e il Cvsaa, che oltre a inviare genitori e minori hanno offerto spazi di socializzazione: la pandemia ha, infatti, fatto da detonatore a tutta una serie di fragilità, facendo crescere le diverse forme di disagio giovanile, tanto da far registrare un +30% di disturbi alimentari e un +30% di ricoveri per atti antisociali, con un'insorgenza sempre più precoce.

L'iniziativa
Poste: annullo e cartolina per la Festa della musica

■ Il 21 giugno 1982, da un'iniziativa del Ministero della Cultura francese, in tutta la Francia musicisti dilettanti e professionisti invasero strade, piazze e giardini.

Tre anni dopo, nel 1985 - Anno Europeo della Musica - la Festa della Musica prese piede in tutto il mondo diventando un fenomeno sociale: ogni anno nella stessa data, così, anche nelle principali città italiane si registra la partecipazione di artisti di ogni livello e di ogni genere. L'edizione di quest'anno, che segue il tema "Recovery Sound Green Music economy", focalizza l'attenzione sul rispetto dell'ambiente. Poste Italiane, per l'occasione e in concomitanza del suo 160esimo compleanno, ha realizzato una cartolina dall'immagine serigrafata disponibile negli Spazio Filatelia del territorio nazionale e negli uffici postali con sportello filatelico della provincia di Alessandria (Alessandria Centro in piazza della Libertà, Casale in piazza Battisti, Tortona in largo Borgarelli e Novi Ligure in piazza De Negri) al prezzo di 0,90 euro l'una, dove ancora oggi e domani sarà possibile anche richiedere l'annullo speciale.

Spinetta Marengo
Rsa 'Gigi e Teresio Capra', festa e torta di compleanno per i 100 anni di Luigi Ardito

■ Festa di compleanno alla Rsa 'Capra' di Spinetta Marengo per Luigi Ardito. Ed è stato un anniversario importante, perché le candeline da spegnere sono state ben 100. «Persona colta, lucida e molto attenta - lo raccontano gli amici - era lo storico ragioniere dell'Argenteria Lima. Una persona alla quale in tanti hanno voluto bene».





Bewegung mit farbigen Tüchern: Die Choreografie fordert das Gehirn, die Musik sorgt für gute Laune.

Foto: Matthias Kessler

Das Rezept für Gesundheit und Wohlbefinden

Gesundheit Zwölf Bewohner sowie Pflegekräfte des Agaplesion-Bethesda-Pflegeheims nehmen an der europäischen Studie „Join4Joy“ teil. Dabei geht um Bewegung von Körper und Geist. Am besten mit viel Spaß. Von Ulrike Schleicher

Nur ein Paar brauner Halbschuhe hält völlig still. Der rechte Fuß im grauen Sockel. Zwei Füße in blauen und zwei in weißen Turnschuhen bewegen sich energiegeladend auf und ab und zwei Paar Füße, die jeweils in schwarzen Sandalen und Puscheln stecken, tapen rucklicht kräftig auf den Fußboden, um nach wenigen Bewegungen wieder stillzuhalten. Den Rhythmus gibt der Sportpalast-Walzer vor, der aus einem alten CD-Player erklingt. Das Gerät macht Zickzack und hat Ausreiter, wie so mancher Fuß. Aber das spielt gar keine Rolle: Hauptsache Musik, Hauptsache Spaß und Bewegung.



Perspektiven 2025

Alle geben ihr Bestes

Die Füße gehören zu acht Frauen und Männern, alle bereits ältere Semester. Sie sitzen im Kreis im Donaufersaal des Agaplesion-Bethesda-Pflegeheims und nehmen an einer Stunde teil, die von Pflegerin Silke Breitingen angeleitet wird. Es geht darum, Gehirn und Muskeln zu fördern. Begonnen hat sie mit Übungen für die Feinmotorik, die mit Übungen für die Armmuskulatur kombiniert wurden. Dazu mussten die Teilnehmenden eine Zeitungsseite immer kleiner falten und dazwischen die Arme nach vorne strecken und wieder herziehen. Einige können nicht falten und sie können auch nur einen Arm ausstrecken. Andere sitzen nicht in der Lage, sich zu bücken oder ihren Oberkörper nach rechts und links zu drehen. Denn ein Teil der Frauen und Männer sitzt im Rollstuhl. Sie sind nach einem Schlaganfall etwa halbseitig gelähmt oder anderweitig eingeschränkt. Aber: Sie alle geben ihr Bestes in dieser Stunde.

Im Hintergrund des Raumes sitzt ein Mann und tippt unentwegt in seinen Laptop. Es ist Damiano Sanchez Marquez, ein Dis-

plom-Sportwissenschaftler. Er dokumentiert, was in dieser Stunde vor sich geht. Denn die Frauen und Männer, eigentlich sind es zwölf, sind Teil einer europäischen Studie mit dem Titel „Join4Joy“ (Mach mit, um Spaß zu haben). Neben dem Seniorenzentrum in Ulm sind Pflegeheime in Spanien, Frankreich sowie Universitäten und Institute in Dänemark, Irland und Italien beteiligt. Start war 2022, die zweite Pilotphase wird am 8. Januar beendet. Die Ulmer Studienleiterin Dhayana Dallmeier erklärt, was dahinter steckt.

Eigentlich ist „Join4Joy“ ein Folgeprojekt. „Auch beim vorigen, genannt „Silves“, sei es um Bewegung im Alter gegangen, aber aus dem Feedback der Teilnehmer habe man gelernt, dass soziale Kontakte und Bindungen ebenso wichtig wie die Bewegung waren.“ Also habe man den Blick erweitert und gefragt: „Was ist wichtig, was braucht man, um gerne Sport zu treiben, um sich wohlzufühlen und dabei zu bleiben?“ Und: Wer braucht das? Zum Beispiel Menschen, die nicht viel Geld haben, Migranten, Leute, die kognitiv eingeschränkt sind und Menschen in Pflegeheimen. „Das Stichwort ist Inklusion“, sagt Dallmeier, die in der Bethesda-Klinik die Forschungsabteilung leitet.

Musik weckt Erinnerungen

Die zweite Personengruppe, die die Wissenschaftler im Blick haben, sind die Betreuungskräfte. Egal, ob Pfleger, Pflegerin, Physiotherapeuten, Trainer. „Sie müssen dafür sensibilisiert werden, in der Übungsstunde auf den sozialen und ökonomischen Hintergrund der Menschen und auf ihre Biografien zu achten.“ Mit diesen Zielen im Blick ergab sich ein Fragebogen an die Teilnehmenden. „Zum Beispiel: Was fällt Ihnen ein, wenn Sie an Sport denken? Fühlen Sie sich wohl bei dem Gedanken? Was ist Ihnen beim Trainer wichtig? Wo sind Ihre Barrieren?“, zählt Sanchez



„Tänzen und Singen befreit die Seele, das merkt man an den Reaktionen der Menschen.“
Silke Breiting
Pflegerin im Bethesda Pflegeheim

Marquez auf. Oder Stichwort Biografie: Wie kann man die Vorlieben, Hobby, Erfahrungen von Menschen einbeziehen? „Musik ist ein wichtiger Faktor“, weiß die Physiotherapeutin Nadine Barth, die in der Klinik beschäftigt ist und an der Studie teilnimmt. Ebenso Bräute, Traditionen, Reisen und sonstige Aktivitäten. Über diese Themen kommen Gespräche auf, Erinnerungen, die man teilt. So wird auch das Gehirn trainiert.

Silke Breiting fordert ihre Gruppe auf, ihre Zeitungseiten wieder auseinander zu falten: „Jeder wird einen Buchstaben finden, der rot eingekreist ist. Alle zusammen ergeben ein Wort.“ Nadine Barth hilft den einen und anderen beim Auseinanderfalten. Dann finden die meisten schnell ihren Buchstaben, sagen ihn laut, und eine Frau mit Pagenstein schlägt „Weihnachten“ als Lösungswort vor. Richtig. Das ging schnell. Nun bekommen alle Tücher in verschiedenen Farben, in die ein Knoten gemacht wird, damit man sie besser halten kann. Eine weißhaarige Frau im Roll-

stuhl, der so klein ist wie ein Kind, schläft immer wieder ein. Nach mehreren Motivationsversuchen lassen sie die Pflegerin und Nadine Barth in Ruhe: „Es ist halt nicht ihr Tag.“

Der Sportpalast-Walzer weckt Erinnerungen. „Wer weiß bekannte Walzer-Kompositionen“, fragt Silke Breiting in die Runde. Eine 79-Jährige nennt ohne Zögern Vater und Sohn Johann Strauss, wobei, wie sie weiß, der Sohn der Walzerkönigin genannt wird. Andere wissen, wie die Walzer heißen. „An der schönen blauen Donau“, sagt ein Mann. Und von da aus führt die Unterhaltung zum Wiener Opernball und den Debutantinnen. Das Thema animiert die Gruppe, die Choreografie mit den Tüchern nochmals zu wiederholen. „Klar, das probieren wir nochmal“, sagt eine Frau im Rollstuhl, die früher sehr viel Sport getrieben hat und die ganze Stunde über ein Lächeln auf dem Gesicht hat.

Zum Schluss verteilt Nadine Barth die Hausaufgabenzettel. Denn die Stunde findet nur einmal wöchentlich und nur zweimal monatlich statt. „Sie müssen, wenn Sie Zähne putzen, zehnmal auf die Zehenspitzen gehen und wieder ab“, sagt sie zu einem Mann und drückt ihm den gelben Zettel in die Hand. Andere müssen die Hände pumpen, die Finger in einer bestimmten Abfolge bewegen, den Kopf im Halbkreis drehen oder zehnmal die Knie so weit wie möglich nach oben führen. Und zwar immer in bestimmten Situationen. „Das macht es leichter, sich an die Aufgabe zu erinnern“, erklärt die Physiotherapeutin.

Die Stunde ist zu Ende. An einer Tafel kleben Symbole, die zu jeweils einem der Teilnehmer gehören. Sie werden Smiley zugeordnet. „Wie hat es Ihnen heute gefallen?“, fragt Silke Breiting einen Mann. „Ich bin zufrieden“, sagt er. Fast alle anderen wählen den Smiley mit der Bestnote „sehr zufrieden“. Nur die kleine, weißhaarige Frau in ihren braunen Hausschuhen fällt kein Urteil. Sie schläft noch immer ruhig.

Interview

„Ältere nicht einfach abschreiben“

Dhayana Dallmeier, die in der Agaplesion-Bethesda-Klinik die Forschungsabteilung leitet, steht mit Leidenschaft hinter dem Projekt „Join4Joy“. Ein Gedanke, der sie dabei trägt: Es kann jeden treffen, auch wenn man noch jung ist. „Krank werden, kann man immer. Alt und krank auch.“ Dafür will sie ein Bewusstsein schaffen.

Das Projekt ist europäisch. Welche Unterschiede im Umgang mit dem Thema haben Sie inzwischen festgestellt?

Dhayana Dallmeier: In Spanien und Frankreich ist man in puncto Bewegung schon weiter. Dort arbeiten etwa Physiotherapeuten in den Pflegeheimen. Und es gibt wesentlich mehr Personal. Davon können wir nur träumen.

Reicht eine Pflegerin, ein Pfleger nicht, um die Stunde zu leiten?

Nein. In der Gruppe hier sind beispielsweise mehrere im Rollstuhl. Allein, um sie alle in den Raum zu holen, braucht man Hilfe. Auf dem Rückweg das Gleiche. Während der Stunde muss manchmal jemand zur Toilette: Wer soll dann helfen?

Wie groß ist die Unterstützung hier? Neben den Trainern wird das Projekt von einer Physiotherapeutin, einem Sportwissenschaftler sowie von zwei Physiotherapie-Studierenden der Hochschule Neu-Ulm unterstützt. Das hilft sehr.

Und das Interesse seitens der Pflegekräfte? Schließlich bedeutet die Teilnahme ja zusätzlichen Aufwand. Es war und ist groß, obwohl das nicht selbstverständlich ist. Schließlich steht man durch unsere Dokumentation ja auch un-

ter Beobachtung. Anfangs hieß es manchmal: Das mache ich doch sowieso schon so, aber mit der Zeit wurde klar, dass es darauf ankommt, die Übungen bewusst anzuwenden. Auch, dass sie eine Stunde zwischen den Jahren gehen, zeigt uns, dass die Studie den Pflegekräften wichtig ist.

Wie starr ist das Konzept, das erarbeitet wurde?

Da es eine pragmatische Studie ist, sind wir sehr flexibel bei der Intervention und haben während der zwei Jahre viel dazu gelernt und reagiert, um die Implementierung zu optimieren. Das ist wichtig für die Nachhaltigkeit.

Woher kommt das Geld?

Aus dem europäischen Erasmus-Programm. Es ist leider nicht viel. Wir haben für drei Jahre 48.000 Euro.

Dabei ist Altern ein großes Thema. Es gibt wenige Studien, die in Pflegeheimen durchgeführt werden. „Join4Joy“ ist ein schönes



Dhayana Dallmeier leitet das Projekt hier vor Ort. Foto: Privat

Projekt. Es setzt um, was als Motto zum Internationalen Tag der älteren Menschen galt: Altern im Würde. Das heißt, ältere Menschen, egal welcher Herkunft, werden nicht abgeschrieben, sie verdienen Lebensqualität und Respekt. Es wäre schön, wenn dieser Gedanke generationsübergreifend existierte.

Was hinter „Join4Joy“ steckt

Nicht nur Deutschland – ganz Europa wird alt. Und mit zunehmendem Alter steigt das Risiko, krank zu werden. „Im Jahr 2015 war in Westeuropa der Mangel an körperlicher Aktivität der wichtigste Risikofaktor für die Sterblichkeit mit etwa drei Millionen Todesfällen“, heißt es auf der Webseite zur Studie. Dass regelmäßige Bewegung gut für Gehirn und Körper sind, weiß man defini-

tiv. Aber unter den älteren Menschen gibt es viele, die keine Möglichkeit haben, an Sportkursen teilzunehmen. Die Gründe sind vielfältig. Langfristig sollen für Pflegeheime Module mit Anleitungen für Übungsstunden zur Verfügung stehen. „Das Projekt soll nachhaltig sein“, unterstreicht die Leiterin in Ulm, Dhayana Dallmeier.

„Join4Joy“ ist ein Erasmus- und Sport-Pro-

gramm der Europäischen Kommission. Die Studie findet unter der Leitung Prof. Laura Colapietra und ihrem Team von der Universität Vicenza in Spanien statt. Die Agaplesion-Bethesda-Klinik Ulm ist als Kooperationspartner dabei. Die Intervention in den Pflegeheimen findet in Spanien, Frankreich und Deutschland statt. Weitere Informationen unter www.join4joy.eu/de.

Advancing inclusive physical activity for older adults through co-creation and community engagement

The **Join4Joy** project, co-funded by the European Commission under the ERASMUS+ programme, is now approaching its final phase of implementation. The project aimed to address the needs of older adults with limited opportunities by offering a comprehensive, customized Physical Activity (PA) program grounded in principles of accessibility, agency, and behavioral sustainability.

JOIN4JOY was designed as a multidimensional intervention, prioritizing the co-creation of content with participants, systematic identification and resolution of barriers, and the promotion of a sense of ownership among older adults in addition to the physiological benefits of PA. The overarching ambition was to initiate, support, and sustain participation in PA, fostering long-term behavioral change and improving overall well-being. The program was implemented in two primary contexts:

- Community-based settings, engaging community-dwelling older adults (65+).
- Long-term care environments, including assisted living facilities and nursing homes.



Figure 1: J4J foundation principles.



Nordic Gerontological Federation

GeroNord

News on research, development work and education within the ageing area in the Nordic Countries

Volume 49, no. 2, 2025

Interviews (TV and Radio)

- <https://www.3cat.cat/3cat/com-potenciar-l-activitat-fisica-entre-la-gent-gran-divertir-se-es-la-clau/video/6317226/>
- https://www.ondacero.es/emisoras/catalunya/audios-podcast/nits-radio/nits-radio-29012025_20250129679a239ae95c0600017f6535.html

Scientific publications

The following scientific articles/abstracts have been published during the project implementation period:

- Join4Joy was registered in clinicaltrials.gov under the ID NCT06100835 <https://clinicaltrials.gov/study/NCT06100835?term=join4joy&rank=1>

- Protocol for the Join4Joy project. Title: Boosting enjoyment and social inclusion to increase physical activity and reduce sedentary behaviour among older adults: protocol for a feasibility study to test the JOIN4JOY approach in five European countries <https://bmjopen.bmj.com/content/14/7/e083291>
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4. MONITORING AND REPORTING IMPLEMENTATION

Monitoring of dissemination and communication activities is a continuous process in Join4Joy, with formative and summative evaluation. To qualify and evaluate the dissemination actions, Join4Joy has set specific measurable goals. The implementation of the dissemination strategy was regularly evaluated according to the level of realization of set up dissemination objectives and results.

The following table presents the currently achieved values with respect to the target ones.

INDICATOR	TARGET VALUE	CURRENTLY ACHIEVED	SOURCE
Number of open events organised in each partner country	2 in each country Total =10	2 in each country Total =10	Attendance lists
Number of participants in the open events	100 in each event	500 in total	Attendance lists
Number of people reached on social media	NA	337,102	Social media accounts/analytics of the partners
Number of entries (articles/press releases) in local, regional and national press (printed and online)	>5	30	Links & Copies of the entries
Number of scientific papers published	>1	3	Published papers in scientific electronic magazines