



Project Outcomes, Impact and Future Directions

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PA4Age project outcomes

- User-oriented guidelines material for the promotion of physical activity in third age as a lifestyle approach
- Interactive e-learning training platform
- Mobile app
- Trainers' handbook
- Website
- YouTube account that includes playlist with exercises for elderly people



PA4Age project impact

- ✓ **Skill Development:** The program equips adult learners with new skills and interventions in a rapidly evolving sector that offers numerous opportunities, particularly in light of demographic changes associated with aging.
- ✓ **Mindset Shift:** It seeks to change older individuals' perceptions regarding the importance and benefits of engaging in physical activity by highlighting positive behaviors and dismantling barriers and negative attitudes.
- ✓ **Challenging Misconceptions:** The project addresses persistent misconceptions about aging that emphasize biological decline, thereby encouraging actions that enhance quality of life.



PA4Age project impact

- ✓ **Social Cohesion:** Physical activity is promoted as a tool for social cohesion, accessible to everyone, regardless of their physical abilities, personal circumstances, or resources.
- ✓ **Enhance Activity Levels:** Encourage older adults to become more active in personal, social, and economic dimensions of their lives.
- ✓ **Versatile Application:** The content is designed to be applicable across various profiles and situations for older individuals, ultimately serving as a valuable and flexible resource for learners to improve the effectiveness and relevance of their work.



PA4Age project future directions

- Digital engagement and resources
- Partnership expansion
- Tailored programs for diverse populations
- Continuous evaluation and feedback
- Advocacy and policy influence
- Sustainability initiative





Thank you for your attention!

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