



# Promoting Physical Activity in Local Communities

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# Why Promote PA?

- ✓ Improve physical & mental health
- ✓ Reduce risks of chronic diseases
- ✓ Increasing independence
- ✓ Achieve social connections and quality of life for older adults



# Challenges for Older Adults

Older adults may face these barriers regarding PA:

- Chronic pain
- Mobility issues
- Fear of falling or getting injured
- Lack of access to safe places & programmes
- Lack of motivation
- Social isolation



# Strategies to Encourage Participation

- Organize group activities
- Cooperate with local organizations providing low-cost or free programs
- Accessible and safe places
- Transportation options



# Action plan

- Assess local needs through surveys or focus groups
- Partner with gyms, local governments, and NGOs
- Train facilitators in senior-friendly activities
- Evaluate progress through participant feedback and data



# Engaging the community

- Use social media and local information points to promote ongoing events
- Engage volunteers to motivate participants
- Engage older adults in planned activities



# Impact and Benefits

- Increased participation rates
- Improvements in health metrics
- Enhanced sense of community and reduced isolation





Thank you for your attention!

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