

# Interreg 2 Seas Mers Zeeën

## SAIL

European Regional Development Fund

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## SAIL Newsletter N°3 | December 2019

Want to learn more? Please contact us via [sail@hz.nl](mailto:sail@hz.nl)

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Welcome to the third newsletter of the Interreg 2 Seas SAIL project. To quickly recap, the goal of project SAIL is to help seniors Stay Active and Independent for Longer. SAIL is developing a new way of thinking about social innovation through sustainable partnerships and uncommon partnerships in different fields like health, leisure, and tourism. SAIL consists of multiple project partners that all want to help bring this cause to life, making new concepts that are sustainable and that will help the elderly be more active and remain independent for longer.

Since the last newsletter in April a lot has happened! Keep reading to find out what our partners have been up to during the summer:

## Belgium – City of Ostend



As part of the “Move and Sea” pilot of the SAIL project, the City of Ostend has been piloting the Silver Routes. These are six walking routes throughout the city center, the so-called bench plans give seniors the ability to walk along a pre-determined route while being able to rest at benches along the route. The six walking routes each have their own distance and start in a different part of Ostend. Elderly citizens as well as tourists can use these routes to exercise while exploring the beautiful city.

The Silver sessions take place every Tuesday afternoon. An experienced caregiver will accompany the partaking seniors in a group walk along the Silver routes. During the walk they use benches and other street facilities to do exercises with. The goal is to stimulate the elderly to walk and exercise more while also giving them the chance to connect with others. In the meanwhile they can enjoy all of the benefits that Ostend has to offer, like the healthy sea air. During the summer the beach was visited often during the Silver sessions. Occasionally different locations are visited, the pop-up garden was a popular spot to visit last summer. This pop-up garden was in the middle of Ostend, offering visitors a place to rest or play a fun game of chess. The garden was made by a team of professional gardeners and has been enjoyed by many! The sessions are still going strong, even if the weather forecast is looking gloomy. In case of bad weather conditions the sessions take place inside and an exercising class is offered where seniors sit on a chair and doing small exercises. Participants of the Silver sessions are very positive about this new form of exercising and are especially keen on meeting new people



## France – Afeji

As part of the SAIL project our French partner Afeji has found an unexpected link between the elderly and walking organizations. They are supported by Decathlon Newfeel, a brand of walking shoes by the sporting goods retailer. To promote walking among all ages Afeji organized a walking challenge and event at their care home La Ritournelle in Villeneuve-d’Ascq, near Lille.

In the care home an information market was held where concerns like health and vitality were being shared with visitors. In the vicinity of the home was a pre-planned walking route where attendants could contribute to the walking challenge. The challenge was a symbolic 103 kilometers which is the distance between French partner Afeji and Belgian partner City of Ostend. Residents, caregivers and supervisors of La Ritournelle came together with members of the Silversessions from the city of Ostend. Collectively they have reached this symbolic goal which made the activity a huge success. The story gained a lot of local media attention which resulted into publications in Grand Lille and la Voix du Nord, a newscast and newspaper respectively.



## United Kingdom – Active Norfolk



This summer has been a busy one for our UK partner Active Norfolk! In their efforts to help elderly become more active and bring physical activity into libraries, they have piloted a ten week course of exercise classes for beginners in libraries. Patrons of the Mundesley, North Walsham, Caister and Hunstanton libraries could swap the quiet atmosphere that is very typical for a library, for an exercise class for beginners. During these classes seniors could work on building their balance, strength and flexibility while enjoying the company of other likeminded elders. The

sessions were a great success in all four libraries, succeeding in helping the older residents of these communities maintaining their independence and being more active, which is exactly what SAIL stands for!

Of course when people get older, it can become more difficult to participate in physical activity and some people might even believe that certain health issues mean that they can no longer participate in physical activities. However, there are multiple sports and exercises that can be adapted to address some of these barriers. Like performing those exercises whilst seated. A great example of this has been the first crazy golf set that has been built at one of the NorseCare care homes: Lydia Eva Court care home in Great-Yarmouth.

NorseCare, a healthcare organization involved in the project, teamed up with the Poringland Men's Shed: a charity community of men who share their tools to make woodwork projects together for the local area. They were put up to the task of making five sets of crazy golf holes. Each set will find a home in one of the NorseCare's care homes. The first set was completed in the Lydia Eva Court care home, where 89 people living with dementia are provided with care and support. Volunteers from Poringland Men's Shed, residents of Lydia Eva Court care home, their families, and representatives from Active Norfolk all gathered together in the sunny gardens of the care home to play some crazy golf. The golf set was very well received by the residents! The volunteers from the Men's Shed were delighted to see the joy that sparked thanks to their work.

## The Netherlands – Impuls Zeeland, GGD & SportZeeland



The partners in Zeeland, the Netherlands have had a great season full of activities. Read below some examples of the fruitful activities that have taken place over the last couple of months.

*Vitality market*

During the 'Challenge Day' in June the partners have organized a vitality market behind the finish line of a walking route. Nature museum Terra Maris offered a beautiful location in the middle of a nature reserve which offered the perfect combination between nature, vitality and health. During the market the participants of the Challenge Day, as well as other interested parties, could become acquainted with different activities on the subject of exercise and well-being. They could, for example attend a workshop in the Chinese movement art Tai Chi, there was a Tibetan scales concert, they could experience a relaxing foot sole reflex massage or have their blood sugar level determined. There were also various sports and welfare organizations present, questions could be directed to the lifestyle coach of the municipality of Veere and there was the opportunity to become acquainted with mindfulness with horses. The market was a big success and will be held again during next years' Challenge Day!

### *Health Checks*

How healthy are the residents of municipalities Cadzand, Domburg, and Oostkapelle? To answer this question the residents could do a health check in May and June. It was notable that almost 40% of the residents that performed the health check, were overweight. A big part of the residents also have high cholesterol levels. The people that completed the check received a personal lifestyle advice with information about exercising, healthy living and vitality.



## **Partner Meeting Bournemouth**

Twice a year, all SAIL partners come together in one of the partner countries for a partner meeting. At the end of September we met in Bournemouth (UK) for a two day meeting to discuss and brainstorm ideas on how to continue the project and it's efforts, as well as debating about the final meeting and congress in March 2020.

Everyone can agree that it was a very fun and fruitful partner meeting! On Thursday new insights were gained during the so-called buddy session where partners sit together with their pilot buddy and update each other on their pilots. These sessions proved very useful since multiple partners gave advice for other pilots and gave each partner something new to think about. During the congress session all necessities for completing the project were mentioned, as well as a big brainstorm session on the final meeting and congress, and what form it should take. It was decided that the congress will take place from 18 to 20 March 2020 in Zeeland, the Netherlands. To celebrate the success of project SAIL so far, a beautiful cake with SAIL's logo was brought in for a well-deserved snack!



The complete group visited the Russel Cotes Museum and Art gallery for some inspiration and relaxation while enjoying the beautiful surroundings of the Bournemouth beaches. Some partners met up for a stroll on the pier and enjoyed a wonderful sunset. To conclude this insightful day all partners came together to share a lovely dinner at the Miramar hotel where the meeting was hosted.

On Friday the last steering group meeting of the year 2019 took place. The details of the APR and the milestone review were discussed as well as the upcoming congress and deadlines. After having a final lunch together all the partners said goodbye for now. Bournemouth was a great opportunity for the partners to catch up and gain new insights about the closing period of the project.



The coming months will be full of preparations for the final partner meeting and international congress in Zeeland. While all partners are wrapping up their pilots we are looking back on some amazing efforts that were done during the summer. We hope you have enjoyed reading this newsletter and are looking forward to the upcoming updates. Don't forget to follow us on Facebook and LinkedIn!

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As the holiday season is upon us, we find ourselves reflecting on the past year and those who have helped to shape this project so far. It's been quite a year for all of us! We hope that 2019 has been just as memorable for you, your colleagues and your loved ones. We look forward to the upcoming year and bringing this project to a close.

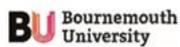


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