



## Healthy Lifestyles for Elderly People

HELP project is based on European response to the progressive ageing of the population. The aging process presents a key challenge for future development policies and it is related to improve the Quality of Life of Elderly people. The general objective of the HELP project is to empower older people (65+) in Europe to adopt healthy lifestyles which include a healthy diet, physical activity, and social participation. HELP aims to develop the quality and cost-effectiveness of services for older people by promoting cooperation between service providers and recommendations on communal elderly services.

To achieve this challenge, the project will set up an e-learning platform to allow the elderly people improve their knowledge about quality of life, sharing experiences, exercises, personal solutions, and also ask questions to health experts.

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### 2<sup>nd</sup> project meeting in Paris

Last October, the second meeting of the European project HELP was held in Paris (France) in E-Seniors' premises. During this event, the consortium comprising AIJU, CIS and E-Seniors discussed about the follow up of the tasks: **creation of an e-guide** to empower older people in Europe to adopt healthy lifestyle, coordinated by E-Seniors with the contribution of all partners; **creation of the HELP platform** to allow the elderly people improving their knowledge about quality of life, sharing experiences or exercises.



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## Tasks developed during the 1<sup>st</sup> year of the project

As coordinator, AIJU was in charge of the **creation of the project logo**, the **project website** of the HELP project while CIS elaborated the **promotional leaflet** of the project. The objective of these products was to increase awareness among stakeholders interested in the development of the project. Moreover, all partner countries contributed to the creation of the state of the art analysis drawing up **guidelines of healthy habits for older people**. Thereafter, each organization conducted in its own country **two surveys**: the first one dedicated to users aimed at assessing the lifestyle of the elders; the second one was assigned to professional experts in order to gather recommendations about maintaining healthy lifestyle of elderly people. E-Seniors realized the **results' analysis** of these two studies.

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## Next steps

Now that the website, the logo and the leaflet have been created, a promotional video will be released in the coming weeks, in order to promote Health Project.



Furthermore, AIJU, CIS and E-Seniors work together to create an e-guide with tips for “ageing better”. This guide will be created from data collected by the partners that allow to get the current state of the quality of life of seniors in Italy, Spain, and France. Health experts, as well as seniors, answered questionnaires based on what can lead to better ageing: physical activity, cognitive abilities, nutrition, socialization, and sleep. These studies will also help with the final platform.

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## Posted on Facebook

### *Tips for aging well*

Staying healthy and feeling your best is important at any age and that doesn't change just because you have a few more grey hairs. As we grow older, we experience an increasing number of major life changes, including career changes and retirement, children leaving home, the loss of loved ones, and physical changes. How we handle and grow from these changes is the key to staying healthy. These tips can help you maintain your physical and emotional health and live life to the fullest, whatever your age.

[->Read the entire article](#)

## *It is never too late to exercise*

It seems that the older we get, the less active we are. But why? According to the findings of a study from the University of Dundee, published in the journal Age and Ageing, the most powerful 'deterrent' among the over-65s is a lack of interest, and disbelief that exercise can enhance and/or lengthen life. It's what Bob Laventure, a consultant on older people and physical activity at the British Heart Foundation National Centre for Physical Activity and Health, classifies under the "it's too bloody late for me" excuse.

[->Read the entire article](#)

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