

The Project >>

The Activate Healthy Lifestyle through Counselling for You (ActiVU) project aims to increase awareness and behavioural change in former active citizens with and without disabilities toward a healthy active lifestyle through enrichment of counselling and prescription procedures to effective use of physical activity and other health-related behaviours.

ActiVU is aligned with scientific evidence showing that former active citizens are a particular population of the elderly. Thus, the ActiVU will be a pilot programme to develop online communities of practice for awareness, knowledge and behavioural change about healthy active lifestyle among former active citizens' in participants' organizations and countries, which could ultimately be scaled-up across the EU.

Objectives >>

The specific project objectives are:

- Develop online communities of practice for awareness and knowledge about healthy active lifestyle
- Empower knowledge sharing and the emergence of best practices with an emphasis on former active citizens'
- To design and develop self-report measurement and e-learning content packaged in healthy active lifestyle to support stakeholders
- Informing the target groups about the specific condition of the healthy active lifestyle among former active citizens by creating a short video, available in the online community of practice
- Increase sport stakeholders' and policy maker's awareness about the benefits of using online healthy active lifestyle resources



Expected Impact >>

To create the figure of trainer of former active citizens as new certification, with a well-defined set of skills, knowledge, and attitudes, along with the basis for a high-quality training programme, that would open up opportunities for sport professionals to gain a new qualification as well as to broaden the range of job opportunities.

Needs Analysis

In order to justify our commitment to work with former active citizens, we present a brief review of the literature, in which the person is faced with a situation of retirement of his/her area of choice, investment and career, adopting risk behaviours such as alcohol and regular tobacco consumption in conjunction with physical inactivity, putting them in a state of disorientation with the impact of all the changes, losses and demands associated with the retirement (e.g. Harrison, & Ruddock-Hudson, 2017).



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The partnership



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*Activate Healthy Lifestyle
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