

Transcript

MODULE 5: Topic 2- Learn From Experts

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Dusan Pjevac: I everyone. I'm Dusan working for Azur Sport Santé as Pablo said. I'm very happy to be here with you today to present you Activ'Attitude, which is one of our favourite projects. And I think you will understand why by the end of this presentation. So, first of all, just a short few words about my organisation Azur Sport Santé. We are the first help enhancing physical activity, resources and expertise centre in France. We are based in the south of France more precisely in Nice, and we are supported by the Regional Health Agency. Our purpose is to promote and develop health enhancing physical activity all throughout life. And in order to achieve that, we have a lot of different projects for schools, employees, elderly people, chronic disease patients, placemaking around physical activity or social and professional integration through physical activity. So talking about this topic, I will present you the project Activ'Attitude and how it all started. Actually, after one of our physical activity conferences in 2019, a local employment agency contacted us and told us, Well, we didn't know about all the health benefits of physical activity. It would be interesting to work with you and organise an original programme for unemployed women from a priority neighbourhood. So we launched the pilot program for these women in 2020. So it was a three-month program with one physical activity session per week and one professional project workshop per month in order to help them get back to work, help them find motivation to get back to work. Thanks to physical activity and in spite of quite a few difficulties we had due to COVID-19, the results were very positive. We had very positive feedback and some of the participants managed to go back to work during or after the programme. So after this first successful pilot programme, this time it was a regional employment agency that contacted us in order to create a more complete and longer program. So it was a five-month programme for a group of 12 combining physical activity with various workshops, not only physical activity, as you will see in the coming minutes. So we are addressing women who are over 25 years old, living in priority neighbourhoods, looking for work and with a low level of education. The target group was selected after a thorough diagnostic that was done by the regional Employment Agency. So it really answers the need that was identified on the field. The main goal of the project would be to help the participants to find work or professional training during or after the programme. So what the programme is really about. So there's a lot of physical activity. It's our main domain of expertise and a lot of various physical activities that are often chosen or co-design with the group. We also have individual support is a very important part of the project that is assured by the whole project team. We work on a professional project. There's a whole team working on it. I will talk a little bit more about it. Also, theatre and acting lessons that became a really important part of the project to improve the self confidence and also to work on group cohesion. We offer academic training, French lessons and how to use computers and digital tools, but we also adapt that to the needs and wishes of the group. So we do all of these activities in order to improve at the beginning, improve the self-confidence and empower the group to help them achieve the main goal in the later stages. The professional project. We have a whole team working on it, so there's a work psychologist who intervenes on a regular basis. We have also collaboration with Union for Companies who proposes various workshops during the five months. And what is interesting about the project is that we choose the activities together with the group and also have the possibility to offer various additional workshops. As cultural events, we go to the theatre or cinema, we go to the museums together, organise some original activities like sailing. Everything is done according to the needs and wishes of the group. So this is how typical it looks like. As you can see, a lot of physical activity at least three sessions per week, theatre and acting lessons,

working on a professional project and some academic training. But we also, after two months of programme, we start a collective project that is also co-design with the group and it can be on various topics. So it can be an artistic project, sports project around theatre or even some charity work. And at the end of the five-month programme we organise a final event where we invite the families and friends of the participants as well of all of the partners in order to present the results of this collective project. So just a quick resume of the of the programme. We have a group cohesion is one of the key elements. It's something that we've also said. We also use physical activity as a main tool. We already know everything about the health benefits of physical activity on physical, mental and social part of our life. Academic training that is adapted to the needs and wishes of the participants. Various workshops. We also try to improve the health of the participants. We offer conferences about healthy lifestyle, healthy nutrition, how to sleep better, etc. really to try to improve their health during these five months. And there is individual support by the project team. But also we have a social assistant who is available during the five months in order to help the participants with any administrative or social procedures and issues that they might encounter during the five months. We do all of that. As I said at the beginning, we try to empower the group to give them more self-confidence and then on the long run, trying to find to help them find a sustainable work. So I will just launch a short video that I think will describe a project better than any words, I hope at least, and then I will wrap it up with some results.

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Dusan Pjevac: So I'll just wrap it up. I hope I'm still in the time. We wrap it up with some results. So now we're at our third program. We are really happy and extremely proud with the results from the first two programmes. So we have 20 or 24 participants who have found work or academic training during or after the programme, and we continue to support them. Even after the programme ends, they have the possibility to come and participate in some activities or just come for some support or advice. Different evaluations and tests that we have organised showed improved self-confidence of the group, improved physical conditions on various physical activity tests. And also we had a very high satisfaction levels from the group who really appreciate the concept and the whole co-designing process. So just I would really like to point out the two key elements. It's really the possibility to adapt and co-design the programme with the participants is something that been mentioned by Viv earlier, and I can completely agree that was one of the elements that was underlined by the participants, but we also noticed by ourselves as the key factor for successful programme. Thank you very much and I remain at your disposal for any questions later.

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Robert Benyhe: I don't know how it is in your country, but in our case, we could say that in Hungary, yes, we have 2.5 million pensioners in Hungary, so like 25% of the society. And actually they are dealing with lots of problems like loneliness, illnesses and currently economic problems and issues as well. Regarding the HEPA access, we realize that there is no national strategy to make them active. Of course we have good practices on a local level, but there is no big screen and any concrete political strategy to make them active. No spotlight at all regarding the physical activity. My secretary general just told me two days ago when I asked him that like 15 years ago, it was really hard even to find pictures about active people in Hungary to make promotion for our upcoming festivals. So it was just not in the public eye to be active when you are an old person. Also, lack of information was the case for the elderly, so they had no really information how to be active and why is it so important? So all in all, we thought that no one really cares about elderly. And personally, I also felt that when I first heard about our seniors or projects, I was like "Hey, I am not so into

it. It doesn't sound so sexy". And then I went to our festival and I was just amazed. And I still think honestly, that this is maybe our best and nicest event. So I will show you first the Summer Sport Festival.

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Robert Benyhe: In this slide a bit about the concept. So we wanted to create a national lighthouse event for seniors. So people who are basically over 60 years old, they didn't have any festival or any spotlight before. So we created this festival in 2006 and it's still really popular. It's a one day long, inspiring summer programme and we wanted to make it inclusive, as inclusive as possible, to make it free of charge participation. So that's why we also needed state support. And fortunately we were lucky enough to get the support to make this event. It is a volunteer-based model of organising, so it means that we are working with young volunteers and it's also important that they are youngsters. We find it very interesting and exciting to interact and see the interaction between the young volunteers and the old participants. It's very nice and very inspiring and the main idea of the event is to create actually a sport village, a senior playground with plenty of activities. One of the key elements of the organising is the risk minimization. So we have advanced medical supervision, simplified sports. For example, we don't have the classical football, but we have target kicking or we don't have the classical volleyball, but we have giant volleyballs with plastic volleyballs which are really, really easy to push and it makes a lot of fun, etc., etc.. You will see some pictures later on. And also basically we don't involve sports that requires extra endurance so we don't have long distance running and all these kinds of things. Simplification is the key word. Also success, feeling and smiling event. This is this is a factor that we that we want to have in the event that everyone has a happy time during the festival. So it's based on a stamp collection game actually. So the seminar participants, when they are walking around between the activities, after every activity, they can get a stamp and they can collect the stamp. And at the end of the event we can count how many stamps they could collect. And by different age groups we can have the most active participants. But still, it's a fun, it's a playful thing. No one takes it really serious, but they are still really motivated to get the stamps and see the colourful activities that we offer. Also the freedom of choice to be active so everyone can try out the most suitable activities and sports. So there is no need to do otherwise. And the prizes and gifts are also offered for the most active ones. And also we try to be exploiting the giving opportunities of the venue like some in some cases Talbots or fishing opportunities, etc.. The next slide, please. Before I'm getting the yellow cards. These are the figures of last year. So we not just last year, but also in general, we started in 2006. You see that we raised more than 10,000 participants and last year we had more than 1000 participants, and the oldest one was 87 years old. 80 forms of activities, 55 volunteers, and not just board, but also exhibitors, health consultation tests and gifts. Next slide, please. You will see some pictures. This is the event that you can have a short image of it, the collect the stamps game. You can see the excited faces. Also some of the games and some of the testing tents you can see in these pictures. Next slide, also the joy and the happiness. I try to collect some of my favourite photos. Also mind games, also bodyweight exercises, really not to push them so much playful activities. The next one, please. Yes, the dance is probably the most, most popular activity towards the elderly and also the gifts at the end. You can see and finally, the community feeling is also visible in the last picture. And since the COVID came, we had to do something different because that was not possible to make the festival. And in the next slide, you will see further communication. But we can leave it because the main message is sport is timeless. What we wanted to promote also through online. So we created a senior move experience online video training platform right after the pandemic in 2020 April. And this is a fixed training set schedule on our website with four professional senior trainers. There are online video trainings every day, available two times a day with safety instructions, professional instructions, how to move professional trainings. And we also have a



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constant communication on it. And in a way, this was a positive effect of COVID, that we could go online, we could be innovative and have a project which is a continuous one and not just one lighthouse event during the year, but one constant thing which also help us to communicate regularly with these people. And right now we have like 1000 regular participants and we are growing it. Yes. And in the next slide, you can see a bit about the festival, a short video.

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Zakayo Wandoloh: So my name is Zakayo Wandoloh. And as you've been told, I was a co-founder of Right to Score and I was also the community manager. So I was mostly the one who was really getting in touch with the target group. Now, shortly what was Right 2 Score. And before I continue, again, like Paolo said, we are among the many organisations that did not survive COVID 19 for various reasons. But of course there is a lot of lessons that we learned. So Right 2 Score was a for profit, innovative sports organisation where we actually leverage the power of sports to empower at risk youngsters in the Brugse Poort neighbourhood in Ghent. Now, this neighbourhood is very interesting because it is very small, but it is highly dense, it is densely populated and it is super diverse. So you have more than 86 different nationalities in that small area. It was also very interesting because there were absolutely no sports infrastructure. There was just one park where everyone would come to do their thing, but it was not specifically for sports. So like Viv already said, Dusan and Robert all you mentioned all the things that we encountered. Getting a location in that area was really difficult. So we had the luck that the city of Ghent wanted to use a company that had gone bankrupt in that area. It was a big, big, big factory and they had gone bankrupt. So it was there empty for years. And so drug dealers were coming there, drug abusers were coming there, and it started becoming very unsafe. So the neighbourhood protested and said the city had to do something. So after consultations, they decided we have to use these as a social hub with sports and other activities so they can have at least several things. So we applied. It was a challenge. It was a challenge you had to apply and motivate why you should be selected. And these luckily we won right in the middle of the neighbourhood. So as you can see, I am combining what I'm saying with the photos so that you can at least have a view of what it used to be. So as we said, we were leveraging the power of sports with at risk youths and there was a lot of criminal crimes in youth crimes in the neighbourhood. And another thing, like Viv already said, people in poverty at risk, target groups mostly, they are socially excluded. They stay indoors. They do not participate because of their socioeconomic situation. And that meant that we had to take care of those challenges as well. Now, some of the challenges that we specifically got apart from the accommodation is mobilising at risk target groups because they distance themselves from most of the things. So getting to them, we had to go door to door. We had to work with organisations that were working with them on other challenges and we also had to go to schools the in the areas where they were hanging out. The resources that was needed to because it was a very ambitious plan. The resources, both money and human resources, because to carry out the plan we had, we needed a lot of people. And the challenge was actually to make it sustainable within a year. So as we say, the goal was to have an accessible indoor sports facility in that neighbourhood. And as Viv really articulated, the challenges is not only financial, because that's what most people focus on, the affordability of the organisation or the activities. What we tried to do was also take care of the language barriers, skills, so we were not focusing on the sport itself. We are just play. It was played. We used football mostly, but it was just playing with the ball, not really football, technical and all that stuff. It was just playing with the ball. And so the issue of skills was not a matter. And then at some point for those ones who because we are also attracting those kids who are already really good at football and other sports. Now those ones we offered specific trainings for them at different times. All along, the focus was to develop their soft skills and enhance their employability and also just increase their social interactions because mostly, like we say, they stayed indoors. So for the

employability, that was our key goal. For example, we had a deal with Volvo Gent where Volvo Gent had a problem. They had problems keeping retaining employees, labourers. And so they were spending so much money in headhunting and recruitment. So what we did is we made Right 2 Score a place where youngsters could volunteer in running the organization in all departments, all sectors for 5 to 6 months. And we were working with some governmental organisation that helps youngsters to get jobs. So they were giving workshops and all those. So the combination of two at the end, we would select those ones who were fit enough to be able to hold on to a job and they would go work at Volvo Gent. And then Volvo Gent would pay us for instead of paying headhunters, they would give us money. So that is what that was the business model behind.

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Carole Ponchon: I have so many questions and ideas and I'm so inspired. But the common thread that I heard basically is also the entrepreneurship somehow spirit of all of you guys in the practice that you have implemented. When I say entrepreneurship, it's because of the innovation that you mentioned, the flexibility, the persistence. So I just try to capture a common thread between all of your presentation. But I will restrain myself because the time is for all of the participants. And maybe, Paolo, before you leave, I would like to challenge you one more time. Just to wrap up this second part of the webinar, is there anything that was surprising to you or something that you also would like to highlight based on what we have heard? Just yeah just some keynotes from you or message.

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Paolo Adami: And thank you very much for, for giving me this opportunity. I think that what really was evident through these three projects that we heard, but it's a – I believe it's a main concept that should be applied to all HEPA approaches, is that to make this to make the HEPA practices work, they really have to be tailored on the target group needs. And I really like to use the word tailored because it's just like a tailor that makes a suit. It has to be specifically designed for that target group and almost to an individual basis. This is something that I do see in my clinical practice when I have to mentor and support my patient in becoming physically active if they're not. Then it really needs to be a walk through, a daily support and mentoring guidance and how they can become physically active if they're not or what are the challenges that they're facing and so on. It's a counselling work. And to some extent the counselling work that has to be a large to a to a community-based approach. And what really was inspiring by these three projects is how well you were able to have that approach of tailoring, of counselling to their needs of your population and then answer their needs by changing the opening time; fit the school schedule, for example, or your specific target group needs also in gender diversity. So I think that was the greatest take away from me. And it's always exciting to hear practical examples coming from the from the field. And you know, it all started with new question on how can you then translate that into your own reality, into your own city and to your own neighbourhood and so on. So a lot of food for thoughts, I believe. Thank you very much for these three presentations. I really enjoyed them.