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Active Ageing, an ISCA perspective

**Presentation by
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What are emerging issues in the field of PA and ageing?

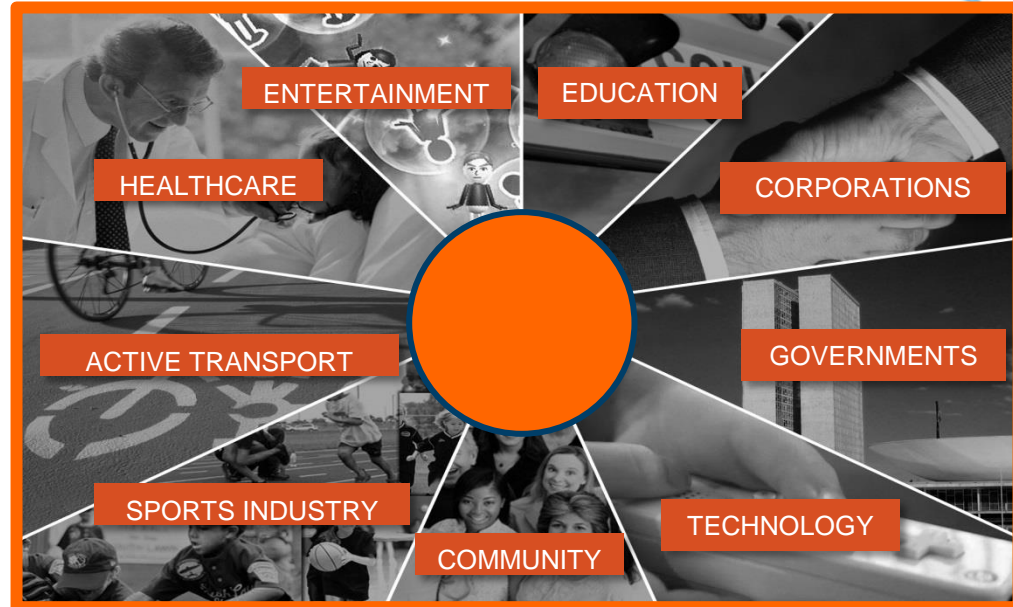
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Physical Activity promotion for seniors seems to be climbing the political agendas (and for good reasons)

Cross-sector collaboration needed to address the demographic challenge

Grassroots sport and physical activity promoters in the ISCA network are interested and ready – but only a few have developed evidence-based programmes to date



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What are your goals, objectives and activities?



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ISCA aims to raise the awareness, motivate and offer practical support for ISCA members, to develop and improve their national strategies towards senior citizens groups with the focus on: physical training and prevention, social inclusion and network, and utilization of the human resource within the group of senior citizens.

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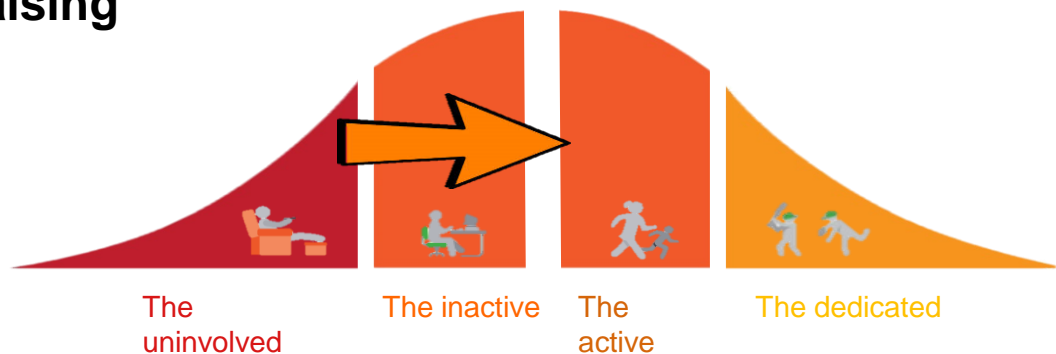
ISCA actions and services

Knowledge, data and information sharing

Networking and consultancy

Planning guidelines, tools and education

Political lobby and fundraising



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What are potentials of synergy?

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**ISCA is committed to cross sector
collaboration**

**We believe that synergies can be achieved in
all our areas of action and would like to
discuss which ones should be in focus:**

***Knowledge, data and information sharing
Networking and consultancy
Planning guidelines, tools and education
Political lobby and fundraising***

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***What do we have in common/where do we
complement each other?***

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Hopefully *Be Part* will show!

