



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.

Multiplier Event

Ageing is becoming a global phenomenon, predictable and inevitable : it is one of the major european challenges the Europe of the future has to face, a challenge that all countries have to face.

Recently there are several economic and political initiatives oriented to promote the Active Healthy Ageing. It is important to focus on the needs, motivations and availability of seniors citizen to play an active role in the promotion of health.

In other terms : which availability of seniors to be « active » or « activated » in the promotion of their health and wellbeing ?

Tuesday 20th November

at CIS- Scuola per la gestione di impresa premises , Via Aristotele,109 - Reggio Emilia

was held an encounter to present the European project HELP -Healthy Lifestyles for Elderly People.

This was a moment of consideration with experts to understand experiences, motivations and behaviours of people on their health and their active involvement in the quality of life.

During the encounter were presented the E-guide and the platform produced within the project.



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