

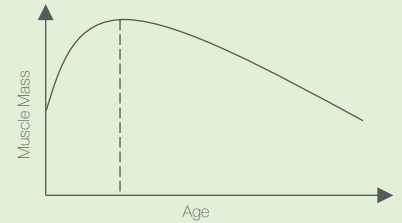
SENIORACTIVE

Why exercise?

Data shows that physical inactivity kills just as many people as smoking does, and the sedentary lifestyle is becoming a widespread health issue. The effects of a lack of exercise are not disclosed until you get older. When you age, your strength and muscle mass slowly but surely weakens – the less you exercise, the faster the decrease.

Eventually, the strength loss may limit your ability to move and affect your physical and mental health negatively. However, this process can be counteracted by regular exercise. Strength training has a multitude of positive effects on your health and quality of life. Among others, strength training may...

1. ...mitigate osteoporosis
 2. ...boost physical performance
 3. ...increase muscle mass and strength
 4. ...improve mental well-being
 5. ...reduce dependency on others
 6. ...maintain overall health
- ...and more!



Muscle mass peaks at the age of 25-30. After that, the muscle mass slowly diminishes – unless mitigated by strength training.

Source: Batsis and Buscemi – Sarcopenia, Sarcopenic Obesity and Insulin Resistance, 2010

Purpose

The purpose of SeniorActive is to improve physical and mental health among elderly, through encouragement of physical activity. The goal is realized by making exercising easier and more accessible. The devastating spread of the COVID-19 pandemic has reduced the possibilities for physical activity even further, making the purpose of SeniorActive more urgent than ever. Also, there is a lack of strength training programs customized for elderly. Since the benefits of strength training among elderly is scientifically supported, we wanted to fill the gap.

Improving overall health can also be seen as preventive healthcare. Over time, SeniorActive can contribute releasing capacity in our healthcare system and, thus, reduce waiting times for those in need. According to a report by McKinsey & Company, healthcare costs in Sweden are expected to increase by 4.2 % per year. All efforts made to decrease these costs will be valuable for society as a whole. As the demographic trend leads our society to higher life expectancy, preventive healthcare is needed to assure proper care for everyone.

Sustainable Development Goal

Stronger and healthier seniors are tightly interlinked with the third Sustainable Development Goal: Good Health and Well-Being. More specifically, SeniorActive addresses target 3.4: Reduce Mortality from Non-Communicable Diseases and Promote Mental Health. The scalability of the project creates an opportunity for national, or even global, impact – since the digital program and, thereby, a trend of physical activity could spread across borders. Our hope is that society will benefit from lower healthcare costs and improved quality of life among seniors in the long run.

3 GOOD HEALTH AND WELL-BEING



Process

We started out by creating a training program, specifically designed for elderly, to be performed at home. This includes a carefully curated selection of exercises especially fit for the elderly. To ensure that the seniors learned how to perform the exercises properly, we recorded videos of the exercises which were integrated in an application, provided by our strategic partner Styrkelabbet. The workout plan and supporting information were compiled in a brochure, sent out to our senior home partners. Also, a downloading guide was attached to the brochure, explaining how to follow the program in the application. The downloading guide consisted of 29 screenshots with an explanation to each step – describing how to install the app, create an account and follow the program. When the program, brochure and guide were completed, we contacted potential strategic partners.

Partners

To increase the impact of the program we partnered with the digital training platform Styrkelabbet. The partnership improves the presence and the availability of SeniorActive, and Styrkelabbet's experience was helpful in designing the training program. Also, their brand could generate trust in that our training program is scientifically supported, as Styrkelabbet is known to be backing their material with scientific evidence. We have also started a pilot project by forming a partnership with the major actor in the senior home industry called Bonum. The partnership aims to increase the reach of SeniorActive, as Bonum distributes the program to its residents, giving us the possibility to evaluate the program. Since the pilot has been successful, we aim to close new partnerships up.

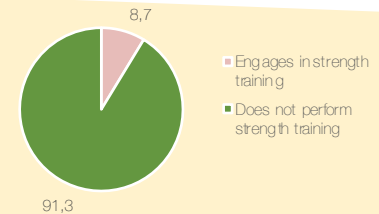


Results

We have created a scientifically supported strength training program, suitable for seniors. Through the pilot project our program has been distributed to over 2000 seniors in both digital and printed versions.

One of the most crucial parts is to make sure that the program continues to be used regularly over time. We continually follow up the usage of the program in the application, which gives us a better understanding of the impact over time. Thereby, we can adjust the program further to optimize benefits.

Given the large reach achieved in a short time, we are hopeful about the potential long-term impact.



The pie chart illustrates the proportion of strength training seniors (75+) in the United States. A measly 8.7 % of people aged over 75 regularly engages in strength training as of 2019.

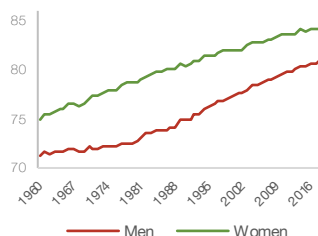
Source: Fragal et al. – Resistance Training for Older Adults, Journal of Strength and Conditioning Research, 2019

Challenges

One of the major challenges was to make the program easy to follow for the seniors, while still maintaining a certain degree of scalability. We realized that it might be difficult for some elderly to follow the program digitally, despite our efforts in creating a comprehensive and detailed downloading guide. However, most of the seniors that we reached were comfortable using the digital version, but to include as many seniors as possible we created a printable version as well. By managing this trade-off between digital and analogue training programs we believe that we have created exercising possibilities for as many elderly as possible. Furthermore, the COVID-19 pandemic drastically changed the possibilities to reach the elderly and forced us to rethink our initial plan. Therefore, we decided to distribute the program through the Styrkelabbet application.

2000+ seniors reached

Life Expectancy in Sweden



As life expectancy increases, maintaining a strong and healthy body becomes even more important, improving the quality of life throughout the years.

Source: SCB, 2020

Going forward

Digital products are non-rival goods, creating endless distribution opportunities. The training program will continue to be available in the Styrkelabbet application, and we are hopeful that people who have found the program will continue to use it, and that it will be discovered by even more people over time. By reaching more senior homes we can keep promoting the program to their members and even without social distancing, exercising at home is the most accessible way to work out. With increased accessibility and further distribution, we have the tools for reaching our ultimate goal – to improve health and well-being for seniors.

