



*Let's add life to our years!*



**SIEL Bleu** helps older people stay fit, independent and connected by engaging them in physical activity, adapted to their capacities and needs. Programmes of adapted physical activity can prevent or delay older adults from becoming dependant on (medical) care. SIEL Bleu has developed an array of more than a dozen customized preventive programmes and training sessions, such as gymnastics practiced on chairs, mobility and dexterity exercises to prevent falls, and Alzheimer gymnastics to slow down the process of degeneration, hospitalization and to promote recovery.



## VISION

Improved technology and altered circumstances have added years to our lives. Those years however are not always full of life. Sedentary lifestyles often lead to an old age marked by lack of mobility, disease, dependency and loneliness. Life expectancy and medical costs are rising, and the amount of people available to take care of the elderly is diminishing. Contrary to most curative solutions, SIEL Bleu offers prevention of mobility difficulties and dependency in the elderly, through low-cost physical activity programmes, accessible to everyone.

## PROFESSIONALISM

Within the Sports Science Faculty in the University of Strasbourg, SIEL Bleu has developed a specific specialization in physical activity for the older people and thereby increased the numbers of suitably trained professionals. To measure and improve the preventive value of physical activities, SIEL Bleu has carried out studies and research with the medical profession and the French Institute of Medical and Health Research (INSERM). The association plans to grow nationally and internationally by developing international standards and thus making its model easily replicable.

## RESEARCH DATA

According to the WHO, regular physical activity can delay the onset of age-related impairment and disease. The French Institute of Medical and Health Research (INSERM) reports that regular physical activity (WHO recommends 3 hours per week) allows a 30% reduction of the mortality rate. Regular physical activity is known to diminish the incidence of cardiovascular diseases and diabetes II. It also inhibits the development of a number of degenerative diseases such as osteoporosis. One hour of physical activity reduces the risk of femur fracture by 6%. Studies also show that, in addition to quantitative criteria, physical activity enhances well being and mental health.



## SOCIAL ENTERPRISE

Thanks to strong national and local networks and allies, SIEL Bleu has been able to raise awareness, build funding mechanisms and develop a well prepared staff. Partnerships have been built with French Government authorities and Ministries such as the Department of Older People and the Department of Sport. Programmes and funding mechanisms are also in place through the Department of Social Welfare and Health Care insurance companies which contribute to pay for the costs of SIEL Bleu's services.

Since 2008, SIEL Bleu has followed a diversification strategy by targeting different audiences. **SIEL Bleu** brings courses of physical activity into nursing homes. **DomiSIEL** is dedicated to older people wanting to keep dependency at bay and keep on living at home as long as possible. **SIEL Bleu Training** shares its expertise with the care-professionals in old people's homes and hospitals. For companies and industries, SIEL Bleu created the profit-oriented company **GPS Santé**. This company focuses on the prevention of working accidents, work related ailments and the promotion of well being at work by providing programmes of specific physical exercises. GPS Santé brings financial support to SIEL Bleu's vision of affordable preventive care.



DomiSIEL offers programmes of adapted physical activity for elderly and disabled people in their home. The programmes help people to keep on living at home as long and as comfortably possible. The association has been selected to carry the quality title of the national institute of Home Care ("Services à la Personne").



The "Training" department of SIEL Bleu has developed preventive programmes of adapted physical activity for (health)care professionals, working in institutions or at people's homes. The programmes help to prevent lesions and ailments that occur as a result of the physical demands that are part of their daily work.



GPS Santé helps companies to prevent accidents and the onset of muscular-skeletal disorders at work with physical activity programmes such as a warming-up at the workplace.

[www.GPS-sante.info](http://www.GPS-sante.info)

## ABOUT SIEL BLEU

SIEL Bleu was founded in 1997 in Strasbourg by Jean Daniel Muller and Jean Michel Ricard after they graduated from Sports Science University. They launched a nonprofit organization that offers elderly people a physical fitness training programme to prevent dependency and to retain social connections. Jean-Michel's and Jean-Daniel's interpersonal skills and ability to bring about innovation, convinced geriatric experts of their vision's viability, thus opening the gates for SIEL Bleu's development all over France.

Since its creation in 1998, SIEL Bleu has developed rapidly. The association is currently active in more than 1700 nursing homes in France. As of early 2009, SIEL Bleu employed over 230 specifically qualified professionals.

SIEL Bleu became an Ashoka fellow in 2006 and has since worked to enhance its signature of social enterprise.



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