

#AGEING WELL

General Theory of Change

ACTIVITIES

AWARENESS & EDUCATION

Trainings for professionals
Education of end beneficiaries
Public health campaigns
Trainings for informal carers

PRODUCTS & SERVICES

Specialized nutrition
Specific products / services for sport, stress, sleep, ...

POLICIES

Tax policies, pension policy, labor legislation (e.g. senior employment), support for connectivity, ...

ENVIRONMENT / INFRASTRUCTURES

Intergenerational initiatives
Urban development
Home care services for seniors

OUTPUTS

ON BENEFICIARIES

Increase awareness on health risks associated with ageing and age-related diseases

Increase knowledge on nutrition / hydration requirements & food recommended intakes by age group

Increase availability(*) of diverse & nutrient-dense foods, of specific products and of healthy drinks

Increase practical knowledge, motivation &/or unconscious intention to follow the guidelines (on diet, sport and beyond)

Increase management of protective factors beyond diet: physical activity, stress & sleep management...

Develop or maintain the social network

ON ENVIRONMENT

Increase support from relatives and community and decrease ageism

Improve the medical prevention system (e.g. regular screening of potential health issues for early diagnosis)

More age-friendly infrastructures to support one's functional abilities & supportive environments (e.g. availability of accessible transport, ergonomics @home, ...)

(*) Available = Safe, Available through relevant channels, Affordable, Culturally acceptable.

OUTCOMES

Dietary habits better adapted to age-related nutritional needs

Increase regular physical activity

« Healthier lifestyle »
(beyond diet & activity)

Ensure sufficient social life / links

Improve the environment conditions

IMPACTS

PHYSICAL HEALTH

Maintain capacity
Reduce frailty
Prevent NCDs

MENTAL HEALTH

Maintain cognitive functions

SOCIAL HEALTH

Decrease social isolation & loneliness

Lengthen
Autonomy

Sustain
Quality
of Life

