



Municipal Service



CLUB FOR HEALTHY & ACTIVE LIFE

Concept

2019

The Concept 60+ Club for Healthy & Active Life (hereinafter referred to as “60+ Club”) is based on the experience gained from Bosnia and Herzegovina as part of the so called South-South Cooperation.

Cooperation partners and supporters: United Nations Population Fund (UNFPA) country offices in Georgia and Bosnia-Herzegovina and the NGO Partnership for Public Health (PPH, BiH).

The “60+ Club” concept is based on “the Best Practice Guidelines for Centers of Healthy and Active Ageing (CHAA)”, by Sejdefa Basic Catic and Sappho Gilbert, Sarajevo, 2018.

What is the Club?

The “60+ Club” is a membership-based club - a place for socialization of older people, for creating a harmonious and diverse environment, and an ideal environment for promoting active and healthy life-style.

It is not a center for social assistance or allowances.

The “60+ Club” serves as a hub where older people can gather, meet their peers, learn new skills, share experiences, organize and perform various activities, and be introduced to new concepts and ideas.

Why do we need the Club?

The “60+ Club” serves the purpose of improving the quality of life and enhancing physical and mental health for older people, greatly reducing the possibility and risk of depression and other health risks related with older age.

The “60+ Club” promotes the process of active and healthy ageing, by helping older people to stay healthy and capable of fully contributing to society, maintain their personal independence, and be engaged as active citizens.

Who is the Club for?

The “60+ Club” is for citizens of Georgia aged 60+, regardless of their race, skin color, language, sex, religion, political and other views, national ethnic or social identity, origin, property status or rank.

Club objectives

The “60+ Club” is intended to become an integral part of older people’s lives and the social processes they are involved in; Associates of the “60+ Club” should feel privileged to be members of the Club; socializing with new people and expanding social circle should make them happier.

The “60+ Club” should serve as a source of renewal of energy for its members and the beginning of a new phase of life.

The “60+ Club” members change their perception of themselves: it helps them to turn from inactive individuals into socially active citizens and to transform their own social environment as well.

An active social lifestyle helps to prevent from age-related diseases and depressed conditions among people aged 60+.

Minimum package of services provided by the Club to its members

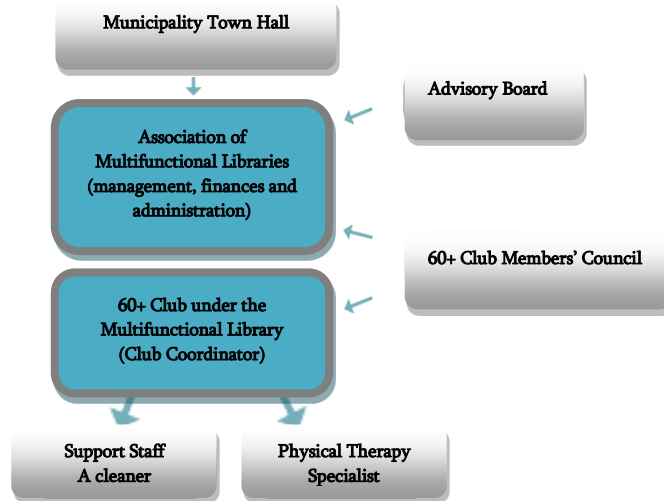
- Age-appropriate therapeutic physical exercises (under the supervision of a specialist);
- Foreign language classes (for volunteers);
- Sports activities and board games;
- Art classes (considering the specialties and interests of the members, for volunteers);
- Workshops for acquiring new skills (considering the specialties and interests of the members, for volunteers);
- Culinary workshops for promoting healthy eating (involving professional chefs, for volunteers);
- Workshops for developing basic computer & online communication skills.

The “60+ Club” should organize regular, weekly activities from Monday to Friday, and relevant information should be available in a prominent place in the Club, in the form of a timetable or put on the notice board, and posted to the Club social media accounts and to the Club website.

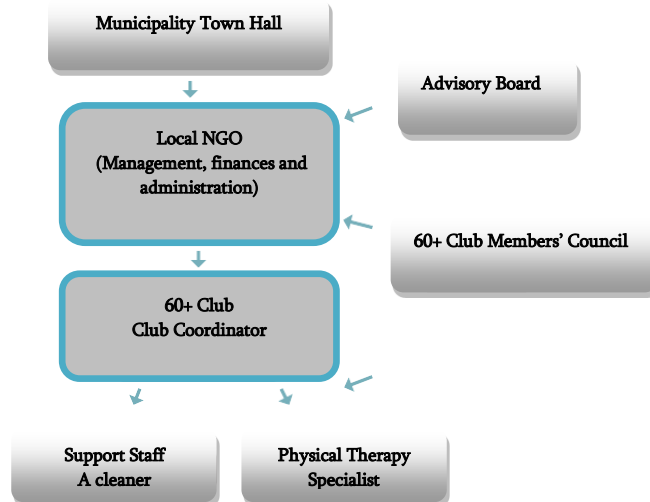
Sources of Funding - membership fees, charity, sponsors and donor funded projects.

Possible organizational structure of the Clubs in Georgia

Model 1



Model 2



Minimum infrastructure requirements for the



Easily accessible location and well-maintained transport infrastructure considering the settlement type;

Safe environment and the space adapted to the age-specific challenges of members;

Multifunctional and multipurpose furniture for easy rearrangement of space;

Technically maintained and minimally equipped spaces/zones, such as:

- Space for (indoor) physical exercise;
- Basic indoor and outdoor sports equipment (table tennis, chess, outdoor training equipment, etc.);
- Kitchen zone (for culinary workshops and other events);
- Green zone;
- A library (in Clubs where there is no library);
- Art workshop zones;
- A computer room.

The role of municipalities in achieving sustainability of the Clubs

Long-term sustainability of a 60+ Club is the most important factor: long-term benefits of active and healthy ageing can only be achieved through a sustainable and permanent institution, providing regular service to older people living in the area.

In order to ensure sustainability of the “60+ Club”, it is necessary to cover at least the following expenses:

- Club Manager’s and/ or Coordinator’s salary;
- Physical Therapist’s salary;
- Support Staff’s (cleaner’s) salary;
- Utility costs and minimum operating costs/costs for general office supplies.
- It is recommended to introduce a minimum symbolic membership fee for clients in about six months after the opening of the “60+ Club” to develop the feeling of ownership vs to the one of social assistantship.
- An initial investment may be required to adjust the space to the needs of the “60+ Club” space (can be with the support from the private sector or donors).

Building Partnership

- The “60+ Club” can apply for sponsorship/partnership from different private and public companies as well as from Government agencies;
- Potential partners can choose a kind of sponsorship they are willing to provide to the Club - supporting activities, providing supplies for working materials or financial assistance, in return for receiving recognition and a status of a socially responsible organization;
- The Club should be informed about various calls for project proposals and should be eligible to apply for funding opportunities in the domains of healthy and active ageing, culture, sports, social inclusion, etc.

Advisory Board – Strategic Support

- The function of the Advisory Board is to provide the necessary support, guidance and assistance to the “60+ Club” and its management;
- Member of the Advisory Board can represent the following organizations and agencies: local self-government, Mayor’s office, Public Health Center, local and/or central agency working in the field of social and health care, Pensioners’ Association, educational institutions, etc.;
- Members of the Advisory Board, through their extensive connections, ensure contacts of the “60+ Club” with individuals or organizations able and willing to sponsor the Club, make donations, or otherwise support the Club;
- The Advisory Board members meet once or twice a year, during which the Club Manager presents the information about the ongoing activities in the Club and a strategic plan and vision for the next period.



Club Members' Council – an invaluable source of feedback

- a Members' Council acting in accordance with the Statutes of the Members' Council and composed of members of the "60+ Club" elected through internal voting should be established in order to optimize participation and involvement;
- It is recommended to train the Club staff in forming and maintaining a Members' Council and successfully cooperating with the Council;
- The Members' Council is an invaluable tool for feedback and communication with the "60+ Club" beneficiaries;
- The Members' Council assists the "60+ Club" management, staff and volunteers in developing and planning the activities to be implemented in the "60+ Club";
- The Members' Council ensures involvement of the maximum number of members, their active participation and high level of their satisfaction, thus contributing to the Club's continued operation and sustainability.

For more detailed description of the Concept for Georgia, see:

A Guide to Establishment and Management of



For Healthy and Active Living *(Available only in Georgian)*
and Appendices

Appendix 1: 60+ Club for Healthy and Active Living – Internal
Rules and Regulations (sample)

Appendix 2: 60+ Club for Healthy and Active Living –
Members' Council Statute (sample)

Appendix 3: A Guide to Preventive & Corrective gymnastics for Older
People

Appendix 4: 60+ Club for Healthy and Active Living – Brand
Guidelines

Web-page: <https://georgia.unfpa.org/ka/publications/60-plus-clubs>

or scan:

