

5 step guide to **Siel Bleu**

CHANGE 

Love your community



Introduction



"Welcome to the ChangeX Siel Bleu guide! We're delighted you're interested in bringing Siel Bleu classes to your community. Here you'll find all the information, practical tips and resources you need. There is someone to help you at each stage of the journey so don't be afraid to get in touch!"
Jean-Michel Ricard, Co-Founder of Siel Bleu

What is Siel Bleu?

Siel Bleu is a charity that offers unique exercises and physical training to delay the onset of age-related impairment and disease. Siel Bleu's mission is to help older people maintain the ability to function independently and to retain social connections. With an emphasis on prevention, programmes are developed focusing on individuals' needs and abilities, including an array of specially designed exercises often mirroring tasks of daily living, as well as activities for people suffering from chronic illnesses and specific pathologies such as Alzheimer's and Parkinson's Disease. The holistic approach focuses on physical, mental and social wellbeing. Siel Bleu allows people to retain independence through physical exercise but also provides a unique and enjoyable social outlet in the community. Siel Bleu deliver classes in Nursing Homes but also in the community. This guide is specifically designed for community based classes.

Why is this important?

The unprecedented shift of ageing brings with it a critical shortage of eldercare programmes. Life expectancy is increasing but with age comes the risk of age-related degeneration, disease and the loss of functional capacity. Research has consistently highlighted the many benefits of regular physical activity and there is irrefutable evidence of its effectiveness in the primary and secondary prevention of several chronic diseases such as diabetes and cancer, the reduction of falls and therefore injuries and fractures. Older or vulnerable adults often live marginalised and socially excluded lives, due to their physical or mental health status. Siel Bleu aims to change this.

The Background

The concept of providing Adapted Physical Activities (APA) to older and vulnerable adults was first pioneered by Siel Bleu France, where it was founded by two sports students in 1997. Siel Bleu France has grown into a charity providing more than 160,000 hours of APA per year, is conducting its service in care and community facilities and also in peoples' homes, with 350 employees. The founder of Siel Bleu France Jean-Michel Ricard is keen to share the Siel Bleu methodologies, knowledge and experience to ensure that services are accessible and affordable as widely as possible. Siel Bleu currently operates in France, Belgium, Ireland and Spain.

Overview



5 STEPS

1. Analyse & Confirm Demand
2. Contact Local Trainer
3. Find a Venue & Advertise
4. Arrange an Introductory Class
5. Running the Classes

WHO

Someone who...

- is passionate about helping older people in the community
- has strong communication skills
- is passionate about the potential of Adapted Physical Activities to improve the lives of older people

RESOURCE CHECKLIST

- Access to a suitable venue
- Qualified local trainer
- Local demand
- Advertising materials

TIME



As a leader you'll need approximately 4 hours a week to get Siel Bleu classes started. As a trainer the number of hours will depend on your own availability and demand.

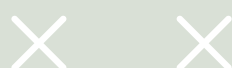
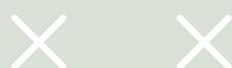
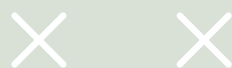
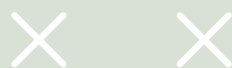
Step 1:

Analyse and confirm demand

Before you begin, it's good to have a clear understanding of likely local demand in your community. Get to know relevant local networks such as older adults forums, primary care clinics, active retirement groups, sports partnerships and the local residential and day care services. Talk to as many relevant people as possible and explore whether they would be interested in participating in Siel Bleu classes.

Talk directly to some older people involved in these groups and ask them if Siel Bleu classes are something they're interested in. If you get positive responses from ten or more people, then it's likely that there will be sufficient demand to run a class locally. Once you have an initial group interested, you'll find that awareness will spread through word of mouth and demand will build further over time.

Once you have established that there is demand for Siel Bleu classes in your community you're ready to move onto the next step and contact your local Trainer.



D

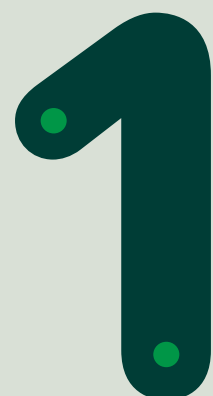
E

M

A

N

D



TIPS



Talking to your local G.P. or any health professional working with older people will be a good place to start enquiring about potential local demand.

Step 2:

Contact local trainer

Check out the list of locations to see all active Siel Bleu Trainers and the locations in which they operate: [Locations](#)

If there's already one operating in your area, you should [Register to Start a New Class](#) and this trainer will be in touch with you to arrange next steps. If there is no trainer in your area, then perhaps you know someone who is qualified to train?

This person should:

1. Have relevant physical trainer qualifications
2. Be really passionate about the mission of Siel Bleu Ireland and improving the lives of older people in the community
3. Have some experience in sales, marketing or communications
4. Have an entrepreneurial spirit and the ability to work independently

If you or someone you know satisfies these criteria, they can apply to Siel Bleu to become a trainer. They will then have to through an interview process with Siel Bleu HQ and in order to progress to Siel Bleu training the following documentation will need to be submitted:

- Garda vetting application form
- Liability Insurance
- Driver's License

TIPS



If there's no trainer in your area and you don't know anyone qualified to apply, you could ask your local GP, local physios or physical trainers as they might know of someone suitable.

TRAINER 2

Step 3:

Find a venue

You'll need to find a suitable venue to host Siel Bleu classes. This may be a community centre, a room in a local school or sports centre but ideally one that is available free of charge for community use. Try to find a venue that is easily accessible for most people in the community and is warm and comfortable for class participants. If you're nervous about asking for access to a venue free of charge, remember that you're not asking for you but for the good of the whole community!

TIPS

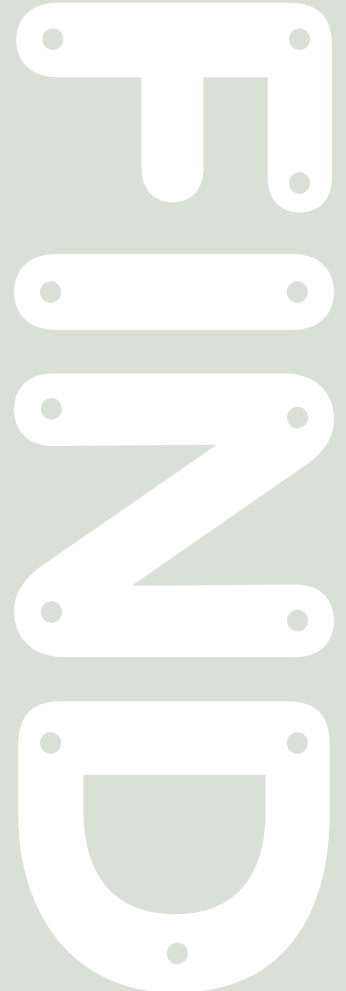


In the community each session generally costs 5 euro. This fee covers trainer travel costs and Siel Bleu HQ costs including evaluations, reporting, design and adaption of the programme as well as delivery.

INFO



If there are Siel Bleu classes operating anywhere you could go visit don't be afraid to get in touch and arrange a visit - seeing a class in action will really bring it to life!



Step 4:

Arrange an introductory class

Once a venue is secured, you should choose a time and date to run an introductory class. Agree this with the trainer, the venue manager and then you're ready to get in touch with your class participants.

If you a current Siel Bleu trainer, they can provide the introductory class at a time that suits but if you've recruited a new trainer, an existing Siel Bleu trainer will provide the first class while the new trainer receives training.

At the start of first class, the trainer will conduct physical evaluations and nutritional screening to ensure that the class is specially designed for everyone there. The class structure will then be designed according to the needs of the class participants and realigned as required.

Advertising

For anyone who has committed to coming to the class, you should contact them directly but you'll a need to advertise the classes locally. You can do this in local newsletters, put up posters in suitable areas and importantly notify relevant local networks that classes are taking place. Leaving a notice in the local G.P's surgery and asking the G.P. to refer people will also ensure you get a good crowd.

CLASSES

4

Step 5:

Running the class

Once everything is up and running, the trainer is in place and participants are happy, your work is almost done! You might need to help out with advertising, opening up the venue or arranging a cup of tea after class but hopefully you can find some helpful volunteers who won't mind helping out with this.

The trainer will be responsible for running the classes and liaising with Siel Bleu HQ on all administrative and reporting issues.

TIPS



To find out more about what makes Siel Bleu classes unique, why not get in touch with your mentor who can give you lots more information about the classes and why they work. Just [Register to Start](#) to get connected.

PLAN 5

What's next?

Register to get started here, get connected with a Mentor and help older people in your community live healthier and more independent lives.

