



WP 2 Meeting

18.07.2013

Paris

Central research organisation
of the Westfälische Hochschule
Gelsenkirchen Bocholt
Recklinghausen University of
Applied Sciences in cooperation
with the Ruhr-Universität Bochum



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Agenda

10:30 Introduction IAT

11:00 Topic I: Identification of target groups

12:30 Lunch break

14:30 Topic II: Living Lab Environment
- Primary Enduser: IAT
- Secondary Enduser: HUG

16:00 Further steps

Our mission for today

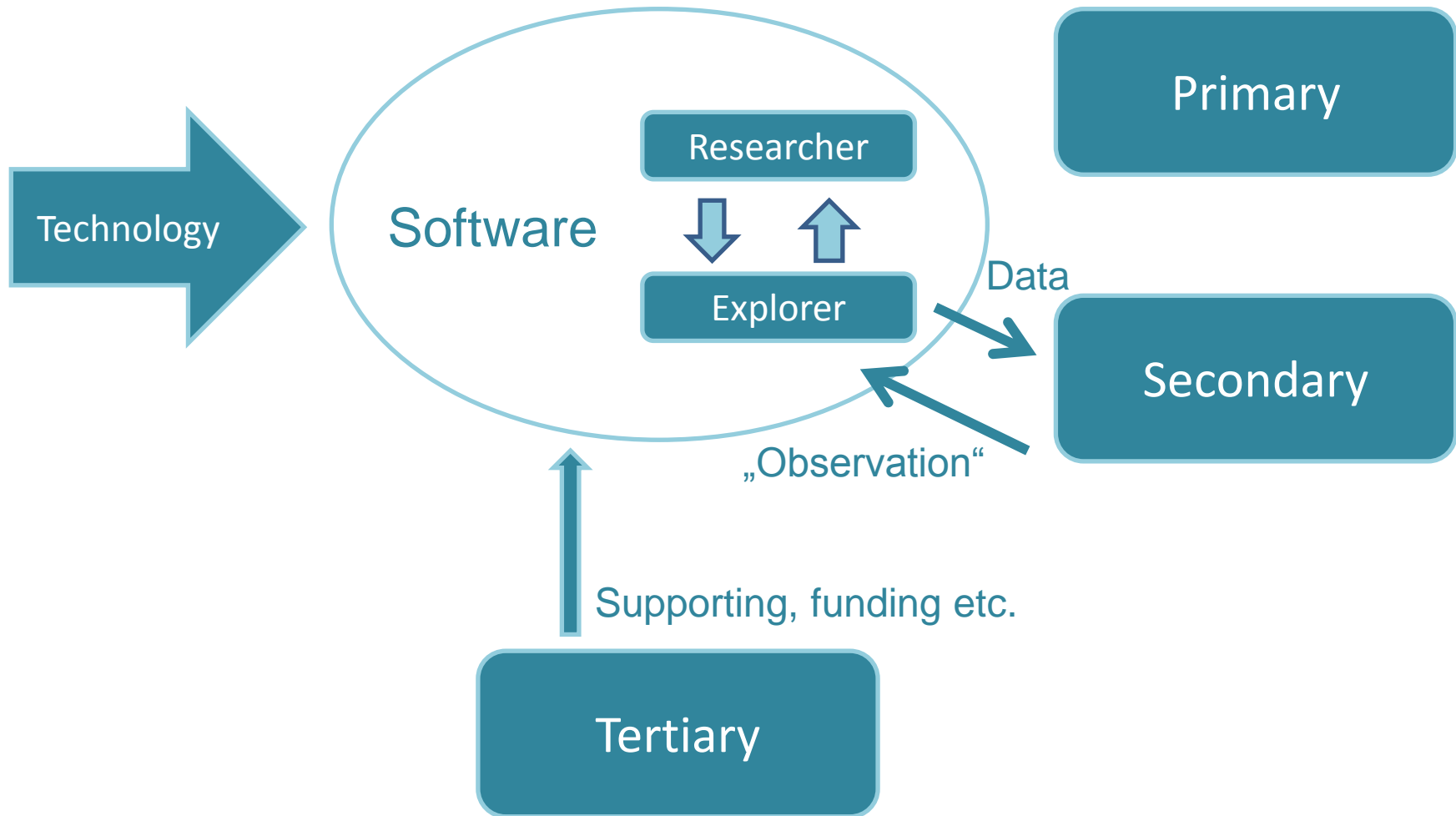
What we need to achieve today

- Starting the international collaboration in WP 2 and beyond

This includes:

- Working plan and time schedule for 2013/14
- Content of our first two steps in WP 2

„The vision of MoMo“



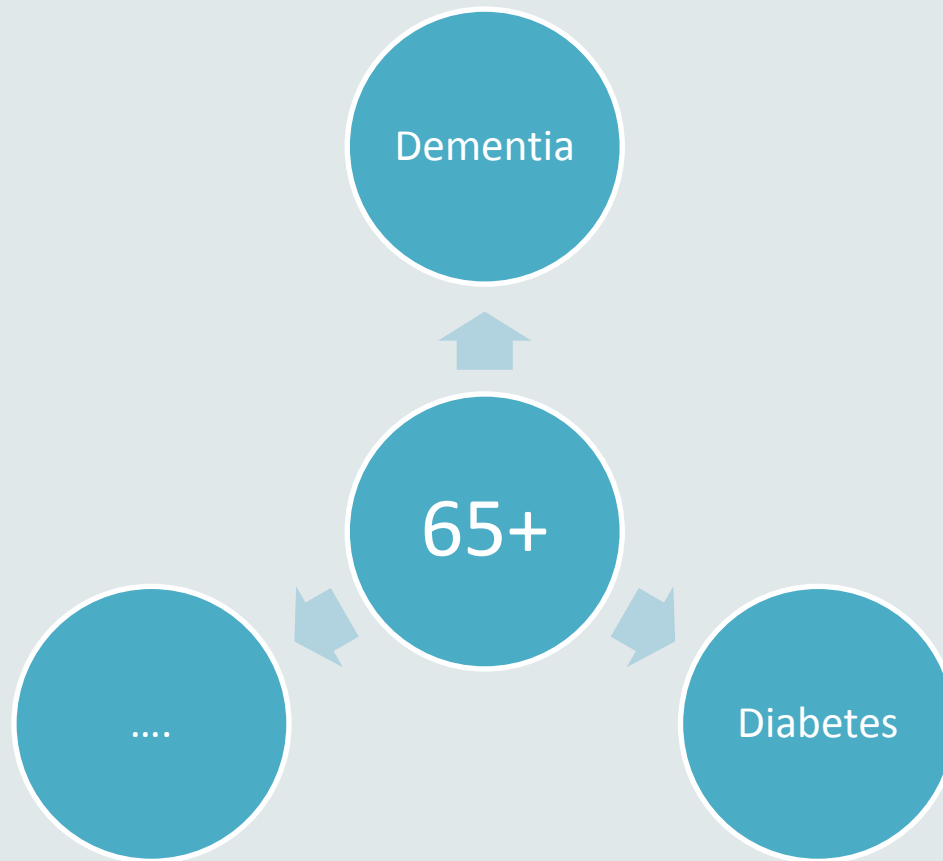
Goal of the project MobilityMotivator

AAL Joint Programme

- Promoting mobility and the maintenance of cognitive competences
- Development of a successful business model (WP 5)


Step 1:

Definition and identification of targetgroup



Inclusion criteria for primary enduser

- Age 65+
- Motivation of changing behavior
measured by qualitative interviews with
respect to the Health Action Process Approach
- Understanding of language and content (cognitive skills)



Based on these criteria the (primary) enduser organisations (GRCM, E-Seniors) select 30 participants

Data collection

The research team conducts a questionnaire-based survey with a minimum of five hundred (500) participants.

The survey will focus on the city of Mettmann, but is open to other regions.

The questionnaire focuses on:

- Socio-demographic data (sex, age, education, income,...)
- Self-related health Status (WHOQOL-8)
- Activity index
- Self-responsibility in health
- Self-efficacy

GOAL: Identification of user types

Living Lab Environment

The living lab environment describes the living conditions of the target groups.

Mixed-method approach of quantitative and qualitative research methods:

Quantitative	Qualitative
WHOQoL	Semi structured interviews <ul style="list-style-type: none">- Living conditions- Motivation of changing behavior
Socio-demographic Data	
Activity: Pedometer/ 4 weeks	Activity: Activity diaries/ 4 weeks
	Focus groups (2014/2015)

Variable Living Lab Environment

Active Ageing Index

Employment	Participation in society	Independent, Healthy and Secure living	Capacity and Enabling Environment for active ageing
Employment rate 55-59	Voluntary activities	Physical exercise	Remaining life expectancy at age 55
Employment rate 60-64	Care to children and grand children	Access to health services	Share of healthy life expectancy at age 55
Employment rate 65-69	Care to older adults	Independent living	Mental well-being
Employment rate 70-74	Political participation	Financial security (three indicators)*	Use of ICT
		Physical safety	Social connectedness
		Lifelong learning	Educational attainment

Time schedule

Questionnaire

Dispatch date: August
2013

Results: October 2013

Target groups

Identification: July-
September 2013

Recruitment: October
2013

LLE

Guidelines: End of
2013

First interviews: Q1/
2014