



*Let's add life to years !*

**SIEL BLEU IRELAND**  
**MANAGER'S REPORT**  
**4.12.2014**



## Contacts

Siel Bleu Ireland

Thomas Mc Cabe  
18 Eustace Street,  
Temple Bar,  
Dublin 2

Phone: 01 2096889



**Siel Bleu Ireland**

Our charity has the vision of forming a society in which everyone can grow old in, living independently, autonomously and socially included. Siel Bleu Ireland draws on international experience to deliver upon this vision. Founded in France (1997), Siel Bleu has grown, expanding its reach to Belgium, Spain and Ireland, by delivering Adapted Physical Activities to over 70,000 weekly participants. Working in Ireland since 2010 Siel Bleu delivers APA sessions to over 1250 participants.

*“The mission of Siel Bleu Ireland is to utilise Adapted Physical Activities (APA) as a means to help improve the physical, social and mental health of Ireland’s older and vulnerable adults.”*

### Summary

Siel Bleu Ireland has recorded a 50% increase in demand for APA sessions within the past 12 months. Delivering its activity programmes to 62 clients 12 months ago, Siel Bleu Ireland currently works with 93 clients providing 105 hours of classes per week. The APA sessions take place in nursing homes, the community, and day care centres. Siel Bleu also offers outdoor classes and one to one sessions adapted to each client’s needs.

Through the continued support of our partners and gaining insight into our target market, we are set to continue to scale our work and reach our targets by 2015.



## Activities

Through the needs of its partners and interest in the regions, Siel Bleu has expanded its services into 11 counties with 9 regional physical trainers.



	Clients 2014	Hours 2014	Clients 2011
Nursing Homes	56	70	3
Communities	30.5	30.5	0
One on One	5	5	0
<b>National total</b>	<b>91.5</b>	<b>88</b>	<b>3</b>

Staff members	
Full-time	5
Part-Time	7
Internship	1
Work placement	1
 Geographic regions	 11



### **Nursing Home Channel**

Siel Bleu Ireland has grown from the original 3 nursing homes in 2011 with 6 sessions per week to 56 nursing homes and day care centres with 70 hours per week as of December 2014.

Growth was supported through:

- Increased awareness due to conference participation, newsletters, workshops
- Ground work at nursing homes level through calls, emails, visits
- Development of active8 offer allowing nursing homes to experience 8 sessions for the price of 3 (€165) with a conversion rate of 60%
- Delivering trials sessions in day care centres

### **Nursing Homes - Long-term partnerships**

One of the most beneficial contracts for Siel Bleu and the nursing homes are the long-term partnerships. Since the pilot in 2011, Siel Bleu has been working with Bloomfield Health Services, a leader in providing excellence care to older adults and those with intellectual disabilities. In March 2013 the partnership evolved to a total of 9 hours of APA per week. Siel Bleu trainer Martina Carton works closely with the occupational therapy team to provide physical activity sessions including our APA programmes, football, boxing classes and any other activities that motivate residents to participate. We work closely with Bloomfield to organise events based around awareness weeks such as "Action Man" Day for Men's Health Week and the Bloomfield Olympics, and provide feedback in care team meetings.

We aim to offer these extended hour contracts to other nursing homes, where we can optimise the benefits for both the residents and the nursing homes. As such we have signed up TLC City West with 6 hours of APA delivered per week, and 12 of the 37 nursing homes clients utilise Siel Bleu for more than 1 hour per week.

### **Testimonials**

Imelda Burke, Director of Nursing, TLC Citywest, Dublin:

*"It really is so positive and the specific improvements in each person are obvious. The programme has great respect within our nursing home group. Your trainers do a fantastic job and are an absolute credit to Siel Bleu."*

Catherine Keogh, Senior Occupational Therapist, Bloomfield Care Centre, Dublin:

*"The residents have greatly benefitted from the Siel Bleu programme over the 6 month period. The instructors' enthusiasm is infectious and through exercise, the residents have grown in confidence, improved their fitness levels, enjoyed the social aspect of the group and most importantly had a lot of fun. It has been a valuable addition to our activity programme."*



## Community Channel

While the core of Siel Bleu's work in Europe has been through the nursing home channel, we have experienced great response from the community channel. Mirroring our preventative work in the nursing homes, our community programmes ensure that adults can retain their functionalities, improve their confidence and prevent age related decline and dependency. We have found that through working with like-minded organisations we have had great success in reaching the general public.

Growth has been supported through:

- Partnerships with other charities and like minded organisations
- Networking with Sports Partnerships and community initiatives
- Presentation at Active Retirement and Independent Living groups

### 1. Arthritis Ireland, Move4Parkinsons and the Parkinson's Association

Through our partnership with Arthritis Ireland we ran a very successful 8 week pilot programme in Dublin in April 2013 and presented at their National Conferences during the year.

Following from this we have started classes in Waterford, Tipperary and Limerick, with presentations in Longford and Sligo and interest from Cork and Kilkenny.

Move4parkinson and the Parkinson's Association communicate our activities to their members and have arranged specific groups in Dublin and Limerick. In addition to the activity sessions, Siel Bleu has been asked to provide physical evaluation tests for people with Parkinson's disease.

### 2. Living Well with Dementia

This is a service based initiative that helps those with early onset dementia to live at home for longer. Siel Bleu partners with the Stillorgan HSE in this programme by providing adapted physical activities linked with cognitive stimulation exercises. After an initial 8 week pilot programme with one session per week which started in February 2013, Siel Bleu has rolled out additional hours, added a walking group, which is open to all members of the public to reduce the stigma associated with dementia and has started a dance class in November 2013.

A meeting took place with Mayo County Council to provide a similar service there and talks to conduct pilots in a nursing home, hospital and community setting are ongoing.

### 3. Healthy body, healthy mind

Building on a strong partnership Siel Bleu and the University of Limerick are working together on the GP referral scheme with the help of Dr Emmet Kerin, to conduct a study on the effects of our services on adults living at home, aged between 50 and 70. The study sees 10 local GPs refer their patients to a 12-week Siel Bleu APA course. Each participant is invited to a full body composition test, a physical and needs based assessment and malnutrition screening, the results of which are used to design a suitable exercise programme. After 12-weeks of activities the participants are evaluated again to determine the effects of the APA sessions. The programme has been hugely successful in not only attracting more than 50 participants, but study results show great effects on body composition, BMI and physical abilities.

Starting with Dublin we will work in conjunction with Dr. Liam Lacey and TLC City West to mirror this programme.

#### 4. Active Retired and Independent Living

Dublin City Council has partnered with Siel Bleu in the provision of the service to residents of Council Housing. Siel Bleu provided workshops at Council initiatives such as for Positive Ageing Week, which has also attracted the interest of Active Retirement Groups in our service.

#### 5. Carers's Association

Siel Bleu designed a 12 week training programme for family carers, with the aim to receive FETAC accreditation and expand this to include professional carers.

The first programme started Nov. 2013 in partnership with the Carers' Association in Dublin, with the view to be rolled out nationally.

The charity "Caring for Carers" has also expressed great interest in the programme and its communication will include the December newsletter, Siel Bleu workshop at National Conference and start of programme in April 2014.

### Testimonial

Mary, 86 Year Old Participant in Siel Bleu Ireland Class, Dublin:

*"Siel Bleu is a life saver for older people because there is a respect that you get when you come into a class, and you feel: they see me"*





### **Social Impact:**

**Direct beneficiaries :** With the current 105.5 hours we are reaching 1580 participants per week. With the continuous scaling and greater brand visibility, we expect to deliver 150 hours by the end of 2015 reaching 2250 participants per week.

**Conferences:** Through our participation in conferences such as Nursing Home Ireland, Sonas Conference, Aigna Conference, European Week Against Cancer Conference, Change Nation One Year on and numerous presentations at Active Ageing Week, Active Retirement Groups, GPs, Primary Care Teams, we have increased our visibility and have created an awareness for the benefits of adapted physical activities as a preventative and curative care tool for over 6000 people.

### **Upskilling:**

With the start of the Carers' Training we are not only sharing our knowledge with participants on how APA can positively affect their lives, but also teach them the use of simple exercises for their person in care. With accreditation the now 12 participants can document their personal development. This training will be expanded to reach over 140 participants in 2014.

### **Human Resources**

**Employees:** Siel Bleu Ireland now employ 5 full time staff, National Manager, Admin/Communications Officer, Development trainer and 1 full time Dublin trainer and 1 full time Waterford Trainer. Through development we are also working with 7 part time trainers across Ireland (Louth, Kildare, Tipperary, Kilkenny, Waterford, Limerick, Cork and Galway/Mayo).

**Training:** Throughout the year we have 4 Train the Trainer sessions where we have invited external speakers to present to the team. These include speakers from Arthritis Ireland, the St. James's Memory Clinic and the Neale Project, Trinity College Dublin. We have also had MUST training from Nutricia Medical and sales technique training from Definition Ireland. The trainers also researched the effects of APA in relation to a chronic disease of their choice and presented their findings during one TTT session. Long-term trainer Martina Carton held practical sessions with idea exchanges during each session.

In addition to that we have weekly skype calls, in which trainers share best practise and advise, as well as weekly reporting.

### **Staff Changes**

In April 2014, Fiona Foley left her role as head of Siel Bleu Ireland to be replaced by Thomas Mc Cabe. Andrew Mc Bride took over as development officer in October 2014.

Siel Bleu Ireland has also appointed a new board in July 2014, the new board is comprised of the following;

Siel Bleu Ireland also moved offices in June 2014 from 1a Richview Office Park to 18 Eustace Street, Temple Bar, Dublin 2.



## Corporate Partners :



Starting in 2012 Nutricia Ireland and Siel Bleu joined forces to promote the health and well-being of nursing home residents and members in the community as part of the Danone Ecosystem Sustainability Programme.



**Eating Well + Moving Well =Ageing Well**

Combined Offer

### **Nursing Home Channel:**

Offer Siel Bleu's Acitve8 programme to all Nursing homes.

Benefit for Siel Bleu – accessibility to new customers through recognized partner.

Benefit for Nutricia – cement existing customers through specialized service and attract new loyal customers

### **Community Channel:**

Bring common offer to general public & raise awareness of the importance of good nutrition as we age. Also offer Malnutrition screening and follow up to all Siel Bleu community participants. Provides Nutricia with valuable insight into malnutrition levels in the public. Solidifies Siel Bleu's holistic approach.

Ageing Well

## Home Instead:

Home Instead Senior Care is the latest organisation to partner with Siel Bleu, supporting an additional hour of activities for adults with dementia, opening the offer to a new cohort of participants. As the leading home care organisation in Ireland, they share Siel Bleu's vision of





enabling older adults to live happy, healthy and independent lives at home for longer. The goal is to expand the sponsored classes as well as provide training for their team of care givers.

Boehringer and Ingelheim have partnered with Ashoka Ireland's health initiatives and as such is very interested in supporting Siel Bleu's growth in Ireland. In December 2013 Siel Bleu and representatives of B&I defined the contents of the partnership. BI have been instrumental in the set-up of the COPD pilot programme in Bray and in providing sales training to team members of Siel Bleu which has enhanced Siel Bleu Ireland's growth.

### Financials:

During the year Siel Bleu also applied for numerous grants including Social Entrepreneurs Ireland, The Lottery Fund, the Ireland Fund, The David Manley Award, Guinness Projects, Lily, The Hospital Fund, Community Foundation, Ashoka innovation project, The Wheel competition, Ulster Bank.

### Communication:

**Press:** Siel Bleu has been featured in the Irish Times twice, The Dublin People, The Limerick Leader twice, The Limerick Post, DCC Social Inclusion Magazine and UL Online Magazine.

Our combined offer with Nutricia has been featured in the Irish Times, Irish Medical Times, Irish Medical Post, PESS E-ZINE.

**Radio:** Dublin City FM, interview with Upstarts in May and with Viva Vox in June.

**TV:** RTEs Morning Edition in October.

**Materials:** Redesign and updating of all Siel Bleu promotional materials (community leaflet & nursing home brochure) to include combined offer with Nutricia. Design of banner for conferences.

**Online:** Set up of Twitter and Facebook. Redesign of entire Irish website planned for December 2013.

### Media Value:

The combined Media Value of the Nutricia/Siel Bleu partnership has been estimated at **€45,205.55** by OMD.

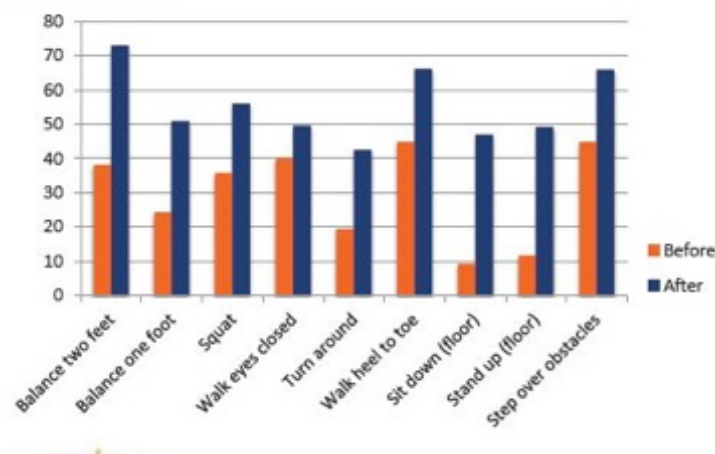


## Research on Benefits of Siel Bleu Classes

### Siel Bleu France:

A yearlong study conducted in two nursing homes in France (200 participants, average age 75 years old) recorded substantial benefits from the APA classes for participants. Numerous physical activity tests were conducted, the results recorded at the beginning and end of the study. (see graph)

The results show:



### Siel Bleu Ireland:

Through a six month pilot study, Siel Bleu Ireland found that APA classes improved and maintained participant's physical and mental health and well-being. This study was conducted in two standard nursing homes and a care facility for adults with intellectual disabilities. APA classes were implemented during the pilot period with groups of up to 15 participants. Study results were drawn from a series of questionnaires and physical activity tests.

### Smurfit Study:

Siel Bleu commissioned the Smurfit marketing department to analyse the perception of current and potential customers in regards to our services and the partnership with Nutricia Medical. The study shows the positive perception of Siel Bleu at its current customer base, as well as a clear need for individualized, preventative and curative physical activity programmes, with good reporting to staff.

### HAPPIER Study:

The early results of the HAPPIER study are positive with findings of the study further illustrating the effectiveness of Siel Bleu's programmes as a preventative health tool. The study will be released in early 2015.