EncourAGE

the ‘Neighbourhood’ as the hinge to deliver preventive care [with the aim] of encourAGING behaviour change.

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About us

Community care

- Nutrition advice
- Meaningful activities
- Social isolation
- Dehydration prevention
- Healthy mobility

Prosperous Health Communities

Evidence-based community care

Nutrition

Tackling social isolation

Social activities

Evidence-based dehydration prevention

Healthy Ageing Network
Northern Netherlands
Region of Knowledge and Development

Healthy Holland
Shared Challenges, Smart Solutions
What we want to do; our goals

- Create and implement an evidence based, Community Health suite [Cloud IT, mobile & voice apps and wearable/mobile devices], with **best practices** and **standards**.
  - **meaningful activities** will ‘activate’ users, physically/mentally, supporting **lifestyle changes**
- Provide evidence on relative cost reductions [RCR]
  - healthcare costs in our health communities increase less compared to expected costs of the non-EncourAGE communities.
- Shaping solutions to **“add 5 years to the healthspan of citizens”**
  - Insurance companies & Ministries of Health as ‘orchestrators’ for promotion and prevention;
- Validate a scale-up strategy by establishing partnerships with municipalities empowering innovative ‘health network’ providers such as HANNN and Active Gloucestershire
  - demonstrate a preferred ‘road-to-market’
Looking for
[health] insurers, municipalities, care providers, communities and local initiatives ... in

... and co-create the standard for a new social, motivational, infrastructure, supporting our everyday lives