



Systemic change on Prevention through APA (Adapted Physical Activity)



Our Mission

Main Mission: Promote health and improve quality of life through Adapted Physical Activity (APA).

Target Audiences: Tailored interventions for people at risk of frailty due to aging, hospitalization or chronic disease

Diverse personalized programs:

- Group and individual sessions
- In-person and online

Holistic Approach: Combines physical, social, and psychological benefits to combat isolation and foster autonomy.

Figures - Siel Bleu Europe 2025

↘ **960** employees 

↘ **293 000** participants 

↘ **+10 000** places of intervention 



Siel Bleu in Europe

European growth has been expanded in Portugal and Germany, and strengthened in other countries through the Moov&Smile project, supported by the EU (EaSI Programme)

Portugal (2023)
205 participants per week
2 employees



France (1997)
210 000 participants per week
801 employees



Belgium (2008)
3 250 participants per week
18 employees



Germany (2023)
203 participants per week
2 employees

Spain (2012)
27 145 participants per week
109 employees



France (1997)
210 000 participants per week
801 employees



Belgium (2008)
3 250 participants per week
18 employees



Germany (2023)
203 participants per week
2 employees

Spain (2012)
27 145 participants per week
109 employees



Problem Tree

Cost of physical inactivity in health expenditure:

related worsened condition has an 80 Billion hit in the health system in Europe per year.

40% of caregivers experience mental health issues:

Informal caregivers in Europe represents 12.7% of the population. The estimated time that they devoted represent 3,63% of GDP

Health system in ageing countries are collapsing.

Across Europe, healthcare systems are facing increasing financial pressure, largely driven by the rising costs of chronic diseases and long-term care for aging populations

Last 10 year of life are oftenly related with social isolation,

lack of support and dependency. Loneliness is associated with a 15-year reduction in life expectancy

People in Europe at risk of physical frailty - due to aging, hospitalization or chronic disease, don't have access to and don't participate in joyful exercise programs that increases their life expectancy, reduce prevalence of lifestyle diseases and reduces the risk of requiring a nursing home 24-7 care.+

PERCEPTION OF PHYSICAL EXERCISE

as painful and lacking immediate benefits, combined with the comfort of sedentary behaviors

HCPs LACK ADEQUATE KNOWLEDGE,

skills, and confidence in sport science. Ability to prescribe and promote APA is limited

LACK OF QUALITY STANDARDS FOR APA

programmes (heterogeneity of offerings, lack of trust and confidence)

NO VISIBLE AND ACCESSIBLE OFFER

in people's community (insufficient facilities and weak local promotion)

NO CLEAR FUNDING/ REIMBURSEMENT

mechanism and no financial nudge to start

Our Vision

Anyone at risk of physical frailty because of hospitalization and chronic disease should use APA as a preventative tool to enhance health and tackle sedentary lifestyle.

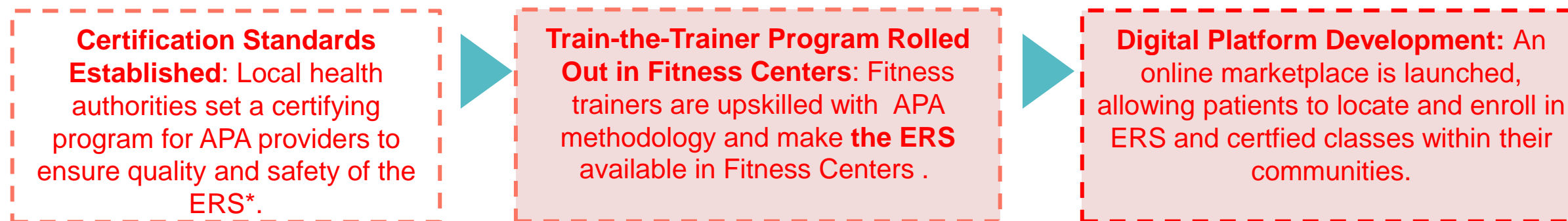


System change process

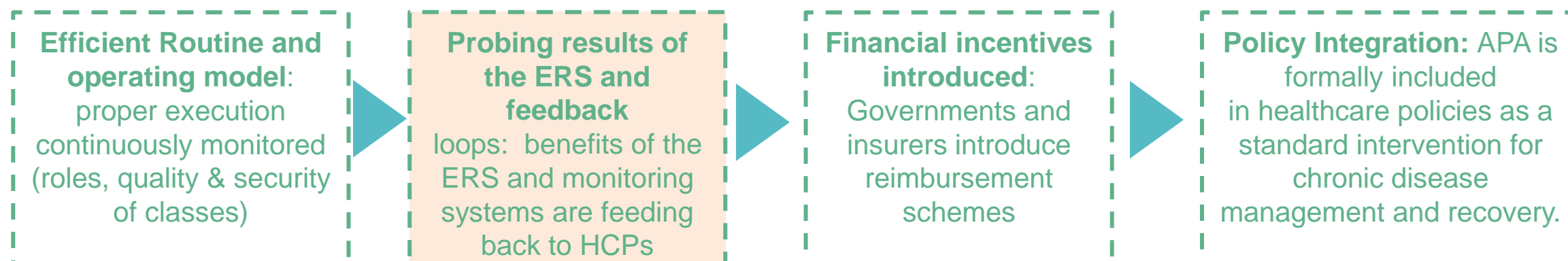
Plot #1: Building Awareness and Changing Perceptions



Plot #2: Strengthening Infrastructure and Capacity



Plot #3: Embedding APA into the Healthcare System



A system with certified APA programmes accessible for patients and actively recommended by HCP.

Creating a win-win-win model where existing fitness centers are upskilled with APA methodology; patients have access to more available and tailored programmes and HCPs* refer patients to certified exercise schemes

HCP* Health care professionals
ERS: Exercise Referral Scheme

Thank you!

guillaume.lefebvre@sielbleu.org

