

FIT BALKANS NEWSLETTER

Improving the Subjective Well-being
of Young Women in Balkans through
Interventions in their Physical Activity



MOOC 1: ACTIVE MOBILITY & WELLBEING

Date: November 21st, 2024

Main Theme: The impact of active mobility habits on the well-being of young women.

Key Objectives:

- Raise awareness on how daily mobility patterns affect physical and mental health.
- Explore connections between sedentary behavior, active commuting, and well-being.
- Present early research findings from intervention programs conducted across Balkan countries.

ABOUT THE PROJECT

Fit Balkans is a 36-month Erasmus+ Cooperation Partnership in Sport project, co-funded by the European Union, dedicated to promoting active lifestyles and improving the wellbeing of young women aged 18-30 in the Balkan region. The project brings together a multidisciplinary partnership of academic institutions, NGOs, and practitioners to design interventions, share expertise, and generate policy-relevant research.

Through two major Massive Open Online Courses (MOOCs), several interventions, research activities, and awareness-raising campaigns, Fit Balkans actively contributes to reducing sedentary behaviors and promoting healthy living among young women.



MOOC 1: ACTIVE MOBILITY & WELLBEING



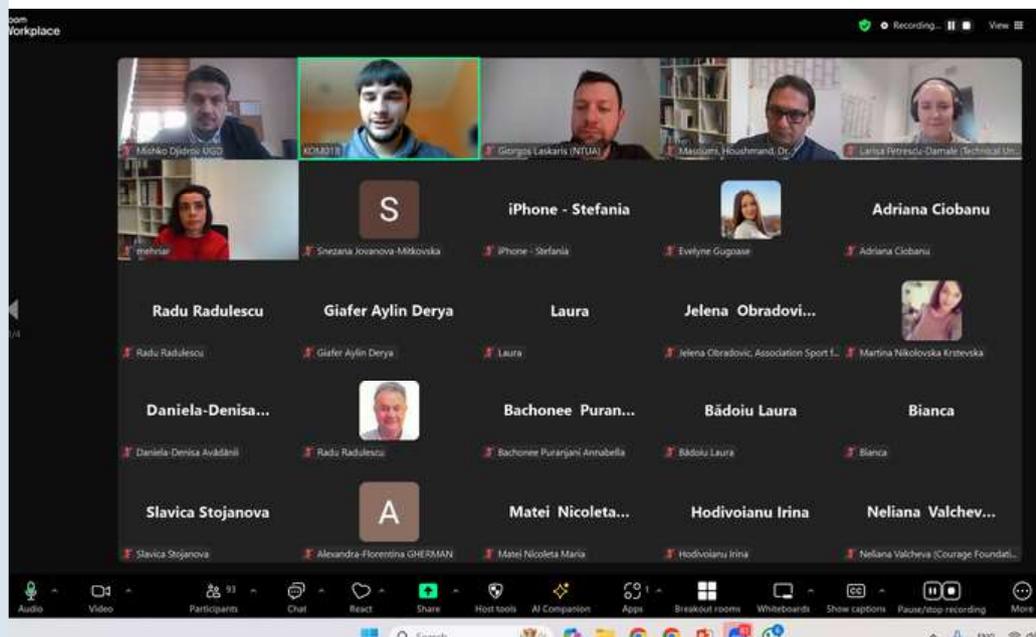
Main Presentations:

- **Introduction to the Fit Balkans Project**
Overview of the project's goals, partnership structure, and target population.
- **Active Mobility: International Evidence and Local Contexts**
Insights into mobility patterns, environmental design, and cultural influences on mobility behaviors.
- **Research Results from Data Collection**
Analysis of mobility habits, wellbeing indicators, and behavioral factors gathered from more than 400 participants across multiple pilot cities



Highlights

- Successful engagement with over 100 participants in the first MOOC
- Joint academic and NGO collaboration ensured a diverse and inclusive approach.
- Scientific data collected will contribute to future academic research, policy recommendations, and practical interventions.



MOOC 2: HEALTHY LIFESTYLES FOR WOMEN

Date: January 30th, 2025

Main Theme: Building sustainable, healthy lifestyles through personal goal-setting, education, and community support.



Highlights:

- Focus on both physical health and mental wellbeing, including stress management, social connectedness, and emotional resilience.
- Discussions grounded in previous EU-funded projects such as MAPS, PAYAMOS, and FIT-OLD.
- Interactive sessions allowed participants to reflect on their current lifestyles and plan actionable changes.
- Participants were awarded certificates of participation.

Key Objectives

- Provide scientific knowledge on physical activity, lifestyle categorization, and wellbeing.
- Educate participants on healthy behavioral choices, both physically and mentally.
- Empower young women to take ownership of their health and actively integrate wellness into their daily routines.

Main Presentations:

- **General Overview of Physical Activity**
WHO-based recommendations on light, moderate, and vigorous physical activity levels.
- **Types and Forms of Lifestyle**
Exploration of various lifestyle categories, including sedentary, active, urban, rural, and digital lifestyles, and their psychological, social, and physical implications.
- **Personal Strategies to Promote Active Lifestyles**
Tools for personal goal setting, self-assessment, and sustaining active living through community support and monitoring.

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